

MAY 2 1919



EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America 1854 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

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

NEW YORK, SATURDAY, APRIL 26, 1919

Vol. 51, No. 47

PUBLISHERS RADIOGRAPH PRESIDENT: "WE ARE BEHIND VICTORY LOAN!"

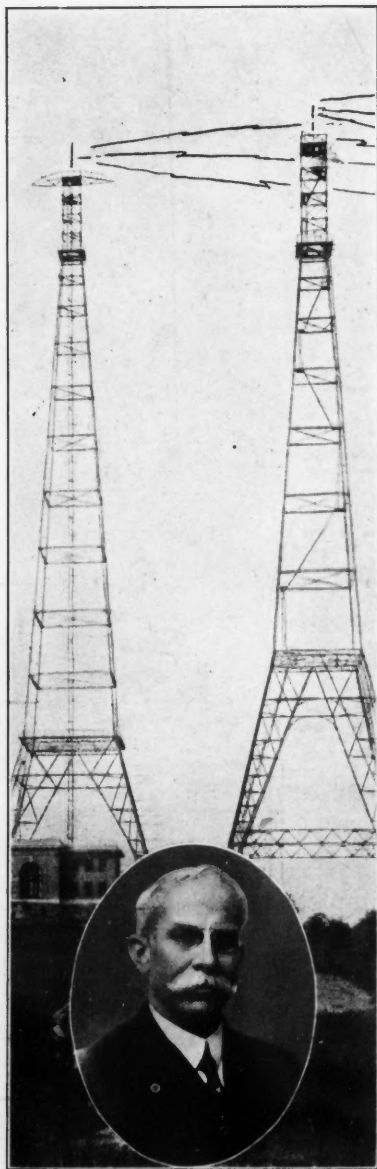
(By RADIOGRAPH)

New York, April 25, 1919.

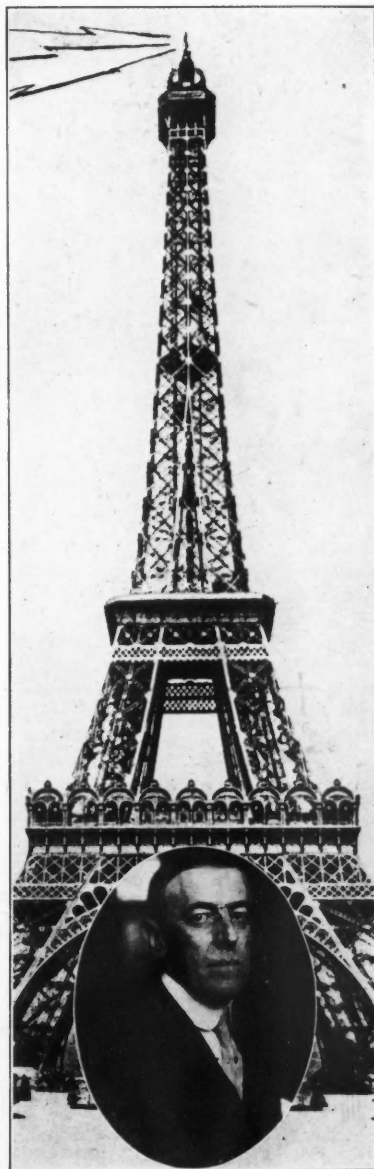
HONORABLE Woodrow Wilson,
President of the United States,
Paris, France.

The membership of the American Newspaper Publishers' Association in convention assembled sends greetings and wishes you to know that the Press of this country, mindful of its national responsibility, is solidly behind the Victory Liberty Loan Bond Sale, which is the happy liability of a people joyous in victory.

FRANK P. GLASS, President,
American Newspaper Publishers' Association.



WIRELESS STATION AT ARLINGTON.
INSET: FRANK P. GLASS.



EFFEL TOWER, PARIS.
INSET: WOODROW WILSON, PRESIDENT U.S.A.

THE above radiogram was flashed by the United States Navy Department from the gigantic tower at Arlington, Washington, to Eiffel Tower, Paris, late Thursday afternoon, with an order to the commanders of all American naval vessels on the high seas to intercept the cheering news that the power of the American press, as represented by the American Newspaper Publishers' Association, was pledged to the President of the Nation in solid support of the Victory Liberty Loan bond issue.

EDITOR & PUBLISHER was entrusted with the transmission of the message, having previously arranged with the Secretary of the Treasury, through Frank R. Wilson, for its rapid flight to Paris on the Navy radio system. In fact, the Navy had hoped to have it transmitted by radiophone across the Atlantic, but the wonderful new trans-Atlantic radiophone could not be utilized on account of temporary mechanical disarrangement.

But the second great communication marvel of the age—wireless—functioned, and sparks flew between the giant towers of the capitols of the allied republics, giving fresh assurance to the great Peacemaker that the machine of publicity is at work to guarantee the success of a democratic liquidation of America's debt of honor.

THREE HOURS AHEAD

METROPOLITAN EDITION

The Evening Sun.

METROPOLITAN EDITION

VOL. XXXIII.—NO. 33.

NEW YORK, WEDNESDAY, APRIL 23, 1919.—Copyright, 1919, by the Sun Printing and Publishing Association.

PRICE TWO CENTS.

WILSON REFUSES FIUME TO ITALY; SEAPORT GOES TO THE JUGO-SLAVS

11TH ENGINEERS ARE BACK FROM THE WAR FRONT



BAKER PUSHING PLANS FOR ARMY OF 509,000 MEN

BELA KUN CALLS PROLETARIAT OF WORLD TO HELP

ITALIANS THREATEN TO MAKE SEPARATE PEACE WITH FOE



The Evening World.

HOME EDITION.

PRICE TWO CENTS.

"Circulation Books Open to All."

NEW YORK, WEDNESDAY, APRIL 23, 1919.

"Circulation Books Open to All."

28 PAGES

PRICE TWO CENTS.

WILSON ANNOUNCES STAND ON FIUME

PLEDGES FOR VICTORY LOAN FOR U.S. NEAR \$500,000,000; SPEED UP IS SLOGAN HERE

Subscriptions by Banks and Business House in City To-Day \$5,380,900.

MANY MEETINGS HELD. New York Must Sell \$75,000,000 Daily to Meet Needs—Street Purchases Grow.

WASHINGTON, April 23.—(Special Agents to the Treasury.)—Official reports to the Treasury today indicated that aggregate...

SALVATION ARMY PRAISED BY PERSHING FOR WAR AID

General in Cable Tells of Its Splendid Service and Self-Sacrifice in A. E. F. Work. Gen. Pershing has issued a commendation of gratitude to Commander [Name] for the work of the [Name] in France. It reads in part: "I wish to express my deep appreciation for the [Name] and [Name] of the American Expeditionary Force."

EMBALMING FLUID FUMES PERIL MANY AT BROOKLYN FIRE

Two Firemen Overcome and Wife of Roy Tyler Nearly Collapses.

Mrs. Roy Tyler, whose husband was taken to Cleveland today to receive a charge of head cancer, was one of several women and children who were rescued from a fire this morning at [Address]. Several children were carried down [Address] and [Address]. Two [Address] were [Address] by the [Address] of [Address].

NATIONAL GUARD TO REPLACE STATE TROOPS AT ONCE

New York to Raise Infantry Regiments, Cavalry and Coast Artillery Companies.

WASHINGTON, April 23.—(Special Agents to the Treasury.)—Official reports to the Treasury today indicated that aggregate...

Husband She Divorced Wed Waldorf Phone Girl; Former Wife Sues Her



WILSON ISSUES STATEMENT REFUSING FIUME TO ITALY; ITALIANS RENEWED CLAIMS

President Says America Must Stand by Principles and That Adriatic Port Should Be Made Available to Small Nations Behind It.

PARIS, April 23 (United Press).—President Wilson issued a statement today...

United Press papers went to press Wednesday with a complete story on President Wilson's remarkable statement on the disposition of Fiume.

Newspapers that do not receive the United Press did not have even a fragmentary bulletin on this important event until hours after United Press papers had scored a telling "beat" on the most interesting and significant story emanating from Paris during the Peace Conference.

UNITED PRESS ASSOCIATIONS

GENERAL OFFICES

NEW YORK



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. 51

NEW YORK, SATURDAY, APRIL 26, 1919

No. 47

LANE PROCLAIMS NEW-OLD AMERICANISM IN BRILLIANT ADDRESS TO PUBLISHERS

Secretary of Interior Chief Speaker at 33rd Annual Banquet of A. N. P. A.—Occasion Marked by Record Attendance, Sparkling Oratory and Spirit of Craft Fellowship
—John Stewart Bryan as Toastmaster—Boxes Aglow With Feminine Beauty



SCENE AT ANNUAL BANQUET OF THE A. N. P. A. IN THE WALDORF-ASTORIA, APRIL 24.

WIT and wisdom, glowing good-fellowship, stirring patriotic music, a profusion of roses and fresh-cut lilacs, four hours of complete relaxation through social dining and smart conversation, marked the thirty-third annual banquet of the American Newspaper Publishers' Association in the Grand Ballroom of the Waldorf-Astoria on Thursday evening.

The largest attendance in the history of this classic newspaper social event was established, covers being laid for 517 publishers and editors. The two tiers of gilded boxes which border three sides of the immense room were filled with fashionably-dressed women, come to share the stimulation of the oratory and the general spirit of good nature.

Our Social Problems

Franklin K. Lane, Secretary of the Interior, challenging the most serious considerations of thoughtful men with a flow of advanced social and political ideas, came from Washington to accept the honor as principal speaker of the occasion.

M. Marcel Knecht, Director of the Official Bureau of French Information, member of the French High Commis-

sion and vice-president of the Association of Foreign Correspondents, thrillingly told of the adventures of French newspapermen during the war, gracefully commanded a perpetuation of the esteem and confidence of the people of France and America, so solidly cemented on the fields of battle.

"With the Last Drop"

Augustus Thomas, playwright and erstwhile newspaperman, ramed for his drollery and who is really from Missouri, felt impelled to dally with the "liquor question," and went on quite a spree in picturing what a dull old place this world will be when the last drop has run out of the last keg.

Governor Henry J. Allen, of Kansas, an unexpected speaker, having been invited to address the diners when it was learned that he was in New York to welcome home Kansas troops arriving from Brest, feelingly described the heroism and "fine metal" that American soldiers exhibited in France, where, for about two years, the Kansas editor-statesmen served as a Y. M. C. A. secretary. Governor Allen humorously remarked that he had run into one "scrap after another" since his return, but the

nearest he came to touching a moot point in his address was when he spoke the name of Burlinson, refraining, however, from particularizing.

Toast to the President

John Stewart Bryan, publisher of the Richmond News-Leader and secretary of the A. N. P. A., was introduced by President Frank P. Glass as toastmaster.

The dinner was arranged by George H. Larke, New York World; H. L. Bridgman, Brooklyn Citizen; George McAnany and T. P. Seymour, A. N. P. A.

The health of the President of the United States, of the King of England and the President of France was drunk, while the orchestra played the anthems of the three great nations.

In his introductory remarks, Toastmaster John Stewart Bryan, of the Richmond News-Leader, spoke as follows:

"In spite of the very gracious introduction of Mr. Glass, our president, I am going to introduce myself to you, because you would not know who I am if I did not tell you. I am here, I believe, on the suggestion of Charles H. Taylor,

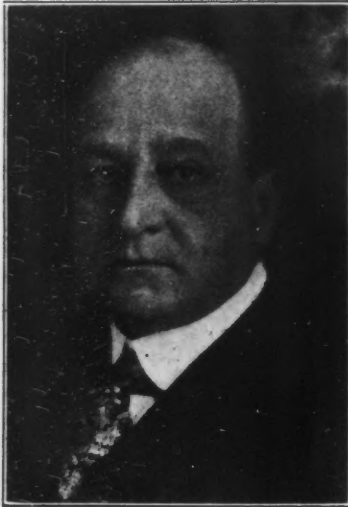
Jr., who coached me for twenty years. I am here representing publishers at a publishers' convention, but my heart and soul, gentlemen, is with the editor. I said that because the business manager of my paper says I have not got a scintilla of publishing about me, and the editor says I am not an editor. All I am is the owner, and that gives a man standing as long as he has it.

"Just a year and a half ago I invited thirty six publishers of this country to produce a paper at their own cost for the boys in the army, except the cost of the white paper, and everybody accepted, every mother's son of them accepted. One of them made a few objections, but I telegraphed him: 'Brother, don't go back on me now. Accept first, and I will accept your resignation after, so I will keep my record clear.' And he telegraphed back these lively words, the most beautiful phrase I ever heard. He telegraphed back: 'I ain't claiming no exemption.' So he came in, and they all came in, and they were all satisfied, and the only reason that every one of you did not come in was you were not invited, because there were not enough camps to go around.

"I went to France last January. I

went there so that I could be cold, and I was cold, and I was hungry, and I was homesick. I thought I was going to die, and I didn't much care if I did. I went there because I heard a negro say France wasn't anything but mud and calamity, and the negro was right. I went there because the boys told me of the wet and the misery, and I said I wasn't strong enough or young enough or able enough to bear arms with you in the army, but I wanted to go there and see some part of what you have been through, so that when you come home I might enter into some sort of companionship, of understanding with you as to what you had done.

"I would give anything I have got if I could just give you a little of the power, of the elevation, of the glory, of



HON. HENRY J. ALLEN.

the inexpressible joy and pride and enlargement that would come to any American anywhere who could just see the clean-faced, bright-eyed, long-legged, splendid boys of ours marching in the country they have set free! I never expect to have a thrill like it again. Those boys are the product of our civilization and we money-drugged, margin-saving, column-lengthening, column-narrowing, return-cutting publishers play no small part in it.

"I am going to introduce to you now a gentleman who comes from a State that was once called 'bleeding' and is now prosperous beyond the dreams of avarice. With wheat at \$2.26 a bushel and with prohibition in actual force, there is no reason why Kansas should not have all the money on earth. I wish to present to you Governor Henry J. Allen, of Kansas."

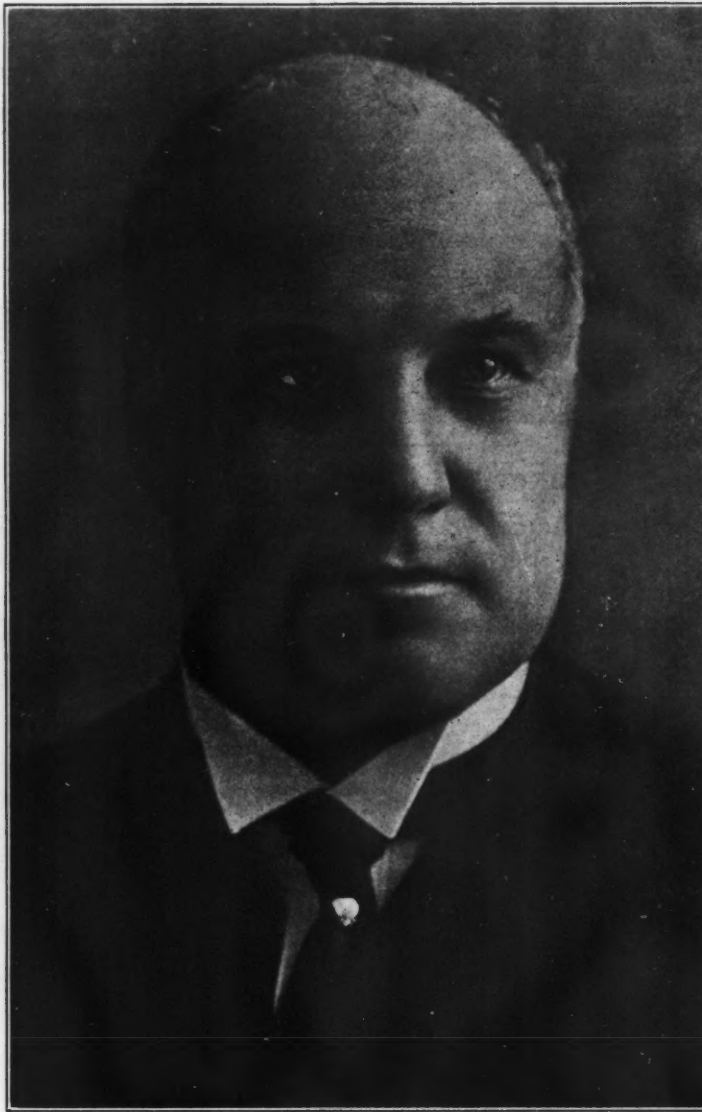
"We Are Beating Back to Normal Things"

Governor Allen, who was received with enthusiasm, said:

"It is a very great pleasure to come here tonight. I have just come back from France and I am perfectly delighted to know how few of you got killed in this war.

"It is very great to get back in New York, gentlemen, and to see you here, to read in the newspapers the comment you are making touching Mr. Burleson's program, to realize that we are beating back to normal things and, in my judgment, the best thing we can do as Americans and American publishers is to insist upon a demobilization of all of those national regulative things that we don't need any more!

"We hear much talk these days about Bolshevism. It is the most infectious word that ever broke out in this country.



Copyright, Harris & Ewing.

HON. FRANKLIN K. LANE.

It means whatever happens to ail you at the time. We are in no danger of Bolshevism, as it appeals to the countries of Europe. Thank God, we have gone beyond that, but if we would avoid the evils that come out of social unrest, here is a program: if you would have a fundamental citizen, plant him in the soil, let him own a home! He will not rally around his boarding house, but he will rally around his home. Ninety per cent of all French who till the soil own the soil they till; and I had seen Socialism, driven by the cleverest German propaganda, rise and break three times in France, and every time it broke against the land title, because five million Frenchmen in the Republic own farms of from five acres to fifty in acreage, and there is strength against which Socialism cannot make any progress.

"As I say, if you are going to find the solution for Bolshevism in America, find it in this simple program that Secretary Lane is doing so much to forward, in the program that offers to every American citizen who wishes to own it a farm which he may call his own. That is the solution. Out in my State we have started it with a proposal to extend the credit of the State to the man who wants to buy a farm and has no farm. The Federal Land Bank is a beautiful thing which helps a man who has land to get some more, but we are trying to make a program in Kansas to help the man who has no land get some land.

"Fundamentally, we are a great agri-

cultural people, and, that being the case, then the duty of America is to get on the soil an ownership of men who love the soil, and build their homes because they love their homes, and when you get that class of citizenship you have made the fundamental strength against which social unrest will beat in vain, a background against which we can build in America a program of strength and freedom and justice which will attract attention in the world, and give America leadership—not by its much-speaking abroad but by the success of its experiment at home."

Right of Man to Drink

Mr. Thomas said, in part:

"We have the memorable words of Jefferson that if he had to choose between living in a country without a government and living in a country without a newspaper, he should choose the country without the government and the country with the newspaper, and I think it would be a wise choice.

"I confess that at one time I was a publisher. But then, as Emerson says, 'Men commonly descend.' We can make our flights later on when we spread our other wings. I was also more or less editorial, at moments. While working on a St. Louis paper I made some acquaintances, and, years afterwards, going back to write a play which was laid in Missouri, I was coming home from the locale chosen and in the day coach my wife and I were the only passengers ex-

cept a weeping man who was up at the other end near the coal-box by the heater. I said, 'What is the matter with that man?' and the conductor said, 'Don't you know that man; that is Jim Blank.' He was a wonderful person, but he had his weakness, and he was slightly inebriated and very depressed, and I went over with the confidence of youth to cheer him. I said, 'Why, hello; what is the matter?' He turned to me and said, 'My wife died last night. She died, and, oh, Gus, how she loved you.' I said, 'I never met your wife.' And he said, 'No, you never did; but she loved you.' I said, 'Why?' 'Don't you remember,' he replied, 'when you were reporting for the Post Dispatch and you were sent to Jefferson City for a convention and I was trying for the nomina-



JOHN STEWART BRYAN

tion of Attorney General and that blankety blank was against me and it was nearly a tie?' I remembered that. 'You were reporter,' he said, 'and, rising from your inopportune and impotent seat, you addressed that convention, in which you had no rights whatever, and you said in a loud tone of voice, 'I want it distinctly understood that the press of Missouri is for Jim Blank.' I said I remembered that. He said, 'It beat me. I went home and told my wife, and we have loved you ever since.'"

Mr. Thomas then went into a glittering description of the horrors of prohibition. He declared that all of the great figures of history had been addicted to the use of alcoholic beverages and he attributed to booze the intellectual flights of the mighty. He did not believe that human imagination would run far in a dry State. He said: "I think we want to reflect, I think we want to take under consideration the question of whether we are throwing away a great civilizing, humanizing, amalgamating influence when we permit alcohol to be wiped out of the reach of common man.

"I do not want you to misunderstand me—I am as much opposed to the saloon ulcer as is the Anti-Saloon League. I go with the Anti-Saloon League in the fight against those wretched hovels, breeding misery and shame. But I think much is to be said for the principle of liberty in relation to what a man may drink."

* Voicing the Spirit of France

M. Marcel Knecht, of the French Mission, spoke, in part, as follows: "You represent here the various States of America. You represent what we love in France. You represent here the various units which went to France, and

(Continued on Page 16.)

GLASS RE-ELECTED PRESIDENT OF A. N. P. A., ENTIRE OFFICER PERSONNEL UNCHANGED

Unexpected Contest Arose as Result of Agitation of Affairs of Publishers' Paper Company, Carried to Floor of Convention—J. E. Atkinson Is Chosen to Succeed J. F. MacKay, Resigned—Lincoln B. Palmer as General Manager

FRANK P. GLASS, editor of the Birmingham News, was re-elected president of the American Newspaper Publishers' Association late Friday afternoon in a sharp contest with Richard Hooker, editor and publisher of the Springfield (Mass.) Republican and News.

The result of the election brought cheers from the delegates.

The vote was: Glass, 62; Hooker, 56; defective, 3 ballots.

The entire personnel of officers was re-elected and three of the four retiring directors were re-elected, the fourth being J. E. Atkinson of the Toronto Star, who had been serving for several months in the absence of J. F. MacKay of the Toronto Globe, retired. He was formally elected to the board.

Officer Personnel

The officer personnel of the A. N. P. A. now is: Frank P. Glass, president; George A. McAneny, New York Times, vice-president; John Stewart Bryan of the Richmond News-Leader, secretary; E. P. Call, New York Journal of Commerce, treasurer.

The directors are: Elbert H. Baker, Cleveland Plain Dealer; Hilton U. Brown, Indianapolis News; T. R. Williams, Pittsburgh Press; J. E. Atkinson, Toronto Star; Harry Chandler, Los Angeles Times; D. D. Moore, New Orleans Times-Picayune; Charles H. Taylor, Jr., Boston Globe; Hopewell L. Rogers, Chicago Daily News, and Messrs. Glass, Bryan, McAneny and Call, the officers.

Immediately after the convention adjourned a meeting of the Board of Directors was held and L. B. Palmer was appointed general manager to succeed himself.

The re-election of Mr. Glass had peculiar significance, due to a minority opposition to him. The matter of the Publishers' Paper Company was brought to the floor of the convention and it was Mr. Hooker, who presented to the delegates a statement of benefits that the Birmingham News received from the Publishers' Paper Company, which was formed by members of the A. N. P. A. as a war measure and is now in process of liquidation.

Baker Supports Glass

Mr. Hooker is a member of the committee representing the investors in the Publishers Paper Company.

Mr. Glass was supported from the floor by Elbert H. Baker, and he also made a statement from the chair in explanation of his transactions with the Publishers' Paper Company and told of the status of the relationship of the Birmingham News. Mr. Glass said that he had not been conscious of any undue advantage to the Birmingham News, but that when he had learned that the price which his newspaper was paying for newsprint was questioned, as a matter of justice to the A. N. P. A., he had insisted upon a thorough investigation by a board of arbitration to be appointed for the purpose. He explained that these arbitrators had met early in March and had decided that the Birmingham



Photo by Curtis—Posed especially for EDITOR & PUBLISHER.

"THE BIG FOUR" OF THE A. N. P. A.

Sitting (left to right)—George McAneny, New York Times; Frank P. Glass, Birmingham News.

Standing—Elbert H. Baker, Cleveland Plain Dealer; Lincoln B. Palmer, general manager.

News had received newsprint from the Publishers' Paper Company at an advantage in the amount of \$17,850 and this amount was at once paid into the treasury of the Publishers' Paper Company by the Birmingham News.

A resolution was passed expunging from the records of the meeting the entire discussion of the Publishers Paper Company.

Mr. Glass' friends insisted that this action closed the incident and the vote re-electing him was taken as a vindication of his position.

Zone Postal System Is Condemned and Full Investigation Is Asked

As a result of a strong oral report presented to the A. N. P. A. convention Thursday morning by George McAneny of the New York Times, acting as chairman of the Postal Committee, resolutions were adopted condemning the system of second class postal rates and calling upon the membership to urge the forthcoming Congress to repeal the act of October, 1917, with its discriminatory charges, and asking Congress to postpone the enactment of substitute legislation pending an expert examination of the operations of the Post Office Department, with a view to ascertaining accurate costs of mail transportation and handling, so that an equitable cost assessment can be made.

The A. N. P. A. was also authorized to take any necessary steps to properly

bring the matter to the attention of the special session of Congress.

This was the upshot of a rather prolonged discussion of the whole postal matter. It had been expected that Mr. McAneny would make public his full postal report, but he informed EDITOR & PUBLISHER that it was "verbal from the floor."

There was lively discussion, but it was all in the same direction—not a dissenting voice being heard on the condemnation of the mail service as deplorable and in the opinion that a correction of the abuses named in the resolutions would have to be found in legislation. This will be pushed with all possible vigor.

There was no statement made public from the executive session in condemnation of the administration of Postmaster General Burleson, but it is known that that official came in for arraignment by several indignant publishers.

The full text of the postal resolutions, which were adopted unanimously, follows:

The Resolution

"WHEREAS the system of second class postal rates, affecting the carriage of newspapers, established under the War Revenue Act of October, 1917, and in operation since July last, is ill-suited to the needs of the country, crude and unscientific in character, and burdensome alike to the newspapers and to their subscribers; and

"WHEREAS the legislation establishing these rates was admittedly prepared in haste, and enacted without the customary preliminary public hearings, or other opportunity for open discussion; and

"WHEREAS there is still a lamentable lack of accurate information with relation to the costs of the second class mail service, or as to the proportion of such cost that is properly chargeable to the carriage of newspapers; and

Important to Country

"WHEREAS it is of the highest importance to the country that the permanent second class rate system, whatever its ultimate basic character, shall be framed intelligently and designed to serve the best interests not only of the readers of newspapers but the fundamental purposes of government itself;

"THEREFORE BE IT RESOLVED that the American Newspaper Publishers' Association, in convention assembled, urges upon the members of the incoming Congress

"First: That the present increased rates for the carrying of newspapers in the mails established by the act of 1917, including the discriminatory charges based upon the use of newspaper space for advertising purposes, be repealed or suspended in operation for a period of at least two years from July 1st next, and

Wants Expert Investigation

"Second: That before the enactment of any new legislation, establishing permanently increases, or other changes, over the rates in force at the outbreak of the war, provision be made for the appointment of a commission of expert character which, under the authority of Congress, shall examine into those operations of the Post Office Department that have to do with the carrying of second class matter with a view toward ascertaining the actual costs of this service, in its various branches, and of determining the principles upon which the charges for such service should be equitably assessed; such commission, incidentally, to hear the representatives of the several interests affected, and to report its findings and recommendations within such period of time as may be fixed, for the guidance of Congress in preparing whatever legislation may then be deemed appropriate.

"BE IT FURTHER RESOLVED that the Postal Committee of the American Newspaper Publishers' Association is authorized and directed to take such steps as may be necessary to bring the subject properly before the incoming Congress at the special session about to be called."

Thursday the association gave its attention to the consideration of profit-sharing plans for employes of newspapers, the future of the Advertising Bureau, labor, postage and paper.

At the Wednesday forenoon session H. L. Rogers of the Chicago Daily News and J. R. Rathom of the Providence Journal advanced proposals for developing Industrial Insurance, an employees' profit-sharing method to be adopted by newspapers. In spirited addresses these gentlemen said that the newspapers of the country are dilatory in exposing modern profiteering methods which have extended to almost every line of industry and are not employing the best means of giving justice to employees to keep them satisfied and in a spirit for co-operative effort.

To Study Industrial Problem

The proposal was made that a committee of the A. N. P. A. be formed to make a study of Industrial Insurance as applied in other industries, notably large publishing industries, and make recommendation for application to the newspaper field.

Better Support Is Urged For Continuing Work of Advertising Bureau

The convention took up the affairs of the Bureau of Advertising at 3.30. Fleming Newbold, chairman of the committee, was asked to preside at the discussion. He detailed to the convention some of the bureau's activities in the past year and called upon the director of the bureau, William A. Thomson, to explain the "Trade Service Work" of the organization. Mr. Thomson showed how the trade service work was adapted to meet economic conditions which are turning the minds of national advertisers to logical markets for their selling efforts.

Speeches were made by John R. Rathom of the Providence Journal, a former member of the committee; Lafayette Young, Jr., of the Des Moines Capital; Joseph Blethern of the Seattle Times, chairman of the Pacific Coast Publishers' Committee, who attended the convention to urge the establishment of a San Francisco office, and William Field of the Chicago Tribune.

As a result of the discussion, members of the A. N. P. A. who are not at present members of the bureau, were invited to sign contracts to participate in the work. A large number responded.

Lafayette Young, Jr., drew attention to the large amount spent by individual publications in promoting advertising, and showed that the funds at the command of the Bureau of Advertising were pitifully inadequate to cope with the enormous expense of development work which the newspapers had before them.

Use Editor & Publisher's Figures

The figures printed by EDITOR & PUBLISHER in its recent issue showing \$130,000,000 as the estimated total of national advertising in the dailies this year were frequently referred to by the speakers and showed the great value generally of advertising to the newspapers. Speakers also referred to the bureau's trade service as a splendid means of advertising the newspapers supporting the bureau.

It was shown that the bureau works for all newspapers and not for any group of publications, constantly advertises its members' names in connection with the Trade Service, and returns direct benefits to its supporters.

It is customary at A. N. P. A. conventions for officers of the printing trades international unions with whom the association has official contact to address the members in meeting.

Marsden Scott, president of the International Typographical Union, expected to be in attendance and make an address, but he telegraphed that he unavoidably was detained by an important

PRESIDENT GLASS GRATIFIED BY SUCCESS OF A. N. P. A.'S GREATEST CONVENTION

Frank P. Glass, at the close of the convention, gave to EDITOR & PUBLISHER the following statement:

"The meeting has been one of the best ever held by the A. N. P. A. The attendance was admirable, and best of all at the sessions it was likewise steady and large.

"There was unusual earnestness in discussing the questions brought up and an unequalled spirit and determination to overcome them and help in the progressiveness of the body.

"There was more disposition toward teamwork and co-operation than usual. Every feature of the convention proved excellent.

"Indeed, I am gratified that my first year of administration has been marked by such a meeting."

conference in Chicago, and sent best wishes to the members.

Labor Union Officials Praise Results of the Arbitration Contracts

Mr. Scott was represented by John W. Hays, secretary-treasurer of the I. T. U., who made a short address in which he expressed regrets on Mr. Scott's absence, his first absence in the long period of years over which the I. T. U. and the A. N. P. A. have had arbitration contracts, which insure to the continuance of work by union members under any and all contingencies and provide that all disputes and differences that cannot be adjusted otherwise shall be settled by arbitration pending the final settlement (if any contention remains) and that work shall be continued without interruption, under conditions obtaining at the time issues were raised, and that they shall remain unchanged until all disputed points are decided.

Only Sure Method

Mr. Hays testified as to the faith of the International officers in arbitration. He said it was the only sane method of settling differences, and that during the period of the war, which had unsettled so many things, arbitration contracts had served their purposes better than ever before through preserving industrial peace in the offices of the members of the A. N. P. A. He further referred to the difficulties members of the union are confronted with, owing to the very great increases in living expenses, and said in his judgment the increased compensations through settlements by arbitration were not sufficient to meet the necessities of the men.

He urged the association to co-operate with the international unions and relieve the strain and stress under which members of the union are living, as the purchasing power of the dollar has been greatly decreased.

James J. Freel, president of the International Stereotypers' & Electrotypers' Union, made a short address, in which he dwelt particularly upon his union's adherence to contract obligations, which he said had been proven by the results of years of fealty to them. He then referred to a difference which occurred recently in the city of Chicago between the employers and employees of that city and stated that the electrotypers had declined to submit to arbitration on the plea that they, employers, had the right to say that the difference was not subject to arbitration.

Mr. Freel referred to the satisfaction of his organization with the arbitration relations with the A. N. P. A. and said he had complete faith that they would settle all differences.

William H. McHugh, acting president of the International Printing Pressmen's & Assistants' Union, said it gave him great pleasure to be present, although his organization had for a number of years been working without contracts with the

A. N. P. A. He stated that he had submitted to proper officers of the association a proposal for an arbitration contract and he believed that such would be advantageous to both parties. He referred to the fact that there are many members of local unions that had been carried away by the doctrines of Bolshevism, that the international unions of the printing trade realized the fallacy of this doctrine and are strenuously contending against the spread through the rank and file of the organization. He asked for the hearty co-operation of the A. N. P. A. members in combating the evil of "I. W. Wism."

Arranging Pressmen's Contract

At the conclusion of Mr. McHugh's remarks President Glass of the A. N. P. A. announced that the letters relative to an arbitration contract with the I. P. P. & A. N. had been referred to the directors, and instructions had been given the special standing committee of the association to endeavor to conclude an agreement with the union representatives.

Matthew Woll, president of the International Photo-Engravers' Union, then made a short address, in which he likewise testified to the value of the arbitration agreement between his union and the A. N. P. A., and said it had fully justified itself by keeping industrial peace during the strenuous period of the war. He also referred to Bolshevism and asked members of the association to assist the international unions in maintaining conservatism by co-operating with them, to bring about satisfactory conditions in their offices, by aiding through their columns the work of the officers of the unions against "ultra-radicalism" and by refraining from unnecessarily advertising the work of agitators who strove to produce dissension.

Want U. S. to Pay For Publicity

SYRACUSE, N. Y., April 17.—"Why should the great government of the United States pick on the publishers of weekly newspapers and ask for free aid in selling government bonds?" This question was the keynote of discussion at the quarterly meeting of the Central New York Press Association. Thirty-two publishers were in session.

Major Bozeman Bulger Is Home

Among the arrivals home from France with the first of the 77th Division Thursday was Major Bozeman Bulger, of the New York World, a member of the 305th Infantry. His regiment won twenty-one decorations and expects to receive eight more.

The Indianapolis News' 1,800 newsboys and carriers were guests of the Circle theater the other evening at a special showing of Fred Stone's moving picture, "Johnny, Get Your Gun." Sixty of the boys who made the best score for a month in obtaining new subscribers are to be given a trip to the Zoo at Cincinnati.

W. F. ROGERS ELECTED AD BUREAU HEAD

Members Present Traveling Bag to Fleming Newbold, Retiring Chairman—
S. E. Thomason and William Findlay Win Places

The current year's work of the Bureau of Advertising of the A. N. P. A. was brought to a close Friday afternoon by a luncheon of the committee in charge. W. A. Thomson, director, presented Fleming Newbold of the Washington Star with a traveling bag in behalf of the members in appreciation of his work as chairman during the past year.

It was announced that William F. Rogers of the Boston Transcript had



WILLIAM F. ROGERS.

been chosen chairman for 1919-20; Lafayette Young, Jr., Des Moines Capital, vice-chairman, and David B. Plum of the Troy Record financial chairman.

The other members of the committee will be: Fleming Newbold, Washington Star; S. E. Thomason, Chicago Tribune; Harry Chandler, Los Angeles Times; John B. Woodward, Chicago Daily News; William Findlay, Toronto Globe; Col. G. Edward Buxton, Providence Journal; Louis Wiley, New York Times.

Associate members of the committee are: Dan A. Carroll, representing the Six-Point League, and J. E. Lutz, representing the Newspaper Representatives' Association of Chicago.

The new members are Mr. Thomason, who succeeds William H. Field of the Chicago Tribune, and Mr. Findlay, who takes the place of John F. Mackay, resigned.

William A. Thomson was re-elected director and Thomas H. Moore was re-elected associate director.

Dillingham Honors Clark

A party of publishers and editors from the A. P. and A. N. P. A. conventions paid their annual visit to the Hippodrome April 23, as the guests of Charles B. Dillingham at the performance of "Everything." The guest of honor was Charles Hopkins Clark, editor of the Hartford Courant, on the staff of which Mr. Dillingham was once a reporter.

S. B. Henderson Dead

SYRACUSE, N. Y., April 17.—Samuel B. Henderson, for many years an employe of the Post-Standard, died suddenly of heart disease.

Carl Acton, assistant Chicago manager for Printers', has resigned to become sales manager for the Hop Service, Inc., Chicago.

PUBLISHERS ASK THE GOVERNMENT TO FULFILL OBLIGATION TO THEM IN NEWS PRINT CASE

A. N. P. A. in Annual Convention Endorses Stand of Its Paper Committee with Regard to Price Fixing Agreement—Facts Now in Hands of Attorney-General—Urge Continuation of Efforts to Obtain Water Power Legislation

ONE of the most important documents presented to the A. N. P. A. convention was the report of the Committee on Paper, comprehending as it did the progress of the publishers in the long-continued effort to bring about an equitable adjustment, and presenting to the membership the status of the negotiation.

The report submitted to the convention, immediately following the reading of the financial statement of the committee, was as follows:

"At the time the members of the association last assembled in convention, to wit, April 1918, the proceedings were pending before the Federal Trade Commission to determine the just and reasonable maximum prices and terms of contract for news print paper, beginning April 1, 1918, according to the provisions of the agreement made by the Attorney General of the United States with certain news print manufacturers under date of November 26, 1917.

Review of F. T. C. Proceedings

"The taking of testimony was completed and the case argued and submitted to the Trade Commission on June 5. On June 18 the commission rendered its findings, by which it fixed the basis for news print rolls in carload lots, f. o. b. mill, at \$3.10 per 100 pounds. The commission made no statement in its findings as to investment and cost, which formed the basis for its conclusion that \$3.10 per 100 pounds was a just and reasonable maximum price of news print paper, except that it indicated that it had excluded from its calculations any allowance in investment for 'going value.'

"The manufacturers appealed from this decision to the Circuit Judges of the Second Circuit. The appeal was argued before the judges on August 15 and 16, 1918, and the decision of the judges increasing the award of the commission to \$3.50 per 100 pounds for roll news in car lots was handed down October 2, 1918. The judges supported their conclusions with findings both as to the investments and the costs of the manufacturers, with a statement of the principles, pursuant to which the price was to be determined and a statement of their calculations by which they arrived at the price of \$3.50 per 100 pounds.

Investments and Interest

"The judges stated that they found the average cost of manufacture at April 1, 1918, to be \$48 per ton in Canada and \$53 per ton in the United States, or an average for the eight signatory companies, whose costs were taken, of \$50.25 per ton.

"While these figures of cost were very high, the maximum price would still have been within reason were it not for the findings of the judges with respect of investments and the rate of return which should be allowed the manufacturers. The manufacturers are given credit for an investment of \$39,500 per ton of daily capacity, made up of an allowance of \$25,000 for tangibles, \$2,500 for intangibles, being so-called going value, and \$12,000 for working capital, and the rate of return was fixed at 15 per cent.

OFFICERS OF THE A. N. P. A. FOR 1919-20

President, Frank P. Glass, *Birmingham News*.
Vice-president, George McAneny, *New York Times*.
Secretary, John Stewart Bryan, *Richmond News-Leader*.
Treasurer, Edward Payson Call, *New York Journal of Commerce*.

Directors:

Elbert H. Baker, *Cleveland Plain Dealer*.
Hilton U. Brown, *Indianapolis News*.
T. R. Williams, *Pittsburgh Press*.
J. E. Atkinson, *Toronto Star*.
Harry Chandler, *Los Angeles Times*.
D. D. Moore, *New Orleans Times-Picayune*.
Hopewell Rogers, *Chicago Daily News*.
Charles H. Taylor, Jr., *Boston Globe*.
Standing Committee on Labor, H. N. Kellogg, *Indianapolis*, chairman.
Committee on Paper, Elbert H. Baker, *Cleveland Plain-Dealer*, chairman.
Postal Committee, George McAneny, *New York Times*, chairman.
Committee on Advertising Agency Relations, Don C. Seitz, *New York World*, chairman.
General Manager, Lincoln B. Palmer, *World Building*, New York.

"Through the use of these figures the manufacturers were allowed a profit of \$19.75 per ton, which added to the average cost, as found of \$50.25 per ton gave a total for the maximum selling price of news print rolls of \$70 per ton, or \$3.50 per 100 pounds. And this in the face of the Federal Trade Commission's report that in the four years, 1913 to 1916, inclusive, the average profit of the United States and Canadian mills combined ranged from \$5.35 to \$7.55 per ton.

"At the outset in stating their findings the judges held that the principles applied by the courts of authority in regulating rates for public utilities should be followed in this proceeding as nearly as possible, and in light of such principles they fixed the capital investment, including allowance for going concern value, at \$39,500 per ton of daily capacity.

Rate of Return

"This of itself would not, however, have resulted in the fixing of an excessive price for paper if the judges had applied the same principles of public utilities rate fixing cases to the determination of the rate of return. Instead of extending such principles to the very important matter of rate of return, which would have required a finding of not to exceed 6 or 7 per cent, the judges arbitrarily fixed the return at 15 per cent per annum net, after full allowance for all costs of manufacture and depreciation, thereby giving the manufacturers an average profit approximately three times greater than they are shown to have earned for a substantial period of years prior to 1917, when this country entered the war.

"Had the judges eliminated their allowance of \$2,500 per ton of daily capacity of going concern value and established a rate of return at 10 per cent per annum net, the resulting price would have been the \$3.10 per 100 pounds fixed by the Federal Trade Commission.

"In the latter part of July, 1918, prior to the hearing and decision by the Circuit judges of the price of \$3.10 fixed by the Trade Commission, the manufacturers made application to the Federal

Trade Commission for the fixing of new prices for May 1, June 1, and July 1, respectively, upon the claim of increase in costs aggregating approximately \$10 per ton, by reason of advances in freight rates, wages and cost of pulp-wood.

"The application was opposed by us and decision was reserved by the Trade Commission until the Circuit judges should announce their findings as to the correctness of the \$3.10 price.

Shortly after the judges, on the 2d of October announced their decision, we brought to the attention of the Federal Trade Commission the cost figures which had been developed in the news print price-fixing proceedings in Canada, which demonstrated that, contrary to the claim of the manufacturers, made to the commission in July, there was no increase in cost subsequent to April 1, 1918, but that on the contrary there had been a decrease in cost; and we requested the Trade Commission to investigate the costs subsequent to April 1 before rendering a decision on the manufacturers' application for increased prices at May 1, June 1, and July 1.

"It was pointed out to the commission that, although as to some of the mills there had been some increase in freight and labor, the available facts clearly pointed to a net decrease in cost by reason of the larger decreases which had taken place in other items.

The Profit Question

"The commission, however, seemingly lacking in appreciation of the duty which it owed to us from its acceptance of the appointment as the arbiter in the proceeding, ignored our communication and requests and on the 19th of October released supplemental findings disallowing the claim for wood cost increase, but, by reason of advances in wages and freight, increasing the May 1 price to \$3.63¼ per 100 pounds and the July 1 price to \$3.75¼ per 100 pounds.

"These increased prices were granted by the Trade Commission in the face of its own statement in its supplemental findings that it believes the average profit of \$19.75, which was allowed by the Circuit judges, to be ample to absorb all increases in wood cost, labor

cost and freight charges up to that time, and in the face of the proof that the increases granted applied only to two of the mills, to wit, International Paper Company and Spanish River Company, and the concession by the manufacturers' counsel that it did not apply equally to all the mills, and not at all as to some of the mills.

"Following this remarkable decision application was made to the Attorney General for the taking of an appeal to the Circuit judges from these supplemental prices and for a new investigation and fixing of prices from May, 1918. This application was necessarily addressed, in the first instance, to the Attorney General, because the agreement which the Attorney General promulgated with the manufacturers gives no right of review or right to demand investigation to us except the same be requested by him, our trustee, of the judges and of the commission, respectively.

"The Attorney General suggested an application to the Trade Commission for a rehearing as to the May and July prices instead of the request for a review to the Circuit judges, and his suggestion was immediately followed, a petition for such rehearing being filed by us with the Trade Commission.

Price As of August 1

"Considerable delay resulted, as the Attorney General seemed loath to request a re-investigation and refixing of prices as asked by us, notwithstanding that they had shown clearly a prima facie case.

"Finally on January 21, 1919, the Attorney General did request the Trade Commission to investigate and fix new prices beginning August 1, 1918. Preliminary hearings were then held upon this application at the instance of the Trade Commission for the avowed purpose of determining the scope of the inquiry.

After two hearings the commission announced that it would deny the application for rehearing of the May and July prices on the ground that we, if dissatisfied with the commission's decision as to such prices had a right to appeal to the Circuit judges.

"As to the application for the fixing of new prices beginning August 1, the commission released on March 28, 1919, a decision to the effect that it declined to re-open the case and to investigate and fix prices as it had previously agreed to do because it was without funds to pay for the necessary cost of investigation.

"And this in the face of an offer which under no circumstances should it have been necessary for us to make.

"When the agreement between the manufacturers and the Attorney General was entered into in the latter part of 1917, both the Trade Commission and the Circuit judges agreed to accept the duties imposed upon them.

"By the agreement it was required that they should investigate and fix and re-investigate and refix prices from time to time whenever requested so to do during the period of the war and for three months thereafter.

"Replying upon this agreement and

upon the acceptances by the Trade Commission and the Circuit judges of the duties imposed upon them by the terms of the agreement, the publishers made contracts throughout the year 1918 whereby they purchased and agreed to pay for hundreds of thousands of tons of news print paper at prices to be fixed and refixed from time to time by the commission and by the judges.

"They entered into such contracts relying upon the assurance of the Attorney General that there would be a re-investigation and refixation of prices whenever conditions required. The initial price fixed under the agreement as of April 1, 1918, is based upon the costs of the winter months of January, February, and March, the high-cost months of the year.

"Nevertheless, when relief is requested by the publishers and demand made for the fixing of a fair price from May 1, 1918, based upon prevailing conditions, they are to be denied the rights guaranteed them by the Government, because the governmental body selected to carry out the agreement is without funds to perform its work. We are thus denied not only substantial justice, but even our day in court.

Government Owes a Duty

"In this situation the Government owes the publishers a duty which it should be called upon to fulfill. The agreement in question under which we have all been committed, and under which many of us hold contracts, grew out of an indictment of the manufacturers for violation of the Sherman Law.

"The agreement was put through by the Department of Justice. The Department of Justice provided the means by which the agreement should be carried out and reserved to the Attorney General and to the Trade Commission, a governmental body, the right to investigate or command an investigation of the manufacturers' costs.

"The right to investigate the books of the manufacturers is given neither to the Circuit judges nor to the publishers, and we are therefore helpless to obtain adequate relief unless the necessary investigations are made by the Attorney General or by the Trade Commission.

"Our counsel, therefore, under date of April 9, caused to be sent to the present Attorney General a communication setting forth the facts with respect of these proceedings and specifically requesting the taking of appeals to the Circuit judges from the decisions of the Trade Commission and in aid thereof an examination by the Attorney General of the books and records of the manufacturers, in so far as the same relate to the manufacture and sale of news print paper and from and after April 1, 1918.

"Future proceedings will depend upon the reply made to that letter and we trust that he will use his good offices to carry out the agreement of his predecessor to insure to the publishers a supply of paper at fair prices.

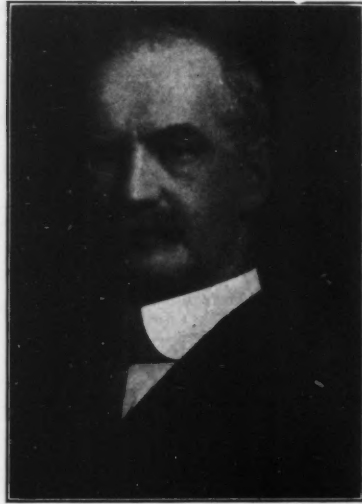
Report on Water Power Legislation

"The failure to secure, at the session of Congress just adjourned, the passage of the water power measure upon which the Committee on Paper has been working for the past year and one half, appears to have been solely the result of the filibuster during the last three days of Congress.

"The Water Power Bill, which is known as the Administrative Measure, was passed by the House by a vote of 264 to 65, and was ready for introduction in the Senate, where it undoubtedly would have received a sufficient majority had not the introduction of this and other pending bills been blocked by the filibuster.

"It is not too much to say that the

ELECTED VICE-PRESIDENTS OF THE A. P.



A. N. MCKAY
FIRST VICE-PRESIDENT



J. L. STURTEVANT
SECOND VICE-PRESIDENT

Mr. McKay is general manager of the Salt Lake City (Utah) Tribune, and Mr. Sturtevant is owner of the Wausau (Wis.) Record-Herald.

work of the Committee on Paper of the American Newspaper Publishers' Association made the present bill possible, and that the information it disseminated and its work on the legislation has been the chief factor in reconciling the various factions which have made it impossible heretofore to secure adequate water power legislation.

"The Administrative Water Power Bill was the result of upwards of a year and one-half of steady work and consideration of all phases of the legislation and every clause therein was exhaustively considered at hearings and conferences, and was finally reported out unanimously and approved and supported by the Administration and all other parties and interests, and, in addition, had the general support of the different sections of the country heretofore in controversy on this legislation.

"The essential features may be briefly stated as follows:

"1. Control and ownership of the water powers remains in the Government and does not pass to private individuals.

"2. In the development of water power resources, the first rights of development lie in the Government, next in State and municipal bodies, and last, by lease, with corporations and private individuals.

"3. The Government can take over or recapture any development at any time after the expiration of the permit on payment of the net investment in it, which shall not exceed fair value.

"4. The matter of rates is under the control of the Public Service Commission in intra-State developments and under Government Water Power Commissions where Public Service Commission does not exist.

"5. Authority for issuing of leases or permits is vested in a commission composed of the Secretaries of War, Interior, and Agriculture, which shall fix the conditions surrounding leases and permits and establish the charge to be paid by the lessees to the Government.

"It is the opinion of the best informed Washington legislative circles that this measure is by far the best bill ever introduced in Congress in connection with water power development and that it fully and adequately protects the interests of the public and at the same time assures to capital a fair basis for investment in developments lying in the public

domain or on non-navigable streams of the country.

"In view of the fact that the measure was not defeated by vote and had passed the House by an overwhelming majority and it is generally considered that it would have received a majority of votes in the Senate, it will be possible to re-introduce the bill at the opening of the next session of Congress and its passage should follow shortly thereafter.

"As the consideration of the bill has been exhaustive and thorough, it is believed that there will be no necessity of referring same back to committees for consideration, as further discussion would be purely academic and the bill should be submitted in its present form. Necessary amendments, if any, would then be made in either branch of Congress. It is believed that no attempt should be made to change the present form of the bill as it appears.

"The Honorable Thetus Simms, chairman of the House Conferees, in presenting the bill to Congress, designated it as the best piece of water power legislation that had ever been presented to Congress, and expressed the opinion that it was a measure which could not be improved upon.

Lacks Survey and Inventory

"Efforts of the International and other American companies to get the co-operation of our Government and the publishers, in an effort to secure a modification of laws or regulations that prevent the importation of wood from Crown lands held by American manufacturers either by purchase or lease, should receive our cordial co-operation.

"The president of this association has called attention to the governmental survey or inventory of the timber resources of the country. I wish as chairman of the Paper Committee to emphasize the worth of this effort.

"I trust we all realize what it would mean to this country if its finances were administered under a highly efficient budget system instead of the present loose and utterly inefficient methods now prevailing. In the same way the Government has set aside vast forest reserves but without an efficient survey and inventory.

"American manufacturers have frequently pointed out the fact that in the

Adirondacks and many of the other forest reserves as well, there is plenty of pine spruce again and rapidly becoming unfit for use that should be cut. It is believed that this survey and inventory would disclose the exact condition of such timber and lead to some wise measures for its use. This, of course, should be accompanied by a liberal plan for reforestation.

"If these suggestions of the manufacturers could become effective through act of the Congress, it would save to the industry millions of cords of suitable wood and affect a great saving to the publishers of the country. I trust every member of this organization will cooperate in the several efforts which have been suggested.

"Respectfully submitted,

"Members of the Paper Committee:

"D. E. Town, Charles I. Stewart, D. B. Worthington, W. F. Hanson, Bradford Merrill, J. H. Higgins, M. P. Linn, Ervin Wardman, and T. R. Williams.

"By ELBERT H. BAKER, Chairman."

SOUTH BEND TRIBUNE NOTES

SOUTH BEND, Md., April 25.—Announcement is made of the engagement of Miss F. Marie Williams and Philip L. Nicar, both of the staff of the South Bend Tribune. The wedding will take place June 21. Miss Williams is society editor and Mr. Nicar, who was in the army, is at present covering sports.

McCready Huston, late of the Pittsburgh Gazette-Times, has joined the editorial staff of the South Bend Tribune as assistant to Editor F. A. Miller.

F. M. Hatch, circulation manager of the Tribune, has returned from a trip to the Pacific coast.

N. Y. Police Have a Censor

The New York Police Department now has an official censor whose duty it will be to examine and supervise all orders—confidential, departmental, special, or general—and put his "O. K." on the same before they are issued to the force. It was believed that this step was taken to prevent a repetition of the Bureau of Municipal Research order incident of a few days ago. The newspapers published a confidential order issued by the chief inspector which caused something of a sensation in the department.

Liberty Bond Story Starts Suit

Suit for \$250,000 was begun April 23 in the Federal Court, Brooklyn, by the Fred Fear Match Company of Bloomsburg, Pa., against Doubleday, Page & Co., publishers of The World's Work. The plaintiff alleges that it was libelled in the March number of the magazine when its name was included in a list of concerns which were accused of exchanging stock for Liberty bonds.

Hanff-Metzger to Handle "Tycos"

F. M. Herrick, advertising manager of the Taylor Instrument Companies, Rochester, N. Y., has arranged that future advertising of Tycos products is to be prepared and placed by Hanff-Metzger, Inc., 95 Madison avenue, New York.

Joins Mallory, Mitchell & Faust

CHICAGO, April 23.—E. R. Walker, late of the Simmons-Boardman Company and the International Harvester Company, is now a member of the Mallory, Mitchell & Faust Agency's copy staff.

Semones With Case Plow Co.

RACINE, Wis., April 20.—The advertising management of the J. I. Case Plow Works, is now in the hands of Arthur M. Semones, late of the Henri, Hurst & McDonald Agency, Chicago.

BURLESON DEFENDS HIS POSITION ON SECOND-CLASS POSTAGE

Aroused by Nation-Wide Criticism of Censorship of New York World's Dispatches, Postmaster-General Declares Selfish Interests Are Opposing Him.

THE refusal of the telegraph companies to accept for transmission to various newspapers queries from the New York World, offering a story about Postmaster-General Burleson and his conduct for publication, as related in Thursday's issue of *EDITOR & PUBLISHER*, has been the subject of universal condemnation by the publishers attending the conventions.

Mr. Burleson promptly disavowed knowledge of the incident, and issued an order that the rule against transmitting libelous matter over the wires be rescinded in so far as libels of himself were concerned. The arbitrary and absurd action of the telegraph officials in attempting to exercise censorship over newspaper messages was attributed by other telegraph officials to an over-zealous desire on their part to protect their chief. William J. Deegan, secretary of the Postal Telegraph-Cable Company, declares that there is no rule on the regulation books of either telegraph company which could be invoked against the World's message.

"An Error of Judgment," Says Carlton

Newcomb Carlton, president of the Western Union, called the rejection of the message "an error of judgment," saying that the rule against the transmission of libelous matter had never been invoked except in the case of messages containing profanity or obscene language.

Postmaster General Burleson, in an interview for the United Press, discusses what he believes to be a systematic campaign on the part of the newspapers and other interests for his removal from office. His interview follows:

Burleson's Statement

"I like popularity," he said, "but I am not going to make any sacrifices of my public duty to attain it or to hold it."

Because of criticism of the Postmaster General from every part of the country, including a demand upon President Wilson by New England Democrats for his removal from office, the United Press questioned him as to the reason why, in his belief, he is so unpopular. He summed up his reasons in the following sentence:

"To the fact that my policy as a public official runs counter to certain more or less selfish interests, and to the further fact that the public generally is not informed as to the purpose of my policy and the conditions under which it is determined and carried out."

Amplifying this statement he said that "along with the many other inconveniences with which the people have had to contend during the world war and world-wide disorder have been that of not always receiving their mail promptly, as they have been accustomed to."

Claims Public Is Inconsiderate

"The average man would accept this as a matter of course, enduring this inconvenience as he does all other sacrifices in the service of his country. If he took the trouble to look into the matter he would discover that there had been fewer disturbances to the service than to any other function of either public or private business, though the additional burdens put upon it were enormous.

"Most people would be inclined to accept the situation without particular inquiry or thought and would not be disposed to complain or criticize. But if their attention is pointedly and persistently called to the fact that they have suffered some inconvenience they recognize this as being true, and then may without due consideration accept as also true what persons having a personal motive may say about it. Yet a very large part of public complaint has been without criticism, it being recognized that some

difficulties are unavoidable at such a time."

"But," it was interposed, "the attacks upon you and the department have been very persistent and general throughout the press of the country."

"That is true," Mr. Burleson replied, "but I think that for the most part the press of the country has been like the rest of the public. Knowing that the postal service at times during the war has been not as good as they would like it, they have accepted too often the reasons for this given them by those interested in misrepresenting the facts."

Hostile Private Enterprises

"You speak of hostile private interests; what are they?" the Postmaster General was asked.

"There are several," he replied, "no one of which would, perhaps, amount to much by itself; but when they make common cause they can be very effective in creating any false impression they desire and in giving a trend to public opinion.

"A policy which is solely in the interest of the public may be made very unpopular if it runs counter to some private advantage that a few well-established concerns seek to enjoy. This is because the general public has no original source of information of its own, and its interests are too impersonal for one who seeks to serve it to have a definite and effective support. In the management of the Post Office Department the public service and the interests of the public are put above everything, including party political considerations.

"Neither personal consideration nor party political advantage enter into the determination of matters affecting the public welfare. This is an unpopular policy with those who would have it otherwise, and the public is largely ignorant of the fact that greater popularity could be readily achieved by a betrayal of public duty."

"But can't you be more definite as to the motive of hostility?" Mr. Burleson was asked.

Parcel Post of Inestimable Value

"Yes. The establishment of the parcel post, which has been of inestimable value to the country, was fought most bitterly," he replied, "and I have never been forgiven for having sustained and extended that service. The extension of the parcel post service has been steady and is going to continue.

"Every extension is still being fought by those whose private interests may suffer from it. The reason given for a letter, widely circulated, soliciting complaints against the mail service during

the storm blockade winter before last, was that these complaints as to first-class mail would aid in defeating a proposed increase of weight allowed in parcel post then pending before the Interstate Commerce Commission.

"By a system for estimating the weight of mail carried by the railroads the Government had for years been paying the railroads much more than they earned for service rendered. The railroads fought with all their power against a correction of this abuse, and for a long time were successful in their fight. Finally Congress passed a law providing that the Government should pay only for the space occupied in cars carrying the mail. The difference in cost to the Government is approximately \$10,000,000 annually, and naturally the railroads did not like it. Consequently, I am not popular in that quarter.

"The Pneumatic Tube incubus, where the Government was paying millions to private concerns for a worse than useless service, was another thing which with the aid of President Wilson we corrected. The Pneumatic Tube people are aggressive in their resentment—naturally.

His Views on Second Class

"The correction of one evil, for which I cannot claim the credit, contributed perhaps as much as anything to the facility with which hostile criticism is circulated. That is the establishment of a new rate on second class mail—published matter—the bulk of which is advertising, which the publishers are highly paid for circulating.

"It cost the Government about \$72,000,000 more per year than it received in postage for carrying this matter. This the public had to pay for the benefit of the publishers. My predecessors had earnestly recommended raising the rate to relieve the Government of at least a portion of this burden, and a commission, of which former Supreme Court Justice Hughes was chairman, recommended that the second class rate be increased.

"When it became necessary for Congress to raise revenue for carrying on the war the House Ways and Means Committee proposed an increase in the rate of both first and second class postage. Though recognizing that there should be a proper and fair adjustment of the second class rate, so that a greater portion of the expense of carrying advertising matter through the mails should be borne by the publishers who profited by it, I opposed the enactment of the law at that time and in that way, because I do not think the postal service should ever be employed as a means of raising general revenues.

P. O. Must be Self-Supporting

"The Department, I believe, should never collect any more money than it uses in the service. It should be made self-supporting, or as nearly so as an economical administration of its affairs and an adequate service renders possible. It should not aim to produce a surplus. The law was enacted, however, and that part which relates to second class postage should be retained, because it helps the Government pay the expense of the service and operates an injustice to no one.

"No secret motives underlie the policies of this Department. The truth about anything relating to the service can be had at any time. If what is sought is something not true, failure to find it furnishes no just cause for complaint. I give the closest personal study and attention to all of the business of the department. There is no one in the service, from the lowest rated clerk to the higher officials, who cannot come to me

if he thinks I am wrong about anything and say so frankly and insistently."

As for the wire service, Mr. Burleson said:

"That is a different matter. It is natural and to be expected that those opposed to Government ownership of the wire systems should take advantage of every opportunity to show that Government control of the wires is not to the benefit of the public."

Reviews History of State Press Associations

Paper by Everett G. Hill Was Feature of Connecticut Editorial Association's Spring Meeting

HARTFORD, Conn., April 19.—The reading of a paper on "Newspaper Associations of Connecticut" featured the spring meeting of the Connecticut Editorial Association held today. The paper was written and read by Everett G. Hill, an editorial writer on the Hartford Times.

Mr. Hill began his paper with an account of a convention of editors held in New Haven in 1853. Then came the Connecticut Reporters' Association, born at New Haven in 1879, the secretary of which was Frederic C. Penfield, of Hartford, who later became Ambassador to Austria. The Connecticut Weekly Press Association came into being in 1888, Mr. Hill said. The name of the organization was changed in 1892 to the Connecticut Editorial Association to conform to the style of the National Editorial Association. On February 11, 1904, the Daily Newspapers' Association of Connecticut was formed, and then in 1909 the Laurel Club first flowered. The latter is an organization of newspapermen covering the Connecticut Legislature.

The members of the association were the guests at luncheon of Major Frank A. Macomber, late editor of the Hartford Globe, who urged support of the Fifth Liberty Loan.

William J. Mulligan, chairman of the Knights of Columbus War Work Committee, spoke on "Recent Observations in France and Belgium and Welfare Work for Boys Over There."

Wives of the editors were the guests during the afternoon at the home of Mrs. H. B. Hale, wife of the editor of the East Hartford Gazette.

Ad Agency Host to Hundreds

DALLAS, Tex., April 22.—The Southwestern Advertising Company was host to several hundred persons, including members of the Dallas Advertising League and the Dallas Woman's Advertising League at its spacious headquarters in the Sam Houston building the other evening. A lunch made from products advertised through the company was served.

New Rotogravure Firm Launched

A new rotogravure company has been organized under the name of Art Gravure Corporation, with office and factory at 406 West 31st street, New York, by Arthur H. Sherin, president; Frederick D. Murphy, vice-president, and Raymond N. Getches, secretary and treasurer.

Carmical Joins Galloway

WATERLOO, Ia., April 23.—The William Galloway Company has named Andrew L. Carmical as its advertising manager, succeeding Amos Burhams, resigned. Mr. Carmical has been with the International Harvester Company.

KOENIGSBERG HOST TO 400 PUBLISHERS

Stages Up-to-Minute Entertainment For
Convention Delegates at Friars' Club
—Comic Artists Contribute to
the General Cheer.

The midnight supper and Friars' Frolic at the Friars' Monastery on Wednesday evening was easily the event of the convention week, at least from the standpoint of relaxation, clean and wholesome fun and novel and diverting features.

Friar M. Koenigsberg, organizing director of the International Feature Service, Newspaper Feature Service, King Feature Syndicate, Universal Service and International News Service, was host to about 400 visiting publishers and editors.

The program and menu, printed in colors, carried reproductions of the craftsmanship of the "highest priced aggregation of comic artists, including such familiar characters as 'Buster and Tige,' 'Crazy Cat,' 'Pop' and the others."

Supper was served shortly after 11 P. M., with M. Koenigsberg as toastmaster. The fun began with a waiters' strike. A big, noisy Bolshevik serving some of the guests at the directors' table upset a glass of water. D. E. Town declared him incompetent and asked the toastmaster to have him removed. Koenigsberg ordered the waiter off the floor, alleging incompetence. The waiter declined to be fired, preferring to call his walking delegate, who loudly protested the man's competence, blew his whistle and declared a general strike. Peace was very promptly restored by the arrival of Woodrow Wilson, attended by a platoon of uniformed police. Mr. Wilson said: "May I not?" and "if a waiter spill a bowl of soup upon your shoulder, chastise him not, but rather turn to him the other shoulder, etc." Whereupon the Bolshevik waiters—all Friars—promptly agreed and returned to their labors.

Other numbers on the program were Nora Bayes, who sang with her accustomed charm; Friar Irving Fisher, Herbert Watrous, who sang the Friars' Song; Miss Yvette Rugel and a bevy of Broadway beauties.

The playlet by Friar Eugene Walters, "Friendship," was a dramatic conversation "for men only"—in one act and two scenes. It was a hit.

George Beban, the Italian character actor, was a scream. He told his polar bear story and others, and interpreted the speech of his friend and fellow countryman, Signor Italiano.

An all-star company of "temperamental" comic artists, including McManus, Sterett, Wellington, McKay, Marcus, Herrman, Murphy, Hershfield, Hobart, Outcault, Payne and Powers, collaborated in a free hand charcoal reproduction of famous comic characters that the toastmaster announced was the longest strip ever produced.

Mayor Hylan spoke, and altogether it was a well planned and managed program of high class fun and frolic.

Goes With United Typothetae

CHICAGO, April 21.—Carl W. Kiser has resigned as advertising manager of Albert Pick & Co., to become associated with the United Typothetae of America. He will be connected with the service department here.

N. Y. World Man Dies

Robert C. Warnecke, a member of the New York Sunday World staff, died April 21.



M. KOENIGSBERG

'Information' Took a Chance Too Many

Paris Paper Suspended for a Week for
Forecasting the Result of the
Armistice Renewal

(FROM OUR OWN CORRESPONDENT)

PARIS, April 1.—Paris has two mid-day papers, which come out nominally at noon, practically at 11 a. m. They have more trouble with the censors than the later afternoon papers, because their proofs arrive at an hour when the scissors-wielding staff is at its minimum and rather than wait for the official vise they are tempted to go to press trusting that nothing they contain will fall under the ban.

One of them, Information, has just paid the penalty for undue speed by being suspended eight days for printing a forecast of the conditions that would be imposed on Germany at the last renewal of the armistice. This was an unusually severe punishment, as it is rare that more than from one day to three of suspension is inflicted, or if more, the sentence is generally revoked after three days. Furthermore, the conditions given had appeared in the Daily Mail (Continental Edition) of that day, but there is one law these days, or at least one censorship for native papers and another for foreign.

Information, on reappearing took things philosophically, without railing against its fate, merely pointing out that

the censorship order reached it very late, after part of the issue had been printed, and that the information to be suppressed had already appeared in the press and was not of a nature to demoralize public opinion or aid an enemy now in a state of complete dissolution.

Legal proceedings against the writer of the article and the manager of the paper have been started under the very wide law passed August 5, 1914, as soon as the war began, which gives the government full power against any publication tending to disturb public opinion. Such legal action is seldom taken against papers offending against the censorship, and when a case has been started it has always been dropped before coming to court, or rather court martial; the magistrate named to make an investigation has always decided that there was no case for trial.

Says Huns Were Easily Bribed

OTTAWA, Ont., April 22.—George D. Scott, who before going overseas in the early days of the war, was engaged in newspaper work in Vancouver, B. C., has returned to his home town here, after spending nearly four years in German prison camps. He was taken prisoner at the second battle of Ypres.

The fact that he was at Giessen throughout his enforced stay in Germany, Pte. Scott explains by the statement that a little silver did "the trick," the Hun guards being easily bribed.

Paul Rogers is now city editor of the Parsons (Kan.) Republican.

CANADA IS INVITING U. S. EDITORS

Wants Party of 300 to Make Tour of
Western Territory This Summer—
J. B. Walker Presents Invitation
Through Editor & Publisher

WINNIPEG, April 23.—Plans for a tour of 300 United States newspapermen through Western Canada this summer, under the auspices and at the invitation of the Dominion Department of Immigration and Colonization, are announced by J. Bruce Walker, director of publicity, Winnipeg.

"The party will be in Canada altogether about twenty-five days," Mr. Walker informs EDITOR & PUBLISHER, "and the excursion will be the most striking and perhaps completely arranged thing of its kind that has ever gone through the country.

"The trip is being made entirely in connection with the National Editorial Association. The Department of Immigration & Colonization has extended an invitation to the Association to select a proportion of its members to be the Government's guests. The work of this selection of the members and the organization of the party on the other side is in the hands of an executive committee of the National Editorial Association, whose secretary is Mr. George Schlosser, Wessington Springs, S. D.

In Winnipeg July 29

"The party will arrive in Winnipeg on July 29, and will spend that day in this city, when they will be entertained by the Board of Trade and City Council at a picnic lunch in one of the great City Parks and a banquet in the Convention hall in the evening.

"From Winnipeg they will proceed west to Portage la Prairie, Dauphin, thence to Prince Albert, Saskatoon, Battleford, Wainwright and Edmonton, through the mountains by the Canadian National Railway to Jasper, Mount Robson, Lake Lucerne, Kamloops and Vancouver; from Vancouver to Seattle, thence to Portland, where two days will be spent in convention; thence by way of Seattle to Victoria, B. C., where two more days will be spent in convention, this being the first occasion in the history of the organization that its convention has been held in a city outside of the United States.

"Returning by boat from Victoria to Vancouver, train will be taken on the Canadian Pacific Railway eastbound, calling at Sicamous, Revelstoke, Field, Lake Louise, Banff, Calgary, Red Deer, Lethbridge, Medicine Hat, Swift Current, Moose Jaw, Regina, Brandon and Winnipeg."

A. B. C. Reports Issued

CHICAGO, April 22.—Audit Bureau of Circulations reports have been issued on the following newspapers: Janesville (Wis.) Daily Gazette, Kankakee (Ill.) Daily Republican, Kenosha (Wis.) Evening News, Norristown (Pa.) Times, Sales (Ohio) News.

Prendergast Heads Club

TORONTO, April 19.—The Toronto Press Club has elected W. F. Prendergast, of the Saturday Night publications, president; William Robinson, Daily Star, vice-president, and J. Lewis Milligan, Toronto Globe, secretary-treasurer.

FINANCIERS ARE LEARNING VALUE OF NEWSPAPER ADVERTISING

Banks and Other Financial Houses Coming to Rely More and More Upon Contact With People Through Printed Word—New Era Here

By WILLIAM T. MULLALLY,

OF MACLAY & MULLALLY, GENERAL ADVERTISING AGENCY

FIFTEEN years ago about one-quarter of one per cent of the country's financial institutions advertised. Ten years ago rather less than two per cent advertised. Today approximately nine per cent are regular contributors to the advertising columns of our publications. It seems almost incredible that of the vast number of financial institutions only nine per cent have been sold to the great value of advertising.

Fully ninety per cent of the total number of financial advertisements, however, have greatly increased their space during the past four years. This shows clearly that when an institution of this character *does* advertise, the benefits which quickly follow, such as increased business and new clients, result in a larger appropriation and more space.

Revolution in Financial Advertising in Recent Years

This in itself should serve as a powerful argument in favor of advertising by financial houses which up to the present have not seen fit to use the columns of our newspapers to promote their business.

One has only to turn to the financial pages of any important publication to see the strides which some of the leading houses which do advertise have made in this direction. Newspapers which fifteen years ago carried probably 20 financial advertisements today have nearly two pages in every issue.

Change of Views

Significance must be attached to the fact that many financial houses, which not so long ago considered it undignified to announce anything but the names and addresses of their firms, are now advertising specific securities and emphasizing their own facilities to transact the business of clients.

This is certainly a step forward, but it is not enough. The time has arrived when financial advertising should increase by leaps and bounds; when every financial house of consequence should advertise; when the story of finance should be written in the advertising columns of our press; when the people should be educated through advertising.

The average man or woman, it must be remembered, knows very little about finance. In the past he has shown no great interest, but today when almost one-third of our entire population bought Liberty Bonds and became part of our great investing public he demands facts and is interested in the doings of Wall Street as never before.

Popular Interest in Securities

Financial houses which advertise at this time have virtually a monopoly of the business in the great investment field cultivated by the Government. The words "save" and "invest" have been driven into the minds of 30,000,000 people chiefly through advertising.

With advertising having played the greatest part in the placing of Liberty Bonds in the hands of the people at large, it cannot be doubted but that advertising will play an even greater part in the placing of miscellaneous investments in their hands.

Leading publications receive hundreds of queries from their readers in the course of a month for information on certain securities. Altogether, it is estimated that no less than 20,000 inquiries on investments are sent in a twelve-month period direct to publications. They are referred to departments specially maintained for this purpose.

The number of inquiries received is said to have increased 75 per cent in the last two years. Is it not entirely logical to assume that a great number of these inquiries would go to conservative financial institutions if their facilities for answering them were made known?

It is noteworthy that Wall Street houses which have advertised their willingness to answer questions relative to any securities emphasizing their facilities to do so are now among the most prosperous in the financial district.

Wall Street would sink into oblivion if all financial advertising ceased. And yet how few institutions really do advertise. Imagine what a great power the financial district of our greatest metropolitan centre would be if every house of repute put its message before the public in the advertising columns of our publications.

Let us consider for a moment the question of bank advertising. Generally speaking the bank is more or less of a mystery to "the man in the street." Constructive and educational advertising by our great banking institutions is one of the great necessities of the day.

There are approximately 30,000 banks in the country, and yet few of them do anything in the way of educating the masses on their various uses. If they did advertise they would instantly establish a closer touch with the people who would then be more inclined to realize their vital importance and consult them on matters of finance.

Advertising by a few institutions along these lines has met with unusual success and received favorable comment from all sections of the country.

The time has arrived when the banker should come out and tell the people, not what he thinks they *ought* to know, but what they *want* to know.

Fire in Publisher's Home

SAYVILLE, N. Y., April 17.—Fire believed to have been caused by defective electric insulation this morning caused about \$2,000 damage in the home of Francis Hoag, publisher of the Suffolk County News.

Walsh in New Work

William C. Walsh, recently with Albert Frank & Co., New York, is now engaged in promotion work for the Magazine of Wall Street.

Roy A. Gray, 63 years old, president of the Pathéscope Company of St. Louis, died in that city on April 15 of pneumonia.

Fake Cuts in U. S. Catalogs Make Ill Feeling Abroad

Deception by Some Harms All American Exporters, C. C. Martin Tells N. Y. League of Advertising Women

"Much ill-feeling has been created abroad because cuts in some American export catalogs have not corresponded with the goods," C. C. Martin, advertising manager of the National Paper and Type Company, told members of the New York League of Advertising Women at their April meeting.

"This sort of thing also creates a lack of confidence in American goods that is harmful to all exporters from this country," he said. "The prices quoted in American export catalogs also should be given in American gold, discounts, if any, should be mentioned, and if prices are f. o. b. steamer or elsewhere, this should also be stated in the catalog."

Miss Nell Vinick, in charge of the New York sales force of the Aladdin Products Company and a member of the League, gave a demonstration of Aladdin Dye Soap and told of an extensive campaign that is being planned for it. Miss J. J. Martin, president of the League, urged every member to subscribe to the Victory Loan through the League.

10 to 1 in Advertising's Favor

MILWAUKEE, April 25.—Ten failures are caused by too little advertising to every one that is caused by too much advertising, members of the Association of Commerce were told at their annual meeting and banquet by S. F. Fannon, one of five experts sent through the country by the National Cash Register Company to deliver addresses on "The Troubles of the Retail Merchant and How to Stop Them." "One of the axioms of modern business is that advertising pays," said Mr. Fannon. "Continuous advertising, newspaper advertising and advertising in the same newspaper space steadily are best."

Charles D. Warner Resigns

WASHINGTON, April 23.—Charles D. Warner, chief of the Christian Science Monitor news bureau in Washington since the fall of 1915, has resigned. Before coming to Washington he was in the news department of the Monitor, in Boston. Mr. Warner is a newspaper man of thirty years' service on the Inter Ocean and other Chicago dailies. He will continue to reside in Washington.

Will Advertise the "Sandstrom"

ROCK ISLAND, Ill., April 21.—Advertising of the Sandstrom Adding Machine Company has been placed in charge of Paul J. Bailey of Chicago.



A man whose judgment of newspapers is universally respected said recently:

"THE MEMPHIS COMMERCIAL APPEAL

is one of seven newspapers of the U. S. A. I list as absolutely predominant in their respective preeminent fields."

You know, Mr. Manufacturer, what Memphis and the great Memphis territory means to you in a trade way.

We have yet to learn of an advertising campaign, including

THE MEMPHIS COMMERCIAL APPEAL, successful elsewhere, in which Memphis did not rank well up the list.

We have loads of proof for any National Advertiser who wants to be shown.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis

SEN. CAPPER IS GUEST OF AD AGENTS

Congratulates A. A. A. on Building Public Confidence in Advertising— Will Help in Solving Industrial Problems

Senator Arthur Capper, owner of the Topeka Capital, was a guest of honor and a speaker Thursday night at the monthly meeting and dinner of the American Association of Advertising Agencies at the New York Advertising Club. He said:

"I want to congratulate the advertising men of America and the members of your organization in particular on the splendid progress that has been made in the past few years in promoting confidence in advertising on the part of the buying public.

"It hasn't been so long ago that crimes were committed in the name of advertising—when a good many people thought that advertising was synonymous with fraud and trickery. But you have done away with all that. You have built up confidence in advertising and now the most intelligent people of the country realize as they never did before the real worth of advertising and its power and influence in human activity.

"We are experiencing a tremendous revolution in ideas. The whole industrial world is being revolutionized and advertising is destined to play a most important role to the end that we may reach the right solution of things. We have a problem here in the foreigner and we must see to it that he is Americanized. He must be American in his heart and soul. If he insists on being Bolshevik or Hun, we have no place for him here and it is up to us to see that he goes back where he comes from as soon as possible.

Must Americanize Foreigners

"Now, there is another matter that I know interests you advertising men and that is Government ownership of public utilities. Two years ago the West was strongly in favor of it, but as a result of experiences during the past two years, particularly in the railway service, I can tell you with full confidence, and I am right, that the Western farmer thinks it has been a failure and that he will not support Government ownership along present lines hereafter. I think that the Western farmer is thoroughly convinced that private ownership of public utilities and the competitive system is preferable.

"The Western farmer, as has been said many times before, is really the backbone of the country, and all that he is looking for is a square deal. He will not stand for graft or deceit or fraud and he cannot be imposed upon.

"I am proud to believe and to know that when I go to Washington all my former constituency expects of me is to help see that national legislation provides a square deal for everybody."

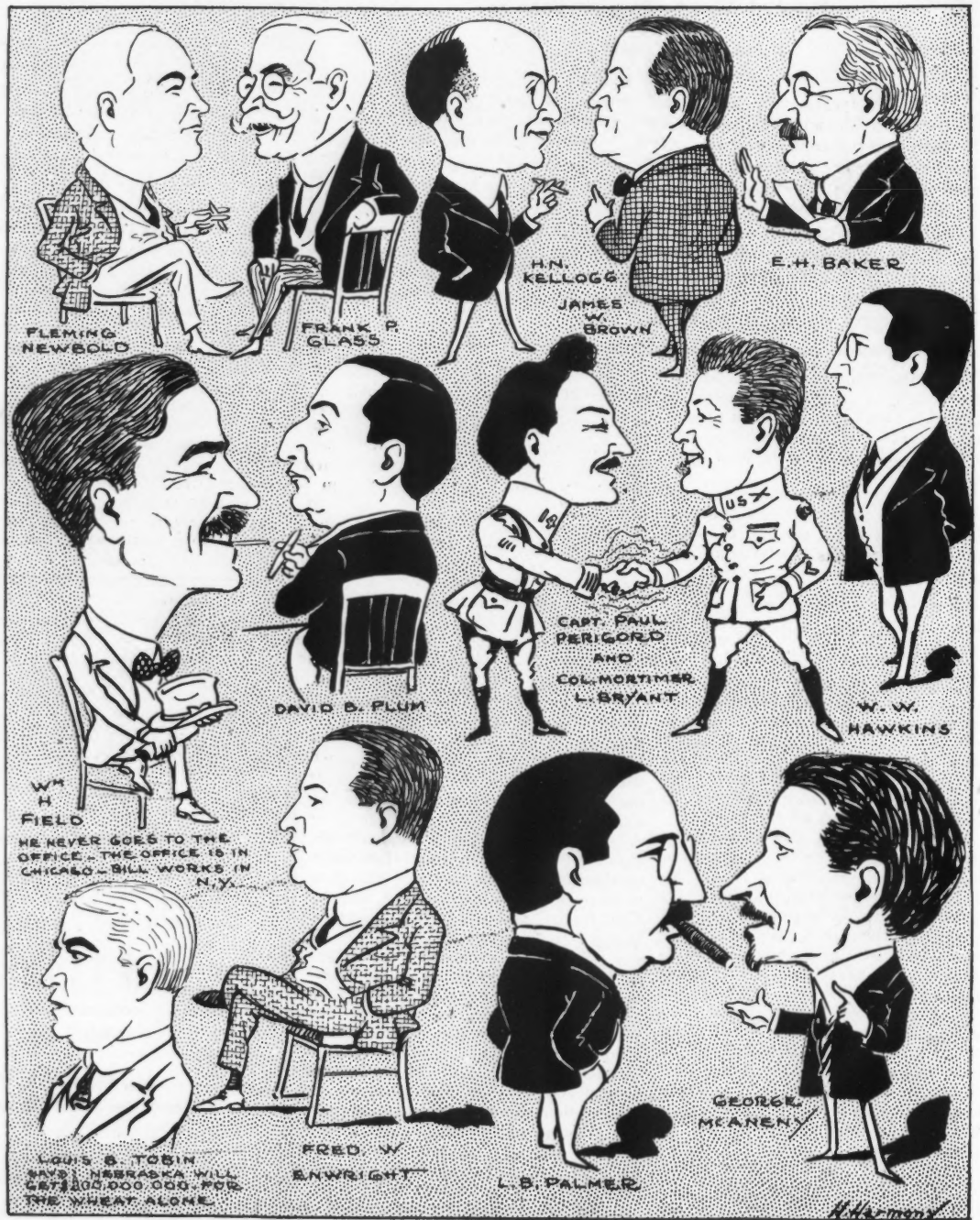
Acquit Editor Pierce

HUNTSVILLE, Ala., April 21.—J. F. Pierce, editor of the Daily Times, was acquitted by a jury in Federal Court of charges of having represented himself to negroes as a Government agent in connection with the Fourth Liberty Loan campaign.

Lyon & Healy Name Thompson

CHICAGO, April 21.—The local office of the J. Walter Thompson Company, Lytton Building, will hereafter handle the advertising of Lyon & Healy, music dealers, this city.

This Is How Some of the Publishers and Guests Looked to the New York Evening World's Cartoonist



THE EVENING WORLD, through whose courtesy this pictorial survey of some of the A. N. P. A. convention personalities is reprinted in EDITOR & PUBLISHER, has covered "Newspaper Week" at the Waldorf-Astoria in characteristically breezy fashion.

However flattering, or otherwise, these sketches may be the friends of the subjects will recognize in each of the likenesses some measure of fidelity. Harmony, the artist, has caught, for instance, the geniality of President Frank P. Glass, who is listening with evidences of hearty satisfaction to something Fleming Newbold, of the Bureau of Advertising, is telling him about the glowing prospects for a bumper volume of foreign business.

H. N. Kellogg, of the Special Standing Committee on Labor, is smiling

blandly at the thought of how his annual report carried so much punch that it simply had to be starred in EDITOR & PUBLISHER's story of the convention. Elbert H. Baker seems to be waving aside somebody's remark about what a cinch it must be to control the morning newspaper field in a sizable city like Cleveland—but Mr. Baker has a look of placid contentment on his face, just the same.

The artist evidently found enough optimism in the countenance of William H. Field to equip and humanize a dozen men. To David B. Plum, the most genial of men, he has given an expression of gravity bordering on austerity. If Mr. Plum ever looked as sad as that, his friends never found out about it.

The eloquent Capt. Paul Perigord, whose address at the Ad Bureau Luncheon brought the guests to their feet re-

peatedly, is greeting the pride of New York, Col. Mortimer D. Bryant, son of the first secretary of the A. N. P. A. The dignified figure just back of Col. Bryant is that of W. W. Hawkins, who could have a national convention of his own at any time that he might decide to call together the publishers served by his great organization.

L. B. Tobin and Fred W. Enright, delegates from Lincoln and Lynn, respectively, were found in somewhat thoughtful moods—yet each of these men brought to the convention the "all's well" message from their fields.

The last figures in the group—L. B. Palmer and George McAneny—were snapped while talking over some of the one hundred and one thousand things that have been put up to them for solution during the week.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

"FIFTY-FIFTY" CONTRACTS

National Advertisers' Viewpoint on the Oft-Discussed Question

IN a recent bulletin of the Bureau of Advertising of the A. N. P. A., the policy of placing automobile advertising on a 50-50 basis was unfavorably commented upon by members of the bureau. The objections to a plan which involves both the dealer and the manufacturer in the same contract were summarized as follows:

First, it results in double bookkeeping which is sometimes complicated by a difference between the local and foreign rate.

Second, two people must be sold on the same schedule and one of them frequently refuses the schedule outlined by the other.

Third, the arrangement is frequently unfair to the dealer because he benefits by only part of the circulation, while the manufacturer benefits by the entire circulation.

A Manufacturer's Come-Back

With a view to bringing these objections to the membership body of the A. N. A., and to helping the publishers as much as possible, the objections were mentioned in one of the regular news bulletins of the association.

One member of the A. N. A. communicated his objections to the objections: and he would seem to have succeeded in demolishing to a considerable extent number one by asking, "Would the publisher object to accepting from two small advertisers two contracts simply because he had to keep two accounts instead of one?" On that score, the objection in some measure parallels that of the rural storekeeper who declined to re-order nationally advertised goods because there was so much demand that it increased his work.

In regard to the second objection, the manufacturer who writes us says that his dealers are sold on the advertising schedule. The dealers approve it officially, and are bound by their approval before the manufacturer gives the publishers instructions to proceed with the schedule.

There really seems to be something comical about the third objection. The

A. N. A. correspondent says, "But what about the manufacturer who does not co-operate with his dealers on a 50-50 basis? Is such a dealer better off because he has no support from the factory and must stand the full expense of any advertising that he must do, or would you consider our dealer in a more advantageous position by virtue of getting the benefit of the local newspaper which goes into the territory he controls, whether it be one-half, one-third, or one-quarter?"

Further Comment on the Third Objection

In this page last week, mention was made of the contention of some publishers, in discriminating in the matter of rates in the foreign and local advertisements, that they are justified in charging the foreign advertiser more because he benefits from the entire circulation, whereas the dealer can benefit by only part of the circulation. It still seems pertinent to point out that the publisher is not selling results. He is selling a commodity called white space, duplicated to the extent of his circulation. No publisher would be willing to guarantee results. He can only assume hypothetically that one advertiser may benefit more than another. It could probably be shown in a great many cases that the foreign advertiser gets less results than the local advertiser. Since no publisher will guarantee results, why should he charge for results, and on a purely hypothetical basis? As was said last week, one chocolate consumer may get comfort and pleasure out of his purchase, while another may get the stomach-ache. Would you expect the former to pay more for his chocolate than the latter?

BACK TO FIRST PRINCIPLES

IT has been said that the longer a people is engaged in war, the more its thought and habit and practice tend to primitiveness. To state that in other words, the more thought and habit and practice hark back to first principles. Old guides are re-read. Principles in vogue since the beginning of things are thrown into the melting-pot of a new and strenuous time.

It has been curious to note this happening in advertising circles. Some six

years ago the A. N. A. had conducted a number of research tests. The bulletins covered such subjects as the Amount of White Space in Advertisements Valuable for Attention or Isolation Value; the Average Value of Advertisements in Advertising Sections of Different Sizes; the Habits of Passengers in Street Cars, Elevated and Subway Trains as Regards the Reading of Advertising Cards; Size and Frequency of Advertisements; Preferred Positions in Standard Magazines. Recently inquiries bearing upon matters covered in these bulletins have been coming into the A. N. A. office. There are angles to the inquiries that were not mentioned five or six years ago, and it is evident that many accepted theories and practices in advertising are being re-examined after the recent severe disturbance in business generally.

It has been surprising to find how closely the conclusions in the research bulletins jibe with conclusions drawn from practical experience and there is a significance to the inquiries that was not very apparent in the days when the bulletins were produced—the evidence of marketing outlook—the looking beyond the desk and the office to the market instead of absorption in what lies on the desk and is contained in the office files.

Herein will be found confirmation of what has been said on this page frequently,—the necessity for publishers to talk their markets, and not merely to discuss those matters of circulation that are covered by the A. B. C. audit reports.

A. N. A. PUBLICATION DATA DEPARTMENT

A DAY or two ago I was looking over the record of data supplied by the department, and thought that publishers would again be interested to know the nature of the requests that come in. A great deal of information concerning newspapers in the United States and in foreign countries has been asked for.

The following are examples of information supplied recently:

Information covering agency commission and cash discount on twenty-five general publications.

Proportionate number of men and women readers of standard weeklies and magazines.

List of the principal publications in India, also statistical data.

Distribution of circulation on the various general publications in towns of from 5,000 to 100,000 population and over.

Analyses of twenty-six publications.

Names of publications with circulation and data covering the export, hardware, automobile and electrical fields.

Rates, circulation, statistical data on newspapers throughout the country.

The twelve best farm papers.

Principal agricultural publications in France.

Relative value of three publications in various markets.

THE appointment of Arthur M. Semones as advertising manager, succeeding Thomas F. Willoughby, is announced by the J. I. Case Flow Works, Racine, Wis., sales agents for Wallis Tractors.

For the past six years Mr. Semones has been identified with Henri, Hurst & McDonald, Inc., advertising agency of Chicago, where he served as production manager and copy writer.

G. F. McCLELLAND, of the A. N. A. office, is visiting Boston and the surrounding territory this week, calling on members of the association and also undertaking research work in connection with inquiries that have recently come into the headquarters office.

ARTHUR F. NICHOLSON, the chief of the Publication Data Department in the A. N. A. office, recently visited Philadelphia for the purpose of calling upon members of the association and publishers.

THE Wellman-Seaver-Morgan Co., Cleveland, Ohio, has been elected to membership in the A. N. A. Mr. H. N. Trumbull, the advertising manager, represents the company in the association.

J. M. ROBINSON, general manager, J. Acme Harvesting Machine Co., now represents his company in the association.

PRODUCING MORE NEWS PRINT

Forty Mills Report Having Been Aided by Mild Winter

The 40 news print manufacturing companies reporting to the News Print Service Bureau produced 156,728 tons and shipped 149,413 tons during March. Production exceeded shipments by 7,315 tons of 5 per cent. Production figures include 2,173 tons of hanging, of which 89 tons were made in Canada. The reports cover approximately 92 per cent. of the total output of news print paper in the United States and Canada. The Bureau's report for March says:

"The average daily production of news print paper by the mills reporting for March amounted to 98.9 per cent. of the average daily output during the three months of greatest production in 1918.

"The comparisons for 1919 with 1918

are based upon the same identical mills.

"Production by the United States mills during the first three months of 1919 was 36,228 tons or 15 per cent. greater than during the same months in 1918.

"Canadian production during this period exceeds that in January, February and March, 1918, by 17,320 tons, or 10 per cent., making the combined production of the 40 reporting companies 53,548 tons, or 12 per cent. greater than in the first three months of 1918.

"Production was abnormally low during the first quarter of 1918 because of Monday shut-downs and the worst weather on record, while this winter went to the extreme of mildness with running conditions as favorable as they usually are during the best summer months.

"Increased shipments absorbed much of the increased production, the increase in the United States shipments being 4

per cent. over the first three months of 1918, while the increase in Canadian shipments was 7 per cent., making a combined increase of 22,685 tons, or 5 per cent. in shipments in January, February and March, 1919, over the same period in 1918.

"Stocks at United States mill points increased 1,212 tons during March, while stocks at Canadian mills increased 2,191 tons, making total stocks 3,403 tons greater on March 31, 1919, than on February 28. The total of 43,759 tons on hand at all mills March 31 amounted to slightly more than seven days' production."

Victory Loan Ad Man Dead

Charles J. Murphy, in charge of the order department of the Second Federal Reserve District Victory Loan advertising space division, died in Brooklyn April 20, aged 23 years.

CHICAGO PLEDGES 100%

Advertising and Newspaper Men Not Satisfied with 75% Quota

CHICAGO, April 20.—The first trades division committee of the Victory Liberty Loan committees met at the Chicago Athletic Club on Saturday, April 19, with Paul E. Faust, of Mallory, Mitchell & Faust, presiding. This division includes newspapers, magazines, advertising agencies, farm and trade papers and novelty houses.

In opening the meeting Mr. Faust said: "The Government asks this time only 75 per cent. of the subscription made in the country last year. But Chicago is a 100 per cent. place, not a 75 per cent. place. How many men will rise here and now and begin ahead of time by agreeing to take 100 per cent. of the subscription they took last time?" Every man in the room stood.

NEW A. P. BOARD OF DIRECTORS AT THEIR FIRST MEETING



(Photograph by Curtis—Posed especially for EDITOR & PUBLISHER.)

Sitting (left to right)—Frank P. MacLennan, Topeka State Journal; W. L. McLean, Philadelphia Bulletin; Charles Hopkins Clark, Hartford Courant; Melville E. Stone; Frank B. Noyes, Washington Star.

Standing (left to right)—R. M. Johnston, Houston Post; A. C. Weiss, Duluth Herald; Frederick Roy Martin; John R. Rathom, Providence Journal; V. S. McClatchy, Sacramento Bee; Col. Charles A. Rook, Pittsburgh Dispatch; W. H. Cowles, Spokane Spokesman-Review.

New Account for Cramer-Krasselt

MILWAUKEE, April 25.—The Gates Half Sole Tire advertising account has been placed with the Cramer-Krasselt Company, this city. The company advertises a complete line of automobile tires, inner tubes and automobile sundries, in addition to the Half Sole Tire.

Church-Paper Editor Retires

BOSTON, April 22.—Rev. Dr. Charles H. Parkhurst has retired from the editorship of Zion's Herald, the Methodist weekly of New England, after a service of 30 years. Dr. E. C. E. Dorion, associate editor, will succeed Dr. Parkhurst. Dr. Parkhurst retires because of ill health and, advancing age.

Farnham Elected Vice-President

The Rex A. Wadman Agency, New York, has elected Frank R. Farnham vice-president. He was formerly with Hollister-White & Co., and the Gibson-Hollister Company, Boston, and the McGraw-Hill Publishing Company, New York.

To Handle Cornell Advertising

CHICAGO, April 22.—Edward H. Manke has been appointed advertising manager of the Cornell Wood Products Company, resigning a similar position with the Hurley Machine Company.

Writer Dies Suddenly

James P. Moore, a New York writer, was found dead in his room in a boarding house on April 23. Death probably was due to heart disease. He was 42 years old.

Denver Post Wins a Point

DENVER, Colo., April 21.—Judge Butler of the District Court has overruled the motion to strike out the Denver Post's \$150,000 counterclaim in the \$375,000 libel suit brought by Ernest Morris, chairman of the County Council of Defense. He held that the questions raised could be properly determined through a demurrer, which attorneys for Mr. Morris have since filed.

Simon Co. Appoints an Agency

The Louis C. Rosenberg Agency, 25 East 26th street, New York, has been appointed to handle the advertising of the Simon Costume & Dress Company, New York, manufacturing "Simon Quality Dresses."

Joins Ayer Copy Staff

PHILADELPHIA, April 23.—A. E. Andrews is a new member of the N. W. Ayer & Son copy staff. He was formerly with James A. Ogilvys, Ltd., Montreal, and is just home from service in France with the Canadian forces.

Kobbe Expanding

The Philip Kobbe Agency, New York, has appointed Edward Johnson to its copy staff. Heretofore he has been engaged in editorial and advertising work for newspapers.

Four Join Seaman Agency

New additions to the Frank Seaman Agency staff, New York, are John H. Klingefeld, Martin Prehn, J. C. McMichael, George Mitchell and William Zinc.

Colonel Watrous Wins Appointment

MILWAUKEE, April 25.—Col. J. A. Watrous, veteran Wisconsin newspaper man, has been appointed commandant of the Wisconsin Veterans' Home at Wau-paca. Col. Watrous has been a contributor to the Milwaukee Sentinel for the last ten years and has been connected with the press of the State since the Civil war. As editor of the Milwaukee Telegraph, which went out of existence long ago, he was among the first to advocate the establishment of the home. Col. Watrous enlisted when Lincoln called for volunteers in 1861. He served throughout the war, and attained the rank of captain. In 1898 he was promoted to major, and he served throughout the Spanish-American war and the Filipino insurrection.

Fletcher Gets Biddle Account

PHILADELPHIA, April 25.—The Fletcher Company, 1214 Arch street, has secured the account of the Biddle Motor Car Company, recently absorbed by the Magnetic Motor Car Company. General offices of both companies are located in Philadelphia. An extensive newspaper campaign will be used in cities where there are Biddle distributors, in addition to national magazine and trade publications.

A. A. C. W. Latch-String Out.

P. S. Florea, executive secretary of the A. A. C. W., in charge of the general offices at 110 W. 40th street, New York, invited all the visiting publishers to pay a visit to the new headquarters and renew or establish acquaintance with the men in charge.

Strike Ties Up News Print

MONTREAL, April 24.—A strike of carters and freight handlers is effecting the printing and publishing business as well as other industries. The Montreal Star is now appearing as a 12-page paper instead of the usual 24 or more pages. The decrease is due to inability to get paper from the freight yards to the publishing plant. The paper states it has about enough newsprint on hand to last for a week, using half the usual amount.

Engravers Strike in N. Y. Plants

During the past week strikes have occurred in more than a dozen of the larger photo engraving plants in New York City, because of alleged violations of the selling base established by the Photo-Engravers Union. In no case did any single strike last over five hours. In adjustment of differences the union demands agreement of strict compliance with the established selling base and payment of all men for time lost while on strike.

New Men With Blackman-Ross

The Blackman-Ross Agency, New York, has enlarged its staff by the addition of Frank Farnsworth, S. A. Moss and Walter R. Bylund, late of the J. Walter Thompson Company, Frank Seaman, Inc., and the Hyatt Roller Bearing Company, respectively.

Carlin Now a Lawyer

George A. Carlin, late of the Brooklyn Eagle, the Standard-Union and the New York Evening Sun, has been admitted to the New York Bar.

PAPER CONTROVERSY BROUGHT TO HEAD

Distribution of Pamphlet Reciting History of Publishers' Paper Company, and Attorney Plante's Brief Created Strong Feeling

The affairs of the Publishers' Paper Company formed a lively topic of discussion at the Waldorf-Astoria on Thursday and Friday. A twenty-page pamphlet, reciting the history of that company and making charges of gross mismanagement of its business, was distributed to the visiting publishers. It was signed by C. C. Vernam, of Street & Smith, M. J. Dodsworth, of the Journal of Commerce, John D. Plummer of the Springfield Union and Richard Hooker of the Springfield Republican, a committee representing the publishers who had subscribed to the capitalization of the company.

Claims A. N. P. A. Is Responsible

The pamphlet carries a lengthy argument intending to prove that the A. N. P. A. as an organization became responsible for the conduct and management of the Publishers' Paper Company, and that the subscribing publishers advanced funds for organization and pledged their credit for large sums under the understanding that this was the fact. The members of the Executive Committee of the Paper Committee of the A. N. P. A. are criticized for permitting A. G. McIntyre to exercise such broad powers in the direction of the company.

As an answer to the brief of the committee mentioned, there was circulated among the delegates a printed statement from Guthrie B. Plante, attorney for the Paper Committee of the A. N. P. A., in which he denies the accountability of the A. N. P. A. as an organization or of its officers as such for the conduct of the affairs of the Publishers' Paper Company, asserting that the company had been organized by individual publishers, members of the association, for the purpose of securing a supply of newsprint in a period when the scarcity and high price of paper threatened serious consequences to their business.

History of Organization

After reciting the circumstances of the organization of the Publishers' Paper Company, Inc., the fact that Mr. McIntyre, special representative of the Paper Committee of the A. N. P. A. had been prime mover in the matter, and that the stock of the company was held by Lincoln B. Palmer as voting trustee, affirms that large losses, "due chiefly to mismanagement," were incurred. It is claimed that since the operations of the company have been taken in hand by the present committee, representing the subscribers to its stock, a satisfactory profit has been shown.

A brief history of the organization of the company is given. In the spring of 1917, it is stated, a proposition was laid before Hon. W. B. Colver, chairman of the Federal Trade Commission, for securing for the American market the output of the mills of the Anglo - Newfoundland Development Co. Mr. Colver consulted representatives of the A. N. P. A., including Mr. Glass and Mr. McIntyre, and the formation of the Publishers' Paper Company grew out of this conference. A group of publishers agreed to furnish operating capital and jointly and severally agreed to indemnify the

OFFICERS OF THE A. P. FOR 1919-20

THE complete list of Associated Press officers for the ensuing year, in accordance with the results of the elections held April 22 and 23, is as follows:

PRESIDENT, Frank B. Noyes, Washington Star.
FIRST VICE-PRESIDENT, A. N. McKay, Salt Lake City Tribune.
SECOND VICE-PRESIDENT, J. L. Sturtevant, Wausau (Wis.) Record-Herald.
SECRETARY AND GENERAL MANAGER, Melville E. Stone, New York.
ASSISTANT SECRETARY AND GENERAL MANAGER, Frederick Roy Martin, N. Y.
TREASURER, J. R. Youatt, New York.

DIRECTORS:

Term expires 1920:

- *Frank B. Noyes, Washington Star.
- *W. L. McLean, Philadelphia Bulletin.
- *Adolph S. Ochs, New York Times.
- A. C. Weiss, Duluth Herald.
- *J. R. Rathom, Providence Journal.

Term expires 1921:

- W. H. Cowles, Spokane Spokesman-Review.
- *Victor F. Lawson, Chicago Daily News.
- D. E. Town, Louisville Herald.
- R. M. Johnston, Houston Post.
- Frank P. MacLennan, Topeka State Journal.

Term expires 1922:

- *Charles A. Rook, Pittsburgh Dispatch.
- *Charles H. Clark, Hartford Courant.
- Clark Howell, Atlanta Constitution.
- V. S. McClatchy, Sacramento Bee.
- Elbert H. Baker, Cleveland Plain Dealer.
- (*) Members' Executive Committee.

ADVISORY BOARDS

EASTERN DIVISION

ADVISORY BOARD: Alexander P. Moore, Pittsburgh Leader, chairman; Jerome D. Barnum, Syracuse (N. Y.) Post-Standard, secretary.
DIRECTORS: Richard Hooker, Springfield (Mass.) Republican; Arthur J. Staples, Lewiston (Me.) Journal; Joseph Bancroft, Wilmington (Del.) Every Evening.
NOMINATING COMMITTEE: E. H. Butler, Buffalo (N. Y.) News; William J. Pape, Waterbury (Conn.) Republican.
AUDITING COMMITTEE: William B. Bryant, Paterson (N. J.) Press-Guardian.

CENTRAL DIVISION

ADVISORY BOARD: Ralph H. Booth, Saginaw (Mich.) News-Courier, chairman; Eugene Lorton, Tulsa (Okla.) World, secretary.
DIRECTORS: P. E. Burton, Joplin (Mo.) News Herald; Robert F. Wolfe, Columbus (O.) State Journal; P. S. McGlynn, Moline (Ill.) Dispatch.
NOMINATING COMMITTEE: Victor Rosewater, Omaha (Neb.) Evening Bee; H. W. Brown, Cincinnati (O.) Commercial Tribune.
AUDITING COMMITTEE: C. C. Marquis, Bloomington (Ill.) Pantagraph.

SOUTHERN DIVISION

ADVISORY BOARD: H. C. Adler, Chattanooga (Tenn.) Times, chairman; J. N. Heiskell, Little Rock (Ark.) Gazette, secretary.
DIRECTORS: J. L. Horne, Jr., Rocky Mount (N. C.) Telegram; John S. Cohen, Atlanta Journal; L. J. Wortham, Fort Wayne (Tex.) Star-Telegram.
NOMINATING COMMITTEE: E. B. Stahlman, Nashville (Tenn.) Banner; F. G. Bell, Savannah (Ga.) News.
AUDITING COMMITTEE: Frederick I. Thompson, Mobile (Ala.) Register.

WESTERN DIVISION

ADVISORY BOARD: J. R. Knowland, Oakland (Cal.) Tribune, chairman; J. K. Heslet, Butte (Mont.) Miner, secretary.
DIRECTORS: I. N. Stevens, Pueblo (Colo.) Chieftain; A. N. McKay, Salt Lake (Utah) Tribune; C. B. Blethen, Seattle (Wash.) Times.
NOMINATING COMMITTEE: Calvin Cobb, Boise (Idaho) Statesman; Clark Nettleton, Seattle (Wash.) Post-Intelligencer.
AUDITING COMMITTEE: W. A. Bower, Anaconda (Mont.) Standard.

Anglo - Newfoundland Development Co. against loss. The sum of \$125,000 was thus advanced for the purpose of operating the company. No stock was issued to any of the subscribers. A non-negotiable certificate of indebtedness payable in one year with 6% interest was issued to them. The nominal capitalization of the company was \$25,000.

The argument is made that the trusteeship assumed by the officers of the A. N. P. A., including members of the executive committee of the Paper Committee—Messrs. E. H. Baker, E. M. Scholz and F. P. Glass—was not without consideration, as the terms provided that after allotments of paper had been made to the subscribing

members the balance should be subject to the supervision and control of the Executive Committee for the benefit of the members of the association.

Large Indebtedness to Shipping Board

The subscribers to the operating fund became anxious for detailed information as to the conduct of the business, some of them attempting to withdraw from the fund. It is claimed that they were reassured as to the status of affairs. Rumors had come to the subscribers of friction with the United States Shipping Board, and it is claimed that at one time the Publishers' Paper Company was indebted to the Board for ships to the amount

of half a million dollars. The books of the company were examined by the Government experts and an audit made, which, so the statement declares, disclosed that the company had been wrecked.

In July, 1918, Messrs. Baker and Scholz resigned their trust, and the affairs of the company were left in the hands of Mr. McIntyre and his office staff. Various instances of extravagant and unwise management are cited, including a charge that \$70,000 had been spent for warehouse charges.

The committee representing the subscribers to the fund raised \$125,000 additional, with which amount, and a further pledge of assets, the claims of the Shipping Board were adjusted. A new contract was made with the Anglo-Newfoundland company. Mr. McIntyre remains president of the company, asserting that he has not been legally removed.

Mr. Plante's Answer

The statement is made that paper was sold to the Birmingham News at \$2.50 per hundred when other publishers were paying \$3. It is stated that the Birmingham News has explained that its original contract was for paper at \$2 and that the price was raised to \$2.50 on the contention of Mr. McIntyre that the contract price was too low. A committee of arbitrators, appointed to consider the matter, is said to have decided that the Birmingham News should return to the company the sum of \$10 per ton.

Guthrie B. Plante, the attorney for the Paper Committee of the A. N. P. A., issued a statement, dated April 22, addressed to the A. N. P. A., as follows:

"I cannot concede that your Association had any legal liability in connection with the Publishers' Paper Company or its affairs. Your association was not a party to any contract or arrangement of any kind and its officers were not authorized to bind the Association in any such situation, because the matters in question were not within the scope of their duties. No action was ever taken by the Board of Directors of the Association authorizing a participation of any kind in the matter, and such action, if taken, would not, in my opinion, have been binding, for its charter does not permit of its engaging in any such undertaking.

Reason for Organization of Company

"Although it was stated in the preamble to the contract between the contracting publishers and McIntyre that newsprint tonnage above the amounts allotted to the contracting publishers could be sold to members of the Association or otherwise as the Association's Executive Committee might determine, this was a purely voluntary offer. It could not bind the members of the Association, for neither the officers or directors had authority to buy paper on behalf of the members.

"Further, under this provision, the most that could be said would be that the members could buy paper and pay for it. They were not to share in any profits of the company. On the contrary, the profits were to inure to the benefit of the contracting publishers and would go to reduce the cost of the paper allotted to such publishers.

"The very reason for the contracting publishers entering into contracts with the Anglo-Newfoundland Company and causing the organization of

(Continued on Page 18)

THE A. N. P. A. BANQUET

(Continued from page 4)

Menu of Annual A. N. P. A. Banquet

Blue Point Oysters
 Philadelphia Pepper Pot
 Celery Radishes Olives
 Filet of Sole, Lobster Sauce
 Potatoes, Parisienne
 Croustade of Sweetbreads, with
 Mushrooms, Green Peas and
 Carrots, à la Vichy
 Grapefruit, Maraschino
 Breast of Guinea Hen, stuffed;
 Devised Sauce
 Hearts of Lettuce, Long Island
 Style
 Fancy Ice Creams
 Lady Fingers Assorted Cakes
 Macaroons
 Coffee
 Cigarettes Cigars

they are coming back with glory and with thankfulness to God, who has allowed them to come back victorious, free and healthy. And it seems to me that now we need more unity, and more fraternity, and more strength together than ever because we have won and we must win peace as we have won war, and we will win the peace as we have won the war together, only one soul in various bodies.

"You do not know probably the sacrifices of the journalists of France, of the publishers and editors of France, who have not only been sending their sons to the front, their sons who have never returned because they are in the number of the 1,400,000 men who have given their lives for the French defense and also for the defense of humanity; that we have the journalists of the fighting line who have been printing their papers under the heaviest bombardments, who have suffered more than you know; who had little newspapers sometimes with 15,000 copies, 10,000 copies, but who still printed them because they knew that these newspapers represented hope; that if ever they ceased to print these papers the civilian population would abandon resistance, and that the soldiers who were next to them in the trenches would feel that the situation was very bad if the papers were themselves abandoning the fight.

Patriotism of French Journalists

In Challons-sur-Marne, next to the battlefield where the American boys were, was a family possessing a small paper, 'The Journal of the Marne.' The proprietor, his wife, his son, who was his only editor, and his three daughters, who were the printers, all worked together. In 1918, when the Huns advanced, when Challons-sur-Marne was bombarded, they still remained printing their paper and distributing it. Two shells fell on the house of the Journal, and the proprietor, his wife, his son and three daughters were victims of their heroism for French journalism.

An older brother of the proprietor, who was 70 years old, came back from Paris under the shells and took up the leadership of the paper, which was printed very regularly.

"Another paper in Rheims was the last paper, the last organization, to leave

the city of Rheims. In my own city of Nancy the aeroplanes sent 180 torpedoes on the city, and work on the republican sheet, a leading daily of Nancy, was going on. There were eight linotypes, and suddenly the men heard a noise that was terrific and they went into the cellar, and when they went into the cellar they heard another noise, still worse, and they realized that their house was bombarded. They went up when they heard no more, and they saw the stars in the sky through the enormous opening which had been created by the torpedo. Of the eight linotypes only two remained. They said, printers, editors and publishers: 'We must publish the paper this night to show the Germans that the French newspapermen and publishers are backing the country.' Publishers, editors, reporters and printers went down, cleared the machines, tried to put them to work again, and at 6 o'clock in the morning the first copy appeared, and in the corner was published this little note: 'The paper will not be published today on more than two pages because the machine had an accident.'

"You can be certain that in France we are with you, all of us. We are with you, whether we are Conservatives or Republicans, or Radical or Socialist, we are all of us with you, and little discussions and little shades and little shadows and little contradictions mean nothing. We are with you until the end, and after the end, because, if France was deprived of America, France would not be France as it is; and if you were lacking the friendship of France, you would not be America as it must be. We are doing everything to smooth over the little discussions. We are men. Do not forget it. And as men we are weak, and we love to fight sometimes.

"Let me conclude in saying this to you: Support us as we will support you. The French Government has a great sympathy for you, a government where we have journalists like Clemenceau, like Stephen Pinchen, and a new journalist, and a splendid friend of mine and of America, Andrew Tardieu, and we will never be against America or against your association and your profession. Thank you."

Secretary Lane Appeals for Support for His Plan to Supply Homes for Soldiers

Hon. Franklin K. Lane, Secretary of the Interior, was warmly greeted. He said:

"This has been to me an extremely delightful evening and I have enjoyed no part of it more than that supplicating appeal made by my friend, Mr. Thomas, for the return of the day that is gone. If I should get from this audience such a sympathetic reception as his appeal got from you I would be entirely satisfied. And he gives me a chance to tell a story that will interest you because it has to do with Democrats, not because it has to do with whiskey. Admiral Grayson went to Buckingham Palace with the President, and in the afternoon, in his room, a very cockney Englishman, a butler, dressed in knee breeches and with a white wig, came in. He was lying down. And the butler said, 'I beg your pardon, sir, couldn't I give you tea?' Admiral Grayson said, 'No, I never take tea, thank you.' 'But won't you have somewhat afflicted by the influenza, you Grayson, knowing the condition in Virginia and in Washington and being somewhat afflicted by the influenza, 'you know I wouldn't mind a little Haig & Haig.' 'Certainly, sir; certainly, sir,' said the cockney Englishman, and in four minutes he brought in two soft boiled eggs.

"There are days of reconstruction of all kinds and, of course, we must submit. I am a little bit disturbed, and I suppose you are, as to the fault that is found with American institutions. Since the war closed men have discovered more things to be the matter with the industrial and commercial, business and administrative life of this people than has ever been found even by a Republican speaker in the midst of a Democratic campaign. Of course, this nation is not perfect, this country is not perfect. I am glad that it is not. It is not a perfect country, it is a perfecting country.

"It is a growing country. It is young, and I trust it always will be young, and that there never may come a day when it will not be possible to find something that can be bettered in America, for that which cannot be bettered is dead. But what is the reason for the complaint that is made, for these criticisms? If there is something radically



AUGUSTUS THOMAS.

wrong, and something which we cannot correct under the system of government that we have, and under the spirit that impels us now, then let us have revolution. But when a man comes forward with a theory, an untried theory, and presents that as a policy for the United States to pursue, I say to him, 'Show us what has been done under such a theory contrasted with what we have done under the conditions that have obtained in the United States.' We have lived for 150 years and we have passed over that bridge of time which is erected on great pillars; and one of those pillars is property, and one of those pillars is democracy, and one of those pillars is marriage, and one of those pillars is religion, and one of those pillars is business. And yet I have heard it said that democracy is now a failure, that business is legalized piracy; that property is a social crime; that marriage is an offense against society; that religion is a form of insanity, and that civilization, in the language of Bret Harte, is played out and something must take its place.

One Answer to Be Made

"There is one answer, gentlemen, to be made to those who advance, with long-drawn faces and sour mouths, these criticisms. The United States of America has lived as a success and will live. We have just come through the greatest war of all time. Can you say that a people raised under such institutions are a failure? We have made a carpet from here to the Pacific Coast. We have woven our inventive genius through the resources and the energy and the vitality of our people into a veritable carpet ex-

tending across a continent. We have challenged the inventive mind of the whole world, and America says to the European countries who are just picking their way through the shell and coming out into the life of democracy, 'look to us and not to the East!'

A Newly Found Responsibility

"We have a responsibility upon us that we have never had before because of this venture of ours across the water. We have told those people, not that democracy was a panacea for all ills, but that democracy was the entrance to the path, was a better machinery by which you could become master of your own national and individual destiny. Those people hardly know the meaning of democracy, many of them, and they will look to us to guide them.

"And so there comes a responsibility upon us that has not existed before to prove the value of democracy to them, to the world and to ourselves. It is not merely a political institution, it is a social philosophy; and that social philosophy must get within our souls and speak by our acts so that they will understand what we mean. We have got to harbor inside of ourselves the very spirit of that Christ of whom Mr. Thomas spoke. We have got to translate into deeds as well as words the love for man, the good will toward men which is the heart and essence of what we call Christian civilization. Now this, this is Americanism. I do not say that America is all that it might be, but I do say that when men come challenging America there is no policy but to meet them.

"That is one of the reasons why I have brought forward before Congress and before the public of the United States the policy that has been given my name, or the plan, the program, having to do with caring for the returned soldier.

To Add to Our Land Areas

"We have had in the Department of the Interior for sixteen years what has been known as the Reclamation Service, a service originally founded for the purpose of taking the melted waters of the mountains and bringing them down to the desert lands into the Far West and making them to blossom. When in last May it became evident, or it was manifest, that the war would come to an end within a year or a year and a half, and that the men would be coming back, I said to Congress, in effect: 'These boys who return will not be the boys that went. They will want a freer life, they will feel that they are entitled to something from the people of the United States. It has been a traditional policy of our Government to give land to our victorious soldiers. We did it after the War for Independence. We did it after the Civil War. Our public domain is almost exhausted. Why not expand this theory and make a new domain? Countries in Europe have been fighting for years, squandering hundreds of thousands of lives and billions of money in order to acquire new land. Why not let us add to the territory of the United States gradually as much as seven States the size of Virginia, and we can do it without shedding one drop of blood, without making one aching heart, by the expenditure of a little money and a little force. This is a kind of peaceful conquest in which democracy must delight.

"We have altogether in the United States perhaps 250,000,000 acres of unused land, not farmed off in private ownership or in small pieces, but we have this in great lots, swamp lands, in Wisconsin and in Michigan, in Minnesota and in Maine. In the Southern States, running from Maryland all the way

down to New Orleans, there are 40,000,000 acres of land that lies today unused, a crime against the world when the world needs meat and food.

"Why not go into the Far West with your soldier boy when he returns? He has fought, now he will be willing to develop the United States and aid in the making of America by its reclamation.

"Why not say to him as he enters the Harbor of New York: 'Go home; spend some time there with your family if you wish; then come out upon the desert, build a dam, dig a canal, dig your ditch, level your land, put up fences, put up the house, put up your barn, make your place ready for the incoming of yourself and your girl, receive wages at the same time while you are doing this and pay Uncle Sam back in forty years' time. If you wish to go into your own home State, any one of the Southern States, go there, for there will be a chance there.

Give Him a Chance for a Home

If a Northern State, there will be an opportunity for you there, but we are not giving you an opportunity merely temporarily to work; we are giving you an opportunity to get a farm home. But it is to be such a farm as this country has not developed except in one place, fashioned somewhat along the line of the French farm, a settlement, a central colony in which will be the schoolhouse, the modern schoolhouse, the moving picture show, the garage, the bank, the store; and, radiating out from that, good roads which lead directly to those farms. And then you can have that central community as a basis for a great co-operative enterprise for buying what you wish and selling what you have to sell.

"I have in my office 37,000 letters from boys in this country, who are or have been in cantonments, asking for an opportunity to go upon those settlements and work and earn a farm for themselves.

"And there is another measure that I want to ask your support for, because I am not attempting tonight to do more than appeal to you. A newspaper publisher has more asked of him than any other man and more generously responds. I am not here to do more than make an appeal to you to support this bill and the bill also that has been before Congress entitled, 'The Americanization Bill.'

An Appalling Revelation

"It was revealed to us a year ago that 400,000 out of 1,600,000 men who first were drafted into the army could not read or write any language. In every cantonment along this coast at least the army started schools in which the men were taught the meaning of the word 'forward,' the word 'halt,' the words 'carry arms,' 'no smoking,' similar signs and similar expressions. Five months, six months was the ordinary amount of time taken in cultivating and teaching one of these boys to learn enough of the English language so that he might be able to write a letter home, so that he might be able to read the order that was handed to him.

"That was a revelation of the condition in the United States that was appalling and that is unforgivable and that is a cause of humiliation to us. If you will urge upon these gentlemen in Congress to pass the bill that has been presented to them we can make every boy and girl in the United States, and every man and woman in the United States, under 21 years of age, read and write and speak the English language within the next eight years, so that America will have one tongue and eight million people will be able to read the newspapers that you publish who do not now.

"This is an attack upon illiteracy, but the Americanization movement means

far more than that. It means that we have got to translate America to these people who have come here from foreign countries. We opened our gates to them. Tacitly we invited them here and their eyes were closed, their ears are closed, they are blind and deaf, and yet we expect them to know America and to love America. Could anything be more absurd than that? And you want to make Americans of them. And what is it to be an American? Here is a piece of soil, here are some institutions, here is the game of baseball, here is the life, the home life of the American. There is only one way by which we can make a man from a foreign country into an American, and that is by making him to love that which we love. And that means that we have got to feel a sensibility, the right kind of sensibility, toward those things that are American, and we should teach Americans what Americanism is.

Make Them Proud

"We should make them feel in their hearts that we are not only proud of America because it represents so many miles of territory, because it has the greatest coal mines in the world, because it has the largest railroad system, because it has done so much in this war, because it is courageous, because it is noble, but we should teach these men when they come to us that this is a living thing, that this is a splendid new spirit that is in the world, and that they should have it inside of their own souls; and that, if they will live our thoughts, and be of us, and open their eyes to what is about them, they can become true Americans.

"There is no one thing that this war has brought to us, as I see it from the remote section in which I live, that is comparable with the faith that it has established in every one, or in most of us, as to the other fellow. This land has never been a land of class, or a land of caste, but we were certainly apart because we did not believe in each other. This day of extreme individualism in which we have been living, the day of Herbert Spencer, is past. Government is no longer to be tested by the question: Is this thing loyal to one theory or another; does it fall under one category or another? The question to be determined by us in the immediate future is only this—will it be beneficial to society that this be done?

Two Monuments

"Gentlemen, we have got two monuments in Washington that represent the conditions of things as they have been and the condition of things as they will be. One represents the last century and the other represents this century. The Washington monument rises like a great arm of stone thrust out of the soil as an eternal pledge that this country always shall have liberty and independence. Washington represented the last century. The other monument is that of Lincoln: long, gaunt, homely, humane, patient, loving spirit. That man is the incarnation of the time that is immediately before us. In his figure and in his life speaks the voice of the twentieth century. We are to look at things out of our hearts, a heart that beats through a seasoned brain, a heart that is regulating its impulses always by common sense. Reconstruction is not necessary for these things. You do not need to reconstruct the spirit of the American people. We need to 'carry on,' to let the impulses that have guided us for a full century and that have come to a ripper fruition within the last ten years than ever before, have their way. There is no policy necessary for us to adopt save that we recognize that the thing that should be done can be done, and that we are to

keep in spirit with the movement of our times so that we may be able to hold our heads high before those countries that have followed our example into liberty."

LORD READING PRAISES U. S. REPORTERS

Never Once Has a Confidence Been Violated, British Ambassador Tells Foreign Press Correspondents at Dinner in His Honor

"Before starting for America as the representative of my country to yours, my friends all came around and told me horrible stories of what had happened to them and what probably would happen to me when American newspapermen got hold of me," said Lord Reading, British ambassador to the United States, at a farewell dinner given in his honor by the Association of Foreign Press Correspondents in the United States, at the Plaza Hotel, Thursday evening. "The reported horrors did not materialize—not in my case at least," he continued. "Since coming to this country I have met hundreds of correspondents of all phases of political thought and never once has there been the faintest suspicion or violation of any confidence I had imparted to them."

"First Feelers of World's Pulse"

Frank Dilnot, of the London Daily Chronicle, presided and the other speakers were: Maurice Casenave, Minister Plenipotentiary of France; Marcel Knecht of the French Bureau of Information; M. Tasmadios, Minister in Charge of the Greek Legion; George W. Wickersham, former attorney-general; P. Whitwell Wilson, of the London News, and Percy S. Bullen, of the London Daily Telegraph.

The correspondents of English papers told many interesting tales of chasing Lord Reading for stories before he became Lord Chief Justice.

Lord Reading, during his address, said that democracy had won in the west and that it is firmly established, but in the east it is in danger. In referring to the rapidly moving events in world affairs, he said he kept himself in touch with world affairs through the newspapers, which are "first feelers of the entire world's pulse beat of the heart."

Those Present

"I do not understand these complaints about censorship in Paris," said the Ambassador banteringly, "and if this censorship is as bad as it is painted it certainly is not as keen as the American correspondent. Officially, it is announced that there is nothing to divulge, but we are able to read a full account of what happened—written by an American correspondent." He also, laughingly, referred to old "on highest authority" who is now working hard.

He discussed the food situation in Russia and the peace conference—expressing the belief that all problems will be solved rightly.

Among those present were: Herbert S. Houston of Doubleday-Page & Co.; Dr. Albert Shaw of the Review of Reviews; Frank Munsey of the New York Sun, and Munsey publications; J. S. Metcalfe of Life; Bradford Merrill of the Hearst publications; Simeon Strunsky of the New York Evening Post; J. H. Furray of the United Press; W. W. Davies of La Nacion, Buenos Aires; S. Levy Lawson of Reuters; W. F. Bullock of the London Times; Felice Ferrero of the Italian Official Bureau of Information; Peter Cooper Hewitt, the writer; Cosmo

Hamilton, the writer; Lawrence Abbott of Outlook; John A. Sleicher of Leslie's Weekly; Harry Rascovar, Edward Rascovar and W. H. Hurst, of Wall Street News Bureau; Louis Seibold and Chas. M. Lincoln of the New York World, and the following who aside from the speakers were at the high table: Marcel Rouffie, Lt. Colonel Norman G. Thwaites, George T. Wilson, Martin Vogel, Dr. Oreste Ferrara, Leopold Grahame, Major Crawford Stuart, Paul Warburg's guest, Paul Warburg, F. Cunliffe-Owen, George Foster Peabody, R. D. Blumenfeld, James M. Beck, Dr. Yada, counsul general of Japan; Henry Clews and Captain Ogilvie.

SEATTLE BACK TO NORMAL

Joseph Blethen Says Ad Volume Is Biggest Ever

Seattle is back to normal, and going ahead at the same rapid pace that she has traveled for a number of years, according to Joseph Blethen, publisher of the Seattle Times, who will leave for Washington tonight after a busy week at the A. P. and A. N. P. A. conventions. The Times, instead of having a Washington correspondent, is now building up a bureau which is directing its energies to covering everything of interest to Washington and Alaska.

"Business in general is good," said Mr. Blethen. "Big labor troubles are over—of course, there are in some quarters a small amount of unrest, but it is rapidly dying out. There is not yet any new building operations in the business section of Seattle, but there is a great amount of remodeling. Small homes, the things that make a city, are being built in every section. All of the newspapers are carrying a greater amount of advertising than ever before. Despite the higher cost of materials, the Times' net profits will be the greatest in its history. We have never before had the volume of business we are enjoying at the present time and it is increasing daily."

ENTERTAINS ROTOGRAVURE USERS

Many Visiting Publishers Guests of Graphic Newspaper, Inc.

Users of rotogravure sections from every section of the country, who were in attendance at the A. P. and A. N. P. A. conventions this week, were the guests of Graphic Newspapers, Inc., at a luncheon at the Waldorf-Astoria. Francis Lawton, Jr., president, spoke on rotogravure sections as circulation builders, and touched on their advertising possibilities. He declared the combined circulation of the four great weekly magazines of the country is 4,451,847, against a combined circulation of 4,567,744 of the thirty-five rotogravure sections issued in the country. He said that the line rate for advertising in the four weeklies, combined, is \$26.35, or three-fifths of a cent per line per thousand circulation, while the rotogravure sections have a combined maximum rate of \$14.71 and a minimum of \$11.89. Short addresses were made by A. G. Lincoln, of the St. Louis Post Dispatch; A. L. Shuman, of the Fort Worth Star-Telegram; Victor Rosewater, of the Omaha Bee; Rowe Stewart, of the Philadelphia Record; W. J. Conners, of the Buffalo Courier, and M. E. Foster, of the Houston Chronicle.

Gunion Made Ad Manager

DETROIT, April 23.—The General Motors Company has appointed P. C. Gunion advertising manager of its industrial divisions.

PUBLISHERS' PAPER CO.

(Continued from Page 15.)

The Publishers' Paper Company to carry out such contracts was the fact that Messrs. Glass, Baker and Scholz, to whom the Federal Trade Commission had presented the proposition of purchasing the Newfoundland paper stocks, had taken the position that the A. N. P. A. could not undertake such a matter and that it could only be accomplished if publishers individually agreed to take it up. The Publishers' Paper Company was not formed to provide for management or control by or through the A. N. P. A., but to provide a buffer for the contracting publishers so that they would not be personally liable beyond their obligations upon the contracts with the Anglo and Reed Companies.

"The clause in the Anglo and Reed contracts permitting an assignment to a corporation to be formed by the A. N. P. A. or by members thereof was required by the attorney for the Anglo and Reed Companies. At first he wished to limit such an assignment to a corporation, the organization of which should be satisfactory to his clients. As this would require the approval of his clients of the publishers who might then or thereafter become interested in forming or conducting such corporation, the clause was modified so that an assignment could be made to a corporation organized or conducted by any publishers who were members of the Association.

Individual Liability

"It was well understood that the publishers who became parties to the contracts were to be jointly and severally liable and before the contracts were made, various publishers were investigated as to financial standing and character by the attorney for the Anglo and Reed Companies, and in one case at least, submitted a statement of assets and liabilities to said attorney. And in the contract which they made with Mr. MacIntyre it was provided that the publishers should as between themselves share all loss, damage or liability in the same proportion as they participated in the 25,000 tons of paper allotted to them.

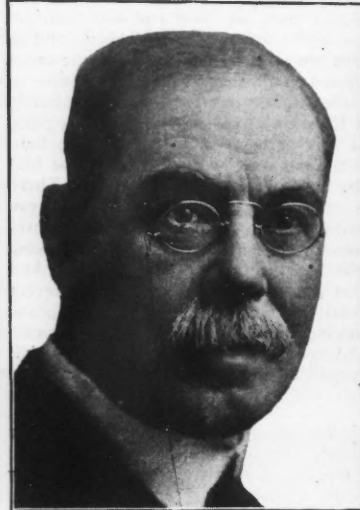
"It is not my understanding that reliance as to the operation of the company was placed upon any of the officers of the A. N. P. A. or even upon Messrs. Baker, Scholz and Glass individually, but rather that the responsibility for the management and handling of the affairs of the company should rest upon the shoulders of Mr. MacIntyre. I distinctly recall that at the time the contracts with the Anglo and Reed Companies were signed there was a meeting of the publishers at this office, and that it was suggested, I think by Mr. Talmadge, that this was a one-man proposition, that the success or failure of the enterprise depended upon Mr. MacIntyre, and that if anything happened to Mr. MacIntyre before the contracts were fulfilled the individuals might be very much embarrassed and sustain a very serious loss, and that therefore Mr. MacIntyre's life should be insured in favor of The Publishers' Paper Company. This was assented to and approved by the other publishers and the amount for which insurance was to be obtained was fixed at \$250,000. Such insurance was taken out. I think Mr. Talmadge made the arrangements therefor and the premiums were paid by The Publishers' Paper Company.

"I hardly see how it can be claimed that Mr. Glass in interesting himself

SUCCESSFUL CONTENDERS IN A. P. DIRECTORS' CONTEST



CHARLES A. ROOK



FRANK P. MACLENNAN



VICTOR S. McCLATCHY

These three men were nominated from the floor of the convention and won out over the "regular ticket" candidates named by the nominating committee. Messrs. Rook and McClatchy were elected to succeed themselves, while Mr. MacLennan succeeded to the vacancy caused by the resignation of Oswald Garrison Villard. Mr. Rook publishes the Pittsburgh Dispatch, Mr. MacLennan the Topeka State Journal, and Mr. McClatchy the Sacramento Bee.

in the affairs of the Paper Company, in attending its directors' meetings, and in working with Mr. MacIntyre with respect of the Shipping Board troubles was doing so as an officer of the A. N. P. A. His Company, The Birmingham News Company, was one of the contracting publishers, liable to the Anglo and Reed Companies, and liable under his contract with his fellow-publishers for his proportion of any loss which might be sustained. It would seem to me that in this situation in giving his time and energy to the Paper Company troubles he was serving his own interests.

"With respect to the resignations of Messrs. Baker and Scholz when I was advised of the informal and perhaps ineffective manner in which these resignations had been handled, I suggested that a meeting should be held at which proper resignations should be presented and accepted. Such meeting was held in August, 1918. Mr. Scholz personally attended the meeting and handed in his resignation as a director and as vice-president. At that time the voting trust had expired and Mr. Palmer did not elect successors to Messrs. Baker and Scholz and could not have done so.

Expiration of Voting Trust

"When Messrs. Baker and Scholz resigned they, of course, wished to turn over the stock which they had been holding for the publishers. The stock was thereupon put in the name of one Baller and by him endorsed in blank and held for the publishers. Later this certificate of stock was obtained by me, together with the resignation of Mr. MacIntyre as a director, and delivered, in addition to the minute book of the company, to Messrs. Rounds, Hatch, Dillingham & Devoise, as attorneys for the publishers' committee.

"That the publishers have not obtained the books of the company is due to the fact that instead of first using the resignations and stock which I obtained for them to elect a new Board of Directors and new officers for the company, they commenced suit against Mr. MacIntyre in the

name of the company. Thereupon he and the other directors and officers who were in his employ refused to attend a directors' meeting for the purpose of accepting their own resignations and electing a new board and electing new officers, refused to transfer the stock out of the name of Baller to the publishers' nominee, so that the publishers could oust MacIntyre et al, as officers and directors, and refused to deliver up the books to assist them in the suit against MacIntyre. Certainly the present embarrassment in this connection is not due to the A. N. P. A.

Shipping Board Differences

"While it is undoubtedly the fact that the publishers were not legally liable to the United States Shipping Board, it was, nevertheless, to their interest to adjust the claim of the Shipping Board against The Publishers' Paper Company and provide the money to pay the same when adjusted, because only in this way could they obtain boats to bring down from Newfoundland the paper upon which they were liable to the Anglo Company in a very large sum. If the publishers were not liable to the Shipping Board neither was the A. N. P. A., for certainly it had nothing to do with the Shipping Board's charters or the transportation of the paper through which the indebtedness was incurred, neither was the A. N. P. A. under any obligation to the Anglo and Reed Companies.

"In my opinion the A. N. P. A. was not under any obligation of any kind in the premises and owed no duty to the publishers who were parties to the Anglo and Reed contracts. The fact that some of the officers and directors of the Paper Company held office or position with the A. N. P. A. did not make the A. N. P. A. liable for either the management or debts of the Paper Company. If there is any such question of liability, which, however, I have not considered, it is between the Paper Company, its creditors and stockholders on the one hand, and on the other the individuals who may be charged with mismanagement."

Featuring Canadian News

The New York Sun, which of late has been paying rather special attention to Canadian news, particularly on financial and commercial topics, has decided to extend this service to an important degree and has placed both the editorial and advertising management of this feature in the hands of Arthur Elliot Sproul, recently in charge of the Sun's financial advertising. Two or more pages of the Sun each Tuesday will now be devoted to Canadian matter. Philip Bleeth will henceforth superintend the Sun's financial advertising, in both morning and evening editions.

Miss Call Engaged

LARCHMONT, N. Y., April 24.—Mr. and Mrs. Edward Payson Call today announced the engagement of their daughter, Miss Emily Payson Call, to Berford S. Oakley, late of the Army Air Service. Miss Call's father is business manager of the New York Journal of Commerce and treasurer of the American Newspaper Publishers' Association.

"Lima Cola" Ads in Newspapers

JACKSONVILLE, Fla., April 21.—The Thomas Advertising Service of this city has been appointed advertising agent for the "Lima Cola" Company, manufacturing a soft drink, and is immediately starting a newspaper campaign throughout the South.

Brother of W. G. Bryan Dead

ATLANTA, April 17.—Joseph Bryan, a brother of W. G. Bryan, publisher of the Georgian and American, died recently in Asheville, N. C.

New Copy Head For Kay Agency

CHICAGO, April 20.—Charles E. Veear has been made copy director for the J. Roland Kay Company. He has been with Baron G. Collier, Inc.

Sergt. Sanford Jarrell of Topeka, former member of the Kansas City Journal staff, has been appointed sergeant-major of the 130th Infantry. He is a son of J. F. Jarrell, former publicity advisor of the Santa Fe R.R.

THINKS PRESIDENT SHOULD HAVE CONFERRED WITH REPORTERS

Arthur B. Krock Reviews Difficulties of Both Statesmen and Correspondents in Solving the Problem of Shaping Covenants "Openly."

BY ARTHUR B. KROCK.
Editor The Louisville Times.
(BY TELEGRAPH TO EDITOR & PUBLISHER)

It chanced that I am the only newspaper man at this time in the United States who participated in the duel over publicity with the Peace Conference referred to in the editorial in *EDITOR & PUBLISHER* on the suppression of news at the Conference. Permit me first to acknowledge the justice of your complaint that the people of the world are not getting the general news of the happenings in the council, but with your assignment of reasons I do not find myself in entire accord.

The Plenary Council of the Peace Conference is a group of the most important and responsible men in the world, meeting in the world's greatest cause.

Leaders Rise and Fall by Will of People

It is held in the capital of the belligerent country that has made the greatest war sacrifices and consequently is making the greatest war claims. These men are all political leaders who rise or fall by the will of their people. Each is trying to subordinate his personal ambition and national selfishness to the general good, and he finds this difficult to do in private, impossible in public. All of these statesmen have uttered a good deal of what we term campaign speeches and their political enemies are checking them up, for in the general-give-and-take each must relinquish something.

Standing among them as arbiter, with nothing to ask on behalf of his country except a just peace based on the Fourteen Points, the President has had to abandon one-half of one of his points; for, while the treaty of 1919 and future pacts will be "Open Covenants," this one has not been "openly arrived at." Had the meetings of the council been accessible to reporters, we should never have peace and every participating European statesman would by this time probably have gone down in political defeat at home. For these reasons, added to the most important one—that France's claims had to be trimmed according to the rule of reason right under the nose of the Paris press and in the heart of the dreadfully-punished French people—I sympathize with the difficulties the Conference has had with publicity, and this much I forgive them.

But I denounce the January attempt of the Conference, temporarily concurred in by the President and

Premier Lloyd George, to hold no open sessions and to inhibit any plenipotentiary from discussing the work of the Conference with the newspaper correspondents of his own country. It was from this stand that our committee routed the Plenary Council, and but for this even the meager dispatches that have come would have been unobtainable. And I further believe that the President, in declining to see the American correspondents and discuss with them these matters in a general way, deprived the American people of that clear understanding of our particular aims and moves to which they were entitled. Up to the time I left Paris in February the President had not once seen the correspondents at his office or home. He had addressed them once formally at the Crillon; he had talked frankly to four men at the Quirinal; and he had chatted delightfully about trivialities while crossing the Channel on his return to Paris from the English visit. Devoted as I am personally to the President, and sympathizing as I do heartily with his great trials and splendid purposes, I yet must assert that his failure directly to guide the American correspondents on American news is inexcusable.

There has never been a more difficult assignment in the history of journalism, and men like Swope, Hills, Oulahan, Probert, Bender, Nevin and Mark Sullivan have done work that should make all American newspaper men proud to include them. They are the best that have ever worked anywhere and deserve a parade and a memorial arch of their own when they come home.

MAY MERGE IN HARTFORD

Talk of Combining Post and Globe Current in City

HARTFORD, Conn., April 24.—The future of the Hartford Globe, a Sunday publication, is still a question unsolved and no announcement is yet forthcoming from the new owners, Alexander Troup, of the New Haven Union, and United States Attorney John F. Crosby and Thomas J. Spellacy, both of Hartford. It was thought at the time of the recent sale of the Sunday Globe that the new owners planned to make the paper a morning daily, and Mr. Troup encouraged this impression. There is a belief in Hartford, however, that the city may soon see a closer union of the Globe and the Hartford Post, an evening paper. John Dennis, business manager of the Post, recently became editor of the Globe, while continuing with the Post.

R. D. BLUMENFELD VISITING U. S.

American-Born Owner of London Express Finds N. Y. Changed

Ralph D. Blumenfeld, editor and chairman of the board of directors of the London Daily Express, arrived in New York April 22 to make his first visit to America, the land of his birth, in fifteen years. He is now a British subject. Mr. Blumenfeld will tour as far as the Pacific Coast.

Mr. Blumenfeld was a member of James Gordon Bennett's New York Herald staff thirty years ago. He said that New York had changed greatly since he was here as a young man, and he did not think he would like to live here now. The city was one whirl of noise the whole twenty-four hours and people seemed to have only one object in life, and that was to outdo each other. He is at the Ritz-Carlton.

Waste Is Growing Again TAKE PITTOCK WILL INTO COURT

Some Publishers Running 23% in Arrears, and 12% Returns—F. T. C. Discontinues Statistical Review

WASHINGTON, April 22.—The Federal Trade Commission's circulation and advertising statistics of publishers using news print paper for the month of March, 1919, show some of the publications using news print have high percentages of returns, "arrears," and service copies.

The "arrears" for two daily papers averaged more than 25 per cent.

The "arrears" of three weekly papers averaged more than 12 per cent. and one monthly more than 26 per cent.

One Sunday paper showed more than 18 per cent. "arrears."

The unpaid and service copies of another Sunday paper totaled more than 12 per cent.

One daily reported returns of more than 12 per cent.

There was an increase over February in the average number of pages per copy in all editions of newspapers. The average number of pages for daily papers in February should have read 13 instead of 15.4.

There was an increase over February in the percentage of advertising to reading matter in all editions of publications using news print. The percentage of advertising to reading matter for magazines using book paper showed little change, with the exception of weekly magazines of less than 16 pages which showed an increase of about 10 per cent.

The Publishers' Statistical Review will be discontinued with this issue. Tonnage statistics will still be required from publishers using news print, and the results will be shown in the monthly review of the News Print Paper Market as heretofore.

FRANCE POSTPONES AD TAX

Senator Klotz in Meantime Will Study Up on the Subject

(FROM OUR OWN CORRESPONDENT)

PARIS, April 5.—The Chamber's proposition to tax advertising in newspapers was lost in the Senate by a vote of 292 to 196.

The Senate committee at first approved the idea, with the addition of a clause that the tax should not be applied to a publication which had less than 20,000 francs (\$4,000) a year of advertising.

Senator Debierre remarked that the tax would not affect the great papers, only the smaller ones, and the press "of opinion," as they say in France as distinct from the press "of news." Financial advertising, he added, in particular does not show.

One deputy proposed that this limit of \$4,000 should represent the net money received by the paper, not that paid to advertising agents. Another pointed out that \$4,000 in a town of 100,000 inhabitants was not the same thing as in a town of 3,000 or 4,000.

M. Klotz pledged himself to study the matter with the Chamber's committees and have a carefully prepared bill ready for the next quarterly budget.

Senator Augagner said that many health papers printed articles signed by medical men which were really advertisements. The Chamber eventually sided with M. Klotz.

Children of Oregonian Publisher, Who Left Almost Eighty Million Dollars, Seek to Break Trusteeship which Is to Last Twenty Years

(BY TELEGRAPH FROM OUR OWN CORRESPONDENT.)

PORTLAND, Ore., April 21.—Definite announcement that the will of H. L. Pittock, the late publisher of The Oregonian, will be contested has been made by Fred Pittock, his son, who says that five children of Mr. Pittock will join in the action.

Although proceedings have not yet been begun, the Pittock heirs announce that they have retained William G. McAdoo as associate counsel.

The grounds on which the will is to be attacked have been outlined in the general assertion that incompetence and undue influence will be alleged. The estate is appraised at almost \$80,000,000.

No Contest for Property

The contest is not for the property, as Mr. Pittock left everything to his children, the object of the heirs being to break a trusteeship which is to last for twenty years, and which places control of the estate in the hands of O. L. Price, for years confidential adviser to Mr. Pittock, and C. A. Morden, manager of The Oregonian.

During the life of this trusteeship the heirs are to receive \$500 each a month and one-half of the income, the remaining half being held to meet necessary expenses. At the end of the twenty years the entire estate is to go to the children.

Mr. Morden and Mr. Price have not announced their plans for opposing the will contest, except to say that the terms of that document will be carried out.

Mr. Pittock was active in his business affairs to his final illness, and a large majority of Portland attorneys regard the will as unbreakable.

To Arraign Rumely April 30

Norvin R. Lindheim, of the law firm of Hays, Kaufmann & Lindheim, who was indicted by the Federal Grand Jury in New York on April 17 for alleged violation of the Trading With the Enemy Act, in connection with the purchase of the control of the Evening Mail by Dr. Edward A. Rumely, was held in \$5,000 bail April 19 by Federal Judge Dietrich. The bail of Dr. Rumely and S. Walter Kaufman, indicted on the same charge, which is \$35,000 and \$5,000, respectively, was continued. The defendants will be arraigned for pleading on April 30.

Captain Olympius Is Back

ATLANTA, April 21.—Shirley Olympius is back with the Georgian, after two years' service as captain in the Army. He is handling automobile advertising. Capt. Olympius went overseas ten months ago, serving the greater portion of the time in the provost marshal general's department in charge of German prisoners.

Honor Scandinavian Press

ST. PAUL, Minn., April 22.—By a vote of 59 to 67, Senator Cliff's bill forbidding the printing of any foreign language matter in newspapers, was defeated in the Minnesota house of representatives. "This is no time," declared one of the speakers, "to irritate the Scandinavian population which was so loyal during the war."

Advertisers Want Results

This is the Kind of "Service" The Times-Picayune of New Orleans Gives to Its Patrons

Advertisers, at home and abroad, are demanding to know what they get for their money; not simply how much circulation a newspaper may have, but whether it is good or bad, and how much it will produce in sales.

This is one of the reasons why the Audit Bureau of Circulations was formed. Circulation reports to this bureau, for the six months ending March 31, 1919, were made in April. The Times-Picayune invites advertisers to analyze and compare its report carefully.

The report shows that the Times-Picayune has the largest and best circulation in the State of Louisiana—best because of its great home delivery in the city of New Orleans and in the first and second postal zones. The average (paid) circulation for six months ending March 31, 1919, was 78,656 daily and 94,624 Sunday.

Right now, 56.5 per cent of its entire circulation is in this city, wherein lies the great purchasing power of this market, and more than 91 per cent is within the first and second postal zones.

This concentrated home circulation within the trading area of New Orleans stores produces results for the advertisers. The clean advertising policy of The Times-Picayune also stimulates results, because its readers are taught to believe what it prints.

Consequently the largest volume of advertising ever carried by a New Orleans newspaper is now appearing in The Times-Picayune. There are three newspapers in New Orleans. The first three months of this year The Times-Picayune carried 947,545 lines more than one, and 555,427 lines more than the other.

*We Commend These Facts to Advertisers
for Careful Consideration*

NEW ORLEANS TIMES-PICAYUNE

South's Greatest Newspaper

NEW YORK

Foreign Representatives:
CHICAGO

CONE, LORENZEN & WOODMAN
DETROIT

ATLANTA

KANSAS CITY

