



# EDITOR & PUBLISHER



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

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

NEW YORK, THURSDAY, JULY 17, 1919

Vol. 52, No. 7

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## June Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of June, 1919:

<b>Automobiles</b> - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 56,244 lines. Next highest score, 43,863 lines.		
<b>Churches</b> - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 2,682 lines. Next highest score, 1,082 lines.		
<b>Department Stores</b> - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 307,401 lines. Next highest score, 220,389 lines.		
<b>Educational</b> - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 7,104 lines. Next highest score, 5,959 lines.		
<b>Furniture</b> - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 34,473 lines. Next highest score, 18,253 lines.		
<b>Groceries and Foodstuffs</b> -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 40,376 lines. Next highest score, 37,210 lines.		
<b>Hotels and Restaurants</b> - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 7
The Daily News, 11,085 lines. Next highest score, 10,387 lines.		
<b>Musical Instruments</b> - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 23,334 lines. Next highest score, 22,202 lines.		
<b>Total Display Advertising</b> -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 929,508 lines. Next highest score, 844,306 lines.		

*IN NEARLY EVERY IMPORTANT CLASSIFICATION*

## THE DAILY NEWS

*FIRST* in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

## SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American .....(S)	365,660	.35	.35
Boston American .....(E)	301,270	.40	.40
Boston Globe .....(ME)	293,781	.30	.30
Boston Globe .....(S)	329,781	.35	.35
Boston Post .....(M)	459,603	.45	.45
Boston Post .....(S)	367,074	.35	.35
Boston Record .....(E)	50,650	.15	.15
Boston Transcript .....(E)	29,820	.20	.20
Fall River Herald.....(E)	9,419	.025	.025
Fitchburg Daily News (E)	5,605	.025	.025
Fitchburg Sentinel ..(E)	6,912	.025	.01785
Haverhill Gazette ....(E)	13,072	.0285	.0214
Lynn Item .....(E)	15,121	.05	.0333

Lynn Telegram- News .....(E&S)	15,000	.04	.04
Lowell Courier- Citizen .....(ME)	16,780	.035	.035
New Bedford Standard- Mercury .....(ME)	26,674	.05	.05
Salem News .....(E)	18,355	.055	.04

MAINE—Population, 762,787.

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

RHODE ISLAND—Population, 591,215

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

VERMONT—Population, 361,205.

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

CONNECTICUT—Population, 1,114,756

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

†Rate on 2,800 lines. \*Rate on 3,500 lines.  
Government Statements, April 1st, 1919.  
‡A. B. C. April 1st, 1919.

# ?

## “Black and White and Read all Over”

The Answer is:

“Literally true of *the  
New England Daily News-  
papers!*”

“Read all over” New England, many  
are also *quoted* editorially in other  
territories, from *Coast to Coast!*

*They Are veritable “Town Criers” of All the News,  
from the latest infant arrivals to the daily offerings  
of the department stores and whatever is “going on.”*

Your advertising in these papers will get  
attention that will be quickly reflected in an  
increasing demand for your goods!

Right now New England is vacationing several  
hundred thousand newspaper readers from  
other states.

Show them that YOURS is a NATIONAL  
business.

Let *them* see *your* advertising NOW in  
*these* New England papers that they will  
read *this* summer!

# What St. Louis Merchants Think of the Post-Dispatch

Significant is the fact that the Post-Dispatch Gain in Home-Merchants' Advertising for the six months ending June 30, 1919

**EXCEEDED THE GAIN IN HOME-MERCHANTS' ADVERTISING OF ALL FOUR OTHER ST. LOUIS NEWSPAPERS COMBINED BY 171,300 LINES**

The record made during this period increases the already overwhelming lead which the Post-Dispatch has had over all other newspapers in St. Louis and the Great Southwest, and justifies the common expression that

"St. Louis Is a  
'One Newspaper Town' "

The gains made in all departments MEASURED IN AGATE LINES, NOT MISLEADING PERCENTAGES—convincingly show the tendency of both Home and National Advertisers more and more toward

Concentration in the  
ST. LOUIS POST-DISPATCH

Semiannual statement of Home-Merchants' Advertising carried by the five St. Louis newspapers during the period ending June 30th, 1919, and the gain made over the same period in 1918, shows:

**POST-DISPATCH Gained 1,394,400 Lines**

Globe-Democrat, Star,  
Times and Republic. **COMBINED GAIN 1,223,100 Lines**

**POST-DISPATCH EXCESS GAIN 171,300 Lines**  
OVER ALL FOUR COMBINED

## TOTAL PAID ADVERTISING

The Post-Dispatch carried 7,957,320 lines of Total Paid advertising during the six months' period ending June 30th, 1919—which EXCEEDED THE VOLUME CARRIED BY THREE OUT OF ALL FOUR OTHER ST. LOUIS NEWSPAPERS COMBINED BY ALMOST TWO MILLION LINES.

## GAINS IN TOTAL PAID

The Post-Dispatch gain in Total Paid Advertising for this period was 2,434,800 lines—EXCEEDING THE GAIN OF ANY THREE OF THE FOUR OTHER ST. LOUIS NEWSPAPERS COMBINED.

*The Post-Dispatch Guarantees a Circulation in St. Louis, Daily or Sunday, More Than Double That of Any Other Newspaper.*

# ST. LOUIS POST-DISPATCH

S. C. BECKWITH SPECIAL AGENCY, Sole Representatives, Foreign Advertising  
NEW YORK CHICAGO DETROIT KANSAS CITY ST. LOUIS

# Philadelphia

is a most attractive field  
for the national advertiser.

About three million people work and live in metropolitan Philadelphia.

Response to advertising is quick, particularly for articles of home consumption, apparel, food and house-furnishing.

700,000 male wage earners and 300,000 female workers are employed in its 16,000 manufacturing places.

Steady employment, good wages and civic pride make Philadelphians receptive to advertised commodities.

## Dominate Philadelphia

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

# The Bulletin

*Net Paid Average  
for June*

447,401

*Copies  
a Day*

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



# EDITOR & PUBLISHER



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

Vol. 52.

NEW YORK, THURSDAY, JULY 17, 1919

No. 7

## NAVY DEPARTMENT APPROVES BIG PAID SPACE CAMPAIGN FOR RECRUITS THROUGH A. A. A. A.

Conference with Secretary Daniels in Washington Results in His Hearty Endorsement of Plan Whereby "World's Greatest Agency," Composed of 116 Units of the Association, Will Make Initial Expenditure of \$300,000—Small Towns Will Share in Advertising

WASHINGTON, July 16.—The Navy Department's advertising campaign, for which Secretary Daniels has approved an expenditure of \$300,000, is to be undertaken by the "world's greatest agency." It is to be handled by a composite agency composed of the 116 units comprising the membership of the American Association of Advertising Agencies.

The campaign is to begin at once, but instead of being a spasmodic experiment covering a short period, Secretary Daniels, requiring no demonstration of the value of such advertising, has approved the plan to keep the navy advertising constant. It is expected, however, that the program will attain its top speed during the early fall, this being especially true of the magazine and periodical advertising.

### Conference of Experts

These, briefly, are the results of the conference held here last Friday between representatives of the A. A. A. A., the Bureau of Advertising of the American Newspaper Publishers' Association, the American Press Association, and several independent agencies, and Secretary Daniels and Lieut. Commander Emory Winship, U. S. N., retired, chief of the Navy Recruiting Service, Bureau of Navigation.

The result were regarded as eminently satisfactory to all parties to the conference, but the most gratifying part of the entire affair was the aftermath. EDITOR & PUBLISHER has been informed authoritatively that Secretary Daniels takes the position that if the \$300,000 appropriation is not adequate he will be in a favorable mood to consider the necessity for a further expenditure, and he is said to believe that advertising will be recognized by direct appropriations hereafter.

### "No 2-by-4 Campaign"

In other words, it means the Navy has gone in for advertising in exactly the same spirit which guided it to such a successful record during the war. The Navy is not going to do anything in a half-hearted manner or, as Commander Winship and Secretary Daniels expressed it, "We cannot afford to engage in any two-by-four campaign." It was because Commander Winship convinced the Secretary that the Navy should try to do its first campaign "up right" that the Secretary gave his immediate approval to the initial expenditure of \$300,000, instead of \$200,000 as intended originally.

The plan of dealing with a composite agency was suggested as the most prac-



HON. JOSEPHUS DANIELS.

tical way of saving time, trouble and money. It promised the best results, and the Navy chiefs are more than elated at the spirit shown by the advertising experts in agreeing to incorporate their association as an agency in order to conduct the Navy campaign. It will mean that Commander Winship will be dealing with one contractor, and he proposes to deal solely with and through that agency.

The Navy officials realize that the association is undertaking their campaign because of the widespread desire to afford a real demonstration of the value of newspaper advertising. Commander Winship was frank in admitting to EDITOR & PUBLISHER the spirit which prompted the agency representative who came to Washington to tell him candidly

that such was their purpose.

"They did not come here as many persons have done, and say they wanted to do this just for the Navy without hoping to get anything out of it themselves," he said. "I was mighty glad they didn't, too. Whenever any one comes to us and says he wants to give us something for nothing, I turn him down good and cold. A man who insists he has no axe to grind, generally has a big one somewhere which he is trying to hide.

"Of course, I need no argument to convince me that this association is not going to undertake this campaign for the money which would be pro-rated among the various agencies. I doubt if many of them would undertake a contract to the amount of what would be

the relative share of each in the three hundred thousand. They want to demonstrate a big principle, and they take this means of doing it. We want recruits. If we both get what we want, then there will be no cause for complaint."

Commander Winship declared that the bulk of the newspaper advertising is to be placed in the cities where the Navy has established recruiting stations. In this respect, his attention was directed to the complaint growing out of the War Department's adoption of that policy, many cities which had no recruiting station or simply a branch, protesting because copy was not placed with them.

### National in Scope

He said that the Navy advertising would go wherever the Naval recruiting flag flies, and that every paper in those cities would receive copy. He pointed to a chart on his desk and indicated that in many instances small towns would share in the advertising.

"All during the war and even before the war," he said, "papers in those cities gave the Navy all sorts of space in their news columns and never received a cent. Now, that we have money to spend for advertising, why shouldn't we go right back there and spend it?"

Representations in behalf of the small town papers were made by the American Press Association, and Commander Winship by reference to the many small towns having Navy recruiting stations, showed that the smaller papers would share generously in the Navy copy.

### Daniels Wants Country Boys

By way of comment on this feature of the campaign, Secretary Daniels remarked that the young men he wished particularly to obtain as recruits for the Navy were those between the ages of 17 and 22, living in the country towns of the middle west.

"It is my belief that the farmer boy makes a better sailor than the city boy," he added.

Paul Faust, vice-president of the American Association of Advertising Agencies, represented that organization as spokesman in the conference with Secretary Daniels. He said:

"The organized agencies are exceedingly anxious to see the policy of paid advertising established for the Government, and also to remove any friction that might exist between rival agencies in handling such advertising.

(Continued on page 32)

# SAYS NEWSPAPERS MUST PROTECT AGENCIES ON COMMISSIONS

## President Johns of A. A. A. Tells Southern Newspaper Publishers at Asheville Convention that They Should Not Pay Fees to Advertiser or Unrecognized Agents.

**S**PEAKING for the American Association of Advertising Agencies before the convention of the Southern Newspaper Publishers Association, at Asheville, last week, William H. Johns, its president, asked that henceforth the newspapers of the United States refuse agency commissions to any but regularly accredited and approved agencies, that no commissions be paid to advertisers, no matter in what disguise their orders may be received, and that a universal commission of 15 per cent be paid to recognized agencies on gross rates.

"The financial success of the newspaper hinges on the advertising revenue," he said. "Your papers sell for less than they cost you. You furnish the public its daily or weekly contract with what is going on outside and inside their own communities at a price to them ridiculously low. If you do that job well you prosper in circulation. As you prosper in circulation—it becomes profitable for the advertiser to use your columns and you prosper in net profits over cost.

### Influence of Newspapers Is Increasing

"This is simple and often told—the prophesy of my firm and of the other reliable and progressive advertising agencies is that the newspaper is destined to become relatively a more important advertising medium than it is today or ever has been.

"The improvement of the newspaper and its business methods is bringing this about; the understanding of newspaper values on our part and on the part of advertisers is bringing this about; the spirit of co-operation between you and ourselves is bringing this about.

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

"So much for the prophesy and now for the request.

"The request is that you will give serious thought and consistent action to the question of complete co-operation with those advertising agencies which have proven themselves worthy.

### Embarrassing Frankness

"Here we must speak with embarrassing frankness. Theoretically, you all agree that the intelligent advertising agency builds business for publishers; that with its wide experience and its opportunities for knowing how, when and where to do the job it can eliminate the guess work from advertising practice and make accounts—larger and more stable than could be the case if each advertiser made his own experiments, felt his own way and failed to use the high class professional skill available to him. So you say in theory at least.

"We believe that the accredited advertising agency furnishes something essential, something that neither we nor the advertiser can furnish so skillfully nor so well; therefore, in recompense, we will allow a commission ONLY to accredited advertising agencies.

"We believe also that this commission is amply earned both by what the agencies do in specific cases for their clients and by the general improvement of advertising practice for which their skilled work is so largely responsible—and by the great growth in number and size of advertising accounts which is the result of intelligent systematization of practice and knowledge based on cumulative experience of how to do a job of skilled work most efficiently and economically.

### Asks Indorsement of Agencies

"Gentlemen, it is a big claim, but a just one when I say that the good advertising agency means just that to your business as publisher of a local newspaper.

"So we request that you give both serious thought and action to the question of making your indorsement of our work complete and consistent.

"Yes, I mean refusal of commission to any one not an approved and accredited advertising agency.

"So far we travel together. Here it may seem to you that I am trying to make a raid on your purse—for I am aware that some of you at least allow the agency commission to people who are not regular accredited and approved advertising agents. I am aware also that some of these direct advertisers who demand of you the commission spend in newspapers great sums of money.

"Are we an association fighting for a principle that will not stand the test of either moral right or proof to yourselves?

"We are not, because, first, the principle has been granted in theory but in some cases violated in practice; and, second, because it is a principle accepted both in theory and practice in other lines of industry for many generations. It is the theory of compensation and protection for



WILLIAM H. JOHNS

those who furnish something essential, progressive, and indispensable to the development of any line of industry.

"The advertising business needs and theoretically has the co-operative protection of the newspaper publisher in the shape of the exclusion (not from the use of his space) but from the granting direct of the preferential commission solemnly agreed to be given only to accredited advertising agencies—and by some publishers given only to such agents—and by some others (we regret to say) given to any one who will spend enough money with him to make the temptation to a moral violation of this agreement seem temporarily profitable.

### Should Stabilize Business

"I am not going to dwell at length on this theme, but I must urge it upon you gentlemen to look at our side of this question and give us the protection in our business which you yourselves admit (in theory at least) that our brains, our conduct and our invested capital entitle us to. You must remember that the members of our association place a total of \$125,000,000 of advertising annually in the advertising media of the country.

"Among the publishers of the great city dailies there is scarcely one to be found who will yield to the temptation to give one cent of agency commission to any one not an accredited advertising agency—and they are not losing money by it. The magazine publishers who have followed this policy consistently for years have not lost money by it as you well know.

"And I predict that not a man in your association will lose a cent by it because of the simple fact that your goods are in demand and your prices generally reasonable. In other words, the advertiser must talk to your part of the public through your pages if he wants their trade.

"Remember again—we are not asking you to refuse to sell your space to direct advertisers, large or small, but we do ask, for your interest as well as our own, that you help us in our efforts to stabilize a business once unstable by

declining to give direct the commission which publishers in general may belong only to us agencies for our special and very important services, and which you agree is essential to our complete development as creative and perpetuating factors in advertising.

### Proposals to Publishers

"I am entitled to speak for the American Association of Advertising Agencies, and I say frankly that we want certain things because we feel the need of them to be in full stride toward doing bigger things for and with yourselves. The first is that you will give us complete support on not giving agency commission to advertisers direct no matter how their orders may come disguised. For a starter we ask you now, collectively and officially, to take steps looking toward the refusal of any new business under such conditions.

"Second, we suggest a universal commission of 15 per cent on gross rates. We want rates established by you that are fair to you and just to the advertiser and then we urge you to maintain them against all onslaught and temptation. Uniform and stabilized and maintained price and terms are the foundation of permanent business success.

"We desire and require this co-operation from certain newspaper publishers because we are investing more and more in service; because we visualize a constantly improving service—the kind of intelligent analysis and execution of advertising needs and plans that will keep up for you a steady and increasing flow of high grade, legitimate, profitable business in good times and bad—that will take away all risk and gamble from your investment, from the advertisers' investment and from our own.

"With advertising just beginning to come into its honest own, with the newspapers gaining strength of a growing and permanent character with the great advertising agencies developed into substantial business houses—as skillful in their line as the great engineers and surgeons are in their lines and as conservative and trustworthy in their financial transactions as the great banking houses—can't you agree with us that our cause is just and honorable and our requests are reasonable and sound?

### No Threat of Reprisal

"Remember that in all I have said there is no threat of reprisal. We can't make such threats because our feelings of how we are treated must have no bearing on our selection or recommendation of mediums for the use of our clients who should tell your part of the public about their goods.

"Does our request interfere with your right to do business as you please and with whom you please? Certainly no more than the fact that everybody with kindred interests must work in hearty co-operation to accomplish the greatest possible results. The man who does business just as he jolly well pleases doesn't do much business unless he jolly well pleases to be friendly to his customers.

"Co-operation makes business. The intelligent use of intelligent help is only every day common sense. Starving your source of supply is ultimate business suicide. The great industries of our land are more and more turning to the worth-while agencies for advertising advice and counsel. Sane protection and a chance to make a living profit on what we can do for you is all we ask.

"I cannot close without a word of sincere congratulation to you publishers of the great Southland. We who think and deal largely in terms of national scope and as proud of the South as the South is of itself. No part of the country—or of the world, I believe—has shown as much relative progress in newspaper development and improvement as has the Southern half of the United States."

"It is because we admire your work and progress, and recognize its importance and future, that we, comprising the American Association of Advertising Agencies, are so keenly alive to the vital need of a complete and thorough understanding with you and a method of doing business together that is 100 per cent right on both sides."

### WANT STATE OWNED PAPER MILL

#### Minnesota Editorial Association Proceeding with Pulp Wood Survey

**ST. PAUL, July 16.**—The Minnesota Editorial Association is proceeding to secure a State-owned paper mill in order to insure a market for pulp wood, utilize available water power on State land and guarantee publishers print paper at reasonable prices. A committee consisting of former Lieut.-Gov. Frank A. Day of the Fairmont Daily Sentinel and A. M. Atkinson of the Mesaba Ore, at Hibbing, is about to inspect possible sites on Lake Vermilion, the Brule River and the Devil's Tract on the north shore of Lake Superior.

The legislature provided a fund of \$500 which the committee will use.

**BOSTON, July 14.**—The Boston Publicity Bureau has been organized here by Thomas F. O'Brien and Winthrop R. Scudder to conduct a general advertising agency.

# HENRY FORD ON STAND AT LIBEL HEARING

## Detroit Manufacturer Predicts Another World War at Once if League of Nations Fails—Takes Full Responsibility for Pamphlet

**MT. CLEMENS, Mich., July 16.**—Henry Ford and his son, Edsel, were the star witnesses in the former's million dollar libel suit against the Chicago Tribune.

While taking full responsibility for everything appearing in the peace and anti-preparedness pamphlets issued under his name and at his expense, Mr. Ford testified that more often than not he did not read them. They were prepared and sent out by his "peace secretary," Theodore Delavigne, he said.

Mr. Ford testified that his previous opposition had been to "over-preparedness" and not preparedness for defense, but that now he is for preparedness and "a new war to end wars if the League of Nations fails," saying at another time, "I want the United States to clean it all up now." He said that he was opposed to recruiting but believed in conscription regardless of the statement to the contrary contained in a pamphlet issued in his name. He testified that he was still skeptical of history and lived in the present, and that there are a great many things that he does not know anything about.

### Colonel McCormick on Stand

Mr. Ford recalled having said that he would spend \$1,000,000 to educate the people against militarism, but said he could not recall ever having raised his promise of expenditure to \$10,000,000. He said that he still believes that "a professional soldier who makes a living out of killing is a murderer" but in reply to questions praised General Pershing, General Grant and other leaders, and quoted General Sherman as saying "war is murder." He defined aggression as "burglarizing."

Mr. Ford produced in court the famous "world flag," designed in his shop, representing the brotherhood of all mankind.

Counsel for the Tribune offered three editorials printed before the "anarchist" editorial which is the basis of the present suit, which were complimentary to Mr. Ford, to show that he and the Tribune had drifted apart on the question of national preparedness.

Col. Robert R. McCormick, president and editor of the Tribune, while on the stand, testified that while the Tribune did not make a practice continuing salaries of men in the service of the country during the war his salary of \$20,000 a year was continued. He said that was done at his suggestion after he learned that some of his subordinates were receiving greater pay than he and was the means used to make up that difference for the period that had passed.

### Fort Heads Trade Commission

**WASHINGTON, D. C., July 15.**—John Franklin Fort has been chosen chairman of the Federal Trade Commission, succeeding William B. Colver, whose term expires. Victor Murdock, of the Wichita (Kan.) Eagle, will be vice-chairman. Chairman Fort is a former governor of New Jersey and a judge of the Supreme Court of that state.

### Stockholm Printers Strike

**STOCKHOLM, Sweden, July 15.**—Newspapers here have suspended publication because of a strike of printers. The union refused to arbitrate differences with the publishers.

# COMMITTEE OF FAMOUS ENGLISH JOURNALISTS CONSIDERS STAFF EXCHANGES WITH U. S.

## British Newspaper Proprietors' Association Selects Lord Burnham to Head Body of Seventeen to Take Up Ralph D. Blumenfeld's Plan for an Interchange Between British and American Newspapers—Every Literary Branch May Be Affected

**B**RITISH newspaper men, awake to the possibilities for good under a system for the exchange of staff members with American newspapers, have appointed a committee to study and work out the details of the proposal made for better understanding between the two countries by Ralph D. Blumenfeld, of the London Daily Express, in an article appearing in the Victory Number of **EDITOR & PUBLISHER**.

Lord Burnham, proprietor of the London Daily Telegraph, has been chosen by the Newspaper Conference of the British Newspaper Proprietors' Association to head a committee of seventeen of the foremost journalists of the British Empire to study the question from every angle and exchange views and suggestions with American newspaper men.

### Noted Men on Committee

Never before have so many famous English journalists been appointed to serve on a single committee to take up any question pertaining to the newspaper business as have been selected to work with Lord Burnham. The committee includes:

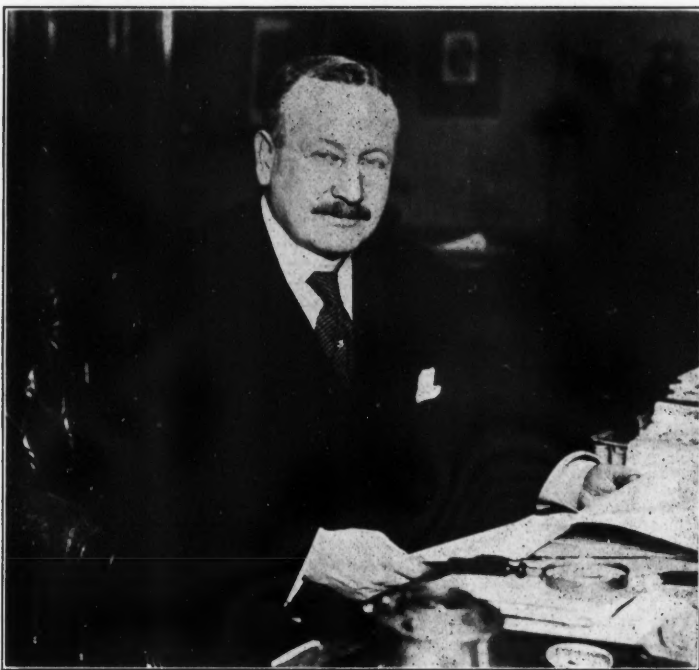
Sir George Riddell, News of the World; R. D. Blumenfeld, London Daily Express; Ernest A. Perris, London Daily Chronicle; H. E. Peacock, London Morning Post; Edward Flynn, London Daily Mirror; G. E. Beer, London Times; A. W. Watson, London Westminster Gazette; F. J. Hillier, London Daily News; J. Hall Richardson, London Daily Telegraph; Sir Andrew Caird, London Daily Mail; J. Heddle, Manchester Daily Dispatch and Daily Sketch; J. Bone, Manchester Guardian; Sir David Duncan, South Wales Daily News; C. Henderson, Edinburgh Scotsman; Frank Bird, the Newspaper Society. The Scottish Newspaper Society has also been invited to name a member to act with the committee.

Mr. Blumenfeld's proposed system by which closer press relations would be assured and a better understanding developed in the handling of news between the United States and England has been a leading topic among men of the newspaper world since it was presented to the makers of the newspapers of the two countries through the columns of **EDITOR & PUBLISHER** on May 22.

### Favored by President of A. N. P. A.

The general idea met with the instant approval of some of the leading journalists of Great Britain and in the United States was in many quarters warmly received.

Frank P. Glass, president of the American Newspaper Publishers' Association and editor of the Birmingham News, in a statement to the **EDITOR & PUBLISHER** has pledged his fullest co-operation in realizing Mr. Blumenfeld's plans. While many American publishers and editors have expressed themselves as being heartily in favor of anything tending to bring the English and American press into closer relationship they have refrained



LORD BURNHAM.

from expressing an opinion on the concrete suggestion of Mr. Blumenfeld.

It is believed that as a result of interest being shown in the subject by the English and the naming of the present committee that some action will be taken on this side in an effort to establish a plan for bringing the peoples of the two Anglo-Saxon nations into closer understanding of each other through their spokesman—the press.

In many quarters the carrying out of the suggested plans for the exchange of staff members by English and American newspapers for their mutual benefit is looked upon as the first step in the organization of a League of Newspapers of the free nations of the world and giving the moulders of public opinion an international viewpoint that will make possible a better understanding in the interpretation of news for the readers of each nation.

### Would Mean Better Understanding

In his advocacy of an exchange of staff members, Mr. Blumenfeld has pointed out the fallacy of believing that international love and understanding will come with world peace, a League of Nations and a resumption of trade relations. There must be a better understanding, he says, not built on sentimental speeches but a thing enduring, constructed by blotting out ignorance of vital facts pertaining to each of the Anglo-Saxon nations with first-hand knowledge gained by the trained men and women students and observers of the newspaper profession of each country.

The concrete plan as advocated by Mr. Blumenfeld embraces an interchange system in journalism that would include all the literary branches of the

calling. He wishes the plan carried out on the largest possible scale with both men and women benefiting.

### Trifling Mistakes Would Disappear

Aside from the far-reaching benefits that would result through the newspaper men and women of each country securing an understanding of the policies and ideals of each nation through contact with the men whose profession reflects in all its elements the ambitions of its people, all those ludicrous but trifling mistakes due to natural ignorance, which now disfigure the columns even of the best newspapers on either side would disappear.

The advocates of the interchange system say that for example the mistake of making Illinois a part of the State of Chicago would not again appear in any English journal, and David Lloyd George would become Prime Minister George in all American newspapers and never Premier Lloyd George.

The newspaper men of England have now taken up the question of interchange seriously. Under the general plan as advocated by Mr. Blumenfeld, one year is suggested as the period of exchange, with at least one American in each English office participating and one Englishman in each American office.

### Englishmen Are Deeply Interested

The purpose of each exchanged writer or executive would not only be to gain a knowledge of the country he was in, but also to instruct his temporary fellow workers in the methods, phrases and ideals of his home craftsmen. Owing to America's isolation from international politics in the past, the venture in interchange will probably be given deeper study by Americans than the English

before they enter into it, if then.

It has been the practice of leading newspapers of the important political countries of the Old World for some time to send various members of their staffs into other countries for periods of from a few months to a year to study the people, business, general conditions, ideals and newspaper making. Some few American papers have done this in rare cases also, but they have never made a practice of it.

### Wider Knowledge Is Necessary

The Dundee (Scotland) Courier each year sends two members of its staff on an educational trip. Some times these men are gone for six months, and this method is far more expensive than the interchange would be, it has been pointed out.

The deep interest that the newspapers of countries that are older in international politics take in having the men in their editorial departments understand the people of other countries through personal study is reflected in the arrival in this country of Ramon Perez de Ayala, novelist, poet, one of the foremost scholars of Spain and one of the leading writers of the El Sol, of Madrid, and La Prensa, of Buenos Ayres. He expects to spend some time here in order that he will be better able to write his impressions on current topics, especially in their relation to the United States.

### Sun Honors Hero Soldiers

A tablet to the three members of the staff of The New York Evening Sun who gave their lives in France was unveiled in the city room July 10. Those commemorated are: Lieut. Quincy Sharp Mills, Lieut. Conrad Crawford and Lieut. Stuart Emmet Edgar. George M. Smith, managing editor, presided over the simple ceremony and James Luby of the editorial staff, spoke of the men and their work and the manner of their death.

### William Allen White Home

EMPORIA, Kan., July 16.—William Allen White, owner and editor of the Gazette, has reached home, after an extended stay in Europe as representative of the Wheeler Syndicate. Mr. White was named by President Wilson as a member of the commission to represent the United States at the conference with the Bolsheviks on Prince's Island, which was never held.

### Elect Officers in Bridgeport

BRIDGEPORT, Conn., July 15.—Officers of the new Press Club were elected for six-month terms today as follows: President, George W. Finley, Sunday Herald; vice-president, Leo M. Pasquin, Post; secretary, Harvey Brown, Telegram; treasurer, Jerome J. Karpf, Telegram, lately of the Times.

### Capper Host to Children

TOPEKA, Kan., July 14.—Senator Arthur Capper, head of the Capper publications, celebrated his birthday today by giving his annual picnic to the children of Topeka and Kansas in Garfield Park.

SOUTH IS ENJOYING GREAT PROSPERITY

Advertising Volume Comparison of First Six Months of 1919 with Last Year Shows Newspapers Have Made Phenomenal Gains

That the newspapers of the South have been enjoying, during the present year, their period of greatest prosperity is proved by the statistics given here covering their advertising lineage for the first six months of 1919 in comparison with the figures for the same months of 1918.

These statistics show total lineage for the periods named, and also show the amounts of local, foreign and classified separately.

The newspapers listed are members of the Southern Newspaper Publishers' Association, and the statistics here presented are from reports made to that association. Substantial gains are recorded by practically all of these newspapers in all classifications, while some of them make remarkable showings. The figures are given in the right hand column of this page.

League of Nations

Press Association Gets Hearty Welcome in Monroe—Mrs. Suson Elected Honorary Member

MONROE, Ga., July 16.—The Thirty-third Annual Convention of the Georgia Press Association opened here Monday night with public exercises, featured by addresses of welcome by Mayor Nowell and others. President Paul T. Harber presided.

The first business session, yesterday, was marked by strong addresses of particular interest to the newspaper men of the State by A. H. Hardy, editor of the Gainesville Eagle; David Comfort, of the Marietta Journal; Ralph Meeks, of the Carrollton Free Press, and Mr. Brumby, of the Marietta Times.

Mrs. Edith O. Suson, of the Greenville (Tenn.) Democrat, delivered a helpful and inspiring address on "How to Get Advertising from Home Business Enterprises." Mrs. Suson, who is vice-president of the Middle Tennessee Editors League, made such a decided hit she was elected an honorary member of the association. The session was enlivened by a discussion upon a resolution to endorse the League of Nations. The resolution was adopted with only three dissenting votes.

The social features of the meeting have been very much enjoyed. They have included receptions and entertainments, with dances for the younger people. Today will be given over to further discussions, the selection of a meeting place for 1920 and the election of officers. This evening the delegates leave for Athens to visit the State University.

Baby Daughter for the Gersons

CHICAGO, July 12.—Sam Gerson, formerly connected with the editorial department of the Chicago Daily News and other papers, is the father of a baby girl, named Marian Lillian. She will hereafter contest his affections with her five-year-old brother. Mr. Gerson is now western representative for the Shubert theatrical interests.

Reeves Espy, who was sports editor of St. Louis Republic before enlisting in the Navy, has rejoined the staff as copy editor.

FIRST HALF-YEAR'S ADVERTISING GAINS IN SOUTH

Table with columns: Name of Papers, (First Six Months.) Total, (First Six Months.) Local, (First Six Months.) Foreign, (First Six Months.) Classified. Rows include ALABAMA (Birmingham, Montgomery), ARKANSAS (Fort Smith), FLORIDA (Jacksonville, Miami, St. Augustine, Tampa), GEORGIA (Albany, Athens, Atlanta, Augusta, Columbus), LOUISIANA (New Orleans), N. CAROLINA (Asheville, Charlotte, Greensboro, Raleigh, Winston-Salem), S. CAROLINA (Charleston, Greenville, Spartanburg), TENNESSEE (Chattanooga, Knoxville, Nashville), TEXAS (Beaumont, Corpus Christi, El Paso, Fort Worth, Galveston, Houston, San Antonio), VIRGINIA (Norfolk, Richmond), and World News (E.).



# INTERNATIONAL CONGRESS WILL CONSIDER PLANS FOR WORLD-WIDE NEWS SERVICE

## Allied Nations and Their Associates Adopt Proposal of United States at Peace Conference that New Means Be Devised for Bringing All Peoples into Better Understanding by Consolidating Control of Telegraph, Cable and Radio

AT the suggestion of the United States, with a view to putting some order into the international telegraph, cable and radio news service of the world—to bring the peoples of all nations into closer harmony and bring about mutual understanding—the Allied nations and their associates have agreed to convene an International Congress to consider the subject in all its aspects.

This statement, which is based on information to EDITOR & PUBLISHER, authoritatively, from abroad, seems on its face to be of greater import to the newspapers of the United States than any other single subject considered at the Peace Conference, "at which it appears to have been a matter of lengthy discussion.

With a view to informing its readers on the extent the United States may figure in the proposed new system of international news service, EDITOR & PUBLISHER interviewed Walter S. Rogers, who organized the Foreign News Division of the Committee on Public Information of the United States, and was in charge of it during its existence—that is, up to June 30 of this year. He has just returned from abroad.

### American Press Must Act

Mr. Rogers also acted as advisor to the American Peace Mission on the political aspects of international communication by telegraph, cable and radio. He is now devoting his time to making sure that the proposed "Congress on International Communications" gets properly started. He said:

"It behooves the American press to take an interest in this International Congress and also in any legislation relating to cable and radio that may come up in Congress.

"America needs more cables, and it needs radio facilities. It would be a crime, from which the newspapers would be one of the principal sufferers, were trans-Atlantic and trans-Pacific radio to pass into the control of some foreign owned corporation or of some foreign government. Such foreign control would determine the services and rates for the American press and might result in preferential service or rates to agencies in competition with American agencies and newspapers.

### Must Develop Radio

"High-power radio must be developed in such a way that this country is not at the mercy of any outsider, but it must be developed fully and rapidly for the benefit of the American press and of American commerce.

"Exigencies of the war brought about a large development of high-power radio by the Navy. It would be most unfortunate were the great Navy stations not made available for handling press and commercial messages. The outgoing press matter handled would be widely published and would keep the world interested in America and aid in building up American trade and prestige abroad. The incoming service could be of great importance to the American news agencies and the



Photo by Curtis

WALTER S. ROGERS.

papers keeping correspondents abroad, editor never heard of, soon discovered as it would make possible a better and wider range of foreign news.

"But there is a larger interest than any immediate American interest—the telegraph, cable and radio facilities of the world need to be developed along lines that will provide this entire world with adequate facilities at low rates. All preferential and secret radio should be abolished. A well-worked-out world communication service would be of incalculable value in bringing the world together."

### "Explaining" the U. S.

At the time the United States entered the war, Mr. Rogers was in China, looking over the Orient newspapers and familiarizing himself with the activities of the news agencies operating there. He found that virtually no American news was reaching there. The public in the Orient had not the slightest chance in the world to know why the United States entered the war, her purposes, or the extent to which America planned to participate. But it was vital that the Orient should know, not alone for the sake of American prestige, but for the political and military necessity that the Orient should be lined up enthusiastically on the same side as America.

Rogers hurried back to Washington determined to get the powers-that-be interested. Arriving there, he learned that Senator Root, who was then in Russia at the head of an American mission, was urging that American news be sent there.

After a while Rogers got action. In due time he had American news flowing in all directions throughout the world. Telegraph, cable and radio were used. Always he stuck to straight news, refusing to have anything to do with propaganda. Always he cooperated with the press association and the newspapers, not competing with them, but trying to help them. The Associated Press, the United Press, the International News, Reuter's, Exchange Telegraph, Havas, Radio, Stefend, Kokusai, and agencies the average American

editor never heard of, soon discovered that his was a shop run by people who knew what they were doing and what could be worked with.

Rogers went to France immediately after the signing of the armistice. In Paris he not only kept an eye on news distribution, but he set in as an advisor on telegraph, cable and radio matters, attending two meetings of the "Big Four" with President Wilson when the disposition of the seized German cables was being discussed.

Asked about his work in Paris, Rogers said: "Our New York office sent to Paris about eight thousand words a day by radio. In this was included a general news report which, besides going to the American Peace Commission was given to three papers in Paris printed in English, and such of it as might be usable was translated and given to the French press; twelve or fifteen hundred words of 'home stuff,' local news from all over the United States that might be of interest to the doughboy, was given to the papers and also distributed by the Y. M. C. A., K. of C., etc.; a summary of American headline news for the Peace Commission; a comprehensive digest of American editorial comment, so that the Peace Commission had daily as full a summary of American opinion as it would have had were it meeting in Washington.

### Owe Radio Dept. Thanks

"The critics of the Treaty and Covenant of the League of Nations owe someone a vote of thanks, for the criticism would never have been known in Paris had not this daily summary been radioed.

"A daily summary of the English press was telegraphed to Paris over the United States Army wires. A summary of the French press was also furnished the commission and, whenever it seemed worth while, summaries were brought in from other places.

"From Paris, American news was sent to various places in Europe; official

American material was put into French for the Paris and provincial papers; one thousand words of American news was furnished daily to Le Petit Cironde, being sent from Paris to Bordeaux over that paper's leased wire; for a while a thousand words a day was sent to the School of Journalism of the A. E. F. University; over 900,000 words were sent from Paris to the American press, nearly all of it being transmitted by radio.

### Economy in News Service

"The French government placed certain radio facilities at the disposal of the American government. The trans-Atlantic cables were jammed. Advantage was taken of the French government's kindness to help out the American press. Under the conditions it seemed foolish for each of the press associations and certain of the newspapers to each send the text of critical statements, speeches, etc., so it was arranged that these should be radioed once to New York and there given out with simultaneous release. This scheme worked well, reduced the load on the cables and saved every one money. There still being available radio wordage, 3,000 words a day were placed at the disposal of the American news agencies and 3,000 at the disposal of the American correspondents in Paris, who themselves determined the number of words each should have.

"Altogether, as stated above, over 900,000 words were handled. The correspondents in Paris turned their copy over to the office of the Foreign News Division of the Committee on Public Information. This office saw that it got to the French radio station at Lyons. The messages upon being intercepted in the United States by the Navy were delivered to the New York office of the Foreign News Division for delivery to the proper agency or papers.

### No Censorship

Not a single word of these messages was censored. Every correspondent in Paris has praised the service. Sometimes the radio has been faster than the cable. But for the fact that the French station at Lyons handled a vast amount of French government business which frequently overloaded the station, a very fast service could have been provided day and night between Paris and New York by radio.

"Not only did the Paris office of the News Division do the work roughly indicated above, but it cooperated with the American correspondents in every way possible. For instance, it helped in getting American telegraph and telephone wires installed at Versailles for use of the press. On the day peace was signed ten motorcycles and two motorcars were provided for rushing copy from Versailles to Paris, a dispatch rider leaving every fifteen minutes. One of the dispatch riders carrying copy broke all records by going from the palace at Versailles to the central radio bureau, Paris, in 21 minutes.

(Continued on page 32)



SOUTHERN NEWSPAPER PUBLISHERS, EDITORS, MANAGERS AND AGENCY LEADERS GROUPED ON THE SWEEPING TERRACES OF GROVE PARK, ASH

## PROFIT SHARING PLANS DISCUSSED BY SOUTHERN PUBLISHERS

S. N. P. A. Working Out Means for Rewarding Faithful Employees—Welcome Mrs. Mayes As an Official—Want Stahlman as A. N. P. A. Postal Chairman.

ASHEVILLE, N. C., July 10.—The seventeenth annual convention of the Southern Newspaper Publishers' Association closed yesterday with the election of the following officers and members of the executive committee:

President—James H. Alliston, Fort Worth (Texas) Record.  
First vice-president—Marcellus E. Foster, Houston (Texas) Chronicle.  
Second vice-president—W. A. Elliott, Jacksonville (Fla.) Times-Union.  
Secretary and treasurer—Walter C. Johnson, Chattanooga (Tenn.) News.

### New Members of Executive Committee

Executive Committee—Mrs. Lois K. Mayes, Pensacola (Fla.) Journal; Victor H. Hanson, Birmingham News; J. L. Mapes, Beaumont (Tex.) Enterprise; C. I. Stewart, Lexington (Ky.) Herald; F. G. Bell, Savannah Morning News; E. B. Jeffries, Greensboro News; M. K. Duerson, Lynchburg News; E. E. Clarke, Little Rock Democrat; D. C. More, Raleigh News & Observer; D. D. Moore, New Orleans Times-Picayune; W. W. Holland, Spartanburg Herald; Col. A. F. Sanford, Knoxville Journal & Tribune.

The election of Mrs. Lois K. Mayes of the Pensacola Journal to membership on the executive committee marks a distinct departure for the association. Mrs. Mayes is the first woman so honored. Proposal of her name was greeted with applause and her election was unanimous. She was the first publisher proposed, her colleagues being chosen after she had been elected. Mrs. Mayes has taken active interest in association affairs for a good many years. Her opinion of her profession is indicated by her enthusiastic approval of the decision of one of her boys to go

to Chicago soon to study linotype composition at the Mergenthaler School.

Committees to serve during the ensuing year were announced by President Alliston after an enthusiastic meeting of the executive board at which the work for the coming year was canvassed and outlined. They follow:

### 1920 Committees

News Print Committee—C. I. Stewart, Lexington (Ky.) Herald, Chairman; W. W. Stouffer, Louisville Post; Curtis Johnson, Knoxville Sentinel; H. G. Giovannoli, Lexington (Ky.) Leader; W. E. Thomas, Roanoke (Va.) Times.

Advertising Committee—W. G. Bryan, Atlanta Georgian Chairman; A. G. Newmyer, New Orleans Item; F. Gladfelter, Louisville (Ky.) Herald; Charles Allen, Montgomery Advertiser; Victor H. Hanson, Birmingham News.

Legislative Committee—Major E. B. Stahlman, Nashville Banner, Chairman; Col. Louis J. Wortham, Fort Worth Star-Telegram; Urey Woodson, Owensboro (Ky.) Messenger; Col. A. F. Sanford, Knoxville Journal & Tribune; Col. W. C. Dowd, Charlotte News.

A. B. C. Committee—P. T. Anderson, Macon (Ga.) Telegraph, Chairman. Mr. Anderson will name his own associates.

Committee to make survey of conditions as relating to establishing a school for linotype operators: W. T. Anderson, Macon (Ga.) Telegraph, Chairman; Urey Woodson, Owensboro (Ky.) Messenger; D. D. Moore, New Orleans Times-Picayune.

Committee on Recognition of Advertising Agencies: Not announced.

The important development of the

closing session was the statement that the Federal judges had agreed with former Attorney-General George W. Wick-ersham, who is now in charge of the news print case for the publishers, to hear the appeal in the absence of action by the Federal Trade Commission. It was also announced that an effort would be made to influence Congress to provide the necessary funds for carrying out the agreement as between the manufacturers, the publishers and the Government.

### Want Stahlman Appointed

It developed that George W. McAneny of the New York Times had resigned as chairman of the postal committee of the A. N. P. A., and it was announced that President Frank P. Glass, editor of the Birmingham News, would be asked to name Major E. D. Stahlman of the Nashville Banner as chairman of that important committee of publishers.

President Bell read a letter, at the Wednesday morning session, from Col. W. E. Haskell, vice-president of the International Paper Company, expressing regrets for President P. T. Dodge, who was detained in New York by some important labor development. Col. Haskell presented copies of Mr. Dodge's paper—"Why News Print Paper Is High."

President Bell also spoke in appreciation of the new ink-distributing roller covering of the B. F. Goodrich Rubber Company, of Akron. He said the Goodrich Company has developed a feeder ink roller that is not subject to atmospheric conditions. It has been in successful operation in the plant of the Cleveland Plain Dealer for a couple of years and is now being tried out by about fifty other publishers.

### Profit Sharing Plans

Profit sharing and bonuses provided a lively theme of discussion on Wednesday. C. I. Stewart, Lexington Herald,

said it was a difficult matter to arrange profit sharing and at the same time protect and reward the long time faithful employees as he should be rewarded.

W. T. Anderson, Macon, thought that the profit sharing plan should be scientific and should also provide a loss sharing plan. Such plan he thought should work both ways.

Major Cohen, Atlanta Journal, stated that the Journal had presented every employe with two week's extra pay during the past six months without any promise as to the future. It has also arranged life insurance for all employes, the salary bonus being "a gift without any promises as to the future."

President Bell spoke of insurance for the staff and said that he had been amazed at the small number of men in his plant who were carrying life insurance. He had arranged this for all of his men.

W. T. Anderson, Macon, said that he had 77 employes covered by policies ranging from one thousand to two thousand five hundred dollars at a total annual cost of \$1,188.

### Foster's and Johnson's Views

Marcellus E. Foster, of Houston, said that his reason for rejecting the profit sharing plan was that the men who were entirely loyal and efficient did only share to the extent that other employes did. He felt that efficiency should be rewarded and remarked that the Kansas City Star's profit sharing plan does not provide a profit share to press men, who were at one time disloyal,—about 10 per cent of the total employes of the Times and Star, according to Mr. Marcellus, do not participate in the profit sharing. Composing room and stereotype employes do.

Secretary-Treasurer W. C. Johnson told of his experience with profit sharing in the Chattanooga News office. The plan has been in operation for eighteen months. Distribution is on a monthly



ASHEVILLE, N. C., WHERE THEY GATHERED LAST WEEK FOR THE GREATEST CONVENTION IN THE HISTORY OF DIXIE JOURNALISM

basis and amounts to about 10½ per cent—or 10 per cent of earnings in money—and about 2½ per cent on basis of compensation and service.

W. T. Anderson reiterated that the profit sharing was not practicable unless it shared in losses and recommended the sale of stock at agreed price on easy payment plan, redemption by the office if employe left.

**Farm Papers Organize**

An outgrowth of the Asheville meeting was the formation of an Association of Southern Farm Journal Publishers. They are not entitled to full membership in the S. N. P. A. but have many interests in common. They also will meet annually at Grove Park Inn. Their first officers are: L. A. Niven, Progressive Farmer, Birmingham, president; Russel Kay, Florida Grower, Tampa, Secretary-treasurer.

There are eight charter members, including the Progressive Farmer, Birmingham; Southern Ruralist, Atlanta, Southern Agriculturist, Nashville; Southern Planter, Richmond; Southern Cultivator, Atlanta; Florida Grower, Tampa; Farm and Ranch, Dallas; Florida Farm and Live Stock Record, Jacksonville.

Six other farm journals are published in the South and will be invited to a meeting during the coming year. A committee will investigate the matter of advertising agencies and will submit a report at the meeting next year.

Paul T. Harber, president of the Georgia Press Association, who attended the meeting, is planning to organize a Southern Association of the Editors of Weekly Newspapers. He hopes to take some action at the meeting at Monroe next week, and call a meeting simultaneously with the next meeting of the S. N. P. A., which will be held on the first Monday after the Fourth of July, 1920, at Asheville.

**CONVENTION NOTES**

Walter G. Bryan, publisher of the Atlanta Georgian, was always the center of an animated group. He has been in charge of the Georgian now for four years and has it "over the top" in great shape. He told about an increase in circulation of 10,000 per day, and an increase in earnings of \$90,000. He was warmly complimented for the successful advertising campaign of the Southern publishers, with which he had had so much to do. Mr. Bryan came over to Asheville in his car from Atlanta; then returned by train owing to the indisposition of Mrs. Bryan. He placed his car at the disposal of W. A. Elliott, of the Jacksonville Times-Union; Harry Reynolds of the Benjamin & Kentnor Company, New York; and J. W. Barber, of the J. W. Barber Advertising Company, Boston, who made the trip over the mountains to Atlanta.

Stanley Clague, managing-director of Audit Bureau of Circulations, appeared before the executive board of the A. A. of A. upon invitation and was warmly congratulated upon the progress made by A. B. C. during past year. His point of view was sought in regard to several proposed departures in routine and policy. The feeling seems general that A. B. C. "has arrived."

Col. W. C. Dowd caused a near riot at the sessions on Tuesday by outlining labor conditions in his plant. After telling about a strike of mechanical employes ten years ago; about his success in getting through without missing an issue; he told of the working of his press room foreman and his associates. The publishers immediately evinced a desire to go to Charlotte to secure the services of Dowd's experts. But Dowd assured them he would be sitting on the front porch with a shot gun waiting for the first man who came anywhere near

with the idea in view of taking any of his men away.

Mrs. Lois K. Mayes motored over to Asheville from Jacksonville with her boys and a party of friends.

W. T. Anderson and P. T. Anderson, their wives and friends, motored from Macon—280 odd miles over the mountains—in twelve hours—"going some."

**COOK HEADS MAGAZINE MEN**

**Periodical Publishers Association Considers Plans for Expansion**

At the annual meeting of the Periodical Publishers' Association in New York, the following officers were elected for the ensuing year:

- President, George E. Cook, Mother's Magazine.
- Vice-president and chairman publishing division, Thomas L. Briggs, Collier's.
- Vice-president and chairman advertising division, Lee W. Maxwell, Crowell Publishing Company.
- Vice-president and chairman circulation division, B. A. Mackinnon, Pictorial Review Company.
- Secretary, C. Henry Hathaway, International Magazine Company.
- Treasurer, Thomas A. Barrett, Orange-Judd Company.
- Member executive committee-at-large, R. J. Cuddihy, Funk & Wagnalls Company.
- Retiring president, member executive committee for ensuing year, Allan H. Richardson, McCall Co.

Plans were submitted and referred to the executive committee for a broadening of the scope of the work of the association.

**No Sunday Delivery in Macon**

MACON, Mo., July 14.—Beginning today no newspapers will be delivered on Sunday by the Macon News Company, the public being notified that patrons must come to the store to get their copies of metropolitan publications. Harry Black, manager of the news company, has taken this action so that his carrier boys may attend Sunday school and church.

**A.A.A. TO MEET AGAIN IN SOUTH IN 1920**

**Executive Board of Advertising Agents' National Organization Deeply Impressed by Joint Conference with Southern Publishers**

The executive committee of the American Association of Advertising Agencies was so well pleased with its reception by Southern publishers and Southern advertising interests that it decided, at the joint session with the new executive committee of S. N. P. A., that it will meet again next year with the Southern agents and publishers.

"If the A. A. A. had accomplished nothing else in the past two years its existence would be fully justified by what it has done to acquaint its members with the South," said Executive Secretary James O'Shaughnessy to EDITOR & PUBLISHER.

**Tribute to Thomas and Massingale**

"We were beginning to form our national body without giving much consideration to the Southern field," Mr. O'Shaughnessy remarked, "when St. Elmo Massingale, of Atlanta, and Jefferson Thomas, of Jacksonville, came into one of our meetings and made effective pleas for the agencies of the South. They succeeded in convincing the rest of us that even then there were seven Southern agencies that fully qualified for membership in the American Association."

"So the Southern Council was formed and these seven agencies, through it, became charter members of the National Association. In my position I am constantly in the closest touch with the work of our various sectional organizations and I must pay my respects to that of

the Southern Council for its fine character and pushing nature. In fact every one of our other councils is ready to congratulate the Southern Agencies on what they have accomplished.

"It was a more or less revolutionary proposition to consider a meeting of our executive board away from the recognized advertising centers of the country, but Chairman Thomas, of the Southern Council, made such an effective presentation of the claims of the South and of the charms of Grove Park Inn that the members voted unanimously in favor of it. Now I am sure every member is glad this action was taken."

Mr. O'Shaughnessy's address to the joint meeting of the S. N. P. A., farm papers and Southern Council was highly commended, and one Southern Publisher vowed it alone was well worth the trip to Asheville.

#### Defines Agency Service

The executive committee, in connection with its meeting, issued the following explanation of "Advertising Agency Service, as defined by A. A. A. A."

"Advertising agency service consists of interpreting to the public, or to that part of it which it is desired to reach, the advantage of a product or service. Interpreting to the public the advantages of a product or service is based upon:

"1. A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and in its relation to competition.

"2. An analysis of the present and potential market for which the product or service is adapted:

- As to season.
- As to nature and amount of competition.
- As to trade and economic conditions.

"3. A knowledge of the factors of distribution, sales and their methods of operation.

"4. A knowledge of all the available media and means which can profitably be used to carry the interpretation of the product or service to consumer, wholesaler, dealer, contractor, or other factor. This knowledge covers:

Character, influence, circulation, physical requirements, costs, quantity, quality, location.

Acting on the study, analysis and knowledge as explained in the preceding paragraphs, recommendations are made and the following procedure ensues:

"5. Formation of a definite plan.

"6. Execution of this plan:

(a) Writing, designing, illustrating of advertisements or other appropriate forms of the message.

(b) Contracting for the space of other means of advertising.

(c) The proper incorporation of the message in mechanical form and forwarding it with proper instructions for the fulfillment of the contract.

(d) Checking and verifying of insertion, display or other means used.

(e) The auditing, billing and paying for the service, space and preparations.

"7. Co-operation with the sales work to insure the greatest effect from advertising. The more clearly the nature of the work is defined, and the more generally it is understood, the more quickly will those who are not disposed to live up to their obligations be forced out of business; the more also will we support, encourage and develop those who are disposed to live up to their obligations, and the more we can help them to do so."

#### Next Meeting in Boston

The members of the executive committee are:

William H. Johns, president of the George Batten Company, president.

Paul E. Faust, Mallory, Mitchell & Faust, vice-president.

W. R. Hine, Frank Seaman, inc., treasurer.

Harry Dwight Smith, of Fuller & Smith, Cleveland, secretary.

William H. Rankin, chairman of the newspaper division.

W. C. D'Arcy, of the D'Arcy Advertising Company, St. Louis.

Jefferson Thomas, of the Thomas Advertising Service, Jacksonville, Fla.

W. R. McLain, of McLain-Hadden-Simpers Company, Philadelphia.

J. W. Barber, of the J. W. Barber Advertising Agency, Boston.

O. H. Blackman, of the Blackman-Ross Company, New York.

H. H. Charles, of the Charles Advertising Service, New York.

Jesse Matteson, of the Gundlach Advertising Company, Chicago.

Stanley Resor, of the J. Walter Thompson Company, New York.

M. P. Gould, of M. P. Gould Company, New York.

James O'Shaughnessy, secretary of the association, New York.

The next meeting of the board will be held in Boston in September.

The Atlantic City (N. J.) Union has advanced its price from one cent to two cents a copy.

## PLAN TO FORM UNION OF N. Y. WRITERS

Support of I. T. U. Officials Is Obtained for Project—Publishers' Representative Says Skilled Editorial Workers Prefer Freedom

A movement is under way to form a labor union, as a unit of the International Typographical Union, to be composed exclusively of men employed in the editorial departments of New York City newspapers. The plan is favored by officials of the Typographical Union and it is understood that its organizers will give whatever aid they can toward making the proposed new organization a reality.

The idea of organizing editorial workers on all the New York City papers has developed from conferences between officials of the Typographical Union and certain members of the German Press Club, who desired, at first, to organize a union to be composed only of editorial men on the German-language papers.

After conferring with legal counsel, the officials of the Typographical Union suggested that better results, so far as prospective demands for increased salaries, and improved working conditions, were concerned, could be obtained if all local editorial men, including editors, copy readers, rewrite men, and reporters, were admitted to membership.

#### Explain Plan to Promoters

"That is what we purpose to do," said Arnold Fueredi, secretary of a committee from the German Press Club which has in charge the negotiations with officials of the Typographical Union.

"It is not our purpose, of course, henceforth, to dominate such activities as there may be to establish a union of editorial workers on all the New York City papers. We simply will ask that the men in the editorial departments of the German newspapers be admitted to the union, if it is organized.

L. H. Rouse, president of Typographical Union No. 6 ("Big Six"), composed of New York City printers, said that the union was heartily in favor of the plan and would assist in carrying it out. He said:

"The establishment of a minimum wage scale does not bring any member of a union down to the wage-earning capacity of less able men. It simply assures that any man who is considered able enough to do a certain kind of work shall be paid a salary commensurate with the present increased cost of living.

"We now have regularly chartered unions of newspaper writers in Boston, Scranton, Philadelphia, Salt Lake City, Milwaukee and Montreal, and I am informed that they are all strong organizations."

#### Sees Lessening of Initiative

Lester L. Jones, who recently was appointed business manager of the Newspaper Publishers' Association of New York City, and who will be in charge of negotiations hereafter between the association and any of its union employees regarding wages and conditions of employment, said he did not consider a union of newspaper editorial workers to be practical.

"I believe that such a union has a tendency to lessen initiative and activity and my opinion is that it is not likely to be popular with the better class of editorial workers," he said.

"The skilled newspaper man does not want to be fettered by an arbitrary wage scale. Furthermore, a great many of them regard the newspaper business as only a stepping stone to some other kind

of work that pays them much better. A great many of them stay in newspaper work for so short a time that the membership of any union formed among them would be constantly changing."

## ALL PEACEFUL IN BOSTON

Union and Publishers' Association Officials Confer on Labor Differences

(BY TELEGRAPH)

BOSTON, July 15.—Threatened trouble between Newspaper Writers Union, No. 1, and publishers of Boston daily newspapers seemingly has been averted for the present. Since the calling off of the threatened strike last week, the wage conference committee of the union, together with officers of the International Typographical Union have been in frequent session with the Publishers Association.

The absence of any statement from either side appears to indicate that the two bodies are at least working in better harmony than ever before. This opinion is further borne out by the report of the wage conference committee to union members that much progress has been made, but that nothing of a definite nature can be made public at this time.

#### More Ads from Government

PORTLAND, Oreg., July 15.—National advertising in newspapers will be used by the United States Spruce Corporation, successor to the spruce production division of the army, to sell the remaining properties under its jurisdiction. They have been for sale since the signing of the armistice, but failed to bring a price satisfactory to the Government. By advertising them extensively, Col. C. S. Stearns, president of the Spruce Production Corporation, expects to get their real value. His headquarters is in Portland.

#### A. N. P. A. Has New Committee

President Frank P. Glass of the American Newspaper Publishers' Association has appointed a "committee of adjustment" to help settle differences arising among competitive members over prices and kindred matters. The committee consists of: A. W. Peterson, Waterloo (Ia.) Courier, president of the Inland Daily Press Association; S. E. Thomason, business manager of the Chicago Tribune; Victor Rosewater, publisher Omaha (Neb.) Bee; and Louis T. Golding, publisher St. Joseph (Mo.) News-Press.

#### Somerset Heads Canadian Agencies

TORONTO, Ont.—W. B. Somerset, of A. McKim's, Limited, has been elected president of the Association of Canadian Advertising Agencies, with the following associate officers: First vice-president, J. P. Patterson, Norris-Patterson, C. T. Solomon, Advertising Service, Limited, Toronto; second vice-president, Limited, Toronto; secretary-treasurer, A. J. Denne, Smith, Denne & Moore, Limited, Toronto, and A. F. Smith, R. C. Smith & Son, Toronto.

#### Buckley Moves to Beaumont

BEAUMONT, Tex., July 16.—Norman R. Buckley, connected with the advertising department of the Cleveland Press during the past year, is now advertising manager of the Beaumont Journal, of which C. H. Fentress, for many years business manager of the Cleveland Press, is president and business manager.

## BUYS INTEREST IN TRADE MAGAZINE

J. M. Hopkins, for 12 Years With Printers' Ink, Becomes General Manager of Advertising and Selling—Lively Competition Forecast

J. M. Hopkins, who recently resigned from the general management of Printers' Ink, has purchased a half interest in Advertising & Selling magazine, and on August 1 will become president and general manager of that publication.

Mr. Hopkins, it is understood, will be in complete control of Advertising & Selling, and is making plans for the extensive promotion of it as a trade journal devoted to the general field of advertising. His record of 12 years of successful management in that field will stand him in good stead, and his personal popularity and wide acquaintance will be an asset of high value to Advertising & Selling.

Mr. Hopkins is generally considered to be one of the ablest salesmen of trade newspaper advertising in the country. He is an organizer, too, as has been demonstrated through his executive work with Printers' Ink. During his long service to that journal he maintained a staff of advertising salesmen of high efficiency, and the prosperity enjoyed by Printers' Ink under his management is an indication of the broad and constructive policies he followed.

#### For "A. P." Good Fellowship

KANSAS CITY, Mo., July 12.—The annual meeting of the Associated Press was held in the Star Building here last Sunday. Thirty newspaper men, correspondents and representatives of the A. P., were present. Addresses were made by Frederick R. Martin, assistant general manager, and W. S. Soergel, traffic superintendent at Chicago. Officers elected are: President, J. C. Quarrier, of Kansas City; vice-president, F. D. Woodworth, Joplin; secretary, W. T. Duff, Kansas City, and treasurer, William Flynn, St. Joseph.

#### Osborn Joins Barton and Durstine

The firm of Barton, Durstine & Osborn, Inc., will succeed the Barton & Durstine Company, of New York, on August 1, when Alex F. Osborn, until recently in charge of the E. P. Remington Agency, Buffalo, becomes a member. Mr. Osborn will open a Buffalo office for his new connection and continue his residence in that city.

#### No August Meeting for I. D. P. A.

CLINTON, Ia.—The August meeting of the Inland Daily Press Association probably will be postponed and combined with the October session, which will be held over two or more days in conjunction with gatherings of several other kindred organizations to be held at the time.

#### Opens Baltimore Office

BALTIMORE, Md., July 15.—An office has been opened here by Wood, Putnam & Wood, Boston advertising agency, in charge of E. J. Bannart, late advertising manager of McCormick & Co.



J. M. HOPKINS

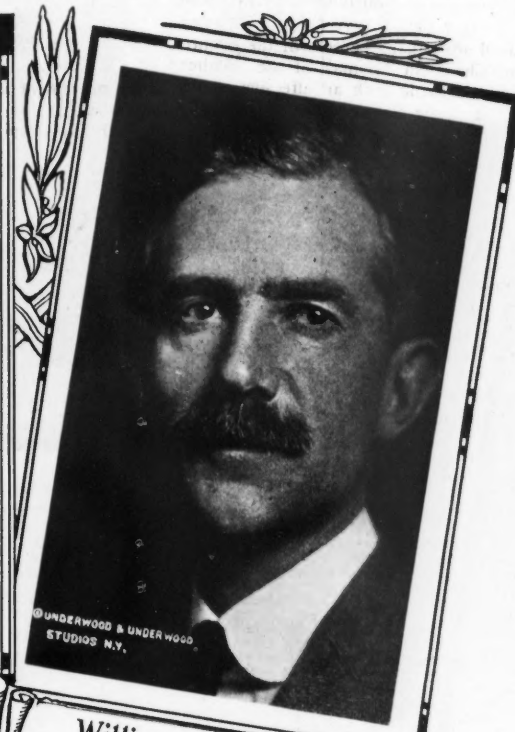
THEY MADE QUICK DECISION IN LAUNCHING N. Y.'S NEWEST DAILY



Col. Robert R. McCormick



Capt. Joseph M. Patterson



William H. Field

WITHIN the last ten years probably more editors and publishers of newspapers—and some who were only on their way to editorship and ownership—in cities scattered throughout the United States have figured on the possibilities of winning fame and fortune with a new kind of newspaper in New York City than ever before gave a thought to metropolitan journalism.

Their ideas usually ran to the style in size, make-up and picture features of certain successful London dailies, but carried with them the added zest of American "pep" in the word matter and treatment of news.

These dreams were not confined entirely to men and women in the newspaper field outside of New York. Hardly a month went by during the same period that the possibilities of the same adventure did not come up in some form or other in the routine business of the established publishers of the metropolis.

Such papers reached the "nearly-

ready-to-start" point several times and were again tucked back into a dark corner. It remained for three men of the West to ride into the East on the Twentieth Century Limited, and push the idea into the realm of reality.

It is understood that Col. Robert R. McCormick, Capt. Joseph Medill Patterson and William H. Field of the Chicago Tribune had the idea of new kind of morning paper for New York under consideration just three months, and in that time they had completed arrangements for the publication of the New York Illustrated News, had in a general way organized their staff and were devoting some attention preparing advertisements to announce its first appearance.

Six weeks later the Illustrated News entered the metropolitan field, the goal of the ambitious, but not a play place for the timid. Probably no newspaper adventure in recent years has attracted so much attention in the American newspaper world.

The Illustrated News is now in its sixth week, and is as lighthearted as it is youthful. It is not satisfied with itself and says so frequently. To date, the owners have been very frank with their readers.

Early in its career they announced that the News was the poorest printed newspaper in New York, but that it was getting better each day and expected to continue to improve until it was the best. Each day their mail bag is filled with letters from the people, and each day the Illustrated News prints an entertainingly large number of them. The letters containing knocks or kicks always head the column in which they appear.

The rapid arrival at a decision after the idea was first presented, the rushing of plans for publication to immediate completion and the frank manner in which the Illustrated News talks about itself with its readers merely reflects the energy, resourcefulness and progressiveness of the three men who actually

dove right into the center of the journalistic pool, in which others even feared to wade around.

Colonel McCormick is a lawyer as well as an editor and president of the Tribune Company, Chicago; Captain Patterson is an editor and author as well as chairman of the board of directors of the Tribune Company. Both won their titles in the world war. Mr. Field was connected with the Frank A. Munsey Company for many years and left that organization to become a vice-president and manager of the Chicago Tribune.

The regular activities of the men who have ventured into the New York daily newspaper field, however, are not confined to the Chicago Tribune and the Illustrated News—among other things they also have a successful newspaper in Paris, an edition of the Tribune; a large paper mill at Thorold, Ont., and a million-dollar libel suit in which Henry Ford is the prosecutor up at Mt. Clemens, Mich.

North Carolinas Announce Convention Program

Meeting Will Take Place at Wrightsville, July 31-Aug. 1—31st Year for J. B. Sherrill

CONCORD, N. C., July 14.—Secretary-treasurer J. B. Sherrill announces the following program for the annual meeting of the North Carolina Press Association, to be held at Wrightsville Beach, July 31-August 1:

Thursday, July 31, 1919, 9:30 o'clock  
Call to order by the President, Z. W. Whitehead, of Wilmington.

Invocation.  
Address of Welcome.  
Response to Address of Welcome.  
Report of Executive Committee on new members.

President's Address.  
Appointment of Committees.

Address by Albert Sidney Johnstone, Director War Loan Organization, Fifth Federal Reserve District, Richmond, Va.

Address—Taxation and the Revaluation of Property in North Carolina—A. J. Maxwell, of the State Corporation Commission.

Address—"Freedom of Speech and the Liberties of the Press," Charles Johnson Post, Historian's Paper.

Night Session

Address by Secretary of the Navy, Hon. Josephus Daniels.  
The Annual Poem—Dr. Wm. Lanier Hill.  
Annual Oration—H. R. Dwire, Winston-Salem Sentinel.

Friday Morning, August 1

Address by Dr. Jobe Taylor, paper manufacturer, on the subject of "News Paper."

Address—"American Commerce and Trade at Home and Abroad," Byron R. Newton, Collector of the Port of New York and former Assistant Secretary of the Treasury.

"Woman and the Fourth Estate," Mrs. Caroline Land, Albemarle News.

"The Press and the Task of Reconstruction," H. F. Beasley, of Raleigh.

"Propaganda Advertising," H. Galt Braxton, Kinston Free Press.

Three minute talks on the following subjects:  
"Should Not North Carolina Newspapers Exchange With Each Other?"

"Development of Local and Foreign Advertising," H. B. Varner.

"What Is An Adequate Price for a Weekly Paper," J. A. Sharpe.

"The Cash in Advance System."  
"Political Advertising."

"What Do Readers Most Prize in a Local Newspaper?"

Incidentally this completes Mr. Sherrill's 31st consecutive year as secretary-treasurer of the association. During this time he has missed only two meetings, both occasions on account of illness.

Starting New Daily in Tulsa

TULSA, Okla., July 16.—Arrangements have practically been completed for launching a new Republican morning paper here. The new paper expects to have the support of the Republican organization and to cut a wide factor in state affairs.

PREVENTS VENUE CHANGES

Missouri Supreme Court Rules on Important Libel Suit Point

JEFFERSON CITY, Mo., July 12.—The Missouri Supreme Court has held unconstitutional section 1775 of the Revised Statutes of 1909, which provides that "suit for libel against a corporation shall be brought in the county in which the defendant is located or in the county in which the plaintiff resides." The effect of the decision is that suits for libel can be brought only at the place of the newspaper's publication.

The decision was handed down in the case of D. C. McClung, former warden of the Missouri State Penitentiary, against the St. Louis Post-Dispatch.

## ADMIT NEW MEMBERS TO PRESS GALLERY

Many Dailies in Smaller Cities, Not Heretofore Represented, Are Listed in the Congressional Directory of the Sixty-sixth Session

WASHINGTON, July 16.—The belated appearance this week of the first Congressional Directory of the Sixty-sixth Congress failed to reveal any appreciable changes in the press gallery list from that published by EDITOR & PUBLISHER in May.

The gallery membership is larger this session, not only in the number of correspondents entitled to admission, but in the papers represented. The latter is especially true with respect to many dailies in the smaller towns, which heretofore did not boast of special representatives.

The papers represented, arranged by states, follow:

ALABAMA: Birmingham Age-Herald, Birmingham News, Mobile Register, Montgomery Advertiser.

ARIZONA: Douglas International.

ARKANSAS: Arkansas Gazette, Little Rock Democrat.

CALIFORNIA: Los Angeles Examiner, Los Angeles Times, Sacramento Bee, San Francisco Chronicle, San Francisco Examiner.

COLORADO: Denver Post.

CONNECTICUT: Hartford Courant, Norwich Bulletin.

DELAWARE: Wilmington Morning News.

FLORIDA: Jacksonville Times Union.

GEORGIA: Atlanta Constitution, Atlanta Journal, Atlanta Georgian and American, Macon News, Macon Telegraph, Savannah Morning News, Savannah Press.

IDAHO: Boise Capital News, Boise Statesman.

ILLINOIS: Chicago Daily News, Chicago Evening Post, Chicago Herald and Examiner, Chicago Tribune.

INDIANA: Indianapolis News, Indianapolis Star.

IOWA: Davenport Democrat, Davenport Times, Des Moines Capital, Ottumwa Courier, Marshalltown Times-Republican, Sioux City Journal.

KENTUCKY: Louisville Courier-Journal, Louisville Times.

LOUISIANA: New Orleans Item, New Orleans Times-Picayune.

MAINE: Bangor Commercial, Portland Evening Express.

MARYLAND: Baltimore American, Baltimore Star, Baltimore Evening News, Baltimore Sun.

MASSACHUSETTS: Boston Advertiser, Boston Evening Transcript, Boston Globe, Boston Herald, Boston Post, Christian Science Monitor, Lowell Sun, New Bedford Mercury, North Adams Transcript, Springfield Daily News, Springfield Republican, Springfield Union, Worcester Gazette.

MICHIGAN: Bay City Times, Battle Creek News, Detroit Free Press, Detroit Journal, Detroit News, Flint Journal, Grand Rapids Evening Press, Grand Rapids Herald, Jackson Citizen-Patriot, Jackson News, Lansing State Journal, Muskegon Chronicle, Saginaw News Courier, Sault Ste. Marie Evening News.

MINNESOTA: Minneapolis Journal, Minneapolis News, Minneapolis Tribune, St. Paul Dispatch, St. Paul News, St. Paul Pioneer Press.

MISSOURI: Kansas City Star, Kansas City Times, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Republic, St. Louis Star.

MONTANA: Anaconda Standard, Helena Independent.

NEBRASKA: Lincoln State Journal, Omaha Bee, Omaha News.

NEW HAMPSHIRE: Manchester Union.

NEW JERSEY: Newark Evening News, Newark Star Eagle.

NEW YORK: Albany Knickerbocker Press, Brooklyn Daily Eagle, Buffalo Courier, Buffalo Evening News, Buffalo Times, Daily News Record (N. Y.), Day (N. Y.), Jewish Daily Forward, Jewish World, Newburgh News, New York American, New York Call, New York Commercial, New York Evening Mail, New York Evening Sun, New York Evening World, New York Globe, New York Herald, New York Jewish Morning Journal, New York Journal of Commerce, New York Morning Telegraph, New York Sun, New York Tribune, New York World, Rochester Post Express, Rochester Times-Union, Syracuse Journal, Syracuse Post-Standard, Troy Record, Troy Times, Wall Street Journal.

NORTH CAROLINA: Asheville Citizen-Greensboro Daily News, Raleigh News and Observer, Wilmington Star, Winston Salem Journal.

OHIO: Akron Press, Cincinnati Commercial Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland Iron Trade Review, Cleveland News, Cleveland Plain Dealer, Cleveland Press, Columbus Citizen, Columbus Dispatch, Ohio State Journal, Toledo Blade, Toledo News Bee.

OKLAHOMA: Muskogee Phoenix, Oklahoma News, Tulsa Democrat, Tulsa World.

OREGON: Oregon Journal (Portland), Portland Oregonian.

PENNSYLVANIA: Altoona Mirror, Johnstown Tribune, Oil City Derrick, Philadelphia Bulletin, Philadelphia Evening Public Ledger, Philadelphia Inquirer, Philadelphia North American, Philadelphia Press, Philadelphia Public Ledger, Philadelphia Record, Pittsburgh Chronicle Telegraph, Pittsburgh Dispatch, Pittsburgh Gazette Times, Pittsburgh Post, Pittsburgh Press, Reading Eagle.

## NEWSPAPER MAKERS AT WORK



JOHN A. DICKSON

JOHN A. DICKSON, advertising manager of the Chicago Herald and Examiner, is one of those unusual individuals who persists in a sincere personal conviction that there is nothing needful to be said about them. However, coming men, like the proverbial events, cast their shadows before, the only difference between them being that some make considerable noise about it, while others simply "go get it" on rubber heels. John Dickson is a believer in the "O'Sullivan" idea. He is perhaps, one of the very few advertising executives of the largest newspapers of this country who attained their present positions without any preliminary experience in the newspaper office itself.

Mr. Dickson was born in the town of Bolivar, Ohio, in 1872. He received his education in the local public high school, and after graduation entered the manufacturing business. In 1896, when twenty-four years old, he first entered the advertising business as one of the publishers of a since-defunct Chicago trade journal called Advertising Experience. Selling his interest in that in 1900, Mr. Dickson joined the soliciting staff of the Western office of the Youth's Companion (Boston), located in Chicago; in January of the following year was appointed western manager of the same and retained that position until September 23, 1918, when he resigned to accept the advertising managership of the Chicago Herald and Examiner.

Mr. Dickson is married and has two children—a boy and a girl. He is a member of the Chicago Athletic Association, the Exmoor Country Club and the Evanston Golf Club.

"And that's all there is to it," he says.

RHODE ISLAND: Newport Daily News, Newport Herald, Pawtucket Evening Times, Providence Evening Bulletin, Providence Journal, Providence News, Providence Tribune.

SOUTH CAROLINA: Charleston News and Courier, Columbia Record, Columbia State.

TENNESSEE: Bristol Herald-Courier, Knoxville Sentinel, Memphis Commercial Appeal, Memphis News-Schmitt, Memphis Press, Nashville Banner, Nashville Tennessean and American.

TEXAS: Austin American, Dallas Dispatch, Dallas Evening Journal, Dallas News, Dallas Times-Herald, Ft. Worth Star-Telegram, Galveston News, Houston Chronicle, Houston Post, Houston Press, San Antonio Express, San Antonio Light, Waco News Tribune.

UTAH: Salt Lake Tribune.

VIRGINIA: Lynchburg News, Norfolk Ledger-Dispatch, Norfolk Virginian-Pilot, Richmond Times Dispatch, Roanoke Times.

WASHINGTON: Seattle Post-Intelligencer, Seattle Times, Spokane Spokesman Review.

WEST VIRGINIA: Wheeling Register.

WISCONSIN: Milwaukee Sentinel, Oshkosh Northwestern.

## PEACE LEAGUE ISSUES PAPER

### First Copies of "The Covenanter" Are Mailed to Congressmen

The first issue of "The Covenanter," a publication that aims to make clear the purposes of the League to Enforce Peace, have been printed on the presses of Doubleday, Page & Co., and the advance copies mailed to members of Congress.

"The Covenanter" is a collection of articles on the League of Nations plan by former President Taft, Henry W. Taft, ex-Attorney General George W. Wickersham, and A. Lawrence Lowell, president of Harvard University.

## Reports Progress on Plan for New Agency Body

(BY TELEGRAPH)

ASHEVILLE, N. C., July 10.—The Southeastern Advertising Agents Association, at the closing session of the annual convention, elected new officers as follows: Dillard Jacobs, Atlanta, president; R. S. Freeman, Richmond, first vice-president; C. W. Page, Richmond, second vice-president; William Alden, Atlanta, secretary and treasurer. These four and J. R. Watts, Jr., Atlanta, compose the new executive committee.

In a statement to EDITOR & PUBLISHER, President Jacobs said:

"Discussion of the proposition to organize a national independent association of advertising agencies was favorable and letters and telegrams from northern agencies indicated an appreciation of the desirability for a truly democratic association open to all bona-fide general agencies.

"The secretary was instructed to make further inquiry during the current year on the attitude of northern agencies toward assisting in the formation of a new association. The Southeastern body will merge with such an association if it is formed.

"Our membership was enlarged at Asheville by three new members, making a total of 11 agencies."

## NEWSPAPERS TO GET MOST ADVERTISING

They Are the Only Media Elastic Enough to Meet Demands of the New Times, Declares J. W. Barber, A. A.

A. A. Officer

(BY TELEGRAPH)

ATLANTA, Ga., July 15.—The Navy Department's plan to launch an extensive advertising campaign for recruits, was announced here today by J. Wesley Barber, of Boston, member of the executive committee of the A. A. A., at a formal luncheon given today by W. G. Bryan, publisher of the Atlanta Georgian and Sunday American to advertising and newspaper men.

James O'Shaughnessy, executive secretary of the A. A. A., in whose honor the luncheon was to have been given, telegraphed that he was unable to be present because the Navy advertising is to be handled by that association and he was in conference with the Navy committee.

Mr. Barber, who started in the advertising agency line 53 years ago, stated that the present advertising is the most extraordinary the world has ever known and that the overwhelming portion of it will go into the newspapers. "The newspapers," Mr. Barber said, "are the only mediums sufficiently elastic to permit of the tremendous expansion which will be necessary." He declared the A. A. A. has elevated the advertising agency business to a degree hoped for by only a few. He said: "The trickster and the rate cutter have been barred forever and the 117 agencies comprising the association now handle 90 per cent of the advertising business of this country."

## STEEN ORGANIZING A HOME

Announces Purchase of Site for I. E. A.—Raising \$50,000

BEDFORD, Va., July 15.—The International Editorial Association, of which Clare Berger, Warren (Pa.) Mirror, is president, is reported to have purchased land in Bedford, Va., for an International Home for Newspaper Men.

Clyde P. Steen, president of the late National Association of City Editors, is "organizer" of this association and its projects. He announces plans to raise \$50,000 by popular subscription to finance the proposed home. The I. E. A. purposes also to have insurance and benefit features.

## S. W. Challenger Leaves Bridgeport

BRIDGEPORT, Conn., July 16.—After spending 31 of his 45 years as an employe of the Bridgeport Post Publishing Company, Sidney W. Challenger will become managing editor of the Middletown Press July 21. The only remaining Post editor from the old regime is Fred D. Bagley, city editor. As an active editorial writer Mr. Challenger largely directed the policy of the Post until the present management took charge. He has been in charge of Telegram and Standard-Telegram editorial work for two years.

## William Bennett Wright Dead

TOLEDO, July 15.—William Bennett Wright, assistant general manager of the Toledo Blade, the Detroit Journal and Newark (N. J.) Star-Eagle, died here today after a long illness. He began his newspaper career as treasurer of the Indianapolis Journal.

# EARLY LEADS - SATURDAY NIGHT

## “By United Press”



Early copy, fresh matter, new features for the early editions of the big Sunday paper are the demands of your Managing Editor on Saturday night.

You insist that he catch the early trains with as complete paper as is possible to produce.

To do this and to produce a paper that will build circulation YOU must give him adequate news service facilities to work with.

Most of America's great Sunday morning newspapers receive the United Press Saturday night leased wire report because it gives them the big news of the day, exclusive United Press staff correspondents dispatches, sport results, etc., EARLY and complete—ready for a quick trip through the editorial and composing rooms and into the forms.

**UNITED PRESS ASSOCIATIONS**  
GENERAL OFFICES  
NEW YORK

## URGES RIGHTS OF MANUFACTURERS TO ESTABLISH RESALE PRICES

Federal Trade Commission, in Special Report to Congress,  
Recommends Law Providing for Review of Sales  
Contracts by Government Board

WASHINGTON, July 12.—The Federal Commission in a special report to Congress today renewed its recommendation made last December that manufacturers be permitted by law to fix and maintain re-sale prices, subject to review by a disinterested agency.

The Commission says that such a law would remove present complexity in the business world, promote the efficiency of manufacturing and commercial institutions and serve the interest of the consuming public.

### To Establish a Board of Review

Under the commission recommendation, manufacturers desiring to fix and maintain re-sale prices would file with an agency to be designated by Congress descriptions of their articles, contracts of sale, and the price schedules to be maintained. The disinterested agency would be charged with the duty, "upon complaint of any dealer or consumer or other party at interest," to review the terms of contracts and prices.

The commission's recommendations, it stated, were based on the following conclusions:

(1) That producers of identified goods should be protected in their intangible property right or good-will, created through years of fair dealing and of sustained quality of merchandise.

(2) That the unlimited power both to fix and to enforce and maintain re-sale prices may not be made lawful with safety; and,

(3) That unrestrained price-cutting is not in the public interest, and tends, in the long run, to impair, if not to destroy, the production and distribution of articles desirable to the public.

"There must be a common ground," the commission said, "wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such a ground has been a task of the commission."

### Text of Special Report

The text of the commission's special report to Congress follows:

"The Federal Trade Commission under paragraph (f), Section 6 of the Federal Trade Commission Act, addresses the Congress by way of a special report designed to direct attention to the subject of control of re-sale prices by the manufacturers of a class of articles in interstate commerce.

"The question is, whether or not a manufacturer of standard articles, identified either by trade-mark or trade practice, should be permitted to fix by contract, express or implied, the price at which the purchaser can re-sell them.

"The question has been continuously before the Commission since its creation. It has been the subject of study, investigation and hearing and constantly recurs, in various forms, in complaints filed with the Commission by business concerns.

"The Supreme Court has made it clear that, in the present state of the law, the maintenance of a re-sale price by the producer, is a restraint of trade and is unlawful.

"Such being the judgment of the Supreme Court, the Federal Trade Commission has enforced the law, even though it may have appeared to operate inequitably in some cases. In its enforcement of this rule, the Commission has been mindful that the cutting of a recognized re-sale price on well-

established and identified articles has been, at times, indulged in for unfair trade purposes. When so unfairly used, such price-cutting is attempted to be cloaked as lawful competition and justified by the Supreme Court decisions.

### To End State of Confusion

"Thus, both price maintenance, and price-cutting under certain conditions, are found to be unfair, and business men are perplexed. It is with the desire that this perplexity may be terminated that the Commission addresses the Congress.

"It is urged, and, the Commission believes, with reason, that it would be unwise to vest with the manufacturers of articles the right, without check or review, both to fix and to compel the maintenance of re-sale prices. It is true that business practice inclines producers to fix the lowest possible retail price in order to secure the greatest possible sale of their product, but in the complex commercial organism functioning between the production of an article and its final sale, for actual consumption, both the wholesale and retail merchant are entitled to just compensation for useful service performed. "It is similarly urged that manufacturers should be protected in their goodwill created by years of fair dealing and of sustained quality of merchandise.

"The consuming public does not enjoy benefits by unfair price-cutting to compensate it for the injuries following demoralization caused by price-cutting. This for the reason that, in the long run, unrestrained price-cutting tends to impair, if not to destroy, the production and distribution of articles desirable to the public.

### Conclusions of the Commission

"There must be a common ground wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such ground has been a task of the Commission and results in the following conclusions:

"(1) That producers of identified goods should be protected in their intangible property right or good-will.

"(2) That the unlimited power both to fix and to enforce and maintain a re-sale price may not be made lawful with safety.

"(3) That unrestrained price-cutting is not in the public interest.

"Bills now pending before Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of re-sale contracts and a revision of re-sale prices, by a disinterested agency.

"Therefore, it is recommended that it be provided by law that if the manufacturer of an article produced and sold

under competitive conditions, desires to fix and maintain re-sale prices, he shall file with an agency designated by the Congress, a description of such article, the contract of sale and the price schedule which he proposes to maintain, and that the agency designated by the Congress be charged with the duty, either upon its own initiative or upon complaint of any dealer or consumer or other party in interest, to review the terms of such contract and to revise such prices and that any data and information needful for a determination be made available to such agency.

"Such legislation would seem to be in accord with the spirit of the times in that it is designed, by removing this perplexity, to promote the efficiency of manufacturing and commercial institutions and so to serve the interest of the consuming public.

### The Colgate Decision Cited

"The Commission respectfully renews its recommendation of December 2, 1918. The conditions surrounding the fixing and enforcement of the maintenance of re-sale prices have not materially changed since this recommendation was made. The recent decision of the Supreme Court in *United States v. Colgate & Co.* has not apparently legalized contracts providing for the maintenance of re-sale prices, as the Court expressly stated that the indictment did not charge the existence of contracts in that case, and distinguished it from the case of *Dr. Miles Medical Co. v. Park & Sons* on that ground. If the decision be construed to hold it lawful, under the Sherman Law, for manufacturers to fix re-sale prices and to enforce the maintenance of such prices by refusal to sell to those who do not re-sell at the prices fixed, or by other means, it does not follow that the fixing and enforced maintenance of such prices is not an unfair method of competition within the meaning of

Section 5 of the Trade Commission Act. In order to establish a violation of the Sherman Anti-Trust Act a contract, combination or conspiracy must be proven. If some device for restraining trade be devised which does not fall within the definitions comprehended by these three terms as construed by the courts, it does not constitute a violation of the Act, though restraint of trade may result.

### Deprives Public of Benefits

"The enforcement of re-sale prices on goods in the hands of distributors is identical in its effect upon dealers and the public, whether it be accomplished by contract, combination or conspiracy, or by some other means. An unfair method of competition within the meaning of Section 5 may involve the use of contracts of the formation of combinations or conspiracy, but neither of the three is necessary to establish a method of competition. Indeed, unfair methods of competition do not ordinarily involve such contracts or conspiracies. The effect of price maintenance being the same, however accomplished, it may well be urged that such a method of competition violates Section 5 of the Commission Act since it prevents distributors, wholesale and retail, from engaging in price competition on such goods after they have passed into their hands and deprives the public of the benefits of competition in the distribution of all such goods.

"It might also be urged that when price maintenance is approached from the standpoint of an unfair method of competition, regard must be had to its effect when employed by many manufacturers rather than when employed by one, and that in this view it results in the elimination of price competition in the distribution on a vast and constantly increasing number of commodities of common necessity.

"On the other hand, if the effect of the Colgate decision be to legalize the fixing and the enforcement of the maintenance of re-sale prices other than by contract, the desirability of the enacting of legislation recommended by the Commission becomes even more apparent. In the Commission's previous report it was stated that the unlimited power both to fix and enforce the maintenance of re-sale prices may not be made lawful with safety to the public. The interest of the consuming public in the enacting of such legislation is therefore more vital at this time than when recommendation was previously made.

"William E. Colver, John Franklin Fort, Victor Murdock, Huston Thompson, Commissioners."

## —passing the buck

Mr. National Advertiser, when you tell the retailer about your imposing campaign in national mediums and ask him to support it with local advertising, isn't that an admission of weakness?

Why is it the retailer's duty to advertise your business?

If your national campaign were effective, why should it be necessary for the dealer to advertise your product in his newspaper?

When a dealer give you his windows, counters, shelves, distributes your literature, what more can you justly expect?

How does this logic appeal to you: Spend the bulk of your appropriation with newspapers in localities where you or jobbers have induced retailers to handle your product. That is co-operation.

Don't expect the retailer to do your job.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York  
Chicago

Kansas City  
San Francisco



MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE

MORE THAN 38,000 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS


FINAL EDITION **ROCHESTER TIMES-UNION** AND ADVERTISER Yesterday's Circulation **65,304**

VOL. 11, NO. 50. DAILY PUBLISHED AT 100 N. STATE ST. ROCHESTER, N. Y., FRIDAY EVENING, JUNE 13, 1919. WEATHER: Clear, hot, light and sultry. High 80, low 60.

**PEACE PLANS COMPLETED**

Telegraphers' Strike

Orlando And Diaz Go Home



Peace Proposals To Be Definitely Completed Before Night—German Delegates Go to Weimer To Attend Assembly Meeting.

Paris, June 13.—Premier Orlando and General Diaz left for Rome last night, convinced that the work of the Big Five is practically completed and that no more fundamental decisions will be reached by that body concerning the peace settlement.

This action on the part of the Allies was regarded to mean that the Allied reply to the German peace proposals would be definite by midnight before night.

The Allies, it was learned from authoritative sources, approve the German's admission to the League of Nations as a definite goal.

When the Big Five Conference resumes Monday it is expected that Orlando will be present for the first time since he left for Rome last night.

**To Take Great Precaution To Prevent Outbreak**

Mr. Davenport makes this statement after only two months' experience with the Model 20 Display Linotype

*"Our Model 20 has solved the problem of distribution and floor space and produces in the least possible time the best arrangement of display faces. We have set whole pages with only one line of hand-set matter. We have kept our machine busy constantly, and already we are considering the advisability of adding another to our equipment in order to handle our constantly increasing advertising business."*

ROCHESTER TIMES-UNION, INC.

*J. Davenport* Manager.

MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE

**"We have set whole pages with only one line of hand-set matter"**

That, probably, is the most notable economy the Model 20 Display Linotype has accomplished for the Rochester Times-Union—but in addition there is the solution of "distribution" and "floor space" problems which means dollars and cents to every publisher of a daily newspaper.

*A Model 20 will Prove Equally Profitable on Your Display. Let us analyze your paper*

**MERGENTHALER LINOTYPE CO., New York, U. S. A.**  
CHICAGO SAN FRANCISCO NEW ORLEANS  
Canadian Linotype Limited, Toronto

MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE MODEL 20 DISPLAY LINOTYPE

## NEWSPAPER SOCIETY CELEBRATES

Lord High Chancellor of Great Britain,  
at 79th Banquet, Defends Official  
Press Bureau — Representative  
Gathering of Journalists

By HERBERT C. RIDOUT

(London Editor of Editor & Publisher)

LONDON, July 3.—EDITOR & PUBLISHER was honored by an official invitation to the Newspaper Press Society banquet at Prince's Restaurant, London, recently, your London editor being present to witness one of the most representative gatherings of British newspaper magnates and makers ever held.

The evening was notable for two important pronouncements. One was by A. Illingworth, M.P., the British Postmaster-General, who, referring to Horation Bottomley's suggestion in Parliament to impose a tax on advertisements, said that while he had the breath and the power to oppose such a thing, he could assure the company that there never would be a tax on advertisements in this country.

The speech that interested vitally every newspaperman present was that of the Lord High Chancellor (Lord Birkenhead) in his defence of the British Press Bureau. The Lord Chancellor said he was a fellow-student with Allan S. Jeans, the society's reigning president, and indulged in some witty thrusts at the expense of young men (he is but 48 himself) placed in high positions. He proceeded:

### Lord Chancellor's Speech

"I specially welcome the opportunity of being present at the first dinner of the society which has taken place since the war broke out. I say quite boldly, and without the slightest note of apology, that I was the first director of the first press bureau that this country ever had.

"I am not sure that a careful analysis will not satisfy you that the part that was played by those who established the press bureau and those who carried it on was the most difficult, the most thankless, the most unwelcome, and almost the most responsible one that was undertaken by any individuals in the course of the war.

"I remember well the day on which I was sent for by Lord Kitchener, the then War Secretary, and Mr. Churchill, the then First Lord of the Admiralty. It came all in a moment, when it was quite certain that war was to come. They asked me if I would undertake to establish and organize a press bureau in this country. Whatever other qualities I possessed I was not so foolish as to suppose that any man living could discharge those functions in a manner which would be acceptable not merely to the press, but to the general body of his countrymen. It was necessary for the first time to assert control over a free press, and it had to be done at once.

"Lord Burnham, who was a loyal and helpful friend—I relied on no one more than I did upon him—will bear me out in this, that on the first day I went there I realized that there could not be a press bureau the head of which should be a man who, vis-a-vis with the heads of other great government departments, should say: 'This is my decision, and if it is challenged I go to the Cabinet and argue it out with the heads of other departments.'

### A Different Task

"That never was and never could be the position of the press bureau. From the first I realized that in those grave and critical days, in which the fortunes of the empire might be decided in five days, you must be the mouthpiece of the War Office on the one hand and of the Admiralty on the other. I do not think there was a single day I was there when I did not spend nearly an hour with Lord Kitchener and nearly an hour with Lord Churchill; and some day I may perhaps write a history of those days and those conversations.

"I recall with great pleasure a memorandum I circulated to the Cabinet, in which I ventured to lay down the principle that we were not entitled to refuse publication of any news unless, first, that news gave information that was valuable to the enemy, or, second, unless it had the effect of terrifying the British people, and I never ceased to press upon those with whom I was dealing that the only real point that mattered was that you must not give information that assists the enemy, because I was certain in those days, as I am still certain, that you never need fear frightening this great and proud people, and that you only had to tell them the worst to get out of them the best.

"Therefore I come back to this, that the only rational basis upon which censorship ought to have been conducted was that nothing should be published which would give information that was useful to the enemy, and which was not otherwise available to him. No one will ever say that the work of the press bureau was in one sense satisfactorily done.

"But it is necessary to ask in relation to what standards was the work well done or badly done. It could never be done satisfactorily to the press, or to the public, or to the army—the army would never have allowed you to hear anything from first to last. Of course, you can make amusing stories about the press bureau.

"I myself never believed them. I never believe any stories about anybody. I am told that in the days of my successors—Sir Edward Cook could tell you—all kinds of things were suppressed, including Scriptural texts. Those stories may be true or not, but if my epitaph is ever written may it be that I never suppressed one Scriptural text the whole time I was there. Of course, our decisions were sometimes stupid, and very often indefensible.

"The only defense that can be made for the soldiers who often imposed these rules upon us is that quite suddenly this empire was projected into the greatest menace that has ever threatened it, and those formed who, after all, were primarily responsible, formed those new armies which saved us, and had a thousand decisions to take in the shortest period, and were not taking any chances."

Allan Jeans, editor of the Liverpool Daily Post, chairman of the Press Association and president of the society, was in the chair and those present included:

Lord Birkenhead, Lord High Chancellor; A. Illingworth, M.P., the British Postmaster-General; Lord Burnham; Sir George Toulmin, Lancashire Daily Post; Capt. A. E. Spender, Western Morning News; Hon. W. H. Triggs, Christchurch Press, of New Zealand; J. S. R. Phillips, Yorkshire Post; Sir Edward Cook, formerly chief of Press Bureau; Sir Edward Russell; Sir David Duncan, South Wales Daily News; Sir Edmund Robbins; Sir Alex G. Jeans; Rear Admiral Sir Reginald Hall of the British Admiralty, and Frank R. Bird, secretary.

## DISCUSS BETTER NEWS SERVICE

Members of Southern Division of A. P.  
Hold "Get-Together" Meeting

(BY TELEGRAPH.)

ASHEVILLE, N. C., July 10.—Before leaving Asheville, where they attended the Southern Newspaper Publishers' Association convention, about fifty members of the Southern Division of the Associated Press held a "get-together" meeting at Grove Park Inn and engaged in a general discussion of ways of improving their service.

H. C. Adler of the Chattanooga Times presided. Talks were made by Clark Howell of the Atlanta Constitution, Major Cohen of the Atlanta Journal, F. I. Thompson of the Mobile Item, Col. Wortham of the Fort Worth Star-Telegram, Major E. B. Stahman, W. T. Anderson of the Macon Telegraph and others.

### Meister Moves Up on Herald

A. J. Meister has been appointed manager of national advertising for the New York Herald, Evening Telegram and Paris edition of the Herald, succeeding J. C. Cook, who recently became business manager of the New York Journal of Commerce. Mr. Meister in the past has been advertising manager for several of New York's large department stores and recently was promotion manager for the Herald.

## ANNOUNCEMENT

**A**FTER negotiation covering the past eight months, I am pleased to announce that J. M. HOPKINS, for twelve years General Manager of Printers' Ink, has become heavily interested in ADVERTISING & SELLING, and on August 1st will take up the duties of President and General Manager of the corporation.

Mr. Hopkins' work on Printers' Ink is too well known, and he has too many friends, to make necessary a further statement as to his activities with us or the probable further rapid development of ADVERTISING & SELLING.

**WM. B. CURTIS, Publisher**

ADVERTISING and SELLING  
131 East 23rd Street, New York.

THE BEST HUMOROUS FEATURE  
OFFERED SINCE DOOLEY  
AND ADE

**ED. STREETER**  
and **BILL BRECK**

The author of "DERE MABLE" and "THAT'S ME ALL OVER, MABLE," will write a weekly article for first publication in the newspapers.

The immortal BILL will be the hero of these letters, and BRECK will do the illustrating.

BILL gets out of the Army and tries his luck in civil life with amusing results.

Your readers want humor now. Here is a feature with a laugh per paragraph.

Among the papers which have already taken the features are:

BOSTON GLOBE  
CHICAGO NEWS  
PITTSBURGH GAZETTE-TIMES  
DETROIT FREE PRESS  
CLEVELAND PRESS  
CINCINNATI POST  
TORONTO STAR  
SPRINGFIELD REPUBLICAN  
OMAHA WORLD HERALD  
ROCHESTER TIMES-UNION

NEW YORK AMERICAN  
PHILADELPHIA BULLETIN  
BUFFALO TIMES  
INDIANAPOLIS STAR  
BALTIMORE AMERICAN  
ATLANTA JOURNAL  
SYRACUSE HERALD  
TACOMA LEDGER  
COLUMBUS CITIZEN  
FT. WORTH STAR TELEGRAM  
ETC., ETC.

Write or wire for terms. Your territory may be open.

**THE BELL SYNDICATE, INC.,**  
World Building, New York

The biggest cash advance ever made in the history of the publishing business has been paid for the manuscript of

## **GENERAL LUDENDORFF'S CLOSE-UP HISTORY OF THE GERMAN EFFORT TO DOMINATE THE WORLD**

We shall release in about one hundred daily instalments of 2500 words each, beginning Monday, August 25th, for first publication to the newspapers of the United States and Canada, this complete story of the entire military operations of the central powers by the man who planned and directed them.

It will be the biggest news feature beat that has ever been printed for the one paper in each territory which secures it.

It will stir up more editorial comment and controversy than any thing connected with the great war that has yet been or will be or can be produced.

**OPTIONS GRANTED IN ORDER REQUESTS  
ARE RECEIVED**

**WIRE, OR LONG DISTANCE 'PHONE  
AT ONCE**

**THE McCLURE NEWSPAPER SYNDICATE, 373 Fourth Ave., New York**

# FRANK H. S

## WILL INTERPRET FOR AMERICAN NE CROSS CURRENTS O

Mr. Simonds has recently returned from Paris where he has been reporting and interpreting the p  
and The Paris Mail. So extraordinarily successful have his articles been, and so keen is t  
with whom we must from now on come in close contact that we have persuaded Frank Sim  
International Developments.

### *A Few of the Papers Who Have Closed*

Philadelphia Inquirer  
Chicago Daily News  
Boston Herald  
Cleveland Leader News  
Detroit Journal  
Milwaukee Journal  
Augusta Herald  
Cincinnati Times Star  
Birmingham News  
New Orleans States  
Memphis News Scimitar  
Atlanta Constitution  
Nashville Banner  
Louisville Evening Post  
Evansville Courier  
Pittsburgh Gazette Times  
Richmond Evening Journal  
Ft. Worth Star Telegram  
Waterloo Evening Courier  
Joplin News Herald  
St. Paul Pioneer Press  
Indianapolis News  
Portsmouth Times  
Kansas City Star  
Toronto Star  
Denver News  
Greenville News  
Columbia Record  
Asheville Citizen  
Canton Daily News  
Akron Times  
Springfield (Ohio) News  
Des Moines Capital  
Utica Press  
Syracuse Herald  
Wheeling News  
Grand Rapids News  
Washington Star  
Buffalo Courier  
Seattle Times  
San Francisco Chronicle

## THE UNITED STATES IS A GREAT WORLD PO MOST PROSPEROUS NATION ON

We must assume our leading position in world affairs. Every matter which affects the pe  
mestic politics are simple and elemental as compared to the intricacies, entar  
Europe. America has suffered with Europe during the war, and never again can feel th  
will bring forth new problems which we must understand.

Since his college days a keen student of history, politics and economics, Mr. Simon  
great war, and continued his brilliant work as interpreter of the peace conference. No r  
his articles reaching approximately twenty-five million readers.

## LORD NORTHCLIFFE SAYS OI

"Mr. Simonds has been right about the war more often than any of the many who have e  
cated catastrophe."

This genius for prophecy which he showed so plainly during the last five years will make  
He knows how to be simple and clear in expression. A trained newspaper man himse  
how they want it.

Act now if yours is one of the few territories sti  
readers the one great feature which will enable the  
and duties and to think and talk and act with in

THE McCLURE NEWSPAPER SYNDICATE

# SIMONDS

## NEWSPAPER READERS THE INTRICATE OF WORLD POLITICS

the peace conference for one hundred leading American newspapers, The London Times, is the demand for an understanding of the peoples and governments of other nations Simonds to write a weekly article and daily editorials analyzing and interpreting

## POWER—THE RICHEST AND ON EARTH

the peace of the world is vital to America. Our do-entanglements and cross purposes that beset the dissociation of ante bellum days. Every day

Mr. Simonds took his place as the greatest analyst of the No newspaper writer has so large a following as he—

## S OF SIMONDS

who have endeavored to forecast the future of this compli-

will make his articles during the next few years invaluable.

himself, he knows what American readers want and

still open and secure for your them to understand our tremendous new international responsibilities intelligence and patriotism. **WIRE AT ONCE.**

**THERE IS NO MAN IN AMERICA WHO CAN EVEN APPROACH FRANK SIMONDS IN FITNESS FOR THIS WORK**

While at Harvard, where he specialized in historical and military subjects, Frank H. Simonds prophesied war with Spain to be inevitable weeks before McKinley declared war. He went with the Sixth Massachusetts Regiment to the scene of action.

After leaving college he came to New York and did splendid work on the Tribune and later on the New York Sun. He familiarized himself with European politics, making many trips to the other side, being fortunate enough to be in Athens when one of the Balkan wars broke out.

When the cloud preceding the present war first settled over Europe, Mr. Simonds wrote THE FIRST EDITORIAL ON THE WAR PUBLISHED IN THE UNITED STATES. It appeared in the Evening Sun, July 25, 1914. It boldly stated that there had been a challenge of Germany to Russia, of the Triple Alliance to the Triple Entente. Conditions developed so exactly in the manner prophesied by Mr. Simonds that the Morning Sun of July 26, instead of commenting on the situation, merely reprinted Mr. Simonds' editorial of the day before.

From that time on Frank H. Simonds has been THE MOST QUOTED AMERICAN IN EUROPE.

Mr. Simonds knows on terms of the closest intimacy and confidence all of the leading statesmen of England and France, including Clemenceau, Briand, Poincare, Lloyd George, Balfour, Asquith, Bryce, Churchill, Bonar Law, Northcliffe, etc.

Mr. Simonds has had published four volumes of his great history of the war. Thirteen thousand each of the three first volumes have been sold at the price of \$3.50 per volume. The fourth volume is just out and there have been ordered 45,000 additional copies of the four volumes.

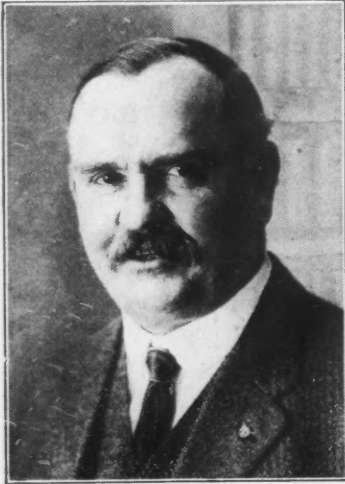
As Mr. Simonds has been for nearly five years the great interpreter of the war, so will he be the great interpreter of AFTER THE WAR, presenting and clarifying the complicated politics of the Old World—ordinarily far beyond the reach of the average newspaper reader.

**373 FOURTH AVE., NEW YORK**

## ELECT RICHARDSON FOR 18TH TERM

California Press Association Enthusiastically Acclaims Popular State Treasurer and Newspaper Owner—Combines Business with Pleasure

BERKELEY, Cal., July 12.—At the California Press Association's annual meeting and outing, held at Huntington Lake during the entire week, Friend W. Richardson, of the Berkeley Gazette and State Treasurer, was enthusiastically elected president for his 18th consecutive



FRIEND W. RICHARDSON.

term. Secretary Oran A. King was commended for his efficient services and re-elected, as were also Otis B. Tout, vice-president, and Duncan McPherson, treasurer.

G. B. Daniels, F. B. Mackinder, D. J. Reese, Will F. Blake, C. O. Dunbar, George A. Barry, M. F. Cochrane, W. A. Shepard and George H. Moore were re-elected members of the executive committee, and A. W. Mason was elected to fill the vacancy.

The following new members were elected:

E. H. Adams, Livingston Chronicle; Ronald M. Adams, Lompoc Record; Charles W. Cram, Garvanza Eagle, Los Angeles; Earle R. Clemens, Terra Bella News; Morrill D. Davis, El Centro Press; A. D. Driver, Hanford Journal; Thomas Ingram, Grass Valley Union; B. N. Marriott, Alhambra Advocate; John G. Miller, Red Bluff News; F. F. Merriam, Long Beach Press; Lloyd E. Smith, Anderson News; A. A. Wendering, Berkeley Gazette, and Wade H. Wilson, Weaverville Journal.

A resolution was adopted thanking the following newspaper men who were members of the legislature and did such effective work: Senators Will R. Sharkey, H. W. Slater, Thomas Ingram and Lyman M. King, and Assemblymen Crombie Allen, B. W. McKeen, Chester M. Kline, A. A. Wendering and F. F. Merriam.

Will F. Blake, R. J. Swift and J. C. Crome were appointed a committee to draft resolutions in favor of zone rates, and the secretary was instructed to send copies of the resolution to members of Congress from the State of California.

### Will Dine Frank Grandin

Friends of Frank Grandin, of Battle Creek, who has just started the Liberty Advertising Agency in New York, will tender him a dinner at the Hotel Pennsylvania on the evening of July 29, at 7 o'clock. The committee in charge of ar-

rangements consists of George A. McClellan, chairman; Louis Wiley, George H. Larke, Howard Davis, Paul Block, Col. Barrett Andrews, Thomas Conklin, E. W. Preston, William Simpson.

## Millions Are at Stake In Church Litigation

Evidence to Referee Shows Amazing Income of Christian Science Publications—Discord Extends from 1916

(BY TELEGRAPH)

BOSTON, July 14.—Control of a business amounting to millions of dollars is the stake at issue in the litigation between the publishing society trustees and the directors of the Christian Science Church, according to figures presented by John B. Watts, business manager of the Christian Science Publishing Company, at the hearing before Judge Frederick Dodge.

Mr. Watts testified that the gross income of the publishing society's publications last year was \$4,173,429, as against a little over \$2,000,000 in 1917, and much less in previous years. He admitted that if 90 per cent of the subscriptions fell off the publishing society would be in a condition readily described as "an empty shell," but he thought there would be new readers for any lost.

The hearing marked the closing of the evidence of the trustees of the publishing society, who, by their bill in equity are seeking to enjoin the directors of the Mother Church from interfering with the affairs of the society.

Several letters written by former employees of the publishing society, which Attorney William G. Thompson sought to introduce, were not read. Mr. Thompson stated that one letter, written by John K. Allen, who was advertising manager for the publication, was an able constructive criticism of the conduct of the Monitor, containing valuable suggestions for its improvement.

Letters and extracts from records were read to show friction between the trustees and the directors dating back to 1916.

### GREATER PAPER PRODUCTION

Production by United States paper mills during the first six months of 1919 was 32,145 tons, or 6 per cent greater than during the first six months of 1918, according to the July bulletin of the News Print Service Bureau. The 39 reporting companies produced 150,938 tons and shipped 151,741 tons during June. Shipments exceeded production by only 803 tons. Production figures include 715 tons of hanging, of which 305 tons were made in Canada.

The United States mills shipped 1,175 tons less and the Canadian mills 12,063 tons more in the first six months of 1919 than in the corresponding period of 1918. Stocks during June decreased 930 tons at United States mill points and increased 1,454 tons at Canadian mills, making total stocks 525 tons more on June 30, 1919, than on May 31. The total of 35,424 tons on hand at all mills June 30 amounted to about six days' production.

### Effingham Sutton Finch Dead

Effingham Sutton Finch, 78 years old, for many years in the advertising business in New York City, is dead in Brooklyn.

Virginia and Maryland each have five papers that were established more than a century ago and Tennessee, Kentucky and South Carolina each have two.

**I**F you had before you representative copies of each of the three leading Milwaukee newspapers

—and you read and studied each one carefully

then you'd understand why 'intelligent, thinking people read The Journal; why most people in Milwaukee read The Journal; why The Journal holds such an enormous lead in circulation, in advertising, in *prestige*.

1,835,298 Lines Gain—  
first six months of 1919

# THE MILWAUKEE JOURNAL

H. J. Grant  
Publisher

R. A. Turnquist  
Advertising Manager

Special Representatives  
O'Mara & Ormsbee, Inc.  
New York and  
Chicago

Announcing The Notable New

# Artgravure Section

To Be Issued Every Sunday As a Part of the

## St. Louis Globe-Democrat

FIRST ISSUE SUNDAY, AUGUST 10th

**Y**OU Advertising Agents and Advertisers who are placing copy in Gravure Sections will be interested in our forthcoming new Artgravure Section for two reasons:

First—Because it will be the largest and finest Gravure Picture Section issued by any St. Louis newspaper.

Second—Because it will enable you to reach an immense public of the most desirable class in St. Louis and for 150 miles around—a public which heretofore you have been UNABLE to reach with Gravure Advertising.

The mechanical production of our new Artgravure Section is in the hands of Alco-Gravure, Inc., of New York. This is the Gravure process used by the New York Herald, New York Tribune, New York Sun, Washington Star, Baltimore Sun and other high-class newspapers.

### Advertising Rates

#### FOR THE Artgravure Section

#### TIME ORDERS

1 time .....	55c per line
13 times .....	52c " "
26 times .....	50c " "
52 times .....	46c " "

#### SPACE ORDERS

1,000 lines .....	50c per line
2,000 lines .....	46c " "
5,000 lines .....	42c " "

Time and space orders may be used as desired within one year.

Minimum space, 35 lines.

Size of Artgravure page, 2,058 agate lines; 294 lines to the column; 7 columns to the page; column width 12½ ems pica.

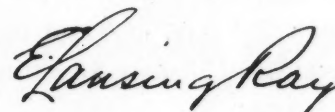
Only illustrated advertisements accepted. No designated positions. Only high-grade advertising, no medical. Temporarily, forms close 40 days in advance.

It will be printed on an extra quality and heavy weight paper, on a par with the finest in the country.

Temporarily, while this Section is printed in New York, advertising forms will close 40 days before publication dates. In the near future, however, Alco-Gravure, Inc., will install a complete plant in St. Louis, which will enable us to hold forms open considerably later.

We shall be pleased to mail a copy of the first issue—Sunday, August 10th—to any Advertiser or Advertising Agency on request.

ST. LOUIS GLOBE-DEMOCRAT



President

### NATIONAL REPRESENTATIVES:

F. St. J. RICHARDS,  
410 Tribune Building,  
New York

GUY S. OSBORN,  
1302 Tribune Building,  
Chicago

J. R. SCOLARO,  
701 Ford Building,  
Detroit

R. J. BIDWELL,  
742 Market Street,  
San Francisco

C. A. BRIGGS,  
1302 L. C. Smith Building,  
Seattle

# 6,015,394 Lines

# 2,111,256 Gain

## Remarkable Six Months' Record

For the six months of 1919, ended June 30, The Birmingham News printed 6,015,394 lines over the corresponding period of last year, or 54%. This constitutes a record for The Birmingham News, and, though complete records of other Southern newspapers have not been previously duplicated in Southern newspaper history. Certainly the performance is worthy of survey and analysis.

	<b>THE NEWS</b>		<i>The Ledger</i>
	1st 6 Mos. 1919	1st 6 Mos. 1918	1st 6 Mos. 1918
<b>Local</b>	<b>3,853,542</b>	<b>2,622,970</b>	<b>1,984,020</b>
<b>Classified</b>	<b>645,708</b>	<b>402,276</b>	<b>536,200</b>
<b>National</b>	<b>1,516,144</b>	<b>878,892</b>	<b>877,910</b>
<b>Total</b>	<b>6,015,394</b>	<b>3,904,138</b>	<b>3,398,130</b>
	<b><u>Gain 2,111,256</u></b>		<b>Gain 856,674</b>

The News' total of 6,015,394 lines for six months represents an average of more than a million lines per month—a truly remarkable showing when it is stated that previous to March of this year The News had never reached a million lines in a single month, although it had long been close to that coveted goal.

The News' total of all lines of advertising for the six months was 67,690 lines in excess of the totals for the period of the other two Birmingham newspapers COMBINED, and its gain was 856,674 LINES IN EXCESS OF THE COMBINED GAINS of the other two. Its gain approximated The Ledger's total.

The News' total of Local Display Advertising for the six months' period was 140,363 LINES IN EXCESS of the total Local Display Advertising of the other two Birmingham Newspapers COMBINED.

**Advertisers Can Dominate Birmingham—At ONE COST—By Concentrating In The News**

Ask to see the A. B. C. Audits on the three Birmingham Newspapers.

Member Audit Bureau

# The Birmingham

*The South's Greatest*



# Lines Total Lines Gained

## Record of The Birmingham News

printed a total of 6,015,394 lines of paid advertising—a gain of 2,111,256 lines far and away the greatest six months' record in the history of The Birmingham News. As figures for other newspapers are not yet available, it is to be questioned if it has ever been equaled. Its performance has not been matched previous to the first months' period now

<i>The Age-Herald</i>		<i>The Ledger</i>	
6 Mos. 1919	1st 6 Mos. 1918	1st 6 Mos. 1919	1st 6 Mos. 1918
34,025	1,623,258	1,729,154	1,377,838
36,200	362,236	320,558	248,738
77,912	576,114	499,856	504,938
<hr/>	<hr/>	<hr/>	<hr/>
98,136	2,561,608	2,549,568	2,131,514
 <b>Gain 836,528</b>		 <b>Gain 418,054</b>	

The News' total of National Advertising for the six months' period was 138,376 LINES IN EXCESS of the total National Advertising of the other two Birmingham newspapers COMBINED.

The News' total number of separate and distinct Classified Advertisements printed in the six months' period was 79,800—AN EXCESS OF 13,731 over the total number printed by the other two Birmingham newspapers COMBINED. The News' total number of separate Classified Advertisements was more than three times The Ledger's total and approximately double that of The Age-Herald.

This is believed to be the most sweeping evidence of supremacy ever offered by a newspaper in a three-newspaper field. Certainly it demonstrates most convincingly that *Evidently Advertisers KNOW*.

Bureau of Circulations

**Birmingham News**  
Greatest Newspaper

**Kelly-Smith Co., Foreign Representatives**  
Marbridge Bldg., New York; Lytton Bldg., Chicago

J. B. KEOUGH, Southern Representative, Candler Bldg., Atlanta, Ga.

EXECUTIVE COMMITTEE OF THE A. A. A. A., AT ASHEVILLE, N. C.



LADIES (LEFT TO RIGHT)—MRS. JESSE S. MATTESON, MRS. HARRY DWIGHT SMITH, MRS. LILLIAN W. MACKENZIE. TOP ROW—HARRY H. CHARLES, NEW YORK; JAMES O'SHAUGHNESSY, EXECUTIVE SECRETARY; J. W. BARBER, BOSTON; JEFFERSON THOMAS, JACKSONVILLE; STANLEY RESOR, J. WALTER THOMPSON COMPANY, NEW YORK; PAUL E. FAUST, MALDEN, MASS.; MITCHELL & FAUST, CHICAGO; M. P. GOULD, NEW YORK; HARRY DWIGHT SMITH, FULLER & SMITH, CLEVELAND; JESSE S. MATTESON, GUNLACH AGENCY, CHICAGO; W. R. McLAIN, OF THE McLAIN-HADDEN-SIMPERS COMPANY, PHILADELPHIA.

COURT WILL REVIEW NEWSPRINT PRICES

Recognizes A. N. P. A.'s Appeal for Reconsideration of Federal Trade Commission's Findings for Period of May 1 to July 1, 1918

Dissatisfaction of members of the American Newspaper Publishers' Association with supplemental findings of the Federal Trade Commission, fixing the maximum prices charged for news print paper as of May 1 and July 1, 1918, is to result in a review of such price fixing, by the U. S. Circuit Court at New York City, October 6.

This action will be taken by the Circuit Court judges on an application made to them by Acting U. S. Attorney General Alex C. King, as trustee under an arbitration agreement, for the publishers. His application to the judges reads as follows:

Terms of Agreement

"Under date of November 26, 1917, an agreement was made between Hon. Thomas W. Gregory, Attorney-General of the United States, and his successor or successors in office as Trustee acting thereunder in behalf of publishers of newspapers using news print paper in the United States and certain manufacturers of news print paper, whereby it was, among other things, provided that after April 1, 1918, the just and reasonable maximum prices and terms of contract for the sale of all or any news print paper should be determined and fixed by the Federal Trade Commission after due hearing and investigation, subject to review by the Circuit Judges of the Second Circuit, who, if of opinion that the prices and terms of contract fixed by the Commission were unjust and unreasonable, should determine what are just and reasonable.

"Such agreement further provides that the maximum prices and terms of contract so determined shall continue during the war and for three months thereafter, with the right to any of the manufacturers, parties of the second part, or to the Department of Justice to ask the Federal Trade Commission for an investigation and determination

of new prices or terms of contract whenever, during such period, conditions arise which in the opinion of either make it desirable to ask for any change in prices or terms of contract, subject, however, to the same right of review.

The Court's First Ruling

"Following the making of such agreement and on or about the 18th day of June, 1918, the Federal Trade Commission, after due hearing and investigation, made a report fixing the terms of contract and prices of news print paper as of April 1, 1918. Upon an application by the manufacturers a review of the findings of the Federal Trade Commission was had before you and under date of September 25, 1918, you made an award varying the prices fixed by the Federal Trade Commission and directing that the following be established as the fair and reasonable maximum prices for news print paper effective April 1, 1918, to wit:

	Per Cwt.
Roll news in car lots, f.o.b. mill. . . . .	\$3.50
Roll news in less than car lots, f.o.b. mill. . . . .	3.62½
Sheet news in car lots, f.o.b. mill. . . . .	3.90
Sheet news in less than car lots, f.o.b. mill. . . . .	4.02½

"Pending said review and on July 29th and 30th, 1918, hearings were had before the Federal Trade Commission on an application of the manufacturers to fix new prices as of May 1st, June 1st and July 1st, 1918.

"Under date of October 18, 1918, the Federal Trade Commission made supplemental findings whereby they fixed the following maximum prices effective May 1, 1918:

	Per Cwt.
Roll news in car lots, f.o.b. mill. . . . .	\$3.63¼
Roll news in less than car lots, f.o.b. mill. . . . .	3.75%
Sheet news in car lots, f.o.b. mill. . . . .	4.03¼
Sheet news in less than car lots, f.o.b. mill. . . . .	4.15%

and whereby they fixed the following maximum prices effective July 1, 1918, to wit:

	Per Cwt.
Roll news in car lots, f.o.b. mill. . . . .	\$3.75¼
Roll news in less than car lots, f.o.b. mill. . . . .	3.87%
Sheet news in car lots, f.o.b. mill. . . . .	4.15¼
Sheet news in less than car lots, f.o.b. mill. . . . .	4.27%

Hearing Was Denied

"Thereafter an application was made to the Federal Trade Commission for a rehearing with respect of the application of the manufacturers regarding new prices as of May 1st, June 1st and July 1st, 1918, which application, together with an application of the At-

torney-General on behalf of the publishers for a new investigation and the fixing of new prices as of August 1, 1918, was denied by the Federal Trade Commission March 28, 1919.

"On behalf of newspaper publishers, upwards of four hundred in number, members of the American Newspaper Publishers Association, I request that you review said supplemental findings of the Federal Trade Commission of October 18, 1918, and the prices established thereby, and that if upon such review you are of the opinion that the prices fixed by the Commission by said supplemental findings are unjust or unreasonable, you determine what are just and reasonable prices effective as of May 1st and July 1st, 1918.

"All proceedings on the part of the newspaper publishers in connection with the review by you of said supplemental findings will be conducted by their counsel."

Legal Counsel Act

The application of the Attorney-General for a review of the findings of the Federal Trade Commission was transmitted to the Circuit Court judges by George W. Wickersham of the law firm of Cadwalader, Wickersham & Taft, and Guthrie B. Plante, of the firm of Morris, Plante & Saxe, representing the American Newspaper Publishers Association.

Word that the Circuit Court, through its senior member, Judge Henry G. Ward, had granted the application, was transmitted formally by the attorneys mentioned to Henry A. Wise, counsel for the group of news print manufacturers who were parties to the arbitration agreement.

History of Appeal

Last December the American Newspaper Publishers Association asked the Federal Trade Commission to reopen the news print hearings, on the ground that it had evidence to show that the price set for July 1 should have been lower because cost of production had decreased.

The Trade Commission refused to undertake reconsideration of the case on the ground that it did not have an appropriation at its disposal large enough to meet the expenses that would be involved.

The publishers then appealed to the Attorney-General, who, under the price-fixing agreement, was their trustee, asking that proper steps be taken to safeguard their interests. The matter has thus been in his hands without action until now.

Though the war-time price agreement will have expired by the time the case comes up before the Circuit Court in October, if the publishers' contentions are upheld, they may secure a rebate for the period in question, if nothing more.

L. E. Elbert Marries

NEW ORLEANS, La., July 15.—Louis C. Elbert, managing editor of the Galveston Daily News, and Miss Marie Peters, of Los Angeles, were married here July 5. Mr. and Mrs. Elbert spent a week in New Orleans, after which they visited in California, and will return to Galveston to make their home about July 27.

Newark Ledger Merges Editions

NEWARK, N. J., July 11.—Lucius T. Russell, publisher of the Evening and Morning Ledger, has discontinued the evening edition and merged it with the morning issue "because of the high price of paper, materials and labor." Arthur Brisbane recently denied that he had bought an interest in this paper.



The two accompanying cuts give you an idea of the draughtsmanship of Robert L. Dickey, particularly of his ability in drawing dogs.

These are two of the characters of the humorous six-column strips of Dickey's Dogs, released last week in the New York Globe, the Boston Post, the Philadelphia North American, the Baltimore Evening and Sunday Sun and the Springfield Republican.

You may be following this new series in one of these papers. Or you may be familiar with Mr. Dickey's contributions to "Life."

Dickey's Dogs appear seven times weekly.

You will receive proofs if you write or telegraph us, and we will quote terms if your territory is not already taken.



METROPOLITAN NEWSPAPER SERVICE

432 Fourth Ave., New York

Maximilian Elser, Jr., General Manager. Frank B. Elser, Editor.



# SIX MONTHS OF CONTINUED ADVERTISING ACHIEVEMENT!

The St. Louis Star was the **only** St. Louis newspaper to show gains in total advertising during 1918, and despite this fact, the first six months of 1919 show The Star piling up **phenomenal** increases in both foreign and local advertising, publishing more advertising, week days, of various classifications, than TWO and sometimes THREE of its contemporaries combined.

The gain in total paid advertising for the first six months of 1919 was

# 435,471

LINES

The following figures show how The Star, during the first six months of 1919 published more local advertising, week days, of important classifications than the other St. Louis newspapers.

### LOCAL ADVERTISING.

	LINES
The Star .....	1,782,258
The Times and Republic combined.....	1,505,721

The Star's excess over both..... 276,537

### AMUSEMENTS.

The Star .....	174,562
Post-Dispatch, Times and Republic combined.....	173,163

The Star's excess over three..... 1,399

### DEPARTMENT STORES.

The Star .....	783,907
Globe-Democrat and Republic combined.....	547,919

The Star's excess over both..... 235,988

### FURNITURE.

The Star .....	96,772
Globe-Democrat, Republic and Times combined.....	60,280

The Star's excess over three..... 36,492

### JEWELRY.

	LINES
The Star .....	15,347
Globe and Times combined.....	14,127

The Star's excess over both..... 1,220

### WOMEN'S READY-TO-WEAR

The Star .....	245,575
Globe-Democrat, Times and Republic combined.....	163,215

The Star's excess over three..... 82,360

### MEN'S CLOTHING.

The Star .....	50,458
The Times and Republic combined.....	26,950

The Star's excess over both..... 23,508

### GROCERY.

The Star .....	62,362
Times, Globe-Democrat and Republic combined.....	3,550

The Star's excess over three..... 58,812

### MUSICAL INSTRUMENTS.

The Star .....	23,791
Times, Globe-Democrat and Republic combined.....	18,940

The Star's excess over three..... 4,851

In June, as for the entire six months, The Star was the preferred medium in various classifications as shown by the figures below:

### LOCAL DISPLAY.

	LINES
The Star .....	283,923
Times and Republic combined.....	207,517

The Star's excess over both..... 76,406

### AMUSEMENTS.

The Star .....	25,773
Times, Post-Dispatch and Republic combined.....	21,978

The Star's excess over all three..... 3,795

### DEPARTMENT STORES.

The Star .....	131,370
Globe-Democrat and Republic combined.....	91,425

The Star's excess over both..... 39,945

### FURNITURE.

The Star .....	17,231
Globe-Democrat, Times and Republic combined.....	9,275

The Star's excess over all three..... 7,956

### JEWELRY.

The Star .....	2,414
Globe-Democrat and Times combined.....	1,855

The Star's excess over both..... 559

### WOMEN'S READY-TO-WEAR

	LINES
The Star .....	31,660
Times, Globe-Democrat and Republic combined.....	20,688

The Star's excess over all three..... 10,762

### MEN'S CLOTHING.

The Star .....	5,100
The Times and Republic combined.....	4,700

The Star's excess over both..... 400

### GROCERY.

The Star .....	16,602
Post-Dispatch, Globe-Democrat, Times and Republic combined .....	14,998

The Star's excess over all four..... 1,604

### MUSICAL INSTRUMENTS.

The Star .....	1,966
Globe-Democrat, Times and Republic combined.....	1,770

The Star's excess over all three..... 196

*The Star carried 18,591 lines more local advertising week days during the month of June than the Globe-Democrat.*

For thirty-five consecutive months The Star has published more local display advertising, week days, than the Globe-Democrat, the Times, or the Republic.

The Star's gain in national advertising for the first six months of 1919 averages more than 93%, which is greater than that of any other St. Louis daily newspaper.

All through the abnormal period of 1918, when the other papers were showing losses, The Star was recording nothing but gains. This year The Star is showing gains made over gains, the other papers gains made over losses.

# Don't say "Paper"—say "STAR"

TRADE MARK REGISTERED

## BRIEFS

W. C. STEIGERS, VICE-PRESIDENT AND business manager of the St. Louis Post-Dispatch, departed July 9 for his annual vacation in the White Mountains of New Hampshire. Accompanied by Mrs. Steigers, he is making the trip by motor. He expects to return about October 1.

MAJOR J. R. MONTGOMERY, GALVESTON and Houston newspaper man, has been appointed chief of police in El Paso.

HARRY J. FINK, FORMER SPORTS EDITOR of Northside News, Bronx, N. Y., entertained friends Tuesday evening at dinner, celebrating anniversary of rescue from briny deep while serving in Uncle Sam's Navy.

ROTE FAHNE AND VOLKSRECHT, BERLIN radical newspapers, were suspended July 10 by Government order.

MRS. ELLA WHEELER WILCOX, WRITER for Hearst newspapers, sailed from Southampton for home July 12, very ill.

WILL OF MRS. NIXOLA-GREELEY Smith Ford, New York World writer, tiled July 12, disposed of only a few hundred dollars in property.

DES MOINES SUNDAY REGISTER on July 13 devoted an entire section to telling "What the Advertising Club Means to Des Moines."

E. E. KELLY, EDITOR TORONTO (KAN.) Republican, has been made special assistant to State Printer Imri Zumwalt.

L. A. HOSKINS AND MISS DOROTHY Willis, of Los Angeles, both newspaper workers, have been married.

MAXIMILIAN HARDEN, EDITOR OF DIE ZUKUNFT, Berlin, may be appointed German ambassador to United States, according to reports.

MANUEL CALCINES, SPORTS EDITOR OF El Dia, and Horacio Roqueta, of Havana Herald, are in United States to cover doings of Cuban stars with various baseball teams.

REV. J. M. DAWSON OF WACO, TEX., has been made publicity director of campaign to raise \$75,000,000 among Southern Baptists.

SUNBEAM PRODUCTS COMPANY, MILWAUKEE, has been fined \$25 on charge of fraudulently advertising "Eg-zact" as a substitute for eggs. Company will appeal to state supreme court.

DURING VACATION OF J. N. ("DING") Darling, cartoonist, Des Moines, Register is reproducing his drawings of two or three years ago at special request of subscribers.

EARL C. RAYNER, LATE OF CHICAGO Herald & Examiner, now is with Detroit Times, handling industrial pages.

EDWARD PAYSON CRITCHER, OF CHICAGO Herald & Examiner advertising department, is working up series of Rotary Clubs advertising pages, to be published as special business under caption "What Is Rotary?"

OTTO SITZMAN, CASHIER OF THE St. Paul Daily News, has taken Miss Ida Mergens of that city as his wife.

E. N. MYERS, AFTER ARMY SERVICE overseas, has resumed work in the classified ad department of the St. Paul Daily News.

WILLIAM VEECK, BASEBALL WRITER FOR Chicago Evening American (under the pseudonym of "Bill Bailey," is new president of the Cubs' Baseball Team.

LIEUT. CHARLES A. SPERRY, R. F. C., late of Bridgeport Sunday Herald, is again in America and will soon come to his old home.

JEROME J. KARPE, OF BRIDGEPORT Standard-Telegram, is father of a new baby son, christened Jerome.

ROY G. WATSON, PUBLISHER HOUSTON Post; Max Bentley, city editor Chronicle; G. V. Sanders, editor Press; E. A.

Ragsdale, Galveston News, and I. D. McMasters of Tribune, recently accompanied Mayors Amerman and Sappington of Houston and Galveston in a flight over Houston.

EBEN A. AYERS, CITY EDITOR OF Watertown Standard before he enlisted in Army, has returned from France.

COL. THOMAS C. LESLIE, EDITOR PHILADELPHIA Hotel and Club News, is now a benedict. Philadelphia hotel men presented the bride with a check to purchase a home.

WILL OF LEMUEL ELY QUIGG, FORMER newspaper man and politician, who died July 1, disposes of estate estimated at \$5,000 personal property and \$15,000 realty.

THREATENED CONTEST IN SETTLEMENT OF \$6,000,000 estate of G. H. P. Gould of Lyons Falls, N. Y., head of Gould Paper Companies, has been averted by withdrawal of wife's petition for appointment as administratrix.

## STAFF CHANGES

HERBERT H. TAYLOR, E. T. CLOUGH and E. R. Delano are recent additions to the Province Journal staff.

CAPT. J. HANRATHY, FORMER CITY editor of Montreal Mail, has been appointed director of information and service branch of Department of Soldiers' Civil Re-establishment for Canada.

LIEUT. JOHN MACCORMAC, FORMER press gallery correspondent of the Montreal Gazette, is now London England, correspondent of Montreal Gazette.

TOM KILLIAN OF OKLAHOMA CITY, Okla., has been appointed to direct publicity work of the State Health Department.

W. W. JENKINS OF GEORGETOWN, Tex., has been placed in editorial charge of Williamson County Sun.

J. W. MAHAN, JR., FORMERLY OF Dallas, with Dallas News and Journal, has been appointed publicity director for American Cotton Association, Dallas.

E. B. BRIDGEWATER HAS BEEN APPOINTED editor of Iowa Unionist, Des Moines.

FRED WAGNER, FORMERLY OF CHICAGO Tribune and Chicago Examiner, has established motion-picture theatre at Riverview Park, a Chicago amusement concession.

LOUIS SOBOL HAS RESIGNED AS CITY editor of Waterbury (Conn.) Republican, and will return to Bridgeport, where he was formerly on old Standard.

A. V. ABERNETHY HAS RESIGNED FROM Cleveland Plain Dealer staff to become secretary of the Cleveland Bar Association. His successor is Capt. W. D. Howells.

LIEUT. EUGENE FLACK, SERGT.-MAJ. Charles Slattery, Jack Robert and George Foy are back with Chicago Herald and Examiner after Army service. Richard Burritt, from Tribune, is a new staff addition.

SERG. HORACE HARRIS, LATE OF Denver Times, has joined Post's copy desk.

SANFORD A. HOWARD, LATE CITY EDITOR of the Mexican (Mo.) Ledger, is now with the Chicago Drovers' Journal. Curtis Mitchell succeeds him.

## ASSOCIATION NEWS

WEEKLY PUBLICATION OF BALTIMORE Advertising Club weekly paper is on new basis, with staff of editors and a near-newspaper makeup. Editors are B. B. Barber, Dwight Burroughs, Nat Wildman, Jerome Fleishman, Steuart D. Webb; business managers, John T. Lyons, Abram. Moses, E. P. Tuerke and Dan Derr.

J. STUART PRICE, PROVIDENCE (R. I.) Journal, is new president of Pen and Pencil Club, succeeding Horace G. Belcher. C. S. Wood is the new treasurer.

DALLAS ADVERTISING LEAGUE HAS voted to join Metropolitan Development Association.

TEXAS FLORISTS, AT CONVENTION AT Austin, Tex., July 9-10, discussed "Does Advertising Pay?" The question was answered affirmatively by R. C. Kerr of Houston in an excellent address.

THE FORT WORTH ADVERTISING League is planning a Texas section in special train going to annual convention of Associated Advertising Clubs, in New Orleans, September 21 to 25.

WRITER'S GUILD OF MISSOURI WILL hold annual outing in the Ozarks in fall.

NEW HOUSTON PRESS CLUB WILL have a banquet and entertainment July 22. A jazz-chickendinner-dance-musical is what they term it.

THREE HUNDRED PERSONS ARE EXPECTED to attend convention of shorthand reporters, July 23-26, in Galveston. Delegates will represent Arizona, Arkansas, Missouri, New Mexico and Oklahoma.

## BUSINESS NOTES

PROVIDENCE (R. I.) NEWS WILL MOVE into new home about August 1. Goss 32,000 capacity press is now being installed and it is expected a sextuple will be set up in about 10 months.

KING CITY (Mo.) DEMOCRAT HAS been sold under foreclosure proceedings to V. T. Williams, of the Stansberry Herald, who recently lost his plant by fire.

LOWE BROTHERS COMPANY, NATIONAL advertisers of paints and varnishes, is holding series of four conventions for salesmen between July 6 and August 7, during each of which an entire day is devoted to talks on and a discussion of advertising.

MANISTEE (MICH.) EVENING ADVOCATE issued a splendid "Peace Edition" July 3.

ROBERT H. BROOKS WILL MOVE HIS advertising agency from Little Rock to Chicago August 1.

R. C. DYER HAS RESIGNED AS DALLAS (Tex.) manager of Barnhart, Spindler & Co., Chicago, to buy Southwestern Printing Company plant.

NEW YORK MAGAZINE, a "periodical in tabloid form, reviewing all important news and views in great city for thinking men and women and their families," will appear this month.

CORTLAND (N. Y.) STANDARD PRINTS its latest edition at 1 o'clock Saturdays, to afford employees half-holiday.

MICHAEL J. GOODE OF FAIRFIELD County has purchased Seymour (Conn.) Record, a weekly established 50 years ago. Mr. Goode is also publisher of Fairfield Review and Stratford Times.

ROCHESTER (N. Y.) TIMES-UNION has changed page width from seven to eight columns and will increase press capacity and give earlier delivery.

CALIFORNIA DISTRICT COURT HAS affirmed adjustment of \$15,500, ordered paid by Miehle Printing Company to heirs of man killed while moving a press from steamer to a Eureka printing office.

ST. PAUL DISPATCH HAS ISSUED AN eight-page advertising section illustrating and describing the Minnesota Iron Range, which produces about 80 per cent of total iron ore output of the United States.

ORGANIZED LABOR OF KANSAS CITY has protested against publication of The Workers' World, claiming it is not official organ of labor in Kansas City.

FIRE DAMAGED AMERICAN PAPER Stock Company, Dallas, Tex., last week to extent of \$500.

C. O. BROXTON, FORMER MANAGER Boise Capital-News, has purchased Monrovia (Cal.) Messenger and Arcadia Journal from A. L. Woodridge.

SOUTHERN MARINE JOURNAL HAS moved from New Orleans to Houston, Tex.

ROBERT MILLER OF DALLAS NEWS IS back from "overseas," where he served with Red Cross.

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

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

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

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

Representative sent anywhere upon request.

**John B. Gallagher Company**

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

# Better Advertising Means More Advertising



**G**OOD WILL born of public confidence makes men and institutions grow and prosper. Men of vision who have toiled step by step for more than a generation to build a place for themselves in the mind and heart of the public know this. Written contracts are unnecessary with them—their word is as good as their bond.

To make the written word—the advertising of all business as good as its bond—in America, in Canada, England, France, Australia—everywhere that the idea has spread, our National Vigilance Committee is working, with the support and active help of sixteen local Better Business Bureaus and eighty volunteer vigilance organizations.

Out of a hundred advertisers not more than one or two intentionally misstate or mislead, and only a few more are dangerously careless. To drive from advertising the out and out crook, to reason stoutly and persistently with the thoughtless few, to add to the number of careful promisers and thus to increase the already high regard of the public for one of the

newest and greatest forces of modern business, our Vigilance Committees and Better Business Bureaus are striving and asking for support.

We believe the consumer is entitled to exactly what he is promised and what he pays for.

We believe the careful advertiser should not be compelled to keep company in the mediums he patronizes with the grossly careless or clearly crooked.

The Associated Advertising Clubs is fifteen years old. The marked increase of public confidence in advertising in large measure is due to the rising standard of advertising practice promoted by organized advertising. In the days ahead, more than ever before, better advertising will mean more advertising.

While much has been accomplished there is much yet to do to promote and protect reader confidence in advertising. For the extended plan requiring a budget of \$141,000 per year and to which national advertisers are lending splendid support in the way of larger sustaining memberships,

*The following important executives serve as trustees:*

**FESTUS J. WADE**  
President Mercantile Trust Company,  
St. Louis

**F. A. SEIBERLING**  
President Goodyear Tire and Rubber Company,  
Akron

**SAMUEL C. DOBBS**  
Vice-President Coca-Cola Company  
Atlanta

**DAVID KIRSCHBAUM**  
President A. B. Kirschbaum Company  
Philadelphia

**HENRY L. DOHERTY**  
President Henry L. Doherty & Company  
New York

## Associated Advertising Clubs of the World

**LEWELLYN PRATT**  
First Vice-President

**WILLIAM C. D'ARCY**  
President

**P. S. FLOREA**  
Secretary-Treasurer

110 West 40th Street, New York

## JASON ROGERS WANTS STANDARD ACCOUNTS

Publisher of New York Globe Submits to Conferes Throughout the United States Recommendations Made at His Suggestion by Experts

Jason Rogers, publisher of the New York Globe, is sending to newspaper publishers throughout the United States forms for standardizing newspaper accounting, which were prepared at his suggestion by Klein, Hinds & Finks, certified public accountants, the official auditors of the Globe. In a letter accompanying this data, Mr. Rogers says:

"It is unnecessary for me to add anything to this explanation of the sheets, other than to state that I obtained samples of forms used by other newspapers, which I turned over to the accountants with a request that they work out a single form which would reflect all essential data.

### To Fit All Papers

"Out of the resulting comment, we may be able to produce two or three types of forms to fit small newspapers as well as large ones, and yet produce figures which will be of comparative value."

In a letter addressed to Mr. Rogers by the Globe accountants, they state:

"You put your finger on the weakest element in existing newspaper keeping practice when you pointed out that it is impossible, at the present time, for one newspaper publisher to make comparison of his departmental expenses with those of another newspaper, because no uniform method of classification is followed.

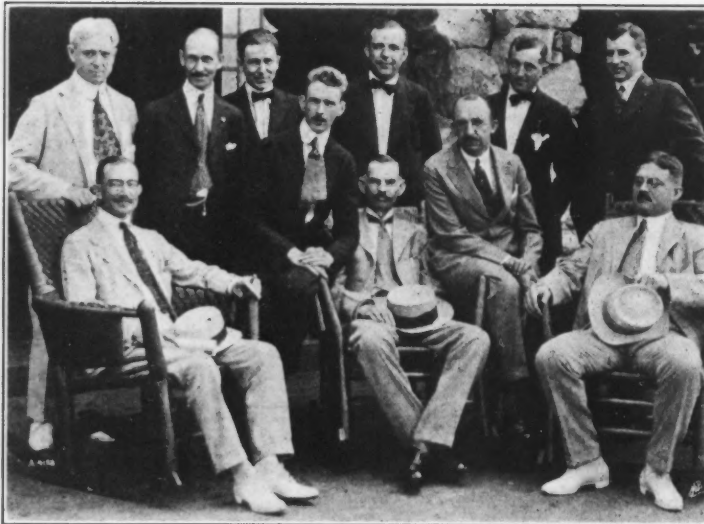
"For example, one publisher may charge the press room for depreciation of presses, while another may charge depreciation to general expense or omit it altogether from his calculations. Some publishers prorate over the different departments such items as interest, taxes and insurance, while others charge them to general expense. It must be obvious that under such a wide variety of methods no two editorial, advertising or composition departments can be readily compared. It appears to us that the best interests of newspaper publishers will be served by adopting a uniform accounting system, patterned along the lines herein presented.

### Simplifying Methods

"The introduction of a uniform accounting system for newspapers does not necessarily entail additional work. It merely requires the general adoption, by publishers of newspapers throughout the country, of an agreed upon scheme of revenue and expense classification; that is, in popular terms, corresponding pigeon holes for similar revenues and expenses. After the uniform system has been adopted, newspaper publishers must be careful not to transpose items from one department to another. For example, if insurance is segregated under the heading of 'general expense,' it should not be distributed among the different departments of the enterprise. Wherever two or more possible ways of handling an expense charge exist, our proposed plan provides the simplest of the methods in order to make the plan as easy to follow as possible.

"One of the fundamental principles of a good accounting system is that each accounting period, such as a calendar month, should be charged for all of the expenses belonging to it and for no more. It is accordingly neces-

## MEMBERS OF SOUTHERN COUNCIL A. A. A.



THE group, taken at the annual meeting at Asheville, N. C., July 9, shows: Top Row—L. D. Wallace, vice-president Thomas E. Basham Company, Louisville; W. R. Massengale, Massengale Agency, Atlanta; Joel Chandler Harris, Jr., Johnson-Dallis Agency, Atlanta; Morton Caldwell, Chambers Agency, New Orleans; Mr. Bell, Cecil, Barrett & Cecil, Richmond; S. O. Landry, Chambers Agency, New Orleans.

First Row—St. Elmo Massengale, president Massengale Agency, Atlanta; Henry L. Staples, president Staples & Staples, Richmond; Jefferson Thomas, president Jefferson Thomas Advertising Service, Jacksonville, Fla.; E. R. Dallis, Johnson-Dallis Agency, Atlanta; Thomas E. Basham, president Thomas E. Basham Company, Louisville.

sary that the wages applicable to the editions published during the period should be charged to the period. Thus, if the payrolls for a certain month cover five weeks or thirty editions, and only twenty-five editions fell within the calendar month, the proper plan would be to charge only 25-30 of the payroll disbursements to the month. Another item which is frequently handled incorrectly is that of insurance. The premiums usually run for a year or more. These should be prorated over the periods covered by the premiums in order to obtain the correct amount of expense each month. The same principle also applied to taxes."

## Want Libel Laws Revised in Alabama

State Press Association Also Asks Changes in Legal Advertising Provisions—Dugger New President

BIRMINGHAM, Ala., July 15.—The Alabama Press Association's legislative committee has recommended the appointment by the president "of a committee of three to draft a new and reasonable libel law for presentation to the legislature of Alabama for passage and that this committee be empowered to pass upon this law finally for this association before it is presented."

It has also made recommendations for changes in the legal advertising laws of the State.

New officers are: Oscar M. Dugger, Star, Andalusia, president; Frank N. Julian, Standard, Sheffield, first vice-president; W. T. Hall, Eagle, Dothan, second vice-president; W. T. Sheehan, Advertiser, Montgomery, third vice-president; James H. Hard, Birmingham, secretary-treasurer; N. J. Lillard, Standard, Brewton, recording secretary; J. C. Williams, Mountain Home, Talladega, historian.

## MANY "R. F. D." ROUTES RESTORED BY P. O.

Work of Newspaper Publishers Brings Results—Farmers of New York State Were Without Mail for Days at a Time

Troy, N. Y., July 16.—Thanks to the work of Jerome D. Barnum, of the Syracuse Post-Standard, and David B. Plum, of the Troy Record, the Post Office today ordered restored scores of rural free delivery routes in New York State and changed others along the lines suggested, by the newspapers.

Several months ago the Postmaster-General ordered many R. F. D. routes abandoned for the sake of economy, thereby causing much delay and inconvenience to the thousands of farmers off the main roads of travel. Many complained that they had to go without mail for days at a time before they could go to the nearest postmaster and get it. In particular newspaper mail delay caused the strong protest.

The Syracuse Post-Standard and the Troy Record took the matter in hand and organized their readers to demand restoration of service. Several trips were made to Washington by delegations gathered by these newspapers, at which conferences were held with Post Office officials. The result is today's order.

Post office investigators are still hearing complaints in the State, the inspectors having maintained headquarters during the past week at Glens Falls, taking note of conditions in Washington County.

### Maine Circulator Dies

PORTLAND, Me., July 15.—Joseph W. Peterson, former circulation man and later for many years a newsdealer in this city, died here July 7. For a number of years he handled the Portland Telegram.

## COMMITTEES NAMED FOR N. Y. S. C. M. A.

President James McKernan Also Announces that Board of Directors Will Meet in Watertown on October 20 and 21

President James McKernan of the New York State Circulation Managers' Association has appointed the following committees:

**Program Committee**—A. W. Cockerill (Chairman), Utica Press; William Hofmann, New York State Times; R. B. Goble, Lockport Union Star Journal; M. C. Masterson, Cornell Tribune Times.

**Convention Committee**—Charles H. Congdon (Chairman), Watertown Times; A. R. Kessinger, Rome Sentinel; D. W. Tanner, Utica Herald Dispatch; A. J. Gerber, Syracuse Journal.

**Publicity Committee**—J. M. Annenberg (Chairman), Albany Knickerbocker Press; F. L. Frugone, New York Bulletin Della Sera; Victor Ryberg, New York Telegraph; Fenton Dowling, New York Editor & Publisher.

**Entertainment**—M. D. Treble (Chairman), Buffalo Times; G. M. Therrien, Buffalo News; Charles Waterfield, New York Herald; M. J. Burke, Brooklyn Eagle.

**Newsboy Welfare**—E. F. McIntyre (Chairman), Syracuse Herald; Frank A. McDuff, Albany Times-Union; S. P. Booth, New York Globe; E. J. Fonda, Rochester Democrat Chronicle.

**Auditing**—M. A. Miner (Chairman), Utica Observer; C. E. Bower, Binghamton Press.

**Membership**—W. C. Hixson (Chairman), Syracuse Post-Standard; E. E. Decker, Middletown Times Press; G. S. England, Johnstown Leader Republican; Eugene Cornwell, Kingston Freeman.

**By-Laws**—Frank Emery (Chairman), New York Herald; E. J. Barry, New York Sun; E. S. Batty, Gloversville Leader; G. B. Williams, Geneva Times.

**Transportation**—R. J. Bulger (Chairman), Buffalo Courier Inquirer; Wm. M. Henry, New York American; James Hennessey, Brooklyn Standard Union; H. S. Schock, Albany Journal.

The Board of Directors will meet October 20 and 21 in Watertown. This association now has a membership of sixty, and is still growing. Newspapers from all parts of the State are represented.

Circulation managers (also business managers and publishers of small publications having no circulation managers) are invited to join.

Secretary-treasurer J. M. Annenberg, of the Albany Knickerbocker Press, will send application blanks on request.



## IMOGENE BURCH

is writing a short human-interest feature, which is appearing in thirty newspapers, entitled

## "ARE YOU SUPERSTITIOUS?"

It tells in a chatty style the origin and meaning of all the popular superstitions. Service three times a week.

Length about 400 words.

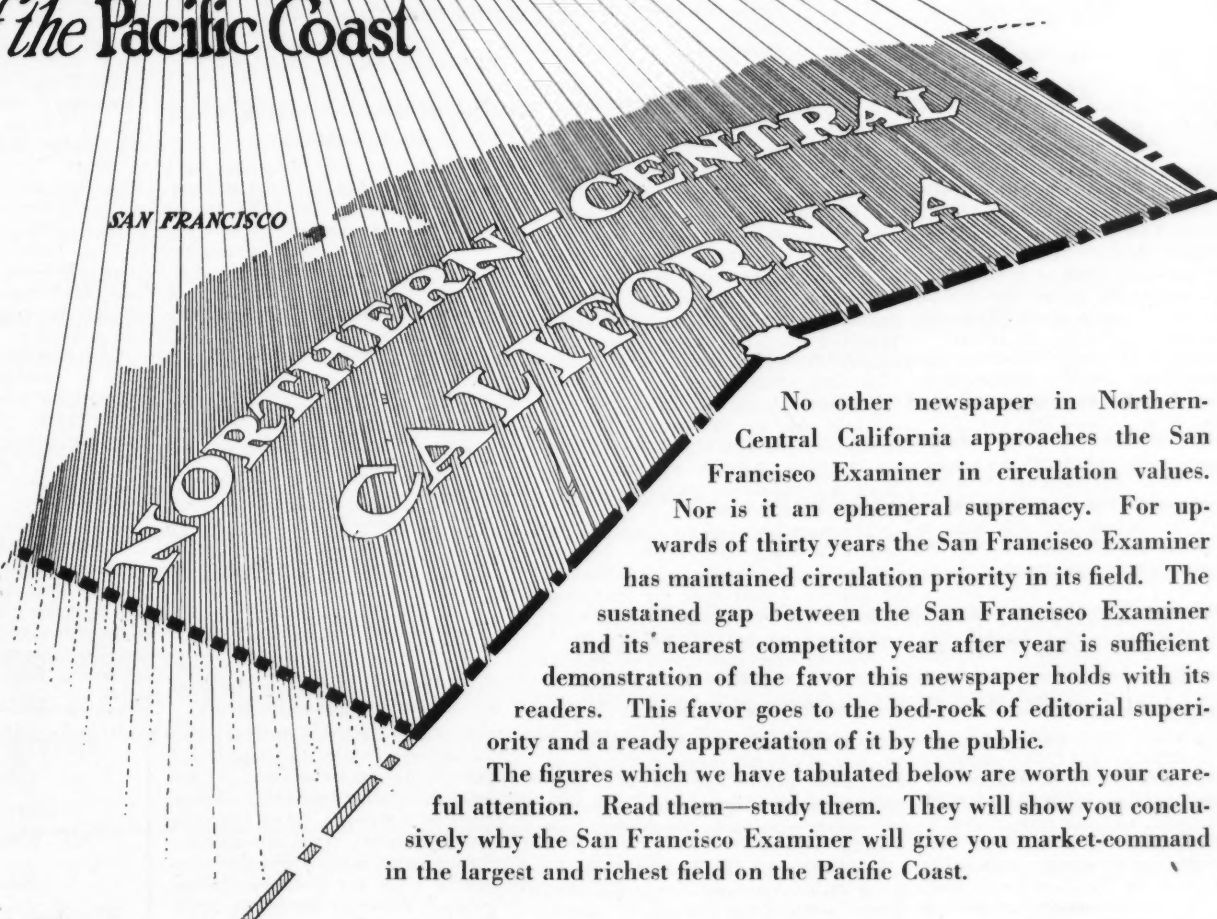
Released by

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

**San Francisco Examiner**  
*Monarch of the Dailies*

A concentrated local circulation and a thick spread of radial circulation covering Northern-Central California is the prime reason for the San Francisco Examiner's popularity with advertisers. The San Francisco Examiner blankets the bay region of San Francisco with an intensive circulation. It reaches out in every direction to the farthest northern, southern and eastern posts of Northern-Central California. It is a signal factor in shaping and directing the buying habits of the larger part of the State. Through its radial circulation it wields large dealer, as well as general consumer, influence.

**DOMINATES**  
*the richest and most populous section of the Pacific Coast*



No other newspaper in Northern-Central California approaches the San Francisco Examiner in circulation values. Nor is it an ephemeral supremacy. For upwards of thirty years the San Francisco Examiner has maintained circulation priority in its field. The sustained gap between the San Francisco Examiner and its nearest competitor year after year is sufficient demonstration of the favor this newspaper holds with its readers. This favor goes to the bed-rock of editorial superiority and a ready appreciation of it by the public.

The figures which we have tabulated below are worth your careful attention. Read them—study them. They will show you conclusively why the San Francisco Examiner will give you market-command in the largest and richest field on the Pacific Coast.

**Last A. B. C. Auditor's Report**

**San Francisco Daily Examiner**

Total City Circulation .....	49,375
Total Suburban Circulation.....	34,787
Total Country Circulation.....	38,490
Total Net Paid Circulation.....	122,925
Total Daily Distribution.....	124,860

**San Francisco Sunday Examiner**

Total City Circulation.....	98,802
Total Suburban Circulation.....	67,835
Total Country Circulation.....	85,331
Total Net Paid Circulation.....	252,262
Total Sunday Distribution.....	254,642

**San Francisco Examiner**  
*Monarch of the Dailies*

M. D. Hunton, Eastern Representative,  
 American Circle Building, New York.

W. H. Wilson, Western Representative,  
 Hearst Building, Chicago

## COURT UPHOLD RIGHTS OF CARTOONISTS

"Bud" Fisher's Four-Year-Old Case Against Star Company Again Decided in His Favor by Appellate Division of New York Court

A new rule at law that is likely to have a wide application in the newspaper field hereafter has been established by the Appellate Division of the New York Supreme Court in affirming unanimously, without comment, a decision of a lower court in favor of Harry C. ("Bud") Fisher and against the Star Company, publisher of the New York American.

The case has been in the courts ever since August 4, 1915, when Mr. Fisher obtained a temporary injunction against the Star Company, restraining it from using the words "Mutt and Jeff" as a name or trade-mark for any cartoons not drawn by him, and from publishing any cartoons drawn by another artist in imitation of the "Mutt and Jeff" cartoons.

### Unfair Competition

The action was brought and tried and the judgment against the Star Company was rendered on the theory of unfair competition, there being no question of copyright involved.

The contention of counsel for Mr. Fisher was that, having left the employ of the New York American, and having contracted to give the Wheeler Syndicate the exclusive right to sell his cartoons for newspaper publication, he had the sole right to dispose of "Mutt and Jeff" thereafter as he thought proper.

"It must be remembered," reads the brief which Mr. Fisher's counsel submitted to the Appellate Division of the Supreme Court, "that the real purchaser of these cartoons is the average newspaper reader. It is to the reader that Mr. Fisher really sells his cartoons. If the interest of the reader in them is impaired, Mr. Fisher loses the interest of that reader and ultimately the sale of his cartoons to the newspaper in question."

"Should the Star Company be permitted to publish and sell imitation cartoons, certainly newspaper readers will be confused in knowing the genuine from the imitation and irreparable loss will be suffered by Mr. Fisher.

"There is no dearth of subjects and titles for cartoons. The Star Company's artists are free to choose any one of hundreds of other subjects and titles than 'Mutt and Jeff.' To permit them to publish imitation 'Mutt and Jeff' cartoons would be to permit them deliberately to rob Mr. Fisher of the product of his creative genius and to trade on his established good will and reputation."

### Star Company's Views

The Star Company contended that since Mr. Fisher never, himself, published a newspaper, he could never acquire the right to the trade-mark for his cartoons which were first published in newspaper, an argument seemingly based on the "Buster Brown" case of the New York Herald Company against the Star Company.

In this case, the court held that the Herald had exclusive right to the use of the words "Buster Brown," because it had used for many years those words as a title of a comic section of the newspaper.

Counsel for Mr. Fisher in the case just decided, argued, however, that in the "Buster Brown" case there was a

specific article of merchandise, namely, a "comic section of a newspaper," to which the Herald Company had applied, and for which it exclusively had used the words "Buster Brown" as a name and a trade-mark, while the Star Company never had used the words "Mutt and Jeff" as name, title or trade-mark.

The "Mutt and Jeff" cartoons are now being sold to newspapers by the Bell Syndicate, of which John N. Wheeler, formerly of the Wheeler Syndicate, is president.

## NAVY DEPT. APPROVES ADVERTISING

(Continued from page 5)

"The best plan, we believe, is to pool our interests and handle the advertising in a body. The Bureau of Navigation has made it clear to us that they do not care to deal with a group of agencies, but desire to have established a single point of contact."

Mr. Faust emphasized the fact that the men in the various agencies of the country had been active in government advertising during the war and were able to aid greatly in their particular localities in making such advertising a success.

### All Agencies Can Help

Secretary Daniels at this point interrupted to ask if agencies outside the A. A. A. would participate in the Navy recruiting campaign, and to this Mr. Faust replied that the doors of the association were open to any reputable agency that was able to render service.

"I am familiar with the way the advertising campaign was handled for the Railway Administration," said Frank Presbey, "and there were only six complaints from publishers who hadn't been given advertising."

Secretary Daniels said that this was the first time he had been willing to consider a campaign of paid advertising for recruits because previously the Navy had had more applicants for enlistment than it needed.

"The newspapers of the country have been exceedingly fine in the support they have given the Navy Department," he added. "I may state my conviction here that next to the men who actually participated in the fighting abroad, I believe the newspapers of this country did most to win the war for us."

### Fair Play for Papers

He said he was convinced that it was not fair to ask newspaper publishers to contribute paper and ink and their services to the Government, and that the policy of paid advertising was sound.

In speaking for the Bureau of Advertising of the American Newspaper Publishers' Association, Thomas H. Moore, associate director, said:

"The Bureau of Advertising gave its hearty support and assistance to the advertising campaigns of both the War Department and the Railroad Administration, and both of them were highly successful. We are ready and eager to give the same support to the Navy campaign."

"While I do not want to appear as an advocate of the agencies' plan, it is one that seems to be eminently sound, and it is backed by men whose integrity and responsibility is unquestioned."

### Part A. A. A. Will Play

James O'Shaughnessy, executive secretary of the A. A. A., made the following statement on the request of EDITOR & PUBLISHER:

"The new thing about the Navy campaign is that it is to be handled by a great national

body forming an advertising agency which embraces all of the members of the American Association of Advertising Agencies.

"It was not with a view to direct profits that the composite agency idea was presented to Secretary Daniels. It was done in order that Government advertising might be handled in such a manner as to avoid any possible criticism that could be justly made by anybody anywhere.

"The heads of the Government departments are responsible to the public for their every act. They are liable to criticism on the slightest pretext. They may be subjected to fault finding upon slight provocation. By combining all of the agencies who form the organized ethical body in the entire United States into a single agency for the purpose of serving the Government, all criticism which could find a willing ear will be avoided at once.

"By making such an agency every publisher in the entire country could feel instantly that he should approve whatever was done in the combined wisdom and skill of all the agencies.

### Publishers Assure Co-operation

"The publisher will appreciate that the sacrifice the members of the American Association of Advertising Agencies are making in throwing the potentials of all their organizations into this composite agency is a historic undertaking for the great and ultimate benefit of business generally.

"We are very happy in the flood of assurances we have already received from publishing interests, that they regard our undertaking in this matter as the greatest possible service to advertising and publishing interests.

"It should be, of course, distinctly understood that this composite agency which we are forming is to give service to the United States Government only, and not to any one else."

## EMPLOYEES SHARE IN PROFITS

Des Moines Owners Give Each Worker Extra Week's Pay

DES MOINES, Ia., July 15.—Following a custom established in 1917, the Register & Tribune Company has again shared with its employes out of its earnings for the first half of 1919 an amount equal to one week's salary to each. With each present was the following note from Gardner Cowles, president:

"The intention is that every employe, who has been with the company continuously for the past twelve months, shall receive an amount equal to one week's regular salary. Employes who have been with the company less than twelve months will receive an amount equal to the proportionate part of one week's salary.

"Whether similar distributions can be made in the future will necessarily depend upon the success of our business.

"The Register and Tribune Company can have no better asset than the active co-operation and help of its more than three hundred and fifty regular employes. We ask your constant assistance in helping us avoid waste and unnecessary expense of every kind.

"We want you to feel that you are a part of this business and that you have a personal interest in its success and growth."

## ABIDE BY BILL POSTING LAW

President Chennell, of A. O. A. A., Urges Recognition of Chicago Ordinance

ATLANTIC CITY, N. J., July 11.—In his annual address before the annual convention of the American Outdoor Advertising Association here today, George Chennell of Columbus, Ohio, who was re-elected president, urged all organizations represented in the national body to voluntarily make the so-called Chicago ordinance a guide for the future policy of the industry.

The ordinance in question forbids the erection of billboards in any residential district where more than 50 per cent. of the residents object. It has been affirmed by the United States Supreme Court.

### C. E. Persons Is Managing Editor

SACRAMENTO, Cal., July 16.—C. Edgar Persons, formerly president of the San Francisco Press Club and news editor of the Western Division of the Associated Press, has been made managing editor of the Sacramento Union, recently acquired by Ben S. Allen, former A. P. man, and John Craig. More recently Mr. Persons was associated with Herbert Hoover in handling publicity for the United States Food Administration.

## INTERNATIONAL CONGRESS FOR WORLD NEWS

(Continued on page 9)

"The actual operations of the Paris office have been in charge of Herman Suter, who is well known to American newspaper men, having been managing editor of the Nashville Tennessean and of the Philadelphia Times.

"Personally, I devoted much of my time to the various problems involved in international communication by telegraph, cable and radio. The American press in the future will be getting news from more and more points. There is a demand for American news all over the world. Obviously, news distribution is largely determined by availability of communication facilities and by the rates charged.

### Seek News from Here

"Not only have we found a demand for American news exists abroad or where there is no demand, that a demand can be easily created, but we have been using radio all over the world and know something about its possibilities. For example, a news service not mentioned above of four hundred words was prepared by our Paris office and along with similar services prepared by the French, British and Italians, was broadcasted from Eiffel Tower. This interallied news service was intercepted at Archangle in Northern Russia, Omsk in Siberia, and as far south as Lake Tohad in Africa. Hundreds of radio stations intercepted this news service, so many in fact that, we gave up trying to keep track of it. We found that news radioed by the navy from the Atlantic coast could be readily intercepted by the American receiving station at Constantinople.

"At America's suggestion, with a view to putting some order into the international telegraph, cable, and radio of the world, the principal allied and associated powers agreed to convene an international congress to consider the communications problem in all its aspects.

### Klein and Glass Add to Lists

The publishers of the Bridgeport (Conn.) Post, Sunday Post and Standard-Telegram have appointed I. A. Klein, New York, and John Glass, Chicago, to represent them in the national advertising field.

## HERTS BROTHERS COMPANY

Interior Decorators  
20 West 57th Street

New York, July 7, 1919.

The New York Times:

We had occasion recently to place an unusual advertisement in all the principal New York newspapers. It was for hand needleworkers in gros-point and petit-point. The advertisement in The New York Times was the only one to which we received any replies and through this we were able to fulfill our need satisfactorily.

HERTS BROTHERS COMPANY,

B. Russell Herts, Pres.



# DURING THE WAR CANADIANS DEPRIVED THEMSELVES MANY THINGS THEY ARE BUYING THEM NOW

Food, clothes, house furnishings and other commodities in which economies were effected during the war are now being freely bought regardless of higher prices. All the automobiles that it is possible to secure are being absorbed by Canadian trade and there is a crying need for more.

Vigorous advertising and salesmanship will now win the Canadian market with less effort in most lines than at any other time within fifteen years.

And the following daily newspapers offer the most economical and forceful way to capture that market.

Canadian newspapers have taken ups and downs during the war. Some amalgamations and failures have strengthened those which remained. Circulations, generally speaking, are greater today on a two cent basis than on the one cent basis of pre-war times.

Already the advance agents of industrialism are on the field. Large business interests are making extensive industrial investments. NOW is the time to get busy.

A growing realization of the wealth and resources of the Provinces of Ontario and Quebec where nearly two thirds of Canada's population is centered makes this area the logical starting point to create and promote Canadian sales.

Daily newspaper advertising occupies a new status today. Its development in Canada was even more marked than in the United States. It took up and made good in Canada on every war opportunity and these opportunities concerned everything from raising money to selling bonds, to securing recruits and altering habits of the people.

PROVINCE OF ONTARIO										
Population 2,523,274										
					Lines					
		Circulation			2,500			10,000		
Border Cities Star (Windsor).....	12,403	.03	.03	Kingston British Whig .....	(E) 6,237	.02	.015			
†Brantford Expositor .....	(E) 10,160	.025	.025	London Free Press .....	(MN&E) 41,610	.07	.06			
†Brockville Recorder-Times .....	(E) 4,225	.025	.015	Peterborough Examiner .....	(E) 5,900	.0193	.015			
Chatham Daily News .....	(E) 2,472	.015	.00875	St. Catharines Standard .....	(E) 8,006	.0275	.0175			
*Galt Reporter .....	(E) 3,955	.015	.0125	*Toronto Globe .....	(M) 87,296	.15	.11			
*Guelph Mercury .....	(E) 3,757	.015	.01	*Toronto Star .....	(E) 87,270	.15	.11			
*Hamilton Spectator .....	(E) 31,932	.055	.05	*Toronto Star .....	(S) 76,017	.15	.11			
Hamilton Times .....	(E) 11,200	.035	.03	Toronto World .....	(M) 26,608	.09	.06			
				Toronto World .....	(S) 92,128	.12	.09			
PROVINCE OF QUEBEC										
Population 2,002,731—English 397,392										
French 1,605,339										
					Lines					
		Circulation			2,500			10,000		
Circulation Statements for 6 months' period, April 1, 1919.										
*A. B. C. Report, April 1, 1919.										
†Publishers' Statement, April 1, 1919.										
Montreal Gazette (3c-38 yr.).....	(M) 32,183	.085	.07	Montreal Star .....	(E) 110,820	.12	.1050			
Montreal La Presse (2c. per copy)(E)	149,259	.13	.11	Quebec Le Soleil .....	(E) 35,275	.06	.06			

## GAINS IN ADVERTISING VOLUME OVER 1918 SPELL PROSPERITY

Growth Has Been General Throughout Country, Demonstrating the Vital Part Newspaper Advertising Is Playing in the Business Revival.

IN the issue of last week EDITOR AND PUBLISHER printed the record of advertising lineage carried by more than fifty leading newspapers for the first six months of 1918 and for the same period in 1919, with figures showing the net gain made by each newspaper.

The gains shown were so remarkable as to have caused wide comment among newspaper and advertising men. Thirty of these newspapers exhibited gains of more than a million lines each, two of them running above the three million mark; while the smallest gain noted amounted to more than 36,000 lines.

Further reports, received within the last week, indicate that this wonderful growth in volume over last year has been general. In some instances the gains shown over the corresponding period of 1918 would, in themselves, constitute an impressive total volume of business for almost any newspaper.

Newspaper.	First Six Months, 1918.	First Six Months, 1919.	Gain.
Chicago News (E).....	5,921,490	7,712,310	1,790,820
Cincinnati Enquirer (MS).....	3,389,792	4,696,594	1,306,802
Indianapolis News.....	5,584,952	7,786,718	2,201,766
Los Angeles Times (MS).....	6,417,600	9,114,994	2,697,394
New York American (MS).....	4,812,514	5,009,058	196,544
Brooklyn Eagle (ES).....	4,391,432	5,506,800	1,115,368
New Haven Journal-Courier (M).....	2,512,230	3,335,304	823,074
New York Commercial (M).....	968,312	1,239,970	271,658
New York Mail (E).....	2,427,939	2,139,711	**288,228
New York Journal (E).....	3,657,507	4,705,690	1,048,183
New York Post (E).....	1,996,941	2,166,794	169,853
New York Sun (MES).....	4,466,339	6,726,927	2,260,588
New York Telegram (ES).....	3,934,347	4,624,923	690,576
New York World (MES).....	9,691,104	12,293,708	2,602,604
New York Globe (E).....	2,499,844	4,009,762	1,509,918
New York Herald (MS).....	3,387,808	4,181,960	794,152
Brooklyn Standard Union (ES).....	2,712,238	3,360,422	648,184
New York Times (MS).....	6,654,288	8,797,937	2,143,649
New York Tribune (MS).....	2,045,822	3,567,220	1,521,398
Omaha Bee (MES).....	3,183,005	3,916,391	777,386
Paterson Press Guardian (ES).....	3,260,418	3,759,664	499,246
Portland Oregonian (MS).....	4,512,452	6,234,172	1,721,720
St. Louis Globe-Democrat (MS).....	3,722,487	5,425,140	1,702,653
Salt Lake Tribune (MS).....	4,099,904	5,021,296	922,292
Schenectady Union Star (E).....	1,889,830	2,361,467	471,637
Seattle Times (ES).....	6,176,534	7,944,356	1,767,822
Syracuse Herald (ES).....	3,558,639	4,480,224	921,585
Trenton Times (ES).....	3,668,098	4,985,141	1,317,043
Wilmington Evening (E).....	2,334,768	3,090,724	755,956
Worcester Telegram (MS).....	4,378,773	5,718,053	1,339,280

\*\* Loss.  
† Corrected.

### SEND NEWSPAPERS TO ENGLAND IN 3 DAYS

New York Times and Philadelphia Public Ledger Reach Noted Men by English "Blimp"—Realization of Lord Northcliff's "Aeripost"

LONDON, July 14, 1919.—Photographs taken in the United States and brought to England by the English dirigible, "R-34," on its return trip, were printed in newspapers here this morning. This is looked upon as the first step toward the realization of Viscount Northcliff's recent prophecy that a quick interchange of New York and London newspapers and photographs by aerial post was a possibility of the near future.

King George of Great Britain is said to have been the first Englishman to receive a newspaper from the United States by the "R-34," getting a copy of the New York Times.

Earl Reading, the Lord Chief Justice and ex-Ambassador to the United States, also received a copy of the Times as did General Pershing. Earl Reading wrote in reply to the London correspondent of the Times:

"I hope and believe this to be the brilliant first step toward establishment of a regular service that will enable the daily press of each of our countries to circulate freely and speedily in the other, and so will cement even more closely the bonds that knit the two peoples together."

The same afternoon Cyrus H. K. Curtis, proprietor of the Philadelphia Public Ledger, who is now in London, presented Lord Stamfordham with a copy of the Ledger, brought over on the R-34.

The London Times says: "This is a historic mark in transatlantic postal service. A newspaper arrived at Buckingham Palace three days, nine hours and thirty-six minutes after the airship's departure from New York."

### WRONG PICTURE CAUSES SUIT

Newspaper, Sued for \$50,000, Claims Unintentional Error

MILWAUKEE, Wis., July 15.—The Milwaukee Journal's answer to the \$50,000 suit of Alderman Seidel denies that publication of the plaintiff's picture, on which the action is based, was intentional. "The picture was published by mistake and without intent to harm Mr. Seidel," says the Journal. "Eight thousand papers containing the picture were run off before the mistake was discovered. The press was stopped and the picture removed. All but 120 papers were gathered up and destroyed."

The suit is based on the fact that the Journal ran the picture with those of certain Socialists who had been indicted by the grand jury on the charge of violating the Espionage Act. The answer says that throughout the reading matter accompanying the pictures there was no statement that Alderman Seidel had been indicted.

# Two Things For Which New Jersey Has Been Famous— "Lightning" and Mosquitoes

Please put the emphasis on the "has been"—for "Jersey Lightning" has gone the way of all the misused alcoholics, and the mosquito is fast being exterminated.

This much may be said in memoriam—both "Jersey Lightning" and "Jersey 'skeeters'" had PEP.

And there is this to say of the State that grows everything from Presidents down and produces everything from phonograph needles to ocean liners—it has a population full of pep, enterprise, initiative—that its people are earning big money and spending a goodly portion of it almost lavishly.

What have you got to sell?  
Advertise it wisely in

## New Jersey's Best Papers

Scan This List of Trade Winners

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

Government Statement, April 1st, 1919.

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

IN THE ISSUE OF JULY 24, 1919  
**EDITOR & PUBLISHER**

WILL PRESENT A COMPLETE LIST OF THE ENGLISH-LANGUAGE

**DAILY NEWSPAPERS**  
*of the* **UNITED STATES**

TOGETHER WITH DATA AS TO THEIR NET PAID CIRCULATIONS AS OF APRIL 1 AND  
THEIR AGATE LINE ADVERTISING RATES AS OF JULY 1, 1919.

**T**HIS will constitute an up-to-date revision of the data first and exclusively published in **EDITOR & PUBLISHER**, January 11, 1919.

The revisions have been made by Justin F. Barbour, of the Barbour Advertising Rate Sheets, Incorporated, and are accurate and authoritative so far as patient research and vigilance can make them.

This feature supplements the previous tables, which have been in daily use for reference by practically all space buyers in America since their first publication.

Thousands of extra copies of these lists have been purchased in the past few months for the use of agencies and national advertisers. The demand for the revised lists and data will be still greater, and the issue of July 24th will be on file for ready reference in the offices of all worth-while space buyers for the next six months. These figures will be used in estimating the costs of all the big Fall campaigns.

The practical, service value of this information is obvious, and the fact that, until **EDITOR & PUBLISHER** furnished it to its readers, it had been unobtainable except at great expense—too great to be considered by any but the largest agencies—gives to the feature wholly exceptional interest.

The publisher of a daily newspaper, whose message to national advertisers shall appear in this number, will secure a hearing which will have special and timely force. His sales argument will be before space buyers in the course of their work in planning campaigns and selecting mediums. These advertisements will be **CURRENT** and **TIMELY** for half a year after their publication—and that fact should not be lost upon far-seeing publishers!

Make your space reservations at once, by wire, and get copy to us as early as possible!

**EDITOR & PUBLISHER**

1116 WORLD BUILDING

NEW YORK

# EDITORIAL

## CONTROL OF RESALE PRICES

IN a special report to the Congress the Federal Trade Commission submits recommendations for price maintenance legislation in line with these conclusions, reached by the commissioners after exhaustive study of this perplexing problem: (1) That producers of identified goods shall be protected in their intangible property right or good will; (2) That the unlimited power both to fix and to enforce and maintain a resale price may not be made lawful with safety; (3) That unrestrained price cutting is not in the public interest.

It is further suggested that "bills now pending before the Congress may be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale contracts and a revision of resale prices by a disinterested agency."

The commission's report points out that producers, in the interests of their businesses, are impelled to fix the lowest possible resale prices. The unwritten laws of competition, where real competition prevails, assure the adoption of this policy, and such a scale of resale prices as shall assure fair profits to both wholesalers and retailers. It is asserted that the consuming public does not enjoy advantages through unfair price cutting great enough to compensate for the demoralization of production and distribution resulting therefrom.

EDITOR & PUBLISHER has presented, from time to time, arguments used by both sides in this controversy.

Without price-cutting, it is obvious, a vital factor in competition in merchandising would be eliminated. Competition between merchants has always been considered an automatic safeguard for the consumer. The power to both fix and enforce a price on a necessary product, it has been contended, gives to a manufacturer the right to impose a tax on consumers. The position of the commission, therefore, that this power should not be vested, without restraint, in the producers of commodities, is a sound one. The assertion that it may be given to producers subject to review by a Government board—and this is the outstanding recommendation of the commission's report—is open to question.

The contention of the producers of widely advertised branded products that they should be protected from that species of price cutting which is merely a lure on the part of conscienceless merchants—willing to take a loss on products well known and of established selling prices in order to carry the impression that they make similar price reductions on all other goods—appeals to all fair minded people. But to establish the principle that a merchant may not exercise his business judgment in fixing the resale prices of goods to which he has acquired full title would open the way leading toward the elimination of competition in selling prices for all merchandise. Under such a merchandising condition the manufacturers of the country would be able to dictate effectually prices to consumers, as well as to control the profits of merchants.

Would a Government Board of Review be a sufficient safeguard for the people against possible combinations of manufacturers for the maintenance of high profits? Would not competitions between manufacturers practically cease, in time, and prices become a matter of mutual agreement between them?

What effect would controlled resale prices have upon store advertising? The proponents of the policy will tell you that the stores would confine their advertising of price-controlled products to the education of the people to their merits and the creation of a demand for them. The opponents of such a policy will assure you that it would result in a great decrease in the normal volume of advertising—a volume based as much upon competition in selling prices as upon the merits of the goods offered.

This last argument will be met, of course, by the statement that only such products are included in the controlled resale price schedules as are trademarked or branded, and already widely advertised; and that these articles will continue to be advertised in order that their comparative merits shall be steadily urged and that their fixed retail prices shall become and remain always established in the public mind. They will contend that the good-will en-



joyed by such products has been created largely through advertising—and through advertising a standard retail price—and that it will have to be maintained by the same means.

The proposal for a Board of Review looks toward the creation of a check upon oppressive trade practices and unfair price-fixation. Will the manufacturers of branded products accept this as a solution of their difficulties? Will they relish the prospect of being haled to court upon the complaint of any retailer or consumer as to unjust prices? On the other hand, is it fair to manufacturers of unbranded goods that certain producers shall have the benefit of Government sanction of their prices? Such sanction would have great advertising value. It would eventually compel all manufacturers to trade-mark and brand and widely advertise their products. The time would come, perhaps, when a department store advertisement would contain few if any quotations of competitive prices—and some people will tell us that this would mean extracting all the salt and savour from such advertising, taking away from it the element of purse-appeal which it now holds for women.

EDITOR & PUBLISHER submits these observations upon some of the factors involved in the proposed legislation for the consideration of advertisers and publishers alike. The problem is one of the most far-reaching importance in our business life. Full and frank discussion should precede Federal legislation—and the people themselves, the ultimate consumers, should be participants in the discussion in order that no unwise steps should be taken. The newspapers of the country should not leave this problem to professional economists exclusively. It should be brought to the great open forum, and considered in the full light.

## THE WAR DEPARTMENT'S CAMPAIGN OF ADVERTISING

THE fact that the War Department has made a distinct success of its first paid advertising campaign for recruits—at any rate the first campaign of the kind planned on adequate lines—is a matter for satisfaction to all good citizens.

The vision and courage of Secretary Baker, demonstrated by his splendid initiative in adopting a policy which other Government officials have opposed, have been completely vindicated by the results. The cost of securing recruits for the Army has been reduced by half.

Had ex-Secretary McAdoo shown equal understanding of the possibilities of Government advertising—conducted on a business basis—the cost of selling the great bond issues might have been cut in two! But Mr. McAdoo was sure that the Government could not advertise unless every medium in the country should be used without discrimination. He visualized the possibilities of political pressure from the publishers who might have considered themselves slighted in the distribution of

the appropriations.

EDITOR & PUBLISHER pointed out to Mr. McAdoo that the Government would find it possible to buy advertising on the same basis that other commodities are bought. The War Department has found that this is the fact. Newspapers were used in but fifty-six cities—and these were cities in which recruiting officers were located. There has come to EDITOR & PUBLISHER but one protest from any source. This was from a publisher of a newspaper in a city where a branch recruiting office is maintained. He believed that the advertising should be extended to cover the fields of these branch offices. It is said that this will be done in a future campaign.

Having been the pioneer advocate of a paid advertising policy by the Government, and believing whole-heartedly in the soundness of such a policy and in its value to the nation, EDITOR & PUBLISHER offers to Secretary Baker cordial congratulations on the success of the first broad-gauge campaign in the interests of Army recruiting. A big thing has been well done—and a precedent has been created which will have historic significance.

## THE TREND TOWARD THE NEWSPAPERS

WITH the publication in EDITOR & PUBLISHER of January 11, 1919, of a complete list of the English-language daily newspapers of the United States, together with their authoritative circulation figures and agate line advertising rates, followed by exhaustive analysis of costs for sectional campaigns in the newspapers, there was inaugurated what may be called a new era of interest in the possibilities of daily newspaper advertising on the part of numerous national advertisers.

The information then published had never before been made available generally to advertisers. Indeed, with few exceptions, it had not been available to the advertising agencies of the country. To secure such facts and figures and to keep them up to date had always been a very expensive undertaking, and one not often attempted in a comprehensive way even by the big space buyers.

The information contained in the lists and tabulations presented in EDITOR & PUBLISHER in succeeding issues covering several months, served space buyers so well that the demands for extra copies and reprints became very large. The case of the newspapers was made, through this series of publication of actual facts and figures as to circulation and advertising rates, so convincing that many appropriations which would, in the old days, have been expended in all sorts of media have been concentrated upon newspaper campaigns.

EDITOR & PUBLISHER, through the valuable co-operation of Barbour's Rate Sheets, Inc., has completed a thorough revision of the circulation figures and advertising rates of all of the English-language dailies of the country, and will present this up-to-date information in the issue for July 24. This feature will not only be of great interest to all publishers, but will serve national advertisers, advertising agencies and space buyers generally as a convenient guide in planning the extensive Fall campaigns now in preparation.

This service on the part of EDITOR & PUBLISHER has been pronounced the most valuable ever rendered to the cause of newspaper advertising. It has had much to do with the present strong trend toward localized national advertising campaigns. The issue of July 24 will have, consequently, a permanent value. It will remain the standard work of reference for space buyers for half a year. Copies will be at a premium, if we are to judge by the previous experience, long before the time shall have arrived for the next semi-annual revision.

WHEN President W. H. Johns, of the A. A. A., asked the southern publishers for "complete support, with no commission to advertisers direct, even to the refusal of business," he merely stated a business principle which already prevails among a vast majority of publishers of daily newspapers throughout the country. That this policy will become universal ere long is not to be doubted.

July 17, 1919 Volume 52, No. 7.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

W. D. Shawalter, editor; John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellan, Features.

James Wright Brown, publisher.

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

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: R. J. Bidwell.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

**PERSONALS**

**IN THE EDITORIAL ROOM**

Elbert H. Baker, president and general manager of the Cleveland Plain Dealer Publishing Company, and Mrs. Baker are spending the summer in Tacoma. Mr. Baker and his son, Frank S. Baker, are owners of the Tacoma News-Tribune and the Tacoma Daily and Sunday Ledger. During his stay in the Pacific Northwest Mr. Baker will visit Alaska.

James E. Doyle, recently appointed deputy state commissioner of public works for New York State, was tendered a watch and traveling bag by his associates on the Syracuse Herald staff, with which he had been associated for 15 years as reporter, city editor and managing editor, on accepting his new office.

James Thomas Williams, Jr., of the Boston Evening Transcript, has been presented by the Italian Government with the decoration of Commander of the Crown in appreciation of the writings during the war.

J. Stewart Woodhouse, who has worked in the editorial departments of newspapers in Cedar Rapids, Ottumwa and Des Moines, Ia., has become a scenario writer at Hollywood, Cal., for the Famous Players-Lasky Corporation.

Edgar R. Bean, for three years night editor of the Oklahoma City Daily Oklahoman, is now on the copy desk of the St. Louis Post-Dispatch.

Ashby Lovelace, of Little Rock, Ark., former managing editor of the Arkansas Democrat, has joined the editorial staff of the Oklahoma City Daily Oklahoman.

T. F. Killian, city editor for the Oklahoma City Daily Oklahoman, has resigned to become director of publicity for the Oklahoma State Board of Health.

Walter M. Harrison, managing editor of the Oklahoma City Daily Oklahoman and Times, has been chosen by Governor Robertson as chairman of a committee to come to New York to present a silver service to the battleship Oklahoma.

Henry Hazlitt, formerly on the financial staff of the New York Tribune, has become associated with the Mechanics and Metals National Bank, New York.

Charles B. Welch, editor and general manager of the Tacoma News-Tribune, and Mrs. Welch and two sons, have just returned from a month's trip along the Pacific Coast and Southern California.

John Long, formerly with the Des Moines Register and Tribune editorial department, who has been with Unit K of the medical corps overseas for the past 18 months, has returned to duty on the night side of the Register.

Herbert A. Calkins, former assistant city editor of the Troy (N. Y.) Morning Record, has been appointed head of the copy desk of the Evening Record.

Ada Patterson, of the Hearst Sunday Newspapers, on leaving recently for her vacation in the foothills of the Rockies, left an unusual record of magazine activities behind her. In June her name appeared above articles in New Success, Harper's Bazaar, The True Story Magazine and The Theatre. Few professional magazines can furnish such proof of applied energy.

Lieut. Paul S. Lowenstein, son of Major Lowenstein, business manager of the St. Louis Star, has returned

home. He was wounded at St. Mihiel, but has entirely recovered.

Clyde Jennings, who was one of the Sunday editors of the St. Louis Post-Dispatch, is now managing editor of Automotive Industries, New York.

**IN THE BUSINESS OFFICE**

Newton P. Frye, for the last six years manager of the financial advertising department of the Chicago Daily News, has become sales manager for all territory west of Pittsburgh for F. W. Chapman & Co.

Luther D. Fernald has resigned as advertising manager of the Leslie-Judge Company, New York, to become business manager of the Christian Herald.

Gardner Cowles, publisher of the Des Moines Register and Tribune, has taken his family to Estes Park, Colo., for a brief stay. He has just been appointed chairman of a board of appraisers for land which the Government intends purchasing at Camp Dodge.

Earl Hanlon Lewis, Jr., of the business staff of the Utica (N. Y.) Press, and Miss Margaret S. Veitch, of Whitesboro, have been married.

Le Roy Page has joined the advertising department of the Schenectady (N. Y.) Gazette.

Forrest W. Montanye, advertising manager of the Bridgeport Evening Herald, has received word of the death of his father, Jacob Montanye, at Watervliet, N. Y.

Willard E. Carpenter, publisher of the Lincoln (Ill.) Courier-Herald, is recovering from an operation for abscess.

William G. Roelker, former advertising manager of the Providence Journal, has been appointed chairman of the Harvard Fund in Providence. The college is to raise \$10,000,000 for endowment purposes.

Ralph G. Coombs has resigned as assistant advertising manager of the Lewiston (Me.) Journal, to engage in business.

Forrest Geneva, advertising manager of the National Clothier, has resigned to become manager of the Underwriters' Review, in association with Clifford Ie Pty. In the past Mr. Geneva has been with the Des Moines Register-Tribune, the Winnipeg Tribune and Des Moines Capital. After going again to Winnipeg, a year ago, he left for the National Clothier.

J. W. Kelso, former owner and business manager of the Dodge City (Kan.) Journal and later connected with the internal revenue office at Wichita, is now in business in St. Joseph, Mo.

**WITH THE AD FOLKS**

George W. Rowell, Jr., formerly secretary and manager of the Upper Peninsula Development Bureau of Michigan, has been appointed manager of the Lloyd Manufacturing Company's advertising department, Menominee, Mich.

William H. Long, Jr., formerly with Bonbright & Co., has become associated with the advertising agency of Doremus & Co., New York, following his discharge from the Navy as lieutenant.

G. E. Hathaway is the new copy and service department manager for the Fawcett Agency, Colorado Springs.

David B. Miller has been made advertising manager of the Cleveland Cadillac Company, resigning a similar position with the General Fireproofing Company, of Youngstown.

Eric Howlett has been appointed to the service department staff of the Rudolph Guenther-Russell Law Advertising Agency, New York.

C. L. Elder is now advertising manager of the Bestwall Manufacturing Company, Chicago.

R. S. Pollock has resigned as secre-

**NOW BACK WHERE HE STARTED, BUT IS BOSS**

C. W. Jones, the New advertising manager of the Minneapolis Journal, is back where he started—not in rank, however, but in location, since he began his business career six years ago in the classified advertising department of that newspaper.



C. W. JONES.

He has done a lot of things and done them well, since. He was in the copy department of Lord & Thomas for two years, and was copy writer and plan man for the Erwin & Wasey Company for the same length of time, specializing on the Goodyear Rubber account.

"So expert have I become in the problems of the rubber business that every time I speak, a tire rolls out of my mouth," he assures EDITOR & PUBLISHER.

He went into government service in 1918, being associated with the Committee on Classification of Personnel, and later with the Personnel Branch of the General Staff. After the armistice, he was associated for six months with O'Mara & Ormsbee, Inc., of New York City.

tary of the Redfield & Fisher Company, New York, to become associated with the Hanser Agency, Newark, N. J.

H. G. Doering has been appointed advertising manager of the Napier Saw Works, Springfield, Mass.

James I. Haynes has resigned as director of advertising for Griggs, Cooper & Co. and the Sanitary Food Manufacturing Company, both of St. Paul, to take a similar position with the Sweet Candy Company of Salt Lake, Utah. Mr. Haynes, formerly in newspaper work, served in the aviation section of the army during the war.

Wilson W. Condit has resigned from the Dallas Morning News staff to become advertising and sales promotion manager of the Keith-Patterson Motor Company, Dallas.

Clarence L. Fisher, president of the Fisher-Ruebel-Brown Advertising Company, has purchased a home site, nearly an acre in size, in Hampton Park, a suburb of St. Louis.

William H. Maas has left the St. Louis Republic to become manager of the publicity department of the Chapelow Advertising Company, St. Louis.

Harry G. Hedden, of the Rocky Mountain News editorial staff, has joined the copy staff of the Conner Advertising Agency, Denver.

Malcolm E. Herring, William J. Miller and Leslie B. Horrell have joined the Simpson Advertising Service Company staff in St. Louis.

Kenneth Cloud has resumed the advertising management of the Advance Automobile Accessories Corporation, Chicago, resigning from the Touzalin Agency's staff.

Tarleton Collier, for several years city editor of the Atlanta Georgian, has gone with the Dixie Advertising Agency, Atlanta, Howard D. Weaver succeeding to the city editorship of the Georgian.

Robert A. Turner has returned to Denver as part owner and vice-president of the Conner Advertising Agency, and will direct the promotion and plans department. Mr. Turner was for many years advertising agent for the Colorado & Southern Railway lines.

**WORLD CHANGES AD STAFF**

**New Representatives Named in Chicago and Detroit—Cornell to N. Y.**

Because of increased business and additions to territory, the New York World and Evening World has added James E. Middleton to the staff of its western office at Chicago. Mr. Middleton, formerly of New York, has for fifteen years been in charge of the Western office of the J. P. McKinney special agency. Mr. Middleton and A. Don Campbell of the World's Chicago office are well known in the western advertising field, and offices are maintained at 1603 Mallers building.

Neil D. McGinn, formerly of the Detroit Journal, has assumed charge of the Detroit office and the Michigan and Ohio territory of the New York World and Evening World, succeeding Robert H. Cornell, who has resumed connection with the advertising staff of the World at the Park Row publication offices. The World's Detroit office remains at 429 Ford building.

**The Cincinnati Post has signed a contract for the Haskin Service for one year**



Frederic J. Haskin, author, correspondent, traveler, researcher, holds a world of information, indispensable to his newspapers, in the hollow of his hand.

His headquarters are in the Nation's Capital

**MANY SIGN I. T. U. WAGE AGREEMENTS**

**New York, Toledo, Toronto, Montreal, Minneapolis, Cleveland and Indianapolis Among Cities That Have Increased Printers' Wages**

**INDIANAPOLIS, Ind., July 15.**—The following new agreements and contracts with newspaper publishers have been announced from the International Typographical Union headquarters here:

**New York, N. Y.**—Hellenic Typographical Union has a new scale, as follows: Foremen, \$46 per week; assistant foremen, \$39; compositors, \$36; linotype operators, \$36; proofreaders, \$32. This is for day work. The scale for night work is \$4 per week above these figures, with the exception of proofreaders, which is \$2 additional. This is an increase of \$8 per week for all hands except the proofreaders, whose increase is \$4 per week.

**Woonsocket, R. I.**—The Evening Call is paying a bonus of \$4 per week over the scale.

**Terre Haute, Ind.**—Voluntary increase of \$2 per week was granted by the publishers of the local papers. This is the second increase within the last ninety days.

**Beaver Valley, Pa.**—Day, handmen, operators, \$30. Night, handmen, operators, \$31. Increase \$6.

**Fort Madison, Iowa**—Handmen, operators, \$25. Increase, handmen, \$8; operators, \$6.

**New York, N. Y.**—Members of Hungarian Typographical Union are enjoying a voluntary increase of \$9 per week, bringing the scale up to \$39 for hand compositors and \$42 for machine operators working days, and \$45 night, seven hours.

**St. John, N. B.**—Increase of \$6 per week given handmen and \$5 linotype operators, making the scale \$23 flat.

**Toronto, Ont.**—Newspaper publishers have granted a bonus of \$3 per week, making the newspaper scale \$32.

**Corsicana, Tex.**—Day, handmen, operators, \$22.50. Night, handmen, operators, \$25. Eight hours, day or night. The contract covers a period of one year, May 15, 1919, to May 15, 1920. Increase—Day, handmen, 1920. Increase—Day, handmen, \$4.50; operators, \$2.50. Night—Handmen, \$5; operators, \$2.50.

**Baker, Ore.**—Day, handmen, operators, \$5.50 per day. Night, handmen, operators, \$6 per night. Seven and one-half hours, day or night. Increase, handmen, \$9; operators, \$6.

**Hannibal, Mo.**—Courier-Post Publishing Company has signed a five-year contract calling for a flat scale of \$25 per week, dating from the first of June, which raises the scale from \$18 and \$23 to \$25.

**Toledo, Ohio.**—The newspaper wage scale in this city has received another voluntary boost of \$3.60 per week. Newspaper employes now receive—day, \$35.60; night, \$38.60.

**Wichita, Kan.**—"Because of the excessive cost of various necessities" \$1.50 per week in excess of the scale will be paid to all employes of the composing room of the Beacon.

**Phoenix, Ariz.**—There has been a voluntary raise all around of 50 cents per day, making present wage, night, \$6.50; day, \$6.

**Brownwood, Tex.**—Handmen and operators now get \$24. Increase, \$5.50.

**Syracuse, N. Y.**—Day, handmen, operators, \$32. Night, handmen, operators, \$35. Increase, \$8.75.

**Tonopah, Nev.**—The scale for the ensuing year will be \$48 per week for night work and \$42 days, a \$1 a day increase.

**Louisville, Ky.**—An increase of \$2.50 has been granted.

**Green Bay, Wis.**—Handmen, \$21; operators, \$28. Increase, May 1, 1919, handmen, operators, \$4; May 1, 1920, \$2.

**Ashland, Ky.**—Handmen, \$21; operators, \$25. Increase, \$3.

**Roanoke, Va.**—Newspaper printers have received another raise in scale of \$2 per week, which makes the scale \$28 per week for day work and \$30 per week for night work.

**New Bedford, Mass.**—Mercury Publishing Company gives an increase of \$3 per week for day work and \$4 for night work.

**Savannah, Ga.**—Day, handmen, \$24; operators, \$27.50. Eight hours. Night, handmen, 60 cents per hour. Not less than seven and one-half, and not more than eight. Operators, piece rates. Not less than six and one-half hours. Increase, day, handmen, \$3; operators, \$4. Night, handmen, \$5.50.

**San Jose, Cal.**—Following scale adopted: Night, \$5.75; increase, 50 cents. Newspaper, hand (day), \$5.25; increase, 50 cents. Operators, day, \$5.25; increase, 50 cents. Hand, night, \$5.75; increase 50 cents. Operators, night, \$5.75; increase 50 cents. No contracts exist and the above increases were in practically all cases being paid as bonuses prior to our scale adoption.

**Minneapolis, Minn.**—Publishers of the three daily newspapers grant a voluntary increase of \$2 per week. This makes the scale, day, \$32; night, \$35.

**Indianapolis, Ind.**—Bonus of \$3 per week granted making the scale—day, \$33; night, \$36. Mailers employed on newspapers have been given a \$3-per-week bonus, making the day scale \$28; night \$28.50.

**Easton, Pa.**—Increase of \$3 a week granted and employers agree to make another increase of \$2 a week on January 1. This gives Easton printers an increase of \$4.50 a week over the contract signed up in 1916, and which runs to December 1, 1920.

**Cleveland, Ohio.**—Newspapers have granted a voluntary increase of \$5.10 for day work and \$5.40 for night work, making the scale, day, \$38.10; night, \$41.40. Overtime is to be calculated on the basis of the new figures.

**Omaha, Neb.**—Day, handmen, operators, \$5.50 per day. Night, handmen and operators, \$6 per night. Eight hours, day or night. Increase, day and night, \$7.50.

**Butler, Pa.**—Handmen, operators, \$30. Eight hours. Increase, handmen, \$10; operators, \$8.

**Peekskill, N. Y.**—Handmen, operators, \$27. Eight hours. Increase, \$6.

**Schenectady, N. Y.**—A new scale has been signed as follows: Days, \$29; nights, \$32.50.

**San Diego, Cal.**—A new scale for newspaper and linotype plants is now in effect—\$34 day and \$37 night. This is an increase of \$4 per week.

**Mitchell, S. D.**—New agreement grants \$30 flat scale and \$32 for night.

**Mason City, Iowa.**—Handmen, operators, \$30. Eight hours. Increase, handmen, \$8.50; operators, \$6.50.

**Scranton, Pa. (Newswriters No. 3).**—Newspaper, day—Copy editors, \$36; city editors, \$43. Night, copy editors, \$38; city editors, \$45. The contract covers a period of two years, May 20, 1919, to May 20, 1921. Increase, day—Copy editors, \$8; city editors, \$7. Night—Copy editors, \$8; city editors, \$7.

# Iowa

The territory that responds best to newspaper advertising will always be the one where wealth is increasing faster than population.

Witness Iowa, best market of all, where the individual income from farm crops alone increased from \$120 per capita in 1890 to \$400 per capita for 1918!

Iowa's two millions can buy as much as some other four millions, because they have the resources—*wealth*—to make necessities of semi-luxuries.

They buy stocks, bonds, books, magazines, clothes, motors, Chippendales,—anything and everything good enough to be temptingly advertised in their daily newspapers.

A trial or a try-out in these papers will convert you to Iowa and its newspapers:

	Circulation	Rate for 5,000 Lines
Boone News-Republican .....	(E) 3,636	.0121
Burlington Hawkeye .....	(M) 10,908	.03
Burlington Hawkeye .....	(S) 12,116	.03
Clinton Herald .....	(E) 7,553	.02
Council Bluffs Nonpareil .....	(E & S) 16,228	.03
Davenport Times .....	(E) 25,643	.05
Des Moines Capital .....	(E) 60,655	.08
*Des Moines Sunday Capital.....	(S) 46,668	.08
Des Moines Register and Tribune....	(M & E) 111,517	.14
Des Moines Sunday Register .....	(S) 70,745	.12
Dubuque Telegraph-Herald .....	(M & E) 16,078	.04
Dubuque Telegraph-Herald .....	(S) 16,037	.04
Fort Dodge Messenger and Chronicle....	(E) 8,762	.03
Marshalltown Times-Republican .....	(E) 13,781	.028571
Mason City Globe-Gazette.....	(E) 9,602	.03
Muscatine Journal and News-Tribune....	(E) 8,331	.02
Ottumwa Courier .....	(E) 13,606	.035
Sioux City Tribune .....	(E) 51,342	.08
Waterloo Evening Courier .....	(E) 14,484	.03

Government Statements, April 1st, 1919.

\*Publisher's Statement.

TIPS TO AD MANAGERS

CORNING-FIRESTONE AGENCY, Merchants Bank Building, St. Paul. Preparing the copy for a fall hat schedule in Northwestern papers for McKibbin, Driscoll & Dorsey; will place copy in Eastern papers in the fall for McKibbin, Driscoll & Dorsey fur and fur-lined garments; designed copy for Snow Flake bread, which is running in Minneapolis papers.

BEERS ADVERTISING AGENCY, Flatiron Building, New York and Havana. Placing copy in additional Spanish papers in Cuba for Emergency Laboratories, "Poslam," to start at once.

POWER, ALEXANDER & JENKINS COMPANY, Madison Theatre Building, Detroit. Placing copy, featuring Barney Oldfield's experience as tire user, for Oldfield Tire Company, Cleveland.

CAMPBELL-EWALD COMPANY, Marquette Building, Detroit. Starting a national advertising campaign immediately for Chamberlain Weatherstrip Company, Detroit.

NORRIS-PATTERSON, LTD., 10 East Adelaide Street, Toronto. Will hereafter place advertising of Stuart's Ltd., jam manufacturer, Windsor.

WOOD, PUTNAM & WOOD, 111 Devonshire Street, Boston. Have added to list of accounts: McCormick & Co., Baltimore, manufacturing chemists; New Home Sewing Machine Company, Orange, Mass.

WILLIAM H. RANKIN COMPANY, 104 South Michigan Avenue, Chicago. Preparing a national advertising campaign for the Chicago Scale Company, a new account.

THOMAS M. BOWERS AGENCY, 25 East Jackson Boulevard, Chicago. Starting a national campaign for the Vitrola Talking Machine Company, Chicago.

FERRY-HANLY ADVERTISING COMPANY, 610 Hibernia Bank Building, New Orleans. Has secured the accounts of: Dunbar Dukate Company, canner of Original Dunbar Shrimp and other products, campaign will be placed immediately in magazines and newspapers; American Securities Corporation, financial copy in magazines; Dunbar Molasses & Syrup Company, in newspapers only in Southern States; making up list for Hotel Grunewald caterer, Original Creole Pralines (Grunewald), for the fall schedule; making up list for Hotel Grunewald Caterers "Cafe Nola" (Brulo); has secured account of Appalachian Corporation, New Orleans.

ACORN ADVERTISING AGENCY, 150 Nassau street, New York. Placing orders with newspapers for Von Polenz & Co. N. W. AYER & SON, 300 Chestnut street, Philadelphia. Reported will make up a list of newspapers during the next thirty days for D. Weeks & Co.

GEORGE BATTEN COMPANY, Fourth Avenue Building, New York. Placing orders with a few large city newspapers for American Meat Packers' Association.

BAXTER ADVERTISING COMPANY, Commerce Trust Building, Kansas City. Placing orders with newspapers for American Rabbitt Products Company.

S. A. CONOVER COMPANY, 24 Milk street, Boston. Reported will make up a list of newspapers during next thirty days for Dr. J. T. True Company.

CRITCHFIELD & Co., Brooks Building, Chicago. Reported will make up list of farm papers during next sixty to ninety days for Hercules Manufacturing Company.

D'ARCY ADVERTISING COMPANY, International Life Building, St. Louis. Placing orders with newspapers for Indian Packing Company.

HE JUST CAN'T FORGET THE OLD GULF COAST

Although he has changed his title of "newspaper man," which he held for more than fourteen years, to that of



A. R. KRIECHBAUM.

"trade journalist," and has moved up to St. Louis, A. R. Kriechbaum keeps in close touch with many friends on the daily papers along the Gulf of Mexico. He is now officially known as "staff representative" of Lumber, a national lumber trade journal

published at St. Louis, but he frequently is sent through the lumber-producing territory of Texas and Louisiana and on every trip he makes it a point to call upon old newspaper associates.

Starting in the year 1904 as cub reporter on the Sherman (Tex.) Democrat, Mr. Kriechbaum traveled about the country, working on numerous papers. For four years, he conducted a correspondence bureau, covering the Southeast Texas field for a dozen newspapers and trade journals.

Three years ago he and a few other Texas newspaper men organized the Gulf Coast Press Association, the membership over a year ago he was elected president of the organization.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Placing orders with a few newspapers for Tobacco Products Company.

ALBERT FRANK & Co., 26 Beaver street, New York. Placing orders with some New York State newspapers for Liggett & Drexel.

JOHNSON-DALLIS COMPANY, Greenfield Building, Atlanta. Placing orders with newspapers generally for Georgia Fruit Exchange.

H. H. LEVEY, Marbridge Building, New York. Placing orders with New York City newspapers for Columbia Beverage Company.

MACMARTIN ADVERTISING AGENCY, Security Building, Minneapolis. Reported will make up a list of newspapers during August for C. Gotzian & Co.

MATOS ADVERTISING COMPANY, Bulletin Building, Philadelphia. Placing orders with newspapers for Winslow, Taylor & Co.

PHILIP RITTER COMPANY, 63 Park Row, New York. Placing orders with newspapers for Motion Picture Publishing Company.

WILLIAM G. ST. CLAIR COMPANY, Witherspoon Building, Philadelphia. Will place the advertising for H. G. Tully.

STREET & FINNEY, 171 Madison avenue, New York. Places the advertising for Beechnut Packing Company and not Hanff-Metzger as reported last week.

VANDERHOOF & Co., Marquette Building, Chicago. Will place orders with newspapers in Illinois for Ideal Laboratories.

VIRGINIAN ADVERTISING SERVICE, Norfolk. Placing some orders with Ohio newspapers for Earle Chemical Company.

INDIANA

\$2,199,523,803 assessed valuation of property.  
 2,854,175 people.  
 36,354 square miles.  
 4,258 general stores.  
 1,084 retail druggists.  
 713 retail dry goods stores.  
 265 miles long.  
 160 miles wide.  
 12 cities of over 15,000.  
 25 cities of over 10,000.  
 3 cities of over 25,000.  
 4 cities of over 50,000.  
 1 city of over 200,000.  
 13 wholesale dry goods houses.  
 8 wholesale drug houses.  
 9th state in point of population.  
 91.8 native born white.  
 2.7 population of United States.

One of the best prospect territories in the Union.  
 Traction transportation very highly developed.  
 Railroad facilities of exceptional merit.  
 Public highways unsurpassed.  
 Indiana is some state.

These daily newspapers co-operating with local merchants can do wonders in quickly popularizing your product in this tremendously important and responsive territory.

Indiana Newspapers for Indiana Trade

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

Total Daily Circulation and Rate..... 446,522 .71396  
 Total Sunday Circulation and Rate..... 207,150 .36

\*A. B. C. Report, April 1st, 1919  
 Government Statement April 1, 1919.

## Alfred Patek Passes Away at Denver, Colorado

Was Widely Known as Newspaper Man—Staked Reputation on Titanic Story and Won Out

DENVER, July 12.—Alfred Patek, one of the most widely known newspaper men in the West, died July 7 in Denver. He was for a number of years connected with the New York World and the Hearst newspapers, coming to Colorado in 1900 as managing editor of the Denver Times. During intervals he was managing editor of the Denver Post, editor of Denver Municipal Facts, secretary to the governor, and State Immigration Commissioner.

Mr. Patek was a man of unusually aggressive personality and fairly exuded ideas. It is no exaggeration to say that he is regarded by those who were associated with him as the greatest Colorado newspaper man of the decade. One of the historic "scoops" which illustrates his uncanny news sense occurred in connection with the Titanic disaster, when he was managing editor of the Denver Times. The wire that the Titanic had struck an iceberg reached Denver at 2 a. m. and was later discounted by denials, which reported that the great ship had met with a narrow escape but was afloat.

In spite of opposition from his entire staff, Mr. Patek insisted that one of the great stories of the century had "broken," and he "played it up" as few stories have been played up before or since. When the Times went on the street, it contained eight solid pages of text and pictures relative to the disaster, while contemporaries carried a scant half-column report of the rumors. Despite the misgivings of his associates, Mr. Patek staked his reputation as a newspaper man that his intuitions had served him correctly—that the Times had "scooped" the West on a great story. Five minutes after the papers were on the streets, a flash came over the wires confirming the disaster.

Mr. Patek's daughter is Florence Patek, well known newspaper woman of Chicago.

### FRANK McLAUGHLIN

Was Publisher of Old Philadelphia Times and Manager of N. Y. Recorder

Frank McLaughlin, of the New York Sun, died Saturday at Pelham, N. Y., after a short illness of a complication of diseases. He was widely and popularly known in newspaper circles through connections in executive positions with prominent daily newspapers.

Mr. McLaughlin was born in Philadelphia in 1859, the son of John McLaughlin, who, with a brother, Frank, established and controlled the Philadelphia Times. He succeeded his uncle as publisher of the Philadelphia Times. Later a readjustment of the estate of his uncle necessitated the sale of the newspaper, and Mr. McLaughlin came to New York and became connected with the

Times, after which he was business manager of the Recorder.

Subsequently he became one of the business executives of the Sun, and for a number of years was its advertising manager. His service with the Sun was in two periods, the second of which was closed by his death on Saturday. In his last capacity he was a member of the advertising staff.

Mr. McLaughlin was a man of many warm friends. He was fond of music and painting, and was a linguist of talent, speaking French, Spanish and several other languages. He leaves a widow, one daughter and one son. His funeral was from St. Patrick's Cathedral Tuesday.

## Obituary

FREDERICK EVANS, of Newark, N. J., newspaper man, officer in many large corporations and at one time secretary to the Vice-president of the United States, died July 11 at Charlotte, N. C. Mr. Evans was born in 1862 at Brecknockshire, Wales, and on being graduated from Princeton became a reporter on the Philadelphia Public Ledger. He came to New York and for a time was employed by the Times, later going to the Tribune, where he became assistant editor. In 1889 he went to Newark as managing editor of the Daily Advertiser, of which he later became editor in chief and one of the owners.

In the campaign which resulted in the election of President McKinley Mr. Evans served in the publicity department of the Republican national campaign, and after the election became secretary to Vice-president Hobart. Upon Mr. Hobart's death he entered business. For a period ending 1913 he was editor of Hampton's Magazine and an owner. Subsequently he was an editorial writer on the Wall Street Journal. Mr. Evans was a bachelor. He is survived by two brothers, one of whom, William H. Evans, of Philadelphia, was formerly a Newark newspaper man.

ARCHIBALD B. O. SULLIVAN, writer of short stories and a contributor to English magazines, died recently of heart disease in New York. He was 34 years old.

EDWARD S. ABELES, well known actor, who died in New York July 10, was early in life a newspaper man in St. Louis, where he was born. He was 49 years old.

FRANK G. COLTMAN, music critic and assistant dramatic critic of the Rochester (N. Y.) Democrat and Herald,

### U. S. P. O. Report

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

# 76,652

## New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

died recently after a brief illness. Before engaging in newspaper work in Rochester, in 1911, he had been a portrayal of comedy characters on the stage.

GEORGE FOLSOM, a pioneer in field of pen and ink newspaper sketches and one of two artists on the New York World when Joseph Pulitzer acquired the newspaper in 1883, died recently at his home in New York, aged 69.

W. B. KIRKPATRICK, former owner of the Ansonia (Conn.) Sentinel, who had been ill since January, died recently of apoplexy, at Philadelphia. He was 50 years old.

COL. JAMES SIMMONS, president of the Charleston News and Courier Company, died at his home in that city aged 80 years.

MISS ABIGAIL WHIPPLE COOKE, society editor of the Providence Journal for many years, died last week.

WILLIS GRANT MURRAY, formerly a San Francisco and South Bend newspaper man, but lately a mechanical engineer and designer, died in New York, July 13.

CHARLES J. CURRAN, for years a compositor on the Brooklyn Times and the New York Sun, died July 10 in Brooklyn, aged 73 years.

FRED R. JOHNSON of the New York Sun staff, a well known telegrapher, died suddenly, June 14.

JOHN C. EARLE, head of the printing department of the Sherwin-Williams Company, Cleveland, for 21 years, died a few days ago.

CLAYTON WOOD HOLMES, former owner and publisher of the Elmira (N. Y.) Daily Advertiser, a leading business man, writer, and public official, died July 14 at his home in Elmira, aged 71 years.

REV. F. W. BOYLE, formerly in the mailing department of the Dallas News, died recently at San Jose, Costa Rica, where he had been a missionary for several years. He is a brother-in-law of C. M. Seay, of the Dallas Evening Journal.

HAMILTON DONEY, a newsdealer for nearly fifty years in Saratoga, N. Y., died July 8.

HARRY A. DONNELLY, a newspaper man, was found dead in his bed at Trenton, N. J., a few days ago.

### Photogravure Advertising 25c line

8 page supplement Every Sunday

## Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

DR. ABRAHAM JACOBI, known as "the grand old man of American medicine," who died at Lake George July 11, was widely noted as a writer and editor of medical publications. He was in his ninetieth year. Dr. Jacobi was the father-in-law of George McAneny, executive manager of the New York Times.

ADOLPH DEIMLING, 53 years old, city editor of the Chicago Abendpost since 1904, died suddenly a few days ago of kidney trouble. Mr. Heimling came to the United States in 1884 and settled in Milwaukee. He joined the Milwaukee Herald as a reporter, subsequently rising to the position of managing editor. He moved to Chicago in 1896 as city editor of the Illinois Staats-Zeitung.

MARIE LOUISE CORTRIGHT, wife of Louis H. Cortright, assistant advertising manager of the Bridgeport Post Publishing Company, died July 4. Four children survive with the husband.

WILLIAM MORTON PAYNE, noted literary critic, died in Chicago July 11, aged 61 years.

REV. JOHN HERMAN HEUSER, D. D., editor of the Orphans' Friend, is dead at Carlsbad, N. M., aged 79 years.

### Strike Ties Up Swiss Papers

BERNE, July 14.—No newspapers were published in Switzerland today owing to the strike of the operators of typesetting machines, who are demanding a 42-hour week.

### Grasty Speaks to Ad Club

Charles H. Grasty, treasurer of the New York Times, addressed the New York Advertising Club, Wednesday, on his experiences as a war correspondent and in covering the Peace Conference.

## 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

(280 x 150)



## THE ACID TEST

The Detroit Sunday News regularly publishes over 40% greater number of want ads. than its only Sunday competitor and also leads in classified advertising volume.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET

NEW YORK CITY

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



The circulation of The Evening Star in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.



### 400 Editors Revel in Woods of Northern Minnesota

Hold Annual Outing, Contest for Athletic Supremacy and Pledge War Against Anarchy

BEMIDJI, Minn., July 13.—No Knights of the Quill or ticklers of the typewriter ever enjoyed such an outing as fell to the lot of 400 members of the Northern Minnesota Editorial Association. They were buried in the heart of the vast pine wilderness of the North Star State, entertained by a great lumber corporation and inducted into the mysteries of scientific forestry in Itasca Park.

There was also a large delegation of Southern Minnesota editors. The center of operations was at Birchmont, near Bemidji. There were athletic contests for men and women, of which the Southern Minnesotans won the largest portion, a logging camp dinner served by the Crookston Lumber Company, with 300 pounds of pike from Red Lake, and, of course, scores of speeches, all short.

H. Z. Mitchell of the Bemidji Sentinel won the contest for four-minute speeches.

Among the speakers at an evening meeting were Secretary of State Julius A. Schmah, a newspaperman who is said to have the largest acquaintance in the state of any man in Minnesota, and T. C. Norris, premier of Manitoba. The general subject was "A Bigger Minnesota." Mr. Norris reviewed the Winnipeg strike and blamed the Bolsheviks for all the trouble. He pleaded for closer unity between the United States and Great Britain; "and God help the enemy," he exclaimed, "when the English-speaking people are united!"

"Canadians will never again allow the red flag to fly within the Dominion," said another speaker, former Mayor R. G. Waugh of Winnipeg. "We are done with that element forever."

A memorial service was held for the late Frank J. Meyst of Minneapolis, so beloved of all Minnesota newspaper publishers, editors and printers. State Forester W. T. Cox and Carlos Avery, state game and fish commissioner and owner of the Henderson Independent, showed how the work of their respective departments is conducted and what has been accomplished.

#### Thierry Off to Africa

CLEVELAND, Ohio, July 15.—Edward M. Thierry, reporter for the Cleveland Press and Newspaper Enterprise Association, accompanied an African exploration expedition, which sailed from New York last week under the auspices of the Smithsonian Institute. It is said to be the largest since the famous trip of Henry M. Stanley into Africa. Thierry is the only newspaper man to make the trip. He recently returned from Paris, where he reported the Peace Conference.

### HEADS BUSY ROCHESTER ADVERTISING CLUB

ROCHESTER, N. Y., July 17.—Newly elected officers of the Rochester Advertising Club are: Theodore F. Pevear, advertising manager of the Stein-Bloch Company; vice-president, Howard Palmer, Eastman Kodak Company; treasurer, Joe E. Swope, advertising and sales manager Mabbett-Bettys Motor Car Company; secretary, Jack Knabb; executive committee, Louis E. Groh, Charles G. Lyman, Miner H. Paddock, Jr., Louis P. Willsea.



THEODORE F. PEVEAR

Mr. Pevear will officially assume the presidency today. Mr. Pevear has always been in the advertising business. He originally came from Providence, R. I. He was an independent copy and advertising writer in that city in 1905. Later he was connected with the Providence Journal and the Pawtucket Times as advertising counsellor. As an independent writer he handled the advertising for twenty retail stores in that city.

In 1907 Mr. Pevear became advertising manager for the Shepard Company, large department store in Providence. From this company he came to Rochester, in 1908, to the McCurdy-Norwell Company, department store. Two years later he was associated with the Myers Advertising Agency, which became Pevear & Co. Leaving Rochester, he joined forces with Harper's Weekly as Eastern advertising manager. Since 1914 he has acted as advertising manager of the Stein-Bloch Company, clothing manufacturers.

**PREMIUMS**  
That Are Real Subscription Producers  
**S. BLAKE WILLSDEN**  
Manufacturers and Publishers Representative,  
1606 Heyworth Building  
29 E. Madison St. CHICAGO

*The True News*  
**FIRST**  
*Always—Accurately*  
International News Service  
World Bldg. New York

**THE INTERNATIONAL NEWS BUREAU, Inc.**  
15 SCHOOL STREET, BOSTON, MASS.  
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers. IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

### PRESS CRITICISM UPHELD

Cleveland Newspaper Charges Bring Sweeping Grand Jury Report

CLEVELAND, O., July 16.—Criticism by Cleveland newspapers of lax police methods and laxity of prosecutors and judges in handling criminal business in the midst of an unprecedented crime wave last winter have resulted in a sweeping report made by a special grand jury created by an act of the state legislature. The regular grand jury was ignored and the probe was directed by special attorneys appointed by Governor Cox.

The report condemns police methods, says the force is embarrassed by politics and religious differences, alleges the chief of police does not have a free hand and says the county prosecutor and city safety director should resign. The probe has furnished more police newspaper copy for daily papers than anything in the criminal line for many years.

### Drop Charges Against Minor

COBLENZ, July 15.—Robert J. Minor, the American newspaper correspondent and cartoonist who has been under detention here by army authorities pending an investigation, has been released. No formal announcement was made, but officers said the case had been dropped on orders from higher authority.

## New Era Features

30 East 42nd St., New York City

Forty Leading Papers  
Print Our Service.

Send for our Headline History of the World War

**WE SPEND MORE THAN \$500,000**

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service  
246 West 59th Street

## PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write or wire for rates.

The Associated Newspapers  
170 Broadway New York

### Yakima to Have New Daily

YAKIMA, Wash., July 15.—Articles of incorporation have been filed by the Farmer Publishing Company and a new daily paper, called the Daily American, will soon be issued here. The company is capitalized for \$40,000, fully subscribed. The editorial and business staffs have not been announced.

### A. B. C. Newspaper Audits

CHICAGO, July 15.—Audits have been issued by the Audit Bureau of Circulation to the following newspapers: Dayton (Ohio) Daily News, Dayton Evening Herald, Dayton Journal, Wichita (Kan.) Beacon, and the Wichita Eagle.

The Metropolitan Newspaper Service, 432 Fourth Avenue, New York City, offers:

**DAILY**  
**Dickey's Dogs**

A humorous strip, six columns, seven times weekly, by Robt. L. Dickey.

**Your Home and You**

Daily chats on efficiency, beauty and happiness in the home, about 200 words each, illustrated in line.

**The Newspaper**

The Day's Doings in verse, about six five-line stanzas daily, by Frank Wright Tuttle.

**Fashion News, Views, Comment and Suggestions,**

illustrated in line. Copy by Mary Paget. Drawings by Harriet Meserole, Ruth Reeves and others. (By arrangement with the Messrs. Fairchild, proprietors of "Women's Wear," the "Daily News Record" and the "Apparel Gazette.")

**SPECIALS**

8 illustrated articles on  
**Life After Death**

Do the Dead Communicate with the Living?

Yes, Sir Arthur Conan Doyle, Sir Oliver Lodge, Dr. James H. Hyslop, No, Rupert Hughes, Sinclair Lewis, Perhaps, Booth Tarkington, Harvey O'Higgins, Ollah Toph.

**"Back to the Garden of Eden"**

Travel and adventure series (illustrated) by Capt. Kermit Roosevelt.

**Bolshevist Russia (illustrated)**

by Raymond Robins and William Hard. (These three specials by arrangement with Metropolitan Magazine.)

**Fiction.**

**METROPOLITAN NEWSPAPER SERVICE**

432 Fourth Avenue, New York City  
Frank B. Elser, Maximilian Elser, Jr., Editor, General Manager.

# NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE  
Write us for samples of our colored comics, daily and Sunday pages in black and color.

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
241 WEST 58TH ST. NEW YORK

## NEW WRAPPING PLAN IS A SUCCESS

**Ohioan Explains Method He Is Using to Prevent Rolling and Bending on Carrier Routes—Says a Clean Paper for Reader Is Now Possible**

By NEIL H. HAILKER

Circulation Manager Middletown (O.) Journal

After the editorial staff and mechanical departments make every effort to have a clean, neat and readable newspaper, their efforts and hard work can all be annulled by the carrier boy who rolls and bends his papers when making his deliveries.

After experimenting with different size wrappers we have come to the conclusion that a slip of paper three by ten inches makes the size best adapted for a remedy. These wrappers when taken in stacks of one inch can easily be flipped between the first finger and thumb of each hand and spread out so that three-eighths of an inch overlap, thereby giving enough space for liquid paste to be used.

Carrier newspapers are wrapped the same as our mail edition, except instead of rolling them on the table we simply start the first fold on the table and finish it by taking the paper and wrapper in our hands and twirling the newspaper with the right hand and making a cylinder form of the left hand. Then the job is complete.

The floor space is not a big problem, providing you give your carriers from twenty-five to fifty papers at a time and have them roll only those necessary to expedite delivery.

We believe this is the first time that this method of rolling has been used. The strings and rubber bands have had their inning (some publishers are still using the string in delivery), but we think our rolling is an improvement over both. We took great pains in explaining all of the advantages to our carriers, demonstrating to them that it would mean greater speed in making deliveries, and then putting a penalty of discharge on rolling and bending papers.

We consider the new method a complete success.

### CIRCULATION NOTES

The Montgomery (Ala.) Journal questions EDITOR & PUBLISHER'S recent reference to F. R. Folks of Regina, Sask., as the biggest man (in poundage) who attended the 21st annual convention of the I. C. M. A. in Buffalo. The journal claims its own Oscar Anderson is the "largest circulation manager in the United States, Canada and Cuba," saying: "Any doubting Thomas may consult the records to find out. Oscar Anderson, circulation manager of the Journal, tips the scales at 285, just a few ounces more than F. R. Folks of Regina, Can.

### Beloit, Wisconsin

Prosperous city with a population of 20,000 and 4,500 homes, is the best town of the country to prove the pulling power of publicity. The BELOIT DAILY NEWS' city circulation is 4,650. Rate 28c. per inch flat.

D. B. WORTHINGTON,  
Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH  
Chicago, Marquette Bg. New York, 5th Ave. Bg.  
Detroit, Kresge Bg. Boston, Advertiser Bg.

The annual convention of circulation managers for the United States, Canada and Cuba, has just been held at Buffalo, N. Y., and Mr. Anderson and Mr. Folks were in attendance and it took the decision of the scales to tell the exact truth about who was the largest man among the many hundreds who attended the big affair. Mr. Anderson, by a close squeeze, held his title as heavyweight champion of the circulation forces which he has maintained for several years. He says that it was the greatest convention the circulation men ever held and was high in his praise of the way Buffalo took care of the delegates."

The Chicago Evening American has started a new Saturday feature page devoted to music, society, books and art, a rather unusual daily newspaper combination, under the respective editorships of Morgan Kingston, Senator D. Fletcher, Mrs. Grace Wilbur Trout and Henry L. Mencken.

The Lancaster (Pa.) Intelligencer and News Journal made what it believes to be the first complete airplane delivery of newspapers ever attempted on June 27 and 28. The delivery, which covered all the suburban towns in Lancaster County and several adjoining counties, was made without a hitch the second day. The first day just a few towns were missed.

The Spokane (Wash.) Spokesman-Review is again arranging camping trips for carrier boys who have scored high in securing subscription orders. H. M. Grosse, city circulation manager, is planning four trips this summer, from June to September. On each of these 25 boys are entertained over the week end at some nearby lake, while substitutes carry the routes. The Spokesman-Review supplies the automobiles, camp equipment, and grub, and the carriers work like Trojans for the privilege of going along.

H. H. Fris, circulation manager of the El Paso (Tex.) Herald, has been visiting the Des Moines (Ia.) Register and Tribune plant. His trip, the I. C. M. A. convention via Des Moines, he says, was because the Register and Tribune carriers' publication had attracted his attention as being the liveliest paper of its kind in existence and he wanted to get in touch with what else the organization behind it was doing. The paper, "Our Junior," is edited by J. L. Doolittle.

The Kansas City Post is holding a series of monthly picnics and parties for each division of its carriers. The purpose is to promote good fellowship among the carriers and to instill business principles and salesmanship.

The Kansas City Post has resumed publication of its "Pink" Edition, formerly called the "final." The "Pink" was among the first sports edition in the mid-West, but was suspended during the war.

The Pittsburgh Press will hold its annual modified Marathon race Saturday.

The Providence (R. I.) Sunday Journal is conducting an amateur photographers' contest during the vacation period.

One hundred Indianapolis News carriers were taken on an outing trip to Cincinnati on Sunday, June 29, the trip having been won by each as a prize in a subscription contest. Eighteen of the boys were from towns in the state. They were brought to Indianapolis a day ahead of the excursion and were guests of the News at a hotel and a theater party.

George W. Brewster, 80 years old, is said to be the oldest active subscription solicitor for a Missouri newspaper. He works for the Dexter (Mo.) Messenger, a weekly half a day a week, and is said to have brought in from nine to 50 subscriptions each week during the past eight months.

The Rocky Mountain News conducted a swimming carnival at Berkeley Beach, Denver, July 4.

### BUFFALO NEWS

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.  
Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

### The Rocky Mtn. News

Every Morning

### The Denver Times

Evening except Sunday

Two up-to-the-minute Newspapers covering thoroughly the representative Homes and the REAL BUYING POWER of Denver and vicinity. Published in the same plant, but duplicating circulation LESS THAN FOUR per cent.

In no city in America is the distinction so sharply drawn between dailies catering to the best and the worst elements in the community. The News and The Times appeal to the Best and are typical of the true spirit of the Great West.

They are the Rotary, Kiwanis, Lions and Optimist club papers of Denver.

The News—established 1859—is one of the country's best known dailies. The Times carries more advertising than many of the largest metropolitan papers. Both among the nation's leaders in automobile advertising. The News and The Times reach the responsive classes and the wealth of the Rocky Mountain region—a region rich in agriculture, stock-raising, mining, oil and other natural resources—where money is more plentiful today than ever before.

The Denver Times has arranged a Denver-to-Cheyenne automobile race to be held July 22.

The Des Moines Register has introduced a new full page of features of interest to all "members of the family."

The first arrest in a search by New York City police for persons who have been stealing Sunday newspapers resulted in Manual Silva being fined \$10, with an alternative of five days in jail. Silva was caught taking copies of the New York Tribune from a carrier's bundle.

The Houston Post is making extensive preparations for a "Kiddies' Picnic" today. Judd Mortimer Lewis, the Post poet, is chairman of the committee on arrangements.

Members of the circulation department on the Des Moines Register and Tribune held a picnic July 2.

The Houston Chronicle has started a contest in photographic art which will last all month. It is open to both professionals and amateurs.

Richard Seeyle Jones, circulation manager of the Stars and Stripes and formerly on the editorial staff of the Seattle Post-Intelligencer, has been released from the army and expects to be back in harness again in Seattle soon.

The St. Paul Dispatch-Pioneer Press have arranged to take fifty newswies to the Y. M. C. A. swimming pool once a week.

You Cannot Cover  
Mount Vernon, N. Y.,  
Without Using the

### DAILY ARGUS

The only newspaper published there. It goes into every home in that section.

Foreign Representative,  
GEO. B. DAVID & CO.,  
171 Madison Ave., New York

### The Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

WALLACE G. BROOKE

Brunswick Building, New York

THE FORD-PARSONS CO.,

Peoples Gas Building, Chicago

H. C. ROOK

Real Estate Trust Building, Philadelphia

### New Orleans States

Member Audit Bureau of Circulations.

Sworn Net Paid Circulation for 6

Months Ending April 1st, 1919

43,701 Daily

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

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agency.

Sole Foreign Representatives  
New York Chicago St. Louis

## N. E. A. MEMBERS MEET IN PORTLAND, AUG. 8

Oregon Association Will Meet on Same Day in Conjunction with National Body—Easterners to Be Treated to Special Crater Lake Trip.

OREGON CITY, Ore., July 16.—Oregon newspapermen are, more than ever before, directly interested in the annual convention of the National Editorial Association. The editorial party from the East, estimated at 300 people, is scheduled to arrive in Portland on Friday, August 8, at 5:05 p. m., and will leave Portland for Tacoma on the following Wednesday about 8 a. m. The details, as announced by E. E. Brodie of this city, member of the N. E. A. executive committee, follow:

It has been arranged to hold the annual convention of the State Editorial Association on Friday, August 8, convening at 9 a. m. at the Portland Press Club, for an all day business session. Luncheon will be served at the Press Club at noon, and the convention will adjourn not later than 5 o'clock, when the delegates and their wives will be merged into the N. E. A. convention and will share in the entertainments and programs at Portland.

Every member of the Oregon State Editorial Association in good standing is a member of the N. E. A., under a resolution adopted at the Coos Bay convention last year, by which the state association joined the national association as a body, paying 50 cents a member out of the treasury of the state association.

### Convention Fees

The N. E. A. has a convention fee of \$5 for each delegate attending and \$2 for his wife or any other member of his family who may accompany him.

The convention party will be met at the Union Station by automobiles and taken to hotels, room assignments having been made before the arrival of the train, to obviate delays. The Imperial Hotel is the convention headquarters hotel at Portland. The travellers will be given an hour to remove the traces of the city, and freshen up a bit and will then be taken in automobiles to the Waverly Country Club, where dinner will be served on the lawn by the Portland Caterers Association.

There will be music by Portland's crack municipal band, address of welcome by Mayor Baker, responses, and the usual program incident to welcoming a convention, after which the party will be taken back to Portland.

On Saturday, August 9, a business session of the convention will be held, convening at 9:30 at Elks Hall. Luncheon will be served at noon at the Press Club, in the Elks building, by the Home Industry League of the Portland Chamber of Commerce, and at 2 o'clock the ladies of the party will be taken around the trip, and freshen up a bit and will

tor Corps, under the direction of Mrs. Alice Benson Beach.

The convention will adjourn at 4 p. m., and will take interurban cars for Oregon City, where the officers of the N. E. A. will dedicate a monument to be erected to commemorate the establishment of the Oregon Spectator, the first newspaper on the Pacific Coast.

### Monument to Oregon Spectator

The monument will be erected by W. P. Hawley, president of the Hawley Pulp & Paper Company, of Oregon City. The party will go back to Portland on the interurban and at 6:30 p. m. a banquet will be given at the Portland Chamber of Commerce, through the courtesy of the Portland Oregonian and the Portland Telegram.

The party will be taken up the highway Sunday, leaving Portland at 7 a. m. and a bear and fish breakfast will be served at Eagle Creek, through the courtesy of the State Fish and Game commission and the U. S. Forestry Service about 11 a. m. Members of the party should have coffee before starting from Portland. It is planned to return to Portland about 3:30 p. m., and at 4:30 the Eastern people will board a special train for Medford, stopping at Salem for dinner at 6:15 p. m., and listening to an address of welcome from the Governor.

### May Visit Eugene

It is hoped to have the party spend an hour in Eugene on the way south, arriving there about 9 p. m., though details for this stop have not been perfected. Breakfast will be served Monday at either Grants Pass or Medford, and the party will be taken, by courtesy of the Medford Commercial Club, to Crater Lake, and spend the night there, leaving the lake in time to reach Medford or Ashland to take a train to Portland at 9 p. m. Tuesday, and arriving in Portland the next morning and leaving at once for Tacoma.

All courtesies extended to the members of the N. E. A. party will also be extended to the Oregon editors who are members of the state association and who pay the convention fee, except the trip to Crater Lake, which is limited to the Eastern people, because of lack of accommodations for more than 300 at the lake. The special train from Portland to Medford will be financed through the Portland Chamber of Commerce.

## THREE BATTLE CITATIONS WON BY LIEUT.-COL. BUXTON

LIEUT.-COL. G. EDWARD BUXTON, JR., treasurer of the Providence (R. I.) Journal Company, was thrice cited for bravery and services in battle while on duty against the Huns overseas. The citations are from regimental, the divisional and the General Headquarters.

The first one is dated April 1, 1919, and reads:

"This officer is commanding his battalion on the Toul sector and in the St. Mihiel offensive showed great bravery, coolness and discretion, and materially aided in the success of these operations."

It was signed by Col. Richard Wetherill, commanding the 328th Infantry.

The divisional citation, dated April 16, 1919, awarded for services in the Meuse-Argonne offensive by Maj. Gen. George Duncan commanding the 82nd Division, reads:

"Col Buxton has not only rendered exceptional service when charged with the responsible duty of division inspector of a combat division during active operations, but by his sound judgment, devotion to duty, thorough knowledge of military matters and ability far above the average, he contributed materially to the welfare and efficiency of the division."

The last citation, which is from General Headquarters, is signed by General Pershing, personally, under date of April 19, 1919. This is for "exceptionally meritorious and conspicuous service with the 82nd Division."

Lieut.-Col. Buxton was a Major of Infantry in the U. S. Reserve Corps at the outbreak of the war, and was ordered to Fort Oglethorpe, Ga., commanding a battalion in the first Officers' Training Camp. When the 82nd Division was formed in August, 1917, at

## THE CLARKSBURG TELEGRAM

Gained 36%

in advertising May, 1919, over the same month of last year, publishing a total of 621,040 agate lines.

"It pays to advertise in West Virginia's Leading Newspaper."

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency Checking Copies by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS  
 New York City: Times-American, Record-American, Globe-World, Baltimore Sun, Globe-Tribune, Indianapolis News, Post-Telegram, Worcester Telegram, Herald-Staats, Ithaca Journal, Mail-Eve, Sun, Eve, World-Sun, Bridgeport Post-Telegram, Wilmington, Sioux City, Iowa Argus Leader, Journal-News, Springfield (Mass.) Every Evening, Union Philadelphia, Hartford (Conn.) North American, Times Boston, Herald-Traveler, New Haven Register, Post-Transcript, 1ster  
 [Send for full particulars of S & M Service.]

Co-operative Services of Schworm Mandel Inc. 450 Fourth Ave. N.Y. 7205-7206 Mad Sq.



LT. COL. G. E. BUXTON, JR.

Camp Gordon, he was assigned to the 328th Infantry of that division. He commanded the 2nd Battalion in the Toul sector, the Marbache sector and in the St. Mihiel drive, after which he was assigned to the Division Staff as Inspector General.

On February 28, 1919, he was promoted to Lieutenant-Colonel of the 328th Infantry. He returned to this country in May with the 82nd Division and was discharged at Camp Upton.

### Lutheran Editors Favor Cartoons

MINNEAPOLIS, July 15.—The Lutheran Editors' Association of America, at its annual convention here favored the use of more cartoons in religious publications so long as they are not "pictorial satires used to make persons or principles appear ridiculous." It appointed a committee including the Rev. H. Melhorn of Philadelphia, N. M. Sundheim, manager of the Augsburg Publishing House of Minneapolis, and the Rev. Emil H. Rausch of Waverly, Iowa, to study the matter and report.

### The New Jersey Shore Resorts are enjoying unprecedented prosperity.

## The Asbury Park Press and The Shore Press

(Evening) (Sunday)

are the recognized mediums for this district.

The Associated Press news service, American Newspapers Publishers Association membership Audit Bureau of Circulation Reports on request, Standard Advertising Rate Card.

Frank R. Northrup, Special Representative, 303 Fifth Avenue, New York City. Association Building, Chicago. J. Lyle Kinmonth, Publisher, Asbury Park, N. J.

### The Shortest Route From Dealers' Shelves to Consumers' Homes.

Is Via

## BOSTON AMERICAN

301,270

Govt. Statement For Six Months Ending April 1st.

This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

### The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

### The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES  
 I. A. Klein, Metropolitan Bldg., New York.  
 John Glass, Peoples' Gas Bldg., Chicago, Ill.

## The Pittsburg Press

Has the LARGEST Daily and Sunday CIRCULATION IN PITTSBURG

Member A. B. C.  
 Foreign Advertising Representatives.  
 I. A. KLEIN, JOHN GLASS, Metropolitan Tower, Peoples Gas Bldg. New York, Chicago

### The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

### Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

### The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr. Representatives Payne-Burns & Smith, New York—Boston J. Logan Payne Co. Chicago—Detroit

### Perth Amboy, N. J. Most Rapidly Growing City in East

Thoroughly Covered by Only Daily in Field.

## Evening News

Member A. N. P. A. A. B. C., A. P. Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue New York City

# SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

## TIME SAVING CABINET PATENT ASKED

**Binghamton Composing Room Superintendent Is the Inventor of Ad Men's Step Eliminator—Two Compositors Can Work at It**

Philip W. Fawley, superintendent of the composing room of the Binghamton (N. Y.) Press, has applied for United States and foreign patents upon an ad-man's working cabinet, which he claims is a time-saving and economy-producing invention of great merit. The cabinet is to be called "The Binghamton Press Cabinet."

As Mr. Fawley demonstrates his new type cabinet, the first one of which is now in actual operation in the composing room of the Press, it wholly eliminates the "walking time" of ad compositors.

### All Within Easy Reach

Mr. Fawley's cabinet makes it possible for a compositor to set all of the hand composition of a display advertisement and to assemble the advertisement ready for the proof press practically without moving out of his tracks. The cabinet is seven feet, five inches long, by four feet, ten inches wide, forty-two inches from floor to working surface.

Two compositors work on each end of the cabinet at the same time. Each one has his own individual layout of material, within easy reach, without bothering or reaching over each other.

The cases being on each side of the cabinet afford a complete layout of all sizes and faces within easy reach of the compositor.

There are in the cabinet 178 compartments providing for every variety of material the printer will ever use; handy spaces to hold 13,500 feet of leads, cut to every needed length, or 1,230 pounds; spaces with room for 3,500 feet of all lengths of slugs, or 900 pounds; room for 800 feet (200 pounds) of linotype borders; spaces for 250 feet of cut-off rules, or 65 pounds.

### Carry 1,000 Pounds of Quads

Drawers in the cabinet have a capacity of 1,000 pounds of quads and spaces. These drawers are arranged between the two tiers of cases so that a compositor, finding the quads and spaces in his case low, can replenish his case without taking a step out of his typesetting position. Likewise drawers are provided to hold corner pieces and borders and other type ornaments. Five steel slides in each end of the cabinet are provided to hold cases of border cut to pica measure.

An especially handy arrangement is provided for thin spaces. Five boxes are fitted on each side of the cabinet to hold thin spaces.

The Fawley cabinet is of neat, workman-like appearance and arrangements have been completed with the American Type Founders Company for its manufacture.

## NEW INCORPORATIONS

**NEW YORK.**—Hanff-Metzger, Inc. (advertising); capital increased from \$50,000 to \$300,000.

Legion Publishing Company; \$5,000; J. W. Young, C. P. Putnam, 6 West 45th street.

Alderview Advertising Corporation; \$20,000; S. F. Myers, J. G. Woods, J. G. Martyu, 50 East 4nd street.

Jewish Forum Publishing Company; capital increased from: \$10,000 to \$100,000.

Morgillo Press; \$5,000; V. Racano, M. Dasciema, N. Morgillo, 2617 Poplar street.

Curbtucker Company, reporting; \$10,000; L. G. Hart, E. T. Willner, C. K. McGuire, 15 William street.

Scott & Seltzer, Inc.; publishers; \$60,000; D. G. Dery, T. Scott, M. Stadler, 5 West 59th street.

Kuryer Narodowy Publishing Co.; \$25,000; S. Kraut, J. B. Kalmuk, L. B. Levy, 250 West 103d street.

Conde Nast & Co.; capital increased from \$210,000 to \$510,000.

Vanity Fair Publishing Company; capital increased from: \$400,000 to \$700,000.

Jewish Forum Publishing Company; capital increased from \$10,000 to \$100,000.

Lanham Printing Company; dissolved. Chaimz-Hillowsky Publishing Company; dissolved.

Export Record, Inc.; \$50,000; F. H. Morrell, Jr., H. Hudson, A. R. McLaren, 700 West 178th street.

JUNCTION, Tex.—Junction Publishing Company; \$10,000; J. D. Motley, W. P. Riley, C. C. Reid.

TULSA, Okla.—Crockett Machine Printing Company; \$25,000; Don R. MacInnes, Frank B. Crockett, W. P. Nelson.

IDABEL, Okla.—Idabel Publishing Company; \$5,000; H. P. Hosey, F. R. Abbott, Tom G. Naylor, all of Idabel.

OKLAHOMA CITY.—Oklahoma Leader; \$250,000; Patrick S. Nagle, Kingfisher; John W. Nagle, Oklahoma City; Ferdinand W. Redfield, Milwaukee.

PONCA CITY, Okla.—Ponca City Publishing Company; \$50,000; Richard M. Elam, Mabel S. Elam, Irl S. Elam.

CORNWALL, N. Y. Cornwall Press; \$25,000; H. B. Taylor, H. F. Chadeayne, H. C. Ferris.

WILMINGTON, DEL. Advertisers Illustrating Company; \$210,000; T. L. Croteau, P. B. Drew, H. E. Know.

ATCHISON, Kan.—Mechanical Advertising Company; \$50,000; W. R. Aimes, G. H. T. Schaefer, J. C. Gibson.

### J. C. Roberts, Jr., to Be Married

ST. LOUIS, Mo., July 15.—Announcement has been made of the engagement of John C. Roberts, who is connected with the St. Louis Star, of which his father, John C. Roberts, Sr., is publisher, and Miss Georgia Lee Berkeley. Young Roberts spent five months in France driving an ammunition truck with the American Field Service early in the war. Returning he served as a naval aviator with the rank of ensign.

## EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

### For Sale

Two-platen drying table with Murray generator; metal pot, capacity 5,000 pounds. Ohio State Journal, Columbus, Ohio.

### For Sale

About 200 pounds 6-point brass slugs and 200 pounds brass 2-point leads, ranging in size from six picas to seven columns. Column measurements, 12 picas wide, nonparell column rule. The Post Standard, Syracuse, N. Y.

### For Sale

Goss Matrix Rolling Machine, with Sprague motor attached, all in first class condition, and at a low price. Write for details. The News, Dayton, Ohio.

### For Sale

One twelve (12) page Cox Duplex flat bed press—rebuilt four years ago. Splendid condition. Address A-789, care of Editor and Publisher.

### For Sale

New font of 8 point old style, No. 19, title No. 1 linotype mats. Used four weeks. Priced reasonably. Huntington Press, Huntington, Ind.

### For Sale

Double feed Babcock dispatch, six column press, Brown folder attached, both in good condition; type cases, composing stones, Mustang mallet, foundry type good as new. Litchfield Printing and Stationery Company, Litchfield, Ill.

## For Sale Cheap

Hoe Matrix Moulding Machine, with 3-horse power 220-volt Jenny motor, direct connected. All in first class condition. Apply

**M. M. LEVAND**

Business Manager  
Kansas City Post  
KANSAS CITY, MO.

## MAKE YOUR OWN PLATES!

Complete Electrotyping Plant

of the

*Illustrated Sunday Magazine*

the entire equipment of which was purchased during the last few years, is now for sale at a reasonable figure.

Inventory and description sent on request. Address Norman E. Mack, Buffalo Evening Times, Buffalo, N. Y.

### La Presse Extends Premises

MONTREAL, July 15.—La Presse has provided for an extension of its plant by purchasing several buildings at the southwest corner of Cragg and St. Lawrence streets, near its present home, for \$106,000.

### McChesney Now City Editor

BUFFALO, N. Y., July 15.—C. H. McChesney has been appointed city editor of the Buffalo Courier.

## EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

### Wanted

By Coast publisher, used sixty or seventy-five horsepower motor and control in good condition for Hoe sextuple; alternating current, 220 volt, three-phase sixty cycle. Address A-784, care of Editor and Publisher.

### Wanted

Routing machine wanted for curved plates. Will pay cash or exchange Boctus gas engine. Also have linotype gas pots and double steam table for sale. The Times, Raleigh, N. C.

## FOR SALE

**Duplex 12-Page Flat Bed  
Newspaper Printing  
and Folding Machine**

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour. A good press at a reasonable price.

**Walter Scott & Company  
PLAINFIELD, NEW JERSEY**

### Take It To

## POWERS

Open 24 Hours out of 24  
The Fastest Engravers on  
Earth

Powers Photo Engraving Co.  
154 Nassau St., Tribune Bldg.  
New York City

## For Prompt Service

### TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by  
Selling Houses conveniently located

"American Type the Best in Any Case"

### AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business  
BOUGHT AND SOLD  
**Printers' Outfitters**  
American Typefounders' Products  
Printers and Bookbinders Machinery of  
Every Description  
**CONNOR, FENDLER & CO.**  
96 Beekman St. New York City

## CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

### SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

#### Advertising Executive

Strong, aggressive display man of successful experience as manager and solicitor desiring broader field of opportunity, seeks position with substantial daily in an Eastern city or with special agency, preferably in New York. Strong references for the necessary qualifications which, coupled with originality in ideas, copy writing, and executive ability, successfully sell space and assist solicitors to do likewise. Have conclusively demonstrated skill in creating new business and in developing and controlling hard accounts. At present with one of New England's leading dailies in city of 200,000, and have established splendid record. Position must offer opportunity in progressive organization where real merit and actual results produced will be rewarded by advancement in executive line as well as salary. Good reasons for making change. Address A-796, care of Editor and Publisher.

#### Agency Man

Young man, 21, several years experience in agency work, wishes position in either advertising agency or advertising department of large concern. Thoroughly understands all detail work and can assist promotion manager. A personal interview will convince as to ability. Address A-780, care of Editor and Publisher.

#### Managing, City or News Editor

Thoroughly experienced managing, city or news editor for afternoon paper at liberty after August 1st. Paper suspending, highest references from all past employers. Have executive ability and have had full charge of papers, last employment being as editor and manager. Married, 32 years old, college education. No proposition under \$35 considered. Address The Warren Morning Chronicle, Warren, Pa.

#### Business Manager

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies, seeks engagement for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

#### Editor

Have you an opening for an ambitious young woman? I have been a proof-reader eight years and wish to do newspaper work that will advance me toward editorial position. Alert intelligence and earnest work will be given for chance to make good. Address A-790, care of Editor and Publisher.

#### Experienced Writer

On industrial and agricultural topics desires field or associate editorship of weekly or monthly publication. Expect \$2,600 a year. Present position as editor and publicity agent for large state institution held past two years. Material published in recent numbers of American Magazine, the Quill, the Editor, Holland's etc., besides agricultural and daily press. Newspaper experience. College graduate 1916. Age 23. Best references. Clippings of signed articles. Southwest preferred. New York City second choice. Address W. Brink, 2911 College Avenue, Bryan, Texas.

#### Editorial Assistant

Man, 25, of real talent and promise, successful as advertising writer, will sacrifice good position for chance on publication. Address A-792, care of Editor and Publisher.

#### Cartoonist

Young man who is destined to become one of the leading cartoonists, desires a position. Present location unsatisfactory; references and information on request. Address A-771, care of Editor and Publisher.

#### Circulation Manager

Circulation manager, now employed in large eastern city, desires change. Over 15 years experience, circulation doubled in present position. Would like place with aggressive organization where talent for constructive development work would have outlet. Familiar with all phases of circulation work both east and west and have put over many plans resulting in great increases in morning, evening and Sunday editions. Married. Recommendations from past and present employers. Address A-782, care of Editor and Publisher.

### SITUATIONS WANTED

#### Newspaperman

A New York newspaperman with several years experience as a reporter and writer for the New York papers, recently discharged from the army, desires to connect as a city editor, or sporting editor, with a daily in Southern New England; New Jersey or Westchester County, New York. Address, A-778, care Editor and Publisher.

#### Woman Editor

Woman wants position as editor woman's or children's department, or literary work on paper. Three years' experience. Address A-794, care of Editor and Publisher.

#### Newspaperman

Newspaperman, 22, looking for opening on small daily or good weekly where, in time, an interest in the property might be secured. Box 277, Garwood, N. J.

#### Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

#### Reporter or City Editor

Young man, University graduate, five years' experience as reporter and city editor desires position on Ohio or Western Indiana daily. Best references as to character and ability. Correspondence solicited. Address A-795, care of Editor and Publisher.

#### Reporter and Desk Man

Young college man, experienced on desk and outside at best assignments, desires position on afternoon sheet; married, reliable; A-1 references. Address A-768, care of Editor and Publisher.

#### Sport Writer

Sport writer and reporter, five years' experience, seeks position with Eastern States newspaper. Address A-783, care of Editor and Publisher.

#### Cartoonist

Cartoonist with some national reputation wishes to make a change about Sept. 1st. Ten years' experience, seven on one paper. Experienced in political and human interest cartoons. Want to get into larger field—the only reason for desiring a change. Address A-786, care of Editor and Publisher.

#### Circulation Manager

Circulation manager with eighteen years' varied and successful experience in newspaper circulation work, desires to make change. Thoroughly trained in every angle of the business of circulation building and management. Best of references and reasons for change. Address A-772, care of Editor and Publisher.

#### Circulation Manager

37 years old, 20 years circulation experience on both morning and afternoon papers, and now has charge of that department on a well known daily, desires change. For further information address A-793, care of Editor and Publisher.

#### Web Pressman

Now in charge of afternoon daily desires change of location. Experienced on eight page Scott or two-three or four deck Goss, Hoe or Scott presses. State what kind of press you have and scale of wages and help on press. Address A-791, care of Editor and Publisher.

## HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

#### Unusual Opportunity

for an experienced advertising salesman for Southern trade journal leading its field. Must make New Orleans headquarters and do considerable traveling. Previous experience essential. Unusual opportunity for man who can handle territory and who is capable of developing into advertising manager. State age, experience and salary expected. All replies held strictly confidential. Southern Marine Journal Publishing Co., Houston, Texas.

#### Advertising Solicitor

ENERGETIC advertising solicitor and copy writer for Southern city of 30,000, morning paper. Commission and drawing account basis. Immediate action necessary. State experience. Young man preferred. Address A-787, care of Editor and Publisher.

## HELP WANTED

#### Circulation Managers Wanted

The General Welfare Committee of the International Circulation Managers' Association has openings for several five wire circulation managers at good salaries. If you are out of employment or seeking a change write at once. A number of these positions are ready for immediate acceptance. Address H. A. Wenige, Chairman, care of the Post-Star, Glens Falls, New York.

#### Circulation Manager Wanted

We are printing a Daily and Sunday paper in the liveliest city in the middle west (population about 200,000) leading in total circulation (80,000), but running neck and neck in city circulation with the second paper. Our city and country circulation departments are separate and distinct. We want a man to take charge of the city and suburban circulation, who will give his entire time and thought to securing new subscribers and to operating a satisfactory delivery service. It's a splendid opportunity for someone. Please name salary expected. C. J. Stein, Metropolitan Theatre Bldg., St. Paul, Minn.

#### Advertising Manager

WANTED—Capable advertising manager for afternoon and Sunday morning newspaper in city of twenty thousand. Must be able to write ads for Dry Goods and other business establishments. Good pay to man of ability. No other need apply. Give full particulars as to your newspaper experience, age, salary expected, when you could report, etc., in first letter. Port Arthur (Texas) News.

#### Experienced Advertising Solicitor

WANTED experienced advertising solicitor and copy writer, one who can build little advertisers into big ones and secure business at card rates and without free readers as premiums. State age, reference and salary. The Journal, Quincy, Ill.

#### Advertising Manager

Wanted—Advertising Manager for leading daily in Eastern town of thirty thousand. Man with ability to develop field from beginning. Permanent position to right party. Address A-788, care of Editor and Publisher.

#### Circulation Man

Wanted—Circulation man to build up the circulation of this newspaper in the Thumb district of Michigan, of which Port Huron is the natural metropolis. The present circulation is 11,000, and we have not employed a single solicitor or canvasser for several years, yet circulation has been held intact simply by selling the paper on its merits. The city circulation practically already 100% and no problem whatever. Correspondence invited with the man who thinks he can increase the outside circulation in a territory of 100,000 people from three to five thousand. Outside territory consists of numerous small towns and fine agricultural district. Address The Times-Herald, Port Huron, Mich.

#### Business Manager

Business Manager wanted on a daily evening paper in a city of forty thousand. Must have, in addition to business ability, a general knowledge of the newspaper business, together with courage, optimism and imagination. A splendid opportunity for a young man with ambition. Address A-797, care of Editor and Publisher.

## BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

#### For Sale

Unusual circumstances place on the market for immediate sale daily doing \$65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-754, care of Editor & Publisher.

#### To Sell, Through Emergency

An unusually promising new trade journal, already several hundred dollars ahead of cost of production, monthly, and capable of large expansion in right hands. Urgent personal situation induces quick disposal. Don't write unless you have at least \$1,200 for deal and mean business. Address Western, care of Editor and Publisher.

#### 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.

\$5,000 or less cash for investment in a small southern, southwestern or Pacific Coast daily. Proposition S. W.

**CHARLES M. PALMER**  
Newspaper Properties  
225 FIFTH AVE. NEW YORK

## CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

**HARWELL & CANNON**  
Newspaper and Magazine Properties  
Times Building New York

## Strenuous Outing Held by Representatives Club

Bowling, Swimming, Golf and Field Events, Including Fat Men's Race Precede Banquet at Hotel

The twelfth annual outing of the Representatives Club of New York City was held at the Gedney Farm Hotel at White Plains. In spite of the bad weather there was an attendance of 125, about 40 of whom were entered in the golf tournament. The rest put in the afternoon in the bowling alley, the pool-room, swimming pool and on the polo field, where a baseball game was staged.

In the baseball game, the Representatives, under the leadership of Hal Kennedy of Good Housekeeping Magazine, snowed under the Advertising Agents' team, captained by Harry Le Quatte of Street & Finney. The final score was something like 21 to 6.

In the field events the star performer was Glenn E. Fontaine, of Popular Mechanics. He captured so many first, second and third places that he clinched the Black, Starr & Frost trophy for his publication, and will be the possessor of this trophy for the next year. The fat men's race was won by A. M. Dingwall, of Town and Country. Other heavy point winners were J. D. Bedell, formerly of Photo Play; C. S. Bokelund, of Review of Reviews, and C. H. Fuller, of Christian Herald.

The big event of the outing was a dinner held in the ball room of the hotel in the evening. There was some excellent singing, and Steve Flynn, of Cosmopolitan, put on a good imitation of Georgie Cohan, impromptu.

Much interest devolved upon the winner of the blind boggy golf tournament, George Sullivan, of the Fisk Rubber Company, drew the boggy. John Maynard, of Christian Herald, and Todd Barton, of Scientific American, were tied for first prize, which was a Fisk pneumatic tire. In the toss-up Maynard won.

The lowest gross score in the scratch golf tournament was captured by E. S. Durkee, of Leslie's. Special prizes were awarded to Lou Fernald, of Leslie's, and Herbert Stroud for being the golfers with the largest handicaps and the worst scores.

## Award Legion of Honor Cross to Frank Dilnot

American Correspondent of London  
Daily Chronicle and President of  
Foreign Correspondents

Frank Dilnot, American correspondent of the London Daily Chronicle and president of the Association of Foreign Press Correspondents in the United States, was presented with the Cross of the Legion of Honor by E. Casenave, Minister Plenipotentiary of the French



FRANK DILNOT

Government, July 14. The presentation was made at a dinner of the association in New York City in honor of Bastille Day.

In awarding the medal, M. Casenave said he acknowledged in behalf of France the services rendered by the representatives of foreign newspapers in the United States during the war, and especially at the time America entered the war, when the encouraging reports from this country did much to sustain the public morale in France and England.

Among the speakers were Melville E. Stone of the Associated Press, who said the future good will of the world depended on the friendly relations of the English speaking races and France; Percy Bullen of the London Daily Telegraph, Louis Tracy of the British Publicity Bureau here and P. Whitwell Wilson.

Guests included Baron de Neufve, representative of the Bank of France; F. Cunliffe-Owen, president of the France-American Association; W. F. Bullock of the London Times, A. Plotier of Le Matin, Paris, and many other well known foreign journalists.

Mrs. Alma Claybrough sang the "Marseillaise."

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**  
**וואַרײַט**  
The National Jewish Daily

### Jewelers Will Advertise

ST. LOUIS, Mo., July 16.—A fund of \$300,000 has been advanced to carry on an advertising campaign in the newspapers and magazines for the benefit of the jewelry trade, H. E. Freund, manager of the National Jewelers' Publicity Association, told members of the Missouri Society of Retail Jewelers, in annual convention here.

Freund said that the purpose of the campaign is to instruct the public how to purchase jewelry. No particular brands or dealers will be mentioned in the advertisements, he said. "Jewels Make Permanent Gifts" is the slogan to be used in the advertising.

### New Proprietors Reorganize Binghamton Paper

Johnson and Hill Head New Company—  
Lieut. Lyon Managing Editor—May  
Have Sunday Edition

BINGHAMTON, N. Y., July 14.—Following the purchase of the Republican-Herald by George F. Johnson, of the Endicott-Johnson Shoe Corporation, and Congressman William H. Hill, publishers of the Johnson City-Endicott Record, the stockholders have elected Mr. Johnson president to succeed William G. Phelps, and Mr. Hill vice-president to succeed Sigmond J. Hirschman.

Harry G. More will remain as treasurer and business manager for the present. R. Z. Spaulding, James M. McNamara and George A. Kent resigned as directors, but no selections were made to fill the vacancies.

Charles W. Baldwin, managing editor for the last eight years, has resigned, and his place will be taken temporarily by Lieut. George H. Lyon, who was for several years editor of the Johnson City Record. It is understood that Herman W. Southworth, formerly managing editor of the Press, and now Representative Hill's private secretary, will be connected with the paper in an editorial capacity.

The new owners have purchased the new Sharpe Building, and will have it remodeled as a modern newspaper plant, will buy nearly all new equipment, and, it is said, contemplate changing the Johnson City Record to a Sunday edition of the Republican.

A. Regnier is now circulation manager of the Concordia (Kan.) Blade-Empire.

## R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES  
EDITOR & PUBLISHER  
SAN FRANCISCO SEATTLE  
742 Market St. 1302 L. C. Smith Bldg.

### WHAT OUR READERS SAY

#### For a League of Newspapers

Columbus, Ohio, July 5, 1919.

Editor and Publisher:  
I am very much interested in international good will, and I favor anything that will develop and maintain it. I am afraid there are some newspapers that are less interested in that than in printing a story that will startle and so make people talk.

As a newspaper man I know that news should be made interesting, but that is not an excuse for an untruth or a half truth. Purely sensational treatment of international affairs, to the extent it is indulged in, is the most serious menace to peace. The newspaper has tremendous power in the making of public opinion; it therefore has a tremendous responsibility, for the public opinion we make rules the world.

I wish we could do something to put the morons and other irresponsibles out of the newspaper business and commit our journals to the hands of sane men with conscience and a determination to adhere in what they print to the truth.

"Truth in so far as it is fit to print" ought to be the slogan and rule of every newspaper, and the deliberate effort to misrepresent one country in the papers of another ought to be made a crime.

It seems to me that a League of Newspapers such as you contemplate might do much in this direction.

OSMAN C. HOOPER.

#### Problems of Copy Paper

Sacramento, Cal.

Editor and Publisher:  
In a recent issue you ask trial of a copy sheet 8 inches long and 6 1/2 inches broad—carrying 18 or 20 lines double spaced.

The one consideration above all others is economical handling in the work room, because inconvenience there means impeding high priced operators and slowing down expensive machinery.

The linotype copy board, visible space is about 7 inches between the bottom ledge and the assembly carriage slide. The practical size of paper is less than 6 inches high. Any larger sheet must be folded.

Therefore the ordinary letter sheet, with lines written the 8 1/2-inch way, folds once to 5 1/2 x 8 1/2-inch size, or cuts in half sheets at the fold, giving the most convenient size and the most scientific, because the best adapted to its use.

The eye is 33 per cent less fatigued by changing ends in the 8 1/2-inch wide paper than in the 6 1/2-inch width. It is easier handled by copy holders and proof readers.

There is less time lost and less wear on the

You can reach

Albany, Troy and  
Schenectady with  
one paper

The Sunday Telegram  
Albany, N. Y.

Circulation, 28,000

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY  
20 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press  
Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office,  
74-76 Church St., Toronto, Can.  
Price of service, regular press clipping rates—special rates and discounts to Agents and Newspapers.

typewriter by shifting the carriage on longer lines.

In newspaper work, the long line copy will give nearly its own length in the column in print, thus facilitating space estimates. When there is a variation it is constant enough so editors can quickly judge how many inches the copy will fill in the paper.

The linotype can drop it on his copy board with one motion and not rearrange it until he hangs it on his side hook when completed. Then his second sheet is in place ready for him. He can lay a dozen sheets down with one motion. Printers all object strenuously to copy written the short way on note paper. It slows them down about 17 per cent.

The only argument I can see for the narrow sheet is the count of 200 words to a page being easier to calculate, and this is worthless because a page will hold as many words one way as the other. The extravagant writer will be taken care of by the copy reader. Every newspaper man will appreciate this statement.

Replying to your statement the letter size is awkward for linotype operators. I ran one of the first machines on the New York Herald, before I became an advertising agent, and know from practical experience that the letter size is in common use not from theory, but because practice has proved it right. And science is merely refined practice.

JOHN T. HOLDEN.

#### Louis M. Stumer Dead

NEW LONDON, Conn., July 14.—Louis M. Stumer, aged 50, vice-president of the Red Book, Blue Book and Green Book magazines and of the Story Press Co., Chicago, died suddenly here today while on a visit with his family.

#### Ohioans Will Meet August 4

CLEVELAND, Ohio, July 15.—The officers of the Ohio Select List will hold a general conference at the Hollenden Hotel, Cleveland, August 4. Harry Taylor of the Portsmouth Times is president.

TO REACH THE RICH  
TRADE OF KANSAS

Topeka  
Daily Capital

Sworn Government Report  
for Six Months ending Apr. 1, 1919

35,247

Its sales promotion department is  
at the service of advertisers. And  
it really promotes.

Arthur Capper

Member A. B. C.

Publisher.

We can increase your business—  
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

Hemstreet's

PRESS  
CLIPPINGS

Tenth Avenue at 45th Street  
New York

# OHIO FIRST

Ohio is the **FOURTH** state in point of population—5,150,356 people. This is five per cent of the population of the United States. 85.1% Native Born White—12.6% Foreign Born—2.3% Negroes. Ohio has 40,740 square miles—126.4 people to the square mile. The average in the United States is 34.3 people to the square mile.

Ohio has 37 cities of over 10,000 population  
 13 cities of over 15,000 population  
 7 cities of over 25,000 population  
 3 cities of over 50,000 population  
 3 cities of over 100,000 population  
 3 cities of over 200,000 population  
 1 city of over 500,000 population

Ohio has 250 Department stores      2,200 Druggists  
 2,800 retail shoe stores      5,511 General Stores  
 27,258 Tobacco dealers      2,863 Garages

Ohio has everything to make an ideal market. As a try out proposition Ohio is one of the best territories possible to find in the whole United States.

Ohio farm products and Ohio manufactured products mount well into the billions of dollars in value annually, and Ohio daily newspapers are in strict keeping with the character of the state and the people.

Give these daily newspapers a chance to serve you, co-operate with the live wire merchants in Ohio and you will understand why Ohio is the great state it is.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E).....	31,110	.05	.05	East Liverpool Tribune (M).....	6,138	.015	.015
*Akron Times (E).....	20,454	.03	.03	Lima Daily News (E&S).....	12,549	.0286	.0214
Bellaire Daily Leader (E).....	3,446	.02	.0125	Lima Republican Gazette (M&S)....	10,008	.02	.02
*Cambridge Daily Jeffersonian (E)....	8,117	.0179	.0179	Middletown Journal (E).....	4,174	.0115	.0115
Chillicothe News-Advertiser (E).....	3,055	.00714	.00857	Newark American-Tribune (E).....	6,217	.0128	.0128
Cincinnati Inquirer, 5c. (M&S).....	62,911	.12	.12	New Philadelphia Daily Times (E)...	4,413	.0129	.0129
Cleveland Plain Dealer (M).....	168,440	.24	.24	Piqua Daily Call (E).....	4,019	.0114	.0114
Cleveland Plain Dealer (S).....	208,024	.27	.27	Springfield News (E&S).....	13,550	.025	.025
Columbus Dispatch (E).....	75,402	.115	.105	Toledo Blade (E).....	82,973	.17	.15
Columbus Dispatch (S).....	71,117	.115	.105	Warren Daily Chronicle (E).....	5,200	.02	.02
Columbus (O.) State Journal (M)....	53,155	.10	.09	Youngstown Telegram (E).....	21,601	.05	.05
Columbus (O.) State Journal (S)....	27,147	.10	.09	Youngstown Vindicator (E).....	24,558	.05	.05
Dayton News (E).....	38,395	.065	.065	Youngstown Vindicator (S).....	22,222	.05	.05
Dayton News (S).....	38,395	.045	.045	Zanesville Signal (E).....	10,704	.025	.025

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

# New York Advertising Situation

## These Twenty Leading Retail Shops

Abraham & Straus	Bonwit	Teller	Lord & Taylor	Stanley & MacGibbons
Altman	Gidding		McCreery	Stern
Arnold, Constable	Gimbel		Macy	Stewart
Best	Hearn		Oppenheim, Collins	Worth
Bloomingdale	Loeser		Franklin Simon	Wanamaker

used space in the New York daily newspapers during the month of June, 1919, as follows:

### Evening Newspapers

The Globe - - -	294,930	The Mail - - -	137,915
The World - - -	288,077	The Telegram - - -	99,470
The Journal - - -	268,819	The Post - - -	48,500
The Sun - - -	251,065		

### Morning Newspapers---excluding Sundays

The Tribune - - -	73,119	The World - - -	47,137
The Sun - - -	55,833	The Herald - - -	40,939
The Times - - -	48,803	The American - - -	7,368

### Sunday Newspapers

The Times - - -	131,631	The Herald - - -	94,381
The World - - -	124,918	The Tribune - - -	87,901
The American - - -	121,080	The Sun - - -	67,522

The Globe continues to lead the procession in volume of clean local advertising

Member  
A. B. C.

## The New York Globe

JASON ROGERS, Publisher

180,000  
A Day



