

Two Sections — Including Special A. N. P. A. News Print Convention Supplement



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America



SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, THURSDAY, NOVEMBER 13, 1919

NOV 19 1919

LIBRARY 52, No. 24

HIGH-WATER MARK

The Net Paid Circulation of The Chicago Sunday Tribune November 2nd, exceeded

7 2 5 , 0 0 0

The demand was greater, but owing to the shortage of white paper The Tribune was unable to meet it.

This is the highest circulation in the history of The Chicago Tribune, and is the largest circulation of any newspaper in the world sold at the price of The Chicago Sunday Tribune.

On this same Sunday The Tribune set a new record in volume of advertising—732.01 columns. As a result 770 tons of white paper were used in printing this issue:

In line with its policy of conserving newsprint, The Tribune requests advertisers to restrict the size of their advertisements as far as possible.

Since November 3 the size of The Daily Tribune has been limited to an average of 32 pages—necessitating the rejection of a large volume of advertising.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

You need not worry about PENNSYLVANIA

Just put your Advertising message into the daily newspapers and inspire your salesmen to stir up the distributors.

There is no need to go into all the details of Pennsylvania's wonderful prosperity because you can get from your mercantile agency all the business data, crop reports, steel and iron output, etc., needed to convince you that the time is NOW and the place—PENNSYLVANIA.

Labor unrest, unofficial "vacationists," calamity howlers and the un-American agitators are no more evident in Pennsylvania than in any other state in the Union.

You can be assured that the spirit of sane and vigorous Americanism in Pennsylvania will solve transient problems.

You can be assured that Pennsylvania's purchasing capacity represented in her vast and well paid industrial workers will average a higher per cent. this year than ever before.

And you can be assured that the only way to GET and HOLD Pennsylvania's business—to get your advertising story across in the shortest space of time to the greatest number of people—and at the smallest possible cost—is to use the daily newspapers.

Let us forget "reconstruction," "reorganization" and other trite terms by showing our supreme confidence in "Americanism" by starting something NOW. Present momentum always assures more progress for the future.

These newspapers can help you make your trade mark a greater indestructible asset:

	Circulation	2,500 lines	10,000 lines
Allentown Call(M)	23,146	.04	.04
†Altoona Mirror(E)	23,676	.05	.05
Altoona Times(M)	8,026	.025	.025
Bethlehem Globe(E)	6,685	.025	.025
†Chester Times and Republi- can(M&E)	14,177	.05	.04
Connellsville Courier(E)	6,774	.015	.015
*Easton Express(E)	12,044	.03	.03
Easton Free Press.....(E)	14,162	.0285	.0285
Erie Herald(E)	8,009	.025	.025
Erie Herald(S)	9,626	.025	.025
‡Harrisburg Telegraph(E)	28,910	.045	.045
‡Johnstown Democrat(M)	9,841	.03	.025
‡Johnstown Leader(E)	8,039	.015	.015
Lancaster Intelligencer and News- Journal(M&E)	22,183	.06	.06
Lebanon Daily News(E)	8,319	.0179	.0179
New Castle News(E)	13,014	.025	.025
Oil City Derrick.....(M)	6,213	.023	.018
‡Philadelphia Record(M)	123,277	.25	.25
‡Philadelphia Record(S)	133,680	.25	.25
Pittsburgh Dispatch(M)	55,055	.13	.08
Pittsburgh Dispatch(S)	55,208	.14	.14
Pottsville Republican(E)	10,865	.04	.03
Scranton Republican(M)	30,028	.08	.07
Scranton Times(E)	33,969	.08	.07
West Chester Local News.....(E)	11,590	.03	.03
Wilkes-Barre Times-Leader(E)	18,237	.05	.04
Williamsport Sun(E)	15,764	.06	.04
York Gazette(M)	14,310	.03	.03
Total	724,827	\$1.6694	\$1.5394
Government Statement, October 1st, 1919.			
*A. B. C. Report, October 1st, 1919.			
†A. B. C. Report, April 1st, 1919.			
‡Government Statement, April 1st, 1919.			

Des Moines Sunday Register

Iowa's Old Reliable Sunday Newspaper

73% Advertising Gain in 30 Weeks

IN 30 weeks The Sunday Register has published 73% more advertising than it published in the same period last year. On every single Sunday for 30 weeks The Register has made a gain. The smallest gain was 572 inches; the largest was 4,333 inches.



		Total adv. Sun. Register 1919 Inches	Total adv. Sun. Register 1918 Inches	GAIN INCHES	
April	6	4,000	2,918	1,082	
	13	4,383	2,959	1,424	
	20	4,089	2,809	1,280	
	28	3,578	3,006	572	
	May	4	3,980	3,080	900
May	11	3,777	3,006	771	
	18	3,974	3,131	843	
	25	3,973	3,033	940	
	June	1	4,205	3,424	781
	June	8	3,832	2,656	1,176
15		4,447	2,648	1,799	
22		4,376	2,694	1,682	
29		4,712	2,817	1,895	
July		6	4,857	2,860	1,997
July	13	5,378	2,088	3,290	
	20	3,825	2,551	1,274	
	27	4,439	2,948	1,491	
	Aug.	3	4,007	2,357	1,650
	Aug.	10	5,812	2,289	3,523
17		5,584	2,488	3,096	
24		6,729	3,703	3,026	
31		4,101	2,130	1,971	
Sept.		7	5,242	3,037	2,205
Sept.	14	4,774	2,655	2,119	
	21	5,631	3,092	2,539	
	28	4,889	2,863	2,026	
	Oct.	5	5,224	2,822	2,402
	Oct.	12	5,086	1,426	3,660
19		5,451	1,118	4,333	
26		4,500	1,762	2,738	

Total— 138,855 inches 80,370 inches 58,485 GAIN

6,675 Gain in Circulation Since April!

The Sunday Register has made this gain in the number of its readers because it is constantly a better newspaper. No other Des Moines Sunday paper carries Associated Press news; no other has as attractive features.

Here are the details of The Sunday Register's growth:

	Average Circulation per Sunday
April	70,698
May	71,784
June	70,079
July	70,666
August	71,963
September	72,360
October 5th	75,096
October 12th	76,311
October 19th	77,024
October 26th	77,373

More Paid Circulation Than Any Two Other Iowa Sunday Newspapers Added Together

MEMBER AUDIT BUREAU OF CIRCULATIONS

If you were to ask
most any intelligent Philadelphian
how to make your advertising
do you the most good
in Philadelphia,
the reply undoubtedly would be:
"Put it in The Bulletin"

Dominate Philadelphia

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

The Bulletin

Net paid average for
six months ending
October 1st, 1919

446,311

Copies
a
day

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



EDITOR & PUBLISHER



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

Vol. 52

NEW YORK, THURSDAY, NOVEMBER 13, 1919

No. 24

ADVERTISING SERVICE IDEAS EXCHANGED AT BATTEN CLIENTS' CONVENTION

Eighty-six Non-Competitive Advertisers Find New Meanings in "Agency Service" and Mutually Benefit by Unique Experience Meeting—Automobiles and Elevators Shown in Exhibit of Advertised Products

HOW a really modern advertising agency keeps abreast and ahead of the times by constant endeavors to improve its service to clients and to intensify the sales results of their advertising was well demonstrated last week at the Hotel Commodore, New York, where 178 representatives of the 86 accounts of George Batten Company, Inc., gathered for a two-day convention as the guests of the agency.

A better appreciation among clients of how an agency serves the accounts under its care and earns its commission from newspapers and other publications and the face-to-face analysis of the principles employed in merchandising a wide range of articles, which, though non-competitive, nevertheless often appeal to the same class of buyers—those were the two basic ideas of the convention, and according to Merrick R. Baldwin, a representative of the Batten Agency and chairman of its convention publicity committee, the agency executives and the clients were more than pleased with the execution of the ideas.

"The convention is unusual in its nature—perhaps unique," Mr. Baldwin told an EDITOR & PUBLISHER representative. "It is to be doubted whether ever before have men interested in the manufacture of stoves, face-powder, paper,

soap, engines, stockings, paint, razors, mincemeat, automobiles, watches, shoes and many other widely dissimilar commodities, gathered to discuss matters of common interest.

"These commodities seem at first glance to have little in common, so far as sales appeal is concerned, but you will note that many of them are in constant use by practically the same class of buyers. Take, for instance, stoves, face-powder, soap, stockings, paint, mincemeat, automobiles, watches and shoes. All of them appeal to women buyers and a principle of advertising or merchandising which sells one of them is probably applicable to another or to all."

The results of the conference were summed up briefly by President William H. Johns of the Batten Company to EDITOR & PUBLISHER as follows:

"The vital part of it was, of course, the four business sessions, at which 180 of the executives of the firms we serve sat in most interesting and, I think, profitable conference for two days. We are most gratified at the outcome of these sessions."

Four business sessions were held for the discussion of topics of common interest, relating to problems to industrial organization, research, production and

merchandising. Among the addresses at the opening session were the following:

Opening address, William H. Johns, president, George Batten Company; "Linking Advertising with Sales Effort," George W. Hopkins, general sales manager, Columbia Graphophone Company; "The Value of Sales Conventions," George W. Spahr, sales manager, Elliott-Fisher Company.

Other addresses were as follows:

"Industrial Research," Dr. Arthur D. Little, president, Arthur D. Little, Inc.; "Flexibility of Organization," John Younger, assistant to the president, Standard Steel Car Company; "Mechanical Transportation," William F. Morrill, president, Lamson Company; "How Big Should a Business Be?" Howard W. Dickinson, vice-president, George Batten Company.

"What is National Distribution?" E. J. W. Fink, assistant general manager, Mishawaka Woolen Manufacturing Company; "Intensive Merchandising," John S. Lawrence, Lawrence & Co.; "Human Relationships in Organization," Ernst R. Behrend, president and general manager, Hammermill Paper Company; "Meeting Labor," Frank H. Willard, assistant general manager, Graton & Knight Manufacturing Company.

"Marketing a Raw Product," Bennett Chapple, publicity director American Rolling Mill Company; "Consolidating a Growing Business," Solon Wilder, president, Central Oil & Gas Stove Company; "New Functions of Salesmen," George H. Leach, secretary and general sales manager, George E. Keith Company; "Copy," William J. Boardman, vice-president George Batten Company.

Eighty-six booths occupied the floor of the ballroom on the first evening of the convention and afforded each of the guests an opportunity to see the products of his fellow guests. On another page of EDITOR & PUBLISHER are printed photographs of one aisle of the exhibit section and of the exhibit of the George E. Keith Company, which is of special interest to newspaper advertising men in that it displays the "Walk-Over Shoe," the advertising of which is done exclusively in newspapers.

Among the 86 lines of merchandise on display were automobiles, tractors, gasoline engines, stoves and heavy machinery—exhibits made possible by the Hotel Commodore's automobile elevator, which is its exclusive possession among New York hotels.

And speaking of elevators, the guests at the convention were reminded by the

(Continued on Page 8)



Executives of firms served by the George Batten Company in convention session, President William H. Johns on rostrum in right background.

WASHINGTON AWAITS COMPLAINTS FROM PUBLISHERS

Congress and Officials Interested in News Print Situation, But Have No Definite Policy—Plan to Stop Exports.

BY ROBERT T. BARRY

Washington, Nov. 11.

IT WOULD be pleasant to write from Washington this week that the Federal Government as a whole and Congress in particular is properly concerned over the desperate straits into which the American newspaper publishers are being plunged both in the matter of newsprint supply and prices, but it would not be true. Nothing but rank misrepresentation could describe alarm of a type that forecast real action.

Some members of Congress, many of them, in fact, are interested, but they confess a certain amount of impotence in the matter. Officials of the Federal Trade Commission and the Department of Justice insist they are "watching the situation very closely" but they vouchsafe no encouragement for immediate action.

Interested, But Have No Definite Plans

Many officials were interested in the notice of the International Paper Company's price program for 1920 revealed in *EDITOR & PUBLISHER*, but their sympathetic concern has yet to crystallize into some definite program of relief for the newspapers.

Federal Trade Commission officials declared that they had been in close touch with the developments in the newsprint crisis for some time, but they would indicate no prospect of action on their part. Asked if they did not view the 1920 contract proposal of the International as bordering upon a violation of the agreement of November, 1917, they withheld comment on the ground that the Commission occupied the position of umpire in the price controversy and would have to await a formal inquiry into the facts.

"I.P." May Transgress War Agreement

Copies of that agreement in the Commission's files were produced and the language read to aid unofficial comment to the effect that the new contract proposal appeared to transgress the spirit and letter of the agreement.

At the Department of Justice it was held that until the matter had been presented formally by the American Newspaper Publishers' Association no forecast of the probable action of the Attorney General as trustee for the publishers could be given.

Senator Boies Penrose, of Pennsylvania, chairman of the Senate Committee on Finance, is ready to assist the publishers both in the matter of prices and of supply should the newspapers suggest a course of action that can reasonably be expected to obtain the approval of Congress. One of the suggestions made to Senator Penrose was that the tariff rules on importation of paper be revised. Some publishers are inclined to believe that substantial importations from Norway would be possible if the duty free limitation were raised.

Treaty Holds Up Reed Inquiry

Senator Reed, of Missouri, is interested very keenly in the newsprint situation, but he has not been able to devote any time to this matter due to his unusual activity in connection with the Senate discussion of the treaty of peace with Germany. Since his recovery from his recent illness he has devoted little time to anything other than the treaty and has been on the Senate floor almost continually

when not in conference over phases of the historic fight.

Representative Reavis, of Nebraska, who made a speech in the House last week demanding an investigation by the Treasury Department into the underlying causes of the shortage of news print, told *EDITOR & PUBLISHER* today that he had two solutions to propose to meet the problems of the publishers.

Reavis for Paper Rations

"One remedy is to ration paper," he said, "so that the larger dailies will not get it all and the little fellows in the country districts none."

"The other will get at the heart of the trouble and save the country's paper supply. I propose that the Collector of Internal Revenue be instructed to make a comparison of the amount of advertising done before the excess profits went into effect and now and where it is shown by these comparative figures that an excessive amount of advertising space is being used in order to avoid paying the government its just due, that no allowance be made for expense account. This would soon bring advertising down to its proper basis and would conserve the print paper supply."

"As I said before I have no quarrel with a newspaper's prosperity; I am in accord with the general view as to the usefulness of advertising, but I object to the method adopted to beat the government. The country press is feeling the real pinch of the shortage. I am still trying to get the Ways and Means Committee to take up this matter with the Treasury Department."

Would Stop Exportation

Mr. Reavis explained during the course of his speech in the House that the excess profits tax was a graduated tax that increases proportionately as the excess profit increases. An institution showing a profit of a certain sum must pay a tax of 10 per cent; if the tax is over the specified sum the tax is 12 per cent, and so on. If the profits are but slightly above the 12 per cent sum, expenditure for improvements on the plant and advertising will bring it below that sum and save the institution thousands of dollars.

This is why, Mr. Reavis says, advertising in all the papers is so heavy and that so much news print is being consumed by the larger papers.

Representative Christopherson, of South Dakota, introduced a bill last Saturday to prevent the export of newsprint paper as long as the present shortage continues, under penalty of \$10,000 fine or 10 years' imprisonment. He would not discuss the new price issue but in explanation of his bill Mr. Christopherson said:

"The papers out my way are all complaining about the way the paper manufacturers are treating them. They say it is almost impossible for them to get enough news print to get out the paper. Whenever they write or wire to the manufacturers they are told there is an acute shortage and that is about all the satisfaction they get. Now I have looked into this thing and I find that 10,000 tons of newsprint were exported from this country during August. If there is such a shortage paper manufacturers should not be permitted to send any paper abroad until the domestic needs are met."

"My bill has been referred to the Interstate Commerce Committee and I am making an effort now to get Mr. Esch to grant hearings on it. I am hopeful of favorable action, not, however, before the regular session of Congress."

CAROLINANS CALL MEETING

January 8-9 at Greensboro Date and Place

CONCORD, N. C., Nov. 8.—J. B. Sherrill, secretary of the North Carolina Press Association, announces that the mid-winter meeting will be held in Greensboro, N. C., at the O. Henry Hotel, January 8 and 9.

A question box will be in place for the first day and will receive questions on all phases of business. On the second day this box will be dissected and the topics will be given the right of way. A banquet will wind up the meeting. Greensboro is well-located for such a gathering, as it is within easy reach of most of the editors of the state.

CHANGE OF NAME

But Old Wilmington (O.) Republican Still Is Memorialized

WILMINGTON, OHIO, Nov. 10.—The Journal - Republican Company has dropped the name "and" is now putting out the daily edition under the heading News-Journal. The weekly edition has been suspended.

The "Republican" for many years was one of the most influential weekly papers in Ohio. To prevent the complete extinction of the name "Republican," the publishers are using this line at the editorial mast head, "Consolidated with the Clinton Republican, established 1838."

MAKE USE OF WINDOWS

Are Most Valuable Auxiliary to Newspaper Advertising

ST. LOUIS, Mo., Nov. 7.—Make buyers come to your store by newspaper advertising, and then convey the final and decisive message by effective window dressing. This is the advice given to the members of the Junior Advertising Club of St. Louis by Ernest Calvin, window display manager for Werner & Werner, at a recent meeting. Calvin declared that "when a man sees a suit of clothes advertised in the newspapers attractively, the next day he goes down town to look the clothes over in the window before buying." He added that

"the newspaper is the first message bearer, and the window advertising facilities are the second and final."

PALMER ELECTED PRESIDENT

Other Woonsocket Call Changes Follow A. J. McConnell's Death

WOONSOCKET, R. I., Nov. 10.—Following the death of Andrew James McConnell, editor of the Call and president of the Evening Call Publishing Company, Charles W. Palmer, business manager of the paper and Mr. McConnell's stepson, has been elected as the corporation's president.

Arthur Howard Crowell, until recently on the Providence Journal and lately assistant managing editor of the Call, has been promoted to managing editor.

James T. Davidson, for eight years night telegraph editor of the Providence Journal, is now with the Woonsocket Call as a new editor.

The general management of the paper will devolve upon Sampel E. Hudson as publisher and treasurer of the Evening Call Publishing Company, with Mr. Palmer as president and business manager.

More and Cheaper Pulp Wood

BANGOR, ME., Nov. 8.—The Great Northern Paper Company plans to penetrate the forests with a lumber railroad from a point on the West Branch of the Penobscot River, near Seboomook. It will extend 18 miles into the forest to the timberland, which is located in the St. John River basin.

This will make directly available the lumber located there for the company's pulp and paper mills at Millinocket. This will make available an added wood supply of many million feet for the two mills, and at a much less expense than it could be otherwise secured.

Newspapers Supply Buyers

MILWAUKEE, Nov. 10.—"The only advertising medium which does not have to seek the buyer is the newspaper," said Edward Wolff, advertising manager of the David Alder & Sons Clothing Company, in an address before members of the Men's Wear Association of Milwaukee. "The buyer pays for the chance to read the advertising with the news, and gives his attention freely. It is only necessary to use the attention so secured to sell the goods. In other methods of advertising it is necessary to seek out the buyer, attract his attention and sell the goods."

Offers Window Display Prizes

DALLAS, TEX., Nov. 7.—The Times-Herald has inaugurated a show window contest, in which three cash prizes of \$25, \$15 and \$10 in gold will be awarded to the three best and most tastefully arranged show windows during the first week of the Dallas Fair. The Times-Herald has agreed to publish the pictures of the prize-winning windows with a full description of the display.

Journalism Students Increase

MADISON, WIS., Nov. 10.—More than 200 students have enrolled in the four-year course in journalism at the University of Wisconsin. This is more than 50 per cent in excess of the largest number enrolled heretofore. E. Marion Johnson, a graduate of the school of journalism at the University of Kansas, has been added to the faculty.

New S. N. P. A. Member

The Waco (Tex.) News-Tribune, of which E. S. Fentress is business manager, has joined the Southern Newspaper Publishers Association.

ANOTHER WAR WOULD END CIVILIZATION —THE PRESS IS WORLD'S HOPE

Only Through Truth About Peoples, Heralded With Understanding, Can Nations Be Kept from Banding Against One Another, Sir Auckland Geddes Tells Journalists of Allied Nations Now Visiting England

BY HERBERT C. RIDOUT

THE British Government has not been slow to perceive the prominent part the press of the world must play in securing the success of the League of Nations and its first step in recognition of that has been to invite a number of Allied and neutral journalists to London as the guests of His Majesty's Government. The party is under the presidency of Louis Dumont Wilden of the Nation Belge, and M. Albert G. de Gobart of Le Figaro.

They met the Prime Minister, Lloyd George at 10 Downing Street, and took tea as his guests, receiving at the Premier's hands a personal welcome.

Representative Gathering

The following day they were entertained as the guests of the Government at dinner at the Carlton Hotel, with Sir Auckland Geddes, President of the Board of Trade as chairman, the party including Viscount Burnham, Louis Dumont Wilden, Colonel Sir Hamar Greenwood, Bt. M.P., M. Fernand Divoire, T. P. O'Connor, M.P., M. A. Arapu, Comte de Bearn, M. Schmitt, M. Taunay, M. Loper de Almeida, M. A. De Gobart, J. A. Spender, Madame Divoire-Brun, M. J. de Marsillac, M. Morf, J. Douglas, M. Peigne, Robert Donald, Madame Peigne Vignal, M. Albert Jullien, M. Serge Cande, E. F. Carnegie, M. Sadorge, H. A. Gwynne, M. Dichter, M. Seitz, M. O. Arapu, M. L. C. Moyses, M. Nordman, M. F. Soulier Valbert, Frederick W. Emmett, M. D. de Zubbiria, M. des Gachons, E. A. Perris, M. Lapido, Colonel W. J. Galloway, M. Coltor, P. Villars, M. G. Dussol, M. L. Wloch, R. D. Blumenfeld, M. Savtchenko, R. J. Cru, M. Christian Sauerwein, M. Colin Grundy, M. Morkarzel, M. Heider.

International Power

Sir Auckland Geddes, as the mouth-piece of His Majesty's Government, said that before the war it was recognized that the press could be a great power for good or evil, that the press of a nation might fan the smouldering fires of national jealousy, of international dislike or might damp down those fires or help to damp them down. But he thought that few realized that the press was a mighty instrument of war, steadying its own nation, encouraging its friends, discouraging, disorganizing, finally disintegrating its enemies.

We realize now how great a power in international affairs the press of the world, the press of each nation could become, he said. Realizing that we realized the importance of such a gathering as that he was addressing, he regarded it as a great honor to be privileged to greet on behalf of the British Government the representatives of the Allied Press. He continued:

"We have before us now a period in which the power of the press will be almost paramount. While the war was still on, while the guns still

roared, the press was second—powerful, it is true, but less powerful than the actual armies in the field. But now the clash of the nations is over. We who were banded together as allies or associates have won the war.

"We have still to win something much greater; we have still to win the peace, and it is only, I believe, through the press that peace can be won. I wonder, if all of us, even yet, realize the responsibility that lies upon the shoulders of every man who writes in a newspaper?"

"Ill-considered words — perhaps hasty words—can do infinite harm, while considered words, true words, can do infinite good.

"To-day we look forward to the effective establishment of the machinery of the League of Nations, and, believe me, that machinery will never be effective unless the nations come to know each other far better, far more intimately, than they did in the past, for ignorance is the breeding-ground of suspicion.

"When we do not know people, when we do not understand their mode of thought, when we do not realize what their ambitions are, we are apt to ascribe to them quite different ambitions, quite a different mode of thought, quite a different national objective to those that are really theirs. Therefore, I am sure that every man who wishes well for the future of civilization which is inextricably linked with the League of Nations, must welcome the occasions which have led to such a gathering as this.

"It is a hard task that is laid upon the press of the world. It is not only necessary for the press to avoid speaking evil of other nations when that evil is untrue; it is just as necessary for the press of the world to avoid speaking well of other nations when that well is untrue.

"There is nothing more likely to lead to misunderstanding, nothing more likely to suddenly lead to a feeling of strife and antagonism than to

believe that you are dealing with an individual or a nation which has got high ideals and ambitions, and then you suddenly discover, that the ideals and ambitions are less high.

"Upon you who are responsible for so large a section of the press in the different Allied and associated countries there rests now the greatest of all responsibilities. If you want the League of Nations to be a success you have got to tell the truth—the greatest difficulty that can face many at any time—and to tell it so that it is true to the man who reads what is said.

For Mutual Understanding

"It is easy enough to state facts. Many men say they have told the truth when they have stated the facts. You can state facts, and at the same time tell the most diabolical falsehood. That is the difficulty that lies before us all at the present time—that we have got to enter into an understanding of each other's lives and modes of thought.

"If we fail, the League of Nations will have failed, and war will recur in Europe before many years are past. We shall see once again nation banded against nation, groups of nations banded against groups of nations, determined to kill and to destroy. If we get through this time we shall not get through next, and civilization will end. There is nothing less upon the shoulders of the press of the world at the present moment than the preservation of the civilization which has been built up by the work of countless generations through almost countless centuries.

Must Know the Truth

"But, before any of us can tell the truth we must know the truth. Therefore, you have come to visit us in this land we welcome to-night. There is nothing more dangerous at the present time than what one sees in some papers in all the countries which were allied during the war. You see articles—well meant; the intention behind them is obviously of the best. You see the description of an Englishman or a Scotsman that is kindly in intention, that is almost fulsome in its flattery, but is untrue in fact, because it is giving a picture to another nation of a people that does not exist.

"One hears that a nation is composed of people who never think of anything but the good of others. I do not know that people. You hear a nation absolutely uniform—fine physique, sportsmen, athletes, and so on. These things are not true. These are the difficulties that lie before us—to get to know, to get to tell the truth so that the correct impression is conveyed to the readers—which is extraordinarily difficult whether one is writing or speaking—and to get the feeling of responsibility for the future of the world.

(Continued on Page 38)



SIR AUCKLAND GEDDES

ADVERTISING SERVICE IDEAS EXCHANGED IN CONFERENCE

(Continued from Page 5)



One of the six aisles where 86 non-competitive exhibits were displayed by the George Batten Company

Otis Elevator Company that the smooth-working lifts of the hotel that carried them up to the ballroom were a part of its exhibit, which also included a set of pen and ink drawings which traced the history of elevators from the early days of steam, through the hydraulic and into the electric eras.

Another exhibit of interest was the collection of newspaper advertisements which appeared during Governor Coolidge's campaign in Boston papers.

Purely social activities occupied the guests while they were viewing the exhibits. Clients of the agency, members of its staff and friends from the local publishing and advertising field hobnobbed on the floor and, after 9.30 p. m., danced.

A banquet at the Waldorf-Astoria on November 7 concluded the convention. Among the guests were Rosa Ponselle of the Metropolitan Opera Company, Riccardo Stracciari of the Chicago Opera Company, and Tony Sarg, magazine illustrator.

Clients Want Another Next Year

That the convention had accomplished all and more than was expected of it was the universal testimony of guests interviewed by EDITOR & PUBLISHER. What agency service to the advertiser and publisher really comprehends is clearly visualized by those who attended the convention and they didn't hesitate to say so.

J. Paul Boyle of the Florence Manufacturing Company, Florence, Mass., manufacturer of the "Pro-phy-lactic" tooth brush, expressed surprise and pleasure at the gathering of men representing such wide diversity of interests and stated his belief that other agencies would probably follow in the footsteps of the Batten Company.

James S. Hinkley of the Geneva Cutlery Corporation, which makes Genco Razors at Geneva, N. Y., said:

"I am a man of few words, but I think the convention of clients is a success from start to finish and in my opinion it should be made an annual affair. Despite the fact that the program was widely varied, each address contains something of specific value to each client."

Newspaper advertising received many words of appreciation among the adver-

tisers. C. W. Sanford, general manager and executive head of the Cliquot Club Company, of Millis, Mass., where it manufactures "Cliquot Club Ginger Ale," stated that his company was using an increased amount of newspaper space each year and that in three cities where newspaper advertising was used exclusively, the result was extremely gratifying.

"In Maine, New Hampshire and Vermont, where a large number of farmers depend on the county newspapers for their information as on the day's news, our company uses these papers as its principal media."

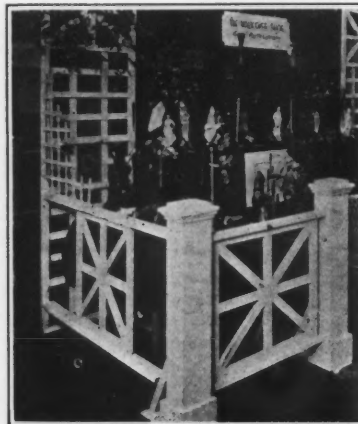
Mr. Sanford was accompanied to the convention by H. Earl Kimball, president and principal owner of the Cliquot Club Company, and W. E. Boyers, sales manager.

Mr. Baldwin's untiring work as publicity chairman of the convention was favorably commented upon by representatives of the New York newspapers and magazines who covered the event.

The accounts which were represented in the business sessions and in the exhibits were:

Acme Wire Company, New Haven, "Acme Wire Products."
American Kitchen Products Company, New York, "Steero Bouillon Cubes."
American Rolling Mill Company, Middletown, Ohio, "Armo Iron."
Amory, Browne & Co., Boston, "Indian Head Cloth," "Nashua Blankets," "Kalburnie Gingham."
Armstrong Cork Company, Pittsburgh, "Armstrong's Linoleums."
Bell & Co., Inc., Orangeburg, N. Y., "Bell-Ans."
Bird & Son, Inc., East Walpole, Mass., "Nepsonet Building Products."
M. J. Breitenbach Company, New York, "Pepto-Mangan."
Brewster & Co., Long Island City, N. Y., "Brewster Automobile."
D. H. Burrell & Co., Inc., Little Falls, N. Y., "Burrell Milk."
Central Oil and Gas Stove Company, Gardner, Mass., "Florence Oil Cook Stoves and Heaters."
Cliquot Club Company, Millis, Mass., "Cliquot Club Ginger Ale."
Collette Manufacturing Company, Amsterdam, N. Y., "Mendets."
Columbia Graphophone Company, New York, "Columbia Grafonola" and "Columbia Records."
Continental Rubber Works, Erie, Pa., "Vitalic Bicycle Tires."
Curtis Companies, Inc., Clinton, Ia., "Curtis Woodwork."
The Dictaphone, New York.
Henry Diston & Sons, Inc., Philadelphia, "Diston Tools."
Embossing Company, Albany, N. Y., "Baby Cariole."
Elliott-Fisher Company, Harrisburg, Pa., "Elliott-Fisher Bookkeeping Machines."

Florence Manufacturing Company, Florence, Mass., "Pro-phy-lactic Brushes."
H. C. Fry Glass Company, Youngstown, Ohio, "Herringbone Lath" and "G. F. Metal Office Furniture."
Geneva Cutlery Corporation, Geneva, N. Y., "Genco Razors."
Globe Rubber Tire Manufacturing Company, New York, "Globe Automobile Tires."
Globe Stove and Range Company, Kokomo, Ind., "Globe Stoves, Ranges, Pipeless Furnaces."
Goodell-Pratt Company, Greenfield, Mass., "Mr. Punch Tools."
Graton & Knight Manufacturing Company, Worcester, Mass., belting.
Hammermill Paper Company, Erie, Pa., "Hammermill Bond."
Hamilton Watch Company, Lancaster, Pa., "Hamilton Watch."
Hampshire Paper Company, South Hadley Falls, Mass., "Old Hampshire Bond."
Hanley & Kinsella Coffee and Spice Company, St. Louis, "H. & K. Coffee, Teas and Spices."
Hills Brothers Company, New York, "Dromedary Dates," "Dromedary Coconut."
Hooton Chocolate Company, Newark, N. J., "Hooton Chocolates."
Hooen, Owens, Renstchler Company, Hamilton, Ohio, marine engines, castings, sugar machinery.
Hough Shade Corporation, Janesville, Wis., "Vudor Porch Shades."
J. W. & A. P. Howard Co., Ltd., Corry, Pa., "Korry-Rome Leather."
Hygeia Nursing Bottle Co., Inc., Buffalo, N. Y., "Hygeia Nursing Bottle."
Indian Refining Company, New York, "Havoline Oil."
Ireland Brothers, Johnstown, N. Y., "Ireland Gloves."
Iver Johnson's Arms & Cycle Works, Fitchburg, Mass., "Iver Johnson" revolvers and bicycles.
Walter Janvier, New York, "Pears' Soap."
George E. Keith Company, Campello, Mass., "Walk-Over Shoe."
Lamson Company, Boston, "Lamson Conveyors."



Close-up of a typical exhibit

Larus & Brother Company, Richmond, Va., "Edgeworth Tobacco."
Lawrence & Co., Boston, "Ipswich Hosiery."
Lehn & Fink, Inc., New York, "Pebecco Tooth Paste," "Lysol Disinfectant," "Lysol Shaving Cream," "Lysol Soap."
Arthur D. Little, Inc., Cambridge, Mass., commercial chemistry.
Loose-Wiles Biscuit Company, Kansas City, "Sunshine Biscuits."
McCall Company, New York, "McCall's Magazine."
McCallum Hosiery Company, Northampton, Mass., "McCallum Silk Hosiery."
Mallory Hat Company, Inc., Danbury, Conn., "Mallory Hats."
Merrell-Soule Company, Syracuse, N. Y., "None-Such Mince Meat," "Klim Brand Powdered Milk."
Minute Tapioca Company, Orange, Mass., "Minute Tapioco and Minute Gelatine."
Mishawaka Woolen Manufacturing Company, Mishawaka, Ind., "Ball-Band Rubber Footwear."
William S. Myers, Director Chilean Nitrate Committee, New York.
N. & W. Overall Co., Inc., Lynchburg, Va., "N. & W. Overalls."
National Cloak & Suit Company, New York, mail order.
National Lead Company, New York, "Dutch Boy Products."
Naumkeag Steam Cotton Company, Salem, Mass., "Pequot Sheeting."
Norris, Inc., Atlanta, Ga., "Norris Exquisite Candies."
Novo Engine Company, Lansing, Mich., "Novo Engines and Outfits."
Ostermoor & Co., New York, "Ostermoor Mattress."
Otis Elevator Company, New York, "Otis Elevators."
Pall Mall Electric Company, New York, "Electric Hair Brushes."
Parkhill Manufacturing Company, Fitchburg, Mass., "Glen Roy and Braloch Gingham."
Pemberthy Injector Company, Detroit, brass goods, "Pemberthy-Ball Carburetor."
L. Plaut & Co., New York, "Four-in-One Light."
Pompeian Company, Cleveland, "Pompeian Toilet Products."
Porto Rico Fruit Exchange, Inc., San Juan, P. R., "Tropiko" grapefruit, pineapples, oranges.
Radium Luminous Materials Corporation, New York, "Undark."
Roxbury Carpet Company, Boston, "Roxbury" rugs, carpets.
Sydney Ross Company, Inc., New York, pharmaceutical products.
Ruud Manufacturing Company, Pittsburgh, "Ruud Automatic Gas Water Heater."
Samson Tractor Company, Janesville, Wis., "Samson Farm Power Units."
Sheldon Axle & Spring Company, Wilkes-Barre, Pa., "Sheldon Axles."
Herbert D. Shivers, Inc., Philadelphia, "Shivers' Cigars."
Shreve, Crump & Low Company, Boston, jewelry, silverware, diamonds, etc.
Standard Kid Manufacturing Company, Boston, "Vode Glazed Kid."
A. J. Stasny Music Company, New York, music publishers.
Standard Steel Car Company, Pittsburgh, "Standard Eight Automobile."
Stein-Bloch Company, Rochester, N. Y., "Stein-Bloch Smart Clothes."
B. F. Sturtevant Company, Hyde Park, Mass., "Sturtevant Ventilating and Heating Systems."
Torrington Company, national sweeper division, Torrington, Conn., "Torrington Electric Vacuum Cleaners."
United States Cartridge Company, New York, "Black Shells."
Vick Chemical Company, Greensboro, N. C., "VapoRub."
S. D. Warren Company, Boston, "Warren Standard Printing Paper."
F. S. Webster Company, Boston, "Multi-Kopy Carbon Paper."
Tom Wye, Inc., Winchendon, Mass., "Tom Wye Jackets, Tom Wye Swimming Suits."

SLOVER BUYS ANOTHER PAPER

Pays \$125,000 for Petersburg Evening Progress.

PETERSBURG, Va., Nov. 7.—S. L. Slover, publisher of the Norfolk Ledger-Dispatch and formerly Virginia representative on the Southern Newspaper Publishers Association executive committee, has purchased the Evening Progress from Professor C. L. Snowden and associates.

It is stated that Mr. Slover paid \$125,000 for the property, which was secured by Professor Snowden and his associates about two years ago for \$45,000.

No Compromise in Barcelona

BARCELONA, SPAIN, Nov. 9.—Newspaper proprietors who recently called a lockout against their employes, have offered to concede the demands of their men if their editorial staffs will withdraw from the Syndicalist Federation.

ADVERTISING MANAGERS PLEDGE AID IN SAVING NEWS PRINT

National Convention of N. A. D. N. A. M. Emphasizes Fact That Newspaper Rates Are Too Low for Production Cost.

(BY TELEGRAPH)

CHICAGO, Nov. 11.—In a strong address which made a deep impression upon the members of the National Association of Daily Newspaper Advertising Managers meeting here for their annual convention today, John B. Woodward, advertising manager of the Chicago Daily News, warned that if the leading advertising managers of the country did not find a way of solving the newsprint problem as it related to their field, the Government might find it necessary to step in to protect the interests of the smaller newspapers.

Much attention was given to the newsprint shortage and methods of decreasing consumption, which included the curtailment of advertising schedules, more equitable distribution of space throughout the week and increased rates.

H. A. Ahern Re-elected President

Opinion was unanimous that present rates are too low and that increases have not been proportionate to the mounting cost of production nor to the increased prices in other industries.

President Harry A. Ahern, advertising manager of the New York Evening Journal, who was re-elected for a second term, is a strong advocate of higher rates and his stand was fully endorsed by the members. Among other subjects considered were discounts to agencies, particularly allowances to local service agencies, proportionate charges for displayed and classified advertising, closing hours for the acceptance of advertising copy, service departments and the extent to which newspapers should go in furnishing copy, art work, cuts and broadsides.

Mail order advertising received much attention, particularly in its effect on local advertisers. The experiences of members were given freely and are expected to be of inestimable value to others facing similar problems.

Mr. Woodward, E. W. Parsons of the Chicago Tribune, George M. Burbach of the St. Louis Post-Dispatch and Lafayette Young, Jr., of the Des Moines Capital discussed medical advertising for the general good of the members. It was decided that no set rules were at present feasible, and that each manager must draw his own lines on what is acceptable.

Discussions brought out that the standard rate card was being generally adopted and no action was taken except to fully endorse its principle.

Local vigilance committees were commended in a resolution, as it was found that their work has been satisfactory and not the nuisance some feared it would be.

The flat rate is gaining favor rapidly and several members predicted its general adoption, those now working under it recommending it to others.

It was voted to affiliate with the daily newspaper department of the Associated Advertising Clubs of the World, the vote containing a reservation to retain the identity of the Daily Newspaper Advertising Managers' Association.

Emery E. Hardwick of the Wichita Eagle advocated an extension of the association's work and asked that the Mid-West Newspaper Advertising Managers Association, of which he is also a member, be permitted to affiliate with the national body. The idea was received enthusiastically and the invitation will be extended.

Owing to the tremendous problems now facing newspapers throughout the

country, the number of advertising managers present was particularly noticeable, considering that they had absented themselves from pressing matters at home and travelled long distances to attend. That the results fully justified the sacrifices was conceded by all who participated.

No formality attended any of the discussions, President Ahern starting the round-table talks as soon as he called the convention to order. Important matters were debated with the fullest freedom and the experiences and practices of leading papers were placed at the disposal of the members, who were unanimous in stating that no other meeting or convention so fully performed its function in this respect.

As an indication of the growth marked by this meeting, the members found it necessary to appoint a paid assistant secretary. He is David R. Carroll of the Chicago Tribune and his

duties will be to attend to the increasing volume of correspondence, conduct a bureau for the exchange of information and ideas and to increase membership.

It is believed that the result obtained from this step will be so beneficial that no daily newspaper advertising manager in the United States or Canada can afford to remain outside of the association, as the information exchanged at the meeting could not be imparted except under just such intimate and confidential conditions.

Besides President Ahern, the new officers are:

First vice-president, Rowe Stewart, Philadelphia Record; second vice-president, John B. Woodward, Chicago Daily News; secretary-treasurer, E. W. Parsons, Chicago Tribune; directors, Lafayette Young, Jr., Des Moines Capital, chairman; Ralph Turnquist, Milwaukee Journal; George M. Burbach, St. Louis Post-Dispatch; Otis Morse, Detroit Free Press; Harry R. Young, Columbus Dispatch; Frank R. Hussey, Chicago Evening Post; H. W. Roberts, Cleveland Plain Dealer, and Messrs. Ahern, Stewart and Parsons.

Article VI of the constitution was amended to read that the annual meeting shall be held annually in Chicago, at which the election of officers will take place. This leaves the meeting date to be set for the most convenient season, instead of the third week in August, which has been found inconvenient for the majority.

In order to facilitate and abbreviate the deliberations of the directors, their number was reduced from nine to six.

Among other members present besides the officers and directors were:

William F. Rogers, Boston Transcript; Emery E. Hardwick, Wichita Eagle; Harry W. King, representing Omaha Bee; J. A. Dickson, Chicago Herald-Examiner; M. C. Meigs, Chicago American; Robert B. Philips, Gary Evening Post; H. M. Brodfuehrer and David Carroll, Chicago Tribune.

FORM FIRST AUXILIARY OF THE S. N. P. A.

North Carolina Daily Publishers in New State Association—20
Enroll Out of Possible 33

ROCKY MOUNT, N. C., Nov. 10.—Twenty publishers of daily newspapers in North Carolina met November 8th and formed the North Carolina Association of Dailies. A constitution and by-laws adopted and officers for the ensuing twelve months elected, including, president, E. B. Jeffreys of the Greensboro News; vice-president, Ed. Rollins of the Durham Sun; secretary and treasurer, J. L. Horne, Jr., Rocky Mount Telegram; and a board of directors of three, A. W. Burch of the Charlotte Observer; J. B. Sherrill, Concord Tribune; Joseph Daniels, Jr., of the Raleigh News and Observer.

The purpose of the organization is to improve and advance the interests of its members and to interchange information that may be of value in the publication of daily newspapers.

The start was even the more flattering than had been anticipated by the half dozen publishers of afternoon dailies who at a previous meeting had voted to supplant that association with an association of all the dailies of the state. Twenty papers were enrolled at the first meeting out of a possible thirty-three in the State.

It was decided that quarterly meetings should be held, the next to occur in January on the day prior to the convening of the mid-winter meeting of the State Press Association.

The secretary was empowered to issue a bulletin from time to time and a committee on membership directed to make a further canvass of the dailies of the state with a view to having all who would become members and to also align those without for the Southern Newspaper Publishers Association, of which the association just formed is probably the first state auxiliary.

There was also a liberal discussion of matters affecting labor, news print, uniform accounting costs, etc., and some little constructive work and a wholesome exchange of views among the membership.

Included in the membership of the new association: the Greensboro Record, Greensboro News, Tri-City Daily Gazette, Leaksville, Greenville News, Charlotte Observer, Concord Tribune, Henderson Dispatch, Washington News, Durham Herald, Durham Sun, High Point Enterprise, Wilmington Dispatch, Greenville Reflector, Raleigh News and Observer, Rocky Mount Telegram, Hickory Record, Salisbury Post, Asheville Citizen, Asheville Times, Raleigh Times, Scotland Neck Commonwealth, Elizabeth City Advance, Charlotte News.

Call Wants Mail Privileges

Application was made in the United States District Court November 7 by the New York Call, the Socialist daily newspaper, for a writ of mandamus to compel Postmaster Patten to restore to the newspaper the use of the second class mails, denied the paper two years ago. Judge Learned Hand set the case down for a hearing one week from November 14.

44-Page Daily in Rochester

ROCHESTER, N. Y., Nov. 12.—The Times-Union claims to have published the largest regular daily paper ever sold in the city or possibly in the state, recently. The edition comprised 44 pages of eight columns. Reading matter numbered 1,651 lines.



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E. W. PARSONS OF THE CHICAGO TRIBUNE
Re-elected Secretary-Treasurer National Association Daily Newspaper Advertising Managers

EDITOR & PUBLISHER COMPLIMENTED FOR RENDERING REAL SERVICE

Frederick J. Haskin Tells What It Is Doing to Establish True Economic Status of Advertising.

["EDITOR & PUBLISHER" is the title and theme of the Haskin Letter as published in a long list of leading American newspapers October 26.

This most widely read of newspaper correspondents, whose weekly letters are confined to graphic interpretations of the significant trends and developments in our national life, found in the constructive work of EDITOR & PUBLISHER a text for a helpful analysis of present-day conditions in advertising.

Quite aside from his highly complimentary references to the part this journal is playing in establishing the true economic status of advertising, Mr. Haskin's Letter is a valuable contribution to current advertising history. The data used by Mr. Haskin was gathered for him by one of the bright young newspaper women of his organization, Miss "Polly" Ferguson.

EDITOR & PUBLISHER, conscious of the unprecedented distinction conferred upon it by this review of its service to newspapers and to advertising, can only tender to Mr. Haskin the most hearty thanks.—EDITOR]

BY FREDERIC J. HASKIN

Every large business these days has its trade magazine. Some businesses, like the movie industry, have several. New ones are constantly springing into existence, and old ones are constantly growing fatter and wealthier, like American business.

A trade magazine usually consists of a detailed account of some past or forthcoming industrial convention, an eloquent denunciation of the most recent strikes, and several flattering obituary notices of late departed lions of industry, sandwiched in between extensive sections of advertising.

Month after month, this program varies but slightly, so that to the average citizen there is nothing more deadeningly uninteresting than a trade magazine—unless it represents his own trade.

But the newspaper business is unusual in this respect. We have a very good exceptional magazine, full of pertinent cartoons and comments, known as EDITOR & PUBLISHER. We try to be modest about it, but sometimes our admiration gets the best of us, and we simply have to talk about it. For our magazine not only encourages us and writes sympathetic notices about us. It does big things.

Its most recent undertaking, for instance, has been to prove by the laborious collection of nation-wide data that it is better to advertise in newspapers than it is to advertise in magazines. For a long time, most manufacturers had the idea that it was not—that they got more for their money from the weeklies and monthlies—and you could not convince them that they were wrong.

With the magazine people doing all that could be done to encourage this superstition, it was hard to argue people out of it. Then EDITOR & PUBLISHER people had an inspiration. "We will make a market survey of the whole country," they announced doggedly, "and prove the truth of the situation."

* * *

This survey, begun with this one idea in view, has turned out to be a tremendous help to American business—not only in showing it how to obtain the most efficient advertising for its money, but in showing it how to distribute its products most systematically. In this way, a valuable service has also been rendered to the consumer, because the less it costs a manufacturer to market

his product, the less it costs the consumer to buy it.

To illustrate: EDITOR & PUBLISHER has just completed a survey of the state of Connecticut. It sent its men all through the state, collecting data and canvassing business opportunities, and this information it compiled into a chart, which is a veritable dictionary for any one who is thinking of doing business in Connecticut. A brief perusal of this chart, for instance, will tell you all about the state's manufacturing resources.

You see that, while it is the smallest state but two in the Union, only four other states exceed it in density of population; that it has fifty-two different industries; employing hundreds of thousands of people; that the income from these industries is over five hundred million dollars a year, over two hundred million of which is profit; that the leading industries of the state are metal products and textiles; that it has a large toy industry and a firearms and ammunition industry, which in peace time employs more than ten thousand men.

This chart also contains all the names of the gentlemen connected with the various chambers of commerce, from whom you can obtain additional information. It tells you how many merchants, druggists and school teachers the state has; what its transportation facilities are, and even the state of industrial unrest within its boundaries.

Now, suppose you are a business man, the manufacturer, say, of a new kind of soap. If you went over this chart you could tell at once what the opportunities would be for selling soap in Connecticut. You would deduce that, being a somewhat grimy industrial state, Connecticut would take very kindly to any kind of soap.

You would know the number of drug stores could probably handle it. But there is a remote possibility that Connecticut already has enough soap. The chart, of course, cannot tell you that, but you can write the chambers of commerce, and get their individual opinions as to the soap situation there.

* * *

Suppose, then, that after considering all these facts, you decide that Connecticut is a good market for your product. You must next consider the problem of advertising it. Here again

the chart helps you out. It gives you the names of all the daily newspapers of the state, together with their space rates.

Before charting New England state by state EDITOR AND PUBLISHER made its survey of the advertising situation and found the following facts: In New England there are 85 newspapers with 5,000 or more of circulation, making a combined circulation of over two million.

The advertiser can buy one line of space in any of these newspapers on a 10,000-line contract basis of \$3.25 per line. In the same territory there are 21 magazines, having a combined circulation of one million, charging a joint rate per line of \$6.29. In other words, the newspapers offer the advertiser a million more circulation at just half the cost.

It is true that there are a few standard articles, such as kodaks and talcum powders, which yield better results from magazine advertising. But for the great majority of articles, the newspaper is the most profitable advertising medium. The average American reads his newspaper every day. It becomes as much of a habit with him as brushing his teeth or drinking a morning cup of coffee.

It is generally realized that the printing of dishonest advertising does not pay. It destroys the good will of the reader, and the good will of the reader is a newspaper's most valuable asset. It hurts the honest advertiser, too, so that he cannot afford to run his ads in a paper which uses no discrimination in accepting advertising.

One large New York daily has a board of censorship to which are referred all questionable advertisements. Whenever there is any doubt as to the honesty

of an ad, the advertiser is requested to appear and prove its merit. If upon the investigation of the board, his representations turn out to be incorrect, the ad is promptly eliminated.

Since the need for cutting out the false ad has become recognized throughout the newspaper business, newspaper advertising has enjoyed a tremendous growth. According to James Wright Brown, president of EDITOR & PUBLISHER, over eight hundred million dollars' worth of advertising will be placed in newspapers this year. Much of this is being distributed with the help of the charts compiled by this magazine, and in accordance with a new idea recently developed by its officials. This is the idea that products should be distributed first and advertised afterward.

For years, it has been the advertising policy to advertise goods first, thereby creating a demand for them, and to distribute them among the retail stores later. This method is now recognized as being wasteful, and must go.

"Because," says Mr. Drummond of EDITOR & PUBLISHER, "here is how it usually works out: The other day I saw an advertisement of a new cigarette in a New York newspaper. My curiosity was aroused, I went and bought a box, and found that I liked it. A couple of days later I went on to another city, attempted to buy the same cigarette and found that it hadn't reached there yet.

"So I bought another brand, and proceeded to forget all about the new one. If the makers of that cigarette had only distributed it throughout the country before advertising it, then the stores would have had it when people asked for it and there would have been no advertising waste."

Of course, under this system, the manufacturer must distribute a part of his goods on the consignment plan, which means that the retailers pay for it after it is sold and not beforehand. But he is not taking much of a chance, because the effect of advertising is now so well known that it is usually possible to calculate its approximate returns.

Advertising is not yet an exact science, but it is fast becoming one.

Pay-Day Philosophy

Members of the William H. Rankin Company organization receive, enclosed in their pay envelopes each week, a card containing a practical yet inspirational talk on how to achieve results in their work. The card for November 1 is headed, "You Are Our Representatives," and stresses the value of pride in one's work and loyalty to one's organization. Many other firms have applied to Mr. Rankin for permission to use these cards.

Salvaging Metal

FINLAY, OHIO, Nov. 12.—N. D. Heminger of the Republican has designed and is making a sifter for salvaging metal from dross. He has operated the invention for some time in his own office and reports that results show from 35 to 40 per cent of the gross weight of dross can be reclaimed in the form of metal, which is exceedingly rich in tin and antimony and forms an ideal toner to keep old metal in good working order.

Cleveland Tractor Names McCann

CLEVELAND, OHIO, Nov. 10.—The Cleveland Tractor Company announces that, effective January 1, 1920, all its advertising will be placed through the Cleveland office of the H. K. McCann Company; also that Earl B. Stone has been appointed assistant advertising manager.

TO SET MAINE PLANTS ON BUSINESS BASIS

IT will be the aim of the Maine Press Association, during the coming year's administration of President Charles H. Fogg, of the Houlton Times, to convince the publishers of Maine weeklies of the importance of conducting their business along business lines and as practically every weekly has a job printing department, to sell its product on the basis of cost of the manufactured article and not a little lower than a competitor



CHARLES H. FOGG

Steps were taken at the recent annual meeting toward employing a paid secretary of job work prices, whose duty it shall be to issue and keep up-to-date a price book on every class of work done in the job printing offices of Maine. As job printers are eligible for membership this means the placing of every job printing establishment on a business basis.

A new innovation of the association is a monthly business letter, which will be sent out to members once a month to help each in every way possible.

Charles H. Fogg, president of the M. P. A., was born in Houlton, July 8 1866; was educated at Riverview Academy, Poughkeepsie, N. Y., and graduated from Bowdoin College in 1889. He was in the mercantile business from 1889 to 1906, when he purchased the Houlton Times. He served as editor until 1910, when he became president and manager of the Times Company.

WIDE DIVERGENCE OF OPINION EXISTS ON BREAKING COLUMN RULES FOR CLASSIFIED

ADVERTISEMENTS wider than one column are printed in the classified sections of some newspapers, while others do not break column rules. In considering the problem of broken columns in classified, the reader, the advertiser and the paper must be considered in the above order.

Some very successful papers permit classified advertisements of more than one column in all classifications, others in only certain classifications, such as real estate and used automobiles; others group broken column advertisement back of the regular classified and term it class display, and others absolutely refuse to break column rules.

S. J. Pickens, classified advertising manager of the Oregon Journal, Portland, Oregon, states their reason for not breaking column rules as follows:

"Our reasons for refusing to break column rules are: First, it spoils the appearance of the page; second, it makes the page hard to read; third, it gives one advertiser too much of an advantage over another, and tends to discourage the small advertiser without the favored one paying a sufficient price for the advantage so gained; fourth, it adds materially to the cost of setting and make-up; fifth, it is virtually selling display advertising with preferred position at classified rates, thus putting the display department at a disadvantage or cutting rates. Finally, it tends to destroy the whole theory of classified advertising, which is the grouping together of a number of small advertisements of a similar nature so that they will be easily found.

Why Is Advertising Classified?

"Many advertisers, and newspaper executives as well, seem to have an entirely erroneous impression concerning the reason for classifying advertising. They seem to think that it is due to serve the advertiser alone.

"The only legitimate reason for the existence of classified advertising pages is the convenience of the reader. Classified advertising is the nature of a directory, and the more convenient the directory is made and the easier it is for the reader to find what he wants without having to wade through a mass of matter in which he is not interested, the more will he come to depend upon classified advertising for his information. This means a proportionate increase of benefits to both the advertiser and the paper.

"This misconception upon the part of the advertiser frequently leads to demands for broken column rules, misclassifications, etc., to which he is not entitled, and irritation on his part when they are refused.

"Similarly, advertising managers, because of failure to thoroughly understand this principle, frequently find themselves floundering and unable to give logical reason for their refusal to grant the advertisers' demands. They simply fall back upon the old arbitrary answer: 'It is against our typographical rules,' and let it go at that.

"My own experience has been that advertisers almost invariably see the logic of this point when it is properly presented to them and go away satisfied that they are not being arbitrarily refused just because of a 'rule.'"

The Journal does, however, take out the column rules when the advertiser uses two or more full columns in one advertisement. Recently they ran a full

Some Very Successful "Want Ad" Newspapers Have Varied Rules—They State Their Reasons Therefor in Fourth Article of Series.

BY C. L. PERKINS

page classified advertisement, in which they took out all column rules.

The Milwaukee Sentinel breaks column rules, but insists that all advertisements of more than one column be placed following all other regular classified advertising. William S. Broker, its classified manager, says:

"On the Sentinel we consider that classified advertising is the people's vehicle, and is used by the very smallest of advertisers, and that we would lose out on giving service to the great number of small advertisers, were broken column rules permitted.

"Classified advertising is not sold at the same rate as display advertising, and to allow an advertiser to break columns, and use big type, means that you are giving him the privilege of dominating the page which display advertisers must pay extra for."

About Advertising Rates

This last statement brings up another question: "Why should classified rates be less than display rates?" This will be discussed in a future issue of EDITOR & PUBLISHER.

In reply to a query on the subject of broken columns, M. S. Knight, advertising manager of the Times Dispatch, Richmond, Virginia, writes:

"If the advertiser insists on using broken columns and type larger than agate or agate caps, his advertising is pyramided to the right of the regular classified advertisements under the heading, 'Display Classified.'"

F. G. Hamilton, advertising manager of the News and Sentinel, Fort Wayne, Indiana, writes:

"The News and Sentinel breaks column rules, the only restriction being that all ads more than a column wide must appear on the right hand side of the last classified page. We do this because we can see no good reason why the blanket rule should be upheld, refusing to break column rules any place on any classified page. We do not, however, believe that they should be broken in the general classified sections; for instance, would refuse to break one in the Help Wanted section to place a two-column ad."

Prentiss Bailey, president of the Utica (N. Y.) Observer, says:

"We do not break column rules in the classified page because we consider double- or triple-column ads as display, which have no place in the classified columns."

The Hartford (Conn.) Courant does not break column rules in classified, and Thomas A. O'Brien, its classified manager, states that reason as follows:

"The purpose which should actuate a newspaper with regard to its classified advertising section is to print as many small advertisements as possible, and be sure that in so doing each advertiser shall have the same opportunity of securing the necessary attention from the reader, so as to gain the required results. The moment a newspaper breaks the column rule in classified advertising, that moment they give to the two-column wide advertiser the advantage of attention, and take it away

from the small advertiser. Right there they lose the spirit of classified advertising and make the entering wedge for further display advertising in the classified section.

"Keep classified advertising into single-column advertisements and also keep the type for the same as small as possible, so that all advertisers using this section shall be on an equal footing."

Herman Phillipson, director of advertising of the Dallas (Texas) Times Herald, infers that his publication will discontinue breaking columns. He says:

"At present the Times Herald breaks column rules on classified advertising to the extent of double column. However, we really believe that this tends to lessen the news value of the classified column which, of course, is essential. To our minds, the reader comes first on all matters pertaining to classified advertising and whenever the make-up of pages is broken up classified aspect is seriously disrupted."

The Directory Value

Although such newspapers as the New York Times, New York World, Boston Globe, Cleveland Plain Dealer, and many publications in other cities, permit advertisements of more than one column in all or some classifications, the consensus of opinion is that they destroy the directory value of the classified pages.

G. B. Morgan's Autobiography

I AM the third Morgan to enter newspaper work.

It started with my grandfather, and we might use the term "Like father like son."



GEORGE B. MORGAN

Was born December 25, 1900. Lived in Nashville 'till I was ten years of age—moved to Jacksonville, Florida with my parents. In that city my father was connected with the Florida Times-Union. I went to school in Jacksonville and spent a great part of my time around a newspaper office, where my attention was drawn to advertising.

Started in as office boy and attribute some of my knowledge to this experience.

About this time my father died and I was compelled to return to Nashville, where my mother's folks lived.

In 1916 I started to work in the classified advertising department of the Tennessean and American, and during the course of three years I climbed to my present position.

I might add that I am now only 19 years of age.

Thus, by making it more difficult for the reader to find the particular kind of advertisement he is seeking, results are lessened for the advertiser and the paper is therefore not benefited. The reason for running advertisements of more than one column is to increase lineage. The Detroit News and Los Angeles Times are typical of a group of papers which prove that broken columns are not essential to large classified lineage.

Those publishers who permit broken columns and yet think that it is detrimental to the small advertiser may be able to solve the problem by placing the broken column ads behind the regular classifications, and then by education getting the advertiser to use the same space in single-column ads in the regular classified section.

BUILDING COUNTER BUSINESS

By T. RIDGEWAY LONGCOPE.

CLASSIFIED MANAGER, WASHINGTON TIMES

The place where the public shakes hands with your paper is the counter.

Lasting impressions are made by little things. On one of my first trips to New York I went to one of the large hotels. In the morning I received a very courteous note from the manager personally addressed to me, saying he was glad to see me and trusting I would enjoy my stay while there. This impression was favorable. It stuck. I have always stopped at that hotel whenever I was in New York.

This little incident gave me an idea for the paper on which I was then employed. Like many other papers, we had a very inefficient counter force, indifferent and underpaid. When an advertiser came in they treated him as though they were conferring a favor on him. There was no attempt made to help him word his ad or make any one of a thousand suggestions to help the advertiser get results. The average length of time for which they took an ad was two days. The result was that ads got into the paper poorly worded and ran for such a short space of time that little or no results followed. At that time there were about two hundred and fifty people coming to the office each week and leaving ads. The average amount of money left by each advertiser was about fifty cents. In other words, we were doing about one hundred and fifty dollars' worth of want ad business at our counter weekly.

Here's how we remedied this condition. We took trained solicitors from our classified department and placed them on the counter. These people knew the value of a want ad, they knew from experience how hard they were to get and they could appreciate an ad that came in voluntarily. The first week after this change was made we did over three hundred dollars' worth of business. In six weeks we reached the five hundred dollar mark.

The number of people bringing their ads to that office has increased from two hundred and fifty to over four hundred weekly. This is attributed to the fact that the public knows they can get intelligent service here. They get results and they tell others of this service. The average amount of money left by each advertiser now is \$1.47.

Pasted on a blotter are samples of good ads of every classification. In a similar case are testimonial letters from advertisers who have received results.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

A. N. A. ANNUAL MEETING

Daily Paper Will Be Issued During Lakewood Conference

FOR the last four weeks, at least, the "EDITOR & PUBLISHER" men has been worrying about the program of the annual meeting of the A. N. A., which will this year be held at the Laurel House, Lakewood, N. J.

But his worry is as nothing to the worry of a program committee or of the man entrusted with making the program. A business meeting program, indeed, for the matter of that, every kind of program, has to be made on the basis of the "greatest good for the greatest number."

And, of course, regarding any program made on that basis, there is sure to be someone who will inform everyone he meets for the next two years that it was "a hell of a program."

Then, after selecting the subjects, speakers have to be obtained, and, afterwards, restrained; I remember one man—not an A. N. A. man, by the way—who was asked to speak for twenty minutes and who talked for an hour.

But, even before going after speakers, titles have to be invented. And a title may make a session well or ill-attended.

Out in Cleveland last May we had as title of a subject, "Style and the Woman Appeal in Advertising." At first sight that would not seem to suggest anything interesting to a cement man or a man selling a public service. They would probably decide to "can" that address and the resulting discussion. So we didn't tell anyone what the opening subject—it was the opening subject—was, and no one stayed away—with the result that men representing firms making every kind of nationally advertised product were congratulating themselves and one another upon having been present, while men who did not arrive till the afternoon session felt sorry for themselves.

One man said that he had gotten an idea from the discussion of this subject that showed his company had been on the wrong track and which reversed a four-year plan.

HAVE WE GOT A PROGRAM?

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

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

their products. We are not very likely to discuss portentously measures designed to reform overnight a wicked and Bolsheviked world. Rather are we concerned about reforming ourselves—making ourselves fitter for our jobs. Probably unrest and uncertainty and the many evils from which we are told the world is suffering would be ended or cured immediately if the general slogan were, One man—One Reform, instead of looking so everlastingly outside ourselves for salvation.

WHAT IS THE KEYNOTE?

THAT'S a question that I am asked by advertising trade paper men in advance of or following an A. N. A. meeting. I know I'm going to be asked it this time, but I am presenting an alibi. Part of it is in the preceding paragraphs, and the remainder is that there will not be any keynote, as keynotes are usually understood. If any keynotes at all, they will be WORKING and LEARNING.

FROM LABOR TO REFRESHMENT

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

"THE A. N. A. HERALD"

THIS annual meeting will be distinguished by an innovation in the shape of a newspaper published daily throughout the meeting. There will also be a preliminary issue in which will be announced the general details. The daily issues will either be handed each man as he enters the breakfast room or placed on the tables. Each issue will contain information as to the current day's sessions, with notes concerning the previous day's meetings. And there will, without doubt, be a good deal of facetiousness introduced by the large staff of editors and contributors.

This will be the first occasion of using this method to promote and further general meetings. It will have the advantage of novelty, and it will, incidentally, save a good deal of other printing and a fair amount of multi-graphing.

OH WAD SOME POW'R THE GIFTIE GIE US—

to see the relation between our little plans of publishing, finance, production, transportation, etc., and the people who, we hope, will buy, read, use or employ. A most common fault is that of being unable to see the other fellow's point of view—of not being able to stand off

from one's own business and, establishing for the nonce identity with the mass, look at the business from the public viewpoint, that is, the viewpoint of the prospective buyer. Whether it be a newspaper, a promotion prospectus, a factory, a railroad terminal—it is usually held so closely to the eyes that the reason for its creation—public acceptance and use—is hidden.

The Grand Central Terminal is one of the glories of New York City. It's an inspiration daily to the man to whom it can be an inspiration. The architects and engineers did a wonderful job; but, in one respect, at least, they did not consider the possible market; the exit ramps and doorways on the lower level are too narrow for the rapid dispersal of the crowds of commuters in the morning. Not because they could not have been made wider; but just because there probably wasn't an architect or engineer on the job who looked beyond his office or his little blue-prints and considered the prospective public need—in other words, the market.

Just the same with the subway arrangements—or, rather, disarrangements—at Forty-second Street; so occupied were the engineers with making of beautifully clever excavations that they never thought of coordinating them in such a way as to serve effectively a coordinated need.

Well, this is just another attempt to get sellers of advertising markets to place one eye at least outside the edge of their properties.

MARKET INFORMATION APPRECIATED

A GOOD deal has been said here about newspapers selling their markets as an effective way of selling themselves. Recently, in giving members of the A. N. A. information concerning newspapers in a middle west city, we were able also to supply recently-gathered details about the market served by the newspapers. The details covered population, families, dwellings, property values, nationalities, stores, factories and employes, advertising carried, rates, etc. distribution of newspapers.

One member who received the data wrote: "The reports on _____ and _____ are very illuminating, and we wish to thank you very much for forwarding a copy of this report. We are very much interested in obtaining this information."

WHY IS THERE SO MUCH ADVERTISING?

FROM time to time people pause for a while in intervals between strikes—the intervals are, of course, very short and ever hard to sense—to wonder why there is so much advertising space being used. They speculate considerably, and usually one speculation is as good as another. Frequently, the speculations have a sinister character, for it is very difficult for the lay mind—and the lay mind is often political or official—to impute purely commercial motives or to give entirely business reasons. It

does not occur to these minds that big businesses are ever doing anything wise or relatively unselfish.

Suppose we try to state what appear to be a few reasonable reasons, just to help these negative minds to get on to a positive track—reasons which are not too speculative, at any rate:

1. The desire of manufacturers generally after the signing of the armistice quickly to re-establish communication with their markets, wholly or partially neglected in the matter of advertising during the war.

2. The doubling of American manufacturing capacity during the war, necessitating expansion of peace production or the production of new products, in the marketing of which advertising was naturally used.

3. New advertisers as a result of having newly-erected war production plants turned to peace production in order still further to profit from the investment.

4. Education obtained during the war period bringing about more widespread appreciation of the function of advertising in the marketing of merchandise.

Of course, if yours is a negative mind, you will find a few other reasons, of a kind.

ORGANIZATION CHANGES

F. W. PRINCE has been appointed manager of the advertising department of the Westinghouse Lamp Company, New York City. Mr. Prince will serve as the accredited A. N. A. representative, in place of Ernest Coler.

Clarence F. Brown has been appointed the A. N. A. representative of E. I. du Pont de Nemours & Co., Wilmington, Delaware, succeeding George Frank Lord.

The following firms have recently been elected to membership in the association:

Permalife Storage Battery Company, Inc. Thomas C. Boland, general manager, Indianapolis, Ind.

F. S. Royster Guano Company, Robert G. Smith, advertising manager, Norfolk, Va.

The Bloch Brothers Tobacco Company, J. A. Bloch, first vice-president, 41st and Water streets, Wheeling, W. Va.

The Fairbanks Company, Paul Bruce Findley, advertising manager, Broome & Lafayette streets, New York City.

BAYLESS TO TEACH

W. N. BAYLESS, advertising manager of the Conklin Pen Manufacturing Company, Toledo, has been asked by the University of Toledo to take charge of their class in "Marketing—Advertising as it Relates to Selling and Merchandising." Mr. Bayless will act as instructor at least for the first semester and possibly throughout the year. This does not affect Mr. Bayless' work with the Conklin Pen people—where he has been serving as advertising manager for the last eleven years.

More Than Salesmen

About seven years ago we prevailed upon one of our newspaper publishers to turn his anemic semi-weekly into a farm paper. We saw no future for this semi-weekly which carried a scant amount of advertising and that typical of papers of its class. We did see possibilities for the right kind of a farm publication, though there were already strong farm papers in this state.

Objectionable advertising was discontinued. There was nothing left. Advertising did not come because the paper did not deserve it.

Then the publisher got a real editor, made a real farm paper, improved the typographical appearance and we had something to go out and sell.

Business began to come. Results were secured for advertisers. Circulation increased because of the character of the paper. Our competitors first laughed at us but later the joke was on them for they went out of business or changed hands.

Today, this farm publication stands in the van among state farm papers and carries a volume of local and national advertising that makes it supreme in its section of the country. It is acknowledged to be one of the best state farm papers in the United States.

This is indicative of our ability to co-operate with publishers, not only in securing national advertising, but in improving their publications so as to make them better, stronger and more desirable mediums in the eyes of the reader and space buyer.

We have a proposition for publishers who maintain their rates and guarantee their circulation and who are looking for an out-of-the-ordinary sales service which secures constantly increasing results.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representative

15 E. 26th St. Harris Trust Bldg. Waldheim Bldg. Monadnock Bldg.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

ADVERTISING AGENT HOLDS MOST VITAL PLACE IN BUILDING NEWSPAPERS

SEATED comfortably in his office chair in a distant city—we will say in Dallas, Texas—a newspaper publisher may be pictured as reading the offering of an advertising contract from a reputable advertising agent in New York covering the advertising of a firm of corset manufacturers, which we will say formerly used general mediums exclusively.

The proposed contract is at regular rates for the space desired, the request for position on optional days are not unreasonable, but Mr. Publisher is seriously considering how he can find a way to escape commission allowance to the agent.

To him it is a matter of indifference how much time and money the agent may have put in developing the account and he considers it "purely a matter of business," for does not the agent get 15 per cent on the total of outlay, net? So Mr. Publisher is quickly trying to get his gross rate for his net.

Not a Square Deal

Mr. Publisher thinks he is smart when for any reason he can get that 15 per cent higher rate and ignores all the bother and annoyance caused the agent in the circumstances. Numerous experiences of the kind very naturally make the agent prefer to do business with the magazines.

In many cases the publisher gets his chance to sidestep commission allowance when the agent places business to go over the signature of local dealers handling the line—the very best and most effective sort of advertising—and calls it local business on which he of course pays no commission.

Even where the business is to be paid for fifty-fifty, half by the manufacturer and half by the local dealer, the payment of commission to the agent on the half paid for by the manufacturer never impressed me as being a square deal to the man developing new business for the newspaper.

If all our newspapers sold advertising as commodity, at the same rate for like service to all comers, how simple the whole process would be, but it will probably take years of education to produce such a result.

Many newspaper publishers years ago decided that it cost them more money to handle foreign advertising than local, which in many cases is not the true situation, and go blindly on worshipping false gods.

Protect the Agent

If they would but draw the line for a start at a point where local wholesale purchasers of space start,—begin, say 30,000 or 50,000 line users on net rates—and bring local rates up to foreign gross rates and absolutely protect advertising agency service for the multiplicity of small accounts using less than 30,000 lines in a year, they would I am sure be taking an enormous step forward.

In recommending this I am not advocating anything that I have not demonstrated in real life by the New York Globe, with great success. Automatically and without design the process has worked out until it is now nearly proof.

It matters not to us today whether a big local advertiser buying space at wholesale rates desires to avail himself of agency service or not. If he buys direct he gets the net rate. If he buys through an agent, the agent pays us

Some Facts and Thoughts for Consideration of Publishers —How the Agency Earns Its Commission.

BY JASON ROGERS

ARTICLE XI

the same net rate and charges his commission on top of it to the manufacturer or advertiser.

We absolutely protect the advertising agent by refusing to quote a net rate to anyone using less than 50,000 lines a year. As a matter of fact we prefer that all local business, other than that of the large local shops, come to us through agents because in that way they secure the benefit of agency service, and we have a double financial responsibility back of the order.

If an outside account comes to us to be paid fifty-fifty by the manufacturer and a local dealer who is not a local wholesale space buyer trading on a net basis, or the customer of another agent, we will gladly pay the placing agent

full commission on the business because we want to give the man who produces business for us full compensation for the service he has rendered.

If the newspapers of the country and particularly those in the larger cities were to make an accurate survey of what it costs them to develop and handle small local business, soliciting, the setting, re-setting, the pulling of extra proofs, messenger service, bad bills, etc., they would find that it figured a higher percentage than they pay for agency service.

Besides this it is good business for us to put our houses in order against those advertisers smart enough to clear their business through local dealers at lower net rates than they can secure

through the agent and special representative.

Just for a moment let us consider what the agent developing an account for us is up against and what he must spend on it or invest before he plans a line of copy and secures any compensation from the advertiser.

In the first place the account must be set on its feet, so to speak. That is, after the prospect arrives, ready for treatment. The would-be advertiser must be shown that in order to start organizing a national campaign he is entering upon a serious business and that to enter the lists in a half-hearted way means probable failure to attain the results that are sought.

Before attempting to outline any campaign the well-equipped sure-fire agency will carefully check up the prod-

(Continued on Page 22)

WORCESTER NEWSPAPERS

MASSACHUSETTS

Publishers' Statements of Average Circulation for
SIX MONTHS Ending September 30, 1919

REQUIRED BY ACT OF CONGRESS, AUGUST 24, 1912

Telegram 34,410

Gazette 26,048

Post 23,021

The Telegram is Represented
in the Foreign Field by

hueber Inc.

NEW YORK
DETROIT

CHICAGO
BOSTON



Father Bear, Cuffy Bear and little sister Silkie.

A sample of the work of
H. L. Smith, illustrator of

THE BAILEY CHILDREN SERIES

Being

The Tales of

Cuffy Bear Frisky Squirrel
Jolly Robin Billy Woodchuck
Jimmy Rabbit Freddie Fox

etc., etc., etc.,

Your careful, thorough investigation and comparison of this feature will show you its excellent merit, quality and pulling power.

IT'S WORTH YOUR WHILE TO
WIRE FOR SAMPLES

TYPICAL USERS:

Evening: Boston Globe
Dallas Journal
Morning: L'ev'ie Courier Journal
Pittsburg Dispatch
Sunday: Brooklyn Eagle
Detroit News

Metropolitan Newspaper
Service

432 Fourth Ave., New York

Comprehensive advertising material furnished with this feature.

**More Display Advertising
—6 Days a Week—**

**More Display Advertising
—7 Days a Week in—**

THE BALTIMORE NEWS

Than in Any Other Baltimore Paper

Six days a week The NEWS carried in September 2,152 columns of paid display advertising against 2,048³/₄ for the 2nd paper (evening); 1,065¹/₂ columns for the 3rd paper (morning); 743¹/₄ columns for the 4th paper (evening) and 598¹/₂ columns for the 5th paper (morning).

Seven days a week The NEWS carried 2,717¹/₂ columns of paid display advertising compared with 2,525 columns for the 2nd paper (morning) and 1,446¹/₄ columns for the 3rd paper (morning).

Not only that but The NEWS is gaining in total advertising more rapidly than any other Baltimore paper.

Six days a week The NEWS in September gained 1,014¹/₂ columns as compared to 975 columns for the second paper (evening); 611¹/₂ columns for the 3rd paper (morning); 177 columns for the 4th paper (evening) and 144 columns for the 5th paper (morning).

Seven days a week The NEWS gained 1,158¹/₄ columns as compared to 951 columns for the 2nd paper (morning) and 326¹/₂ columns for the 3rd paper (morning).

Included in the figures of another Baltimore paper **claiming** leadership in the Baltimore field is its entire classified section repeated in its afternoon paper without extra charge—sold as ONE paper, counted SEPARATELY!

Also all National advertising sold as one paper measured as two. Also thousands of dollars' worth of medical and other advertising of a type which the News has refused.

Or, in the words of The Detroit News, commenting

on one phase of this situation, a paper hundreds of miles from Baltimore but still near enough to feel misleading comparisons:

"NOTE.—The Baltimore Sun . . . are not included in the above list as their . . . lineage is the aggregate of two editions per day and largely consists of the same advertising duplicated and carried over from the morning to the evening edition or vice versa; . . . which makes comparison with other daily newspapers impossible."

DAN. A. CARROLL
Eastern Representative
Tribune Building
New York

FRANK D. WEBB
Advertising Manager

J. E. LUTZ
Western Representative
1st Nat. Bank B'ldg
Chicago, Ill.

24,773,122 LINES GAINED BY 89 NEWSPAPERS

Only One Shows Loss in 18 Cities During September—New York Gains 30 Per Cent. Over Past Six Years

Eighty-nine newspapers in 18 cities of the United States made a net gain of 24,773,122 lines of advertising during the month of September, 1919, as compared with September, 1918, according to the statistical department of the New York Evening Post. The total lineage for September of this year was 78,959,524 lines, and last year's was 54,186,402 lines.

Of the 89 papers listed, only one showed a loss.

The statistics follow:

	1919.	1918.	Gain.
New York...	12,618,819	8,745,834	3,872,985
Birmingham...	2,221,958	1,430,982	790,976
Chicago...	6,045,978	4,012,881	2,033,097
Philadelphia...	7,307,239	5,861,366	1,445,873
Los Angeles...	5,208,266	3,171,714	2,036,552
Baltimore...	4,391,273	3,328,676	1,062,597
Detroit...	4,567,878	3,089,422	1,478,456
Cleveland...	4,485,375	2,909,700	1,575,675
Washington...	3,799,939	2,808,187	991,752
Buffalo...	3,636,646	2,509,182	1,127,464
St. Louis...	3,617,421	2,427,477	1,189,944
San Francisco...	2,873,248	2,035,334	837,914
Minneapolis...	2,990,938	2,205,486	785,452
Indianapolis...	3,115,362	2,020,967	1,094,395
Milwaukee...	2,640,404	1,480,261	1,160,143
New Orleans...	2,981,414	1,801,491	1,179,923
St. Paul...	3,523,366	2,344,342	1,179,024
Cincinnati...	2,935,200	2,000,100	935,100
Totals	78,959,524	54,186,402	24,773,122

New York's newspapers in making their gain of 3,872,985 lines, printed 11,496 pages during September, 1919, as compared with 9,104 last year. The New York Times led with 1,252 pages, followed the World with 1,126 and the Brooklyn Eagle with 978 pages.

Big Gain Over Past Six Years

September advertising this year has made a leap of about 33 per cent when compared with the totals for the month since 1913. Except that the figures for the New York Commercial are not included in the tabulation for 1913 to 1916 inclusive, the following figures are from the sixteen morning, evening and Sunday newspapers:

1919	12,618,819
1918	8,745,834
1917	8,908,226
1916	8,234,074
1915	7,852,313
1914	7,303,646
1913	8,499,182

All N. Y. Papers Show Gain

Evening newspapers in New York published a total of 5,998,181 lines during September, 1919, compared with 4,070,989 during the same month last year. The morning papers topped this with comparative figures of 6,620,638 lines and 4,674,845 lines for 1919 and 1918, respectively, and the Sunday newspapers brought up the rear with the modest totals of 3,081,172 lines for September, 1919, and 2,525,584 lines for 1918.

ANOTHER FOR GOULSTON

Will Have Full Charge of Hovey Company's Advertising

BOSTON, Nov. 7.—Under the reorganization of the C. F. Hovey Company, the direction of advertising has been given into the hands of the Ernest J. Goulston Advertising Agency, Inc., this city, Mr. Goulston acting personally as advertising counsel, with J. S. Batt in direct charge.

Miss Edna Foster, formerly engaged in an editorial capacity with Youth's Companion, has been retained to prepare copy. J. E. Robertson is in charge of layouts and production work and Miss K. M. Healy is doing the art work.

NEWMYER RECEIVES HANDSOME PRESENT



THE handsome silver service gift to Arthur G. Newmyer, associate publisher of the New Orleans Item, from the Associated Advertising Clubs of the World, which was presented in appreciation of his services as their Southern vice-president and as general director of arrangements for their splendid New Orleans convention last September, has been completed, and is now in the proud possession of the Newmyer household.

This is the first photograph of the service, taken especially for EDITOR & PUBLISHER, and should be especially in-

Several innovations in department store copy are being used, notably a standard border for all copy and an extensive use of full-pages in rotogravure. Louis F. Rivers is general manager of the Hovey Company.

teresting to all A. A. C. W. members, in view of the fact that they really voted to give Mr. Newmyer a loving cup. But after the convention, William C. D'Arcy, chairman of the gift committee, decided that a silver service, appropriately inscribed with the Truth Emblem of the Associated Clubs, would be more useful and appropriate. So the change was made.

Since the Ad Clubs' convention, the business men of New Orleans have also presented Mr. Newmyer with a chest of silver in appreciation of his efforts in bringing the convention to their city.

Business Papers Editors' Meeting

A special meeting of the editors of the Associated Business Papers will be held today at the Hotel Astor, New York, at 10 A. M., to consider the formation of an editorial section of the A. B. P.

WEB PRESSMEN PLAN NEW INTERNATIONAL

Boston Newspaper Press Hands Vote in Favor—National Convention Will Be Held in St. Louis November 17

BOSTON, Nov. 10.—Members of Web Pressmen's Union No. 3 voted yesterday to form an international union of web pressmen's unions of the United States and Canada. The newspaper pressmen are now members of the International Printing Pressmen and Assistants' Union, which comprises also the men employed in magazine, book and job shops.

The new union was first suggested by the Detroit newspaper pressmen on September 8, and a referendum is being taken throughout the country on the question.

Laws for the new international union will be drawn at a convention of web pressmen in St. Louis on November 17.

Kane Back at Missouri

MARYVILLE, Mo., Nov. 8.—Charles E. Kane, of this city, for the past two months city editor of the Democrat-Forum, will take up his duties on Monday as publisher of the University of Missouriian. Mr. Kane was a graduate of the school of journalism of the Missouri University in 1915, and for two years was a member of the faculty. He then went to France as a member of the university ambulance corps.

CONDENSED FICTION

Full of Action

Well and Fully Illustrated.

NOVEL-A-WEEK, Feature, No. 2

Start it Sunday or Monday and Finish it on Saturday of every week. Something to advertise every week.

Any Length and to Meet Any Requirements

In copy with mat of title and illustration.

A Large Number of Illustrated Stories

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

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

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

See our catalog and price-list.

THE SLOAN SYNDICATE, Inc.

1834 Broadway

New York, N. Y.

Keeping Up With The Times

A FACT A WEEK

October was another record breaker.

Told in the cold and exact language of figures, the advertising growth of The Times is represented by a gain of 180,930 lines in October over the corresponding month of 1918. This means a gain of 644 columns, or more than 20 columns a day.

It must be remembered, too, that The Times refused a considerable amount of advertising offered it—advertising that is objectionable in character of product or claims or that is apparently fraudulent. For example, in the first two days of November, The Times has declined nearly 6,000 lines of advertising that has appeared elsewhere in Washington.

The Washington Times
WASHINGTON, D. C.

TIPS FOR AD MANAGERS

BLACKMAN-ROSS COMPANY, 95 Madison Avenue, New York. Placing account of Foamite Firefoam Company.

GREIG & WARD, Monroe building, Chicago. Will make up lists within next thirty to sixty days, using newspapers, for Cohn, Rissman & Company.

F. WALLIS ARMSTRONG COMPANY, North American building, Philadelphia. Will make up lists during December, using newspapers for Antonio Roig & Langsdorf.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York. Will make up lists during January, using newspapers for Bradley Knitting Company.

BUCK & HAMMESFAHR, Astor Trust Building, New York. Will run extensive campaign before holidays, followed by regular schedule in 1920 in magazines and newspapers for Warner-Patterson-Perry Company, Chicago, "Warner Shaving Brush."

CHAMBERS AGENCY, 612-618 Maison Blanche building, New Orleans. Making up daily newspaper schedules for Mackie's Pine Oil Remedies.

W. B. HANKINS COMPANY, 120 Erie Street, Toledo, Ohio. Sending out copy for "Mormilk" Ready Ration Dairy Feed, put out by Interstate Feed Association, Toledo, Ohio; also copy to juvenile publications for line of bicycle horns, manufactured by the Sciss Manufacturing Company, Toledo, Ohio, announces following list of clients: Sciss Manufacturing Company, Toledo, O. (mechanical horns for trucks, automobiles, motor boats, motorcycles and juvenile vehicles); Diller Manufacturing Company, Bluffton, O. (thermatic fireless cook stoves); Giant Tire & Rubber Company, Findlay, O. (tires); U. S. Mop Company, Toledo, O., "Redcedar Line" mops and polish; Tire In-Sole Manufacturing Company, Findlay, O. (puncture proof device for tires); A. C. Toyt & Company, Fostoria, O. (hog feeders); Interstate Feed Association, Toledo, O. (dairy feeds and hog feeds); Moore Laboratory Company, Findlay O. (household cleaning products); Reidon Company, Toledo, O. (electric fixtures).

D'ARCY ADVERTISING COMPANY, International Life building, St. Louis, has been placing copy in the newspapers there seeking to enlist recruits in the National Guard.

CHAPPELOW ADVERTISING COMPANY, International Life building, St. Louis, placing copy in newspapers for the Third Red Cross campaign.

FRED M. RANDALL AGENCY, Lytton Bldg., Chicago. Placing orders for 1920 for "Diamond T" Motor Car Company, Chicago; sending out 5000-line contracts to newspapers in Middle West for "Shine Off", manufactured by the Utility Products Company, Chicago; making up list for Milwaukee Motor School.

FREEMAN AGENCY, Mutual Building, Richmond, Va. Sending 168-line copy to Eastern and Western farm papers and 378-line copy to Southern farm journals and weeklies for the F. S. Roster Guano Company on fall and spring advertising.

CIRCULATION NOTES

Walter S. Lang, the last member of the fighting family of the Houston Chronicle, has returned from overseas service and resumed his former position of superintendent of the mailing department.

Prizes aggregating \$150 in cash and \$250 in merchandise will be awarded at the cooking and home-making school

being conducted in St. Paul, Minn., by the Dispatch-Pioneer Press.

The St. Paul Daily News offers prizes for children of school age who will draw Thanksgiving pictures for the children's page.

The newsboys of Houston, Tex., will have reason to rejoice on Thanksgiving day, for the social workers of the First Baptist church have invited them to a big dinner at the church.

The St. Paul Daily News offers prizes to children identifying the largest number of trees in the vicinity in a contest being conducted by the public library.

The Raleigh (N. C.) Times last week distributed a large part of its circulation on several days by airplane. John A. Park, publisher of the Times, accompanied the aviator on one trip.

John A. McNeil, former circulation manager of the Bridgeport (Conn.) Post and Telegram, has returned to Bridgeport to conduct a circulation campaign for the Post Publishing Company.

A committee of nine men and women has been appointed to formulate plans for the revival of the St. Paul Newsboys' Club.

Fred S. Stone, circulation manager of the Brooklyn Citizen, has been made chairman of the membership committee of the New York State Circulation Managers Association.

H. V. Parratt has been appointed circulation director of the Oakland (Cal.) Enquirer. Mr. Parratt was formerly with the Enquirer as a youngster and since then has been on the Alameda (Cal.) Argus, Oakland Tribune, El Paso Times, San Antonio Express and Salina Daily Union.

The approaching marriage of Patrick M. Derrick and Miss Elizabeth Ruth Lambert, both of High Point, N. C., is announced. Mr. Derrick is circulation manager of the High Point (N. C.) Enterprise.

J. Harrison Platt, Milwaukee, circulation manager for a Chicago newspaper, has been taken to an Escanaba (Mich.) hospital suffering from concussion of the brain. He was thrown from the sidecar of a motorcycle near Powers, Mich.



Short, bright, helpful chats on homemaking, good taste, economy, comfort, charm.

Illustrations practical, striking, despite small size.

Another user: Phila. Record.

Telegraph for latest samples.

Metropolitan Newspaper Service

432 Fourth Ave., New York

Comprehensive advertising material furnished for this feature.

WOODSIDES OF WINNIPEG IS SON OF PLAINS

C. G. WOODSIDES, new circulation manager of the Winnipeg Telegram, is a son of the Canadian plains that are rapidly being turned into summer fields of golden grain, he having been born at Portage la Prairie, Man.



C. G. WOODSIDES

Portage la Prairie is only 56 miles west of Winnipeg, and it was there that he received his early newspaper training. That training was pretty thorough as is indicated by the many positions which he held all at one time during the five years he worked on the Daily Graphic.

He was acting business, circulation and advertising manager, and collector and attended to various other odd jobs about the plant. For one year after leaving Portage la Prairie he was on the advertising staff of the Henderson City Directories with headquarters in Winnipeg.

Through the efforts of R. S. Hamilton, then circulation manager of the Winnipeg Telegram, Mr. Woodsides

was appointed circulation manager of the Regina Daily Province. Six years later he left Regina for Calgary to become circulation manager of the News-Telegram. He remained in that city three years during which time the News-Telegram changed ownership and name, becoming the Calgary-Canadian, and finally suspended.

Mr. Woodsides then went to the Edmonton (Alberta) Bulletin where he had been only a few months when the Winnipeg Telegram asked R. S. Hamilton, now circulation manager of the Toronto Saturday Night, to recommend some one for his old position. His thoughts immediately turned to the man he had sent up to Regina and Woodsides got the job.

Agency Leases Whole Building

COLUMBUS, OHIO, Nov. 8.—The Arthur M. Crumrine Company has purchased a 99-year lease on the building at 39 to 47 West Long street. Land and building represent an investment of \$100,000. The sixth and seventh floors will be remodelled for occupancy by the Crumrine agency.

'Phone Page Draws Big

OTTAWA, ONT., Nov. 12.—The Citizen's latest "special" is a Telephone Page, comprised of 52 spaces sold for 52 weeks. Each space contains a small cut of a 'phone. C. W. Pomeroy put it over.



In Denver and the Mountain States

The name of one newspaper is always spoken whenever the city of Denver is mentioned.

It is the newspaper that was born and made its reputation in the days of the pioneers, and it has held its prestige to the present day.

Now that Denver and the Mountain States are a rich and prosperous section of the country, that newspaper stands supreme in the morning field in Colorado.

The reason is obvious; the interests of the community always come first, and its columns reflect cleanliness and just dealing to all.

Advertisers naturally wish to reach a class of people that are attracted by this type of newspaper.

The Rocky Mountain News

Only Morning Newspaper in the City of Denver

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

The Shaffer Group

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

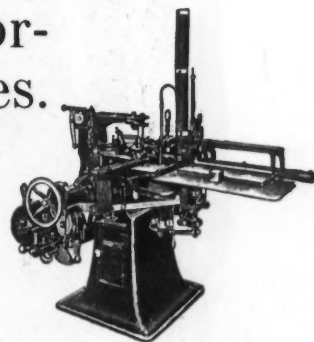
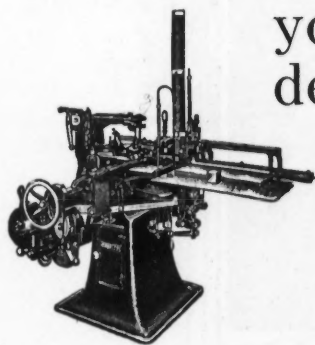


The Southern Newspaper
Publishers' Association
has a membership of 149
daily newspapers. These

149 Newspapers
Now Use 42

Monotype Type-&-Rule Casters

THE MONOTYPE NON-
DISTRIBUTION SYSTEM
is especially adapted to the
small newspaper, because it
makes possible handling more
ads with the regular force—
and it saves all the money
you now pay for type, bor-
ders, leads, slugs, and rules.



NEW YORK
BOSTON

Lanston Monotype
Machine Company

CHICAGO
TORONTO

PHILADELPHIA

Monotype Company of California, SAN FRANCISCO

The Greatest News



Behind the Curtain—Roosevelt the Father.

We have known him heretofore as Statesman, Explorer, Orator, Naturalist, Plainsman, Soldier, Writer and Editor

Feature of a Century!

WRITTEN BY THE
GREATEST MAN OF THE CENTURY.

Theodore Roosevelt's Letters to his Children.

Behind the curtain of his home life Roosevelt was as great a father as he was great before the nation and the world.

Here we have an intimate revelation of the human heart of Roosevelt. Every American wants to read these letters—tender, amusing, inspirational.

He himself said, "I would rather have this book published than anything that has been written about me."

This exclusive feature is a part of the regular N. E. A. Service.



WRITE OR WIRE

NEWSPAPER ENTERPRISE ASSOCIATION

A Service - not a syndicate

CLEVELAND, O.

GETTING STARTED IN NEWPORT NEWS

Company to Publish Daily Record Incorporates, Acquires Building and Is Installing Complete Plant

WASHINGTON, Nov. 10.—The Newport News Record, evening and Sunday morning, the preliminary plans for which were recently noted in EDITOR & PUBLISHER, will begin publication on or about January 1, at Newport News, Va. It will be published by the Record Publishing Corporation, with authorized capital stock of \$100,000, and its officers are as follows: Allan D. Jones, president; C. G. Marshall, vice-president and editor; D. L. Flory, secretary-treasurer and business manager. These, with W. E. Barrett and D. H. Robishaw, constitute the board of directors.

Mr. Jones is a successful lawyer of Newport News, and a former vice-president of the Virginia Bar Association. Mr. Marshall was formerly news editor of the Southern Division of the Associated Press for many years and more recently a member of the Washington staff of the Philadelphia Public Ledger.

Mr. Flory is vice-president of the Peninsula Bank and Trust Company of Williamsburg, Va. Mr. Barrett is a successful lawyer and director of the Citizens and Marine Bank of Newport News. Mr. Robishaw is a member of the ship chandlers firm of D. A. Winslow & Co., and has the distinction of being one of the first men in the United States to go in for flying as a sport, owning his own airplanes.

The Record has acquired its own building, and recently took over the complete plant of the Taunton (Mass.) Press, which is now being installed. It will receive the full leased wire service of the United Press Associations for both the afternoon and Sunday morning editions.

ADVERTISING AGENT IS VITAL TO NEWSPAPERS

(Continued from Page 14)

uct from every possible angle, marketability, price, package, territories for most promising preliminary trial campaigns, competition and a score of other factors.

Successful experience in introducing other products forms a most valuable factor in effective agency service. After the preliminary survey, the next step in many cases is to make up an estimate regarding a budget to care for the proposed campaign for say three years.

Long drawn out conferences, frequent trips with car-fares, hotel bills and other expenses are usually necessary to convince those back of the product that they are in for a man-sized job and cannot expect to make heavy dent in an already crowded market by using putty blowers.

After the prospect has reached the stage of appropriating sufficient money to pay the piper, the second stage of the process is reached. The agent must then carefully consider possible improvement in package, price of goods, and other underlying merchandising problems, as preliminary to preparation of copy, dealer helps, distribution and other factors.

The agent must develop his campaign so that it will be sure-fire or he will lose the account to another who will. The agent can scarcely come out with a profit on one year's campaign. His long range success is dependent

upon establishing a group of profitable and constantly growing accounts. His success is tied up with the success of his accounts.

If the proposed advertiser is a large concern with fairly wide distribution in many cities, the agent has an entirely different proposition from that involved when the concern is smaller and will only appropriate enough money for a local demonstration.

Not one concern in fifty which has not advertised has a wide enough distribution to be started in the general mediums. Many have tried it and sunk fortunes trying to accomplish the impossible, with just enough breaking through through sheer force of merit and money to lure others to their doom.

Co-operation Necessary

If the agent is up-to-the-minute and the client provides the sort of co-operation that is required, he will when he has sufficient part of his campaign blocked out, through salesmen and special field men and investigators, cover territories where he thinks he can accomplish greatest results.

In these chosen spots he will make his contracts for newspaper space, localized over the signature of local dealers who have stocked up with the goods whenever possible, arrange for billboard, car space, sampling and any other phase of supplementary promotional work that is decided upon.

Gradually in circle after circle the agent and merchandising organization created by the agent and the manufacturer will secure and dominate every available basic market for the goods, leaving the smaller and less promising markets for the secondary step of the general campaign.

Not until the product has thus been introduced in at least sixty of the great natural market places and centres of population can the advertiser afford to start on the second stage, the use of general mediums to supplement and glue together, so to speak, all the previous efforts and reach spots and corners too remote for intensive stimulation.

Of course, there are products which may be more easily introduced through the smaller cities in various sections of the country, growing gradually strong enough to tackle the larger markets as a second stage, and then as a third stage made to include the general mediums for general publicity.

Meanwhile the agent is continuously on trial. He has invested time and money far beyond what his commissions will produce until he gets things going on a smooth keel, and is up against the sharpest kind of competition from other agents seeking to get the account away from him.

The West Virginian

Fairmont, W. Va.

The Evening Newspaper In The Heart Of Northern West Virginia's Oil, Gas, Coal And Industrial Region—And Invaluable To National Advertisers.

Member A. B. C.

Represented by
ROBERT E. WARD
New York & Chicago

Under these conditions many newspapers of the country meet this concern that is honesty working to produce new business for them with the icy hand and every possible resistance, dubbing him as a parasite, an unnecessary middleman, etc., etc.

In the absence of the service performed by the advertising agents, I think I am safe in stating that it would cost the newspapers of the country twice as much money as is represented in commission allowances, which are paid by the advertiser as previously explained, to accomplish a less satisfactory result.

After years of experience in the newspaper business, I know in many cases we frequently spend almost as much money to get certain new business as we get out of it, and yet many of us are finicky when men in the agency business ask a livable commission allowance on business which they bring us and guarantee.

If the agents handled only newspaper advertising they would be compelled to demand a larger commission allowance than they now receive from the advertiser to make both ends meet. They make a much larger percentage of the commission earned on other forms of advertising than on newspaper advertising.

To me at least it seems absolutely ridiculous that we should seek to prevent the growth of an effective service between us and our customers.

QUESTIONS AND ANSWERS

BY JASON ROGERS

Q.—By what right do you assume the privilege of making up lists of newspapers and recommending their use by advertisers in preference to others? You are not a space buyer nor an agent. I can prove the overwhelming superiority of our newspaper over the one you have recommended and know of other errors in your list. A. A. A.

A.—This is merely the growl of one of the 1,800 daily newspapers of the country that I could not include in my list of 308 newspapers listed for the purpose of showing national advertisers the effectiveness of newspaper advertising.

If I had included every newspaper in the country, which I would like to have done, my list would have been too cumbersome to drive home my point. I started out to show how many newspapers could be used for certain combined rates.

If A. A. A. would but take the trouble to read my article in EDITOR & PUBLISHER of August 28, and to make himself familiar with the fight I have been making for many years in the interest of newspaper advertising for all newspapers he might forget selfish desires long enough to see straight.

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

If You Need More Lineage

—it will be worth your while to consider our Weekly Industrial Review Page as a permanent Monday or Saturday feature with its additional ten thousand lines of advertising every month in the year.

Our representative will call on request.

John B. Gallagher
Company

Home Office

Ninth Floor, Dexter Building
Boston

NEW YORK STATE DAILY NEWSPAPERS

THE community spirit of almost all cities is reflected to a greater or less extent by the daily newspapers they support.

Most cities are cities because they are made up of people who are never satisfied—not dissatisfied, you understand, but not satisfied—people who are continually striving for more, for newer, for better things.

They have the community spirit—the glad hand for the stranger—the help one another idea—the get-together-and-boost feeling—and such feeling is reflected by one or more of the daily newspapers published in each such city.

Take, for instance, these daily newspapers published in the state of New York.

They are representative, progressive, alert, willing and anxious to welcome and cooperate with the stranger within their gates. They know and understand that this spirit, put into practice, puts their cities on the map.

These daily newspapers are joined together in an invitation to national advertisers to take advantage of the service they have to offer—to create and maintain markets---

to make local advertising out of national advertising---to link up with "home folks" and become acquainted.

Look at these circulation figures. Look at these rates. Realize that, as merely bulk circulation this is a good buy---and with the cooperative spirit back of this circulation it is good business.

	Circulation	2,500 lines	10,000 lines
**Albany Knickerbocker Press (M).....	33,559	.07	.07
**Albany Knickerbocker Press (S).....	43,957	.07	.07
Auburn Citizen (E).....	7,304	.025	.025
Brooklyn Daily Eagle (E).....	45,884	.18	.18
Brooklyn Daily Eagle (S).....	68,457	.18	.18
Brooklyn Standard Union (E).....	54,559	.15	.15
Brooklyn Standard Union (S).....	58,347	.15	.15
Buffalo Courier & Enquirer (M&E).....	75,316	.14	.12
Buffalo Courier (S).....	114,431	.17	.15
Buffalo Evening News (E).....	96,312	.16	.16
Buffalo Evening Times (E).....	64,718	.10	.10
Buffalo Sunday Times (S).....	72,550	.10	.10
Corning Evening Leader (E).....	7,006	.025	.025
Elmira Star-Gazette (E).....	23,469	.07	.05
†Glens Falls Post Star (M).....	8,000	.03	.03
Gloversville Leader-Republican (E).....	6,009	.02	.02
Gloversville Morning Herald (M).....	6,245	.03	.02
Ithaca Journal (E).....	6,252	.025	.025
Jamestown Morning Post (M).....	9,240	.025	.025
Lockport Union Sun and Journal (E).....	7,682	.025	.025
Mount Vernon Daily Argus (E).....	6,421	.02	.02
Newburgh Daily News (E).....	10,903	.05	.03
New York American (M).....	301,792	.55	.43
New York American (S).....	875,948	.90	.80
New York Globe (E).....	188,780	.39	.36
†New York Herald (M).....	109,267	.40	.36
†New York Herald (S).....		.50	.45
New York Evening Journal (E).....	685,428	1.00	1.00
New York Post (E).....	30,026	.25	.20
New York Sun (M).....	131,951	.39	.36
New York Sun (S).....			
New York Sun (E).....	198,491	.42	.38
†New York Telegram (E).....	181,519	.39	.36
†New York Telegram (S).....			
New York Morning Telegraph (M).....	52,103	.20	.17
New York Morning Telegraph (S).....	56,289	.30	.255
New York Times (M).....	339,858	.50	.485
New York Times (S).....	501,650	.55	.5335
New York Tribune (M).....	118,386	.32	.28
New York Tribune (S).....	108,999	.32	.28
New York World (E).....	339,199	.50	.48
New York World (M).....	370,289	.50	.48
New York World (S).....	578,799	.50	.48
Niagara Falls Gazette (E).....	12,521	.035	.035
Poughkeepsie Star (E).....	9,674	.0321429	.03
Rochester Herald (M).....	31,218	.06	.06
Rochester Times-Union (E).....	62,733	.16	.14
**Schenectady Union-Star (E).....	17,600	.08	.04
Staten Island Daily Advance (E).....	4,500	.0275	.0225
Syracuse Journal (E).....	45,025	.08	.08
*Troy Record (M&E).....	24,913	.05	.05
Utica Daily Press (M).....	21,095	.05	.045
Yonkers Daily News (E).....	3,760	.03	.03
Government Statement, October 1st, 1919.			
**Government Statement, April 1st, 1919.			
*A. B. C. Report, October 1st, 1919.			
†Publishers' Statement.			
†Seven Day Average.			
Total Circulation			6,651,171

EDITORIAL



A SIGN OF THE TIMES

THE Convention of Clients of the George Batten Company, held in New York Thursday and Friday of last week, at the Hotel Commodore, brought together representatives of 89 business organizations engaged in non-competitive lines.

The Batten clients represented fourteen states and one territory of the United States. New York stood at the head of the list with 31 firms, 22 of these in New York City; Massachusetts was second, with 24; Pennsylvania third, with 12.

The program of the convention was admirably conceived and carried out without a hitch. Morning and afternoon executive sessions were held on both days, and addresses were made by fifteen different captains of business and specialists in merchandising and advertising. The subjects were timely and vital, having to do with problems of the hour—problems which call for super-common sense in those dealing with them. Few of these addresses dealt with advertising primarily, while all of them had to do with advertising in its relations to industrial and business development.

A striking feature of the convention was the exhibit of products by each of the Batten clients. This exposition was the most extensive ever made of nationally advertised goods—no two lines of a competitive character. It was a visualization of the manufactured products of leading American firms never to be forgotten by those fortunate enough to inspect it.

It would be difficult to properly appraise the full significance of this convention. It brought together in friendly conference men who spend many millions of dollars every year in advertising their products—men who think in big figures, who have made mistakes in their past and will probably make other mistakes in the future, but with whom errors of judgment or of policy are but transient things. These men came to this convention to give and to receive. They have long since outgrown the notion that a good idea must be guarded with all the resources of selfish secrecy. They came to exchange experiences and views, frankly, for the common good of all.

It will occur to some that this convention of clients was a master stroke of advertising by the Batten Company. That is true. But it is due to the executives of this firm to say that they were not governed by this consideration in the conception and realization of the plan. The broader objectives—the advancement of the interests of American business and the furthering of closer relations between men having common problems to solve—controlled the Batten Company, and were not at any time side-tracked.

EDITOR & PUBLISHER congratulates William H. Johns and his able associates on the splendid success of this new idea, which marks an important forward step in American advertising. It was a big conception, realized in a big way.

STAY out of the spot market for newsprint—if you can. If you can't, be prepared for shocks.

November 13, 1919 Volume 52, No. 24

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.
W. D. Showalter, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news.

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

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: H. C. Bernstein.
Washington: Robert T. Barry.
10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.

FACING THE SITUATION

THE special meeting of the American Newspaper Publishers' Association, convened by call of President Glass at the Waldorf-Astoria yesterday, is as important to the American people as a whole as an extraordinary session of the Congress.

Indeed the problem which brings together at this time the publishers of the country may well be considered a national problem, for it has to do with a situation which threatens the very existence of hundreds of newspapers and the welfare of every newspaper in the land.

Readers of EDITOR & PUBLISHER have been informed, week by week, of the growing seriousness of the newsprint shortage. They are aware that the consumption, throughout the year has been greater than the production, depleting to the vanishing point normal reserve stocks. It has been made plain to all that unless the publishers of the country should adopt common policies of conservation, thus arbitrarily reducing consumption, a paper famine was inevitable.

Yet, broadly speaking, the publishers have failed thus far to adopt common policies of curtailment. There has been a tendency among them to view the situation as one calling only for individual action. In other words, the publisher who believed that he had provided for his own newsprint requirements did not feel that the difficulties of his contemporaries were in any sense his affair. This short-sighted attitude could but lead to such a condition as now confronts the whole body of publishers.

This narrow view, of course, has not controlled all publishers with an assured supply of paper. The Chicago Tribune, having its own mills and not under compulsion as to restriction in the use of paper, sets an admirable example by limiting the sizes of week-day issues to an arbitrary standard. This policy involved for the Tribune the omission from its issue of November 6 of 61 columns of advertising.

The Tribune calls upon its advertisers to temporarily curtail space in the common interest, in order that all advertisers may be able to secure representation. This policy requires a degree of courage somewhat rare in the conduct of newspapers in the past, but after all amounting only to sensible discretion just now.

The special meeting of the A. N. P. A. should result in the adoption of definite conservation policies, on a standardized schedule, by every member of the organization. Ways and means must be found by which the service value of our newspapers shall not be seriously impaired, while permitting material reduction in the amount of paper consumed. As all costs are still mounting, revenues must be increased. This means three-cent papers and it means substantially higher rates for advertising.

Sensible restriction of sizes of issues, carried out in good faith by the dominant publishers of the country, will relieve the present shortage of paper. And that is an end which must be achieved without delay if disaster is to be avoided.

JAMES O'SHAUGHNESSY suggests that newspapers convert their congressmen to the plan of paid advertising for all Government Departments—to an advertising policy on a business basis and divorced from politics. Such a governmental policy must be formulated if we are to keep step with world progress. But experience shows that it will come about only through convincing the representatives in the Congress of its wisdom and necessity. The present Congress does not believe in a paid advertising policy for Uncle Sam. Its members have not considered the matter to be one of importance, or as touching national interests in any broad way. They should be educated by our newspapers.

ONE "bad actor" among a local group of publishers usually prevents the others from getting together as to common policies of paper economies. This presents a psychological problem—and the answer is: Ignore the waster and "get together."

"TO START WITH A CLEAN SLATE"

THE exclusive publication in last week's issue of EDITOR & PUBLISHER of the sales policy of the International Paper Company for 1920 has aided in clarifying to some extent the problem of contract relations between the big corporation and its customers for the coming year. And, as the sales policy of the International usually serves as a model for many other paper manufacturers, it may be assumed that this announcement will indirectly affect a majority of users of newsprint.

The International desires to start 1920 with a clean slate. To that end the corporation will require from patrons who desire to make contracts for a specified tonnage for the year a waiver of all claims arising from price changes involved in proceedings by the Attorney-General under the terms of the agreement of November 26, 1917. Patrons preferring to make new contracts subject to that agreement may do so, but it is pointed out that when the agreement shall end—doubtless within a few months—new contracts may be made "if we then have tonnage available." Publishers will not fail to see the force of this argument in favor of a straight annual contract.

The price fixed for the first quarter of 1920, \$4.50 at the mill, subject to further advance at the beginning of each new quarter, will hardly prove a shock to publishers who have followed the price trends of late. While the price is high, and will force newspapers to increase selling prices and advertising rates as well as to curtail sizes of issues, many publishers would feel like accepting it without complaint if it meant an adequate allotment of tonnage for the year. If the International's sales policy should provide for the allotment of the entire product of its mills on a pro-rated basis, safeguarding against the diversion of large quantities to the speculative markets, the company's customers would doubtless feel that it had made a real effort to protect their supplies.

The announcement of the sales policy, however, throws little light on the question of the amount of tonnage which will be sold to customers. Apparently this point is to be decided by individual negotiation rather than upon any definite plan of pro-rating the output. It is to be hoped, however, that this policy will not rule, but that the company will show impartiality in fixing allotments.

It is good news that the company plans to use for newsprint, during 1920, many machines which were intended to be run on other grades. This indicates a definite prospect of an increased output, through which the company hopes to be able to furnish to all of its customers an ample supply for vital needs. Customers are asked to reduce their use of paper to a minimum between now and the end of this year, and to observe the strictest economies in the new year. This is sound advice—although it has an odd sound in a sales talk.

If these were not, indeed, strange times, it would be remarked that this sales-policy of the International reads less like a letter to customers than as a proclamation of policy and a promulgation of regulations for the citizens of a conquered city by the occupying military power. But—these ARE strange times!

EVERY newspapermaker will feel a natural pride in the success of the Navy's big advertising campaign—for, while it will run until the end of November, its success is already assured. That the measure of this success shall be impressive it should be the aim of all newspapers from now until the close of the campaign to actively aid, through editorials, in "selling the Navy" to the young men of the nation.

AFTER an interval of uncertainty, Americanism is in the saddle. Reds and radicals are seeking cover. The clean-up which the Federal Government has undertaken will have salutary results. It will help to purge the ranks of organized labor of anarchists, operating under the cloak of unionism to defy and overthrow government. It presages industrial peace and prosperity.

PERSONALS

MAJOR-GENERAL Sir E. W. B. Morrison, D.S.O., C.B., K.C. M.G., prior to the war managing editor of the Ottawa Citizen, was honored with the first knighthood created by the Prince of Wales. Sir Edward is now a knight of the Order of St. Michael and St. George.

John Barrett, director general of the Pan-American Union for the past fourteen years, formally resigned November 5, effective June 30 next. It is said Mr. Barrett will become president of a new unofficial Pan-American organization "for the development of international commerce and good will."

Frederick Haase, formerly manager of the service and promotion department of the St. Louis Post-Dispatch, has resigned his charge of the research division of the Bush Terminal Sales Building, New York. He makes no announcement of his future plans.

W. Y. Morgan, publisher of the Hutchinson (Kan.) News, who recently returned from Red Cross work in France, was the guest of honor and principal speaker at the annual fall dinner, October 28, of the Associated Journalism Students in the University of Kansas.

Roscoe C. Emery, editor and owner of the Eastport (Me.) Sentinel, and Miss Vera J. Leonard of St. John, N. B., were married recently.

IN THE EDITORIAL ROOM

Martin S. Hunter is relieving Arthur Irwin as assistant to John J. Rainey, city editor of the New York Evening World. Mr. Irwin has gone to Indianapolis to become middle western publicity manager for the Select Pictures Corporation.

Chalmer B. Traver, formerly on the editorial staffs of the Milwaukee Wisconsin News and the Milwaukee Sentinel, has taken the position of assistant secretary of the Milwaukee Association of Commerce. He succeeds Fred W. Luening, formerly city editor of the Wisconsin News, who has moved to Green Bay, Wis., to become vice-president of a bank and to direct a campaign to boom the northern peninsula of Michigan.

Hazel R. Aiken, former city editor of the Wilmington (N. C.) Star, is just home from service with the A. E. F., in which he was a lieutenant. He is spending a vacation in Hickory, N. C.

Miss Helen Adams, city editor on the Raleigh (N. C.) Times, and Dr. Roy Tatum of Duke, N. C., were married in Newton, N. C., on November 4. They will make their home in Honolulu, where Dr. Tatum is in the service of the government.

Raymond W. Anderson of St. Paul, former reporter for the St. Paul Dispatch-Pioneer Press, and now instructor in French in the University of Minnesota, has won one of the two Rhodes scholarships offered in Minnesota this year. He served overseas as artillery officer.

Rex Lampman, just out of the marine service and formerly funny column writer for the Portland Oregonian, has joined the staff of the St. Paul Daily News.

Alva F. Warner is now head of the Albany (N. Y.) Argus copy desk. He is succeeded on the desk of the Troy Record by James Morrissey.

Frederick R. Barkhurst has joined the staff of the St. Louis Times as associate editor of the editorial page and

feature writer. For twelve years Mr. Barkhurst worked on such Missouri age Press, Springfield Republican and St. Joseph Gazette. He began his writing career at the age of 11, when he and two other boys published "The American Magazine." His first employment was on the Des Moines Capital, and he later worked on the Chicago Record-Herald. He has been in New York for the last year, writing syndicate articles and stories.

William S. Lloyd, who was a staff correspondent for the old Cincinnati Commercial and Commercial-Gazette, in the days when Murat Halstead ruled these papers, is now secretary of several bureaus of the Cleveland Chamber of Commerce. Mr. Lloyd's last newspaper work was in the capacity of librarian for the Cleveland Plain Dealer, a position he held two years.

John Nevin, until recently Washington correspondent for the International News Service, is now doing publicity work for Bernard Baruch in Washington.

"Bill" Nye, State Department man of the International News Service, organized the American press party that met the Prince of Wales at the Canadian border and accompanied him to Washington on Monday.

THE BUSINESS OFFICE

George A. Mixer, advertising manager of the Milwaukee Leader for five years, resigned to become general manager of the Tribune Company, which was organized recently to publish the Tribune, a weekly newspaper devoted to the north and northwest sides of the city.

Miss Ruth Hartley, cashier of the Cohoes (N. Y.) Dispatch, will be married soon to William Donovan. Miss Hartley has been connected with the Dispatch for some time and is personally known to many of the paper's foreign advertisers and advertising agencies.

Hart N. Cardoza, formerly with the Gray Motor Company, has joined the service department of the St. Paul (Minn.) Dispatch-Pioneer Press, under the direction of Luther Weaver.

A. H. Backus, of Pierce, has succeeded Lloyd Swain as business manager of the Columbus (Neb.) Telegram. Mr. Swain has moved to the Pacific Coast.

Loring G. Peede, who has been lately connected with the Latin American section of the New York Sun and who was formerly advertising manager at the Mercantile Bank of the Americas, has been appointed advertising manager of the Nautical Gazette, New York.

Paul C. Treviranus has resigned as business manager of the Des Moines Register and Tribune and has returned to his home at Milwaukee. Mr. Treviranus was formerly business manager of the Milwaukee Journal.

Andrew Miller, head of the syndicate department of the Toronto Star, is on a tour of western Canada, offering some new features to the prairie papers.

E. E. Beard, one of the best known newspaper men of Southern Washington, has become associated in Seattle with Pacific Ports, a publication devoted to export and import trade. Mr. Beard sold the Vancouver Columbian some months ago, after editing and publishing it for fifteen years, the last ten of which it has been a daily.

WITH THE AD FOLKS

William Curtin, head of the Curtin Advertising Agency, Portland, Me., was seriously injured in an automobile accident, November 8.

KEY TO WRITE MUSICAL CRITICISM FOR NATION-WIDE AUDIENCE

PIERRE V. KEY, for the past twelve years music editor of the New York World, has resigned that connection and is devoting himself to the development of a New York music letter conceived on broad lines. Already many newspapers have contracted for the publication of this new feature.



PIERRE V. KEY

Mr. Key has won distinction as a musical critic who is able to "get over" his points to the reader who knows but little of musical terms. He writes musical criticism in plain English, yet with distinction and authority. His style is chatty, lucid and unstilted.

Mr. Key's long newspaper experience in general reportorial and executive capacities doubtless accounts for his ability to get the popular angle of things musical.

New York is now the music capital of the world, and throughout the country there is a marked reawakening of interest in music and musical events and artists. In his letter he will interpret musical life and happenings in New York for the rest of the country, and sees in this weekly letter an opportunity to contribute greatly to the healthy growth of musical culture in America.

Mr. Key's music letter will be scrupulously free from "press agenting." It will turn the spotlight on artists, of course, but only when their work clearly entitles them to appreciation. He gathers personally his own material and preserves the attitude of critic and chronicler, without bias.

"The opportunity offered to write for so vast a national audience is one impossible to resist," says Mr. Key, "and though I relinquish my long-held World post with regret, there is compensation in what is unquestionably a broader field."

Edward S. Moffat is the new advertising manager of the Universal Film Corporation, New York, succeeding Nat.

G. Rothstein. For the past two years Mr. Moffat has been in charge of advertising for the Jewel productions, and previously was connected with the Aeolian Company, Street & Finney, Calkins & Holden and Frank Seaman, Inc.

Miss Amie B. Brunn has resigned as advertising manager for the department store of Lipman, Wolfe & Co., of Portland, Ore., to join the advertising agency of Botsford, Constantine & Taylor of the same city. She is succeeded with the Portland department store by David E. Levy, of St. Louis, former advertising manager of the Stix-Baer & Fuller Dry Goods Company and B. Nugent & Bros.

Ulric C. Jones, for several years connected with the advertising department of the New Orleans Item, and later director of advertising for the Hibernia Bank & Trust Company, has joined the Chambers Advertising Agency staff in New Orleans.

Alfred Stephen Bryan has resigned from the advertising agency of Sherman & Bryan, Inc., New York, and has opened a copy service office at 665 Fifth Avenue, New York. He will maintain close relations with the Sherman & Bryan agency and with his old clients, whose copy he will continue to write. William Denny has been elected vice-president of the Sherman & Bryan agency, succeeding Mr. Bryan.

J. B. Hazen, for several years in charge of the merchandising service department of the Hearst newspapers in Boston, and more recently with MacLean's Magazine, Toronto, has become associated with the Hamilton Advertisers' Agency, Hamilton, Canada.

E. C. Auld, of Chicago, familiarly hailed as "Doc," now has space in some fifteen newspapers to sell instead of one, having become associated with the Western office of Knill-Burke, Inc. Mr. Auld, who has been looking after the Western advertising interests of Eastern newspapers for the past fifteen years, resigns from the New York World to take up his new work. He formerly represented the New York Evening Journal and later the Boston American.

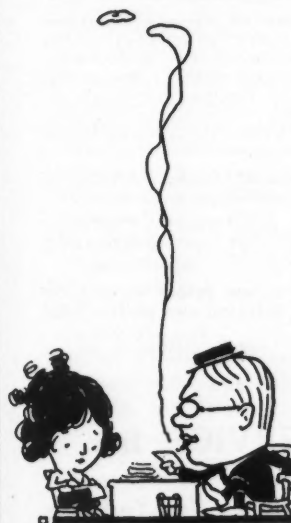
Harry E. Meyers, of Chicago, has joined the John Ring, Jr., Advertising Company, St. Louis, Mo. Meyers was general secretary of the board of the 1917 A. A. C. W. convention in St. Louis.

Facts about the Haskin Service

The Nebraska State Journal has renewed its contract for the Haskin Service for one year

Every day thousands of people write letters to Frederic J Haskin and each one gets a personal reply

Anyone who wants the details of operation and the price of the service may get them by writing Mr Haskin in Washington



DO PUBLISHERS FAVOR OUT-OF-TOWN ADS?

Local Retail Merchants Should Protest Against Preferred Space Given Foreign Advertisers, Drygoods Man Declares

LANSING, MICH., Nov. 7.—Collective protest by local retail merchants against favoritism which, he said, was habitually shown by newspapers to foreign or national advertisers in the way of preferred positions, was urged by G. E. Martin, advertising manager of Gilmore Brothers, Kalamazoo, in an address here before the convention of the Retail Drygoods Association. He said:

"No doubt many members of this association have sought without satisfactory solution the reason for the very apparent favoritism shown by newspapers to 'foreign' advertisers. The merchant has learned that it is almost impossible in many papers to secure a desired position for his ads, even occasionally.

"Today he has an ad for some exceptionally fine merchandise that will make especial appeal to what is termed the society people of his city, and requests a position for it on the society page. When the paper comes out he finds ads for hair tonics, beauty creams, cooking oils, etc., on the woman's page, while his announcement appears next to the sporting page or the comics.

Say They Pay More

"The papers assert that these 'foreign' advertisers pay for preferred position. In some instances where the paper is sufficiently strong to make it stick, they do. In many cases they simply refuse to use space unless they have the cream—first following or alongside pure read-

ing matter or top of column on some specified page.

"Local advertisers in most cases, pay dollars to newspapers where 'foreign' advertisers pay dimes, but are usually required to take 'run of paper' positions.

"The local advertiser cannot go elsewhere and advertise his wares. Only individual and collective protest will improve this condition, and this association can do its members immense benefit by seeking and applying a remedy that will cure this complaint."

In Bad Company

The speaker also protested against the habit which he said many newspapers had of placing objectionable advertising next that of reputable local business establishments.

"Many possible customers have been led to turn away from your advertisements because of the disgust they felt at some other ad which was on the same page with it, and the character of the ads which are placed next, or near to, should be a source of deep concern to any thoughtful retail advertiser," he said.

"If the landlord of the building in which your store is located took in as tenants saloons, quacks, fake mining concerns, bucket shops and other undesirable neighbors you would strenuously object. Why should you calmly allow the newspaper to reduce the value of the space you buy and pay for by placing next to your ads undesirable neighbors? You know an ad by the company it keeps.

"If the merchants themselves will voice their approval of this change and their disapproval when a publisher will not see the light, there will be a more rapid improvement along these lines."

CIGAR ADVERTISING URGED

Philippine Manufacturers Want Assistance of Their Government

In order permanently to establish Philippine cigars on the American market, the Philippine tobacco manufacturers' associations are urging the Bureau of Internal Revenue of the islands to start a national consumers' advertising campaign in the United States, under the auspices of the Insular Government.

For every shipment of 1,000 cigars to the United States the Philippine exporter pays a tax of 30 centavos, (15 cents.) When the law providing for this collection was passed, it was with the understanding that when a sufficient amount had been collected it was to be used for the advertising of Philippine cigars in the United States. Now that the sum of \$150,000 has been collected, it is thought that it should be utilized for the purpose for which it was originally intended.

"Bummed" Way into Fiume

PITTSBURGH, Nov. 12.—Thomas B. Morgan, former Pittsburgh newspaper man, has "bummed" his way into Fiume on an engine, according to a letter received here. He went to Europe during the war, and became a correspondent of the Associated Press soon after arriving in Paris. He was in Paris for some

time, but finally went to the Rome office of the Associated Press, where he was stationed until the occupation of Fiume by the Italian rebel army.

Enormous French Circulations

PARIS, Oct. 28.—According to statistics recently published by the Argus de la Presse, the circulation of the leading French papers is as follows: Petit Parisien, 2,500,000; Petit Journal, 1,900,000; Matin, 1,800,000; Journal, 1,400,000; Humanite (Socialist), 300,000; Le Populaire (Socialist with Bolshevik tendencies), 100,000.

Family Joins Captain Parker

PORTLAND, ME., Nov. 7.—Mrs. Ferd W. Parker and her three children have gone to Washington to join Captain Parker, formerly city editor of the Portland Press, who upon his return from service in France and Germany was appointed custodian of Senate stationery.

Hoban in "Cabinet"

PHILADELPHIA, Oct. 29.—A new member of the local mayoralty cabinet is Peter J. Hoban, director of the department of supplies. Mr. Hoban was on the Public Ledger staff, having done politics. He is the father of "Walt" Hoban, cartoonist, long associated with the New York Evening Journal.

ROTOGRAVURE SUNDAY SUPPLEMENT

"A Trip Around the World in Pictures"

8-Page Tabloid Form, size 10½" x 17"

Issued by the

U. S. FEATURE SERVICE, Inc.

Each issue will contain:

2 pages selected illustrated news and current events, features that do not grow "stale" quickly.

2 pages of pictorial descriptions of various countries, carefully selected by experts with the co-operation of the proper authorities in every country on the globe, comparing, in pictures from authentic sources, the scenic beauties of America with those of foreign countries. An educational and highly interesting collection of illustrations which will impress on our public the advisability of "Seeing America First."

1 page exclusive fashions for women, original designs of the kind the American Woman will appreciate.

3 pages national advertising—no copy less than ¼ page. No mail order advertising or copy that will interfere with the subscribers' regular run of acceptable advertising.

This is an extremely high grade, low priced circulation builder, carefully edited, beautifully illustrated and well printed on 50 lb. supercalendered paper.

First release (limited issue) to reach publisher on or about December 7th, 1919.

Write for reservation now. Samples and prices sent upon request.

U. S. FEATURE SERVICE, Inc.

Quality Service for Newspapers

Suite 423-424 WORLD BUILDING New York City

Only one paper in Brooklyn is absolutely "non-returnable"—that one being the Standard Union.

The bulk of this circulation is delivered into the homes. Our readers want what they want when they want it.

VIRGINIANS CONVENING AT NEWPORT NEWS

News Print, Advertising Rates and Libel Laws Head Topics of Discussion at Today's Annual Meeting

NEWPORT NEWS, VA., Nov. 10.—Addresses on advertising rates, circulation, the libel laws of Virginia and discussion of other questions of importance to the newspaper workers of Virginia, will feature the special meeting of the Virginia Press Association to be held at Newport News, Thursday and Friday, November 13 and 14. All meetings will be held in the Warwick Hotel, which will also be the headquarters during the convention.

President L. E. Pugh and the members of the executive committee have arranged a program of general interest. Perhaps the most important message will be delivered by W. E. Thomas, general manager of the Roanoke Times and member of the Southern Newspaper Publishers' Association's committee on newsprint paper. Mr. Thomas has been assigned the subject, "The Newsprint Paper Situation and Its Bearing on the Dailies and Weeklies." He will make a special trip to various northern paper mills and will come to Newport News direct from the paper industries.

Budd and Machen to Speak

John Budd, of the John Budd Company, New York, has accepted an invitation to speak on "Uniform or Standard Advertising Rates," while Edward Percy Howard, editor of The American Press, will admonish the publishers to "Stick, Brother, Stick."

Lewis H. Machen, former director of the Virginia Legislative Reference Bureau, will give a review of "The Libel Laws of Virginia."

M. T. Harrison, editor of the Bedford Democrat, will tell "Why the Subscription Rates of Weekly Newspapers Should be \$1.50 or More."

There will be a round table discussion of the proposed linotype instruction schools; the daily section of the Virginia Press Association, the newsprint committee, and other subjects on Thursday afternoon. On Thursday night the "Question Box" will be opened and a discussion will follow.

Any one desiring any subject relative to the business discussed will be expected to drop the question into the big box which will be located at the entrance to the auditorium where the meetings will be held.

Brocklebank Creditors Win in Bankruptcy Case

Circuit Court Affirms Decision for \$85,000 Against Minnesota & Ontario Power Co.

MILWAUKEE, WIS., Nov. 8.—L. L. Losey, Jr., Chicago, trustee of the bankrupt estate of J. C. Brocklebank & Co., Chicago, a news-print paper brokerage firm, secured \$85,000 for the creditors by a recent decision by the United States circuit court of appeals at Chicago. The firm for several years supplied paper to the St. Louis Globe-Democrat and Star-Chronicle and the Memphis Commercial Appeal.

Mr. Losey brought suit in United States district court at Minneapolis against the Minnesota and Ontario Power Company, Minneapolis, a creditor, charging that it had secured from the bankrupt \$85,000 which should have been divided among all the creditors.

He won in that court, and the defendant appealed to the circuit court, which affirmed the decision.

Similar suits have been brought against the Dells Paper and Pulp Company, Eau Claire, Wis., and the Cheboygan Paper Company, Cheboygan, Mich.

It is believed that if Mr. Losey wins the suits the bankrupt will pay 100 cents on the dollar. In this event, two Wisconsin paper concerns, the Combined Locks Paper Company, Appleton, and the Consolidated Water Power Paper Company, Grand Rapids, together will get \$25,000.

Prize for Health Editorials

DENVER, Nov. 12.—Karl C. Schuyler of Denver has offered a first prize of \$50 and two second prizes of \$25 each for the best editorials on public health which shall be published in connection with a forthcoming drive of the Colorado Public Health association. The only requirement is that the editorials shall be printed in a Colorado publication before December 15.

WHAT OUR READERS SAY

The Country Papers' Predicament in the News Print Crisis

OCTOBER 30, 1919

TO EDITOR & PUBLISHER: We have just read with considerable interest two articles in the current issue of EDITOR & PUBLISHER. One informs us that at one time this month there was just four days' reserve supply of print on hand. The other, a strong brief for conservation of print by an individual local effort.

The News is a country paper and its voice does not go far. But we are among the heaviest sufferers from print paper conditions. We got one car of paper in September paying about \$2,500 for it. Another car received this week exactly same amount, cost us \$2,950. And as our jobber put it, price cuts no figure, if we can get the paper for you he'll take it, and we are now trying to get another car.

Our big city brothers are strong on advice to conserve, but how can the News go any farther. We print only six and eight pages, and in a six-pager have run as high as 70 per cent advertising.

The conservation must come from the big fellow. Imagine the feelings of a country publisher, when he reads wise advice to conserve and then picks up a Sunday edition of a city paper containing anywhere up to 100 pages of oversized advertising, sandwiched in with about 40 per cent of slush reading that has very little value, either literary or entertaining.

If the big fellows would forget for three months the chase for the dollar and conscientiously make an effort to reduce consumption, the situation would quickly make a shift. In these days of paper shortage, there should be a limit to size of every edition and a suspension entirely of Sundays. Of course, this is good theory for the little fellow, but will get no response from the big one. But cannot some one speak up in meeting and talk to the only ones who can do anything to relieve the situation.

At least make it plain where the trouble is, and exonerate the country publisher from doing anything to cause the serious condition.

THE ALPENA NEWS.

T. J. FERGUSON, Business Manager.

Detroit Against Organization

Detroit, Mich., Nov. 8, 1919

TO EDITOR & PUBLISHER: I note in your issue of October 30 a reference to the St. Louis plan of organizing newspaper writers and editors and the progress organization has made in this city.

As a matter of fact the plan of organizing newspaper workers has made little, if any progress in Detroit. At a meeting of the News staff a few weeks ago, a vote was taken on the proposition to organize and a large majority voted against organizing under any plan.

The writer was one of two delegates named by the News staff to discuss with delegates from the other three daily English papers the feasibility of organizing under the St. Louis plan. The other newspapers failed to name their delegates, so no meeting was held.

Soon after it became apparent that no other delegates would be named, the News staff met and voted down a plan to organize its own staff.

In view of your story in the October 30th number, I thought this information would prove of interest to you.

GEORGE W. STARK,
City Editor, Detroit News.

Radiating Influence from ILLINOIS

Illinois newspapers cover a tremendous territory outside of the State and exert a potential influence on the Great West.

The selected list here represented, which seeks the patronage of National Advertisers, has a circulation of nearly 2,000,000.

This circulation covers 242 cities in Illinois and reaches the owners of 251,872 farms and the active workers on the farm.

As Illinois buys, so buys the West—Illinois standardizes the West as New York standardizes the East.

If you would reach in Illinois alone 6,317,735 people; if you would have these people radiate their influence in the promotion of your sales to the West, the newspapers herewith listed will carry your advertising message unflinchingly.

They have made thousands of advertisers prosperous and if you follow the example of these advertisers, using space regularly and consistently, they will make you prosperous also.

No other publications can compete with the daily newspapers of Illinois in influence and productivity.

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

Government Statements, October 1st, 1919.

†Publisher's Statement.

‡Government Statements, April 1st, 1919.

BARGAIN SALE OF I. E. A. MEMBERSHIPS

J. L. Sturtevant Gives Editor & Publisher Readers Complete Account of Activities of Organization's Representatives Around Wausau

Reports received by EDITOR & PUBLISHER from various points in the West indicate that Clyde P. Steen and his associates and representatives in the International Editorial Association are still active and are meeting with some success, especially in Wisconsin.

The following self-explanatory letters have been received from J. L. Sturtevant, president and manager of the Wausau Daily Record-Herald. It will be noted that E. D. Underwood, who is referred to in the first letter, is city editor of Mr. Sturtevant's newspaper.

The letters follow:

Nov. 6, 1919.

"TO EDITOR & PUBLISHER: The latest activity of the International Editorial Association, a very complete write-up of which appeared in EDITOR & PUBLISHER for October 30th on page 10, is an attempt to hold a state convention of newspaper men in Milwaukee on November 29 and 30. This convention was originally called for November 21 to 23.

"Solving Industrial Problems"

"A young man named Ramsdell, who said he was working under the direction of Lampkins, state organizer, came to this office on November 4 and wanted my endorsement of the plan of going to local manufacturers and soliciting money for the purpose of paying the expenses of this convention, which would solve the problem of industrial unrest."

"His credentials were upon a letter head of the International Editorial Association, giving the national officers, upon which appeared a list of Wisconsin members, among them being E. D. Underwood, city editor of the Record-Herald. Mr. Underwood disclaimed any knowledge of the association and had given no authority to use his name.

"Upon the list were three Wisconsin newspaper men who have gone out of the business, and names of several others to whom I wrote immediately and who immediately repudiated the plan and stated that their names were used without authority.

"Attached to his credentials was a list of manufacturing firms in Oshkosh, Menasha, Green Bay and Chippewa Falls, who Ramsdell said he understood had contributed from \$15 to \$25 each, which money he had forwarded to Lampkins.

Diegle Sends Out Letter

"Ramsdell, who appeared to be a very honest young fellow and recently out of the service, was very much surprised when I explained matters to him and did not try to do any soliciting in this city, leaving for Milwaukee that night. Yesterday I received a circular letter signed by C. R. Diegle, international secretary, the first paragraph of which was as follows:

"The first attempt in history to organize the entire editorial rooms of each newspaper in Wisconsin will be made in Milwaukee, November 29 and 30, when the International Editorial Association will form its Wisconsin branch."

"Some time ago a Madison newspaper man told me the experience he had with one of these same men, I am not sure whether it was Steen or Kemp, who came to Madison in an endeavor to organize the reporters and editors on his paper into a union to be affiliated with either the International Typographical

Union or the American Federation of Labor. He met with no success, and the last known of him he was seeking to borrow money with which to get out of town.

"Mr. Underwood thinks that from the list of Wisconsin members appearing on the letter head that Lampkins copied the list of members of the Wisconsin City Editors Association, which was affiliated with the National City Editors Association for a short time, but which is still in existence and expects to hold its usual winter meeting. John R. Wolf, president of the Wisconsin City Editors Association also repudiates the I. E. A."

"J. L. STURTEVANT."

Politicians Join

Nov. 7, 1919.

TO EDITOR & PUBLISHER: "Supplementing my letter of yesterday, I have a letter from Henry C. Campbell, managing editor of the Milwaukee Journal, who states:

"I never sanctioned this use of my name, and it is wrong in every way. I am not even a member of the association. I am going to demand that this use of my name be discontinued."

"Three men whose names appeared as members write me that they each gave the solicitor a dollar to get rid of him. No one of them authorized the use of his name. I understand that they are selling honorary memberships from \$1 to \$500 and that some of the Wisconsin politicians who ought to know better were caught by it."

"J. L. STURTEVANT."

PROF. BLEYER NOT IN I. E. A.

In the issue of EDITOR & PUBLISHER of October 30 it was stated in a dispatch from Madison, Wis., that Prof. Willard Grosvenor Bleyer, director of the Course of Journalism, University of Wisconsin, was present at an organization meeting of the International Editorial Association held in that city.

The following statement has been received from Prof. Bleyer by EDITOR & PUBLISHER, and is self-explanatory:

"In a dispatch from Madison, Wis., published in your issue of October 30, my name was mentioned in connection with the International Editorial Association. I neither have had nor intend to have any connection whatever with that organization.

"I was invited to attend what was represented to me to be a meeting of Madison newspaper men, by Mr. Kemp, the state organizer of the International Editorial Association. Only three newspaper men were present at this meeting, and I was soon convinced that I could have no relation whatsoever with the organization."

The Branding Iron

By Katherine Newlin Burt

(A Houghton-Mifflin Book)

Thrills—Action—Atmosphere.

Unusual to push a single serial?

Well, this book's unusual.

Reading is believing.

24 papers have taken it already.

If your territory is open you may have a sample copy. Just ask.

It's Worth Your While to Wire.

Metropolitan Newspaper Service

432 Fourth Ave., New York

DIEGLE QUILTS LEADER AND I. E. A.

Secretary of Clyde Steen's Organization Blames Publication of News in "Editor & Publisher" for Action

WILWAUKEE, Wis., Nov. 11.—Claude R. Diegle, for several years managing editor of the Milwaukee Leader, has resigned as a result of the publication in the EDITOR & PUBLISHER of articles on the International Editorial Association, of which he was secretary. At the same time he said that he had resigned as secretary of the association because he had become satisfied that it was to be used to fight union labor.

The possibility that the articles in the EDITOR & PUBLISHER were to be made public in Milwaukee by the "capitalist" newspapers in an effort to discredit Socialism was given as another reason. In Mr. Diegle's letter of resignation he says:

"The publication in the EDITOR & PUBLISHER of almost a page and a half of stories on the International Editorial Association, in which grains of truth were intermingled with pounds of innuendos, with the intent to show that a perfectly honest and four-square organization was attempting to finance itself by the use of dishonest methods, has cast a reflection on me as secretary of the organization, which the above-

mentioned paper has attempted to stretch to cover the Leader.

"I have already tendered my resignation to the organization, not because I placed any credence in the reports of shady practices, but because I discovered that the organization had prepared a program to fight the Newspaper Writers' Union—perfectly legitimate in the eyes of big business, but absolutely against the principles in which I believe.

"I want no possibility of any attack against me in the capitalistic press to be used as propaganda against Socialist principles, publications or political candidates, and I believe that this is the best means to remove that possibility."

Berger Denies I. E. A. Connection

WARREN, PA., Nov. 11.—Clare E. Berger, whose name appears on the letterheads of the International Editorial Association, of which Clyde P. Steen is managing director, has made the following statement:

"I am not president of the International Editorial Association, and I have nothing to do with its affairs."

[EDITORIAL NOTE—When the International Editorial Association was formed in Chicago on May 16-18, 1919, succeeding from the National Association of City Editors, Mr. Berger was elected president. The above message is the first news EDITOR & PUBLISHER has received that Mr. Berger has quit the I. E. A.]

LEADS THE WHOLE WORLD

"The Sunday Times" Beat All the World's Newspapers in Volume of Advertising and News Matter Printed Sunday, October 26, as It Has Done Without Exception for Many Months.

Not only did the gigantic and unparalleled volume of advertising published in the Los Angeles Times on Sunday, October 26, 1919, exceed that printed by any other newspaper on earth, but on that date The Times printed, as it does every Sunday in the year, a greater volume of news, illustrations and feature articles than any other newspaper in America. IT WAS AND IS FIRST.

The steady, consistent increase in The Times' advertising patronage is positive proof that every copy of this paper is a selling force, and that the great majority of business men and merchants recognize that there is no more certain way of reducing the cost of distribution than by persistently exploiting their goods in The Times' advertising columns.

The following tabulation, containing the figures of the number of lines of advertising in the newspaper making the best advertising record on Sunday, October 26, 1919, in each of the several cities named, demonstrates The Times' surpassing superiority more eloquently than words can portray it:

	Agate lines.
Los Angeles Times.....	225,344
Chicago Tribune.....	199,497
New York Times.....	185,965
Detroit Free Press.....	182,686
Pittsburgh Press.....	159,586
St. Louis Post-Dispatch.....	154,560
Philadelphia Inquirer.....	141,695
San Francisco Examiner.....	141,078
Boston Globe.....	130,662
Seattle Times.....	117,026
Portland Oregonian.....	112,126
Buffalo Courier.....	88,956

That The Times' advertising record of Sunday, October 26, 1919, is not exceptional is indicated by its record for the four previous Sundays, which is as follows:

	Agate lines.
1919	
September 28.....	202,118
October 5.....	226,184
October 12.....	226,842
October 19.....	220,808

In its offerings of reading matter and its go-getting array of advertisements the Los Angeles Times is, by the official records, week in and week out, the GREATEST NEWSPAPER ON THIS PLANET.

FOREIGN REPRESENTATIVES:

WILLIAMS, LAWRENCE & CRESMER CO.,
Brunswick Bldg., New York, N. Y. Harris Trust Bldg., Chicago, Ill.

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

WALES SENDS MESSAGE THROUGH PRESS

Heir Apparent to British Throne Confers Marked Honor on American Newspaper Man on Arrival in United States

[BY TELEGRAPH.]

WASHINGTON, D. C., Nov. 11.—The Prince of Wales and the British Government, speaking through its Embassy in Washington, conferred a real honor upon the newspaper men of Washington Tuesday night in having the greeting of the heir apparent to the throne to the American people delivered through the National Press Club.

Aside from his presence at the formal receptions arranged by the Department of State, His Royal Highness had no other public appearance in Washington than at the Press Club, a tribute to the prestige of the club and the standing of newspapers in public affairs.

Arrangements for the reception of the Prince of Wales were made throughout his visit in Washington with a view to the maximum of accommodation to the correspondents. Under the direction of Fred A. Emery, old Associated Press man, now acting chief of the State Department "Intelligence Section," every possible aid to the press was extended, beginning with his arrival in the capital.

Almost the first thing he did upon reaching the Belmont Home, where he resided in the capital, was to greet the correspondents in a manner lacking nothing in cordiality because of its informality. He followed this with his appearance at the National Press Club to express his message to the American people.

Foreign correspondents accompanying the Prince were the guests of Earl Godwin, the president, and the board of governors of the club at dinner. The club was decorated in an elaborate manner.

The correspondents accompanying His Royal Highness were: Gerald Campbell, the London Times; Everad Cotes, Reuter's; Warner Allen, London Morning Post; Douglas Newton, Daily Chronicle; William Massey, Daily Telegraph; F. G. Aldham, Canadian Press; Miss L. R. Doyle, Toronto Telegram; W. T. Bullock, London Daily Mail; and T. W. Wilson, London Daily News.

NEW EDITION IN SEATTLE

Times Launches Evening Edition Selling at 3 Cents

SEATTLE, Nov. 8.—Unannounced, the Daily Times launched an evening edition today, coming out on the street about 9 p. m. The paper appears about the same time the Post-Intelligencer issues its first edition. The Times' new edition sells for 3 cents, although its regular afternoon editions sells for 5 cents.

Clifford C. Harrison, for two years news editor of the Times, has been appointed night city editor. Gus Stahl is night news editor. A new staff to handle the late copy had been acquired.

COMPOSITE PAPERS IN PARIS

Printers' Strike Results in Several World's Records

PARIS, Nov. 12.—A printers' strike here is responsible for the creation of a new world's figure for the greatest daily circulation of any newspaper, 6,000,000 copies.

Following the calling of the strike the publishers conferred, the conservative and bourgeois papers decided to join forces and bring out a composite edition under the title of Presse de Paris.

The Socialist journals also decided to bring out a joint newspaper.

This morning it became known that the Socialist journals had rallied for their organ, called La Feuille Commune, only five dailies, namely, Humanite, L'Oeuvre, Le Populaire, La Bataille and France Libre.

The Presse de Paris, the composite organ of the Nationalists, Conservative and Catholic press, however, displayed on its front page the names of fifty newspapers as its adherents when it appeared at the usual newspaper hour this morning.

The evening edition of the Presse de Paris appeared about 6 o'clock with the new list of newspapers it is representing numbering 53, consisting of morning and evening journals.

SERINE WINS COOPER CUP.

Gymkhana Also Held by N. Y. Newspaper Golf Club

Hiram Serine defeated A. F. Poinsette, 3 to 2, in the final round for the Cooper Cup in the tournament conducted by the New York Newspaper Golf Club at Van Cortlandt Park, Tuesday.

The newspapermen also held their annual gymkhana at Van Cortlandt, in observance of the end of the golfing season. W. C. Wood won the eighteen-hole medal play handicap with a gross of 83, which was cut to a net of 68 with a handicap of 15 strokes. H. L. Perez took the nine-hole handicap with 44—8—36 and E. F. Teague won the competition over the second nine holes with 43—10—33. Teague also tied with E. B. Davis for the hill holes handicap, but under the regulations could win only one trophy, and Davis took this contest with his score of 24—5—19. David Hall won the putting prize, having needed only 32 for the round.

NASHVILLE STRIKE ENDS

Printers Back at Work on Order of I. T. U. Officials

[BY TELEGRAPH.]

NASHVILLE, TENN., Nov. 12.—Printers who walked out on the three Nashville papers several days ago are back at work. The strike lasted five days, during which no paper missed an issue. Printers returned to work when local and international union officers threatened to take away their union cards if they did not fulfill their contract.

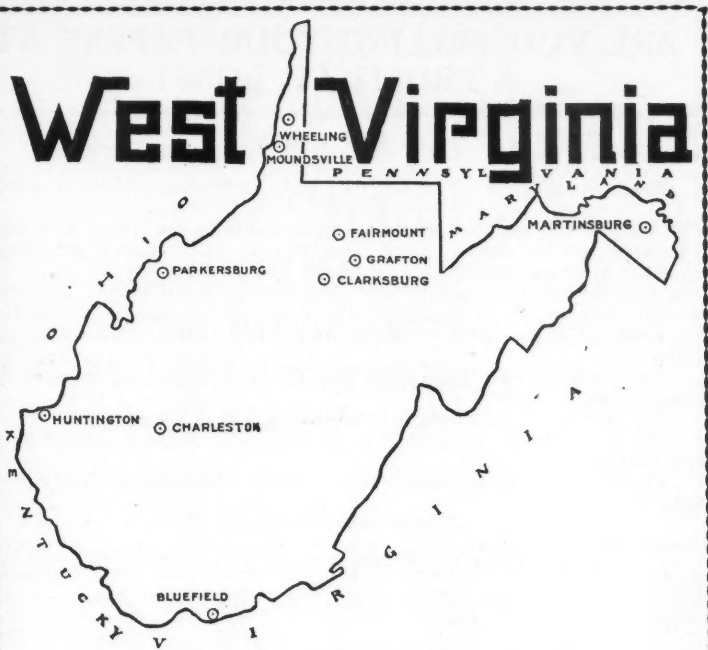
The men had asked for a fourth bonus above their contract, which was refused. They are now getting \$1.25 a day over the contract and asked for a dollar more. Since the men returned the publishers have offered to arbitrate, using the regular scale as a basis and this the printers have refused. The printers say they will "get theirs" when the next contract is made January 1, 1921.

F. A. Robertson Buys Interest

WASHINGTON, N. J., Nov. 12.—Charles L. Stryker, for almost 32 years sole owner of the Star, has sold a large interest in the property to Frank A. Robertson. The later, who now becomes general manager of the Star, has for the past four years been editor and manager of the Fitchburg (aMss.) Daily News. Mr. Stryker continues in active connection with the property. The transfer was effected through Harwell & Cannon of New York.

Mrs. Ballard Ill

HALSTEAD, Kans., Nov. 11.—Mrs. Roscoe Ballard, wife of Roscoe Ballard, advertising manager of the Hutchinson (Kans.) News, has undergone a surgical operation in a local hospital.



Crowned with Iron and Undershot with Coal, and Oil and Natural Gas!

And over-all a soil of great fertility, farms and orchards, and timber second to only one state.

Naturally, factories are springing up all over the state, for the STATE inspires the highest confidence.

Under its constitution it can contract no debt.

Its surplus amounts to over \$2,000,000.

It stands on its Resources and Cashes in on its Industry.

As a market of about 1,500,000 people it takes the widest variety of commodities and BUYS with astonishing liberality all the best advertised specialties that use these Daily papers.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Martinsburg		
†Telegraph(M)	4,768	.0214	†Journal(E)	3,249	.0129
Charleston			Moundsville		
†Gazette(M)	11,918	.03	*Echo(E)	1,730	.0115
†Gazette(S)	11,918	.03	Parkersburg		
†Mail(E)	8,543	.025	*News(M)	6,239	.02
Clarksburg			*News(S)	6,239	.02
†Telegram(E)	6,825	.02	†Sentinel(E)	6,695	.017
†Telegram(S)	7,730	.02	Wheeling		
Alter Feb. 1st, 1920, .025 line flat.			†Intelligencer(M)	10,139	.0325
Fairmont			†News(E)	14,749	.04
*W. Virginian.....(E)	5,192	.02	†News(S)	17,800	.05
Grafton					
†Sentinel(E)	2,275	.014			
Huntington					
†Advertiser(E)	8,130	.03			
†Herald-Dispatch (M)	11,165	.02			
†Herald-Dispatch (S)	11,599	.02			

†Government Statement, Oct. 1, 1919.

†Government Statement, April 1, 1919.

*A. B. C. Statement, April 1, 1919.

File the Facts for Reference

ARE YOU SELLING YOUR PAPERS AT A PROFIT OR LOSS?

BY M. J. BURKE

(Circulation Manager of the Brooklyn Daily Eagle and President of the N. Y. State Circulation Managers' Association)

THE following schedules show the difference between the cost of white paper at \$85 per ton and the income from the sale of same at \$1.40 per hundred and at \$2 per hundred.

The schedules provide for circulation between 10,000 and 200,000. The pages in each paper are 12, 16, 20, 24, 28. The weight of the paper is derived from the weight of single copies of the Brooklyn Eagle, which is a 7-column page paper.

The weight of other papers will vary slightly according to the width and length of single pages.

The purpose of the schedules is two-fold:

(1) To enable the management to determine what circulation would be the best for the paper.

(2) To give the management a basis on which to intelligently fix advertising rates.

12 page paper—3 ounces

Circulation	White paper in tons	Cost of white paper at \$ 85 ton	Income at \$1.40 hund.	Income at \$2 hund.	Gain at \$1.40 hund.	Gain at \$2 per hund.
10,000	1 1/4	\$79.68	\$140	\$200	\$60.32	\$120.32
20,000	1 3/4	159.37	280	400	120.63	240.63
30,000	2 1/4	239.06	420	600	180.94	360.94
40,000	3 1/4	318.75	560	800	241.25	481.25
50,000	4 1/4	398.43	700	1,000	301.57	601.57
60,000	5 1/4	478.12	840	1,200	371.88	731.88
70,000	6 1/4	557.81	980	1,400	422.19	842.19
80,000	7 1/4	637.50	1,120	1,600	482.50	962.50
90,000	8 1/4	717.18	1,260	1,800	543.42	1,083.42
100,000	9 1/4	796.86	1,400	2,000	603.14	1,206.14
200,000	18 1/4	1,590.76	2,800	4,000	1,209.25	2,409.25

16 page paper—4 ounces

Circulation	White paper in tons	Cost of white paper at \$ 85 ton	Income at \$1.40 hund.	Income at \$2 hund.	Gain at \$1.40 hund.	Gain at \$2 per hund.
10,000	1 3/4	\$106.25	\$140	\$200	\$33.75	\$93.75
20,000	2 1/4	212.50	280	400	67.50	187.50
30,000	3 1/4	318.75	420	600	101.25	281.25
40,000	5	425.00	560	800	135.00	375.00
50,000	6 1/4	531.25	700	1,000	168.75	468.75
60,000	7 1/4	637.50	840	1,200	202.50	562.50
70,000	8 1/4	743.75	980	1,400	236.25	656.25
80,000	10	850.00	1,120	1,600	270.00	750.00
90,000	11 1/4	956.25	1,260	1,800	303.75	843.75
100,000	12 1/4	1,062.50	1,400	2,000	337.50	937.50
200,000	25	2,125.00	2,800	4,000	675.00	1,875.00

20 page paper—5 ounces

Circulation	White paper in tons	Cost of white paper at \$ 85 ton	Income at \$1.40 hund.	Income at \$2 hund.	Gain at \$1.40 hund.	Gain at \$2 per hund.
10,000	1 3/4	\$132.84	\$140	\$200	\$7.16	67.16
20,000	2 1/4	265.68	280	400	14.32	134.32
30,000	3 1/4	398.52	420	600	21.48	201.48
40,000	5	531.36	560	800	28.64	268.64
50,000	6 1/4	664.20	700	1,000	35.80	335.80
60,000	7 1/4	797.04	840	1,200	42.96	402.96
70,000	8 1/4	929.88	980	1,400	50.12	470.12
80,000	10	1,062.72	1,120	1,600	57.28	537.28
90,000	11 1/4	1,195.56	1,260	1,800	64.44	604.44
100,000	12 1/4	1,328.40	1,400	2,000	71.60	671.60
200,000	25	2,656.80	2,800	4,000	143.20	1,343.20

24 page paper—6 ounces

Circulation	White paper in tons	Cost of white paper at \$ 85 ton	Income at \$1.40 hund.	Income at \$2 hund.	Gain at \$1.40 hund.	Gain at \$2 per hund.
10,000	1 3/4	\$159.37	\$140	\$200	\$19.37	\$40.62
20,000	2 1/4	318.75	280	400	38.75	81.25
30,000	3 1/4	478.12	420	600	58.12	121.87
40,000	5	637.50	560	800	77.50	162.50
50,000	6 1/4	796.87	700	1,000	96.87	203.12
60,000	7 1/4	956.25	840	1,200	116.25	243.75
70,000	8 1/4	1,115.62	980	1,400	135.62	284.37
80,000	10	1,275.00	1,120	1,600	155.00	325.00
90,000	11 1/4	1,434.37	1,260	1,800	174.37	365.62
100,000	12 1/4	1,593.75	1,400	2,000	193.75	406.25
200,000	25	3,187.50	2,800	4,000	387.50	812.50

28 page paper—7 ounces

Circulation	White paper in tons	Cost of white paper at \$ 85 ton	Income at \$1.40 hund.	Income at \$2 hund.	Gain at \$1.40 hund.	Gain at \$2 per hund.
10,000	2 1/4	\$186.00	\$140	\$200	\$46.00	\$14.00
20,000	3 1/4	372.00	280	400	92.00	28.00
30,000	4 1/4	558.00	420	600	138.00	42.00
40,000	6 1/4	744.00	560	800	184.00	56.00
50,000	8 1/4	930.00	700	1,000	230.00	70.00
60,000	10 1/4	1,116.00	840	1,200	276.00	84.00
70,000	12 1/4	1,302.00	980	1,400	322.00	98.00
80,000	14 1/4	1,488.00	1,120	1,600	368.00	112.00
90,000	16 1/4	1,674.00	1,260	1,800	414.00	126.00
100,000	18 1/4	1,860.00	1,400	2,000	460.00	140.00
200,000	37 1/4	3,720.00	2,800	4,000	920.00	280.00

CONFERENCE CALLED IN NEW ORLEANS

S. N. P. A. Advertising Committee and A. A. A. Southern Council Will Meet on November 14-15

NEW ORLEANS, LA., Nov. 8.—The first meeting of the reorganized advertising committee of the Southern Newspaper Publishers' Association will be held here November 14 and 15. The members of the committee are: A. G. Newmyer, chairman, New Orleans Item; J. S. Cohen, Atlanta Journal; Victor Hanson, Birmingham News; Charles S. Allen, Montgomery Advertiser; W. A. Elliott, Jacksonville (Fla.) Times-Union; C. F. Gladfelter, Louisville Herald.

On November 15 the Southern Council of the Association of American Advertising Agencies will meet in New Orleans and it is planned that the publishers' committee will have a joint session with the advertising agents on Saturday.

RESUMES NATIONAL SCOPE

Glenn Hutchinson Elected Secretary Western Advertising Company

ST. LOUIS, Mo., Nov. 12.—The Western Advertising Company, which has controlled street car advertising in the St. Louis territory for the last thirty-one years, has resumed agency service for national advertisers, having discontinued it some years ago. The service will be in charge of Glenn W. Hutchin-

son, who formerly was vice president of the Gardner Advertising Company, and at one time advertising manager of the Frisco Railroad.

Daniel A. Hill is president, and Ewing Hill vice-president of the parent company. Mr. Hutchinson, who has been manager of the foreign department, has also been elected secretary of the company.

FIRST PITTOCK HEARING

Contest to Break Will Comes Up November 19

PORTLAND, ORE., Nov. 12.—The first hearing in the contest to break the will of Henry L. Pittock, late publisher of the Oregonian, brought by his daughter, Mrs. F. W. Leadbetter, will be heard November 19. It comes on a motion of O. L. Price, executor of the \$8,000,000 estate, to strike out three assertions which form an important part of the contest petition.

Mr. Price would have eliminated the following allegations on which Mrs. Leadbetter seeks to have her father's will declared void: That (1) it gives the trustees unlimited discretion as to keeping the estate intact or selling many of the assets during the 20-year trust period; (2) it does not specify the beneficiaries with sufficient clearness, and (3) it is contrary to the statutes of the state and against public policy, particularly because it directs the trustees to vote the stock of the

Oregonian Publishing Company owned by Mr. Pittock in favor of themselves as directors of the company for the period of the trust.

Candy Heads New Ad Club

HUTCHINSON, KAN., Nov. 9.—The Hutchinson Ad Club has been tentatively organized with William S. Cady, advertising manager of the News, as president; Charles Claus of the Hutchinson Office Supply company secretary and L. Paul Rathfon, director of publicity. The men were called together by George Hipple of Hostutler & Hipple.

Editors Petition Senate

DES MOINES, IA., Nov. 9.—Ratification of the peace treaty at once, with the League of Nations unweakened, is demanded of the Senate in a petition signed by Harvey Ingham, editor of the Register and Tribune; W. E. Battenfield, editor of the News; and Lafayette Young, publisher of the Capital.

Want Newsboys Exempt from Law

LONDON, ENGLAND, Nov. 9.—Exemption of newsboys from the provisions of the Education act is being brought by the Stockport Newsagents Society. The agents want the services of the boys from 7 to 8 o'clock in the morning and from 5:30 to 6:30 o'clock in the evening, "with such safeguards as the authorities may deem necessary for the welfare of the child."

Mutual Motor Truck Advertising Campaign In Daily Newspapers

Our entire advertising appropriation is being expended in two classes of publications:

1. Trade Journals
2. Local Newspapers.

By our contract with local dealers, we and they, each spend \$150.00 per truck, in local newspapers, making the newspaper campaign alone aggregate

\$300,000 for our first 1,000 trucks.

As we will not look with favor on a dealer who is not strong enough to contract for 10 trucks, the minimum local newspaper campaign for each dealer will amount to \$3,000.

Find a "10-Truck" Dealer For Us, and get this Campaign started.

We are proving to a million captains of trade and industry, thru our campaigns in 65 leading trade journals, that the **Mutual** is actually

America's Greatest Truck

and have already created so active a demand, from manufacturers and wholesale merchants all around you, that the dealer will find it easier to sell 10 Mutuals than two or three ordinary trucks.

Send for folders to hand to likely candidates for the Mutual Agency.

MUTUAL TRUCK COMPANY

Sullivan, Indiana

U. S. A.

Gathered at Random

Upward!

CHEYENNE, WYO., Nov. 12.—The life of an editor doesn't seem to be precarious enough to satisfy William E. Landau, editor of the Rawlins (Wyo.) American, who has gone into a company just organized for the manufacture of nitro-glycerine.

Probably Traveling by Mail

A year ago Leslie E. Edmonds, of the Topeka (Kan.) Capital staff, became separated from his baggage in France. After months of letter writing he received his bedding roll, sans souvenirs the middle of October. Later he received word that his trunk locker was in New York.—News Note.

H. I. Phillips, the versatile humorist of the Globe, combines business with pleasure. He draws the cartoons illustrating his daily column of wit.

Brother Jonathan

Sunbeam Valley and Silver Height
Were next door neighbors that lived to fight;
In each the sons of stiff-necked sires
Kept stirring up hate's ancient fires,
And were backed by press hostility—
Above, the Beacon, below, the Bee.

"Mud is its middle name," the folk
Of one twin town of the other spoke;
And "middle names" went forth and hack
In frontal, rear and flank attack.
Thus war was waged in this foolish fray,
The Bee and the Beacon leading the way.

Often amid the battle fog
A parson, or priest, or pedagogue
Would rise and ask for a bit of truce
With a view of ending the long abuse;
But the teacher's plea met a surly mood,
And the pulpit protests did little good.

Then, one summer a millionaire
Named Jonathan Tait came camping there,
And Mrs. Tait, who was rather frail,
Grew fat and hearty within the vale,
While on the hill, where the landscape lured,
Tait's hay fever was quickly cured.

"That settles it," the rich man quoth,
"We'll stay where health invites us both;"
She liked the Valley, and he the Height,
So, between the two, on a pretty site,
He built a costly domicile,
Superb and unique in size and style.

Both Valley and Height claimed Tait; the Bee
And Beacon took sides with energy;
And "middle names" flew thick and fast
Till the magnate cornered the scribes at last;
And said: "I'm Brother Jonathan Tait,
And my 'middle name' is Co-operate.

"Every dollar I've got I trace
To friendly feeling; the saving grace
Is the grace of getting together, but you
Don't seem, as yet, to have proved that true;
As a big stakeholder here today
I must object to the game you play.

"Bad blood is a luxury of kings
Not bargained for in our scheme of things;
Now, the Bee and the Beacon are going to sink
Their differences, and devote their ink
To boosting these burghs of valley and hill,
Or I'll swamp you both with a paper that will."

And, behold! forthwith, the Beacon and Bee
Experienced a change of policy;
And soon the sons of stiff-necked sires
Ceased stirring up hate's ancient fires;
Thanks to Brother Jonathan Tait,
Whose "middle name" was Co-operate!

JAMES C. McNALLY

Something to Think About

Writing from the American point of view, W. G. Shepherd, the well-known American correspondent now at the Hague, has sent the Exchange Telegraph Company an article in which he says the representative of a German firm that manufactures printing presses came into Holland recently. He went to the office of a certain great newspaper. This newspaper had been sorely in need of presses and had been negotiating with American manufacturers.

"I will sell you a press at pre-war prices," said the German. "I will charge you in marks, and the mark has fallen so low that you will have a press now cheaper than before the war."

The press was delivered within a month and cost the Hollanders exactly two-thirds of what they would have paid in America, not counting freight rates.

The salesman spent three weeks in Little Holland, and when he returned to The Hague he reported to his friends:

"Well, I've taken enough orders to start our Berlin factory full blast and keep it going for a year. That's a thousand Germans we've put to work, anyhow!"—Newspaper World, London.

A Bribe We Offer

If K. C. B. will fill this column next week we will introduce him to a newspaper editor from Maine who knows

just how to mix honey and rain-water and get results. Knowing how adverse Kenny is to having opportunity knock more than once at his door we are mailing a marked copy of this to the Pennsylvania Hotel by special delivery, Mr. Burleson being willing he should receive it not later than December 1—this year.

A Message Delivered

A certain English newspaper friend of ours carried the following full-page announcement in display type during recent labor troubles:

If any reader of the who finds that his local newsagent has not received his usual parcel this week will advise us by letter, a copy of the paper of the date referred to will be at once forwarded by post.

Barney Furay, South American editor of the United Press, wishes us to call the attention of his many friends to the fact that he is still collecting stamps and always appreciates contributions—Austrian issues preferred.

Police! Police!

The International Editorial Association is preparing to fight the American Journalists Association.—News Note.

"Fight" is the wrong word. If the I. E. A. continues the practices reported, journalists, from cub reporters to editors, will be discredited.

A Thought for November

Clyde P. Steen is managing director of the International Editorial Association.

Things Punch Notes

Punch very gaily notes the following very interesting stories in the daily press of England and the United States. The names of the journals that perpetrated them are very kindly suppressed by the censor of this column:

"A Duke, who does not wish his name published, is also driving a motor lorry, and masticating sandwiches with his grimy hands." Perhaps when the anonymous Duke has practised a little longer, and can masticate sandwiches like a member of the Trade Unions, he may reveal his identity.

"The taxicab and motor car piled with luggage remain a familiar London sight. It is more surprising to encounter in the heart of London men and women carrying bags and parcels and obvious strangers." Very surprising for the strangers, we should think.

Another Sex-Problem

Underneath a picture:—"On the peaceful cliffs of Cornwall new motor-cycles are presumably rare. The cow, being of an inquiring turn of mind, wonders what has come to disturb his solitude."

The Lady-Killer

"Pershing Hailed by Cheering City
"Along the Parkway, school children hurled roses in his path. Two school girls presented him with a large bouquet of roses. 'God bless you, my children, and thank you,' he said as he killed both girls."

A copy of the Ulster County Gazette, published at Kingston, N. Y., on January 4, 1800, and which carries an account of the burial of George Washington at Mount Vernon on December 20, is in possession of Edward Hahnen, deputy clerk of the municipal court of Des Moines.

Benjamin Healey, head proofreader of the Albany (N. Y.) Knickerbocker Press, stumbled over a purse containing \$2,000 in small bills. He received a \$10 bill, in reward, when he found the loser.

Sloan and Leake McCauley of Dallas, Tex., who attend the University of Missouri, are said to have the distinction of being the only twin reporters on one newspaper. They work on the Columbia Missourian.

By the last Government Report Wisconsin had over \$5,000,000 on hand at the close of the year and after expending over \$20,000,000

Its public properties are valued at over \$50,000,000.

The assessed valuation of ALL property exceeds \$4,000,000,000.

Whereof, let us remark, that values are presumably on a 100% basis. THAT is the WISCONSIN method of undeception, its uncamouflaged way of understanding itself.

Almost anybody can draw a conclusion from these figures, to wit—that a population of under 2,500,000 with that amount of wealth can buy very freely and afford it.

There are thousands of things that Wisconsin does not make but buys outside and almost any well advertised specialty can do well in this market. The people are mostly all readers of these Dailies and get their information out of them, including the NAME of the goods they shall order.

Papers

	Circulation	Rate for 5,000 lines
†Appleton Daily Post.....(E)	5,010	.0143
Beloit News.....(E)	7,029	.025
Eau Claire Leader-Telegram.....(ME&S)	8,776	.03
Fond du Lac Commonwealth..(E)	6,026	.02
‡Green Bay Press Gazette.....(E)	11,011	.025
Kenosha News.....(E)	4,594	.0178572
La Crosse Tribune and Leader-Press.....(E&S)	12,452	.03
Madison (Wis.) State Journal (E)	13,728	.035
†Madison (Wis.) State Journal (S)	10,891	.035
*Milwaukee Wisconsin News..(E)	70,248	.12
Milwaukee Journal.....(E)	101,320	.16
Milwaukee Journal.....(S)	93,847	.16
Milwaukee Sentinel.....(M&E)	75,905	.13
Milwaukee Sentinel.....(S)	60,840	.13
Racine Journal News.....(E)	7,631	.03
Sheboygan Press.....(E)	6,783	.025
*Superior Telegram.....(E)	18,154	.04
Wausau Record-Herald.....(E)	5,286	.01785

Government Statements, October 1st, 1919.

†A. B. C. Statement, April 1st, 1919.

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

*Publishers' Statement.

INTENSE AMERICANISM IN WYOMING

State Editors Pledge to Fight Bolshevism—Ask Review of Printers' Compensation Act—Assessments

[BY TELEGRAPH.]

CHEYENNE, WYO., Nov. 10.—Before the close of its three-day session Saturday night, at Worland, the Wyoming State Press Association appointed a committee to ask of the next legislature an amendment to the Workmen's Compensation Act providing more equitable assessments against employers of printers in the state.

At present the assessments for the protection of employees are on a flat rate basis and are not graded in proportion to the risk of the employment. The association contends that the risk of accident to printers is low and that the assessments for the compensation fund should be proportionately low.

The association also adopted strong anti-Bolshevism resolutions and declared for an intense Americanism.

L. L. Neton, president of the Big Horn Basin Press Club, presided at the convention in the absence of President J. H. Walton. The attendance was good, especially from the northern part of the state, and the program was a winner, including as speakers Dean A. L. Stone, School of Journalism, University of Montana; H. C. Hotaling, field secretary, National Editorial Association; Fred G. Marvin, editor of the Mountain States Banker and the Mountain States Mineral Age; George T. Haubrick, field secretary, Colorado Editorial Association; and W. W. Gail, manager of the Billings (Mont.) Advertising Company and editor of the Midland Empire Farmers. Mr. Gail, at the closing banquet given by the Alfalfa Club of Worland, was a "toastmaster de luxe with deckle edges."

The association members while in Worland were guests of the Big Horn Basin Press Club. W. E. Chaplin, secretary of state of Wyoming, and editor of the Larame Republican, took prominent part in the convention.

The next convention of the association will be held at Riverton next June. The new officers are W. H. J. Bowey, of the Riverton Chronicle, president; T. F. Doyle, of the Douglas Budge, vice-president; Harvey C. Dutsch, of the Riverton Review, secretary-treasurer.

W. G. Johnston of the Worland Grit, and Mrs. Ruth Ireland of the Chugwater Record, were elected to the executive committee, which is completed by the officers.

THOMSON RECONNOITRING

Visit to Chicago Presages Ad Bureau Office There

William A. Thomson, director of the A. N. P. A. Bureau of Advertising, was in Chicago this week making plans for

the establishment of an office of the bureau there. It is stated at the New York office that a definite announcement will be made upon his return here.

Plans for the San Francisco office are still in abeyance until the establishment of the Chicago branch, and it is thought that action will be held up until after January 1.

FIRST A. J. A. CHARTER ISSUED

Washington University Students Apply for Membership

ST. LOUIS, Mo., Nov. 8.—The first application for a charter under the proposed organization of the American Association of Journalists was received today by President Richard L. Stokes. The application was for membership as an associate chapter, and came from the department of journalism of the State College of Washington, Pullman, Wash. Thirty-six men and women signed the application, with the prospect for more.

The officers of the chapter are: Chairman, Frank Thayer, associate professor of Journalism; vice-president, Miss Mildred Perry, a student; and secretary, J. L. Ashlock, teacher of industrial journalism.

SHEPHERD WITH I. N. S.

Famous War Correspondent Now Covering Reconstruction Stories

William G. Shepherd, magazine writer, whose name is well known among newspaper readers as a result of his dispatches during the war, in which, at various times, he covered activities on practically every front, has joined the staff of the International News Service as a special writer on big problems of the day from the seat of action.

Mr. Shepherd recently returned home from Paris, where he covered the Peace Conference, following the signing of the Armistice.

Tracy Wants Anglo-U. S. Amity

British-American friendship is the best guarantee of the safety of the world, Louis Tracy, British novelist, told the Association of Foreign Press Correspondents and other guests at a dinner in his honor at the City Club, New York, last week. Among the speakers were Melville E. Stone, general manager of the Associated Press; Alfred G. Gardiner, formerly editor of the London Daily News; Colonel John A. Cooper, of the Canadian Bureau of Information; W. R. Bullock, of the London Times; W. W. Davies, representing Australian newspapers, and C. Louis Hind.

Iowans to Hold Conference

SPRINGFIELD, Mass., Nov. 10.—Waldo F. Cook, chief editorial writer of the Republican, will be the principal speaker at a conference of Iowa newspaper men and the State University Department of Journalism in Iowa City, November 21-22.

PRACTICAL STUDY PLAN FOR AD CLUBS

St. Paul Criers Launch "\$10,000,000 Corporation" and Will Plan International Advertising and Sales Campaign

ST. PAUL, Nov. 12.—Every member of the Town Criers Club is a stockholder and director in the newly re-organized Minnesota Crockery Company, a \$10,000,000 corporation, and will have voice and vote in a gigantic plan for an advertising campaign of international scope which is being projected.

This does not mean that the advertising men of Saint Paul all are rolling in wealth, as unfortunately the beautifully lithographed stock certificates which each one received a short time ago bear "not negotiable" in small type at the top. It is the outcome of a unique idea for consideration and discussion of a concrete advertising campaign at the semi-monthly meetings of the Town Criers Club, worked out by the educational committee.

Draws Largest Meeting

That the plan will be most successful is evidenced by the enthusiasm shown at the first meeting of the club this season, October 24, when the largest number ever present at a club gathering heard Mac Martin of the Mac Martin Agency, Minneapolis, discuss "The Function of Advertising," as applied to the business of the mythical corporation.

The plan in brief is that educational meetings of the club will take the form of conferences of the board of directors of the Minnesota Crockery Company. A discovery has been made by the company's chemist of a new annealing process by which crockery can be made practically unbreakable. This, of course, will revolutionize the business—old methods of distributing through jobbers will be inadequate and an extensive advertising campaign must be considered.

Trade Conditions Outlined

This was the condition at the time of the first "directors' meeting." Mr. Martin outlined trade conditions in the crockery business, explained the function of advertising and ended with a strong appeal that his agency be given the handling of the projected advertising campaign.

(300 ft. x 280 ft.)



The Detroit News

is 1st in America in paid advertising because it is the only paper that covers the rich Detroit and Michigan field—so far outclassing all competitors in circulation that advertisers concentrate in the News.

The Evening Star

The circulation of in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

The discussion at the conclusion of Mr. Martin's talk brought out the real value of this novel scheme of the Saint Paul club. The "directors" took such a keen interest in the advertising campaign offered for their approval that the time for adjournment had to be extended to permit a full discussion.

Much of real educational value was brought out in this part of the meeting, while there was ample opportunity for humor as the pseudo-directors hurled at Mr. Martin all the objections to advertising which had been inflicted on themselves in years gone by.

Educational Meetings

The entire series of educational meetings of the Town Criers Club this season will be conducted along the same line. At the second meeting J. W. Hatfield of the Corning-Firestone Advertising Agency, Saint Paul, appeared before the board with a detailed analysis of the Minnesota Crockery Company's product, with recommendations as to what line to advertise, labels, containers, trade-marks and trade names.

At the following meeting the market will be analyzed and at later meetings various methods of reaching the dealer and consumer will be presented by men of authority in each line.

This scheme of the Town Criers was originated by the educational committee composed of Edgar Tolson, chairman; J. H. Curtiss, G. N. Gunderson, C. E. Lawrence, A. L. Firestone, Mrs. L. W. Harms and H. Matthies.

The Town Criers have two educational meetings a month, preceded by a dinner. In addition there are held two noon lunches at which advertising talk is barred and speakers on other subjects of interest are heard.

dominance

You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.

THE INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

ADVERTISING RECORD

4,732,042 Agate Lines
of advertising were published in the

Clarksburg Telegram

WEST VIRGINIA

during nine months ending September 30, 1919

A gain of 31.8% over same period last year.

NATIONAL ADVERTISING shows a gain of 87.9% for the same period. It pays to advertise every day in the

Clarksburg (W. Va.) Telegram

Last P. O. Report

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

76,806

New Orleans Item

Send for a copy of our \$3,000 Book of Facts and Figures concerning selling 1/28 of all the people in the United States.

In Cleveland

For the first nine months of 1919, the largest total lineage of any Cleveland newspaper and the greatest gain in lineage was that of

The Plain Dealer

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



PRESSMEN QUIT WORK AGAIN IN N. Y.

Decide They Will Remain Out, With Paper Handlers and Compositors, Until Their Demands Are Met

After deciding to rejoin the International Union and settle their differences with the employing printers through recognized arbitration channels, members of old Pressmen's Union No. 51 of New York decided Tuesday to rescind its action and stay out with the paper feeders and handlers and compositors until their full demands for \$14 increase in pay and an immediate 44-hour week is granted.

After the pressmen had showed their inclination to return to work, a number of the printing plants endeavored to resume operations Monday, but very few succeeded to any marked degree. Many pressmen who had taken out cards with the newly formed local branches of the I. P. P. & A. U. were on hand to begin work, but there were no paper handlers nor feeders, while few members of the I. T. U. showed any desire to cut short their "vacations." This situation was followed Tuesday by the decision of the pressmen to remain out also.

Unions Issue Statement

No further conferences will be held with the employes on wages or hours until all the strikers are back at their posts, the Printers' League announced, following the refusal of the feeders and compositors to accompany the pressmen on their return to the printing plants.

A statement signed by eight presidents of local unions in the printing industry, comprising photo engravers, stereotypers, electrotypers, mailers, bookbinders and others has been issued purporting to give a true history of the inside facts leading up to the present struggle. The statement follows:

"In order that the rank and file of the printing trades unions of New York City may know the truth and the action during the year which led up to the present misunderstanding existing in and between the printing trades crafts we herewith submit the following facts which must be recognized before the appeals for a hearing and assistance which have been made can be entertained:

"At a meeting of the Allied Printing Trades Council held in January James Bagley, president of Franklin Union No. 23, was an unsuccessful candidate for secretary of the Allied Printing Trades Council. Since that time the Franklin Union has not been represented at any of the council's meetings and failed to pay its per capita tax.

Severed Own Relations

"Pressmen's Union No. 51 also has failed to pay any per capita tax to the council during the year, despite the promise of its officers and delegates to pay same in order to have their delegates seated at the recent convention of the State Allied Printing Trades, the statement made at that time being to the effect that both the executive board and the regular meeting of No. 51 had orders that this per capita tax be paid, but that President Bernard Nolan refused to sign the cheque for same; that this matter again would be brought to the attention of the members of No. 51 at their next meeting and that if President Nolan still refused to sign the cheque for the per capita due the Allied Printing Trades Council impeachment proceedings would be instituted. This per capita tax had not been paid to date nor was the president impeached.

"It will be seen from the above that these two unions through the action of their officers took the initiative in severing relations with the other printing trades unions in this city.

"At the instigation of Bagley and Nolan meetings were held in the Aldermanic Chambers and in Arlington Hall in March, at which an effort was made to consider and dispose of matters which rightfully belong to the Allied Printing Trades Council. The purpose of these meetings undoubtedly being to supersede the

Council. The latter of these meetings ended in so much confusion as not to warrant any further efforts along these lines.

"Whether Locals No. 51 and No. 23 seceded from the International Printing Pressmen's and Assistants' Union, or whether their charters were revoked for non-payment of per capita tax is of little moment. The fact remains that their relations are severed. Instead of being inside fighting for what they contended is right and against all that might be wrong, they have disfranchised and disqualified themselves from either voice or vote in rectifying and straightening out their affairs.

Unwarranted Walkouts

"The unwarranted and uncalled for walk-out of the pressmen at the plant of the Publishers' Printing Company in violation of agreement and the refusal of the seceders to work with pressmen who insisted on retaining membership in their International Union and rectifying conditions from within is too well known to need rehearsing.

"All members of the printing unions were and are in sympathy with the movement for a forty-four hour working week in the printing industry and wages in equity with the present cost of living. Unfortunately complications were brought about by leaders of the pressmen's unions which made it impossible to support this movement without supporting their action of secession, which if sanctioned would have ultimately led to the disruption of all the printing trades unions. As a matter of principle and as a matter of self-protection not only for themselves, but for the entire industry, the great majority of the printing trades unions decided to start against secession. This conclusion was arrived at as individual organizations, not by previous understanding or concerted movement, and the policy adopted will be persistently carried out.

"None of the local unions opposed to secession have in any manner trespassed on the jurisdiction of any of the other printing trades. This is a policy which will be steadfastly adhered to. On the other hand, we will not act in any way to encourage or assist secession by aiding that movement in any manner. We reserve the right of working for and with those whom we know will best carry out our policy and intention of organization.

"The actions and attitude of the members of Typographical Union No. 6 in refusing to work with members of the International Printing Pressmen and Assistants' Union in various plants was a direct stand in favor of secession and the first move made by any of the local printing trades unions in starting against secession. This conclusion was arrived at as they would only work with unions affiliated with the A. F. of L.

"The act and folly of the compositors in working with non-union stereotypers, as was done in the Martin B. Brown Company's plant, and of the pressmen offering to furnish and have their members do bookbinding, cutting and electrotyping, as was done in the plant of Street & Smith's, is to be deplored, and will be resisted in every manner possible. The threat of the pressmen's unions to open and operate electrotype and photographing plants is ridiculous.

Opposed to Secession

"As was stated previously, the unions opposed to secession have not and will not attempt to work outside of their jurisdiction no matter what attempts are made to provoke them to do so.

"Appeals have been made for closer co-operation among the printing trades for the present and future; this is impossible until all locals reaffiliate with their respective international unions and thereby with the local Allied Printing Trades Council, through which medium the best assistance and co-operation can be given. By this we do not want to be understood as sanctioning the officials in any international unions or other bodies. We do believe that if abuses exist they should be rectified from within. To secede is to shirk responsibility and desert and leave to their fate other and smaller sister locals. Bitter experience has taught that secession at its best has nothing to offer but chaos and confusion with ultimate regret to all.

"The pressmen and compositors must realize that the action of the members of 'Big 6' in carrying on their unwarranted walkout or vacation against the wishes of their officers and against the instructions of the local union, and the action of Nos. 23 and 51 in seceding, does not meet with the approval of union compositors and pressmen in other cities.

"This is best demonstrated by the fact that an enormous amount of publications and other matter is being printed by these members in other cities without protest. It is well known

(Continued on Page 36)

Obituary

WALTER EDWARD WEYL, authority and writer on economics, who was an associate editor of the New Republic from 1914 to 1916, died Sunday in the New York Hospital, aged 49 years.

CHAMP CLARK THOMPSON, the three-year-old son of James H. Thompson, publisher of the New Orleans Item, and grandson of former Speaker Champ Clark, died last week in New Orleans, following an operation for ear infection.

ESTILL R. MYERS, 40, office manager of the American Hereford Journal, of Kansas City, died on October 29, following a six weeks' illness.

COL. RICHARD B. SPEED, 70, for many years editor of the Nevada (Mo.) Daily Mail, died November 6, following a year's illness, resulting from a paralytic stroke. Col. Speed became editor of the Warrenton Banner in the 70's and in 1882 became connected with the Mail. He was president of the Missouri Press Association in 1883 and 1884. After serving as state oil inspector, he again entered newspaper work.

OLIVER L. ANGELINE, aged 59, one of the oldest active newspapermen in Rochester, N. Y., died last week. He began his career 28 years ago on the Sunday Herald, and later went to the Evening Times. For the last sixteen years he had been on the staff of the Democrat and Chronicle, covering City Hall and politics since 1912.

WALTER D. WEAVER, a former editor of the Electrical World and a member of the first Greeley Relief Expedition, died November 3 at Charlottesville, Va., aged 62 years.

LEON A. GRAY, aged 45, proprietor of the Lincoln County News, was drowned at Wicasset, Me., last week, while working on his yacht in the Sheepscot River.

GEORGE STREET, for twelve years employed in the news room of the Winnipeg Free Press, died October 27, fol-

lowing an operation. He leaves a widow and family.

JACOB G. CARPENTER, for forty-five years in the employ of the Brooklyn Daily Eagle, died in his seventy-seventh year November 7.

DR. CHARLES FREMONT TAYLOR, editor and publisher of the Medical World, died in Philadelphia November 5.

COL. RICHARD B. SPEED, 70 years old, died on November 5 at Nevada, Mo., where he had been publisher of the Nevada Daily News for many years. He was born in St. Charles County (Mo.), moved to Warrenton when a boy and later became editor of the Warrenton Banner. He had been a resident of Nevada for 37 years. He was president of the Missouri Press Association in 1883 and 1884. He retired some time ago from newspaper work.

PETER RICHARDS, aged 91, known throughout Wisconsin as "Uncle Peter" and considered the oldest newspaper man in the state, is dead at Lodi. He established the Lodi Valley News, one of the first newspapers in Columbia county, in the early sixties.

JOHN MCKEE, of the Van Patten Advertising Agency staff, died in Brooklyn, N. Y., November 8, aged 73 years.

W. A. White to Write History

EMPORIA, KAN., Nov. 11.—William Allen White, editor of the Emporia Gazette, has accepted the invitation of the executive committee of the League of Free Nations Association to undertake a historical summary of the present and past relations of the American government to the various Russian governments since the overthrow of the late czar in March, 1917.

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers
Print Our Service

Send for our Headline History
of the World War

Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers
170 Broadway New York

WE SPEND MORE
THAN
\$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service

246 West 59th Street

The True News
FIRST

Always-Accurately

International News Service
World Bldg. New York

PREMIUMS

That Are Real Subscription Producers

S. BLAKE WILLSDEN

Manufacturers and Publishers

Representative,

1606 Heyworth Building

29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

MAIL NEWS, FEATURE, and FICTION Service. Over 150 American, Canadian and European newspapers subscribe to our complete service.

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

NEWS IN BRIEF of the NEWSPAPER AND ADVERTISING WORLD

Surrogate Fowler, of New York, has directed Rodman Wanamaker and the Guaranty Trust Company, as executors of the estate of James Gordon Bennett, publisher, to account to Mrs. Jeanette Belle for a trust fund of \$770,000. The trust fund in favor of Mrs. Bell, a sister of the publisher, was created under the will of James Gordon Bennett, Sr., their father. Mrs. Bell charges the fund has shrunk to \$670,000, and she demands light on the other \$100,000.

At the invitation of the advertising council committee of the Chicago Association of Commerce, the Chicago delegates to the recent New Orleans convention of the Associated Advertising Clubs of the World assembled for a dinner-dance on October 28 at the Hotel La Salle. The gathering was made the occasion for resuming the pleasant friendships which had their beginning en route to New Orleans in the special cars of the advertising council.

Disposition of the estate of Mrs. Ella Wheeler Wilcox, by will offered for probate today, is mostly by cash gifts to relatives. The value of the estate is not indicated. The residuary legatees will be two nieces in Hartford, Conn., upon their twenty-first birthday.

The Gaumer Publishing Company, publisher of the Urbana (O.) Democrat, has installed a new Babcock cylinder press.

The St. Paul Daily News of November 2 issued an "Armour Edition," describing the new packing plant at South St. Paul and carrying advertising for that town as well as St. Paul.

"The Retail Ad-Viser" is a new weekly started by the Worcester (Mass.) Telegram for distribution among the retail trade to stimulate interest in national advertising carried in the newspaper. The Telegram has also begun to carry a full page of church advertising, to run each Saturday morning for 38 weeks, paid for by prominent laymen of the city. The advertisement headed "Go to Church Sunday" faces a page of smaller church advertising and church news.

Posts of "The Veterans of Foreign Wars of the United States," now being organized in New York, include a number of newspaper men. Membership is limited to those who have served overseas in wars since 1898.

The Lexington (N. C.) Dispatch, which has for more than 37 years been issued as a weekly, became a semi-weekly October 27. H. B. Varner is

editor and proprietor; L. L. Gobble, associate editor; and Fred O. Sink, general manager.

The Mohawk Valley Observer, a weekly newspaper covering the territory within 50 miles of the city, has made its appearance in Schenectady, N. Y. Ralph Streever, former correspondent of the Albany Knickerbocker Press and a member of the Schenectady board of supervisors, is one of the publishers.

As a feature of its new after-the-war-building policy, the Svenska Amerikanska Posten of Minneapolis has appointed R. O. Lander, a former Stockholm editor, as head of its foreign news department. Swan J. Turnblad is publisher.

Audit Bureau of Circulations reports have been issued on the Halifax (N. S.) Herald and Evening Mail, Halifax Morning Chronicle and Daily Echo, Manchester (N. H.) Union and Leader, New Orleans States, New Orleans Times-Picayune, Pendleton East Oregonian, St. Thomas (Ont.) Times-Journal, Tiffin (Ohio) Daily Advertiser.

The Sphinx Club of New York will hold its 164th dinner at the Waldorf-Astoria on the evening of November 25. Speakers will be Cyrus H. K. Curtis, Irvin S. Cobb, James Montgomery Flagg and Louis C. M. Reed.

At the meeting of the Charter Oak Advertising Club, Hartford, Conn., on November 20, Louis Wiley, business manager of the New York Times, and William P. Green, of the Associated Advertising Clubs, are to be the speakers. A membership campaign has resulted in securing 32 new members thus far.

The Hutchinson (Kan.) News has started a little paper called "The News Item" in the interest of more effective advertising.

The St. Paul (Minn.) Pioneer Press issued a twenty-page industrial section November 2 devoted chiefly to South St. Paul and the \$14,000,000 Armour plant, which is being installed in that suburb. Considerable space was also given to St. Paul advertising.

Employees of the Winnipeg Free Press have formed a social club and will hold social events monthly during the winter.

The Canadian National Railways have been hosts to a party of Canadian newspaper men on a trip to Vancouver to open the new terminals at the Pacific coast. The party traveled from Win-

ipeg in special cars, and was in charge of C. W. Higgins, advertising representative for the west for the Canadian National.

The St. Paul (Minn.) Dispatch and Pioneer Press have been forced to ask the people to stop telephoning for "the correct time" since the telephone companies no longer give such information.

The Seymour (Ind.) Daily Democrat has been sold by Paul Poynter and L. C. Gifford to C. S. Mereer, a former owner.

J. E. Rymer, former publisher of the Lebanon (Ill.) Journal, has been acquitted by the Circuit Court of arson charges, resulting from the burning of his building last March.

The next meeting of the California Press Association will be held in San Francisco November 14-15.

The annual meeting of the Northwestern Daily Press Association will be held in Minneapolis on the second Monday in January. An office has been opened in Minneapolis to handle advertising for the members and is in charge of R. R. Ring and R. M. Palmer.

The Hickory (N. C.) Daily Record has installed a Cox duplex press, and has increased the size of its paper to six pages. The paper is now under the editorship of S. H. Farabee, formerly of the Raleigh Times.

Audit Bureau of Circulations reports have been issued on: Bend (Ore.) Bulletin, Bowling Green (Ohio) Sentinel-Tribune, Charlottstown (P. E. I.) Guardian, Findlay (Ohio) Republican, Grand Forks (N. D.) American, Kokomo (Ind.) Daily Tribune, Lima (Ohio) Daily News, Lima (Ohio) Republican Gazette, Manchester (N. H.) L'Avenir National, Port Huron (Mich.) Times-Herald, Saskatoon (Sask.) Daily Star, St. John (N. B.) Daily Telegraph, St. John (N. B.) Evening Times-Star, Sydney (N. S.) Daily Post, Topeka

(Kan.) Daily Capital, Topeka State Journal, Washington Post, Washington Star, Washington Times.

The Argos Advertising & Publishing Corporation has been organized in New York by Otto and Frank Kafka, Charles E. Perkins and M. E. Hidden.

The new monthly edition of Printers' Ink will be launched as soon as the printing situation in New York becomes normal again.

Reuben A. Seofield, editor and proprietor of the Penn Yan (N. Y.) Express, has just observed his 76th birthday anniversary.

The Schuyler County Chronicle at Watkins, N. Y., has discontinued publication; the printing equipment has been purchased by Leroy (N. Y.) Courier.

H. J. Howe has sold the Leroy (N. Y.) Courier to Lyman J. Swarthout.

The Corning (N. Y.) Evening Leader has built a handsome new home.

R. B. Calhoun, formerly advertising manager of the Bloomington (Ill.) Pantagraph, is now with the Decatur (Ill.) Review in charge of service.

Lady Northcliffe has consented to act as president of the Society of Journalists (British) for the ensuing year.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburg Dispatch

is a capable and welcome salesman in thousands of good homes.

WALLACE G. BROOKE,
Brunswick Building, New York
THE FORD-PARSONS CO.,
People's Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Bldg., Philadelphia

125,636 persons live in the territory served by the ASBURY PARK PRESS

(Evening and Sunday)

This section of New Jersey—Monmouth and the greater part of Ocean counties—constitutes the heart of the garden center of the state, besides being the "Playground of America."

The residents are well-to-do and form a responsive market that well repays the advertiser. And the Press thoroughly covers the territory named.

Member A. B. C. Standard Rate Card.
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Building, Chicago
J. L. Kimmonth, Owner and Publisher,
Asbury Park, New Jersey.

LOS ANGELES Evening Herald

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION

123,305

Charter Member A. B. C.

The Test Town of the Country for the National Advertiser Beloit, Wisconsin

Beloit has the largest oil-engine machinery plant in the world. It is the tory, the largest wood-working machine-grinding center of the United States. It makes great paper-machines. It has a total of 30 factories. Beloit is the heart of the richest agricultural and dairy region of the continent.

The people are highly educated and have \$7,000,000 in deposits in local banks.

One paper—the Beloit Daily News. Circulation over 7,000. Rate, 2½ cents per agate line.

SIX MORE NEWSPAPERS

Deliver their N. Y. Agency Copies by "S. & M. Insured Agency Delivery Service—on Check-Copies."

Fall River, Mass., Herald—New Orleans, La., Item—Richmond, Va., Times-Dispatch—Atlanta, Ga., Journal—New Bedford, Mass., Standard & Mercury.

"The Service that INSURES PROMPT—FULL Payment of Publishers' Bills!"

Ask any Prominent N. Y. Agency about Schworm-Mandel Service.

New Orleans States

Member Audit Bureau of Circulation
Sworn Net Paid Circulation for
6 Months Ending Oct. 1st, 1919
41,305 Daily.

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.
The S. C. Beckwith Special Agency.
Sole Foreign Representatives
New York Chicago St. Louis

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



HAL PROBASCO, whose little feature "That's Different," is well known to the readers of more than fifty American newspapers, was "crowned" once.

The Mayor of a hustling little city that he then called home conferred that "honor" upon him and one of Hal's art gems was wrecked during the ceremonies. That was a great day—for the Mayor.

Hal was born in Binghamton, N. Y., about 23 years ago and started in the newspaper business at a very early age, having carried a paper route for the Binghamton Press for two years. It is not known just when his ambition to become a newspaper artist asserted itself but it was first recognized by Charles W. Baldwin, managing editor of the Binghamton Republican-Herald, who swung the young man into his future in a dazed sort of a condition by accepting a large number of his cartoons and printing one a day on the front page of the hometown paper so that all his friends could see and admire.

Wandering westward, Probasco finally landed in Chicago where he spent some time doing animated cartoons for a moving-picture company. Last June, he discovered "That's Different" and about the same time the Central Press Association, of Cleveland, O., discovered him and now he has a studio in the World Building, New York.

Being "crowned" was only an incident in his life, and as to tragedy, he tells the following himself:

"The biggest little tragedy of a newspaper office that ever happened to me occurred a few years ago when I walked into the editorial rooms of a well-known Indiana paper and inquired for the managing editor.

"He greeted me like a long lost brother and although his breath was not that of a total abstainer or his step as steady as it might have been, I took him at his word and agreed to report the next day for work as a cartoonist.

"The next day when I reported and inquired of the afore-mentioned M. E. where he wanted me to sit he seemed to have sobered up, for he swore that he had never seen me before—consequently I kept going West."

Hal believes in a pension fund for cartoonists.



HAL PROBASCO

ers are now receiving \$7 per day for eight hours' work, the highest scale on the Pacific Coast. San Francisco pays \$6.50 per day of eight hours, Tacoma pays \$6.50. The unions were striking for \$1 an hour for a seven hour day.

Broad Culture Is Invaluable to the Reporter

That and Other Points Stressed by Editors to College Convention in Cleveland

CLEVELAND, O., Nov. 12.—More than one hundred editors of college and high school publications held a two-day meeting in this city Friday and Saturday under the auspices of Sigma Delta Chi journalistic fraternity. It was the first meeting of the kind ever held in Ohio, the sessions being held at Western Reserve University.

The speakers included: Victor Morgan, editor of the Cleveland Press; Benj. Karr, of the Cleveland News; Eric C. Hopwood, managing editor of the Plain Dealer; Dr. Charles F. Thwing, president of Western Reserve University, and Sidney Wilson, treasurer of the university, and formerly president of the Cleveland Advertising Club.

Mr. Kerr discussed the "Editorial Writer," saying "we" embodied the personality of a paper, that an editorial is not always the work of one man, but often of several, the published composition being a composite idea. He cited the editorial that made William Allen White well known twenty years ago, "What's the Matter with Kansas," as an illustration of what a striking headline will do.

Mr. Hopwood spoke on the "Training for Newspaper Work." He said the possession of broad general culture is valuable to a reporter because he must meet all kinds of people and should be able to meet them intelligently.

Mr. Wilson told the delegates that solicitors for advertising in college and university papers should seek patronage on the high ground of business, not on friendship or through charity.

Mr. Morgan discussed "How a Newspaper Gathers Its News." He said he believes there will be a new aristocracy—one, not of brains and money, but of service, a line of work in which newspaper workers do their full share.

AD MEN TO AID HOSPITAL

Wichita Club Raising \$5,000 Besides Own Contributions

WICHITA, KAN., Nov. 8.—The Advertising Club plans to raise \$5,000 from business men of the city to assist in the hospital drive to be launched in Wichita soon. The following have been appointed to carry out the project: E. E. Hardwick, Henry D. Harper, Sydney D. Long and Hugh McVey. Besides the members expect to contribute themselves.

The Ad Club is also discussing a street fair while the drive is going on to help out in raising funds. Take-offs on some of the prominent men and historical exhibits, many of educational value, will form some of the attractions if the plans materialize.

Big Enrollment at Missouri

COLUMBIA, Mo., Nov. 10.—Two hundred and twenty-two students, from twenty states and four foreign countries are enrolled in the school of journalism at the University of Missouri. This is the largest enrollment in the eleven years of the school's existence.

Mankato Dailies Merge

MANKATO, MINN., Nov. 12.—The Daily Review has been sold to the Mankato Daily Free Press. The Review was started as a daily in 1878 by John C. Wise, whose son, of the same name, has owned and conducted the paper since the death of his father.

Daily for Sweetwater, Tex.

SWEETWATER, TEX., Nov. 9.—The Weekly Reporter Company is planning to establish a daily newspaper shortly.

Des Moines Register and Tribune

104,858 Daily
Morning and Evening
71,240 SUNDAY
Net Paid Average Six Months
ending September 30, 1919
Member A. B. C.

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES

I. O. Klein, Metropolitan Bldg., New York.
John Glass, Peoples' Gas Bldg., Chicago, Ill.

Reaching the MOST Buyers at the LEAST Cost

BOSTON AMERICAN

Govt. Statement For Six Months Ending April 1st.

301,270

The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The Congregationalist

is not read for fun; it is read *seriously*; therefore it is *well* read.

Broad-minded advertisers know
THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

THE PEOPLE OF NEW LONDON, CONN.

have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr. Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P. Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

The Pittsburg Press Has the Largest

Daily and Sunday
CIRCULATION IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives.
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York. Chicago.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

EVENING EDITION REQUESTED

Readers of Kansas City Post Make Request

KANSAS CITY, Mo., Nov. 11.—Strong demands that the Post establish a morning edition, in addition to the afternoon edition, made by hundreds of its readers, was the unexpected development when the Post announced a contest for its readers for suggestions for improvement in the paper. A prize of \$25 for the best letter of 300 words or less, with a second prize of \$15, and ten other prizes of \$1 each, were offered. The contest is for women only.

Practically every letter sent to the contest editor suggested the morning edition and the letters are coming in by the hundred daily. The Post asked the women readers to tell what part of the paper they liked, and what they did not, what could be improved and what improvements they would like the Post to make to better the paper. The Post requested criticism rather than praise.

INCORPORATIONS

NEW YORK.—Botwen Printing Company; \$20,000; G. Rosenfeld, J. Pyser, M. Botwen, 368 Sixth avenue, New York.

Textile Foreign Press Company; \$25,000; L. Chavez, C. E. Lux, J. L. Lindner, 50 West 112th street.

American Language Institute; publishing; \$5,000; M. N. and I. Gelman, S. Harris, 63 Park Row.

Abe Katzenelenbogen, Inc.; printing and publishing; \$10,000; A. and T. Katzenelenbogen, M. Berger, 600 Leech Terrace.

Prompter Publishing Company; \$10,000; G. N. Sherman, J. A. C. Pidala, D. H. Wolfson, 290 Lenox avenue.

W. W. Pohlman Paper Company; \$20,000; J. G. Purdy, A. W. Pohlman, A. M. Juby, 140 Remsen street, Brooklyn.

Collier Publications Corporation; merged with P. F. Collier & Son, Inc.

P. F. Collier & Son Company of Delaware; authorized; printing and publishing; 20,000 shares preferred stock, \$100 each; 80,000 shares common stock, no par value; representative, F. Lewis, 416 West 130th street.

Mansaco Press; \$10,000; E. Hurme, H. S. Lavis, W. M. Bush, 59 E. 59th Street.

New Thought Publishing Company to publish Jewish language publications; \$10,000; M. S. Skiarsky, S. Fox, B. Rivkin, 624 East 169th street.

Western World Press; \$100,000; F. E. Miranda, J. Vancgas, J. Bernstein, 232 Broadway.

Grass Printing Corporation; active capital, \$27,500; P. Hagenow, C. Newman, A. Parker Smith, 61 Broadway.

Collier Publications Corporation of Delaware merged with P. F. Collier & Son Company.

BROOKLYN, N. Y.—Roehr Publishing dissolved.

WILMINGTON, DEL.—Delaware Ledger Printing & Publishing Company; \$6,000; Edward M. Davis, Harrie T. Price, C. Julian Morgan, all of Wilmington.

NEW ORLEANS.—National Pulp, Paper & Cordage Company (Delaware corporation); \$500,000; Rodney Hughes, S. S. Bagot, John W. St. Pierre.

ROCHESTER, N. Y.—Corona Paper Company; \$25,000; C. A. Stanton, A. A. Bryan, A. H. Olsted.

CAPE CHARLES, VA.—News Publishing Company; \$15,000; J. W. Wilson, president.

RICHMOND, VA.—Federal Printing Company; \$10,000; E. Yancey, president.

CHATTANOOGA, TENN.—O. B. Andrews Paper Mill Company; \$500,000; to build paper mill.

PRESSMEN QUIT WORK AGAIN IN N. Y.

(Continued from Page 33)

that some of the officers of these unions while in this city not only sanctioned this work coming to their jurisdiction, but welcomed it, and also assured the publishers that the work would be completed without interruption.

Have No Sympathy

"New York publications are now being printed in Chicago, St. Louis, Philadelphia, Cleveland, Cincinnati, Boston, Baltimore, Newark and Albany, all of whom are working under contracts which call for a forty-eight hour week, and, in fact, in any city to which it has been sent. The fact that these magazines are on the news stands is proof that the members of the typographical union and printing pressmen's unions in other cities are doing this work and do not support the New York situation either morally or financially.

"To bring about a satisfactory adjustment and to secure the co-operation of all the printing trades unions in this city reafiliation with their international unions is the first and most essential step necessary to be taken by all seceding unions—this is urgent unless still more work is to be driven from New York City to other localities, where it will not only be executed by union men, but encouraged to remain permanently.

"New York Photo-Engravers' Union No. 1, "E. J. Volz, President.

"New York Stereotypers' Union No. 1, "George E. Garrison, President.

"New York Electrotypers' Union No. 100, "M. B. Apy, President.

"Typographical Union (Mailers) No. 6, "William B. Fullam, President.

"Bookbinders' Union No. 43, "(Miss) M. J. Murphy, President.

"Bookbinders' Union No. 6, "James Bown, President.

"Paper Cutters' Union No. 119, "William E. Riley, President.

"Paper Rulers' No. 9, "Mike Cody."

CALIFORNIA NEWS DRAMA

That Presentation of News Over-shadows Individuals Shown

[BY TELEGRAPH.]

SAN FRANCISCO, Nov. 11.—Probably the modern cry of the American newspaper, "the news first," has never been carried out under more dramatic circumstances than in the case of the San Francisco Bulletin during the last ten days.

Mrs. Fred J. Wilson and her brother, Frank McCormick, were arrested following the fatal shooting on October 31 of Charles Brown, a rancher, whose home is near the Wilson ranch at Marysville, Cal. Self-defense, it is said, will be the plea of the defendants when the case is brought to trial. The case itself is one of the most dramatic that the Pacific Coast newspapers have had to deal in many years.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

Goss Sextuple Press For Sale

At sacrifice for immediate acceptance—Sextuple Goss press with color attachment, eight columns, twelve ems, 21½ inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate; pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

For Sale.

1 hand Equipoise casting box, nearly new; 1 curved power shaver and 1 power tail cutter. All Hoe equipment for 22½" column, eight columns wide. Also 1 Auto-shaver with tail cutter attachment which can be removed if not desired. Has a new arch. All or any of the above pieces can be purchased cheap. Immediate delivery. Write H. D. Bradley, care of Toledo Blade, Toledo, Ohio.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted

Second hand 16 or 20 page perfecting press. Cash on delivery. Sedalia Democrat, Sedalia, Mo.

Fred J. Wilson, husband of Mrs. Wilson, and former head of the International News Service, is efficiency expert in the editorial department of the Bulletin. From the time that the story broke, the Bulletin has played the story on straight news lines from the scene of the shooting, including statements of witnesses. Unlike the Call, its evening competitor, however, it has not used pictures.

Big Business in Des Moines

The Des Moines Sunday Register has been enjoying a phenomenal advertising gain. The advertisement on page 3 of this week's issue shows that the gain has been 73 per cent in thirty weeks. The figures in that advertisement show also that the circulation gain since April 1st was 6,675 copies per Sunday. That was the gain up to November 4th. It is understood that the gain to date has been 8,080; that the average circulation for Sunday for November 2nd was 78,642 and for November 9th, Sunday, 78,778.

One of the distinctive features of the Sunday Register is a new 8-page photograph section.

Change in Selden Account

ROCHESTER, N. Y., Nov. 12.—The Selden Motor Truck Corporation has just established its own advertising department, in charge of J. E. Pickens. He is well known in advertising circles, having been for several years prior to his coming to this city assistant advertising manager of the Federal Motor Truck Company of Detroit. In addition to his duties as advertising manager, Mr. Pickens will edit Transportation, a new organ, of better motor truck hauling.

Agencies Combine

KANSAS CITY, Mo., Nov. 11.—H. R. Palmer, who since his discharge from the Army in September has been engaged in advertising work here, has merged his business with the Potts-Turnbull Advertising Company, with offices in the Graphic Arts building. He will assume charge of the department for preparation of advertising text matter.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & CO.,

Plainfield New Jersey

Take It To

POWERS

Open 24 hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business

BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery
of Every Description
CONNER, FENDLER & CO
96 Beekman St. New York City

Pacific Coast Office for Rankin

CHICAGO, Nov. 11.—Following the William H. Rankin Company's association with Charles F. Higham, Ltd., London, England, it has opened offices in Los Angeles and San Francisco, in the Title Insurance building, and 74 New Montgomery street, respectively.

Minneapolis Selected

MINNEAPOLIS, Nov. 11.—The annual meeting of the Minnesota Editorial Association will be held here the third Thursday and Friday in February, 1920.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at fifty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Advertising Man.

After three years' experience on a local suburban daily a young man is now seeking a large field and should like to connect with a New York City newspaper or with some advertising house. He is single, 27 years old, and for the past seven years, with the exception of the two years in which he saw service in France, he has been in either the newspaper game or with advertising concerns. An out-of-town proposition would be considered but he desires to remain in New York City. Address A-935, care of Editor and Publisher.

Publisher—General Manager.

Now an associate in management of leading small city paper desires to advance and establish himself as publisher in a live, progressive city. A competent, successful newspaper man, thoroughly experienced in all departments of the business. All references as an executive and organizer. Advertising and circulation expert. Address A-944, care of Editor and Publisher.

Advertising Manager and Solicitor

is open to discuss new proposition with publisher who seeks a live, earnest worker to take entire charge of both foreign and local advertising—solicit, advise, prepare layouts and write copy. Advertiser is returned soldier with valuable newspaper experience and demonstrated ability. G. G. Rooker, 1 Dyke Block, Fort William Ontario, Can.

Manager or Business Manager

Manager of business manager, after November 10th, seven years in these capacities with success; 20 years in varied departments of business; practical knowledge of printing business; strong on costs, analyzing and promotion. Appointments in New York City. Address A-938, care of Editor and Publisher.

Mr. Publisher.

Do you need a city editor, make-up man or editorial writer? I need a job. I am a young man with a thorough education in editorial work on the best Eastern newspapers. Prefer Middle West, South or Southwest. Address A-940, care of Editor and Publisher.

Managing Editor or Editorial Director

Position wanted as managing editor or editorial director by thoroughly trained newspaper man now holding highly responsible executive position on one of the most successful of big metropolitan papers. Desires change because peculiar ownership conditions make further advancement improbable. Will consider only high-grade paper able to pay liberal salary. Full opportunity for investigation will be accorded publisher having attractive opening. Address A-936, care of Editor and Publisher.

Opportunity Wanted.

Competent editor-writer with 17 years' experience on large and small dailies wants opportunity in small eastern city. Am now doing municipal finance. City Hall and special writing on great daily. College training, age 37. Address A-922, care of Editor and Publisher.

Capable Editor

Now writing daily editorial page syndicated to 60 newspapers will consider proposition to become managing editor or editorial writer of paper in a good field. Energetic and knows how to inject pep into a "graveyard" force. Salary and opportunity must be above the average. Address A-942, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor and Publisher.

Editorial Position

Wanted—Editorial position on small daily or weekly. Can also do illustrating and cartooning. Age 37, married, am now employed and can give best of references. North Central or eastern states preferred. Address A-950, care of Editor and Publisher.

Live Stock Market Expert

With 15 years' experience would like to make arrangements for furnishing daily, weekly or monthly reports. Featurs a specialty. This information in keen demand at present. Exclusive first class personal service guaranteed. Rates reasonable. Best references. Address J. M. Carroll, 815 Exchange Ave., Chicago, Ill.

Experienced Newspaperman

If you can use services of an experienced newspaperman still in his prime, who has spent the last 12 years reorganizing departments and building up newspapers, I would like to hear from you. Am capable and resourceful executive and can furnish satisfactory references. Will be at Liberty Jan. 1. In writing give details and salary. Address A-934, care of Editor and Publisher.

SITUATIONS WANTED

Newspaperman.

Two years' experience New York reporting and copy reading; School Journalism graduate; ex-service man desires position with newspaper in any New England or Middle Atlantic city. Address A-941, care of Editor & Publisher.

Cartoonist

Energetic young man with four years' newspaper experience—political cartoons and comics. Samples on request—references. Address A-931, care of Editor and Publisher.

Circulation Manager

Capable and experienced—of long connection with a metropolitan newspaper—desires position with a big daily (morning), preferably in the east. Address A-951, Editor and Publisher.

Accountant

Ten years' experience newspaper and job printing office. Reliable, energetic, good references. Address A-930, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Business Manager Wanted.

Daily morning in Middle Western city of 75,000, long established and adequately financed, wants hustling business manager. Applicant must be under 40, experienced, capable of directing the mechanical, circulation, advertising and accounting departments. Position permanent, with advancement. Salary and bonus based upon results. Submit full data on experience, past connections, present salary and salary expected. Be particularly specific as to experience in managing mechanical departments. All replies will be considered in strict confidence. Address A-937, care of Editor and Publisher.

Advertising Solicitor

For afternoon daily of 10,000 near New York. State salary, experience and when you can come. Address A-945, care of Editor and Publisher.

Experienced Classified Man

Wanted for Middle West city of 50,000; salary or commission with drawing account. Address The Lexington Herald, Lexington, Ky.

City Editor and Reporter

Wanted—Experienced city editor, also experienced reporter. Only those who are considering remaining permanently need apply. Kindly state age, salary expected and publications you have been connected with. Address Times-Herald, Port Huron, Mich.

Reporter.

Wanted—Reporter capable of handling desk work. Permanent position. State experience and salary wanted. The Sun, Jackson, Tenn.

Circulation Manager

Wanted—Circulation manager capable of handling circulation of 8,000 daily. Evening paper, near New York. Must be able to get results with boys. Address stating age, experience and salary expected. A-948, care of Editor and Publisher.

Circulation Manager Wanted

Daily newspaper in live Northwest Texas city wishes experienced and efficient circulation manager. State age, experience and salary required. The Daily News, Amarillo, Texas.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Act Quickly!

Weekly newspaper with net earnings of \$7,000 from January 1st to November 1st. Established 8 years; located near Philadelphia; center of 50,000; population within radius of 3 miles. Wonderful possibilities. Present owner must devote entire time to other interests. Will sell for \$3,500 cash. Quick action necessary. Address A-946, care of Editor and Publisher.

For Sale.

Old established Republican daily and semi-weekly in thriving western city. Also up-to-date job office and bindery. Three machine plants, Duplex and Miehle presses, three jobbers and other equipment in keeping. High standing in state. Always running to capacity and a money maker. Owners want to retire reason for selling. Address A-939, care of Editor and Publisher.

Representative Wanted.

Wanted by representatives controlling list of newspapers, a representative in Chicago national advertising field. This is an opportunity for a live wire to secure an interest. Must have some capital and willingness to work hard. For consideration applications must contain full details of past positions, qualifications and available capital. Address A-947, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Property Wanted.

Having sold out his newspaper property at a handsome profit, a competent editor-manager will buy control of a proposition where money, experience and ability will have a chance; or will join advertising man in securing control. South Atlantic or New England states preferred. Address A-943, care of Editor and Publisher.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

FOR SALE

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Two Ad Books—Four Bits

Advertisers' Guide—16 pages of the bone and blood of advertising and—Debra's Live Rate Book, containing considerable dope and an idea or two you'd like to get your teeth into. 50 cents for the two. Coin or check. Debra Adv. Agency, 6407 Ridge, St. Louis, Mo.

FEATURE SERVICES

Advertisements under this classification thirty cents per line. Count six words to the line.

More Local Features

Local features make the newspaper. "Tips for Local News Stories" issued monthly give suggestions for stories in the smaller cities. 75 cents a month. The Inland Syndicate, Findlay, Ohio.

Pep Experience Capability

Those are the three qualities I am banking on to land me a better job.

I want to get in touch with the publisher who needs a managing editor of unusual ability—one who can turn out a different kind of paper teeming with human interest.

Evening paper only and the job must pay well.

BOX A-949
EDITOR & PUBLISHER

Classified Ad Brings Buyer for Wyoming Town

Eighteen Room Hotel, Other Buildings and Streets and Alleys of Moneta Change Ownership

CHEYENNE, WYO., Nov. 8.—Through the medium of a "for sale" ad in a local paper the town of Moneta, Wyo. has just been sold for \$10,000. A Kanson, founder and owner of the town advertised it for sale in a regular classified ad, which ran for several days. John Goodman of Shoshoni, Wyo., saw the ad and wanted the town, so got in touch with Kanson, and the sale was completed.

The town of Moneta to which Goodman received title includes forty lots an eighteen-room hotel, a five-room cottage, a three-room cottage, two other dwelling houses, two barns, one a livery barn, an ice house, a town pump and ; miscellaneous assortment of outbuildings.

Will Tell of Wyoming Oil

CHEYENNE, WYO., Nov. 8.—Samuel R. Maxwell, who has been associated with the Carter Oil company, will begin the publication at Evanston of a magazine devoted to the commercial and industrial interests of western Wyoming and the local oil fields.

Only daily newspaper property of a small New England manufacturing city can be bought for \$22,000. An opportunity for development. Proposition T. M.

CHARLES M. PALMER,
Newspaper Properties
225 Fifth Avenue New York

Washington (N.J.) Star

The sale of the WASHINGTON (N. J.) STAR, one of the strongest Eastern weekly newspapers, as announced in this issue, was made by

HARWELL & CANNON
Brokers in Newspapers and Magazine Properties
Times Building New York

CHURCHES IN COMBINE TO ADVERTISE

Largest and Most Important National Public Educational Campaign Is Promised in Spring by Protestants

A national publicity campaign, involving newspaper and outdoor advertising, will be commenced next spring by the Inter-Church World Movement of North America, according to Tyler Dennett of New York, director of the publicity department.

It will be part of an intensive national educational campaign to explain to the country the purposes and program of the inter-church world movement, in which more than a dozen of the leading Protestant churches are associated for co-operation in religious, social and economic work, to enlist church workers and to aid in the raising of a united budget.

"The advertising campaign will be the greatest paid campaign ever undertaken by a religious organization or group of religious organizations, and will compare in size with the largest of the government's advertising campaigns during the war," Mr. Dennett said.

Kills Fellow Hunter

AFTON, IA., Nov. 8.—Guy Craig was instantly killed last week by the accidental discharge of a shotgun in the hands of P. S. Junkin, editor of the Creston Advertiser. The men had been hunting for several hours, had just downed several ducks and were reloading their guns. Junkin has been exonerated by a coroner's jury. He had had the reputation of being one of the most careful hunters in the vicinity.

Ruebel Teaches Advertising

ST. LOUIS, Nov. 7.—The enrollment in the course in practical advertising at Washington University now numbers 55. The course, under the direction of D. A. Ruebel, vice-president of the Chapelow Advertising Company, is given every Tuesday night for a period of 30 weeks during the year.

More Capital for Butterick

The Butterick Publishing Company, New York, has increased its capital from \$1,000,000 to \$2,000,000.

"THAT ADVERTISING GIRL OF PRIESTLEY'S"

The name, Jean Dean Barnes Advertising Agency, does naturally suggest a man, as the agency field heretofore has been almost solely man's kingdom. But in this instance the rule is changed. Jean Dean Barnes of New York is a woman—and a successful woman by a large majority.

Miss Barnes is said to be the youngest advertising agent ever recognized by the American Newspaper Publishers' Association and the second woman so passed upon in the history of that organization. She has been in the advertising business since 1909.

Ten years ago Miss Barnes had everything socially that heart could desire and no knowledge of the working world. But reverses came in the family fortune and it was then that she showed the stuff of which she was made.

She went to the office of the New York Times, applied for a job and was given a try-out as an advertising solicitor. She began getting some excellent contracts and became so encouraged that she decided to go into business for herself. Miss Barnes today has an acquaintanceship in the advertising field which any advertising man in the country might envy.

By traveling in the interests of her clients over the territory to be covered by advertising campaigns, Miss Barnes studied trade conditions and advertising mediums and met the buyers and advertising authorities. When she is ready to make her space contracts, in her New York office, in reality she is mentally off in the city which she has in mind.

Miss Barnes' most important account is that of B. Priestley & Company, of Bradford, England, who advertise the famous "Priestley Cravanette Mohair Suits for Men" and she tells with keen enjoyment of the first business trip she made for this firm.

She had received numerous invitations from merchants and advertising men "to make my office your headquarters," but when she arrived to keep engagements and they saw a woman, instead of a man, their confusion was most amusing. It was a new experience in the wholesale clothing trade to have a girl in the field and at first it was predicted it "wouldn't go." But when representatives returned to the home office from business trips, talking of that "Advertising Girl of Priestley's", they speedily changed their minds. The result was that after several years, other clothing firms sent out young women to follow in the foot-steps of Miss

Barnes, who had "blazed the trail." Miss Barnes also handles the Priestley Cravanette account.

Miss Barnes says woman can succeed in merchandising and advertising, if they will work hard, take their business problems seriously and not get discouraged.

With a bright smile, she tells that the real secret of her success has been her mother, with whom she has always talked over business problems and who has always understood, as only mothers can. When Miss Barnes starts to talk on what newspapers do to help her link up the local dealer with her national advertisers, she waxes enthusiastic and points with pride to five of her adver-



Courtesy Campbell Studios.

JEAN DEAN BARNES

tising campaign scrap books, filled with merchant co-operation ideas.

It has been truly said that the more a person does, the more she can do, and Miss Barnes is an excellent example of this philosophy, for she also holds the post of commanding major for Manhattan and the Bronx of the Women's Police Reserves. Under her able guidance and inspired by her tireless energy and enthusiasm, over 3,000 women are learning many things which add to a better citizenship. Miss Barnes wears, under the lapel of her coat, the badge of the police department, with the gold leaf, signifying her rank and she is always "on the job" when an emergency arises. Her work is entirely gratis, but she feels that she is truly being useful, and that is to her a keen satisfaction.

LOAN ADVERTISING OUTDONE

Newspaper Boom Results from Canadian Thrift Campaign

OTTAWA, ONT., Nov. 10.—Each successive war loan has exceeded the

previous one in volume of advertising done, and the Victory Loan campaign now in progress is by far outdoing the last in lineage carried by the press of Ontario.

The Government and regular adver-

tisers have given a great volume of line-age, and many non-advertisers in the regular way have placed large advertisements in support of the loan. In many cities, the papers have run special editions, in which every line of advertising has been devoted to the loan.

WANT MAGAZINES TAXED

Movement to Make Them Carry Canadian Supplements

COBALT, ONT., Nov. 10.—The local Board of Trade is the latest body to join the movement proposing that the Dominion Government impose a prohibitive tax upon United States' magazines unless they include a special Canadian section in which advertisers from this country could obtain space at "reasonable" rates.

This proposal had its origin in Brantford, Ont., where the Chamber of Commerce some time ago adopted a resolution to the effect in question and sent it to associated bodies throughout Canada. So far, the movement has not gained much momentum, comparatively few business men's associations having taken any action in the matter.

INDICT OMAHA REPORTER

Moore Declares He Was Out of City During Riot

OMAHA, NEB., Nov. 8.—J. Harry Moore, reporter for the Omaha Bee, has been indicted by the special grand jury sitting in Omaha investigating the recent riot of September 28, during which a negro was lynched and a desperate attempt was made to lynch the mayor. He is charged with having assisted in carrying gasoline from the filling stations to the court house to fire the court house.

Mr. Moore declares he was in the state of Iowa until 10.30 the night of the riot and did not learn that a riot was on until long after the principal mischief had been done.

Maine Papers Swap Air Greetings

AUGUSTA, ME., Nov. 10.—Greetings were exchanged recently by the publishers of the Kennebec Journal and the Portland Express-Advertiser in the first delivery of mail by airplane in this state. The Kennebec Journal, a morning paper, received its envelope containing the forenoon "overlay" from the Portland Bureau of the Associated Press.

The McClure Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Ave., New York

PRESS IS PEACE HOPE OF WORLD

(Continued from Page 7)

"I hope that this meeting will not be an isolated one, but will be one of a series of meetings, because the more we get to know each other throughout the whole world, the easier will it be for us to work together in the difficult days that lie ahead. I hope that you will be able truthfully to say that you found the British people a fairly decent lot. Don't say more than that, because it would not be true—a fairly decent lot who are trying to get on with their job, believing profoundly that it is their duty now to do all that they can to secure a square deal between nations convinced that we have to get this organization, which we call the League of Nations, going in order that we may avoid in the future what we have had to face in the past."

The party was also entertained at the Times offices in Printing House Square.

SASKATOON REORGANIZATION

Appointments for Hooke, McCall, Hull and Dyer

SASKATOON, SASK., Nov. 8.—Since the controlling interest in the Northern Publishing Company, Ltd., owner of the Phoenix, was recently acquired by the publishers of the Regina Morning Leader, the Phoenix business and editorial staffs have been reorganized. Burford Hooke, managing director of the Leader Company, is likewise managing director of the Northern Publishing Company, while J. G. McCall, for six years accountant and office manager with the Leader, has been appointed business manager of the Phoenix.

Among the changes made in the editorial department are the appointment of J. T. Hull as managing editor, with W. F. Dyer, recently with the Winnipeg Tribune, as news editor.

Richmond's Bride a Teacher

INDEPENDENCE, KAN., Nov. 10.—Roy D. Richmond, manager of the Free Press, and Miss Ora May Dickerson, a Deering (Kan.) school teacher, were married in Kansas City last week.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.
Morning Edition, 2c
Sunday Edition, 5c

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג
The National Jewish Daily

Few Papers—if any—surpass the
TRENTON NEW JERSEY TIMES

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages Tuesday Music Page
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.

Marbridge Bldg., New York. Lytton Bldg., Chicago.

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO



“Is there still a Dixie?”

What a question!

The Southland of today is the realization of hopes built upon the faith, frugality and determined foresight of DIXIE!

You cannot lose Dixie in the NEW South, any more than the higher wages and better plane of living, which are permanent.

Once-upon-a-time luxuries have been adopted into the regular life, industries that convert the home products into manufacturers are here to stay.

It is worth noting that Southern cotton spinners this year have increased their purchases over twenty per cent, whereas other sections have gone behind!

Yes, there is *still* a Dixie, but it IS now a good business field for all sorts of national advertising.

Investment securities should be well advertised in the daily newspapers this autumn. There is money here for investing. Also, there is a fine new, growing field for all sorts of factory and office equipment.

Read-in-the-home newspapers

ALABAMA			
	Circulation	2,500 lines	10,000 lines
Birmingham Age-Herald(M)	22,300	.07	.05
Birmingham Age-Herald(S)	27,405	.08	.06
Birmingham Ledger(E)	34,018	.07	.07
**Birmingham News(E)	46,121	.08	.08
**Birmingham News(S)	48,588	.10	.10
Mobile News-Item(E)	10,136	.03	.03
Mobile Register(M)	23,709	.05	.05
Mobile Register(S)	33,137	.06	.06
Montgomery Advertiser(M)	24,187	.05	.05
Montgomery Advertiser(S)	24,736	.06	.06
FLORIDA			
Jacksonville Metropolis(E)	18,740	.05	.05
Florida Times-Union, Jacksonville(M&S)	26,915	.06	.06
Palatka Morning Post.....(M)	1,450	.0122	.0122
Pensacola Journal(M)	6,485	.025	.025
Pensacola Journal(S)	7,900	.025	.025
Pensacola News(E)	5,425	.02	.02
GEORGIA			
†Atlanta Georgian(E)	49,441	.08	.08
†Atlanta Sunday American.....(S)	92,918	.12	.12
*Augusta Chronicle(M)	11,074	.03	.03
*Augusta Chronicle(S)	10,008	.035	.035
Augusta Herald(E)	13,958	.035	.035
Augusta Herald(S)	9,413	.035	.035
Columbus Ledger(E&S)	7,592	.03	.03
Macon Telegraph(M)	23,450	.04	.04
Macon Telegraph(S)	19,321	.04	.04
Savannah News(M&S)	21,120	.055	.04
Savannah Press(E)	15,357	.04	.04
KENTUCKY			
Louisville Herald(M)	45,616	.08	.08
Louisville Herald(S)	49,090	.08	.08
Paducah News Democrat(M)	6,972	.0225	.018
LOUISIANA			
New Orleans Times-Picayune... (M)	76,171	.12	.12
New Orleans Times-Picayune... (S)	98,360	.15	.15
†New Orleans Daily States.....(E)	41,994	.10	.08
†New Orleans Daily States.....(S)	37,675	.12	.12
†New Orleans Item.....(E)	73,905	.12	.12
†New Orleans Item.....(S)	87,588	.15	.15
NORTH CAROLINA			
Asheville Citizen(M)	11,985	.03	.03
†Asheville Citizen(S)	9,734	.03	.03
*Asheville Times(E)	7,316	.025	.02
Charlotte News(E&S)	10,849	.03	.03
†Charlotte Observer(M)	19,217	.055	.03
†Charlotte Observer(S)	19,217	.065	.04
Durham Sun(E)	5,325	.02	.02
†Greensboro Daily News(M)	16,955	.045	.035
†Greensboro Daily News.....(S)	22,468	.06	.04
†Greensboro Record(E)	3,481	.045	.035
Raleigh News and Observer....(M)	22,273	.05	.04
Raleigh News and Observer....(S)	22,210	.05	.04
*Wilmington Dispatch(E)	4,498	.02	.02
Wilmington Dispatch(S)	3,840	.02	.02
†Winston-Salem Journal(M&S)	6,447	.025	.02
†Winston-Salem Journal(E)	7,600	.025	.02
SOUTH CAROLINA			
†Anderson Mail(E)	4,693	.0178	.0178
Charleston American(M)	7,603	.03	.03
Charleston American(S)			
†Columbia Record(E)	13,709	.03	.03
†Columbia Record(S)	11,789	.03	.03
Columbia State(M)	21,091	.05	.05
Columbia State(S)			
Greenville News(M&S)	8,485	.035	.03
Greenwood Index Journal.....(E)	4,785	.02	.02
Spartanburg Journal & Carolina Spartan(E)	2,958	.03	.03
Spartanburg Herald(M)	4,416		
Spartanburg Herald(S)	5,262		
TENNESSEE			
**Chattanooga News(E)	17,262	.04	.04
Chattanooga Times(M)	26,988	.07	.07
Chattanooga Times(S)	23,466	.07	.07
†Knoxville Sentinel(E)	24,022	.05	.045
**Knoxville Journal-Tribune ... (M)	24,838	.05	.045
**Knoxville Journal-Tribune ... (S)			
Memphis Commercial Appeal... (M)	78,214	.14	.12
Memphis Commercial Appeal... (S)	109,031	.17	.15
†Nashville Banner(E)	49,590	.07	.07
†Nashville Banner(S)			
†Nashville Tennessean(M)	34,349	.08	.08
†Nashville Tennessean(S)			
†Nashville Evening American..(E)	15,196	.08	.08
†Sunday Tennessean & American (S)	34,051		
VIRGINIA			
†Bristol Herald Courier.....(M&S)	8,750	.04	.04
Danville Register and Bee... (M&E)	9,451	.03	.027
Newport News Times-Herald... (E)	10,354	.04	.04
Newport News Daily Press... (S&M)	6,476		
Norfolk Ledger Dispatch.....(E)	38,494	.08	.08
Roanoke Times(M&S)	9,570	.06	.04
Roanoke World-News(E)	10,315		

Government Statement, October 1st, 1919.
 †Government Statement, April 1st, 1919.
 *A. B. C. Report, October 1st, 1919.
 **A. B. C. Report, April 1st, 1919
 †Includes Bristol, Tenn.

Live and Let Live

In order to meet present day costs of doing business the newspapers have increased their rates and retail selling price to the reader.

The advertising agent, on the other hand, who is developing more business for us than ever before, has no way of meeting increased costs unless we give him increased allowance.

On November 1, 1919, the New York Globe increased its commission to agents from 15 per cent. to 17 per cent., continuing its 2 per cent. cash discount.

The increase is made with the distinct provision that The Globe reserves the right to cancel the extra allowance where the agent rebates it to the advertiser.

I advocate all daily newspapers increasing agents' commissions in the same way, and will be pleased to hear from publishers doing so.

JASON ROGERS

Publisher The Globe

NEW YORK CITY

MEMBER A. B. C
180,000 A DAY



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EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America



Second Section

NEW YORK, THURSDAY, NOVEMBER 13, 1919

Vol. 52 No. 24

PLAN CONSERVATION "THAT ALL MAY LIVE" AT SPECIAL A. N. P. A. CONVENTION

Paper Crisis, of Which EDITOR & PUBLISHER Issued Warning Last July, Must Be Met by Drastic Concerted Action—Regional Directors to Be Appointed—Publishers and News Print Manufacturers Work Together

FACE to face with the most serious conditions in the history of American journalism—conditions against which EDITOR & PUBLISHER issued its first warning as long ago as last July—the American Newspaper Publishers' Association meeting in extraordinary convention in New York yesterday decided to issue an appeal to all publishers of daily and weekly newspapers, whether members of the organization or not, to join in a standardized conservation of newsprint that all newspapers may live.

More than one hundred publishers were present at the meeting, for which a telegraph call was issued by President F. P. Glass on Saturday. Owing to the short time allowed for interested publishers to reach New York some of the Western and Pacific coast papers were represented by their Washington correspondents or New York representatives.

It is hardly fair to point to the resolutions adopted (printed on this page of EDITOR & PUBLISHER) as the sole practical fruits of this convention, for what many of those present regarded as its most significant phase was the informal conference between three representative members of the A. N. P. A. and three equally representative news print makers. The direct results of this conference are yet of such an intangible character as to be premature for inclusion in resolutions.

Better Feeling Foreseen

Harmony was the keynote struck by President Frank P. Glass in his opening address and harmony was the keynote of the joint conference, at which both paper men and publishers laid their cards on the table and started a movement which promises to end the squabbling and skirmishing that has marked the past fifteen years' relations between the newspaper and news print industries and put both again on a sound basis, whereby the newspapers will be assured of paper for years to come and the paper manufacturers a profit sufficient to attract capital into the business and thus provide a supply for future increased needs.

The American Association of Advertising Agencies will also be asked to co-operate in adjustments of advertising necessary for the conservation program.

Following the example of the Southern Newspaper Publishers' Association, the A. N. P. A. empowered President Glass to appoint a committee on conciliation for the pur-

pose of adjusting differences between publishers in competitive territories all over the country. Mr. Glass, told EDITOR & PUBLISHER immediately after the convention that he would select for the committee men who were thoroughly familiar with the paper problem both on a national scale and in each of the country's geographical divisions.

During a meeting of the paper

committee this afternoon, called by President Glass to aid in the selection of the regional committeemen, Elbert H. Baker, chairman of the paper committee, told Editor & Publisher that publication of the names of the new body would have to await the acceptances of the appointees. The committee was still in session when Editor & Publisher went to press.

It was recognized early in the day-long debate that any attempt to set rules for universal application would be doomed to failure from its birth and the decision to let each locality settle its own problems, with the aid of the conciliation committee if necessary, was reached after a short argument.

Governmental supervision of paper distribution during the next year was likewise frowned upon by the majority, following its suggestion by Jason Rogers, publisher of the New York Globe, and several other publishers.

Publishers Must Supply Remedy

President Glass in his opening address and in later remarks, reiterated his conviction that the publishers were far more capable of applying the only effective remedies of the paper shortage—reduction of consumption by strict limitation of news and advertising, and increased advertising and circulation revenues to meet the cost of production—than any Government agency.

His views prevailed and the only Government aid asked is that of Congress in passing legislation that will permit the development of the nation's water power and in urging the Canadian Government to repeal the order-in-council prohibiting the export of wood cut from crown lands.

As predicted several weeks ago in EDITOR & PUBLISHER, the association recommended the immediate establishment of the War Industries Board regulations for the conservation of print paper and that the full text of these regulations be sent to all daily and Sunday newspapers in the United States, whether or not they are A. N. P. A. members. These regulations were printed in full in EDITOR & PUBLISHER of October 30, 1919.

Adjustable Ad Contracts

Greatly increased advertising and subscription rates were advocated throughout the meeting and in the final resolutions, and a step further was taken in the recommendation that no newspaper make a yearly contract for advertising at a fixed rate, but make rates adjustable quarterly or monthly, and that the A. N. P. A. send out a standard form of adjustable advertising contract.

Hoarding of print paper was condemned by a number of speakers and was "strongly discouraged" by the paper committee.

SMALLER NEWSPAPERS, WITH ADJUSTABLE AD CONTRACTS, URGED BY A. N. P. A.

FOLLOWING is the resolution adopted by the American Newspaper Publishers' Association, assembled in special convention at the Waldorf-Astoria, New York, on November 12, to consider ways and means of meeting the menacing news print shortage:

"Paper manufacturers have told us that there is a world-wide shortage of paper. At the present rate of consumption the newspapers are using about 10 per cent more paper than is being produced. This means an annual shortage on the present basis of approximately 210,000 tons. Your committee therefore recommends:

"That the regulations of the War Industries Board for the conservation of news print be strictly adhered to, and that the full text of all these regulations be sent to all the daily and Sunday newspapers of the United States, whether or not they are members of the A. N. P. A.

"That publishers everywhere be urged to materially increase advertising and subscription rates, and at the same time limit the size of their issues.

"That no newspapers enter into a yearly contract for advertising at a fixed rate, but make rates adjustable monthly or quarterly.

"That the A. N. P. A. send out a standard form of adjustable contract for advertising.

"That the paper committee strongly discourage the hoarding of print paper.

"That the white paper committee and the legislative committee of the A. N. P. A. urge the enactment of such legislation as will permit the development of water power so that our timber lands may be made fully available for the manufacture of wood pulp, lumber, and paper, and we also recommend that Congress be urged to take steps that will induce the Canadian Government to repeal the order in council prohibiting the export of wood cut from crown lands.

"We recommend that the President appoint a committee on conciliation for the purpose of adjusting differences between publishers in competitive territories.

"That the members of this committee be selected with the view to covering the entire country.

"That this committee formulate such plans and recommendations as will assist in adjusting existing differences so far as possible; that each member of this committee be given allotment over certain territory and be authorized to appoint sub-committees to deal with conditions in cities or competitive territories within that area.

"It is further recommended that this committee keep the print paper committee of the A. N. P. A. informed as to its problems and accomplishments, that the entire membership of the A. N. P. A. co-operate with this committee to the end that it may result in the greatest benefit to all most vitally concerned."

About 110 members were in the grand ballroom of the Waldorf-Astoria when President Glass rapped for attention at half-past ten and outlined the situation for the past few months in the following words:

"I have called you together in a special convention at short notice because of the acute print paper situation with which you are all more or less familiar. I have taken this step after consultation with Mr. E. H. Baker, Chairman of your Print Paper Committee, because there has seemed to be a considerable demand for it, as well as a pressing necessity. The responsibility seems so large that your officers believe it best that the entire membership should discuss it, for in the multitude of counsel there is said to be wisdom.

Worse, Week by Week

"The conditions of the print paper market have grown more disturbing week by week, until today all papers are faced with a shortage of supply, and some with no supply at all for next year. There has been for some time actually an auction market. For the last three weeks I have been in the East and also in Canada.

"During this period I have come in contact with many of the print manufacturers of this continent, or with their representatives, and with brokers who in some cases have lately come into a very active print paper business. I have been told of some bids and of many sales, and I have heard one end of many telephone conversations between sellers of print paper and buyers. I have heard brokers refuse to give buyers options even for a few hours.

"Out of this considerable experience I have come to the distinct conclusion that publishers themselves are mainly responsible for this wild market, and for the short paper stocks which are behind this market. The unprecedented prosperity of the country, with the extraordinary volume of advertising enjoyed by the daily press particularly, has resulted in the consumption of the surplus stock both of the papers and of the mills. There is little doubt that this year's aggregate consumption of print paper by all the dailies will be more than 35% greater than that of last year. There are notable cases where the increase is probably fifty per cent. This great prosperity has brought a bitter with the sweet.

Apprehended Months Ago

"The present shortage was apprehended some months ago by some of the more sagacious and vigilant publishers, especially by some of the largest consumers. In consequence, there was a movement started to replenish stocks and to provide for next year's needs. Their activity in bidding for paper has steadily continued, and with it the price paid has steadily advanced.

"A prominent manufacturer in Canada last week told me he had received an offer some weeks ago for 30,000 tons through a broker at the price of six cents for the first six months with a provision for later adjustment. He said the offer was very tempting, but that after due consideration he had declined it, and has decided to protect his existing customers at a much lower price. He thought that was a sagacious policy for the future as well as a fair one, and who will not commend him?

"It is not surprising, then, that the smaller publishers have lately caught the fever that has been caused by the same prosperity and that they have gotten into the auction market with publishers of larger magnitude. For some weeks they have been bidding for 50 and 100-ton lots, until on Saturday

the ruling bid was 7½ cents, f.o.b. mill. I have been about as bad a sinner as many others, and confess to having paid 7½ and 7% cents for small lots in the last week. I am sorry to say, however, that I have not yet gotten the promise of tonnage for The Birmingham News for next year.

"But enough of the bad situation of which so many of you know too well. The pertinent question is as to the remedies. What relief can be devised?

"It is plain that all of us must come together in this common council, and use our best brains and utmost resolution for the common good. The general welfare must be considered. Sacrifices are necessary and must be planned with intelligence and fortitude.

"The larger papers in this association have a responsibility for the well-being of the smaller ones, especially. If the situation is not met with co-operation and sacrifice, it is certain that weaker papers will be unable to get supplies, will be forced to suspend, and by the weaker papers I do not mean those of smaller circulation only, but those which are weak financially. There are many small papers that are strong enough to weather the storm, while there may be bigger papers that are not strong.

"The cause of the exhaustion of stocks has been the big issues with unprecedented runs of advertising. The fault is not with the mills. They have maintained a 100 per cent production, perhaps more than normal. We can-

not look to them for prompt relief. We must depend on ourselves.

"Twice in the last six weeks your Board of Directors and Paper Committee have met in joint session to consider this situation. It has sent out warnings and urged various economies, which doubtless have been heeded to a certain extent in some quarters. But adequate relief has not come. The demand for print paper has steadily increased, and the spot market has rapidly advanced.

"It seems certain that more effective remedies must be devised, perhaps heroic ones. The cause being plain, the relief is equally plain. The sizes of our papers must be severely reduced. But how?

"Ordinary economies in reading space and in waste are not sufficient. It seems to me that knowing the chief cause of our paper shortage, heavy advertising and big issues, we must turn our attention to an arbitrary reduction of advertising for the adequate remedy.

"I ventured at the Board and Paper Committee meetings in September to suggest that radical remedy, but the suggestion met with little favor. However, I am pleased to see that one of the largest consumers of print paper, The Chicago Tribune, has lately reached the same conclusion, and now boldly advocates a policy of restriction of advertising. And this is not dictated so much by its own needs because The Tribune owns its

paper mill and is more independent than most of us.

"How can we go about this restriction of advertising space? In two ways.

"First, by a heavy advance in rates. Daily newspaper rates have always been too low and are still too low in rates. Nearly all papers have made substantial advances in the last three years, but they are not sufficient for the present emergency. It is safe to assert that the costs of newspaper production have on an average increased 100 per cent in the past year, due to recent advances in labor and the present advance in the cost of print paper.

Ad Rates Problem

"Is it not plain that 25 or 30 per cent advances in advertising rates are not sufficient to meet the new costs of production? Radical advances should be made, percentages that will hold back the sluice of advertising that has poured into our offices and bids fair to continue to pour during next year.

"However, it is not likely that this remedy can be so generally and quickly applied as to produce the needed result. It is going to require a still more heroic remedy, if all the papers in the country are to be able to obtain print paper supplies for next year.

"I am convinced that The Chicago Tribune proposition for a restriction of space is sound and to be approved. Every paper should decide and agree that it will cut down its average number of pages, both week-day and Sunday, by a considerable percentage, and then hold down its advertising volume to the fixed number of pages. This will probably necessitate an arbitrary reduction of at least 33 per cent in the volume of business.

"Most probably this bold proposition will cause a shock to many of the publishers present. It may sound laughable to some. But the emergency is unprecedented, and the result of such a policy is not going to be hurtful.

"Some of us had the privilege of spending some weeks in England and France last fall before the close of the war. We learned at first hand some startling facts in newspaper experience there. There is a marked similarity between some features of the present situation here and of the English situation then.

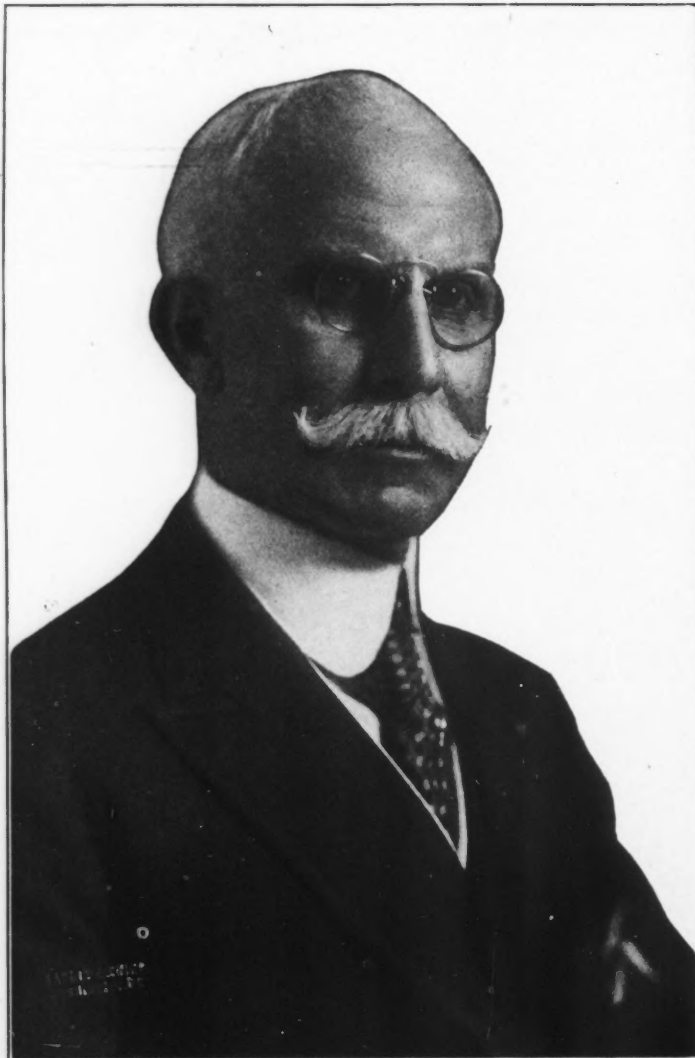
The British Plan

"The British Government rationed the supply of paper to their papers to a severe extent, but there was always a considerable margin of free tonnage and a consequent auction market just as there is here now. While the Government price was about 9 cents, the market ran up to as high as 26 cents a pound. The newspapers were cut down to about one-third of their size, but they so advanced their rates that most of them earned more profits than during the pre-war period.

"It is plain, then, that proper restriction of advertising space will not work any financial hardship here. I am confident that the bulk of advertising patrons and of advertising agents would cheerfully co-operate with the newspapers when all the facts become known to them.

"That, gentlemen, seems to your president the quickest, surest way to steady this unprecedented auction market. But it is not the only thing that is practical and expedient.

(Continued on Page IV)



FRANK P. GLASS

President American Newspaper Publishers' Association

ADVERTISING TALKS

No. 2001-A

By William C. Freeman
511 Fifth Avenue, New York City

During the past ten years I wrote 2,000 Advertising Talks which were printed in New York newspapers, and paid for by them.

"Advertising Talks No. 2001" is the number given to the GUARDIAN ADVERTISING CORPORATION, which started business officially on October 1, 1919.

"Advertising Talks No. 2001" has been printed. This is Advertising Talks 2001-A.

The purpose of the talks originally was to stimulate readers to take an interest in the advertising columns and to show business men how to use advertising to their greater advantage.

I have been told, thousands of times by letter and by word of mouth, that these talks increased respect for advertising and influenced advertisers to recognize the greater pulling power of their advertisements when they made them truthful and human.

Henceforth, all Advertising Talks I write will be advertisements—just plain, out-in-the-open statements of facts, about institutions, firms or individuals, whose standing in the business world justify their recognition by the people.

Advertisers wishing to use Advertising Talks will be given a number in sequence and under this number several talks may be written—just as I am doing for **Hatch**, the **Salt-Nut** and **Candy** man of New York, to whom has been given "Advertising Talks No. 2002," one of which has already appeared—2002. The second will be 2002-A; the third, 2002-B, etc.

The name GUARDIAN given to the GUARDIAN ADVERTISING CORPORATION, 511 Fifth Avenue, New York City, is very appropriate in these times and it means what it implies, in its application to this corporation, namely, **guarding the interests of clients.**

Everything any well organized advertising agency can do, the GUARDIAN can do—**plus** individual treatment given to clients through the personnel now connected with the Company.

This personnel consists of men who have won distinction in many branches of advertising.

As the business grows, other men of ability and force in the advertising industry will be added to the personnel of the Company.

The advertising industry, in spite of the intelligent forces engaged in it, is yet in its infancy.

For this reason, the GUARDIAN ADVERTISING CORPORATION feels that there is a place for it to fill and it will try to fill it with credit to its clients, and to the public and to the business of advertising.

ROBERT ADAMSON, President of the Guardian Advertising Corporation, whose training as a newspaper writer began in his youth (he was City Editor of the Atlanta Constitution at the age of 19) landed in a high place in New York journalistic circles before he was 25 years old.

His ability was recognized by two of New York's greatest Mayors—the late Mayor WILLIAM J. GAYNOR, whose secretary he was, and the late JOHN PURROY MITCHEL, under whom he served as Fire Commissioner.

Service to the City of New York delayed his getting into the advertising business, which he determined to engage in more than ten years ago.

He has always taken the keenest interest in advertising matters.

His business friends knew of this, therefore many of them called on him to advise them in their advertising campaigns.

He has written advertisements for many years and is as good an advertisement writer as any of the best in the country.

Besides, he is a very able business executive and has the faculty of getting at the root of things quickly and with rare judgment.

As Secretary and Treasurer of a \$12,000,000 corporation he took so deep an interest in its affairs that he insisted on directing its advertising and sales plans. He wrote all of the advertisements, booklets and follow-up letters—a big job of itself—but he also guided the sales force, appreciating as all able advertising workers do, the tie-up that must exist between advertising and selling.

Mr. Adamson, therefore, is no novice. He knows as well as any man, the short cut to success by the advertising route.

Maybe some of you reading this story will wish him to take part in your business councils and advise you how to proceed with your publicity and sales plans.

He is the kind of man who will take a genuine interest in your problems and assist you in working them out to a successful conclusion.

JOHN A. HARRISS, one of the most successful business men in the United States, gave the Corporation its name. He knows the full meaning of the word "Guardian."

HE KNOWS AND APPRECIATES THE POWER OF ADVERTISING.

Why should Mr. Harriss, eminently successful and possessed of all the material needs of life, wish to engage in the advertising industry and to sponsor the Guardian Advertising Corporation?

I'll tell you why.

He was engaged in a very important and very necessary enterprise during the War. He put into this enterprise all of his great energy and ability. He was willing and anxious to serve the Government. Nothing else mattered to him during the war period except to see the United States thoroughly equipped to fight and to do her part in winning the War.

As we all know, things lagged a bit when it came to disposing of Liberty Bonds and getting the money necessary to keep things moving in real American style.

John A. Harriss, while always appreciating the power of advertising as a necessity in stimulating industry, nevertheless became most enthusiastic over the activities of advertising workers during the War.

He was among the first of the big business men in the country to express his appreciation of what advertising did to raise money and to stimulate the patriotism of the people.

That is why John A. Harriss is Chairman of the Board of Directors of the GUARDIAN ADVERTISING CORPORATION and takes so keen an interest in its affairs; it is why he is willing to finance it in a big way, and to assemble within the organization men and women who have made conspicuous successes in all departments of advertising; it is why he wants to take part himself in the further and greater development of the advertising industry, whose chief function is to benefit all other industries.

My association with this corporation is the ONE OPPORTUNITY that I hoped would come to me and now that it has come I will be able to give advertisers more general service than I have ever been able to give them before.

There is a general feeling that the Guardian Advertising Corporation, conceived, as it was, by business men who have come out of their contact with advertising, thoroughly sold on its power to bring success to industries, will quickly become an important factor in the advertising industry.

During the first month of operation it paid all overhead and returned a substantial net profit besides.

The second month of business is on its way to a duplication of the first month's success—and then some.

You may get in touch with us by telephone Vanderbilt 4696, or a letter will reach us at 511 Fifth Avenue, at 43rd Street, where we occupy the 15th floor of the Postal Life Building.

New York, Armistice Day, November 11, 1919.

CONSERVATION "THAT ALL MAY LIVE"

(Continued from Page II)

"There must be steps taken to increase production, while we are restricting consumption.

"How is this to be done? Your Board at its last meeting passed a resolution asking Congress to take such steps to encourage the manufacture of papers in this country as can be done by legislation. There are two methods conspicuous.

"The first is the passage of the water power bill, to free the great powers now wasted in the Government domain. This bill was matured and offered by the administration, and was so satisfactory to capital that the bill passed the House last summer by a large majority. It has been reported favorably to the Senate, and should be passed at an early day. The renewed activity of your membership with their senators in favor of that measure will bring about action. That act will hasten the building of mills in our country.

Lift Canadian Restrictions

"Another step which can be taken promptly at Washington is to bring about an arrangement with the Canadian Government by which pulp wood can be brought to American mills without prohibitive restrictions on the Canadian side. I am informed that some American mills are now paying \$45 to \$50 per ton for Canadian ground wood, whereas if the way was clear, the pulp wood could be brought in much more freely and cheaply.

"This is particularly true in the case of the International Paper Co., which owns extensive wood limits in Quebec, which it has not been permitted to get the benefit of because of that province's prohibition put on after the purchase of the limits. An official of the International has made the declaration that for every dollar his company can save on a cord of wood from Canada, it will give the publishers a reduction of \$1.50 a ton on the finished paper.

"That, I submit, is a proposition attractive enough to enlist the activities of this body in influencing the authorities at Washington to make their best efforts with the Dominion and Quebec Governments to obtain the abolition of unjust restrictions. There seems to be a special equity in this program, because the Canadian mills are all dependent on the United States for their coal and their sulphur, on which there is no shipment restriction by our Government.

Time to Quit Fighting

"Then there is another larger and broader policy independent of legislation, lying entirely within our own province, which after all is the fundamental and permanent remedy for this situation where consumption has caught up with production and is about to exceed it, if it is not checked.

"There should be brought about closer, more harmonious relations between the two great print paper interests—the consumers and the manufacturers. The present is the opportune time for that course, and some of our officers and members believe success will follow an effort in that direction.

"I have discussed this program in an informal, unauthoritative way in the last week with several large manufacturers, both in Canada and in this country, and also with the

representatives of others, and they have commended the idea and expressed sympathy with such a program.

"They argue that the policy of the publishers for years past has discouraged an increase of production, especially in this country, and that the present inadequacy of the mills to meet all the demands of the publisher for this year and next is a proof that publishers have blundered. It must be admitted that logic is on their side. Even in Canada, I found fair and intelligent manufacturers claiming that the course of publishers, there as well as here, had held back the erection of new mills and the addition of machines to existing plants. One manufacturer in Canada stated to me that his company, in spite of the war, could have gotten the money two years ago to put in two new machines, but they decided to hold back on account of the hostile attitude of publishers on both sides of the line.

"Now, gentlemen, it is a fact no matter what the cause, that few new machines have been put up on this side in about ten years, and certainly no great plants have been erected. We would all be better off today if we could have seen further ahead and have builded better for the future. The wisest man will admit that his hindsight is better than his foresight.

Build for Future

"For some years past our association has been engaged in a struggle with the manufacturers, in which we had good reason for believing we were acting in self-defense. Your President pleads guilty to full part in that policy, and none of your officers has hesitated to assume the responsibilities placed by you upon them in this period. We have no apologies to make for what has been done. Even the manufacturers admit that they have made blunders, which aroused their patrons, because they were human and believed in self-defense.

"However there is a time for all things. There is a time for war and a time for peace. The world is entering on a new era of reason and

justice, of consideration for the other fellow. Should there not be peace talk as to this paper situation?

"The deck has in a way just been cleared. The U. S. Circuit Court, acting as arbitrators under the agreement between the Department of Justice and the paper manufacturers, has in the past week denied the petition of your attorneys to reopen the price fixing proceedings. The way is clear, therefore, for some new course of action.

"Another feature developed in the last week, showing a kindly consideration for publishers on the part of a leading manufacturer. When your Board met two weeks ago it was confronted with appeals from a number of members who had been informed by the International Paper Co. that their supplies of tonnage would be cut off for 1920. Your Board and Paper Committee took up this situation with the International's officers in the form of a polite letter asking that those members be cared for by a pro-rate of tonnage to all the International's customers.

"Quite promptly a reply was received from the International's vice-president, Mr. Lyman, saying that the needs of those customers would be taken care of in another way, by shifting to news production a number of machines now making other and more profitable grades of paper. One of the International officials showed me a list of sixteen machines which had been or were being diverted to news, aggregating he said an increased production of 250 tons per day. This development proves the spirit of one of the largest manufacturers in trying to meet the difficulties of the present situation.

"Let us consider the idea of some sort of a peace negotiation which may well end this long period of hostility between the two great print paper interests—the publishers and the manufacturers. Both are here, and here to stay. The one needs the other, and both should co-operate, in a spirit of enlightened selfishness, if in no other. Is it not good business to try to get together?

"One reason why this convention has been called at such short notice is because there is a meeting of the Paper and Pulp Manufacturers now being held here. This fact was not known by your officers until last Friday, though the plans for a special convention of publishers had been discussed for some days.



ELBERT H. BAKER

Chairman Paper Committee A. N. P. A.

"May it not be possible for the publishers here and now to bring about conferences with the representatives of the manufacturers, to see if some fair, broad, permanent policy of doing business cannot be devised. There are a number of us who believe that it can be done, though the details may take time. Shall we not have a start?

Start Right Now

"In the meantime, however, we must have the courage and the firmness to face our own problems with the same intelligence which has enabled us to create or to maintain the great properties in our keeping. We should all resolve here and now to retire from this wild market we have made in our selfishness and in our excitement. Let us stop our own stampede.

"Then let us stand together in all sorts of economies and waste stoppages, and let us consider earnestly a restriction of advertising space, as well as of reading matter, for a period at any rate. We can make that period long or short—certainly we can try it while we steady this market, and enable conservative manufacturers to take stock of the situation and to help us protect ourselves, as I am sure some of them are trying to do.

Constructive Policy

"And above all, let us, the apostles of intelligence, the advocates of construction in all other things, get together on a policy of construction for the future welfare of our own business.

"I beg leave to say, gentlemen of the convention, that these views are my own, and are not advanced on the authority of the other officers of the Association. However, I believe that the general trend of this utterance as to an attempt at a policy of conciliation is in accord with the views of most of them.

"Gentlemen, I declare this convention, now ready for business.

Mr. Glass's suggestions were closely followed by the members, who, at their close, voted to make the sessions of the convention executive, as has been the time-honored custom of the A. N. P. A.

Jason Rogers, publisher of the New York Globe, was one of the first to respond to the call for ideas and, in a strong address, he condemned the publishers who, by reckless buying and hoarding of paper, had brought

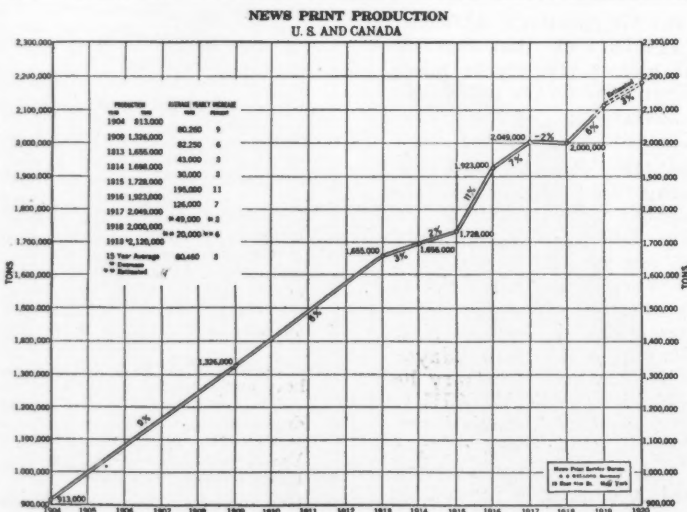


Chart Presented to A. N. P. A. Convention by R. S. Kellogg, Secretary News Print Service Bureau, showing news print production since 1904 and estimated 1920 production as only 3% increase.

about the present situation, and presented fourteen resolutions as suggestions for possible action by the membership.

Mr. Rogers' full address follows:

"Any program to save print paper to provide supply for those without it must of necessity reduce consumption on the part of those with heavy reserves or those who are using heavy excess tonnage.

"There is no process short of voluntary sacrifice by those who have been using paper far beyond normal average experience to temporarily at least come back to a more rational standard.

"No flat reduction by percentage of present use will be fair or acceptable to the metropolitan newspapers which have practically continued the practice of war time conservation standard, while competitors have increased the columns of reading matter beyond any past experience.

"No flat reduction by percentage of present use will be fair or acceptable to the hundreds of small city newspapers which have never used the number of columns of reading matter practiced in the larger cities.

"Fixed standards regarding columns of reading matter for the newspapers in different cities should be reached by mutual agreement. When mutual agreement cannot be reached, the services of an adjustment committee from the outside should be called in and its findings adhered to.

"Within the past week I have heard that one of the great newspapers which by pyramiding its orders during the fall of 1916 helped intensify the panic, is doing the same thing again, buying regardless of price and regardless of whether by so buying

it is depriving many smaller newspapers of any supply.

"I am informed that several very large newspapers have large reserve supplies, in one case sufficient for ten months, but is still buying all in sight regardless of price, with determination to be safe.

"There is apparently no way for reaching the hoarders except through investigation and exposure.

"Gentlemen, I offer these resolutions for your careful consideration. They are not offered with a hope that they will be adopted as read, but for the purpose of providing material topics for discussion:

"Resolved that the American Newspaper Publishers' Association, called together in special convention for the purpose of devising a definite program for print paper conservation, to meet a situation of grave shortage of supply, and at the same time one calculated to insure fair and equitable supply to all newspapers, have reached these conclusions:

"1. That the Federal Trade Commission be invited and urged to undertake the control and allocation of print paper on the general lines provided below and that any expense involved up to \$100,000 be provided for by an assessment on every ton of print paper used during the period January 1 to March 31, 1920, which assessment shall be paid by every newspaper immediately upon being notified of the tonnage it is to receive. Failure to pay within ten days of receipt of notice will automatically cut off supply. Any unexpended balance to be pro-rated back to the newspapers.

"2. That in case the Federal Trade Commission declines to act that a

committee of five publishers, three from large city newspapers and two from small newspapers, be appointed, with same power to act and financial backing as above provided.

"3. That every newspaper be requested to file with the Federal Trade Commission under oath a report showing actual tonnage of print paper used during the years 1912, 1913, 1914, 1915, 1916, 1917 and 1918 and for the first ten months of 1919 as compared with the first ten months of 1914 and 1918.

Established Tonnage

"4. That every newspaper be requested to file with the Federal Trade Commission under oath a report showing actual tonnage of reserve in storage, and en route from the mill on January 1, 1918, January 1, 1919 and November 1, 1917, November 1, 1918 and November, 1919.

"5. That the total average consumption for the years 1912, 1913 and 1914 as compared with estimated production tonnage for the year 1920 establish the tonnage to be used by any newspaper during that year.

"6. That in the case of a new newspaper enterprise, or one representing a consolidation since 1912, the experience of three other newspapers of the same present day potential, shall be used to ascertain the tonnage to be allowed that paper for 1920.

"7. That no two cent morning or evening newspaper shall print over 60 columns of reading matter, meaning news, editorial and all other than paid advertising in any issue until April 1, 1920.

"8. That no two cent morning or evening newspaper shall consist of more than 18 pages until April 1, 1920.

"9. That no Sunday newspaper shall print over 214 columns of reading matter, meaning news, editorial, illustrations and all other matter than paid advertising in any Sunday issue until April 1, 1920.

"10. That no Sunday newspaper shall consist of more than 64 pages until April 1, 1920.

"11. That upon receiving the reports regarding reserve tonnage of newspapers it be within the power of the Federal Trade Commission to temporarily cut off deliveries to any newspaper with over two weeks' supply on hand, until all other newspapers are supplied on the equalized basis.

Allocate Reserves

"12. That any reserve supply accumulated by any of the print paper manufacturers, dealers or agents be assigned for allotment to the Federal Trade Commission, to be allocated by them to newspapers requiring it, at a fair price to be reached by agreement with the manufacturers for cash on delivery for account of the manufacturer, dealer or agent turning it in.

"13. That it is the sense of the convention that at present and prospective prices for print paper no newspaper can afford to print advertising for less than one-fifth of a cent per line per thousand in the case of contracts or for less than two-fifths cent a line for transient business.

"14. That in order to comply with the recommendations above specified and with a view of providing some sort of service for the greatest number of customers, that all newspapers be requested to limit the amount of advertising from any individual customer to 16 columns in any week and

not more than four full columns in any issue.

"I do not feel that we should be much concerned regarding the profiteering in the sale of advertising and circulation by a few of those who have done so while others were saving tonnage at material sacrifice in earnings.

"Let us frankly face the facts and realize that the excess use by the newspapers of our large cities, merely for profit, would, if conserved, provide supply for all of those without it and quickly reduce consumption well within the limits of production."

Following a short but pregnant discussion of Mr. Rogers' ideas, in which 60 per cent. of the members declared that they were conserving paper, the president was empowered to appoint a committee to receive all resolutions submitted to the convention and after considering them, to submit for approval those which set forth practical remedies for the difficulties under discussion. The resolutions committee was as follows:

Committee on Resolutions

Chairman, M. F. Hanson, Philadelphia Record; Fleming Newbold, Washington Star; E. A. Westfall, Boston American; S. G. McClure, Youngstown (Ohio) Telegram; D. D. Moore, New Orleans Times-Picayune; Victor H. Polachek, New York Sun, and E. H. Butler, Buffalo News.

Approval was quickly extended to a proposition to hear representatives of the American Pulp & Paper Association, in session at the same time in the Waldorf-Astoria and President Glass appointed the following committee to confer with the paper representatives:

Elbert H. Baker, publisher of the Cleveland Plain Dealer and chairman of the A. N. P. A. paper committee; T. R. Williams, business manager of the Pittsburgh Press, and Charles I. Stewart, general manager of the Lexington (Ky.) Herald, who is chairman of the Southern Newspaper Publishers' Association news print committee.

R. S. Kellogg, secretary of the News Print Service Bureau, and Thomas Waller, representing the paper jobbing firm of H. C. Craig & Co., were invited to address the publishers and made some pointed assertions.

8 Columns Cause Shortage

Mr. Waller surprised many of his hearers by the statement that the change of so many dailies from the seven to the eight-column page size had caused an overwhelming demand for 73-inch paper rolls, which the manufacturers could not supply so easily as they could the narrower widths. Many publishers made the change, he said, without consulting the paper manufacturers and the inability of the latter to attain sufficient production of the wider rolls was in some measure responsible for the present shortage.

Publishers who have purchased more paper than their actual needs were severely criticized by Mr. Waller as being primarily responsible for the inequitable distribution of the paper production, which, he stated, was in theory adequate for the needs of all present newspapers. Very few newspapers, he said, know how they stand with respect to their 1920 paper supply, as few contracts have been signed to date for the new year.

Mr. Kellogg went deeply into production figures for 1918 and for this year, showing that the paper machines had turned out this year approximately 6 per cent., or 120,000 tons of news print more than in 1918. Stocks in the hands of manufacturers, he said, would be

The Brooklyn Eagle Finds It Unnecessary To Bombard The National Advertiser With Bunk

A. B. C. Member—No Confidential Rates

20,000 tons lower on December 31, 1920, than on December 31, 1918, thus showing that manufacturers will have supplied to publishers about 140,000 tons more paper in 1919 than in 1918.

He pointed out that even this does not disclose the real consumption, as there has been a marked reduction in the stocks held by publishers and the mills have on hand the lowest possible stocks, there being only 3 days' production in the mill store-houses.

It was brought out that Pittsburgh publishers have on hand a week's supply of paper.

J. Cowley, managing director of the London Daily Mirror, addressed the convention on conditions abroad, but his remarks were made strictly *in camera*.

Following a luncheon recess of an hour, the convention resumed its executive session. The conference committees met in the "lobby." Messrs. Kellogg, Waller and Chester W. Lyman, vice-president and sales manager of the International Paper Company, representing the paper manufacturers.

Mr. Kellogg continued his revelations of production statistics, submitting the tables which are reproduced on this page.

He estimated the total additions to news print production during the next year at about 3 per cent, over the 1919 figures and put the expected additions to tonnage during the next two years in the following form:

Company	New Machines	Daily Capacity	Start	Maximum 1920 Output
Price Bros.	1	55	Feb. 1920	11,000
Abitibi	1	85	Sept. 1920	8,000
Abitibi	1	85	Sept. 1921	—
Laurentide	2	100	Jan. 1921	—
Spanish River	1	50	Nov. 1919	15,000
Spanish River	1	50	Feb. 1920	10,000
Manistique	1	50	Mar. 1920	10,000
Escanaba	1	50	Jan. 1920	11,000
Escanaba	1	50	May, 1920	7,000
International	4	200	Sept. 1921	—
Totals		775		72,000

*Stated in tons.

Mr. Kellogg's table showing production during the last eight years is in graphic form and is self-explanatory. It is printed in this special section.

Discussion of these and other aspects of relations between publishers and paper makers occupied the better part of a two-hour conference in a corner of the corridor outside of the ballroom, and although the conferees gave the reporters a smiling "nothing for publication," there were strong evidences of a most mutual amicable feeling, while several publishers were heard to express an opinion that the committees' meeting marked the beginning of a new era.

Meanwhile the main convention was hard at it in an effort to arrive at a fair and just basis of conservation that would meet with the approval of the majority.

Proposals of a horizontal reduction of 10 or 15 per cent. in the consumption of news print paper met with stiff resistance both from metropolitan and smaller publishers, members from Chicago and New York pointing out that they were already on a rock-bottom basis and that further restrictions would considerably impair the efficiency of their publications.

Hopewell Rogers, business manager of the Chicago Daily News, suggested

that publishers individually sign a pledge that they would put into effect and enforce restrictions to be determined by each publisher to suit his own conditions. However, it was not acted upon.

John L. Stewart, owner of the Washington (Pa.) Observer and Reporter and Beaver (Pa.) Times, advocated standardized sizes and limited circulation, based on paper rationing, to be carried out on consumption figures of one and two years ago.

President Glass and many of the members pronounced Mr. Stewart's suggestion one of the most constructive made at the convention. He advocated that each paper allow a given number of columns for advertising and a given number of columns for news for each day in the week and then set a circulation limit. In this way he said the news print supply of the country could be rationed so that every paper could live.

Mr. Stewart said that he had experimented with increased advertising rates and increased circulation rates without the desired effect. Even with an increase in carrier rates on one paper, he said that his circulation continued to climb steadily and the increased advertising rates did not stop the increasing flow of business.

Mr. Stewart has now standardized his newspapers along the lines that he advocates and says that it has proven a success. The amount of

newsprint that he is using in each is fixed and under no circumstances will he allow any of the rules he has laid down covering the amount of news matter, advertising or circulation to be broken.

Following the adjournment of the convention, sine die, Manager L. B. Palmer of the A. N. P. A. expressed satisfaction with the convention's accomplishments and its attendance, which was considered excellent in view of the fact that telegraphic notices were sent out only late on the afternoon of November 8.

THOSE PRESENT

- Albany (N. Y.) Evening Journal—Robert B. Waters.
- Knickerbocker Press—Mr. Arthur D. Hecox.
- Allentown (Pa.) Chronicle & News—Walter J. Lerch, Fred T. Willenbaker.
- Asbury Park (N. J.) Press—J. Lyle Kinmonth.
- Baltimore American—W. M. Scott.
- News—Mr. Herbert Wyle.
- Birmingham (Ala.) News—F. P. Glass.
- Brooklyn Daily Eagle—Herbert F. Gunnison.
- Standard Union—Charles F. Dodd, H. L. Bridgman.
- Buffalo (N. Y.) News—Edward H. Butter.
- Chattanooga (Tenn.) News—George F. Milton.
- Chester (Pa.) Times & Republican—Charles R. Long.
- Chicago American—Herman Black.
- News—H. L. Rogers.
- Tribune—William H. Field.
- Cincinnati—Times-Star—C. H. Rembold.
- Clarksburg (West Va.) Telegram—A. J. Bishop.
- Cleveland Plain Dealer—Elbert H. Baker.
- Decatur (Ill.) Review—R. D. Rainey.
- Detroit News—James Sweinhart (N. Y. representative).
- Free Press—W. H. Pettibone.
- Dubuque (Iowa) Telegraph-Herald—F. W. Woodward.
- Elizabeth (N. J.) Journal—Aug. S. Crane, Elmer E. Stanion.
- Fall River (Mass.) Globe—Michael Sweeney.
- Galveston (Tex.) and Dallas News—J. D. Lorentz.
- Gloversville (N. Y.) Herald—E. H. Cullings.
- Harrisburg (Pa.) Patriot & News—Mr. R. M. H. Wharton.
- Hartford (Conn.) Courant—Henry R. Conland.
- Times—E. C. Willson.
- Haverhill (Mass.) Gazette—Robert L. Wright.
- Hoboken (N. J.) Observer—A. L. Kobnfelder.
- Jersey City (N. J.) Journal—W. M. Dear.
- Kansas City (Mo.) Star—A. F. Seested, E. E. Robertson.
- Lexington (Ky.) Herald—Charles I. Stewart.
- Desha Breckenridge.
- Louisville (Ky.) Courier Journal & Times—R. E. Hughes.
- Post—Eugene Knott.
- Meriden (Conn.) Journal—F. E. Sands.
- Middletown (N. Y.) Times-Press—R. G. Goble.
- Mount Vernon (N. Y.) Argus—F. A. Merriam.
- Newark (N. J.) News—Eugene W. Farrell.
- Star-Eagle—H. J. Auth.
- Sunday Call—Mr. Louis Hanooh.
- New Haven (Conn.) Journal-Courier—Edward T. Carrington.
- Times-Leader—William A. Hendrick.
- New Orleans Times-Picayune—D. D. Moore.
- Item—James M. Thomson.
- New York Globe—A. B. Chivers, Jason Rogers.
- New York Herald—Felix Arnold.
- El Progreso Italo Americano—W. Hirsch.
- Jewish Daily News—Leon Kamaiky.
- Journal of Commerce—J. C. Cook.
- Mail—Daniel Nicoll.
- Post—J. S. Seymour, Robert B. McClean.
- Sun—V. H. Polaebek.
- Times—Louis Wiley.
- Tribune—Howard Davis.
- Wall Street Journal—N. F. Holtzmann.
- World—S. M. Williams, G. H. Larke.
- Passaic (N. J.) Herald—E. A. Bristor.
- News—James T. Barker.
- Paterson (N. J.) Morning Call—Garret H. Sturr.
- Press-Guardian—W. B. Bryant.
- Perth Amboy (N. J.) News—D. P. Olmstead.
- Philadelphia Gazette—Gustav Mayer.
- Opinion—Gilbert S. Jones.
- Record—M. F. Hanson.
- Pittsburgh Press—T. R. Williams.
- Pittsfield (Mass.) Eagle—K. B. Miller.
- Pittston (Pa.) Gazette—William J. Peek.
- Plainfield (N. J.) Courier-News—C. H. Frost.
- Portland (Me.) Express—William H. Dow.
- Reading (Pa.) Eagle—John W. Rauch.
- News Times & Telegram—D. H. Miller.
- Richmond (Ind.) Palladium—E. H. Harris.
- Richmond (Va.) News-Leader—J. S. Bryan.
- Roanoke (Va.) Times & World-News—W. E. Thomas, Edward L. Stone.
- Rochester (N. Y.) Herald—M. Bruce Potter.
- Shenectady (N. Y.) Union-Star—F. L. Champion.
- Seattle (Wash.) Times—C. B. Bletben by J. Underwood.
- Springfield (Mass.) Republican—Richard Hooker.
- Union—J. D. Plummer.
- Syracuse (N. Y.) Herald—W. C. Bates.
- Journal—H. D. Burrill.
- Post-Standard—J. D. Barnum.
- Tacoma (Wash.) Ledger—Frank T. Baker.
- News-Tribune—Frank T. Baker.
- Taunton (Mass.) Gazette—William H. Reed.
- Utica (N. Y.) Saturday Globe—B. W. Clarke.
- Washington (Pa.) Observer & Reporter—John L. Stewart.
- Waterbury (Conn.) American—B. C. Pike.
- Democrat—E. V. Maloney.
- Republican—William J. Pape.
- Washington (D. C.) Times—Edgar D. Shaw.
- Wilmington (Del.) Every Evening—William F. Metten.
- Woonsocket (R. I.) Call—S. E. Hudson.
- York (Pa.) Dispatch—W. L. Taylor.
- Youngstown (Ohio) Telegram—Samuel G. McClure.
- Vindicator—W. O. Brown.

REGIONAL COMMITTEE PLAN APPROVED

BY A. W. PETERSON

President Inland Daily Press Association

WATERLOO, IA., Nov. 11.—Speaking for the Inland Daily Press Association, there is a general feeling among the smaller dailies throughout the central west that two or three paper mills are endeavoring to antagonize them and favor the large city dailies, which may easily pay exorbitant prices for next spring.

I see in the International Paper Company contract and comment an element of fairness and in it a tone of conciliation.

I have never dealt with that company but I know mill conditions somewhat in other parts of the country and I know that mills must protect themselves. At the same time they should show publishers that the terms of their contracts are perfectly just and fair, just as publishers must show advertisers concerning circulation.

Press association paper committees should be formed to make peace and get along with the mills.

At this time I believe it is the publisher's move and he should show the paper mills that he is willing to economize. Unnecessary extras and supplements of every kind should be stopped in every city, large and small. Publishers should have the courage to do this.

Perhaps in order to get unanimous consent it might be wise if the president of the United States were asked by a publishers' and paper mills convention, such as is to be held tomorrow in New York, to appoint a committee of four publishers to lay down rules for economy; these four to appoint a fifth member of the committee to be not a publisher, but a man of judicial mind and wholly disinterested—say one publisher of a daily of less than 5,000 from the far west; one publisher of a daily of less than 15,000 from the south; one publisher of less than 100,000 from the central west; one publisher of

less than 200,000 from the east.

If such a committee were to recommend to President Wilson and he would issue a proclamation requesting immediate action on the part of every newspaper affected, no publisher could afford to ignore it and such should be in effect until withdrawn by the President of the United States.

The matter should not be taken to the United States Congress at this time.

It would be a great mistake if the government should take hold of the matter and insist upon newspapers saving paper under the same plans they did during the war.

I believe 65 per cent advertising and 35 per cent reading matter is right. In my own paper we average more than 65 per cent advertising.

A newspaper should not be made a magazine. Magazines have a right to their own field.

Reading matter should be cut to give only current news of the day.

I wish the representative publishers large and small, regardless of press associations, could be called in assemblage at a central point like Chicago and there invite the mill owners to meet them for appointment of committees on both sides to come to a mutual understanding of what is fair and just to both, and arrange for paper over a period of say five or ten years, so that newspapers would know that they were at least going to have production equal to the normal and sensible demand and the mill owners would have assurance from the papers that they would be willing to pay the price named by the mills and would not find fault if the mills insisted upon having a perfectly ample profit.

I am not in favor of antagonizing the mills or enjoying the pastime of quarreling with them to see which side has the best attorneys-at-law.

INTERNATIONAL PAPER COMPANY PRICE FOR FIRST QUARTER CALLED FAIR

Charles I. Stewart, general manager of the Lexington (Ky.) Herald, and chairman of the Southern Newspaper Publishers' Association's news print committee, said to EDITOR & PUBLISHER:

"I hesitate to advise any customer of the International Paper Company as between the two propositions it presents.

"There is of course the possibility that the Treaty of Peace will be rejected and that we will be technically at war until after the election of a new Senate, or even until after the election and inauguration of a new President. However, if the treaty should fail in the Senate and the President should insist that the state of war between this country and Germany continues, we might expect litigation designed to establish the opposite view.

"The International customer who accepts the proposition No. 1, will be at the mercy of that company at the expiration of the Federal Trade agreement, and if he continues to take advantage of this agreement after January 1, 1920, he can expect little mercy, when the day arrives. The safe course is to assume that the Federal Trade Commission's price cannot extend far beyond the first quarter of 1920.

"The price proposed for the first quarter of 1920, \$4.50 at the mill, can hardly be called excessive, in view of the state of the market. I know of only one other manufacturer offering a lower price, and this manufacturer has a lower cost basis than the International. I believe the contracts with the smaller producers will be at a higher rate. Some contracts I am informed have been made at \$5. This proposal also has the furth-

er advantage of enabling the publisher to make sure of paper through the year.

"Mr. Lyman's second proposal is indefinite in one respect, in that it says nothing as to what is to be the guiding principle in the quarterly readjustment. Is the price to be based on the spot market or will the \$4.50 price rule unless there is an increase in the production costs?"

"I assume the latter to be the intent of the proposal. Otherwise publishers might as well be in the spot market.

"There is a question as to the ability of the International to make a reasonable profit at the Federal Trade price, on the present production cost, but it should not go beyond \$4.50 unless there is a further increase in the cost of production.

"I can add nothing to what I have already said as to conservation, except that it is important that all newspapers in each competitive territory co-operate to save newsprint. Each publisher must consider his own competitive conditions and he must be guided not altogether by what he prefers to do, but largely by what competitive conditions make it necessary for him to do. Nothing can be accomplished in the way of conservation unless there is a spirit of give and take and of co-operation in each competitive area."

Must Pay War Quota

OTTAWA, ONT., Nov. 12.—The Ontario Paper Company, of Thorold, owned by the Chicago Tribune, is being required by the Paper Controller to pay its quota of news print demanded by the Cana-

dian Government for domestic publishers' use during the war. The company had questioned the right of Canada to compel an American privately owned mill, making paper for itself only, to furnish material to Canadian publishers. Last month, Paper Controller Pringle informs EDITOR & PUBLISHER, the company supplied 100 tons of paper.

PENNSYLVANIA DAILIES TO RETRENCH

Newsprint Crisis Causes Special Meeting at Harrisburg—Higher Ad Rates and No Returns Seen as Solution

[BY TELEGRAPH.]

HARRISBURG, PA., Nov. 12.—That daily newspapers face one of the most serious crises in the history of journalism was the consensus of opinion of Pennsylvania editors and publishers who met here today at the call of the president of the Pennsylvania Associated Dailies, E. J. Stackpole, of the Harrisburg Telegraph, as a result of the scarcity of news print.

"A policy of retrenchment and conservation must be adopted if the newspapers are to continue," said Mr. Stackpole, in opening the conference. "On all sides I have heard the same story—that of no paper, and of impossible increases in the price of the available supply.

"There is but one thing for the publisher to do, and that is to cut down the size of his paper, and reintroduce the war economies which he practiced until the armistice last year. We are now facing an even more serious shortage than we did at that time, and yet many publishers are going ahead with the idea that they must accept every inch of advertising offered and put out huge papers.

Larger Papers Biggest Sinners

"The larger papers of the country are continually advising conservation, and at the same time they are themselves putting out 40-page morning editions, huge Sunday editions, and in many other ways using up precious paper which must be saved if we are to tide ourselves over the present crisis.

"There is no doubt that the paper manufacturers are doing the best they can to supply paper, but there is also no doubt that there is gouging in certain localities, and this must not be countenanced."

C. J. Smith, of the Allentown Item and Democrat, said that he has been studying conditions in the news print situation and finds them infinitely discouraging.

"I have several paper contracts which will run out this year at the old price per pound," said Mr. Smith, "but I am certainly at a loss as to where I shall be next year. The paper makers have refused to guarantee anything."

Several publishers said that in numerous instances newspapers have been forced to merge in order to continue publication, and it was the opinion of many of the men who met today that this may be the only solution in the smaller communities.

The question of advertising rates as an important factor in the conservation situation was also taken up, some of the delegates to the conference remarking that advertising rates have progressed less than any other commodity offered to the public, and that rates must increase if newspapers are to continue. Very little hope was held out of reduction of news print rates.

A. Nevin Pomeroy, publisher of the

Chambersburg Repository, and one of the oldest newspaper men in the central part of Pennsylvania, said that unless some sort of relief is obtained by the smaller publishers it was inevitable that many of them will have to suspend publication, and possibly go out of existence altogether. Mr. Pomeroy was one of the strongest advocates of a more reasonable conservation, saying that there was no point in deluging the public with 20- and 30-page papers now, when the serious shortage may force them down to eight, ten and twelve pages later. A little judicious retrenchment at this time will preserve the quality of the newspapers.

J. G. Humes of the Altoona Mirror, expressed the feeling of the entire conference when he said that if we do not adopt the economy which we are so strongly urging to others through our columns, we will find ourselves in the ridiculous position of being unable to serve the very persons to whom we were urging such excellent advice.

Returns Must Stop

The system of returns, as taken up again by several of the larger Pennsylvania newspapers since the signing of the armistice, was scored as wasteful and unnecessary, and wartime rules in paper conservation were urged in order to alleviate the present vital condition.

Summarizing the results of the conference this afternoon, President Stackpole said that the publishers were resolved that the only remedy will be the cutting down in the size of the paper, radical advance of advertising rates, and increases in the production of news print, which do not appear very likely at this time.

At the conclusion of the conference resolutions were adopted and officers elected for the coming year. Although E. J. Stackpole of the Harrisburg Telegraph, who was instrumental in the organization of the Associated Dailies some years ago and who has since been president, was urged to accept the office again, he declined to do so and C. O. Long of the Chester Times was elected president.

Other elections were as follows:

First vice-president, George J. Campbell, Daily Law Bulletin, Pittsburgh; second vice-president, W. L. Taylor, York Dispatch; treasurer, W. L. Bender, Pottstown News; secretary, Wilmer Crow, Harrisburg.

New Committees

Executive committee: J. H. Zerbey, Pottsville Republican, chairman; C. N. Andrews, Easton Free Press; R. P. Haggood, Bradford Star; E. R. Stoll, Pittsburgh Newspaper Publishers' Association; M. L. McLean, Philadelphia Bulletin; E. J. Stackpole, Harrisburg Telegraph; John L. Stewart, Washington Observer & Reporter; A. Nevin Pomeroy, Chambersburg Repository; J. G. Humes, Altoona Mirror; A. B. Schropp, Lebanon News; John W. Rauch, Reading Eagle; J. R. Gilbert, Lancaster Examiner; C. J. Smith, Allentown Item.

Among the resolutions adopted were the following:

Declaring the daily and weekly newspaper publishers as opposed to the dissemination of social and political matter by the foreign language press and commending the Governor of Pennsylvania and the state legislature for repealing the statutes requiring the advertising of sheriffs' sales in German newspapers;

Recommending uniformity in circulation prices, so that two-cent

Cartoonist Tuthill Has Arrived

We began releasing Tuthill's new 6-column strip comic, "Home Sweet Home," on October 27. In the short intervening time we have placed the new feature with a list including some of the best papers in the United States.

Seldom, if ever before, has a new comic strip achieved such immediate success.

Tuthill's humor is irresistible because it is absolutely true to life. Further, it maintains an unfailing standard that insures lasting merit.

Ask us for proofs and a quotation.



Evening Mail Syndicate

25 City Hall Place

New York

dailies can charge 12 cents a week and \$6 a year, and 3-cent papers 18 cents a week and \$9 a year;

Condemning the practice of selling newspapers under false pretenses and at subscription prices lower than the cost of news print for the purpose of carrying on unfair and injurious competition and building up temporarily circulation for private organs under the guise of real newspapers;

Recommending to Pennsylvania publishers that, in view of the present news print situation, two-cent prices be raised to three cents, that advertising rates be increased at least one-third, that costly and expensive supplements be eliminated, special editions omitted, miscellaneous news matter curtailed, all free copies be cut off and no return by agents of unsold copies be accepted;

Condemnation of general strikes where arbitration has been refused;

Declaring confidence in President Wilson and state governors, and pledging the support of the Pennsylvania Editorial Association in the maintenance of law and order.

Among those present were:

C. J. Smith, Allentown Item and Democrat.
Charles K. Long, Chester Times.
A. Nevin Pomeroy, Chambersburg Repository.

Morris Lloyd, Chambersburg Public Opinion.
A. B. Schropp, Lebanon News.
J. H. Zerby, Pottsville Republican.
E. J. Stackpole, Harrisburg Telegraph.
G. J. Campbell, Pittsburgh Daily Law Bulletin.

M. W. Naill, Hanover Herald.
S. W. Reynolds, Philadelphia.
W. L. Jones, Olympian Gazette.
G. W. Kuzman, Reading Telegram-News.
J. G. Humes, Altoona Mirror.
W. L. Taylor, York Dispatch.
C. L. Drake, Stroudsburg Times-Democrat.
C. H. Bressler, Lockhaven.
John L. Stewart, Washington Observer and Reporter.

J. R. Gilbert, Lancaster Examiner.
E. W. Gray, Dubois Courier.
George W. Wagonseller, Middleburg.
E. L. Freeland, Beaver Daily Times.
T. R. Williams, Pittsburgh Press.
Howard Reynolds, Quarryville Sun.
John G. Zook, Laititz Express.
C. N. Andrews, Easton Free Press.
W. L. Taylor, York Dispatch.
W. L. Thompson, Carlisle Sentinel.
John Rauch, Reading Eagle.

CHICAGO PAPERS ACT TO CUT ADVERTISING

Tribune and Daily News Notify Advertisers That Space Must Be Reduced, to Work Least Hardship.

(BY TELEGRAPH)

CHICAGO, Nov. 12.—Beginning with to-day's issue, in addition to restrictions heretofore found necessary, The Tribune announces it is compelled to limit space available for advertising in order to accomplish essential newsprint saving. Until the end of November no more foreign business will be solicited.

Restrictions are applicable to all advertisers, both classified and display. To make possible fair allotments of space, no display advertisements will be accepted for publication in the following day's issue after five-thirty in the afternoon. The size of daily issues hereafter will not exceed the average of thirty-two pages and size of Sunday issues be curtailed fifteen per cent.

A letter sent by The Tribune to-day to all advertising agencies and to a list of regular display advertisers, urges them to limit the size of their future copy "so as to assist us in meeting this unusual situation in a way that will work the least hardship on all concerned."

The Chicago News to-day sent special delivery letters to all advertising agencies and regular display advertisers, signed by Advertising Manager John B. Woodward, as follows:

"We earnestly request your co-opera-

tion to reduce the volume of advertising offered the Daily News until December twenty-fifth, if possible. Please cut all pages planned within this period to half pages, which will have one hundred per cent. better chance of getting into the paper as scheduled than full page copy.

"We intensely dislike to leave any advertisement out of the paper entirely, but fairness to all advertisers frequently compels this course in the case of full page copy, when smaller copy could be handled without unfairness to any.

"Please let us know at once if we can depend upon you to reduce all schedules to the minimum of space requirements during this period."

PRICE WILL PRODUCE MORE NEWS PRINT

Capacity of His Mills Will Be Raised to 800 Tons Daily by New Canadian Plant

(BY TELEGRAPH.)

MONTREAL, QUE., Nov. 12.—Sir William Price, head of Price Bros. & Co., announces that a new paper mill will be built by his firm. The company at present manufactures nearly 300 tons per day.

In an interview Sir William Price said: "My board has definitely decided to start work without delay on a large news print mill in the Saguenay district, with a capacity of between 400 and 500 tons. Work has already been started on the necessary water power

and by May of next year, construction of the mill will be under way.

"A further machine is now being erected in our Kenogami mill. This machine would have been working now had it not been for the strikes in England. This brings our present output up to 270 tons or, including Jonquiere, 325 tons per day of paper and board, in addition to sulphite pulp.

"When our new plant is operating our total output of paper and board will be in the neighborhood of 800 tons per day.

Keystone Publishers Call Meeting

The first of the regional meetings suggested by the A. N. P. A. will be held November 20 in the William Penn Hotel, Pittsburgh. John L. Stewart publisher of the Washington (Pa.) Observer and Reporter, who is president of the Western Pennsylvania Associated Dailies, has called a meeting of his association and of all daily newspaper publishers in the state west of and including Altoona, in conjunction with the Publishers' Association of Pittsburgh, called by T. R. Williams of the Press. The meeting will start at 1:30 p.m.

Will Merger Editions

The New Yorker Staats-Zeitung and the New Yorker Herald are negotiating for a merger of two editions, but the particular editions to be discontinued have not been decided upon. The date it will go into effect has not been decided.

The Detroit News is limiting its size to a 40-page daily average for the week.

MUST ENCOURAGE PAPER MANUFACTURE

BY J. H. ALLISON

President Southern Newspaper Publishers' Association

(Telegraph from Fort Worth, Tex.)

"I have just received my copy of EDITOR & PUBLISHER setting forth the International Paper Company's sales policy for 1920.

This is no time for idle prattle on the part of publishers. Every economy must be practiced.

"While the International Paper Company's proposition is couched in pleasant language, it simply amounts to its taking advantage of the present situation. If the publishers have gained any advantage through the courts they are asked to waive them under threat of high prices at best or possible suspension by not being able to obtain any newsprint at all.

"It is unfair and unjust for the International Paper Company to take advantage of the publishers at this time and will not make for the best feeling among their customers.

"The International Paper Company has lived and thrived from the newspaper publishers for these many years and now because it has the advantage, it should not allow itself to be placed in the light of wanting to put some publishers out of business entirely.

"The publisher also has an obligation and can greatly relieve the present acute situation.

"The duration of high prices will continue until publishers earnestly and collectively take steps to reduce tonnage, by setting the maximum number of pages daily and Sunday; making no further attempts to increase circulation; setting a minimum for percentage of advertising, say at least sixty per cent. and cutting down the size of heads.

"Meet the loss in volume of advertising and the increased cost of paper, la-

bor and materials by increasing advertising rates and subscription prices, as I suggested in previous communications, and do not fear to show a loss in circulation and inches of advertising carried.

"This can only be accomplished by local co-operation and is a definite duty for the newly created Southern Newspaper Publishers' Association's Committee of Conservation and Conciliation.

"The large publishers owe their fellow publishers some consideration. Reduction in the number of pages carried by them will enable the smaller papers to secure sufficient tonnage to publish and it is their duty to do so.

"During this shortage, no paper should be shipped out of the United States, except to Canada. If necessary, recourse should be taken to the U. S. Government along these lines and an effort made to conserve our forests for the use of our own peoples.

"Publishers should make plans to encourage new paper manufacturers to enter the market. In the manufacture of newsprint, as with all other commodities, the law of supply and demand controls and if the supply is insufficient it must be increased.

"It takes two years to build new paper mills, so immediate plans should be made, capital interested and the support of the publishers assured, so that sufficient tonnage may be obtainable in short time.

"The publishers of the United States will not sit supinely by and allow their interests to be injured.

"Let me urge particularly all Southern publishers to give this problem their best thought and their determined and quick action."

DISCUSS COURT RULING AND 1920 PRICES

Lively Topics of Chat Around Waldorf—Report Great Northern Will Sell at Four Cents a Pound

Conversation on the paper situation prior to the A. N. P. A. convention centered chiefly about the refusal of the United States circuit judges of the second circuit, sitting as arbitrators in the appeal of the publishers to reopen the discussion of news print prices for May, June and July, 1918, and the letter of the International Paper Company on its 1920 prices and sales policy.

The court's decision is universally accepted as final and publishers have turned their attention to assuring themselves of sufficient news print for the rest of this year and for 1920 at the best possible prices.

No confirmation could be secured of a persistent rumor that several large customers of the International Paper Company had signed contracts for next year's paper at no fixed price, but it was definitely stated both by publishers and by officials of the International Paper Company that an order issued during October absolutely dropping many smaller customers for 1920 news print had been rescinded at the request of the A. N. P. A. and S. N. P. A., which determined upon such action at their meeting, recently reported in EDITOR & PUBLISHER.

All customers of the Great Northern Paper Company will be supplied during 1920 the same amount of paper that they used this year. It is generally understood that the price is \$80 a ton, although Great Northern officials would not confirm this figure.

Other paper companies supplying large tonnage of news print told EDITOR & PUBLISHER that they have not yet determined their 1920 sales policy of price, pending negotiations with their sources of raw material. These include the Spanish River Pulp & Paper Company, Perkins-Goodwin Company, Whitaker Paper Company and Seaman Paper Company, which distributes the product of the Remington and other mills.

PATTERSON HEADS PAPER

Business Manager Made President of Baltimore Sun

BALTIMORE, MD., Nov. 13.—After six years as business manager of the Baltimore Sun, Paul Patterson has been elected president of the A. S. Abell Company, publisher of the Sun, by the board of directors, to fill a vacancy that has existed for several years.

William F. Schmick, advertising manager of the Sun, succeeds Mr. Patterson as business manager and will also act as secretary of the company.

Joseph A. Blondell was elected treasurer and assistant secretary, and J. H. Adams and Frank R. Kent continue as vice-presidents and editor and managing editor, respectively.

A. P. Chiefs to Go Abroad

Melville E. Stone, general manager of the Associated Press, will sail for England on November 29. The purpose of his visit and its length could not be learned. Harold Martin, who has been in charge of the Associated Press clients in Latin America, will leave for a tour of South America shortly. The Associated Press Service Bulletin will be published monthly beginning November 15.

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