



EDITOR & PUBLISHER



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

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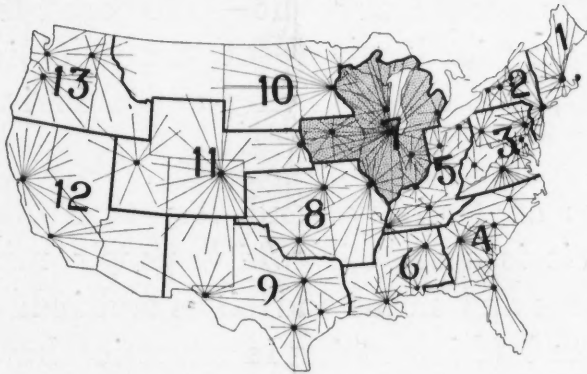
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NEW YORK, THURSDAY, MAY 15, 1919

Vol. 51. NO. 50

To Help Publishers Sell More National Newspaper Advertising



This nation of 100,000,000 people cannot be handled efficiently from a sales standpoint until it is broken up into sections. Every large organization purporting to cover the entire United States finds branch houses, district managers, sales territories, etc., absolutely imperative. With population equal to that of a dozen European kingdoms and vast distances, it becomes elementary common sense to break the United States up into a number of logical merchandising units such as are shown on the map.

This map pictures how each of these jobbing zones, and therefore the entire United States, can be covered by advertising in the forty-eight cities indicated, using newspapers with radiating circulation. The last four columns of the tabulation below prove that metropolitan newspapers cover the territory OUTSIDE the cities in which they are published even better than this territory is covered by any magazine.

No jobber can sell the Chicago grocer but the Chicago jobber. No jobber can sell the San Francisco grocer but a San Francisco jobber. The grocers of Vinton, Iowa, are sold by jobbers from Chicago and from Iowa cities, but seldom by New York jobbers. The grocers of White Pigeon, Michigan, are sold by jobbers from Michigan and from Chicago, but never by jobbers from Philadelphia.

These are obvious merchandising axioms. One would think that his everyday knowledge of their truth would inspire every advertiser to adopt the corollary of *localized advertising effort*. But even the *best merchandising* must be *SOLD*, and it is largely the fault of newspaper publishers that millions of dollars are going into magazines each year instead of into newspapers. Many newspapers are not furnishing the *facts* necessary to sell their space for national advertising—and every weak link weakens the whole chain.

It took The Tribune months to secure and compile the data on this page, and even now the proper merchandising information which every newspaper should have immediately available concerning its territory is sadly lacking. Have you mapped and charted your "country" circulation? Do you *know* the jobbing facts about your territory?

A discussion of the Zone System of Merchandising and Advertising is contained in the 1919 BOOK OF FACTS which The Tribune will be glad to send free on request.

	NO. OF CITIES	FAMILIES IN CITIES	FAMILIES OUTSIDE	MORNING NEWSPAPERS	CIRCULATION	GROSS RATE MORNING	EVENING NEWSPAPERS	CIRCULATION	GROSS RATE EVENING	SUNDAY NEWSPAPERS	CIRCULATION	GROSS RATE SUNDAY	SUNDAY CITY CIRCULATION	FAMILIES PER NEWSPAPER IN CITIES	SUNDAY OUTSIDE CIRCULATION	FAMILIES PER NEWSPAPER OUTSIDE CITIES
Zone 1....	1	514,823	916,504	2	597,598	.55	1	220,771	.20	2	693,367	.70	423,964	1.214	268,082	3.415
Zone 2....	4	1,818,774	825,504	7	1,206,067	2.03	5	1,193,283	1.53	8	2,131,744	2.64	1,454,665	1.25	667,463	1.238
Zone 3....	6	1,260,697	1,649,047	9	703,808	1.46	7	948,897	1.36	12	1,404,994	2.41	966,171	1.305	422,477	3.905
Zone 4....	5	215,275	1,338,257	5	154,547	.39	1	59,017	.08	6	268,413	.425	137,657	1.61	128,967	11.376
Zone 5....	6	723,176	1,213,420	7	941,594	1.15	4	329,479	.705	9	862,403	1.565	505,953	1.429	346,592	3.501
Zone 6....	3	369,762	852,910	3	125,037	.29	2	120,364	.20	5	302,162	.605	218,094	1.695	81,263	10.742
Zone 7....	5	1,201,200	2,148,605	5	759,436	.94	5	644,883	.75	7	1,348,629	1.67	835,525	1.438	490,331	4.382
Zone 8....	3	372,841	1,463,566	3	459,026	.6075	2	377,225	.5475	4	789,973	1.15	408,138	.911	379,340	3.858
Zone 9....	4	134,730	833,209	4	171,601	.42	2	83,685	.25	6	324,585	.72	194,516	.693	126,306	6.597
Zone 10....	3	187,975	645,681	3	160,064	.21	3	512,062	.38	4	366,164	.56	173,286	1.085	187,131	3.449
Zone 11....	3	156,760	411,655	4	155,357	.245	4	232,810	.335	6	419,198	.635	203,457	.77	209,050	1.969
Zone 12....	2	350,000	310,187	4	413,507	.785	4	741,486	1.22	3	396,980	1.22	396,980	.7	233,438	1.329
Zone 13....	3	230,000	329,707	3	155,091	.37	2	135,707	.25	5	358,294	.725	229,728	1.001	119,507	2.759
TOTAL	48	7,536,010	12,911,315	59	6,489,755	9.4475	38	4,858,183	6.5875	78	10,011,412	15.025	6,148,134	1.226	3,659,947	3.528

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Why "Ohio First"

EDITOR & PUBLISHER is sometimes asked why the Ohio newspapers, in their cooperative advertising in these pages, cling to the slogan—"Ohio First."

Ohio publishers are able to enumerate a tremendous list of reasons. Perhaps the dominating one is this:

If a product will appeal to the people of any "typical American state" it will appeal surely and strongly to the people of Ohio—who consider themselves in all essential respects the "typical" people of the republic. They are American in stock, traditions, manner of living and thinking and serving.

The state has 40,760 square miles of territory—and less than 700 square miles of it is waste land. Thus it is a state in which people may LIVE—nature formed its terrain for homes and farms and cities and industries; while normal living, Americanism and a high rating in education have made its people progressive, prosperous and appreciative of the finer things of life.

If a national advertiser desires to test the appeal of a new product to AMERICANS he may make the test conclusive by starting his campaign of distribution and advertising in Ohio. If Ohio buys—and Ohio WILL BUY if the product is right—the nation will buy.

Ohio thus stoutly claims the distinction of affording a reliable PROVING GROUND for a national advertising campaign—and the daily newspapers listed below are of the sort that have helped to place "Ohio First" among the major markets:

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	32,807	.05	.05	Dayton News (S)	28,216	.035	.035
Akron Times	21,517	.03	.03	Lima Daily News (E&S)	11,710	.0265	.0207
Athens Daily Messenger.....	8,712	.02	.02	Lima Republican Gazette (M&S) ..	10,008	.0143	.0143
Canton News (E)	13,636	.03	.03	Marion Daily Star (E)	9,664	.02	.02
Canton News	9,571	.03	.03	Newark American-Tribune (E)	6,380	.0128	.0128
Chillicothe News-Advertiser.....	3,055	.00714	.00857	Piqua Daily Call (E)	4,010	.0115	.0115
Cincinnati Enquirer, 5c (M&S).....	55,504	.12	.12	Portsmouth Daily Times (E&S)...	11,818	.025	.025
Cleveland Plain Dealer (M).....	168,000	.24	.24	Springfield News (E&S)	13,550	.025	.025
Cleveland Plain Dealer (S).....	208,000	.27	.27	Toledo Blade (E)	81,897	.15	.13
Columbus Dispatch (E)	81,656	.115	.105	Youngstown Telegram (E)	21,735	.05	.05
Columbus Dispatch (S)	71,164	.115	.105	Youngstown Vindicator (E)	23,685	.05	.05
Columbus (O.) State Journal (M) ..	54,195	.10	.09	Youngstown Vindicator (S)	19,065	.05	.05
Columbus (O.) State Journal (S) ..	54,195	.10	.09	Zanesville Signal (E)	11,809	.025	.025
Dayton News (E)	36,652	.055	.055				

Government statements October 1, 1918.



Write or Wire

THE NEWSPAPER ENTERPRISE ASSOCIATION

Cleveland, Ohio

(A Service, Not a Syndicate)

Typical Homes in the "City of Homes" Philadelphia

The Third Largest Market in the United States



"THE City of Homes" stands first in the United States in the number of dwellings owned by their occupants.

*Half a million Philadelphians are shareholders in about 1200 Building and Loan Associations.

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports the number of dwellings within the city limits to be as follows:

2 story	250,000
3 story	135,000
4 story or more.....	7,000

Total dwellings 392,000

The great mass of these dwellings are occupied by one family only, and most of these families live along the ideal American plan—home cooking, home comforts, home pleasures; in fact, the Philadelphia wife and mother is an all-round housekeeper and home maker.

The average Philadelphia dwelling is of brick construction, has a comfortable porch and neat grass plot in front, and a modest garden or open yard in the rear. Most of the two-story houses contain from six to nine rooms and bath, the three-story houses average nine to twelve rooms, one or two baths, and many of all sizes have a laundry in the basement.

Over three million people live in the Philadelphia metropolitan district.

What proportion of this concentrated demand for furniture, musical instruments, apparel, foods, household goods and supplies will go into the stores of Philadelphia and ask for your product or brand?

Dominate Philadelphia

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

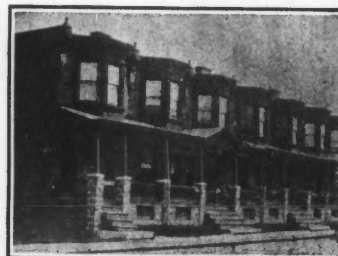
The BULLETIN

Net Paid Average for April

445,920

Copies a Day

*1/7th of all B. and L. Associations in the United States are in Philadelphia.





EDITOR & PUBLISHER



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Vol. 51

NEW YORK, THURSDAY, MAY 15, 1919

No. 50

NEW YORK PUBLISHERS' EXPENSES INCREASE \$2,100,000 BY WAGE RAISES TO PRINTERS

Arbitrators Grant I. T. U. Members \$9 a Week and Pressmen \$6—Refuse to Consider Enormously Increased Costs of Production—Arguments Disclose Interesting "Inner" Details of Metropolitan Newspaper Publishing—Machinists Demand \$10 a Day

THE publishers of New York City daily newspapers have had approximately \$2,100,000 added to their expenses for the next year by labor arbitration awards of a \$9-a-week increase to their International Typographical Union employes and of \$6-a-week to their pressmen, members of the Web Pressmen's Union.

F. J. Deering, business representative of the International Association of Machinists, District Lodge No. 15, wrote the publishers' Machinists' Committee, May 10, requesting them to arrange for a conference.

Machinists Demand \$10 a Day

The meeting was held Tuesday afternoon, at which the machinists made a request for an increase of wages from \$7.20 per day to \$10 per day.

The publishers' committee declined and merely advised the machinists to submit their suggestion in writing, so that it may be discussed at the next publishers' general meeting.

The machinists are working at present on an award rendered by the National War Labor Board on January 15 last. At that time, machinists were getting \$36. They asked \$48. They were offered \$39.84. They refused to consider anything less than \$48, stating that "outside" machinists were getting \$43.20.

Newspaper machinists were awarded at that time the same wages as "outside" machinists—\$7.20 per day. The award took effect on October 15, 1918, and was to continue during the duration of the war, excepting as either party might reopen the case on May 1, 1919, which the machinists are now trying to do.

Frank R. Morrison, secretary of the American Federation of Labor, was the arbitrator in the I. T. U. case, as mutually agreed upon by employers and employes. He awarded the printers the full demand of \$9.

Printers' Award

This award alone will increase the payroll of newspapers \$1,250,000. It is retroactive as of April 1 and will be in effect to March 31, 1920. An equivalent increase is made to all union men employed on a weekly basis. In his award, Mr. Morrison also granted a bonus of \$1.81 extra men working Saturday and Saturday nights; though he decided against the Union in the demand to be paid double time instead of time and a half for overtime. The award provides that all union members employed on morning newspapers shall receive not

less than \$46.50 a week for an eight-hour day which includes a luncheon period of ½ hour. Members employed on evening papers shall receive not less than \$43.50 per week.

What Pressmen Get

The arbitrators in the pressmen's case consisted of A. B. Kreidler for the Pressmen, Louis Wiley for the Publishers and Dr. Charles Stelzle representing both sides. In the vote of the arbitrators, Mr. Wiley dissented. In this way the arbitration board awarded the pressmen an increase of \$6 per week. An interesting point in connection with the controversy is that the pressmen offered to settle for \$3 per week before going to arbitration. The publishers declined the proposition. The arbitrators gave the pressmen double the amount. The decision is in force as of March 1, 1919.

The pressmen asked that the minimum rate of wages should be \$4.75 per day or night for all jurors, with 50 cents extra for Saturday night. This award gave the juniors \$4 a day and 50 cents extra, for Saturday night. Hitherto the minimum rate of wages for juniors has been \$3.25 a day or night for all juniors who have served one year or more, and \$2.75 per day or night for all other juniors, except Saturday nights, when all juniors received \$3.50.

The pressmen asked that at least eight hours should intervene before men could be called back on any publication at regular time, and that in cases where the men were called back before eight hours had elapsed, all intervening time should be paid for at night overtime rates.

Sunday A. M. Editions

The arbitration board continued the present arrangement, under which evening newspapers with Sunday morning editions and "foreign" publications may continue evening men at work on Sunday morning issues at the regular Saturday night scale, provided that a period of at least four hours elapsed between the two shifts.

The members of Web Pressmen's Union No. 25 received \$25 a week in 1916, \$33 a week from then until March 1, and will receive \$39 a week under this award.

The pressmen also contended that all holidays should consist of 24 hours and should be paid for at double regular rates. On the point the arbitrators ruled:

"The pressmen contend that the men working nights should have the same privileges and

should be paid the extra compensation when required to work on any regular holiday that is paid the men working during the day.

"The pressmen are reminded that when about half a dozen years ago they were receiving double time for holidays they themselves voluntarily relinquished the double-time payment on condition that the publishers gave them an increase in wages. This the publishers did. Furthermore, it would not be wise nor fair to grant one union in the newspaper industry a special privilege which was not enjoyed by any other branch of the industry.

"Therefore, it is decided that legal holidays shall consist of Fourth of July, Thanksgiving Day, Christmas Day, New Years Day, Labor Day and Election Day, which days shall be paid at double the regular scale, except that this does not apply to the regular morning paper shifts—from 12 midnight to 8 a. m., or from 6 p. m. on Saturday to 5 a. m. Sunday.

"On Sundays between 5 a. m. and 6 p. m. time and one-half shall be paid and between 6 a. m. and 12 midnight double time shall be paid. When any of the above holidays falls on Sunday, double time shall be paid only on the day observed."

In presenting their opposition argument to the arbitrators in both I. T. U. and Pressmen's cases, the publishers furnished evidence to show that the cost of living, which the unions contended had increased 70 to 79 per cent. in the past five years, was coming down; also on the steadily increasing expenses they are under in getting newsprint paper and all other kinds of supplies and equipment.

Don C. Seitz of the World presented the publishers' argument in the pressmen's case, and Victor H. Polachek of the American did likewise in the printers' dispute. Formal supplementary briefs were also filed with the arbitrators.

The publishers' defense disclosed many "inside" details of metropolitan newspaper expenses that are not generally known. Extracts from their argument follow:

Newsprint

"The Union contends that the cost of newsprint, the great factor in the production of a newspaper, has decreased in the last year, consequently giving greater profits to publishers. The cost of newsprint is a matter of Federal record and the steady rise of the price has been given so much general publicity during the past year and a half that it would scarcely seem to require comment.

"Indeed, the price of newsprint paper mounted so steadily during the year 1918 that as a result of the arbitration agreed upon between the manufacturers and publishers the Federal Trade Commission finally fixed a definite and general price of \$3.75¼ as of July 1. The final price of \$3.75¼, or approximately \$75 a ton at the mills, has been the prevailing price ever since, and is the price today, except in the case of certain of

the Canadian Companies that have dropped to \$73 at the mill and the Great Northern Company of Maine, which charges \$70. There is no prospect of prices lower than these in the near future.

"The manufacturers complain that their difficulties in getting their wood supplies for pulp manufacture are increasing, that the prices of both ground-wood and sulphite pulp, which have wavered a bit in the past few months, are likely to go higher; and that the cost of paper will be affected accordingly.

"If wage schedules are established at rates still higher than those taken into account when the May 1st advance of 13¼ cents was allowed by the Federal Trade Commission, the manufacturers have the right to make a further appeal for a higher allowance based on such increases, and this, of course, would further affect the ultimate price of paper and add another item in the cost that publishers must meet.

"And \$15 more per ton is being paid on Rotogravure paper now than a year ago.

Storage Cost Goes Up

"Aside from the increased cost of newsprint to publishers and the unsatisfactory railway transportation, which is equivalent to an increase of cost, the price of pier storage has been raised by the Government so that what formerly cost publishers 6 cents per 100 on the 30th day now costs 85 cents per 100,—a pier storage price so prohibitive that publishers are compelled to increase their storage capacity elsewhere. Not only is the pier storage rate increased abnormally, but the United States Railroad Administration has put in a rule, effective April 16, whereby railroads will not permit delivery of paper from piers after 5 P. M., which rule involves another boost of expense, in that an extra shift of paper handlers will be required to unload, within the prescribed time, sufficient paper for daily requirements.

"Only a week ago, 11 paper manufacturers met in conference representatives of labor unions from all over the United States, who are employed in paper mills, to discuss an increase of wages. A wage scale for mills was agreed upon May 1, 1918. Later an increase was proposed to take care of the greater cost of living. Accordingly, the wage scale was revised last September.

"The agreement then was to endure until six months after the signing of

(Continued on page 37.)

COFFEE DEALERS HAVE \$1,000,000 TO ADVERTISE THEIR DRINK

Will Not Allow Tea Interests to Monopolize People's Favor When Land Goes Dry—Majority of Space Will Be Used in the Newspapers.

A CIRCULAR just issued by the "Joint Coffee Trade Publicity Committee" and sent to coffee retailers throughout the country announces the beginning of an advertising campaign which will continue over a period of at least four years and will cost \$1,000,000.

Newspapers will be used exclusively in the opening part of the campaign, which is already under way and will last until the middle of June. Liberal space will be used in 306 newspapers, located in 182 leading cities and, of course, reaching a large area outside of those cities.

Fund of a Million Dollars Is Available

By the middle of June the magazine advertising will begin to appear and will continue until fall, when another newspaper campaign will be undertaken. The total circulation of the newspapers which are being used is 16,000,000. The magazine schedule will be arranged on an every-other-month basis, with half-page spaces.

The preparatory work of the campaign has covered a period of four years, or since the time that coffee growers in Brazil were persuaded that they ought to raise a fund to promote the sale of their product in this country.

The Sociedade Promotora de Defesa do Café at that time induced the Brazilian Legislature to place a tax of two cents on every bag of coffee that passed through a junction point in Brazil and the funds collected in this way were turned over to the Sociedade to be spent in advertising. During the war it was not possible to advertise coffee and the fund accumulated until it now amounts to \$1,000,000.

\$250,000 Being Collected

Incidentally, the tax is still being collected at the rate of \$250,000 a year, so the promoters of the campaign are not limited as regards expense or the time it shall continue.

The committee in charge was appointed by the National Coffee Roasters Association and the Green Coffee Merchants and consists of Ross W. Weir, of New York City, chairman; F. J. Ach, of Dayton, Ohio; George S. Wright, of Boston, and William Bayne, Jr., and C. H. Stoffregen, of New York City. The advertising has been prepared and is being placed through N. W. Ayer & Son, Philadelphia and New York.

The committee is making a strong effort to obtain the support of local dealers.

"The prohibition movement affords an opportunity for coffee such as we have not seen before. Our policy is not to take sides in this issue but, nevertheless, to recognize the conditions and take full advantage of them by starting this campaign at once," reads the circular to dealers.

"Coffee for Next Four Years"

"Whether absolute prohibition takes effect July 1 or not, more coffee will be consumed and still more if the coffee retailers use this occasion and this publicity campaign as their opportunity to sell more coffee.

"If you had a shoe store and knew it was going to rain every day for six months you would push rubber footwear for all your were worth.

"Now the American people—many of them in your territory—are going to have the coffee idea put before them constantly for the next four years. Push your own coffee in your own way and the campaign will be a success as far as you are concerned."

Dealers will be supplied with complete portfolios of the newspaper copy for their salesmen.

FLOWERS OMITTED AT FLEET ST. FUNERAL

London Editors Do Not Go Into Mourning for the British Censorship—Last Hours as Painfully Proper as Life It Led

EDITOR & PUBLISHER herewith presents, for the entertainment of its readers, a story, head and all, of merit and sense from the London Evening News on the passing of "damnable" British censorship after an "enfeebled existence."

FUNERAL OF THE PRESS BUREAU NO FLOWERS.

After fifty-seven months of a Mad Hatter life the most erratic department in Whitehall's history is dying. That department is the Press Bureau, and all hope of prolonging its enfeebled existence is given up. At midnight tonight it will be as dead as Little Nell.

Mr. Dilly at the Bedside

Mr. Dilly was at the bedside of the Bureau today, shedding a silent tear and wearing a black tie in preparation for the funeral. His request that no flowers should be sent is to be cheerfully observed. As one interested person remarked, "If the departure of the Bureau were to be a public ceremony people would be throwing dead cats, not flowers."

There was nothing, from poetry to battleships, which the Bureau would not take in hand and make a muddle of; and the general impression, as things went on, was that the Bureau thought it owned the war.

And the impression was that the Bureau thought it could win the war without men. At the beginning its official correspondent on the field was only permitted to write pretty things. The British Army, it appeared from his account, consisted mainly of one chauffeur shaving himself before a piece of broken looking-glass.

When the Audacious was lost and photographs had appeared in the American and German papers, with full accounts, the Bureau was the agency by which the British people themselves were supposed to have been kept in ignorance of the loss—though it was discussed in every club and railway carriage.

The Browning Episode

Then the Bureau sub-edited Browning's "Twenty-nine distinct damnations, One sure, if the other fails," possibly because the Germans might think the Army had twenty-nine methods of fight-

ing; or, again, possibly because the word "damnations" was thought to be coarse. Anyhow, the Bureau substituted the word "different" for "twenty-nine distinct."

A quotation from Chatham was forbidden, too, because the enemy might think it referred to the naval port.

There were many other performances by the Whitehall Mad Hatters, too numerous to mention. The Evening News submitted a letter from a Gallipoli soldier who said it was a damnable disgrace that we had not Conscription, and the Mad Hatters took out the word damnable.

When we said that the British had used gas against the Huns, the Bureau cut it out, though the Huns knew they had been gassed.

As Admiral Sims said in November, the Censorship made rules that covered "the scoundrels and the damned fools."

And even they will not send flowers to the funeral.

Coopers Plan Advertising in Behalf of Barrels

Begin Raising Initial Sum of \$100,000 to Increase the Use of Barrels as Containers

St. Louis, Mo., May 12.—Advertising was decided upon as one of the essentials in the solution of the problem, "How Can the Use of Barrels as Containers Be Increased," which was the principal topic discussed at the annual meeting of the Associate Coöperation Industries of America held here last week.

The lead in this movement was taken by the slack-coöperation group, which is now raising a fund of \$100,000 to be used over a period of three years. A plan for the expenditure of the fund was tentatively outlined by Murray Springer, of the Crosby-Chicago Agency, but nothing definite has been decided upon.

The advertising matter also has been taken up by the tight coöperation group, and it is expected that a large fund will be raised by them. This will be decided at a special meeting of the group to be held in St. Louis within the next few weeks.

Des Moines Officers Nominated

DES MOINES, May 13.—The annual election of the Ad Club has been set for May 27. The nominating committee's selections are: President, Harter Hull and C. A. Baumgart; vice-president, Ivan Coolidge and W. S. Arant; secretary and treasurer, Allan Walker and Fred Wiley; governors: Harry Watts, B. H. Dawson, Chester Cogswell, A. J. Feder, Frank Armstrong, O. E. Kinsey, B. F. Spry, E. N. Hopkins, C. W. Graham and C. E. Corbin.

Glass Denies Attack on N. Y. Call

WASHINGTON, May 10.—Secretary Glass, of the Treasury, sent a letter to the publishers of the New York Call denying that Liberty Loan Workers organized the mob of soldiers, sailors and civilians that attacked the Call offices on May Day. Mr. Glass based his denial on a report of the affair submitted to him by representatives in New York.

Miss Wellers Heads Press League

CHICAGO, May 8.—The Chicago Press League has elected the following officers for the ensuing year: President, Miss Meta Wellers; vice-president, Mrs. Rena Tuthill; treasurer, Mrs. Daniel J. Splane. Delegates to the State Federation will be Miss Mary Tinen and Mrs. Florence Meech.

WILL OPEN \$2,000,000 NEWS PRINT MILL

Minneapolis Tribune Sixth American Newspaper to Establish Independent Source of Supply—Manistique to Have 21,900-Ton Capacity

MINNEAPOLIS, Minn., May 14.—The Tribune will shortly celebrate the opening of its \$2,000,000 news print and pulp mill at Manistique, Mich. Thus the life-dream of the late William J. Murphy, who died several months ago, is about to be realized. The project also includes the ownership of 40,000 acres of pulpwood, which will insure more than half the needs of the mill for the next 30 years.

With its new independent source of paper supply, the Tribune will control its own paper, from growing the wood to delivering it into the hands of readers. The mill will be called the Manistique Pulp & Paper Company. Its power will be furnished by the Manistique River, and it will be able to produce 60 tons of paper every 24 hours, or at the rate of 21,900 tons a year. At present the Tribune's consumption is only 30 tons per day.

The only other American newspapers owning their own paper mills are the Chicago Tribune, the Boston Globe, the New York World, the New York Times and the St. Paul Pioneer Press and Dispatch.

MOVE PLANTS IN BRIDGEPORT

Equipment of Sunday Post and Telegram in New Quarters

BRIDGEPORT, Conn., May 12.—Publication of the Sunday Post and the Telegram yesterday and today, respectively, was accomplished under considerable difficulties. The entire composing room was moved from the Post Building, in Cannon street, to the new home of the Post Publishing Company, in Middle street, a distance of four blocks, between Saturday noon and midnight Sunday. The business and editorial and advertising departments will not move before July.

The Cannon street building became the home of the Post in 1892. In it the Sunday Post was born. With the merging of the Telegram and Post several years ago it became also the home of the Telegram. Now all three papers are to be issued from the Middle street address.

INLAND MEETING MAY 20

Every Member Expected to Bring Problem That Puzzles Him

CLINTON, Ia., May 9.—Will V. Tufford, of this city, secretary of the Inland Daily Press Association, announces that the May meeting of the I. P. A. will be held May 20, in Chicago, at the Hotel La Salle. Mr. Tufford says:

"Each member is expected to bring to the meeting the problem that is puzzling him most and have it threshed out by some of the members who may have had to solve it before, or take counsel with all, and thus get the help desired. In fact, it is to be an old-fashioned Inland meeting, with all the new ideas two years have brought."

Kansas Publisher Will Build

INDEPENDENCE, Kan., May 12.—Clyde H. Knox, publisher of the Reporter, has purchased ground and will erect a modern newspaper plant.

SUMMARY OF PEACE TREATY LONGEST RELEASE BY TELEGRAPH OR CABLE IN HISTORY

Unprecedented Feat Accomplished Without a Hitch by Division of Foreign Press Cable of Committee on Public Information—Perry Arnold and Staff Worked Day and Night—Furnished Newspapers with Maps when Official Courier Got Lost



Photo by Curtis—Especially for EDITOR & PUBLISHER.

THEY HANDLED THE LARGEST CABLE RELEASE STORY ON RECORD

Standing—W. C. Garner, Elbert Severance, R. J. Rochou, Murdoch Pemberton, Perry Arnold (director), Louis T. Rochou, Harry Vogt, R. R. Reilly.
Sitting (left to right)—Louise Jacquin, Irene Harvan, Ursula Connolly, Margaret Marcotte.

WHILE Uncle Sam's millions of nieces and nephews, in big cities and little ones, from the Gulf to the Great Lakes, and between two oceans, were reading simultaneously the terms of the peace treaty sent here from France the other day, a score or more of men and women in Uncle Sam's employ at 44 Whitehall street, New York City, were ready to drop from exhaustion after having made this possible, but they were jubilant, withal, because—

"Folks," said Perry Arnold, who had

been boss of the job and who is known officially as acting director of the Division of Foreign Press-Cable of the government's Committee on Public Information, "I want to congratulate you on making possible a feat that only newspaper people will understand or appreciate.

"It is this. We have put over without a hitch the longest single newspaper 'release,' either by telegraph or cable, in newspaper history."

Perry Arnold ought to know. He was fourteen years with the United

Press, as reporter, news manager, general manager, and foreign editor. Because of his wide experience the Government picked him out to run this end of the press cable service while Walter S. Rogers handled the other end at the peace conference.

Just before he announced to his associates the "longest newspaper release in history," he had looked at the standardized clock on the wall of his office, which had been set that morning in accordance with Greenwich time, saw that it registered precisely 1 p. m., and spoke

into a telephone mouthpiece the one word:

"Release!"

Two of his staff who held other telephone instruments did precisely the same thing, and the order was carried over three wires to the New York offices of the Associated Press, the United Press, and the International News Service, where three men, holding receivers to their ears were waiting for it. These men held sealed envelopes containing the story of the peace treaty,

(Continued on Page 36)

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. SEMI-ANNUAL MEETING

Returns to Cleveland After Four Years—Will Introduce Innovations

THE A. N. A. holds its semi-annual meeting in Cleveland, Ohio, at the Hotel Statler, on May 22, 23 and 24—Thursday, Friday and Saturday. The last time the A. N. A. met in Cleveland was in March, 1915. It will be interesting, after the forthcoming meeting, to make a comparison between the gathering of 1915 and that of 1919, just to see what progress has been made in the meantime.

That some prophecies made in 1915 have not been fulfilled will probably be readily apparent; and ideals then enunciated have not materialized. It will be evident, no doubt, that many things have worked out differently to what was expected.

But there will be one thing so evident that it cannot be gainsaid to the smallest extent: in the last four years the A. N. A. has gone far on the road to realizing the hopes of its founder. Today, having come through many difficulties, and having forded many "rivers of doubt," it is not only strong and competent and well-found; it has found itself, and its work is 100 per cent constructive.

The A. N. A. is so strong and so sure of itself that it does not have to look around for opportunities to perform stunts of a sensational character. Every so often someone says something to the effect that if the A. N. A. would just wake up and take a slash at something that someone thinks should lose a limb or a head, so to speak, everyone even remotely concerned would get up smiling next morning, we would all proceed to live happy ever after, and the A. N. A. could strut around with a halo and a smirk, saying, "Alone I done it."

LINDLEY MURRAY'S GHOST

IF anyone at any time does see something strutting around in that fashion, and murdering the President's English, he will know at once that it is only a masquerader—like the impersonator of Lindley Murray, the famous grammarian, at a seance. Through the medium, the inquiry was made of the spook: "Are you the ghost of Lindley Murray?" And assurance of the presence of the disembodied spirit of the scholar was rendered doubly sure by the reply, "I are."

PROGRESS

UNLESS the fellow who said that all men are liars was not himself a man and therefore entitled to some amount of credence, to judge from a multitude of appreciative comments, the A. N. A. boasts today a gratifying amount of good will. (It is, though, also gratifying to know that the A. N. A. has not yet reached the point of having no critics—"Beware lest all men speak well of thee.")

In talking of progress, however, it is exceedingly difficult to discuss general promotion of interest and general exercise of influence. Whatever the association, or the society, or group of interest, the attitude of some members, and, of course, more non-members, is

similar to that of the old-time atheist who thought he had ended all argument when he said, "If I can't see a thing, it ain't there." In other words, "If I can't see what is being done, nothing is being done."

If every co-operative association, such as the A. N. A. could tell all that it saves its members—and saves them from—there would be some great stories for these sceptics to read.

The A. N. A. is happy in having not only its general promotive standardizing and protective service, but the individual service to members of which information has been given from time to time on this page. And it is in regard to that service that statistics of progress and accomplishment can be given.

QUADRUPLED SPACE AND TRIPLED STAFF

IN 1915 the work of the Association was comfortably taken care of in a total space of about 750 square feet. The office force and its equipment are now at the point of being crowded in nearly 3,000 square feet.

In 1915 the total office force numbered eight. Today the total is twenty-four.

So far as the data service is concerned, in the latter half of 1915 the average number of requests per month from the members was thirteen. Today the number of requests from members dealt with is at the rate of around 4,800 a year.

Today, also, there are organized office departments, each one autonomous and self-contained, and yet so co-ordinated that every left hand, so to speak, knows what every right hand is doing.

PROGRAM OF SEMI-ANNUAL MEETING

IN the last four years the A. N. A. governing body has been finding out a good many things about making programs. Program making is a very difficult, and very often an unthankful task. This year a great deal of the work has been done by a Program Committee.

The subjects that will be dealt with will cover all the important phases of the members' present or future work. There will be nothing of a drab character in the program, but variety and contrast.

The introductory speeches will be short and to the point. And there will be well-conducted and snappy discussions.

SEATS

AN innovation at this meeting, subsequent information about which may be useful to other bodies, will be that of arranging for comfortable seats, arranged, not in regimental ranks, but placed informally. The hard, narrow, straight-back seats that must have been inherited by business conventions from the Spanish Inquisition, will be conspicuous by their absence.

In their place there will be real, modern, humane, upholstered comfortabilities. And then we have also discovered that a meeting, to be the best ever, doesn't have to be run on the model of an old-time Quaker assembly.

Accordingly, there will be human interest features at the A. N. A. Cleveland meeting that we hope will make everyone feel happy, and yet these features will not lessen the time for the business sessions in the smallest degree.

GOOD WILL THE SOUL OF BUSINESS

SPEAKING before the Pittsburgh Advertising Club recently, George Frank Lord, manager advertising division, E. I. du Pont de Nemours & Co., said:

"Good will is the undying soul of a business; all else is mortal, shifting, evanescent. All the men who created the good will of the old Du Pont business died long since; the old plants and facilities are gone, and the capital changed hands and changed character, yet we are doing business today on good will born in 1802.

"Good will is the result of service rendered. The years of satisfactory service rendered by an old concern gradually build a valuable good will. But business has found that the process of establishing good will may be speeded up remarkably by advertising the service that has been, is being, and can be rendered by a business.

"Few realize the extraordinary service performed by the Bell Telephone Company until it was all told through advertising. Most people have no idea whatever of the great constructive service rendered by dynamite until told through advertising. Through advertising the erstwhile manufacturer of a death-dealing, all-destroying chemical monstrosity is suddenly revealed as a builder of the foundations of civilization, a basic contributor to progress, a purveyor to our comfort and convenience.

"Regarded from the viewpoint of good will building, the advertising value to the company of any Du Pont product is exactly in proportion to its value in developing good will, because good will means preference, and preference means profits.

"Based on firm convictions of the correctness of this principle, the policy of the Du Pont advertising division is first and foremost the creation and development of the Du Pont good will. Each Du Pont American industry is first considered in its good will value to Du Pont, and second in its advisability for the production of increased profit.

"Thus the heavy chemical business, while difficult to advertise except in a small way, is a better profit than good will producer. Its customers are few; a relatively small increase would mean 100 per cent.

"On the other hand, the package paint business is easy to advertise, and because of the large increase in number of users resulting from advertising, its potential good will value is more important than its dividend value.

"Our appeal to the public is diversified and will be more so. We can make no better investment than in the purchase of Du Pont customers and their good will toward us. Which Du Pont product they buy is, in the long run, of minor importance, provided it is one that will serve well and enhance the Du Pont reputation with the buyer.

"Capital, organization and facilities

are the common attributes of ordinary, fairly successful concerns, controlled by external conditions. Add advertising and good will and you add control, and control means extraordinary success attained by the few."

THE following firms have recently been elected to membership in the A. N. A.:

McGraw Tire & Lumber Company, R. R. Stull, advertising manager, Cleveland, Ohio.

McQuay-Norris Manufacturing Company, L. A. Safford, second vice-president, St. Louis, Mo.

Republic Motor Truck Company, Inc., S. Robert Swiss, advertising manager, Alma, Mich.

THE offices of the Mint Products Company have been removed to the Flatiron Building, New York City.

ROBERT CLARKE has been appointed advertising manager of Petroleum Iron Works Company of Ohio, Sharon, Pa., succeeding William J. S. Ritscher. Mr. Clarke will represent his company in the A. N. A.

R. C. MOWBRAY, of the advertising department of Gage Brothers, Chicago, has been appointed A. N. A. representative.

THE Remington Arms Union Metallic Cartridge Company has appointed John S. Barlow, assistant advertising manager, to represent the company in the Association.

J. O. BALL, advertising manager, De Laval Separator Company, has been appointed A. N. A. representative, succeeding G. B. Sharpe.

O. A. KEYSER succeeds C. H. Schlachach as the A. N. A. representative of the Hygienic Products Company, Canton, Ohio.

ERNEST COLER has been appointed manager of the advertising department of Westinghouse Lamp Company, succeeding W. J. Davis. Mr. Coler will also be the A. N. A. representative.

Newspaper A. B. C. Reports Issued

CHICAGO, May 12.—Audit Bureau of circulation reports have been issued on the following newspapers: Adrian (Mich.) Daily Telegram, Aurora (Ill.) Beacon-News, Chester (Pa.) Times & Morning Republican, Cheyenne (Wyo.) State Tribune, Chico (Cal.) Enterprise, Detroit Press, Detroit News, Detroit Times, Dubuque (Ia.) Telegraph Herald, Dubuque Times-Journal, Green Bay (Wis.) Press-Gazette, Hillsdale (Mich.) Daily News, Mitchell (S. D.) Republican, New Haven (Conn.) Journal-Courier, New Haven Times-Leader, Quincy (Ill.) Daily Herald, Quincy Journal, Quincy Whig, Sacramento (Cal.) Bee, San Jose (Cal.) Mercury-Herald, Sioux Falls (S. D.) Argus-Leader, Sioux Falls Press, Sault Ste. Marie (Ont.) Daily Star.

NEED FOR ENACTMENT OF WATER POWER LAW SHOWN BY U. S. GOVERNMENT

ANOTHER effort will be made by the committee on paper of the American Newspaper Publishers' Association to secure the passage of the Administration Water Power measure at the extra session of Congress, which is called for May 19.

It will be remembered that the A. N. P. A. took up the matter of securing adequate water power legislation at a time when it appeared an almost hopeless task, as for more than ten years there had been a deadlock in Congress on this legislation with no apparent hope of adjusting the differences between the various factions.

Through the efforts of the committee on paper of the A. N. P. A., the various differences heretofore in controversy were largely composed with the result that the present water power bill was originated by the secretaries of War, Interior and Agriculture and was backed by the Administration and was introduced and has become known as the Administration Water Power measure.

Outlook Is Favorable

The bill undoubtedly would have passed the last session of Congress had it not been for the "filibuster," as it had passed the House by an overwhelming majority but failed of introduction in the Senate.

In view of the fact that the Administration Water Power measure has the general endorsement of all the factions heretofore in controversy on water power matters, and also that its failure of passage appears to have been solely

the result of the filibuster, it is believed that the bill will be passed early in the coming session.

Steps are being taken for its re-introduction in the identical form in which it passed the House and an effort will be made to have the bill considered without being again referred to committees.

The statement of the status of the Water Power Legislation was contained in the report of Elbert H. Baker, chairman of the committee on paper, made at the recent American Newspaper Publishers' Association convention and was printed in *EDITOR & PUBLISHER* for April 26.

Features of Standing Bill

The essential features may be briefly stated as follows:

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

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

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

(4). The matter of rates is under the control of the Public Service Commission in intra-State developments and under Government Water Power Com-

missions where Public Service Commission does not exist.

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

Chairman Baker's report said:

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

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

Publishers throughout the country recognize the importance of water power legislation in connection with the development and utilization of the pulpwood stands in the West and in Alaska. This in itself, although a sufficient justification for the passage of legislation, is really of minor importance to the benefits to the nation at large which

will accrue from even a partial development of this now wasted resource.

The publishers of the country will undoubtedly fully back up the action of the committee on paper by editorially urging on Congress the necessity for the immediate passage of the Administration Bill.

Need for Law Shown Graphically

Nothing could more forcefully illustrate the immediate need for water power legislation that will help develop the American news print industry than the following graphic chart prepared by the U. S. Department of Agriculture.

The chart shows the steady increase in the consumption of news print since 1900, what it is today and what it possibly will be by 1930.

It further shows that even today, American paper mills are far from producing enough news print paper to meet consumption demands.

The chart shows that American production has been on the decline since 1916.

With home production going down and consumption going ahead at the rate it has for the past twenty years, ten years from now American newspapers will be absolutely at the mercy of foreign paper producers.

Enactment of legislation that will allow the gigantic water power, which is now running away uselessly all over our country, to be harnessed to essential industry is one of the things that will help solve one of our gravest national problems.

NEWS PRINT TRENDS IN THE UNITED STATES

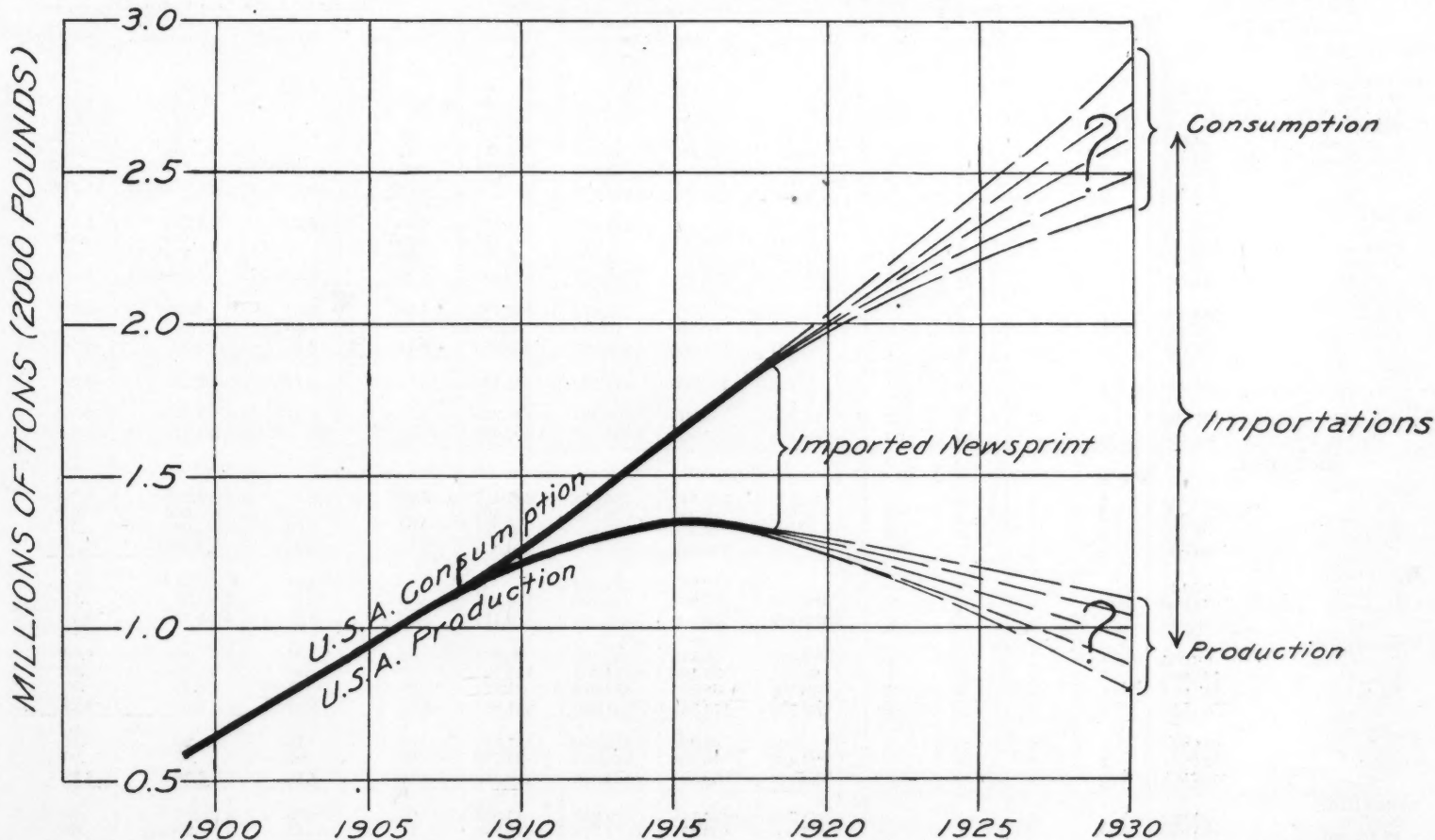


Chart prepared by the U. S. Department of Agriculture (forest service.)

NOTE: One ton of news print requires about 1.4 to 1.5 cords of wood (spruce). Domestic production involves a considerable proportion made from imported materials.

NEWSPAPER CIRCULATIONS AND ADVERTISING COSTS IN DOMINANT AMERICAN CITIES

Analysis for Space Buyers of Mediums and Rates in 128 Cities of More Than 50,000 Population—567 Newspapers, With Total Circulation of 35,340,691 May be Used at a Cost of \$54.68 per Agate Line—Jobbing Centers of Entire Country Listed

IN the tabulations appearing below and on the pages following EDITOR & PUBLISHER and BARBOUR'S ADVERTISING RATE SHEETS, INC., present facts as to the costs of advertising in morning, evening and Sunday newspapers in cities of 50,000 population and upward, together with circulation figures.

For convenience the territorial market schedule is followed. Populations of cities, with market totals, are given; also totals of circulations and advertising rates by market divisions.

The cities listed are natural jobbing centers. The urban populations covered by the newspapers published in them totals 29,575,684. The total circulations of the 405 morning and evening and of the 162 Sunday newspapers are greater than the total population of the cities, amounting to the enormous aggregate of 35,340,691 copies. These figures indicate the vast extent of circulation at-

tained by these newspapers outside of the borders of the cities in which they are published.

The joint advertising rate of these dominant newspapers is \$54.68 per agate line.

An advertiser desiring to cover the New York City market will find ready to hand facts of interest and value. In Manhattan he will find seven morning, seven evening and seven Sunday newspapers; in Brooklyn four evening and three Sunday newspapers. The morning and evening papers have a combined circulation of 3,217,615; the Sunday papers a combined circulation of 2,374,943; the combined total circulation is 5,592,558. This almost matches the population of the big city, which is 5,602,841.

The joint advertising rate for all of these newspapers in New York and Brooklyn is \$8.19 per agate line.

If the advertiser desires to cover the

State of New York, through the sixty-five morning, evening and Sunday newspapers published in cities of 50,000 population upward, he will secure a combined circulation of 6,934,787 at a total cost of \$10.71 per agate line.

New Jersey, which is often coupled with New York as a market territory, has a dominant city population of 1,434,709. In the ten cities listed there are 26 morning, evening and Sunday newspapers, with a total circulation of 509,181 and a combined advertising rate of \$1.17 per agate line.

The State of Delaware may be reached through using one morning and two evening newspapers, with a combined circulation of 40,624, and a combined advertising rate of .09c. per agate line.

In Massachusetts we find thirteen cities of more than 50,000 population. In these cities, which have a total population of 1,972,346, there are published

48 morning, evening and Sunday newspapers, with a total circulation of 3,341,400, and a combined advertising rate of \$5.84 per agate line.

Throughout the statistical tables there is shown the same surprising values in advertising service.

There are 128 cities in the United States having populations in excess of 50,000 each. These represent, for the purposes of some national advertisers, as many market units; and with the aid of these facts such advertisers may plan campaigns city by city, linking up distribution with advertising in the most effective manner.

If a state is the advertiser's market unit, these figures will serve him in estimating costs in using dominant newspapers, and the same applies to those who cultivate major market groups, or who adopt limited territorial campaigns.

TERRITORIAL MARKETS		Number of Newspapers.				Net Paid Circulation, October 1, 1918.				Minimum Agate Line Space Rate			
WESTERN. Population.		Morn- ing.	Eve- ning.	M. & E. Comb'd.	Sun- day.	Morning.	Evening.	M. & E. Combined.	Sunday.	Morning.	Evening.	M. & E. Combined.	Sunday.
CALIFORNIA.													
Berkeley	57,653	—	1	1	—	—	6,460	6,460	—	—	\$.025	\$.025	—
Los Angeles	503,812	2	3	5	3	149,417	244,713	394,130	311,610	\$.23	.335	.565	\$.43
Oakland	198,604	—	2	2	1	—	66,075	66,075	45,607	.14	.14	.14	.09
Sacramento	66,895	1	2	3	1	8,988	42,395	51,383	11,000	.03	.08	.11	.035
San Diego	53,380	1	3	4	1	14,857	30,890	45,747	23,551	.03	.065	.095	.05
San Francisco	463,516	2	4	6	2	211,889	266,958	478,847	382,478	.415	.4628572	.8778572	.6075
Totals	1,343,860	6	15	21	8	385,151	657,491	1,042,642	774,246	\$.705	\$1.1078572	\$1.8128572	\$1.2125
WASHINGTON.													
Seattle	348,639	1	2	3	2	50,777	144,071	194,848	151,767	\$.09	\$.205	\$.295	\$.27
Spokane	150,323	1	2	3	1	42,911	52,759	95,670	57,115	.085	.11	.195	.119
Tacoma	112,770	1	3	4	1	15,035	56,874	71,909	40,713	.05	.1228572	.1728572	.07
Totals	611,732	3	7	10	4	108,723	253,704	362,427	249,595	\$.225	\$.4378572	\$.6628572	\$.459
COLORADO.													
Denver	260,800	1	3	4	2	32,599	177,376	209,975	193,479	\$.08	\$.24	\$.32	\$.285
Pueblo	54,462	1	1	2	2	7,668	10,580	18,248	19,605	.03	.03	.06	.06
Totals	315,262	2	4	6	4	40,267	187,956	228,223	213,084	\$.11	\$.27	\$.38	\$.345
OREGON.													
Portland	295,463	1	3	4	2	73,725	138,009	211,734	161,133	\$.12	\$.175	\$.295	\$.26
UTAH.													
Salt Lake City	117,399	2	2	4	2	56,293	49,868	106,161	94,924	\$.11	\$.115	\$.225	\$.14
Market Totals	2,683,716	14	31	45	20	664,159	1,287,028	1,951,187	1,492,982	\$.127	\$2.1057144	\$3.3757144	\$2.4165
SOUTHERN.													
GEORGIA.													
Atlanta	190,558	1	2	3	3	58,516	125,542	184,058	239,412	\$.085	\$.17	\$.255	\$.295
Augusta	50,245	1	1	2	2	10,365	13,920	24,285	21,304	.03	.035	.065	.07
Savannah	68,805	1	1	2	1	19,098	16,558	35,656	26,237	.04	.04	.08	.04
Totals	309,608	3	4	7	6	87,979	156,020	243,999	286,953	\$.155	\$.245	\$.40	\$.405
KENTUCKY.													
Covington	57,144	—	1	1	—	—	17,364	17,364	—	—	.04	.04	—
Louisville	238,910	2	2	4	2	107,432	107,968	215,400	114,757	.16	.17	.33	.18
Totals	296,054	2	3	5	2	107,432	125,332	232,764	114,757	\$.16	\$.21	\$.37	\$.18
TENNESSEE.													
Chattanooga	60,075	1	1	2	1	29,316	19,849	49,165	25,675	.06	.04	.10	.06
Memphis	148,995	1	2	3	1	89,221	85,180	174,401	124,706	.12	.14	.26	.15
Nashville	117,057	1	2	3	2	49,169	68,505	117,674	81,602	.04	.11	.15	.16
Totals	326,127	3	5	8	4	167,706	173,534	341,240	231,983	\$.22	\$.29	\$.51	\$.37
ALABAMA.													
Birmingham	181,762	1	2	3	2	25,700	87,699	113,399	87,581	.05	.15	.20	.16
Mobile	58,221	1	1	2	1	24,443	10,504	34,947	24,738	.05	.03	.08	.06
Totals	239,983	2	3	5	3	50,143	98,203	148,346	112,319	\$.10	\$.18	\$.28	\$.22
VIRGINIA.													
Norfolk	89,612	1	1	2	1	33,795	46,145	79,040	43,034	.06	.06	.12	.07
Richmond	156,687	2	2	4	1	44,907	66,471	111,378	48,135	.11	.12	.23	.08
Totals	246,299	3	3	6	2	78,702	112,616	191,318	91,169	\$.17	\$.18	\$.35	\$.15

COSTS OF ADVERTISING IN NEWSPAPERS COVERING CITIES OF MORE THAN 50,000 POPULATION

Table with columns: TERRITORIAL MARKETS, Number of Newspapers, Net Paid, Circulation, Minimum Agate Line Space Rate. Rows include Louisiana, South Carolina, Florida, Central, Illinois, Ohio, Michigan, Indiana, Wisconsin, Iowa, Central Western, Missouri, Minnesota, Kansas, Nebraska, Southwestern, Texas, Oklahoma, Arkansas, Middle Atlantic, Pennsylvania, Maryland, Dist. of Columbia, Delaware.

(Continued on Page 12)

COSTS OF ADVERTISING IN NEWSPAPERS COVERING CITIES OF MORE THAN 50,000 POPULATION

TERRITORIAL MARKETS N. Y. and N. J.	Number of Newspapers.		Net Paid Circulation, October 1, 1918.		Minimum Agate Line Space Rate							
	Morn- ing.	Eve- ning.	M. & E. Comb'd.	Sun- day.	Morning.	Evening.	M. & E. Combined.	Sunday.				
Albany	2	2	4	1	49,283	50,897	100,180	39,917	.10	.105	.205	.07
Binghamton	1	1	2	—	12,208	27,814	40,022	—	.035	.06	.095	—
Buffalo	2	4	6	3	75,273	197,940	273,213	220,733	.14	.345	.485	.36
Brooklyn	—	4	4	3	—	164,267	164,267	154,496	—	.47	.47	.40
New York City....	7	7	14	7	1,386,971	1,666,377	3,053,348	2,220,447	2.195	2.54	4.735	2.5925
Rochester	2	2	4	2	103,667	78,003	181,670	85,347	.18	.1625	.3425	.18
Schenectady	1	1	2	—	21,187	17,570	38,757	—	.05	.04	.09	—
Syracuse	1	2	3	2	53,331	88,068	141,399	106,003	.10	.15	.25	.19
Troy	1	2	3	—	6,462	34,263	40,725	—	.04	.06	.10	—
Utica	1	2	3	—	22,007	39,145	61,152	—	.035	.065	.10	—
Yonkers	—	2	2	—	—	13,111	13,111	—	—	.0478572	.0478572	—
Totals	18	29	47	18	1,730,389	2,377,455	4,107,844	2,826,943	\$2.875	\$4.0453572	\$6.9203572	\$3.7925
NEW JERSEY.												
Atlantic City....	2	1	3	1	17,032	8,761	25,793	5,500	.05	.03	.08	.02
Bayonne	—	2	2	—	—	12,562	12,562	—	—	.0385715	.0385715	—
Camden	—	2	2	—	—	23,205	23,205	—	—	.05	.05	—
Elizabeth	—	2	2	—	—	25,204	25,204	—	—	.0625	.0625	—
Hoboken	—	1	1	—	—	38,068	38,068	—	—	.07	.07	—
Jersey City....	—	1	1	—	—	33,194	33,194	—	—	.08	.08	—
Newark	1	3	4	1	28,744	148,995	177,739	50,000	.10	.32	.42	.07
Passaic	—	2	2	—	—	15,311	15,311	—	—	.0335715	.0335715	—
Paterson	1	2	3	1	14,688	22,622	37,310	9,615	.0142858	.06	.0742858	.03
Trenton	1	1	2	1	10,800	26,213	37,013	18,067	.025	.06	.085	.06
Totals	5	17	22	4	71,264	354,735	425,999	83,182	\$1.892858	\$4.8046430	\$9.999288	\$1.18
Market Totals	23	46	69	22	1,801,653	2,732,190	4,533,843	2,910,125	\$3.0642858	\$4.8500002	\$7.9142860	\$3.9725
NEW ENGLAND.												
MASSACHUSETTS.												
Boston	6	7	13	5	882,852	811,552	1,694,404	1,182,024	1.695	1.7125	3.4075	1.47
Brocton	—	2	2	—	—	27,171	27,171	—	—	.0757143	.0757143	—
Cambridge	—	See Boston	—	—	—	—	—	—	—	—	—	—
Fall River	—	3	3	—	—	21,359	21,359	—	—	.065	.065	—
Holyoke	—	2	2	—	—	22,002	22,002	—	—	.04	.04	—
Lawrence	1	2	3	—	1,609	17,643	19,252	—	.01	.0375	.0475	—
Lynn	—	2	2	1	—	28,596	28,596	8,722	—	.07	.07	.04
Lowell	1	1	2	—	17,242	18,575	35,817	—	.035	.03	.065	—
Malden	—	1	1	—	—	7,173	7,173	—	—	.0142858	.0142858	—
New Bedford....	1	2	3	1	5,185	27,327	32,512	18,515	.01	.0542858	.0642858	.05
Somerville	—	See Boston	—	—	—	—	—	—	—	—	—	—
Springfield	2	2	4	2	39,619	44,419	84,038	44,390	.07	.07	.14	.115
Worcester	1	2	3	1	30,899	49,294	80,193	35,232	.05	.06	.14	.05
Totals	12	26	38	10	977,406	1,075,111	2,052,517	1,288,883	\$1.870	\$2.2592859	\$4.1292859	\$1.725
CONNECTICUT.												
Bridgeport	1	3	4	1	18,350	44,877	63,227	11,092	.07	.125	.195	.03
Hartford	1	2	3	1	24,047	45,401	69,448	27,151	.05	.085	.135	.05
New Britain....	—	2	2	—	—	13,085	13,085	—	—	.0285716	.0285716	—
New Haven	1	3	4	1	15,542	54,562	70,104	7,001	.035	.11	.145	.03
Waterbury	1	2	3	1	12,400	16,013	28,413	12,240	.0214286	.0392858	.0607144	.0214286
Totals	4	12	16	4	70,339	173,938	244,277	57,484	\$1.1764286	\$3.3878574	\$5.642860	\$1.1314286
MAINE.												
Portland	2	1	3	2	19,320	26,267	45,587	35,359	\$.045	\$.04	\$.085	\$.055
RHODE ISLAND.												
Providence	1	3	4	2	31,024	82,313	113,337	55,011	.075	.19	.265	.17
Pawtucket	—	1	1	—	—	23,116	23,116	—	—	.04	.04	—
Totals	1	4	5	2	31,024	105,429	136,453	55,011	\$.075	\$.23	\$.305	\$.17
NEW HAMPSHIRE.												
Manchester	1	2	3	—	9,760	19,213	28,973	—	\$.025	\$.05	\$.075	—
Market Totals	20	45	65	18	1,107,849	1,399,958	2,507,807	1,436,737	\$2.1914286	\$2.9671433	\$5.1585719	\$2.0814286
RECAPITULATION.												
Western	14	31	45	20	664,159	1,287,028	1,951,187	1,492,982	1.27	2.1057144	3.3757144	2.4165
Southern	18	23	41	24	634,014	827,864	1,461,878	1,141,526	1.08	1.395	2.475	1.86
Central	25	53	78	33	1,653,212	3,490,104	5,143,316	2,824,118	2.2285715	4.8864285	7.115	3.615
Central Western....	11	19	30	16	849,927	1,459,237	2,309,164	1,656,102	1.06	1.85	2.91	2.04
Southwestern	7	14	21	10	289,719	438,891	728,610	534,441	.56	.80	1.36	.885
Middle Atlantic...	25	31	56	19	1,239,762	1,596,346	2,836,108	1,872,747	2.2233	2.2967858	4.5200858	2.9907
N. Y. and N. J....	23	46	69	22	1,801,653	2,732,190	4,533,843	2,910,125	3.0642858	4.8500002	7.9142860	3.9725
New England....	20	45	65	18	1,107,849	1,399,958	2,507,807	1,436,737	2.1914286	2.9671433	5.1585719	2.0814286
Grand Totals	143	262	405	162	8,240,295	13,231,618	21,471,913	13,868,778	\$13.6775859	\$21.1510722	\$34.8286581	\$19.8611286

REAL SERVICE FOR SPACE BUYERS

EDITOR & PUBLISHER on January 11 printed a complete list of the English-language Daily and Sunday Newspapers of the United States, showing the latest circulation figures and agate line advertising rates of each newspaper listed.

Space buyers for National Advertisers have pronounced this the most valuable service ever rendered to them by a trade newspaper.

That service has been supplemented in subsequent issues by the presentation of exhaustive analyses of newspaper and magazine costs in covering the Major Markets of the country.

EDITOR & PUBLISHER has now in preparation, for early publication, another complete list of Morning, Evening and Sunday newspapers of the United States and Canada, showing circulations as per A. B. C. reports and Government statements of April 1. The same painstaking accuracy which characterized the original publication will be observed in the preparation and verification of the new list and the rates and circulations. The work is being done again by Barbour's Rate Sheets, Inc., and the data presented will be timely and dependable.

Every buyer of advertising space for national advertisers will find in this presentation the basic information required in planning a campaign.

EDITOR & PUBLISHER

1117 World Building, New York

THE PEACE TREATY DESPATCH

The Paper that Led the Continent

W. W. HAWKINS, FIRST VICE PRESIDENT

ROY W. HOWARD
PRESIDENT.

J. C. HARPER, SECOND VICE PRESIDENT

C. D. LEE,
SECRETARY

L. V. ASHBAUGH,
THIRD VICE PRESIDENT.

C. S. JACKSON,
FOURTH VICE PRESIDENT

C. F. MOSHER,
TREASURER.

United Press Associations

INCORPORATED IN NEW YORK

SERVING MORE AFTERNOON NEWSPAPERS THAN ANY OTHER NEWS AGENCY IN THE WORLD

GENERAL OFFICES
WORLD BUILDING, NEW YORK CITY

May 8, 1919.

C. F. Crandall, Esq.,
Editor, Montreal Star,
Montreal, Que.

Dear Sir:

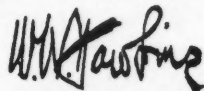
The United Press doffs its hat to the
Montreal Daily Star.

Congratulations on beating every newspaper
on this continent in supplying the public with the
complete text of the Peace Treaty summary. The United
Press is gratified that it was able to second your
splendid enterprise by supplying three direct wires to
the Star office, thus enabling you, in cooperation with
your New York bureau, to have the text in less than one-
third of the time taken by other papers in receiving it.

The New York papers, which received the text
en bloc on its release at 1 O'clock, did not equal your
record.

The United Press is proud to be associated with
the Montreal Star in being daily the first to supply its
public with the biggest news in history.

Yours very truly,



General Manager

CHICAGO AD MANAGERS HEAR BRISBANE GIVE HISTORY OF ADVERTISING



THE newly organized Advertising Council of the Chicago Association of Commerce successfully opened its series of open meetings on Tuesday, May 6, at luncheon in the ball room of the Morrison Hotel. The committee in charge was accorded most gratifying encouragement for its efforts in establishing this new forum for the discussion of the various phases of advertising by men of standing in the advertising world by the attendance of a capacity audience numbering more than 750.

W. Frank McClure, chairman of Advertising Council Committee, presided. The principal speaker on this occasion was Arthur Brisbane. Other features of the meeting were an address of welcome by President Harry H. Merrick, of the Chicago Association of Commerce, who

paid tribute to the significance of this new body and its potency for general civic advancement through the medium of advertising and a brief program of songs was given by the association's glee club.

Among others at the speakers' table were Chief Justice Harry Olson, George Lytton, Charles R. Holden, C. O. Frisbie, R. J. McKay and Dr. John Dill Robertson.

Mr. Brisbane said in part:

"The rainbow was the first great advertisement. It had position. It had color. It held out a promise of benefit in effect: 'I shall not drown you again if you behave.' And then it had the value of repetition, because it is repeated in the same position and color and promise after every rain.

"The next big advertiser was Caesar when he wrote on the walls of Rome for

the people to read, just what the senators were doing in the senate chambers. These advertisements of old contained the elements necessary in all great advertising, which are:

"Advertising must be seen; it must be read; it must be understood; it must be believed; it must create a want.

"Advertising is difficult because you must make the man stop thinking as he thinks and make him think as you think and interested in the thing you are interested in. It is easy to interest a man in himself. If your advertising convinces him that it is good for himself, you have him sold.

"Suppose a man had the privilege of whispering in this room for \$2, or yelling for \$10, and he chose to whisper. He took five whispers for his \$10 instead of one good yell. What would you think of him?

"Domestic prosperity depends on what we can sell to the outsider. Good advertising creates a want and a desire abroad, and thus creates employment, prosperity and happiness at home.

"Don't take it for granted that the other fellow knows all about what you have. Few of us ever know enough, and many of us never know anything. Don't be afraid to keep on telling the world what you have. You have got to keep it up.

"Advertising is the heartbeat of business. If you stop a man's heart, he dies. If you stop advertising, business dies!

"Bacon said, 'reading maketh a full man; writing an exact man, and talking a ready man,' and let me add: 'Thinking maketh a real man!' One great trouble with our American life is that we have invented every device to save us the trouble of thinking."

NO MORE \$1 DAILIES IN CANADA

Subscription Rates Now Run from \$2 to \$7 by Mail—Only Nine Dailies Sell at One Cent, According to the Press Association

TORONTO, Ont., May 13.—According to statistics, covering 103 daily papers out of a total of 116, just compiled by the Canadian Press Association, the so-called "dollar daily" has disappeared from the Dominion.

Of the 103 daily papers reporting, five charge \$2, four charge \$2.50, forty-three charge \$3, four charge \$2.50, twenty-six charge \$4, sixteen charge \$5, four charge \$6, one charges \$6.20, and two charge \$7—all of these being the subscription rate by mail per year.

Per Copy Rate

Only nine of the 103 papers reporting adhere to the 1 cent per copy rate, forty-six charge 2 cents per copy, seventeen charge 3 cents per copy, and thirty-one charge 5 cents per copy. The papers charging 5 cents per copy are all in Western Canada or Northern Ontario.

On the subject of advertising practices, it is declared that of the 103 daily newspapers reporting, 40 make an extra charge for setting of "foreign" advertising. Those newspapers are for the most part published in the smaller cities, where cost of composition is quite a factor in the cost of advertising space. The extra charge per inch for setting ranges as follows: One paper, 15 cents; one paper, 10½ cents; one paper, 7¾ cents; four papers, 7 cents; three papers, 6 cents; fourteen papers, 5 cents; five papers, 4 cents; one paper, 4½ cents; nine papers, 3 cents; one paper, 1 cent.

Lampport's Agency Growing

SOUTH BEND, Ind., May 10.—The Lampport-MacDonald Agency has just been recognized by the A. N. P. A. The directing head of the company is W. K. Lampport, formerly telegraph editor and later an editorial writer on the South Bend Tribune.

C. P. A. "Recognizes" Muller Agency

TORONTO, May 10.—The advertising committee of the Canadian Press Association has conferred temporary recognition on the R. Sykes Muller Company, Ltd., Montreal.

PUBLISHERS' PAPER CO. SUED FOR \$3,558

Brooklyn Standard-Union Declares It Paid in Advance for Paper that Was Never Delivered—Shortage Declared to Be 107,826 Pounds

Another development in the troubles of the Publishers' Paper Company is an action brought against it in the Supreme Court of Kings County by the publishers of the Brooklyn (N. Y.) Standard-Union, who seek to recover the sum of \$3,558.25 for alleged non-delivery of paper contracted for and paid for.

The Brooklyn Union Publishing Company declared it entered into a contract to purchase a lot of paper which totaled 2,217,055 pounds, at an agreed price of \$3.30 per hundred pounds, in June, 1918. This involved the expenditure of \$73,590. Bills were rendered for this amount, the same being promptly paid, as the price provided for a cash transaction.

At a later date the fact was disclosed, the complainant claims, that there was a shortage in the amount of paper

actually delivered amounting to 107,826 pounds. The Publishers' Paper Company having failed to deliver this balance of paper, suit is now brought for the recovery of the sum which the Brooklyn Union Publishing Company paid for the undelivered paper.

The affairs of the Publishers' Paper Company are now in the hands of a liquidating committee of which C. C. Vernam, of the Street & Smith Publishing Company, is chairman, and for which Rounds, Hatch, Dillingham & Debevoise are legal counsel. At the office of this firm, it was said that no statement regarding the case would be made until the circumstances under which the Publishers' Paper Company had transacted business with the Standard-Union had been investigated.

Hearst's N. Y. Staff Subscribes \$200,000

The staffs of the Hearst papers in New York City subscribed for \$200,400 of the Victory notes, Fifth Liberty Loan. This subscription was by 1,446 individuals, many departments of the paper showing 100 per cent of subscribers. For the Fourth and Fifth Liberty Loans the staffs of the Hearst papers, and Mr. Hearst personally, subscribed in the past seven months \$901,750.

April
1919

April
1919

BIGGEST MONTH IN THE HISTORY OF THE ST. LOUIS POST-DISPATCH

All previous *ADVERTISING RECORDS* for any month—in any year—made by any St. Louis Newspaper, were broken in April, when the *POST-DISPATCH* carried nearly

A MILLION AND A HALF LINES OR MORE THAN 5000 COLUMNS

The Post-Dispatch as usual completely overwhelmed the other St. Louis Newspapers in volume of business—also in tremendous gains over April, 1918. The figures:

APRIL, 1919	Total Paid Advertising	Exclusive of City Legal or Exchange Agate Lines
	POST-DISPATCH	*1,431,080
	Globe-Democrat	952,800
	Republic	321,900
	Star (No Sunday)	480,300
	Times (No Sunday)	286,500

*More than 5000 cols! First time that the POST-DISPATCH or any other St. Louis paper has reached five thousand columns in a single month. **Post-Dispatch alone** carried more Total Paid Advertising than both morning papers, the Globe-Democrat and Republic, **combined**, by 156,380 lines. **Post-Dispatch alone** exceeded 3 out of all 4 of the other papers, the Republic, Star and Times, **combined**, by 342,380 lines.

APRIL, 1919	Home Merchants' Advertising	Agate Lines
	POST-DISPATCH	787,080
	Globe-Democrat	456,000
	Republic	180,900
	Star (No Sunday)	326,400
	Times (No Sunday)	189,300

POST-DISPATCH **alone** carried more Home-Merchants' Advertising than both of the other evening papers **combined** by 271,380 lines. **POST-DISPATCH alone** exceeded both of the morning papers, the Globe-Democrat and Republic, **combined**, by 150,180 lines. **POST-DISPATCH alone** exceeded the Republic, Star and Times, all 3 **combined**, by 90,480 lines.

APRIL, 1919 Gains in Total Paid Advertising OVER APRIL OF LAST YEAR

	Agate Lines
POST-DISPATCH <i>Gain</i>	426,720
Globe-Democrat <i>Gain</i>	282,600
Republic <i>Gain</i>	13,500
Star <i>Gain</i> (No Sunday)	51,900
Times <i>Gain</i> (No Sunday)	26,400

The POST-DISPATCH **alone GAINED** 52,320 lines more than the Globe-Democrat, Republic, Star and Times. **All 4 Added Together** It is interesting to mention, in this connection, that the Post-Dispatch made a gain over the first 4 months of last year of **Nearly a Million and a Half Lines**

To be exact, 1,487,080 agate lines. This increase was made without missing a **single week** in consecutive gains over the corresponding weeks of last year.

APRIL, 1919 National Advertising

	Agate Lines
POST-DISPATCH	*294,000
Globe-Democrat	238,800
Republic	68,400
Star (No Sunday)	97,200
Times (No Sunday)	63,600

*A new National Record for ANY month in the history of the POST-DISPATCH or any other St. Louis newspaper. **POST-DISPATCH alone** carried more National Advertising by 133,200 lines than both of the other evening papers, the Star and Times, **combined**. **POST-DISPATCH alone** exceeded the Republic, Star and Times, all 3 **combined**, by 64,800 lines.

Member Audit Bureau
of Circulations

"First in St. Louis"
"First in Everything"

THE S. C. BECKWITH SPECIAL AGENCY; Sole Agent Foreign Advertising

World Building, New York
Post-Dispatch Building, St. Louis

Tribune Building, Chicago
Ford Building, Detroit

Bryant Building, Kansas City

Largest Circulation of ANY St. Louis Newspaper—DAILY or SUNDAY

DEPARTMENT STORES OF WASHINGTON USING FULL COPY FIVE DAYS A WEEK

Two-Thirds of the Advertising of Five Largest Stores Runs in Star Mondays, Tuesdays, Wednesdays, Thursdays and Fridays, and Volume Printed on Light Days is Steadily Increasing—Will End Space-Pressure on Heavy Days

THE problem of doing away, to a large extent, with "off-days" in local advertising, and of inducing merchants to use space of about even volume on at least five days of the week, has been met effectively by the Washington Star. The five largest department stores of Washington used in the Star regular space during the month of April five days a week, as follows:

One store used 8 columns a day, three stores used five columns a day and one used three columns a day, or a total of 26 columns a day on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays of each week. These stores used 89,127 lines of space in addition to their contract reservations, but not all of it on the heavier days.

About two-thirds of the advertising, therefore, of the five largest department stores runs in the Star regularly five days a week. Mondays, Tuesdays and Wednesdays are steadily approaching, in the volume of business carried, the volume usual on Thursdays and Fridays.

The Star's belief is that it is in the interests of both merchants and the people that the activities of the stores should be more nearly equalized—that it is better for all concerned that there should be no so-called dull days. It is certain that a radical change in advertising schedules by the merchants, aimed to create special interest on every day of the week—rather than concentrating that interest on the last days of the week—will, in time, bring about the much desired change.

Of Interest to All Publishers

It is happening with many of our metropolitan newspapers that advertising has to be omitted from their issues of Thursdays and Fridays. The experience of the Star, therefore, in creating a more nearly normal balance of volume throughout the five days on which store advertising makes its chief appeal is of interest to every newspaper publisher in the land.

Fleming Newbold, business manager of the Star, tells EDITOR & PUBLISHER that no effort has been made to force advertisers to take more space than it is profitable for them to use on the lighter days. As the changed advertising schedules develop—as is inevitable—new habits of shopping, the merchants will find no occasion to concentrate unduly on Thursday and Friday issues.

Under the Star's schedule, as shown by their rate card, the greatest discount that can be earned from the 100,000-line rate of .12c per line is eight-tenths of a cent a line. This is secured by using eight columns, or a full page, each day, five days a week, for the period of a month. In addition to this a discount of four-tenths of a cent a line may be earned by increasing the bulk space from 100,000 to 500,000 lines to be used within the year on the same five days a week schedule.

The Star has found that, thus far, the equalizing idea has appealed only to the larger stores. The smaller users of space still cling, it would seem, to the notion that people read ads only on

certain days of the week. To change this attitude completely will be the work of time, of course.

The Star's local rate card, embodying the terms on which merchants have been induced to use balanced copy, is reproduced in part below:

The Evening and Sunday Star Advertising Rates Per Line

GENERAL DISPLAY—RUN OF PAPER
For Approved Illustrations and Approved Type

REGULAR SPACE RATES

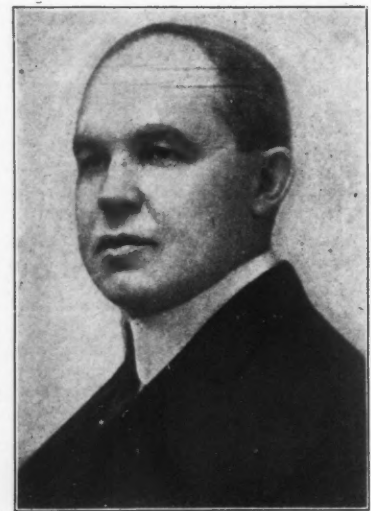
1 time	17c.
3 times or longer, within a month	14c.
*30 times or longer, not less than 3 times a week	13c.
*90 times or longer, not less than 3 times a week	12½c.
*90 times or longer, not less than 5 times a week	12c.

*Additional space, 12c. per line or less if earned by the volume of space used on any of the following contracts.

YEARLY LINE CONTRACTS

1,000 lines	13½c.
5,000 "	13c.
10,000 "	12¾c.
20,000 "	12½c.
50,000 "	12¼c.
100,000 "	12c.

A discount of 1/10 of a cent a line will be given on any of the yearly line contracts for 1 column or less of regular space used 5 times a week for one month or longer and an addi-



FLEMING NEWBOLD
Business Manager Washington Star.

tional discount of 1/10 of a cent a line for each additional column up to 8 columns or a full page. An additional discount of 1/10 of a cent a line will be given on each additional 100,000 lines up to 500,000 lines.
1c. a line discount for space used on Saturdays.

SEPARATE SUNDAY CONTRACTS

1,000 lines	11c.
5,000 "	10¾c.
10,000 "	10½c.
25,000 "	10c.
50,000 "	9c.
100,000 "	8c.

Plate matter, heavy black display, reversed type, heavy black type or borders, or unusual display, 17c. per line flat.

SPECIAL CLASSIFICATION

Amusements	Rates per line
Lectures	\$0.25
Excursions	.22
Proposals	.17
Official Notices	.17
Reading Notices (marked "advertisement")	1.00
Reading Notices (in agate type at bottom of column)	.75
Financial Statement	.13
Religious Notices	.12½

Obituary Notices	.15
Fraternal Death Notices	.15
Poetry	.12½
Births	\$0.50 each insertion
Marriages	.50 "
Death Notices	.50 "
In Memoriam	.50 "

*Note.—Reversed or heavy black type or unusual display, 30c a line.

PREFERRED POSITIONS: When available—top of column next to reading matter 7½c. per line additional; next to and following reading matter 5c. per line additional; next to reading matter 2½c. per line additional. No position advertisements accepted less than 28 lines, single column. Advertisements on the last page or page 2 or 3, when space is available, 5c. per line, or on page 4 or 5 at 2½c. per line additional.

BROKEN COLUMNS: Double-column advertisements must not be less than 42 lines deep; 3 columns, 75 lines deep; 4 columns, 100 lines deep; 5 columns, 125 lines deep; 6 columns or more, 150 lines deep.

DOUBLE PAGE advertisements using the center space as an additional column will be accepted for not less than 13 columns for The Sunday Star if full copy is received the previous Friday afternoon.

TERMS: All transient advertisements cash. On contracts when credit is allowed, bills are due the first of the following month.

No person has power to make contracts at less than the prices quoted.

The right to reject or discontinue any matter is expressly reserved.

Basis of measurement is solid agate, 14 lines to the inch.

Display advertisements must occupy not less than 7 lines.

The columns are 12½ ems pica wide and contain 305 lines, 21¼ inches, 8 columns to the page.

ORDERS REDUCTION IN PAPER PRICE

Controller Pringle, Official Canadian Investigator, Directs Fort Frances Company to Sell at \$69.88 per Ton—Inquiry Concluded

(BY TELEGRAPH FROM OUR OWN CORRESPONDENT)

OTTAWA, Ont., May 12.—At Saturday's session of the resumed newsprint investigation, Commissioner R. A. Pringle issued an order directing the Fort Frances mills to supply newspapers of Western Canada with newsprint at \$69.88 per ton, instead of \$73, this price to be retroactive to July 1, 1918, and any amounts overpaid to be refunded.

This direction was made after representations had been made by E. H. Macklin of the Winnipeg Free Press.

Last September Mr. Pringle fixed the price at \$73, subject to certain provisions. As there is now a rebate of 99 per cent. of the \$3.15 duty on sulphite, he interprets his September order as involving a reduction in price of \$4.12 to Western papers.

Costs Down \$6-\$7

"But freight has advanced and you are not taking that into consideration," said counsel for the Fort Frances Company.

"I am not going to take that into consideration. Your costs are down," said the commissioner.

His first ruling was for a reduction of \$3.15, but Mr. Phillips pleaded for the 3 cents involved in the 1 per cent. of duty not rebated.

"Your costs have come down \$6 or \$7 and I would be fairly well justified in making the price an even \$65 if there is any quibble about it," declared Commissioner Pringle.

During the day counsel for the paper mills renewed their efforts to show that current value of raw materials, such as logs, should be used in calculating mill costs on which price fixation is based, instead of using the actual cost where logs, cheaply cut some years ago, are now being made into paper.

Their chief witness was George O. May, a member of the firm of Price & Waterhouse. Asked by George H. Montgomery, mill counsel, as to correct said: "Determine a fair selling price by method of calculating costs, Mr. May taking current value of raw materials, plus cost of conversion, overhead expenses and areas enabling profit."

"Are there good commercial reasons for taking current values," he was asked, "rather than what the books might show the raw materials originally cost?"

Basis of Costs

"Yes," he answered, "if you don't get back your costs when materials are high, you can't do it in practice on a declining market. There is an added difficulty that sales are more difficult to effect and buyers more difficult to deal with on a declining market. You must recoup out of sales during an abnormal period costs of an abnormal period, and the more abnormal the period is the more this is true."

Commissioner Pringle asked him what should be done to solve the problem arising in Canada through the difference in costs in various mills. The only suggestion so far had been to fix a price for all which would enable these manufacturing at any sort of a reasonable cost to keep running.

"I think that is the inevitable solution," agreed Mr. May.

The inquiry ended with a long technical examination of Government Auditor Clarkson's assistant by associate counsel for the publishers and a very brief examination of Mr. Clarkson by Mr. Pringle.

Controller Pringle this evening concluded his investigation and will forward his decisions to the tribunal this week.

Frank P. MacLennan Ill in N. Y.

Frank P. MacLennan, publisher of the Topeka State Journal, has been ill in New York ever since the publishers' conventions, at which he was elected a director of the Associated Press. He developed trouble with one of his legs and has been confined to his room at the Waldorf-Astoria ever since. His physician expects to let him get out of bed almost any day now. The patient humorously told EDITOR & PUBLISHER: "There is a hole in my leg about as big as a 30-point, 13-pica slug, but they say that is a good sign. Mrs. MacLennan and Miss MacLennan are taking good care of "father."

Now Twice-a-Day in Sapulpa

SAPULPA, Okla., May 8.—The Herald has started publication of its twice-a-day paper, issuing the regular afternoon edition at 3 p. m. and one 8 p. m.

F O R T W O R T H S T A R - T E L E G R A M

Over 62,000 Daily

Over 65,000 Sunday

A DISTINCTIVE NEWSPAPER IN THE
HEART OF THE NEW TEXAS OIL FIELDS

THERE ARE MANY REASONS
WHY THE STAR-TELEGRAM DOMINATES ITS FIELD

Here Are Just a Few Of Them Of Interest To the National Advertiser.

THE STAR-TELEGRAM was the first newspaper in Texas to recognize and give publicity to the new oil fields of the state—in area the greatest in the world. For over a year before other papers, the Star-Telegram was printing news of the oil development and was organizing its present corps of field correspondents, who now cover this two hundred mile field from end to end daily. As a consequence, the Star-Telegram is recognized as authority by oil men.

THE STAR-TELEGRAM bears the distinction in its field as the only newspaper with four leased wires running into its office. It does not merely publish the Associated Press report and then stop—in fact it begins there and in addition to the full day leased wire report of the Associated Press, it holds membership in the United Press and the International News Service, receiving both reports by leased wire.

THE STAR-TELEGRAM is the only newspaper in its field with LEASED WIRE CONNECTION WITH THE NEW YORK TIMES AND THE CHICAGO TRIBUNE. Needless to say, subscribers are loyal to a newspaper providing such news service, the most complete in the Southwest.

THE STAR-TELEGRAM besides giving its readers four leased wire news services, instead of the CUSTOMARY ONE, goes still further and provides, exclusively in North and West Texas wire letters from David Lawrence and Frank H. Simonds; Simond's Sunday review; Potash and Perlmutter stories, by Montague Glass; Henry Westerman's Sketches from Life; Claire Briggs' cartoons; Phillip Gibbs' articles, including his "Inside Stories of the War"; the cream of the Public Ledger features and the entire Hearst features service.

Do you wonder that The Star-Telegram is first in its field?

HERE'S ANOTHER—Beginning in June, PICTURE PRESS ROTOGRAVURE SECTION as a regular part of the Sunday issue, which will have an assured circulation of 70,000.

Now will you include The Star-Telegram in your lists?

CHARTER MEMBER, A. B. C.

AMON G. CARTER, Vice-Pres. & Gen. Mgr.

A. L. SHUMAN, Advertising Manager

REPUDIATES STRIKE IN PAPER MILLS

War Labor Board Declares Union Action Is Against All Reasoning and Against Best Interests of Country—Directs Strikers' Return

A strike of paper mill workers declared May 11 has been repudiated by the War Labor Board. The strikers demand 15 per cent increase in wages and an eight hour day, taking the ground that their agreement with the War Labor Board (which was to have held for "the duration of the war and six months thereafter") ended six months after the signing of the armistice, which was May 11.

The mills of the International Paper Company, Turner's Falls, the St. Paul Pioneer Press and Dispatch and the Minnesota & Ontario Company have all been practically closed down. The Federal Department of Labor has sent representatives to the mill workers on strike, to inform them that they should return to work, and the War Labor Board has sent the following message to the strikers' unions:

Without Reason, Says Labor Board

"Your reasoning as to termination of the war on November 11 is entirely unfounded and is opposed to the best interests of organized labor in this country. If the National War Labor Board had adopted such reasoning and had held to the point that the war was over on the signing of the armistice, it would have been equivalent to saying that the rates of pay and labor standards established by the war might at once be decreased and repudiated.

"It is essential to the stability of working conditions and the maintenance of adequate rates of pay during the period of the readjustment that the legal interpretation as to the termination of the war with the proclamation of peace be rigidly adhered to.

"This situation has been obvious to all other leaders of organized labor and to the majority of employers, because it has been plainly evident to them that if the board had interpreted the war as ending on November 11 it would practically have produced industrial chaos and rendered impossible the stabilizing of conditions until the resuming of industrial activity.

"Your reasoning cannot be supported by organized labor, or by employers, or by any one who has the best interests of the country at heart."

The strike had been threatened for some time, and was considered at several conferences between the paper companies and the employees.

Statement by the I. P. Company

A Statement given EDITOR & PUBLISHER by the International Paper Company said:

"At the termination on April 30, 1918, of a two-year agreement with the unions whose members operate the different plants of the International Paper Company, differences between the company and the unions as to the new scale of wages to be adopted were adjusted by the War Labor Board, which granted the men a large increase of pay above the approximately 53 per cent increase voluntarily made by the company during the life of the agreement previously in force.

"The award of the War Labor Board kept in force the main provisions of the working agreement between the company and the unions, including an arbitration clause which provided for arbitrating all differences that might

arise and covenanted against stoppage of the mills by either strikes or lock-outs.

"The award was accepted by both sides and was for 'the duration of the war and six months thereafter.'

"Early in the year the unions made the claim that the war ended with the signing of the armistice, November 11, 1918, and that therefore the company was obliged to accept or agree to a new wage scale by May 11, 1919, six months after the signing of the armistice.

"The War Labor Board made its interpretation and meaning of 'duration of the war' as until the issue of a Peace Proclamation by the President after the signing of the Treaty of Peace in Paris.

"This is in conformity with the interpretations of 'duration of the war' by other government boards and sections, which affect a vast number of awards, contracts and decisions.

Granted an Increase

"In spite of the above, the unions on May 8, notified the company that their members would go on strike unless a satisfactory agreement was reached before May 11.

"On Friday, May 9, the company waived temporarily its rights under the award of the War Labor Board, and solely as a matter of public policy, to keep up its production and safeguard the interests of the newspapers, negotiated new wage scales, with the Brotherhood of Paper Makers and the International Brotherhood Pulp, Sulphite and Paper Mill Workers, on the expressed condition that under no circumstances should there be a stoppage of work or a strike.

"This condition was accepted and the new agreement as to wages pronounced satisfactory by the officers of the unions.

"These negotiations were finally closed Saturday afternoon, and the presidents of the unions agreed to notify their local unions that the agreements reached were satisfactory.

"By waiving temporarily its rights as stated and agreeing to a new wage scale, the company increased its mill payrolls approximately one million dollars a year.

"On Monday morning the Paper Makers and Stationary Firemen reported for work, but the Pulp and Sulphite Union, the members of which make the raw material for the manufacture of paper, and which includes most of the common labor at the mills, repudiated the action of their officers and failed to appear at the plants of the company.

"The action by these men is not only a repudiation of their own agreement reached on May 10, but is in flagrant violation of the War Labor Board Award and the arbitration clause of their working agreement with this company.

"The whole matter was placed before the War Labor Board in Washington by the company, and that body is now in communication with the unions."

WILL INVESTIGATE THE N. A. C. E.

Special Committee Appointed by President Steen—Convention Friday

CHICAGO, May 14.—The convention of the National Association of City Editors is scheduled to open here Friday and will continue through Saturday.

President Clyde P. Steen has announced the appointment of M. F. Sammons of Utica, N. Y., as chairman of the committee that will make a thorough investigation of the affairs of the association and of his administration in particular. The names of the other mem-

bers of the committee have not been made public.

Notices have been sent to Hassell T. Sullivan of Indianapolis, and other critics of Steen, to appear before the committee at 9:45 Friday morning, prior to the opening of the convention.

MASTER TAKES X-SCIENCE CASE

Judge Dodge Will Have Unlimited Powers in Deciding Case

BOSTON, May 9.—Judge Loring of the Supreme Court, at the suggestion of former Governor Bates and William G. Thompson, has appointed former United States Judge Dodge to hear the evidence in the suit of Herbert W. Eustace and others against Adam H. Dickey and others, which is the original action brought as the result of the controversy between the trustees of the Christian Science Publishing Society and the directors of the Mother Church at Boston.

Because of the experience of the master as a jurist he will probably be given unlimited powers in acting in this case.

DENIES CIRCULATION AGREEMENT

Says Albany Was Not Flooded with Troy or Schenectady Papers

F. R. Champion, manager of the Schenectady Union-Star, takes issue with a statement appearing in a news dispatch in EDITOR & PUBLISHER of last week in regard to the Albany printers' strike. Mr. Champion says:

"I know of my own knowledge that there was no attempt on the part of any of the Schenectady or Troy papers to flood Albany with newspapers during the strike. Furthermore, I have no knowledge of any agreement limiting the number of newspapers to be shipped into Albany at any time. This matter is so grossly erroneous that it seems to me a correction is in order."

GIVE \$5 RAISE IN ALBANY

Newspapers Resume After Printers Strike with Heavy Advertising

ALBANY, N. Y., May 12.—The breach between the publishers of local newspapers and I. T. U. printers was healed today with the report of the arbitration committee, named to settle differences on the salary question and regarding working conditions. Overlooking entirely the fact that the printers had broken their contract when they struck last week, the publishers agreed to give them \$5 a week additional salary, which is only \$1 a week less than was demanded.

STANDARDIZING COST SYSTEMS

Long Considered Paper Project to Be Completed in Chicago Today

CHICAGO, May 14.—The Cost Association of the Paper Industry is meeting here today and tomorrow to perfect a standard cost system for paper mills that has been in the course of organization for the past five years.

After the Chicago convention, the officers and committees of the Cost Association will visit the mills of members and make a general study of plant systems.

Gantz Wins Presidency

PHILADELPHIA, May 11.—At the regular yearly meeting of the Sporting Writers' Association of Philadelphia held today, James W. Gantz, of the sporting department of the North American, was elected president after a spirited contest with William E. Brandt, of the Record.

JOHNSON BUYS DENVER DAILY

Two Brothers Will Hereafter Publish the Record-Stockman

DENVER, Colo., May 12.—The combined half interest of Armour & Co. and Swift & Co., Chicago packers, in the Denver Record-Stockman has been purchased by Arthur C. Johnson, editor of the Commercial, organ of the Civic and Commercial Association. This daily will be conducted hereafter by Mr. Johnson and his brother, Fred P. Johnson, as co-owners. The latter is secretary and manager of the National Western Stock Show and has been in charge of the Record-Stockman for many years. The paper is 30 years old.

Arthur C. Johnson is a native of Denver and has served as secretary of the National Press Club, Washington; with the Washington bureaus of the Chicago Tribune, the Denver News and the Associated Press; on the Washington Post; and as war correspondent in the Philippines and China.

LIVELY TRIAL IS PROMISED

Half Dozen Reporters Summoned to Appear in Libel Case

ALBANY, N. Y., May 12.—Because of several unique points that the plaintiff will attempt to establish, the libel action of Myrtle L. Edwards against the Albany Evening Union Company, publisher of the Albany Times-Union, which is on the calendar in Supreme Court of Rensselaer county for the May term, promises to be of interest to publishers in general.

The action will be tried at Troy, the county seat of Rensselaer, although both parties are residents of Albany and the story to which objection has been made involved an occurrence in this city. A half-dozen reporters of the Times-Union staff have been subpoenaed for the trial.

MARKS BUYS LEBANON REPORT

New Owner Was for Twenty-five Years with Evening News

LEBANON, Pa., May 14.—William R. Mark, who was associated with the Evening News for about twenty-five years, has purchased the J. H. Reid interest in the Evening Report and has taken charge of the property. It is stated that the Evening Report will continue as an independent political newspaper. The sale was made by the Shale and Henrichs Agencies.

RUEBEL BACK IN AGENCY WORK

Gives Up Banking to Become Officer of Chappelow Company

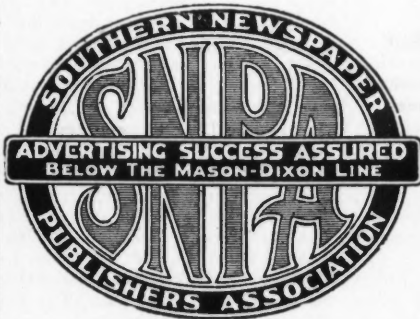
ST. LOUIS, Mo., May 14.—D. A. Ruebel has resigned as manager of the publicity department of the St. Louis Union Trust Company and manager of the new business department of the St. Louis Union Bank, to become vice-president of the Chappelow Advertising Company. He was formerly vice-president of the Fisher-Ruebel-Brown Advertising Company, and is treasurer of the Advertising Club. Mr. Ruebel will be in charge of next year's course in advertising at Washington University.

MILWAUKEE MEN PROMOTED

Webster, Bowyer and Turnquist Get New Positions on the Journal

MILWAUKEE, May 8.—Harry Grant, publisher of the Journal, announces that L. A. Webster has been appointed assistant to the publisher; L. L. Bowyer, business manager; and R. A. Turnquist, advertising manager.

Out of Seven States Leading in Crop Values, Three Are Southern States



THE last report of the Department of Agriculture shows startling changes in the wealth produced by our States. Of the seven states leading in crop value, three are Southern states, three are of the great

Middle-west and one of the Northwest.

Illinois and Iowa led, but Texas ranked third in spite of the worst drought she has experienced in years. Georgia ranked fourth—Minnesota fifth—Ohio sixth—and North Carolina seventh. In view of these facts, the 1910 charts of the Department of Agriculture are as worthless as last year's calendar. To follow them is to be misled.

We of the South have always looked upon Ohio and Indiana as great farming sections, but last year North Carolina passed the Hoosier state, and tied with the enterprising farmers of the Buckeye.

Wisconsin and opulent Kansas typify in our minds agricultural prosperity, but South Carolina—smaller in acreage—forged ahead of the enterprising farmers of Wisconsin and the Sunflower state.

We admire the vast farming districts of Nebraska and North Dakota and the fertile farms of California,

but Mississippi surpassed each from the standpoint of crop values.

Arkansas did her bit in filling the National food basket. Her farmers forged ahead and tied with the enterprising agriculturists of Michigan.

The real reason for this amazing prosperity is due, not only to the high price of cotton, but to better farming methods and the raising of other crops. Last year cotton increased but 4 per cent, whereas corn increased 28 per cent—wheat 143 per cent—oats 87 per cent—hay 105 per cent—potatoes 146 per cent—sweet potatoes 60 per cent.

The average increase of the six great crops other than cotton was 78 per cent. This great wealth has enhanced the buying power of these farmers. It has increased the business of the merchants in every Southern city—increased the business of the jobbers and the manufacturers. Farm prosperity spreads itself over cities and country alike.

Added to this has been the unusually heavy output of manufactured goods of all kinds throughout the length and breadth of the South.

This great market cannot be adequately reached without employing the South's daily newspapers—subscribed for and read by the best people in both the cities and on the farms. These newspapers reach the rich, responsive people of the South.

ALABAMA.

Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning & Evening Advertiser

ARKANSAS.

Little Rock Arkansas Gazette

FLORIDA

Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent

Tampa Daily Times

GEORGIA.

Albany Herald
Athens Banner
Athens Herald

GEORGIA—(Con't.)

Atlanta Constitution
Atlanta Georgian & Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald
Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal & Times
Louisville Herald

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI

Meridian Star

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal & Carolina Spartsn

TENNESSEE.

Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean-American

TEXAS.

Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA.

Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

[Prepared by Staples & Staples, Richmond, Va.]

JOURNALISM'S OFFICERS AND BUCK PRIVATES TOUR A. E. F. LAND

With Rank of "Newspaper Man" Only 600 Members of
Army Cover Story of Great Military Machine
and Gather Facts for Future Use

By STEPHEN T. EARLY
First Lieutenant Infantry, U. S. A.

MORE than 600 newspaper men and writers for recognized publications in the United States—men who dropped pen for the rifle and soldiered as officers and enlisted members of the American Army during the war with Germany—have "covered" the story of that very complex military machine, the A. E. F.

Both duty and censorship obligations which, during the war, combined to prevent newspaper men in the army from writing, were suspended by orders of General Headquarters, and every facility was placed at the disposal of these men. The idea of having these soldier writers tour France and that part of Germany occupied by the American Army, originated with "The Stars and Stripes," the official newspaper of the A. E. F. Its primary object was to give these men, who, it was recognized, would eventually return to their profession, a clear insight into every phase of the army, concerning which the majority had but a meager idea.

Each Man a Guest of the Army

It was arranged accordingly that each man should be treated as a guest of the army—not as an officer or soldier—that they should be supplied with pamphlets in which the basic facts and figures regarding the things they saw were given. Each officer in command at each point the newspaper men visited had been given to understand that no propaganda was to be distributed, that no attempt was to be made to conceal anything, and that there was to be no camouflage. More important was the order that the men were to be told freely and truthfully the facts in the case, and that they should be permitted to draw their own conclusion. These policies were most scrupulously observed.

The 600 were divided into three divisions. The first division left Paris on April 7. A hospital train, equipped with kitchen and supply cars, provided every possible comfort for the two weeks' trip.

As guests of the army, there was no rank distinction. Buck privates, corporals, and non-commissioned officers received exactly the same courtesies and facilities, the same food and quarters as did the higher ranking officers.

When the first division left Paris, Major A. M. Dobie, of the General Staff, quite poignantly told them that the "object of the trip was to explain and make clear to American writers and newspaper men—officers and soldiers of the A. E. F.—what the A. E. F. had done."

A Panoramic View

"None of you has had the chance to see the whole machine in its functional unity. Your duty has prevented you from getting the panoramic view. It is the purpose of the present trip to give you the idea so that when you return to the United States you will write as one having authority and a true knowledge. We shall try to give you the setting so that you can speak not from mere theory, but out of the fullness of truth and first-hand experience."

Newspaper men were scattered throughout the army. Many found themselves in combat organizations, either infantry, artillery, or air service. Others were utilized as clerks in the great depots and supply services far behind the battle front. This fact, it was realized, would cause these men to return to their profession and that they, as writers, would resume their work without an adequate conception of the great institution in which they had functioned as individuals in olive drab. It was also

realized that they might, in the after battles of the free press, not have sufficient detail knowledge to provide a respecting reading public with an intelligent accounting. Realization of this by The Stars and Stripes and ultimately by General Headquarters brought about the necessary approval for the project.

The three divisions have successfully completed their inspection of the A. E. F. and the Army of Occupation. Every man of the 600 knows from first-hand experience what the A. E. F. did and how it did it. In drawing aside the veil that has hidden or been the cause of misrepresentation of many things, General Headquarters has provided a way by which these men may give the true perspective to the public.

True Perspective for the Public

In the five days spent in the S. O. S., their special train carried them to the base ports of Brest, St. Nazaire, and Bordeaux. They saw every phase of the going-home process. They heard the true narratives of the organization and constructive work done at these points. They were told of every accomplishment, of every problem and its solution. They asked questions and received frank answers.

At Verneuil, their first stop out of Paris, they visited the Headquarters of the Motor Transport Corps, and saw this great plant in operation.

One day at Gievres revealed to them the operation and management of the greatest storage center ever constructed by any army in the world. The warehouses and the stores on hand, the Commanding General told them, were valued at \$700,000,000. Mehun, the town that had been but a mark on the map to most of them, was revealed as a great Ordnance center. These five days were followed by two at Chaumont, the General Headquarters of the A. E. F. The men were received, in the absence of the Commander-in-Chief, by the Deputy Chief of Staff, who addressed them, heard and answered their questions. The opportunity of personal interrogation of a General was overlooked only by a few of the buck privates. In turn they were received by the heads of each of the five Staff Departments.

The remainder of the trip was spent on the battlefields and with the Army of Occupation.

The S. O. S. had been an evident surprise to the men from the battlefronts who had seen it for the first time. The

men from the S. O. S., who were more or less familiar with its activities, were even more amazed when they saw the great panoramic view of the devastated areas. On each battlefield they heard from officers who had served with the troops in that particular battle just what outfits were in the fight, what the supply problems were, how the operation had succeeded or failed; were told what the strength of the American forces were in that engagement, and how the enemy had been identified and his strength learned. The final phase of the tour saw the Army of Occupation in actual operation along the Rhine and at the Coblenz bridgehead.

MRS. MAYES TAKES CHARGE

Assumes Management of the Pensacola Journal on H. R. Cook's Death

PENSACOLA, Fla., May 9.—Mrs. Lois K. Mayes, president of the Journal Company, has assumed the duties of general manager, following the death on April 29 of Harry R. Cook, who for three years had been publisher and general manager.

Mrs. Mayes will be assisted in directing the affairs of the paper by W. Allen Kindel, who will be business manager. Mrs. Mayes is the widow of Frank L. Mayes, who founded the Journal.

LEGAL AD LAWS AMENDED

Two Measures Pass N. Y. Legislature and Await Governor's Signature

ALBANY, May 12.—The signature of Governor Smith has been attached to the bill of Assemblyman Machold, amending the general corporation law by providing that the publication of notices and judgments vacating charters or annulling the existence of corporations shall be published once a week for four successive weeks, instead of for any four weeks, as now.

The Fearon Bill, amending the legislative law, by increasing the pay to daily newspapers to 6 cents per agate line for the publication of general laws, laws of a local nature and concurrent resolutions, passed the legislature and is also before the Governor.

Sun Alumni Night Tomorrow

The fifteenth annual dinner of the New York Sun Alumni Association will take place tomorrow evening, at the Hotel Commodore, at 7:30 o'clock. The association now numbers more than 200 former members of the Sun staff in many different kinds of business. George Barry Mallon is president of the association.

This is the tenth
year that "full
copy" of

The Wanamaker Store

has appeared in

but one Brooklyn

newspaper—the

Standard Union.

Ambassador Sharp

American Ambassador to France During Four and a Half War Years

WILL TELL FOR THE FIRST TIME

The story of France at War, the scenes of which he was eye-witness, and inside facts and diplomatic history which could not be revealed during the war.

Ambassador Sharp arrived in France in 1914 at the critical moment when the seat of government was, for reasons of safety, being moved from Paris to Bordeaux. From that time until the signing of the armistice, Ambassador Sharp represented America in France, facing the problems of our neutral and our allied years.

The World War Was Fought in France

The Great Generals, Diplomats and Politicians Met in France

The Armistice Was Signed in France

The Final Peace Terms Will Be Made in France

The story of our Ambassador to France necessarily must be the most vital and important of any American diplomatic record of the war.

We have secured first publication for the newspapers.

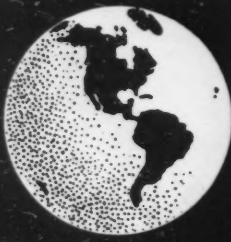
Thirteen full page weekly installments illustrated from photographs supplied by Ambassador Sharp.

RELEASED EARLY IN JUNE

WIRE FOR OPTION

THE McCLURE NEWSPAPER SYNDICATE

373 Fourth Avenue Avenue, New York



THE PUBLIC LEDGER

A 24-Hour Beat on His

Through Its Notable London Times

THE PEACE

(The Story for Which the World

*This Service Enabled Its Morning Clients to Beat by 24 Hours
Enabled Its Evening Clients to Release in Their First Editions the Full Treaty Summary Carrying History*

FROM MORNING CLIENTS

"24 Hours Ahead Of All Competitors"

"Herald and Examiner cleaned up Chicago territory with London Times Service's authoritative advance summary giving accurate digest of peace terms 24 hours ahead of all competitors. Were startled ourselves by uncanny fidelity of forecast with official summary received next day."—*Chicago HERALD AND EXAMINER.*

"Greatest Since De Blowitz's Times Beat of '78"

"Readers of the Globe thoroughly appreciated the remarkable achievement of the London Times and Philadelphia Ledger Service in giving an exclusive and accurate summary of the peace terms in advance of all contemporaries. The Globe in its columns compared this outstanding evidence of newspaper enterprise in serving the reading public on a matter of momentous and historic importance with the notable newspaper 'beat' secured for 'The Thunderer' by Henri Stephen De Blowitz on Treaty of Berlin in 1878."—*Toronto GLOBE.*

"A Notable Scoop"

"The Dispatch feels not only an enthusiastic pleasure but also the compulsion of politeness in expressing its appreciation of the notable scoop perpetrated by Raymond G. Carroll in his advance summary of the Peace Treaty for Wednesday morning. It was concise, lucid, accurate and distinctly a first-class journalistic feat."—*Pittsburgh DISPATCH.*

"A Splendid Piece Of Work"

"The exclusive story on the summary of the Peace Treaty as sent out by the Ledger Syndicate, May 6, was a splendid piece of work."—*New York SUN.*

"Most Brilliant And Noteworthy Newspaper Achievement"

"Raymond Carroll's exclusive cable dispatch giving a summary, accurate in every detail, of the main points of the Peace Treaty twelve hours in advance of its being officially made public in this country, was by far the most brilliant and noteworthy achievement by a newspaper man at the Paris Peace Conference. Accept congratulations for Carroll and the service."—*Washington POST.*

"Greatest Newspaper Feature of Paris Conference"

"Your beat on the Peace Treaty stands out as the great newspaper feature of the Paris conference. It enables us to give Detroit and Michigan one of the biggest news stories of a decade a day ahead of morning rivals and twelve hours in advance of evening papers to which it otherwise would have gone first."—*Detroit FREE PRESS.*

"A Clean-Cut Scoop Not Excelled In Recent Years"

"The outline of the terms of the Peace Treaty carried in the PUBLIC LEDGER special cable service enabled the Post Intelligencer to score a clean-cut scoop. As a sample of newspaper enterprise and foresight it has not been excelled in recent years. The readers of the Post Intelligencer were able to obtain a comprehensive idea of the contents of the bulky treaty many hours in advance of the readers of other newspapers. The subsequent publication of the official summary served only to amplify what already had been published."—*Seattle POST INTELLIGENCER.*

The New Public Ledger Com

The World's Most Comprehensive, Authoritative

The cables of The London Times correspond

The cables of Dr. E. J. Dillon, of the London D
Europe who has been the advisor of many rulers wh
graphically told the story of every great world-event o

The exclusive cables of the Public Ledger's ow

Former President Taft's commentaries on cur

Robert T. Small's Washington dispatches;

Clinton D. Evans's daily review of economic co

Richard L. Barnum's daily Wall Street Review

Selected news from the Public Ledger's Washi
reaus; also from its Philadelphia News Bureau and
sports and horse-racing.

"Other Journals Must By Now Be

"The enterprise of modern newspapers is greatly underrated b
advance that all their efforts to procure secrecy for the Peace Treaty
Other journals than the Times which did not have the same happy
ster Gazette (London).

FOR TERMS
APPLY

THE LEDGER SY

ER NEWS SERVICE



History's Biggest Story

in Times Cable of May 6 Carrying

PEACE TERMS

(World Had Waited Six Months)

24 Hours Every Morning Paper in America and Canada

ing Historic News Which Their Evening Contemporaries Began to Receive Only for Their Last Editions

er Combination News Service

thoritative Wire Service, Now Includes:

correspondents distributed throughout the World;
the London Daily Telegraph, that Master Journalist of
y rulers who speaks seventeen languages and who has
world-event of the past generation;

Ledger's own foreign correspondents;

aries on current events;

patches;

economic conditions of the Central West;

reet Review;

edger's Washington, New York and Atlantic City Bu-

Bureau and its own correspondents covering athletic

By Now Be Ruining Their Stupidity"

ly underrated by government officials, or they would have known in
ne Peace Treaty were doomed to defeat at the hands of our great journals.
the same happy idea must by now be ruining their stupidity."—Westmin-

FROM EVENING CLIENTS

A "Historic Beat"

"Congratulations and thanks for historic beat of London Times-Ledger Service on peace treaty. The Star is an evening paper, but with exclusive Times Service was able to beat all others by several hours. So accurate was Times summary that we carried it thru all editions as lead of full official text, which by reason of our special wire facilities, we were able to print ahead of every newspaper on this continent."—*Montreal STAR*

"A Wonderful Scoop"

"Ten hours ahead of any other authoritative statement the Philadelphia Ledger's London Times Cable reached the Province exactly outlining peace terms and enabled us to display the leading provisions in most effective manner. It all made a wonderful scoop."—*Vancouver PROVINCE*

"Hours In Advance"

"Through its London Times-Public Ledger Service the Boston Transcript was able Wednesday to present to readers some hours in advance of the other papers an accurate summary of the Peace Terms. The official summary was not completed until nearly 5 p. m. yesterday, but it confirmed in every detail the outline of the final terms cabled to the Transcript by Raymond G. Carroll."—*Boston TRANSCRIPT*

"Only Thing Of Its Kind"

"London Times summary only thing of its kind in St. Louis and made a big hit."—*St. Louis STAR*

"A Notable Newspaper Beat"

"The summary of peace treaty by the London Times Service was received in Baltimore early Wednesday morning. It was printed in an early edition of the News ahead of all our contemporaries. Its completeness and accuracy represented a notable newspaper beat."—*Baltimore NEWS*

SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

TRIAL OF FORD SUIT FINALLY BEGINS

**\$1,000,000 Action for Alleged Libel
Against Chicago Tribune Opens in
Mt. Clemens—Definition of Word
"Anarchist" Biggest Point**

MOUNT CLEMENS, Mich., May 14.—The long-standing Henry Ford vs. Chicago Tribune \$1,000,000 libel case was called to trial here Monday, but to date the proceedings have not gone further than jury selecting. From all indications, the main fight in the trial will center on the definition of the word "Anarchist," one of the several terms applied to Mr. Ford by the Tribune editorial upon which the suit is based.

The Tribune's counsel's questioning of the jurors was cleverly planned so as to indicate the definition assumed to have been held by the writer of the Tribune editorial characterizing Henry Ford as an anarchist, not the bomb throwing type, but the idealist anarchist.

In the pleas counsel for Mr. Ford made repeated reference to the Tribune's trade mark, "The World's Greatest Newspaper," while the defendant's plea speaks of Mr. Ford as the world's greatest manufacturer.

The trial promises to be long drawn out, as court sessions will be shortened to enable the farmers serving on the jury to return to their homes each night, so that their business will not be interfered with. Both Mr. Ford and R. R. McCormick, president of the Tribune Company, have visited the court, but neither has been called upon for any testimony.

The Solomon News Company, of Detroit, co-defendants, have introduced a motion to change their plea. They became co-defendants by reason of having distributed copies of the Tribune of June 23, 1916, containing the alleged libel.

The Solomons in their original plea stated they circulated the Tribune of June 23 in ignorance of its contents. The motion presented designed to add the plea of justification, and said "the facts, expressly and impliedly stated, contained in the article declared upon are true in substance and in fact, the opinions, deductions, inferences, criticisms, and comments based upon said facts are fair comment thereupon, concern a matter of great public interest, danger and discussion and were published in good faith, without malice and for a proper purpose."

FINE LINOTYPE BULLETIN

**Special Victory Loan Edition Splendid,
Inside and Out**

The March-April (Victory Loan) issue of the Linotype Bulletin is a striking number typographically and particularly interesting as to contents. This issue, with its beautiful cover composed of linotype ornamental units in repeated or diaper pattern, is set entirely in Cheltenham Old Style as originated and designed by the Mergenthaler Linotype Company.

The contents include a patriotically dressed three-color insert of excerpts from a "Let's-finish-the-job!" address by Secretary of the Treasury Glass before the Pittsburgh Chamber of Commerce, a resume of the work of the linotype company's department of typography under the caption "Useful Faces for the Book and Job Printer" and "In the Big Domain of the Public Printer," an article on the Government Printing Office at Washington, especially written

for the Linotype Bulletin, to which Hon. Cornelius Ford, Public Printer, has alluded as being "about the most comprehensive on the Government Printing Office that I have seen."

WILL SEE BURLESON ON R. F. D. CHANGES

**New York State Delegation of Farmers
and Business Men Will Lay Before
Him 5,000 Protests—Newspaper
Deliveries Greatly Delayed**

SYRACUSE, N. Y., May 13.—A delegation of men representing farmers, agricultural interests and business will leave Syracuse for Washington on Sunday night, May 18, to lay more than 5,000 protests and complaints adopted by various grange organizations and farmers of up-State before Postmaster General A. S. Burleson, opposing changes he has effected in rural delivery routes.

This agitation was taken up by the Syracuse Post-Standard following protests from various districts of Central and Northern New York, when the changes were made on May 1, and since the establishment of an R. F. D. Bureau in the Post-Standard's office complaints have been pouring in by the hundreds. The Post Office Department attempted to cut off more than 50 routes approximately 1,000 miles of territory and throw 50 carriers out of employment without so much as a day's notice.

Newspaper and chamber of commerce organizations will also be represented.

Newspapers a Day Late

With each protest placed before Postmaster General Burleson will go an individual complaint citing in particular the disadvantages of the new routes and delays that have subsequently resulted since they were made. In many instances farmers have had to walk miles to a post office to get their mail where before it was always delivered at their doors, and newspapers and other mail matter which ordinarily should be in their hands at an hour early in the forenoon have been delayed until late in the afternoon and nearly nightfall.

These and other instances will be threshed out before Mr. Burleson in an effort to have him change the routes back to their original form or at least modifying them to such an extent that the farmer will have as good if not better service than he had before.

During the past week the State Dairy-men's League, comprising more than 73,000 farmers and considered the greatest representative farm organization, has joined the forces opposing the changes in the rural delivery routes, and plans on sending a delegate or representative with the others when they leave for Washington.

Mr. Burleson has consented to interviewing the New Yorkers at 10 o'clock on the morning of May 19.

Nearly every up-State paper has taken up the fight to the end that the routes may be restored, and practically all of the more important subordinate granges of the State organization have adopted resolutions of protests in the district affected.

Scovil Agency Moves

The Medley Scovil Advertising Agency, New York, has moved to 25 Pine street, where its new offices occupy an entire floor.

Vancouver World Joins A. N. P. A.

The Vancouver (B. C.) Daily World has been elected to active membership in the American Newspaper Publishers' Association.

GOULD HEADS NEWS PRINT SERVICE

Three New Members Are Elected—Uniform Cost Keeping Principal Discussion at Annual Meeting—Davis Memorial Resolution

At the regular meeting of the News Print Service Bureau, held in New York City May 13, the following officers were elected for the ensuing year:

President, G. H. P. Gould, Gould Paper Company, Lyons Falls, N. Y.; vice-president, C. A. Babcock, Wisconsin River Pulp & Paper Company, Neenah, Wis.; secretary-treasurer, R. S. Kellogg, 18 East 41st street, New York; executive committee: Percy B. Wilson, Spanish River Pulp & Paper Mills, Ltd., Sault Ste. Marie, Canada; W. E. Haskell, International Paper Company, 30 Broad street, New York; J. L. Apdaille, Price Brothers & Co., Ltd., Quebec, Canada.

New members elected to membership in the Bureau were: Nekoosa-Edwards Paper Company, Port Edwards, Wis.; Oswego Falls Pulp & Paper Company, Fulton, N. Y.; Cliff Paper Company, Niagara Falls, N. Y.

Interesting Exhibit

In addition to general discussion of business conditions and a report upon a method of uniform cost keeping, an especially interesting feature of the meeting was an address by A. G. Durgin of the Bureau of Standards, upon the "War Uses of Pulp and Paper." Mr. Durgin had prepared a very large collection of samples, many of which have not previously been generally exhibited.

This exhibit will be loaned to the News Print Service Bureau and can be seen at the office of the Bureau at 18 East 41st street after this week.

A memorial resolution was adopted in honor of the late John A. Davis, chairman of the executive committee, who died December 18, 1918.

Jury Finds for Mrs. Myers

ROCHESTER, N. Y., May 8.—A Supreme Court jury has held that Mrs. Blanche R. Myers need not pay to the creditors of the bankrupt Myers Advertising Agency the salary of \$25 a week, which she received for three years. It was alleged by the trustee in bankruptcy that this salary was given without return in services. Mrs. Myers stated that she gave her services insofar as she was permitted to have a voice in the business.

Norwegian Paper Mills Quit

CHRISTIANA, Norway, May 12.—Norwegian paper mills have stopped operation either wholly or in part because of the new restrictions on paper imports into England. Very few of the mills have orders in hand. It is reported that the British restrictions will be withdrawn in six or eight months, but it is believed, the Norwegian paper industry will have closed down long before that time.

**\$300,000 to \$500,000
available**

for a Metropolitan or Semi-Metropolitan Daily. I shall be pleased to hear from any person having a property that will bear strict investigation, which they desire to dispose of.

J. B. SHALE

3082 Emmons Ave., Sheepshead Bay, N. Y.

N. Y. AD CLUB SEEKS HOME

**May Have Its Own Building Soon Instead
of Leasing Quarters**

The Advertising Club of New York City, which now rents a building at 47 East Twenty-fifth street, is planning to own its own home. At the annual election night dinner, Tuesday, H. H. Charles, chairman of the Bigger and Better Club Committee, reported that the committee had hopes of obtaining a suitable building within a few months.

F. A. Wilson-Lawrenson was elected president; S. E. Leith, vice-president; Oliver B. Merrill, treasurer, and H. H. Charles, A. Van Gytenbeek, and H. K. Stroud, directors.

The membership committee reported a gain in club membership during the past year of 119.

The golf team of the New York Advertising Club defeated the Poor Richard Club players, of Philadelphia, at the Arcola Country Club Tuesday, by 7 matches to 2.

In addition to the team contest, special prizes were offered for net and gross scores in a handicap, also for the person making the fewest number of putts in the eighteen-hole round. H. S. Harrison won the net prize with a card of 89, 12-77, while H. Y. Barrow won the gross with an 86. F. B. Ryan proved to be the best putter.

Artists Have a "Night"

The annual stag of the Society of Illustrators was held in New York last Friday evening, at the Garden Theatre.

Marshall Taylor is the new city editor of the Buffalo Enquirer. He has been assistant city editor of the paper, and prior to that was on the Buffalo Courier.

The Sunday Telegram

Albany, N. Y.

May 15, 1919.

Dear George:

I have at last decided to do what I have been preaching for years. Tanner dropped in and before he had finished, my John Hancock was on the dotted line for a year's advertising. However it was about time as conditions here are wonderful and I feel such facts should be made known. We broke all space records during April and are now selling around 28,000 copies.

Pretty healthy business, I'll say.

As ever,

H. E. H.

MEN WANTED

Experienced newspaper men are desired by southern newspapers. Men seeking employment in any branch of the newspaper work are requested to communicate with W. C. Johnson, Sec'y. Southern Newspaper Pub. Assn., Chattanooga, Tennessee.

In writing give references, experience and such other information as might be required in considering application.

THE NEW YORK WORLD

has arranged with

Commander John H. Towers,
Lieut. Commander P. N. L. Bellinger
and
Lieut. Commander A. C. Read

to receive Exclusively their Stories of the Transatlantic Flight in the United States Naval Planes. *These men are in command of the three planes.*

The first of the Daring Aviators to reach the Other Side is to Cable The New York World a Complete Story of his Awe Inspiring and Thrilling Trip.

If Two or all Three Aviators safely reach Europe together, the Story of each Flyer will be told through The World; otherwise, one by one as they arrive or reach a station.

Editors! Share with The New York World in the Greatest Story of Recent Times.

Wire at once for rights in your city

NEW YORK WORLD SYNDICATE

CELEBRATE CENTENARY OF FIRST PAPER WEST OF ST. LOUIS

Missouri Press Association Erects Monument on Site—State University Journalism School Presented with Building in Memory of J. H. Neff During Journalism Week

COLUMBIA, Mo., May 9.—The 100th year of journalism west of St. Louis was celebrated by members of the Missouri Press Association and other newspaper men and women from all over the United States this week. The centennial celebration was held in connection with the tenth annual Journalism Week at the School of Journalism of the University of Missouri. As usual, distinguished speakers were on the program, Washington, New York and London being a few of the cities represented, outside of Missouri.

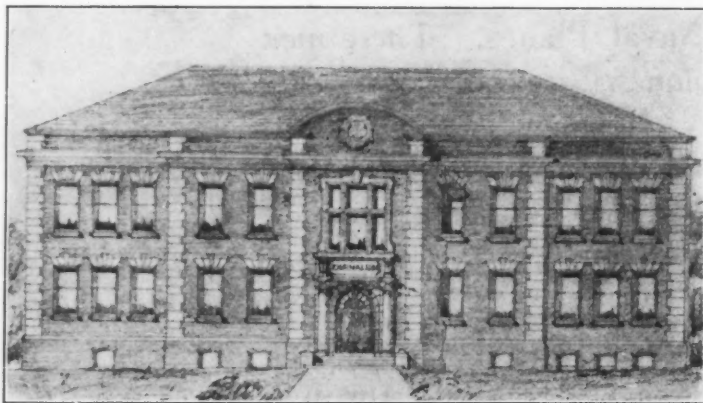
The exercises of the week ended today when the Journalism Week visitors, the students of the School of Journalism and other interested persons went by special train to New Franklin, Mo., and later to Old Franklin, a few miles away, where the Missouri Intelligencer and Boon's Lick Advertiser was founded a little more than 100 years ago by Benjamin Halliday and Nathaniel Patten. The first issue appeared April 23, 1819.

Site Now Marked by Monument

At Old Franklin the Missouri Press Association dedicated a monument indicating the site of the Intelligencer office. All of the old town except one building was washed away by the Missouri River, on the bank of which the pioneer newspaper was published. When the stream began to encroach on the town the Intelligencer was moved to Fayette, Mo. It

Omaha; the Daily National Live Stock Reporter, of East St. Louis, and the Daily Drovers Journal, of Chicago, the last named being added since Mr. Neff's death.

Ward Neff is a graduate of the School of Journalism of the class of 1913. His gift is the first of its kind in the history of the university. Individuals have con-



THE NEW BUILDING OF THE SCHOOL OF JOURNALISM OF THE UNIVERSITY OF MISSOURI, GROUND FOR WHICH WAS BROKEN MAY 8.

tributed to the erection of buildings before, but no one has given a complete building. The structure was characterized by speakers at the ground-breaking ceremony as the only building in the world to be devoted exclusively to the teaching of journalism.

Another notable event of the week took place yesterday, when ground was broken for the new building of the School of Journalism on the West Campus of the University of Missouri. The president of the Missouri Press Association, J. P. Tucker of Parkville, and the president of the Illinois Press Association, S. P. Preston of Gillespie, Ill., were among those who took part in turning the first earth.

The identity of the person who had donated the funds necessary for the building was kept a secret until the contract for the building was let yesterday morning. Then Dr. A. Ross Hill, president of the University, announced the money was given by Ward A. Neff, vice-president of the Corn Belt Farm Dailies and now editor of the Daily Drovers' Journal of Chicago.

Founder of Live Stock Dailies

The building is to be named in honor of Mr. Neff's father, the late Jay H. Neff of Kansas City, who founded the Corn Belt Farm Dailies. The string of papers includes the Daily Drovers' Telegram of Kansas City, which was the original publication of the elder Mr. Neff; the Daily Drovers Journal-Stockman, of

Omaha; the Daily National Live Stock Reporter, of East St. Louis, and the Daily Drovers Journal, of Chicago, the last named being added since Mr. Neff's death.

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Will Print School Publications

The new building is to be built on the lines of a modern newspaper office, although architecturally it will conform to the older buildings near it. On the ground floor there will be a complete set of mechanical equipment, including presses, linotypes, a model photo-engraving room, a mailing room and storage rooms. Along one side will run a raised runway with a glass partition so that students may observe the work going on without being in the way of the printers.

In this printing plant will be issued the publications of the School of Jour-

nalism, the most prominent of which at present is the Evening Missourian, a daily newspaper published by the students of journalism.

On the first floor will be the news room, around which the activities of the school center. This will have a telephone and telegraph alcove. There will

competitors even to the metropolitan journals of their cities.

Frank Dilnot, American correspondent of the London Daily Chronicle and president of the American Association of Foreign Correspondents, was the chief speaker at last night's meeting.

State Editors Elect

Yesterday afternoon the Missouri Press Association elected officers for the next year as follows: President, J. N. Stonebraker, of the Carrollton Republican-Record; first vice-president, Earl Hodges, Mokane; second vice-president, W. C. Knapp, Warrensburg; secretary, Lewis Lamkin, Lees Summit, treasurer, Louis Moore, Hume.

Wednesday 400 guests attended a made-in-St. Louis banquet in Rothwell Gymnasium, for which all food and souvenirs were given by St. Louis firms through the St. Louis Chamber of Commerce.

Robert W. Woolley, member of the Interstate Commerce Commission, was one of the chief speakers. He urged newspapermen everywhere to give thought to the transportation question



JAY H. NEFF,

in whose memory the new U. of M. Journalism Building was given.

also be a copy reading room, class rooms and a large morgue and reading room. There will also be a business office for the school's publications and offices for faculty members.

On the second floor will be a modern auditorium seating 300 persons, in which the day sessions of future Journalism Weeks will be held. Offices and class rooms complete the floor.

The building is to be ready for use by January 1, 1920.

Jay H. Neff, in whose memory the building is given, was a pioneer in the field of market reporting. Originally a lawyer, he became an editor of the Kansas City Daily Price Current. Limited financial resources hampered the publication, but Mr. Neff saw the possibilities and bought a half interest in the paper. From that time, he was its motive force. When the large packing companies established packing houses in Kansas City the paper's field expanded. He changed the name and enlarged it, later adding the other papers mentioned above. By giving complete market reports and also brief summaries of general news, the papers have made themselves no mean



WARD A. NEFF,

Donor of the Journalism Building.

as being one of the problems of the reconstruction period. He defended the Railroad Administration in giving increases in salary to the railroad employes, saying that otherwise the men would have gone into munition plants and steel mills at higher wages.

There is really no reason why news of special interest to women should not be accurate, interesting and helpful. Philadelphia women know from its famous woman's page that

THE
PHILADELPHIA
RECORD

Is
"Always Reliable"

When You Think of New York State You Must Think in Big Figures

The Empire State is the dominant market unit of the nation.

It produces more, sells more and buys more than any other state.

It is the big brother of the states of the Federal Union. All of the other commonwealths contribute to its greatness, buy its wares, follow its lead in industrial development.

It finances the world. It is the gateway of the republic—and, to the people of the earth, New York stands for AMERICA and for its ideals and opportunities.

Yet the State of New York offers no serious difficulties, despite its bigness, to a national advertiser who seeks to develop it as his greatest single market.

It is the state of the greatest newspaper circulations, the state which leads all others in the number of its daily newspapers. The newspapers listed below reach more than six million readers. They all read English and THINK Americanly!

You may talk business to these millions at a surprisingly low cost—as the agate line rates of the newspapers listed attest:

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,433	.07	.07	New York Telegram (E)	204,622	.342	.315
Albany Knickerbocker Press (S)	39,917	.07	.07	New York Telegram (S)	204,622	.246	.225
Albany Sunday Telegram	27,959	.05	.05	New York Times (M)	350,598	.50	.48
Batavia News (E)	8,458	.0225	.0225	New York Times (S)	500,000	.55	.528
Binghamton Press-Leader (E)	27,814	.07	.06	New York Tribune (M)	108,571	.32	.28
Buffalo Courier & Enquirer (M&E) ..	71,625	.14	.12	New York Tribune (S)			
Buffalo Courier & Enquirer (S)	107,600	.16	.14	New York World (E)	367,101	.40	.40
Buffalo Evening News (E)	100,912	.16	.16	New York World (M)	340,074	.40	.40
Buffalo Evening Times (E)	51,438	.09	.09	New York World (S).....	569,360	.40	.40
Buffalo Sunday Times (S)	62,127	.09	.09	Niagara Falls Gazette (E)	13,162	.03	.03
Elmira Star-Gazette (E)	26,687	.06	.05	Brooklyn Daily Eagle (E)	46,068	.18	.18
Gloversville Leader-Republican (E) ...	6,339	.02	.02	Brooklyn Daily Eagle (S)	46,068	.18	.18
Gloversville Morning Herald (M)	6,245	.03	.02	*Brooklyn Standard-Union (E)	65,107	.15	.15
Ithaca Journal (E)	6,791	.025	.025	*Brooklyn Standard-Union (S)	75,504	.15	.15
Jamestown Morning Post (M)	9,266	.025	.0207	*Rochester Times-Union (E)	67,121	.14	.12
Mount Vernon Daily Argus (E)	6,668	.02	.02	Rochester Herald (M)	35,826	.06	.06
Newburgh News (E)	10,888	.04	.03	Rome Sentinel (E)	5,293	.0165	.0129
New York American (M)	367,969	.45	.41	Schenectady Union-Star (E)	17,580	.06	.04
New York American (S)	753,468	.65	.60	Syracuse Journal (E).....	45,830	.08	.08
New York Globe (E).....	188,772	.39	.36	Troy Record (M&E)	25,647	.04	.04
New York Herald (M)	128,814	.40	.36	Yonkers Daily News (E)	3,314	.0178	.0178
New York Herald (S)	202,000	.50	.45				
New York Evening Journal (E)	657,912	.75	.75				
New York Post (E)	32,234	.25	.19				
New York Sun (E)	180,998	.37	.34				
New York Sun (M)	121,639	.39	.36				
New York Sun (S)	121,639	.39	.36				

*A. B. C. Statements April 1st, 1919.
 Government statements October 1st, 1918.
 Total Circulation 6,112,920
 10,000 Line Rate 8.9635
 2,500 Line Rate 9.5569

FORM NEW TRI-STATE ASSOCIATION

Circulation Managers of Indiana and Iowa Will Join Illinois Organization

—E. F. Gardner Elected President—Winter Work Advised

DECATUR, Ill., May 7.—At its annual meeting, which was held here yesterday, the Illinois Circulation Managers' Association amended its by-laws to admit to membership circulation managers of Indiana and Iowa. The association retains its present name and all meetings will be held in Illinois because of the great distance Indiana and Iowa members would have to travel if meetings were held in either of those states. Illinois, being centrally located, was therefore preferred.

Retiring President Clarence Eyster, of the Peoria Star, presented Secretary-Treasurer G. S. Galloway, of the Rockford Register-Gazette, with a fine traveling bag on behalf of all the members for his loyalty and faithfulness to the association.

New Officers

The next meeting will be held in Joliet, Ill., on October 14. The following officers were elected: President, Edwin F. Gardner, Elgin Courier; vice-president, W. P. Lovell, Bloomington Pantagraph; secretary-treasurer, G. S. Galloway, Rockford Register-Gazette; directors, Clarence Eyster, Peoria Star (3 years); W. H. Coonradt, Decatur Review (2 years); R. H. Parish, Decatur Herald (1 year).

The increased second-class postal rate which goes into effect July 1 was the subject that perhaps aroused most interest and discussion.

L. V. Vanleave, of the Rockford (Ill.) Republic, declared that the raising of rates that is bound to come in order to meet the increased postal charges will find circulation managers confronted with a "profound problem"—that of holding subscribers under higher rate conditions and against metropolitan competition in many cases. Mr. Vanleave said:

"No circulation manager wants to lose money for his paper. He is constantly striving to increase his revenue along with his circulation with a minimum of expense. But he is now confronted with a 'profound' problem. If rates are advanced in proportion to the increase in postage, he, no doubt, will experience great difficulty in landing new mail subscribers and renewing his old friends already on the list.

The Higher Rates Problem

"He is going to be between 'the devil and the deep blue sea.' He doesn't like to recommend an increase in rates for the reason that he wants to hold his old subscribers, and gain new ones. He don't like to say 'no' to the advance because he knows that his revenue should be advanced to take care of the postal increase. He can't 'pass the buck' to his publisher for the reason that every publisher looks to his circulation manager for a final analysis on all important matters pertaining to circulation. He most certainly will have to say 'yes,' or 'no.' Which is it going to be?"

"I believe the proper course for the circulation manager to pursue is to make his analysis very carefully, and lay it before his publisher. Show him what may happen if you do, and what is bound to happen if you don't. Let him have a thorough understanding of the situation.

"If he decides it is necessary to increase rates you will gladly co-operate with him to make the increase a success, and if you lose subscribers in conse-

quence of the increase your publisher will fully understand why. Should your publisher decide he can carry the additional burden without increasing rates, your task will be easier, and at the same time he will understand the reason for his increased postal bills."

Another paper received with marked interest was that of W. P. Lovell, of the Bloomington Pantagraph, who discussed "Reducing the Cost of Obtaining Rural Route Circulation." Mr. Lovell advised concentration by circulation managers on rural route subscriptions that expire during the winter months. He said:

"Probably the one greatest influence toward the reduction of expense in maintaining the Pantagraph's rural route circulation has been a plan which we popularized during the war. I do not know



EDWIN F. GARDNER

of any other publication doing the same thing.

"Six or seven years ago, when our subscription price was \$4 a year, and three and six-month orders were accepted at the same rate, we naturally had many three-month rural subscriptions—too many—for it, of course, costs four times as much during the year to renew three-month subscriptions as yearly ones, besides there being four chances a year of losing the subscriber to your competitor.

Short Time Orders Are Costly

"We circulation managers, whose mailing lists are on a strictly cash-in-advance basis, all know that our percentage of stops at expiration on rural circulation is much greater during the summer months than during the winter. So we found many of our short-time subscribers dropping off in the spring and having to be secured all over again in the fall—provided our competitor didn't get them first.

"Now what we did to meet the situation was to offer during the four winter months of December, January, February and March *only*, and to our rural subscribers *only*, a 10 per cent discount on subscriptions, paid in advance, to expire during the four winter months.

"We discontinued our offer promptly on the first day of March each year, with the result that today a very large percentage of our rural route subscriptions are expiring each year during those four months and short-time renewals are much less common than formerly.

"In the first place the habit of paying by the year is formed, and also when war conditions forced a raise in subscription prices, we avoided the mistake of making our three- and six-month subscription price pro-rata with the yearly rate.

"As for securing *new* rural business I have no other system than to give readers the kind of paper they want and have a right to expect than to go after them."

Those Present

Among those who attended the convention were:

Leo A. Sharkey, Alton Telegraph; J. H. Burdick, Elgin News; Charles F. Doying, Jacksonville Courier; C. M. Holden, Peoria Journal-Transcript; William Bennett, Champaign Gazette; J. E. Mitchell, Litchfield News-Herald; C. D. Chaffee, Aurora Beacon-News; Clarence Eyster, Peoria Star; G. S. Galloway, Rockford Register-Gazette; E. F. Gardner, Elgin Courier; Ruth Goodwill, Galesburg Mail; E. C. Hewes, Danville Commercial-News; W. C. Hunter, Quincy Journal.

W. P. Lovell, Bloomington Pantagraph; J. J. Welnitz, Joliet Herald; C. L. Sink, Times-Recorder, Zanesville, O.; W. E. Carpenter and Howard L. Richards, Lincoln Courier-Herald; Roy Parrish, C. W. Tidd and Miss Hitch, Decatur Herald; W. H. Coonradt, John Beckett, Milton Bergen, Decatur Review.

Richard Going Back to St. Paul

Irving Richard, well-known St. Paul newspaper man and son of Livy S. Richard, editorial writer of Hearst's New York newspapers, has returned from overseas, where for nearly a year he served in the Army. At the first bugle call Richard resigned his position on the St. Paul News and volunteered as a private. For several months he saw active service. He is returning to St. Paul from New York this week.

Re-elect Payne in Dallas

DALLAS, Tex., May 12.—The Advertising League has re-elected J. Howard Payne as president. Other officers are: Dan G. Fisher, first vice-president; L. E. McGee, second vice-president; W. R. May, secretary and treasurer; J. F. Kempton, chairman educational committee.

MISS J. J. MARTIN RE-ELECTED

N. Y. League of Ad Women Will Give Dinner May 20

At the annual meeting of the League of Advertising Women, of New York, held Monday, Miss Jane J. Martin, of the Sperry & Hutchinson Company, was re-elected president. Her associate officers for the ensuing year will be: Vice-president, Miss Minna Hall Simmons, of John Campbell & Co.; treasurer, Miss Edith V. Righter, the J. Walter Thompson Company; secretary, Miss Teresa Jackson, Murray-Howe Company; directors, Mrs. W. E. Mead; Miss Jane Carroll, American Express Company; Miss Marcia Meyers, Rimes Illustrating Company; Miss Mabel Graszwinckel, Leggett, Gruen & Co.; Miss Ida Clarke, Scott & Bowen.

The League will give a dinner next Tuesday evening at which Col. Mortimer D. Bryant of the 107th Infantry; R. W. Lillard, Mrs. Anne E. Tomlinson and Mme. Olga Petrova will make addresses.

Will Build a De-Inking Plant

BUFFALO, May 14.—Samuel F. Head, for the past six years city editor of the Buffalo Enquirer, has resigned to become office manager and publicity director for the National Pulp Corporation, with offices at 505 Fifth avenue, New York City. The concern is engaged in the operation of a secret process for de-inking news and magazine print paper. A mill of 100-ton capacity, it is reported, is under construction at Westfield, Mass.

Abitibi Re-forestation

The Abitibi Power & Paper Company is going in for an extensive program of re-forestation, doing the work in connection with the Conservation Commission. The decision of this company to engage in this work adds another to the already long list which have adopted this policy, these including such firms as the Laurentide Company and the Riordon Pulp & Paper Company.

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

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

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

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

Representative sent anywhere upon request.

John B. Gallagher Company

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

The International Number of
EDITOR & PUBLISHER is to go
out on the long trails that reach
around the world as a Salesman for
Newspaper Advertising.

This number will carry the most beautiful color cover ever made for a trade newspaper in this field—rich in gold and blue, giving to the issue an impressive splendor of dress, in keeping with contents of sterling and permanent value and interest.

You will want to tell your story in this issue—not because of local pride, national pride, or even pride in what your newspaper is in its field; but because this **INTERNATIONAL NUMBER** is going to be read and **USED FOR ITS INFORMATIONAL VALUE** by the leading space buyers of the United States and of the Allied countries. This issue will pave the way for **NEW BUSINESS FOR YOU**—will help to identify your paper to foreign advertisers who are now preparing to come into our markets.

It will carry **YOUR SELLING MESSAGE**—and **DELIVER IT!**

More than ten thousand copies—and an overwhelming majority of them to be placed in the hands of **YOUR "PROSPECTS."**

There's still time to reserve your space and get your copy in for the **INTERNATIONAL NUMBER**—but no time to spare!

Send us a wire **NOW**—and arrange to have your copy follow at once. Make it **URGENT BUSINESS!**

EDITOR & PUBLISHER

1117 World Building

New York

MUCH INSURANCE IS DECLARED FAULTY

Speakers at Pennsylvania Associations' Joint Meeting Say 80 % Does Not Safeguard Publishers—Stackpole and Krepper Elected

HARRISBURG, Pa., May 8.—Though the attendance at the joint meetings of the Pennsylvania State Editorial Association, the Pennsylvania Associated Dailies, the Pennsylvania Weeklies Association and the Pennsylvania Paper Publishers' Association, held here yesterday, was small owing to the unexpected return of state soldiers from overseas, those who did gather benefited very largely by the interchange of thoughts.

At the closing banquet in the evening, the Governor and Lieutenant-Governor were the honor guests.

All Officers Re-elected

The Associated Dailies re-elected the following officers: President, E. J. Stackpole, Harrisburg Telegraph; first vice-president, George J. Campbell, Pittsburgh Press; second vice-president, W. L. Taylor, York Dispatch; treasurer, W. L. Binder, Pottstown News; secretary, Wilmer Crow, Harrisburg. Executive Committee—R. P. Habgood, Bradford Star, chairman; William L. McLean, Philadelphia Bulletin; J. Denny O'Neil, McKeesport News; J. H. Zerbey, Pottsville Republican; Robert Gordon, Waynesboro Record; C. N. Andrews, Easton Free Press; Charles R. Long, Chester Times; John Rauch, Reading Eagle; Walter Fosnot, Lewistown Sentinel; E. R. Stoll, Pittsburgh Newspaper Publishers' Association; A. Nevin Pomeroy, Chambersburg Repository; A. L. Etlar, Middletown Journal.

The State Editorial Association elected the following named officers for the ensuing year: President, J. B. Knepper, Carnegie, Pa.; first vice-president, C. N. Andrews, Easton, Pa.; second vice-president, John G. Zook, Lititz, Pa.; third vice-president, H. L. Johnston, Altoona, Pa.; secretary-treasurer, Hon. R. P. Habgood, Bradford, Pa.

Executive Committee—Chairman, J. H. Zerbey, Pottsville; A. B. Schroop, Lebanon, Pa.; D. R. Thompson, Carlisle; H. C. Carpenter, Lancaster; G. Ross Eshelman, Lancaster; Oliver D. Schock, Hamburg; W. A. McClean, Gettysburg.

80% of Insurance Is Faulty

J. H. Zerbey, Pottsville, made an interesting address on "Safety Appliances, Insurance and Newspaper Annoyances." He made the startling statement that most of the newspaper office insurance of every kind was defective. Walter Savery, of the Mergenthaler Linotype Company, who followed Mr. Zerbey, declared that 80 per cent of the printing office insurance that came into their hands in connection with business transactions did not properly safeguard the interests of the insured. From his observations he corroborated the remarks of Mr. Zerbey.

George J. Campbell, of Pittsburgh, explained to the members what has been done by the association on legislative subjects, and pointed out proposed laws that needed attention.

Walter H. Savory, of New York, spoke on the "Newspaper Outlook," which he said was bright for big advertising orders.

Harry L. Johnson, of the Altoona Mirror, spoke on "Local News as a Circulation Builder," which was an instructive address.

H. C. Carpenter, Lancaster, elucidated the subject of "Advertising and Circulation."

The excellent work of the white paper committee was unanimously endorsed, and on motion J. H. Zerbey, of the Pottsville Republican, was continued as chairman for another year.

Will Arrange Sectional Meetings

Resolutions were adopted to the effect that the United States Government should be required to pay the regular advertising rates for advertising matter; that all advertisements required by law to be published, shall be printed in English-language newspapers only; endorsing the construction and consistent policy of the State Department of Highways with respect to the program of permanent road building; and that the president of the Pennsylvania State Editorial Association be authorized to appoint a committee of five for the purpose of preparing a plan of organization which will provide for sectional conference of those members whose problems of business or management are most closely allied; said plan to be reported at the next meeting.

The following legislative committee was appointed: George J. Campbell, Pittsburgh; E. J. Stackpole, Harrisburg; W. L. Taylor, York; George W. Wagon-seller, Middleburg; C. I. Long, Chester; W. L. McLean, Philadelphia; J. H. Zerbey, Pottsville.

The Governor was elected an honorary member of the association, as he has been a life-long publisher and his partner is an active member.

\$400,000 FOR TEA ADS FIRST YEAR PLAN

Big Merchants of U. S. Expected to Share Total Expense of \$2,000,000 With Growers in Japan, China, Formosa, Ceylon and India

Plans of the Tea Association of the United States of America for its tea advertising campaign to cost approximately \$2,000,000, progressed during the week to the point where it was practically agreed that the campaign should be extended over a number of years, with an expenditure the first year of about \$400,000. Newspapers will be the principal media used.

While first announcements were that the cost of the campaign would be borne by the growers in Japan, China, Formosa, Ceylon and Java, it is now proposed that one-half of the expense shall be borne by the members of the Tea Association of the United States of America, which includes practically all the big tea merchants of this country, and the other half by the growers.

Campaign of Defense

H. B. Thompson, secretary of the Tea Association, said that while the fact that the United States was expected to go "bone-dry" on July 1 had encouraged the idea of a national tea campaign at this time, the members of the association also felt that it was high time they defended themselves publicly against advertising propaganda attacking tea as a beverage.

"If the coffee people believe the time is ripe for starting an advertising campaign for their product, surely we have a right to expect even greater results from a tea campaign," said Mr. Thompson.

"All the other English speaking countries—England, Canada, Australia, South Africa—and Russia also, so far as the upper classes are concerned, drink more tea than the United States and there is real need of a campaign here of advertising and education.

NEW NAME FOR CONFERENCE

"Business Editors' Association of Chicago" Is Choice of Members

CHICAGO, May 12.—The name of the Editorial Conference of Chicago was changed to the Business Editor's Association of Chicago at a recent meeting held at the Hotel Morrison. A new constitution and by-laws were adopted at the same session more definitely stating the scope of the organization. Meetings will hereafter be held regularly each month.

Clay C. Cooper, manager and editor of Mill Supplies, was elected president of the body, succeeding J. A. Hall, editor of the Black Diamond. It was the latter who organized the association about a year ago. Other officers elected were G. D. Crain, Jr., publisher and editor of Class, vice-president; S. N. Clarkson, Western editor of Electrical Merchandising, secretary; and J. A. Hall, of the Black Diamond, treasurer.

SEN. HUMBERT ACQUITTED

Le Journal's Former Owner Was Charged with "Dealing with Enemy"

PARIS, May 8.—Senator Charles Humbert, former proprietor of Le Journal who had been on trial by court-martial on charges of trading and communicating with the enemy, was acquitted today. Capt. Genore Ladoux also was acquitted. Pierre Lenoir was sentenced to death. William Desouches was convicted and sentenced to five years in prison.

WHEAT AND OIL IN OKLAHOMA

They Are the Two Leading Factors in State's Prosperity

"Neither our local or national advertising business has ever been as good before," said E. K. Gaylord, president of the Oklahoma Publishing Company, publishing the morning and Sunday Oklahoman and the Oklahoma Farmer Stockman, when he was recently in New York City.

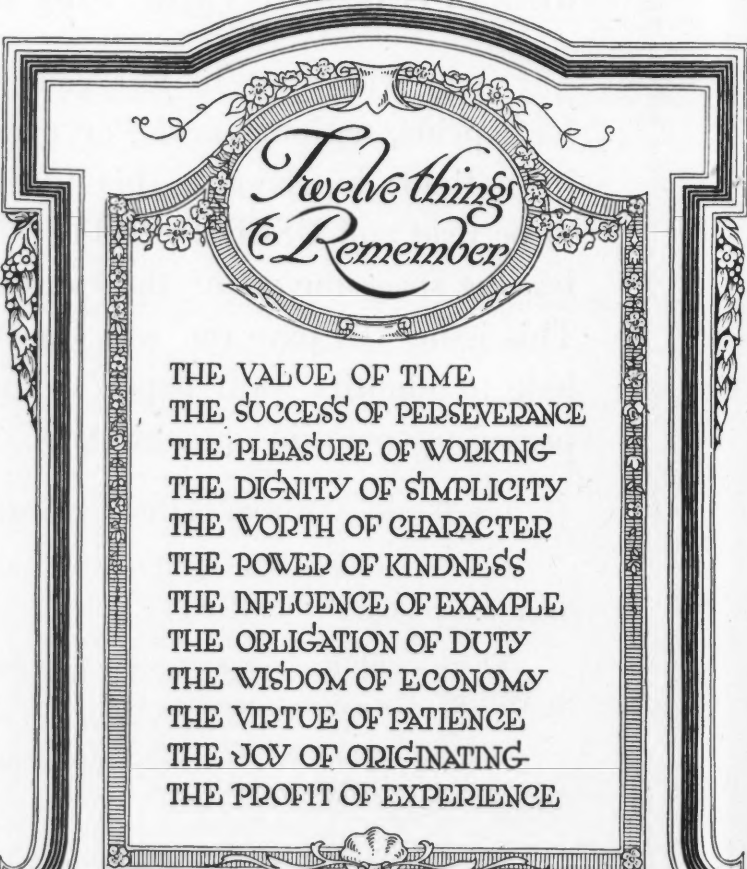
"For this we have to thank two industries principally. One is Oklahoma oil, which is being produced in big quantities and for which there is a big demand, and the other is Oklahoma wheat, in which there is big acreage and which has had a fine growing season. Yes, we are prospering in Oklahoma."

Flaugh Wins Golf Prize

Members of the New York Newspaper Golf Club were the guests of the Essex County Country Club Tuesday. About forty members took part in a tournament, conditions calling for fourball foursomes. At the end it was found that F. K. Flaugh and Charles Atherton, 78—8—70, had tied with Leroy Thompson and Hiram Serine, 86—16—70.

"Ad Talks" in New Orleans

NEW ORLEANS, La., May 10.—The Times-Picayune has started a series of 25 "Advertising Talks." They aim to educate advertisers and readers to a keener understanding of advertising.



Twelve things
to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING—
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
251-253 WILLIAM ST. - - NEW YORK CITY
PHONES: 1637 WORTH



EDITOR & PUBLISHER

Q & A

Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—Please furnish me with a concrete example of the advantages of type display, showing how arrangement of printed words emphasize their meaning. —Columbia.

A.—Here is a very simple example:

Synonyms and Antonyms

Do people enjoy discomfort, misery, want, disease, privation, hardship, denial, ignorance, filth, rancor, disharmony, hate, low estate, futility, abnormality, pinching, vulgarity, indecency, palsy, death? The whole broad world suggests: comfort, happiness, plenty, spirit, generosity, ease, fulfillment, knowledge, cleanliness, agreement, harmony, love, high estate, results, normality, liberality, nobility, decency, health and life. Do we not get what we seek? Why is the general quest so low?

SYNONYMS AND ANTONYMS

Do people enjoy:

- discomfort,
- misery,
- want,
- disease,
- privation,
- hardship,
- denial,
- ignorance,
- filth,
- rancor,
- disharmony,
- hate,
- low estate,
- futility,
- abnormality,
- pinching,
- vulgarity,
- indecency,
- palsy,
- death?

The whole broad world suggests:

- comfort,
- happiness,
- plenty,
- spirit,
- generosity,
- ease,
- fulfillment,
- knowledge,
- cleanliness,
- agreement,
- harmony,
- love,
- high estate,
- results,
- normality,
- liberality,
- nobility,
- decency,
- health,
- life.

Do we not get what we seek? Why is the general quest so low?

Q.—Will you please give me the name and address of some concern that makes chalk plates? —Utica, N. Y.

A.—The DeVoe & Reynolds Co., 101 Fulton street, N. Y.

Q.—Do the Major Baseball Leagues ever use display newspaper space for advertising? —Newspaper "Fan."—New York.

A.—Very rarely. The Chicago White Sox-St. Louis Browns opening in Chicago, May 1, was advertised in a half-page in the Chicago Journal, April 22.

Q.—Is the Linotype generally used in printing establishments outside the U. S.? —C. T. K.—St. Louis.

A.—The Linotype is used in sixty different countries and has been adapted to the use of more than forty different languages.

Q.—Does the Publishers' Advisory Board represent the publishers of daily newspapers? —Inquirer—Phila.

A.—No. The board represents organizations of periodical publishers, business papers, medical, agricultural and religious journals, and the Authors' League of America and the Allied Printing Trades Council. Its office is at 200 Fifth avenue, New York, and Charles J. Post is the director in charge.

Q.—My territory is limited to the immediate middle west section within a radius of thirty miles of our office. The town of publication is small, and the advertising is limited. However, the field is exclusive. My circulation has reached the natural limit. My rate is high, but my profit, aside from salary, is small. My paper was selling for one cent before the war and the price is now two cents. Another cent would show me a fair profit. Has the three cent price been tried with success in any other field where the territory is limited and exclusive? What have been the results? —J. M. G.

A.—Yes, it has been tried successfully in many cities. You are entitled to a profit, and the way to get it is to increase your selling price if the field is covered and you have done all you can to effect economies. There is no glory without profit.

Q.—When speed is not a consideration, we have only one edition, what are the advantages of dry mats? —S. C. B.

A.—Suggest you address Wood Flong Co., of New York. Of course, the expense of a steam table is eliminated.

Q.—Are the newspaper writers' unions established some years ago at Butte, Mont., and Scranton, Penna., still in existence? Has any effort been made to nationalize them? —E. R.

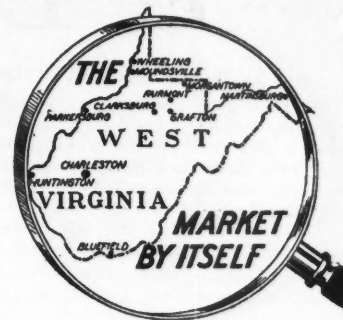
A.—Yes; but they are local.

Q.—What is the oldest English-language newspaper in the world? —Harper—Baltimore.

A.—The London Gazette. It was established in 1666. It is published semi-weekly by Wyman & Sons, Ltd., Fetter Lane, E. C., London. It sells for one shilling a copy.

Yours

is not a National business if it has skipped



West Virginia, richest territory of its size in natural resources, where for half a cent per inhabitant you can advertise every week in the year in all the English language daily newspapers.

Come to West Virginia! Be a BIG advertiser for a little money, and GET THE HABIT!

Newspaper advertising gives a national business a chance to pick its territory and strengthen its distribution in detail.

West Virginia is probably the territory that offers the greatest opportunity for the smallest investment. It is just ONE territory, by itself. There is no other territory just like it.

Make a try with these papers:

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
*Telegraph (M)	6,426	.01428	†Herald		
Charleston			Dispatch (M)	10,479	.02
†Gazette (M)	14,500	.02	†Herald		
‡Gazette (S)	16,500	.02	Dispatch (S)	11,103	.02
*Leader (M)	6,819	.0157	Martinsburg		
*Leader (S)	7,351	.0157	*Journal (E)	3,068	.0129
*Mail (E)	8,735	.02	Morgantown		
Clarksburg			†Post (E)	3,025	.0143
*Exponent (M&S)	8,607	.02	Parkersburg		
*Telegram (E)	8,020	.02	*News (M)	6,300	.0125
*Telegram (S)	7,746	.02	*News (S)	6,200	.015
Fairmont			†Sentinel (E)	6,854	.017
*Times (M&S)	7,209	.02	Wheeling		
*W. Virginian . (E)	5,377	.02	†Intelligencer (M)	11,366	.0325
Grafton			†News (E)	16,225	.04
*Sentinel (E)	2,476	.014	†News (S)	16,225	.04
Huntington					
†Advertiser ... (E)	8,231	.02	*Government statement, Oct. 1st, 1918.		
			†A. B. C. statement, Oct. 1st, 1918.		
			†Publishers' statement.		

File the facts for reference

EDITORIAL

MR. BURLESON ON ADVERTISING

THE Postmaster-General, answering the open letter addressed to him by EDITOR & PUBLISHER, devoted a good deal of his argument to the subject of advertising, and the propriety of taxing it according to the plan devised by the framers of the present postal rate law.

Mr. Burleson concedes that five per cent. of advertising in a newspaper is to be properly classed as a legitimate part of that paper. This is to concede that such advertising has informative value to the readers of the paper, and that this value is not lessened through the fact that the publisher receives pay for its insertion.

It would seem to be his view, shared by members of the last Congress, that when the volume of advertising in a newspaper is large enough to make the publication of that paper possible from a revenue standpoint the service consideration disappears and the advertising becomes a purely commercial commodity entitled only to such postal classification as is given to shoes and soap.

This contention takes us back to fundamentals. If it is sound the structure of the press must fall, the business of printing the news of the world must be re-established on some other basis. Of course the proposition is not sound.

Even iconoclasts will admit that the newspapers of America are an essential factor in our national life—that to cripple their service, reduce them to the necessity of charging to their readers the great bulk of their publication cost, enforce upon them pitiless economies in the gathering of news and the expression of opinion, would be to set in motion the Clock of Reaction.

"Advertising stimulates industry," Mr. Burleson admits. Is not the great task of stimulating industry quite as legitimate a public service as is the printing of intelligence which stimulates political and social progress? And is there any other force for stimulating industry comparable with the force of advertising? Are we to argue that the Government may properly cooperate in the dissemination of the news of events but not in the news of business.

The revenues derived from the publication of advertising make possible the nominal price at which our newspapers are sold to their readers. The economic miracle of a complete modern newspaper, carrying the story of the world day by day, and selling for two cents is achieved only through the inclusion of a great volume of paid advertising within its legitimate contents. Could we still have great newspapers if the reader were forced to pay the entire cost of production?

Only madness in our national councils would breed a policy calculated to destroy the press of America—for in that destruction the industrial life of the nation would be crippled beyond repair and the political structure would topple to its fall. That will no happen, of course; but why should we have patience with public officials whose vision is so limited that they lend themselves to the advocacy of such doctrines?

THE moving picture people tell us that a newspaper must create an "atmosphere" of interest in the movies before they can make it pay to advertise in its columns. It must print gossip and piffle in the news columns. Then the people will be "responsive" to moving picture ads. We have an example of how this policy works in the case of baseball. The newspapers create a "baseball atmosphere" in their pages upon which could be based tremendously profitable baseball advertising—and the magnates show their appreciation of this fact by using often as much as three lines of paid space in a single issue of a newspaper!

THE advertising agents were never before so busy. The bearing of this fact upon business conditions needs no interpretation.

THE great increase in the volume of national advertising in the newspapers, noted everywhere, is but a prelude to what is to come.



THE INTERNATIONAL NUMBER

THE International Number of EDITOR & PUBLISHER, to appear next week, is not to be classed merely as a "special edition." It will be an amplified regular edition, conceived on broad lines of usefulness and carrying a far-reaching appeal.

The preparation of the International Number has entailed arduous and exacting labor. It has tested the mettle of a trade newspaper organization which has acquired the habit of producing promised results. That test is being met in the great number now in process of making.

Cover designs and impressive advertisements in color will lend to the number of particular value as an example of the printing art at its best. A section in gravure will contain the latest photographs of seventy delegates to the great Peace Conference. The part the Allied newspapers have played in the winning of the war will be told in a number of notable reviews. There will be a glimpse of the press of the free countries of the world which will tend to acquaint Americans with the real forces now working for the safeguarding of that peace which has been won by the pen and the sword.

The high theme of the number will be the creation of a closer co-operation of the world's free press in the tasks of reconstruction.

The International Number will constitute the first step toward a League of Newspapers to reinforce the League of Nations.

Striving for a better co-ordination of effort on the part of the newspapers in the Allied countries—for a closer unity of the sentinels guarding civilization—the International Number will make history.

THE CASE OF NEWSPAPER ADVERTISING

EDITOR & PUBLISHER presents in this issue another exhibit in the case of Newspaper vs. Magazine Advertising.

The tabulations now published show the costs of advertising campaigns through the newspapers of the cities of the country having populations above 50,000. There are 128 of these cities, each a market center in itself, and presenting in total a great national market, reached by newspapers having a combined circulation of more than thirty-five million.

National advertisers will be impressed with the comparative economy afforded by the use of newspapers through which to reach this great market. This fact will be realized vividly when separate units—cities—are considered.

A handful of Facts are worth more to an advertiser than a vast expanse of Blue Sky.

THE bulk of the advertising of the Railroad Administration is being done in the newspapers—as is proper considering the fact that the Government is spending this money to secure results, and not merely for the sake of seeing itself in print. This augurs well for a sensible policy in the placing of future Government paid advertising.

May 15, 1919. Volume 51, No. 50.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, publisher; Marlen E. Pew,

editor; W. D. Showalter, managing editor and John F.

Redmond, News.

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

10 cents a copy; \$3 a year; foreign postage, \$1.00;

Canadian, 50c.

DRAWING THE LINE

ONE of the most potent weapons used by the breed of men and women who "live by their wits" is the threat of "exposure" of somebody's weakness or folly through the newspapers.

The fear of such publicity—of the publication of idiotic "love letters" or of humiliating details of some wretched adventure—has served the purpose of blackmailers ever since we have had newspapers.

In their desire to "print the news," to expose those who flout the moral law, to protect the innocent from human vultures, newspapers sometimes perform a public service through giving wide publicity to offenders—even at the cost of inevitable notoriety for the victims.

But it is not often that the interests of society are served best by the blazoning of lapses from moral rectitude in the public prints. Fortunately, it is not often that newspapers fail to weigh the ethical values involved in such exposures. It is safe to say that, in a majority of instances where purely sordid motives are the basis for a desire for "publicity" on the part of complainants, the newspapers refuse to take part in the game.

Generally speaking, the public has been so well protected by the newspapers from nauseating private scandals that the impression may prevail that, as a matter of fact, little of the news which comes to a paper is not "fit to print." Editors know, however, that the reverse is true.

A married man of wealth and social position may find himself as a result of an indefensible entanglement, in which he may have played the dastard as well as the fool, the victim of blackmail threats. Usually such a man realizes that he must pay—or submit to an exposure which will blight his life and that of his wife and children.

He knows that a legal action is always possible, and that all sorts of allegations may be made in a complaint, thus making the whole ugly story available to newspapers—so he often submits to blackmail to avoid all this. Thus fear of publicity is the most effectual weapon of the blackmailer.

In hundreds of instances newspapers refuse to serve the purposes of such plaintiffs and their lawyers, deeming it a better public service to protect the wives and children involved from life-long suffering entailed upon them through the weakness and folly of a husband and father. Editors who thus ban "news" which is "unfit to print" act upon a motive which the miserable recreant may never understand or appreciate—but which needs no interpretation to those who consider the rights of the innocent as controlling.

IN commenting upon the almost prohibitive prices prevailing here for photo-engraving, George F. Weeks, editor of the Mexican Review, Mexico City, tells EDITOR & PUBLISHER that he secures very satisfactory work there in half tones at the rate of three and one-eighth cents (American money), per square inch, with a minimum charge for a cut of 75 cents. Even with this strong inducement, however, a lot of our publications will resist the temptation to remove their plants to Mexico City.

POSTMASTER-GENERAL BURLESON reiterates his accusation that the publishers are in receipt of a postal subsidy amounting to \$72,000,000 annually. Most people understand that the subscribers to a publication pay the postage, whatever rate is charged. This simple fact, however, has not interpreted itself to our Postmaster-General.

DOES advertising perform a purely selfish and sordid service to the people in stimulating industry and developing the resources of the country? Mr. Burleson thinks so.

A GAIN—don't use the word "publicity" when you mean advertising. The words are not interchangeable.

PERSONALS

IN THE EDITORIAL ROOM

Ralph D. Blumenfeld, editor of the London Daily Express, will sail for home today after a month's visit to his native country.

Elmer Crockett, editor of the South Bend (Ind.) Tribune, and Mrs. Crockett, who have been visiting in Chattanooga, Tenn., where Mr. Crockett has been convalescing from an illness, have returned to South Bend.

Mrs. William V. Bahmer, a Pittsburgh newspaper writer, best known as "Louise Landis," is the mother of a baby boy, who made his debut on May 9. Mrs. Bahmer is a daughter of John K. Emge, managing editor of the Pittsburgh Leader.

Miss Mary Alice Murdock, editor of the El Dorado (Kan.) Republican, and Edward H. Pattison, have been married. Miss Murdock is a cousin of Marcellus and Victor Murdock, of the Wichita Eagle.

Roy Myers, general reporter on the Buffalo Commercial, has become publicity man for the Y. M. C. A. foreign department in New York City. During the war he was engaged in similar work in Southern camps.

Adam Breede, editor of the Hastings (Neb.) Tribune, is on his annual spring "hike" to the Ozark Mountains in southern Missouri.

M. M. Fogg, former director of the University of Nebraska school of journalism, is now director of the A. E. F. school of journalism at Beaume, France.

H. R. Cobleigh, who has been managing editor of the Automobile Trade Journal, Philadelphia, is now associated with the National Automobile Chamber of Commerce in New York.

Capt. J. Edgar March, who before the war was city editor of the St. John (N. B.) Standard, has joined the reportorial staff of the Ottawa (Ont.) Journal. He went overseas in the early days of the fighting with the 26th Battalion and after being invalided home to Canada became officer commanding the wireless station guard at Newcastle.

Jay E. House, former editorial writer for the Topeka Capital, has closed a contract with the Philadelphia Public Ledger, contingent upon his release from a contract with the Detroit News. Mr. House will be editorial correspondent for the Ledger and will also run a column.

Ralph Streever, former manager of the Schenectady office of the Albany (N. Y.) Knickerbocker-Press, has been discharged from the Navy. He is resting on a farm before resuming newspaper work.

Nelson B. Bell has been appointed press representative for the Crandall Theatre Company, Washington, D. C., succeeding E. S. Johnson, resigned. Mr. Bell has been engaged in newspaper and theatrical work in Washington for thirteen years.

Will T. Kirk, for five years state capital correspondent for the Portland (Ore.) Journal, has been appointed head of the claims department of the Oregon Industrial Accident Commission.

Helen Bullitt Lowry is doing the art critic's work for the New York Evening Post, succeeding Guy Pane duBois, who will give his whole time to painting.

William R. Ellis, for seven years on the news staff of the Utica (N. Y.) Press, has gone with the Syracuse Post-Standard.

Rae B. Candee, sporting editor of the

Utica (N. Y.) Press for five years and for two years a member of the news staff, has been named superintendent of recreation for the city of Utica.

"Bill" Moon has returned to reporting work on the St. Paul Dispatch and Pioneer Press, after 25 months in the Navy replete with thrilling experiences.

J. W. Hinchon, former editor of the Algona (Ia.) Courier, expects to start on a trip around the world this fall.

Sue McNamara, Sunday editor of the Des Moines Register who is writing a special series of war hospital articles for the government, has been given the new title of "Sunshine Sue."

"Dick" Farrington, formerly of the Toledo Times, is now on the copy desk of the Indianapolis Daily Times.

Frank A. Tierney, former city editor of the Albany (N. Y.) Times-Union and conductor of its "The Less Serious Vein Column," played a prominent part in putting the Victory Loan "over the top" in his city with \$3,000,000 of a \$12,000,000 quota to spare.

Herman Borzner, who saw service with the signal corps' photography branch in France, has returned to the Albany (N. Y.) Knickerbocker Press.

P. W. Wilson, American representative of the London Daily News, spoke in Albany this week on "Why There Should Be a League of Nations." The meeting was under direction of the City Club.

Vincent Law, former reporter for the St. Paul Dispatch-Pioneer Press and now stationed at Bordeaux, France, has written an exhaustive description of the Brest and other American camps in France, which has appeared in the Pioneer Press.

Harrison Fuller, city editor of the St. Paul Dispatch, attended the convention of the American Legion in St. Louis. His desk meanwhile was held down by Ben Ferriss.

Lester Markel, day managing editor of the New York Tribune, will conduct a six weeks' course in Newspaper Practice at Columbia University this summer. Mr. Markel has handled about all of the desks in the city room and can certainly tell the budding journalists some valuable points on news gathering and distributing.

Verne Marshall, editor of the Cedar Rapids (Ia.) Gazette, and Miss Frances Fiske have been married.

Joseph T. McNally, formerly managing editor of the Albany (N. Y.) Argus, has been appointed executive secretary of the State Department of Agriculture at a salary of \$4,000.

Lieut. James C. Hale, who recently returned from overseas service, is now telegraph and make-up editor for the Dallas Evening Journal.

THE BUSINESS OFFICE

Lieut.-Col. G. Edward Buxton, Jr., treasurer of the Providence (R. I.) Journal Company, has been twice cited for bravery in battles against the Germans overseas. The citations praise the officer for his examples of courage and self-sacrifice on the Toul sector and in the St. Mihiel offensive.

Robert McLean of the Philadelphia Bulletin, son of William L. McLean, publisher of that newspaper, and Miss Clare Randolph Goode of Baltimore, were married recently in Baltimore. William L. McLean, Jr., was best man for his brother.

Ensley A. Weir, for the past two years with the Omaha Bee advertising staff, has resigned to become publicity manager of the H. R. Bowen Company, Omaha. He was with the Cleveland Press some years ago.

P. L. Apgar has joined the advertising staff of the New York Morning Sun.

L. Wallace Hopkins, at one time business manager and part owner of the San Jose (Cal.) Times-Star, has been appointed business manager of the Old Colony Magazine, in New York. Formerly Mr. Hopkins was also publisher of the Town Review Magazine, and lately has been head of the publicity department of the War Camp Community Service in New York.

Ralph Glendenning, of the advertising staff of the St. Paul Daily News, is the father of a new daughter.

Joseph Personeni, publisher of El Citadino, New York, is visiting in Italy until July.

Benjamin LaBree, vice-president of American Paper Exports, Inc., New York, has gone to South America to spend four months touring Chile, Argentina and Brazil.

Miss Iola F. Stevens, for more than 10 years connected with the business office of the Norwalk (Conn.) Hour, will wed Ira Harrison Kiggins early in June.

Frank G. Odell, secretary of the Federal Land Bank of Omaha, has been appointed to the advertising staff of the Capper Farm Press.

C. S. Jackson, proprietor of the Portland Journal, was one of the largest Victory Bond subscribers in Oregon, investing \$350,000 in the securities.

WITH THE AD FOLKS

J. F. Baxter, manager of the Baxter Advertising Company of Kansas City, and Miss Jean Lindsay, were married recently in Topeka. Mr. Baxter was formerly on the Kansas City Journal advertising staff.

Harry A. Einstein is a new member of the Goldsmith Agency's staff in New York.

L. O. Haskins has been appointed advertising and sales director for the M. & S. Corporation, Cleveland.

H. D. McDonald has joined the copy staff of the Rauh Agency, Pittsburgh.

S. B. Shafer is the new advertising manager of the Art Lamp Manufacturing Company, Chicago. He has been with the Drew Electric Manufacturing Company, Indianapolis.

Frank E. Russell and E. J. Felt, just out of the Army, have joined the Matternack Agency's staff in Hartford, Conn.

P. L. Cornell has resumed his position as advertising manager of the Diamond Rubber Company, New York, after war service with the Ambulance Corps, during which he received the Italian War Cross.

George H. Read has been elected president of the Turner Advertising Company, Chicago.

Albert Dulac has been appointed director of a new foreign department opened by the C. D. Levin Advertising Agency in New York.

Arthur R. Addison has been elected vice-president of the Robert Hamilton Corporation, New York, on his discharge from the Army.

Donald N. Whiting, formerly with the Frank Seaman Agency and recently released from the Marine Corps, has joined the New York staff of the Charles H. Eddy Company.

E. D. Wolaver and Burton McK. Smith have joined the Brearley-Hamilton Agency's staff in Grand Rapids, Mich. Mr. Wolaver in the past has been with the Berkey & Gay Furniture Company and N. W. Ayer & Son, while Mr. Smith has just returned from war service in the Navy.

O. C. Leiter, former city editor of the Portland Oregonian and Journal, has become advertising manager for J. L. Bowman & Co., Portland, manufacturing clothiers. Mr. Leiter recently resigned as chairman of the Oregon soldiers' welcome committee in New York. Governor Olcott has appointed Miss Peggy Curtis, another newspaper writer, to succeed him on the committee.

Robert Ballard Davis, formerly in the sales department of the U. S. Gypsum Company, Chicago, and later manager of the copy department of Farakas Brothers Service Agency, Chicago, has received honorable discharge from the Aviation Service and is now in charge of the service department of Concrete, Detroit.

O. G. Barrett, for several years connected with the United States Department of Agriculture, has become associated with Brooke, Smith & French, Detroit.

Brown Buys Ada Daily News

ADA, Okla., May 12.—Byron Norrell, W. D. Little and Miles Grigsby have sold controlling interest in the Ada Evening News to Marvin Brown, former editor and publisher of the Aurora (Mo.) Menace.

The Utica Herald-Dispatch has signed a contract for the Haskin Service for one year

This contract secures the Haskin Letter, and the use of a free information bureau in Washington.

TIPS FOR THE AD MANAGERS

BOTSFORD, CONSTANTINE & TYLER, Spalding Bldg., Portland, Ore. Will handle a \$135,000 newspaper and magazine advertising for the Phez Company, manufacturer of loganberry and other fruit juices.

CECIL, BARRETO & CECIL, Mutual Bldg., Richmond, Va. Has been appointed advertising agent for the following new accounts: Bell Manufacturing Company, Richmond; Cheek-Neal Coffee Company, Nashville, Tenn.; Chattanooga Roofing & Foundry Company, Chattanooga, Tenn.

LEES COMPANY, Sloan Bldg., Cleveland, Ohio. Will soon begin a national advertising campaign for the Apex Electrical Distributing Company, Cleveland, on suction carpet sweepers, a new account.

SMITH, DENNE & MOORE, McGill Bldg., Montreal. Have been appointed advertising agents for Consumers' Cordage Company, Dougall Varnish Company and Mint Products Company.

FRED M. RANDALL COMPANY, Ford Bldg., Detroit. Will soon start a national advertising campaign for the J. C. Wilson Motor Truck Company, Detroit, a new account; has also been appointed to handle the advertising of the Kuhlman Electric Company, Bay City, Mich.

DYER COMPANY, 42 Broadway, New York. Has been appointed advertising agent for Black Cat Textiles Company, Kenosha, Wis., manufacturer of hosiery.

DOOLEY-BRENNAN AGENCY, Harris Trust Bldg., Chicago. Has been appointed advertising agent for the Swinehart Tire & Rubber Company, Akron, Ohio.

SHINGLE MANUFACTURERS' ASSOCIATION, Vancouver, B. C. Will conduct an advertising campaign in the United States, as well as Canada, on the use of red cedar shingles for building. This season's appropriation will amount to between \$30,000 and \$40,000. Frank L. Nash, secretary of the association, is in charge of the advertising.

H. K. McCANN COMPANY, 61 Broadway, New York. Using newspapers throughout the country in a subscription campaign for the Soda Fountain, a New York business paper.

STREET & FINNEY, 171 Madison avenue, New York. Has secured account of the Seaboard Rice Milling Company, manufacturing "Comet" rice.

N. W. AYER & SON, 300 Chestnut st., Philadelphia. Placing the advertising for Elgin Watch Company.

BARTON - DURSTIN COMPANY, 25 W. 45th st., New York. Placing advertising for Yawman & Erbe Manufacturing Company.

BLOOMINGDALE - WEILER ADVERTISING AGENCY, 1420 Chestnut st., Philadelphia. Making 5,000-l. contracts with some Pennsylvania newspapers for "Whistle," a soft drink.

BREARLEY-HAMILTON COMPANY, Michigan Trust Bldg., Grand Rapids. Reported will make up newspaper list during next thirty days for Valley City Milling Company.

CALKINS & HOLDEN, 250 Fifth ave., New York. Placing advertising for Iron City Advertising Company.

CENTAUR COMPANY, "Fletcher's Castoria," 250 W. Broadway, New York. Placing additional 30-in. 20-t. copy with newspapers on contracts.

CHAMBERS AGENCY, Maison Blanche Bldg., New Orleans. Making 5,000-line contracts with Texas newspapers for New Orleans Coffee Company.

CHARLES ADVERTISING SERVICE, 23 E. 26th st., New York. Placing the advertising for Orange Judd American Agriculturist.

DANIELSON & SONS, 96 Westminster st., Providence. Reported will make up list of farm papers, etc., during the next thirty to sixty days for Baird-North Company.

DORLAND ADVERTISING AGENCY, 366 Fifth ave., New York. Again making 3,000-l. contracts with newspapers for Crex Carpet Company.

ERWIN & WASEY COMPANY, 58 E. Washington st., Chicago. Again placing orders with some New York City newspapers for Wahl Company.

RICHARD A. FOLEY ADVERTISING AGENCY, Terminal Bldg., Philadelphia. Placing orders with newspapers for Liggett & Myers Tobacco Company.

GARDINER & WELLS, 150 Madison ave., New York. Making 5,000-l. contracts with newspapers for National Biscuit Company.

GREENLEAF COMPANY, 41 Mt. Vernon st., Boston. Again placing orders with newspapers for Waltham Watch Company.

H. WALTON HEEGSTRA, Inc., 25 E. Jackson Blvd., Chicago. Again placing orders with newspapers for Aladdin Company.

HOYT'S SERVICE, 116 W. 32d st., New York. Reported will make up a newspaper list during the next thirty days for Bertha May, Inc.

McJUNKIN ADVERTISING COMPANY, 5 S. Wabash ave., Chicago. Placing 4-in. 10-t. orders with newspapers for Goodrich Transit Company.

ROBERT M. McMULLEN COMPANY, Cambridge Bldg., New York. Placing the advertising for Purity Cross Products.

MORSE INTERNATIONAL AGENCY, 449 Fourth ave., New York. Again placing "readers" with newspapers generally for Rumford Chemical Works.

NATIONAL BEARINGS COMPANY, Lancaster. Placing orders with newspapers direct.

PHENIX TRUCK MAKERS, 4948 Bloomington Road, Chicago. Reported will make up list during June. No agency has been appointed as yet.

POWER, ALEXANDER & JENKINS, Madison Bldg., Detroit. Reported will make up a list of newspapers during June for W. H. Hill Company. Placing orders with newspapers for Piqua Hosiery Company.

E. P. REMINGTON AGENCY, 1280 Main st., Buffalo. Placing orders with newspapers for Art Metal Construction Company.

RUTHRAUFF & RYAN, 404 Fourth ave., New York. Placing orders with newspapers for Franklin Yarn Company.

SEELYE, BROTHERTON, BROWN, 110 W. Fort st., Detroit. Again placing orders with newspapers for Columbia Motors Company.

STREET & FINNEY, 171 Madison ave., New York. Reported to have secured the following accounts: "Bubbelbilt" Boys' Clothing, S. B. & B. W. Fleisher. Will place the advertising for Seaboard Rice Milling Company.

STERNFIELD, GODLEY & LEWIS, Tribune Bldg., New York. Placing orders with some New York City newspapers for International Fabricating Corp.

J. WALTER THOMPSON COMPANY, 242 Madison ave., New York. Placing copy for May and June with some Pennsylvania newspapers for O'Sullivan Rubber Company.

C. C. WINNINGHAM, Book Bldg., Detroit. Placing orders with newspapers for Continental Company.

Polish Weekly Changes Hands

JERSEY CITY, May 9.—The Glos Narodu (People's Voice), a Polish weekly, has been purchased by Henry Sieminski and associates.

ADVERTISEMENT NO. 14

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other

National Advertisers

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Royal Baking Powder Co.,
New York City

Carl H. Reed
Electric Storage Battery,
Philadelphia, Pennsylvania

A. L. Dewar, Jr.
Welch Grape Juice Co.,
Westfield, New York

Cimbel Brothers,
Philadelphia, Pennsylvania

J. D. E. Ellsworth
American Telephone &
Telegraph Co.,
New York City

Peerless Motor Car Co.,
Cleveland, Ohio

Richard C. Shoup,
Cox-Multi Mailer Co.,
New York City

J. G. Ham,
Castoria Co.,
New York City

Alexander Hamilton Institute,
New York City

F. C. S. Sherman,
Durham Duplex Razov Co.,
Jersey City, New Jersey

A. J. Gallien,
R. Hoe & Co.,
New York City

L. B. Jones,
Eastman Kodak Co.,
Rochester, New York

Borden's Condensed Milk,
New York City

M. H. Newton,
The White Co.,
Cleveland, Ohio

F. E. Fehlman,
H. W. Gossard Corset Co.,
New York City

Merrell-Soule Co.,
Syracuse, New York

H. L. Baker,
Cottrell Printing Press Co.,
New York City

New England Fiber Blanket Co.,
Worcester, Massachusetts

F. M. Heineck,
Taylor Instrument Co.,
Rochester, New York

Truman A. DeVouse,
The Shredded Wheat Co.,
Niagara Falls, New York

G. H. Buek,
The Alco Inc.,
New York City

H. S. Brooks,
American Telephone &
Telegraph Co.,
New York City

A. C. Reiley,
374 Broadway,
New York City

Allan Rock,
Le Film,
1457 Broadway,
New York City

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

N. Y. WORLD HAS 121 25-YEAR MEN

Their Total Service Amounts to 3,731 Years—Quarter-Century Club Holds Annual Reunion—J. W. Tennant Welcomed as Member

About one hundred men, veterans in the service of the New York World, dined, sang and told stories of the "good old days" and of still better ones to come, at the annual banquet of the World Quarter Century Association last Thursday evening.

Every man who sat at the table has been employed by the World at least twenty-five years, and two of the veterans present, Charles Monaghan of the mail room and William Jenkins of the composing room, have been employed more than forty-four years. The combined years of service of the members of the association is 3,731.

As has been the custom, the banquet was opened by drinking a silent toast to the memory of the late Joseph Pulitzer.

Fifty Have Served 30 Years

Isaac D. White, president of the association, presided. In opening he said: "I was reading an account the other day of a great celebration they had over in the office of the Evening Post. The editors and managers got all worked



ISAAC D. WHITE

up and excited because they found that seven men in the various departments of their newspaper had been with them for 30 years. They got the entire seven together at one time and place and told them how proud the Post was to have such a great big bunch of veterans on its staff.

"If you will glance over the membership list of our Quarter Century Association you will find that there are just about 50 of us young fellows who have been on the World continuously for 30 years or more. We can muster a dozen men who were here in 1883 when Mr. Pulitzer bought the World, and this does not include John Hadwin, who came here direct from St. Louis with Mr. Pulitzer and helped him to reorganize and revolutionize metropolitan journalism from the very beginning.

"At the top of the list you will find a couple of kids—Charley Monaghan and William Jenkins—who have been with the World continuously since 1875.

"When the association was organized and we sat down to the first of our annual dinners in 1911, our membership was 47. We have grown continually

since then until our roster tonight shows 121 living members. Two of our members—Daniel Holder of the composing room and Peter Ward of the mail room—have departed this life since last we met here, and during the same period eight new members have been added.

Two Managing Editors

"Last year we congratulated ourselves on having our membership by the first managing editor who has ever qualified for admission in the person of Mr. Lyman, night managing editor of the Morning World. This year among the new members we have Mr. Tennant, the managing editor of the Evening World. The other graduates are William Wilder and August B. Winter of the stereotyping department; Fred Bradshaw and William A. Kelly of the composing room; George S. Hill and John Ludwig of the pressroom; and, finally, John Armstrong of the publication office, who, while last on our list, enjoys the distinction of holding first place under the letter 'A' among 1,820 other World employes in the office directory."

J. Angus Shaw, treasurer, greeted the new members and at the conclusion of his speech, the keynote of which was loyalty, called upon the members present to sing the "Star-Spangled Banner," which they did with enthusiasm.

Don C. Seitz, business manager of the World, a member of the Quarter Century Association, when called upon, said:

"It is not the World that is to be congratulated upon this magnificent showing of fidelity and integrity. It is the men themselves, each and every one of the 121 members, who are to be congratulated, for the fact that they have remained in the employ of the World a quarter of a century is evidence of loyalty integrity and honesty of purpose, not only to his employer but to himself."

Louis Seibold Makes Debut

Louis Seibold, staff correspondent, though elected to membership last year, had his first opportunity to greet in group fellow-men with whom he had been associated in newspaper endeavor 25 years.

Other members who spoke were Robert H. Lyman, night managing editor; Thomas Y. Crafts, former advertising manager, now an honorary member, and Frank McCabe, classified advertising manager.

Letters of regret were read from Joseph Pulitzer, Jr., of the St. Louis Post-Dispatch, and from Ralph Pulitzer, president of the Press Publishing Company (The New York World), who is away from the city.

The officers of the World Quarter Century Association are: Isaac D. White, president; Robert H. Deery, vice-president; Daniel J. Collins, second vice-president; Frank McCabe, secretary, and William I. Shimer, treasurer.

The entertainment and dinner committee, consisting of James McKernan, chairman; Daniel Collins and Henry Jenkins, arranged a musical program in which several members of the theatrical profession took part. The dining room was decorated with large American flags draped around a picture of the late Joseph Pulitzer.

Linking Up the Local Dealer

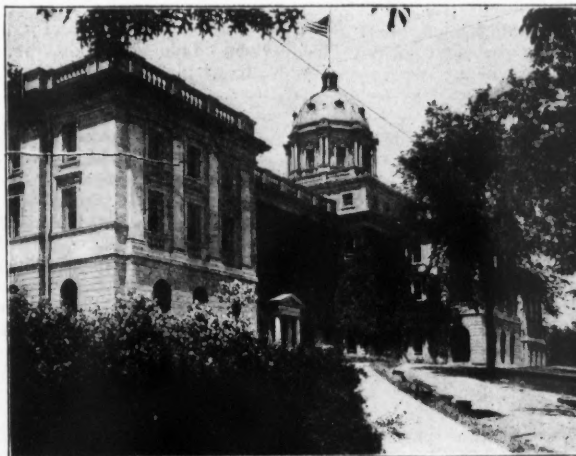
St. Louis, Mo., May 14.—The Post-Dispatch recently printed a double-page advertisement of the Firestone Tire Company, giving photographs of the thirty stores in St. Louis where these tires are handled.

Agencies Buy \$200,000 Victory Bonds

CHICAGO, May 12.—In the final Victory Loan drive Lord & Thomas subscribed for \$150,000 worth of bonds and Critchfield & Co. for \$50,000.

NOT an advertisement for a University but a brief for the TERRITORY showing the mental habits and interests of the people which make them readers of the daily newspapers and endow them with full appreciative powers!

The U. of W. gets nearer to its people probably than any other university. It gives the boys and girls free education and then teaches them how to translate it into MONEY. It publishes information on so many topics that its pamphlets find their way into almost every home and factory.



See the results.

Wisconsin is well above the average of production and prosperity.

It can well boast of its libraries.

They number 325,—more than most states have. Its newspapers reach practically every home. They are read and absorbed.

Now, if you have the GOODS and want to get word of them to the people, tell about them in the daily newspapers. You can use all the E. L. dailies in the state to the extent of five pages for less than 2 1/2 cents per habitant family.

Select List

	Circulation	Rate for 5,000 lines
Beloit News (E)	6,376	.02
Eau Claire Leader-Telegram (M&E&S)...	8,960	.027
Fond du Lac Commonwealth (E).....	5,872	.02
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	4,849	.0143
La Crosse Tribune-Leader Press (E&S)..	13,064	.03
Madison, Wisconsin, State Journal (E)...	14,708	.03
Madison, Wisconsin, State Journal (S)...	10,553	.03
Milwaukee, Wisconsin-News (E).....	*62,000	.10
Milwaukee Journal (E).....	119,386	.14
Milwaukee Journal (S).....	92,447	.14
Milwaukee Sentinel (M&E).....	79,425	.11
Milwaukee Sentinel (S).....	68,070	.11
Racine Journal News (E).....	7,666	.025
Sheboygan Press (E).....	6,329	.0214
Superior Telegram (E).....	16,000	.035
Wausau Record-Herald (E).....	5,102	.0178

Government Statements, October 1st, 1918.

* Publishers Statement, April 1, 1919.

PEACE TREATY LONGEST CABLE RELEASE

(Continued from Page 7)

which they promptly surrendered to employes of the news associations.

"The longest single release in history"—the official summary of the peace treaty—was 16,000 words long and was prepared in the Paris office of the government Division of Foreign Press-Cable of the Committee on Public Information. It was sent by Western Union cable from Paris via Penzance, England, into the Western Union office at 16 Broad street, New York City, under a triplicate address.

Totaled 16,000 Words

One of the addressees was the State Department at Washington, another was Sir Robert Borden, at Ottawa, the Canadian premier, and the third was "Compub," in New York City, "Compub" being the cable term for Committee on Public Information.

The story started to come into the Broad street office of the Western Union at 10 o'clock p. m. on May 6, and as fast as a small sheet of it had been typed, it was rushed by messengers to the sixth floor of the South Ferry building at 44 Whitehall street, where Perry Arnold and his crew of helpers—most of them newspaper men who had served during the war in the navy—were waiting for it.

Official instructions were that the story was to be given to the three press associations promptly at 1 o'clock on the afternoon of the following day, Wednesday, and by previous arrangement with these news distributing agencies the Arnold contingent had prepared not merely to typewrite a single copy of the treaty summary for each association, but to mimeograph as many copies as might be needed for distribution to New York City newspapers.

From 10 o'clock Tuesday night until the afternoon of the next day, three members of the Arnold staff were busy at the mechanical work of preparing these copies to the press association. They were R. J. Rochon, head of the mechanical department; Louis Rochon, his brother, and Miss Irene Harbin, all being expert stencil makers and mimeograph operators.

Labored Day and Night

Throughout the night and that part of the next day that their task required, they continued to grind out mimeograph pages of the 16,000 word summary, as fast as its text was prepared for them by typists, one of whom, incidentally, typed 13 pages of approximately 350 words each without making an error. One of the greatest difficulties experienced by the corps of busy government workers during this time was in checking up the long summary to guard against the possibility of error.

This was done by Mr. Arnold's assistants, Murdoch Pemberton, formerly an ensign in the Navy, now managing editor in charge of news preparation; W. C. Garner, formerly a lieutenant in the

artillery; Elbert Severance, and R. R. Reilly, editorial assistants. All instructions sent from Paris by cable during the same time regarding the summary were handled by Miss Louise Jacquin, the chief clerk of the Division.

During the early morning of Wednesday, in spite of the work that had been done at top speed since 10 o'clock the night before, it seemed to the workers that it would be impossible, because of numerous corrections, to have the summary ready in mimeographed form for the press associations at 1 o'clock, p. m. But at 12:45, the work was done.

There was other work to be done, also. At 1:25 o'clock, the summary of the treaty was on its way to Central and South America by cable to the bureaus of the Associated Press, the United Press, and the Havas Agency in the principal cities there, to diplomatic and consular officials in cities where there were no news bureaus, for distribution to newspapers, and also to the American legation at Havana, Cuba. At 11 o'clock, Wednesday night, the summary in full had been received at Buenos Aires.

Early in the afternoon of Wednesday, also, a "lead" of about 1,600 words to the summary of the peace treaty was started by wireless across the Pacific Ocean. It was received from the Associated Press in San Francisco by the government wireless station and put on the San Diego sending circuit, the message being intercepted first at Pearl Harbor, Honolulu, and retransmitted to Cavite, near Manila, and then forwarded by the government station there to Funabashi, Japan, and the American station at Peking.

Map Courier Got Lost

Still another feat was performed in connection with the summary of the peace treaty. The government had anticipated that newspapers throughout the country would desire to print maps showing new national boundaries created in Europe by the peace treaty and such a map had been prepared in Paris by government order.

A courier was dispatched from Paris with copies of this map on April 25, but when the cable began sending the summary of the treaty Tuesday night, no word had been received of his arrival here. He simply had vanished—and the maps with him. Washington could not explain the mystery or any

of the government officials in New York City.

In this emergency, Mr. Arnold enlisted the help of the American Geographical Society of New York and particularly of W. L. C. Joerg, a geographical expert and cartographer of the Society. Mr. Joerg read the text of the 16,000 word summary as it was received and then made a map of Europe, showing new boundary lines, from it. All this meant seven hours work but it was completed in time for cuts to be made of it for the Thursday morning issues of the New York newspapers.

The same morning, the courier who had been dispatched from Paris with the government maps called up Mr. Arnold on the telephone.

"I am over in Hoboken and I have the maps with me," he said.

He and the maps had been detained at a government debarkation pier there by suspicious government officials.

New York Tribune Shifts Heads of Departments

Hood MacFarland Made City Editor and F. M. Ball Placed in Charge of Circulation Work

Hood MacFarland, formerly day city editor of the New York Tribune, has succeeded Percy Edrop in the duties of city editor, although Mr. Edrop has a two-year contract with the Tribune to serve in that capacity. Mr. Edrop remains on the staff of the paper. It is expected the situation will be adjusted in the next two weeks. Mr. Edrop formerly was night city editor of the New York American, but resigned on the outbreak of war and served as chaplain with the Twenty-seventh Division. He joined the Tribune on leaving the service.

Another shift on the Tribune is the replacement of B. R. Sparkes as night city editor by Dwight Perrin. Mr. Sparkes goes on the general staff.

F. M. Ball has succeeded Berthold Yokel as director of circulation and has also been put in charge of the mechanical department and sales promotion. Mr. Ball was with the Tribune in a similar capacity in 1915-1916 and left to engage in industrial efficiency work. Mr. Yokel

came to the Tribune last September from the New York American, where he was circulation manager.

Mr. Ball will have as assistants Nicholas Meyer, who will have direct charge of newspaper deliveries; S. Sandkam, who comes from the Chicago Examiner and will assist in circulation work; Frank O'Raw, as country circulation manager, and J. Johnson, who will have charge of circulation in the fifty-mile zone outside of New York City, including the summer resorts.

The Tribune has installed a battery of junior autoplating machines to take the place of its old equipment of stereotype boxes.

Mrs. Helen Rogers Reid, secretary of the New York Tribune and advertising director, has returned from a ten-days' trip to Chicago, Detroit and Toledo, in the interest of the advertising department.

Peace Hasn't Sold Out

GREENVILLE, S. C., May 12.—B. H. Peace, in a statement to EDITOR & PUBLISHER today, denied a report that he had sold his interests in the News to Capt. E. A. Smyth. "In reality," said Mr. Peace, "the first of this year I purchased all of Capt. Smyth's holdings in the News and am now president and treasurer of the company and editor and publisher of the News. There has been no change since then."

British Correspondent Coming

Perry Robinson, British war correspondent, is coming to the United States. It is reported that he is on a special journalistic mission.

(150 x 280)



The Detroit News

Advertising increase the first 3 months of 1919 exceeded the combined increases of all competitors by 262,962 lines, or over 25%.
Members Audit Bureau of Circulation

The circulation of

The Evening Star

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

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

58,730
Lines More
of paid advertising appeared in
The Plain Dealer
FIRST NEWSPAPER,
CLEVELAND—SIXTH CITY
during March, 1919, than appeared
in the second Cleveland paper.

THE 1918 RECORD OF The Indianapolis News

ADVERTISING
Display.....29,047.40 columns
Classified.... 8,114.85 columns
Total.....37,162.25
Daily average columns, 118.72.

CIRCULATION
Total net paid daily
average.....123,816
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

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



Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. LeBERTHON

2 RECTOR STREET

NEW YORK CITY

**NEW YORK WAGES JUMP
\$2,100,000 A YEAR**

(Continued from Page 5)

peace. Employees imagine that the armistice was an official peace treaty. At the recent meeting five mill owners submitted a proposition for an increase to the employees. The wage matter is in abeyance with the remaining six. But undoubtedly there will be considerable increase of wages in all of the 11 mills and that increase of wages will mean an increase of the cost of production and therefore in the price at which publishers will have to buy newsprint in the future.

"The latest report of the newsprint situation, furnished by the Federal Trade Commission, shows greater production in newsprint from December 30, 1918, to February 2, 1919, than does the corresponding period in 1918; and also from February 3 to February 28, 1919, compared with the corresponding period of 1918.

"Indeed, it shows a tremendous increase in production and therefore of demand, proving that there has been no curtailment, but rather an increase in the amount of newsprint used. The imports and exports furnish a similar report, the January, 1919, imports and exports being 14,434 tons, which is greater than for January, 1918. The manufacturers' prices are also noted on that same report and are offered as evidence.

Former Prices and Costs

"A few years ago the price of newsprint paper was \$2 per 100 pounds, delivered at press rooms. At the price a little later fixed by the United States Government, it meant the price at the mill plus an average freight rate rate of 25 cents per 100 pounds and an average city hauling cost of 7½ cents per 100 pounds.

"The daily newspapers of New York use approximately 250,000 tons of newsprint paper per year, so that on this item, therefore, at the lowest price fixed by the U. S. Government, publishers suffer an added burden of \$28.50 per ton, or a total of \$7,125,000 per year.

"The net total of revenue derived from the increased price amounted to less than \$4,700,000. This leaves a deficit on the item of newsprint alone on the lowest price fixed of more than \$2,425,000.

"The increased selling price of the newspapers did not bring the publishers within \$2,425,000 enough additional revenue to meet the increased cost of their white paper alone.

"But remember that since then the Government revised its figures for newsprint prices and the present Government price on which contracts are based, being \$3.75¼ per 100 pounds, an increase of 65¼ cents per 100 pounds of \$13.50 per ton, makes the deficit greater accordingly; and that a further increase in newsprint paper costs the newspapers of New York, \$3,375,000 a year.

"There has been no increase in the selling price of newspapers since then, when this added burden was put upon publishers.

Freight Also Jumps Upward

"As a further increase in the price of newsprint, freight rates were raised within the last few days. Truckmen who bring paper from dock to pressroom for the newspapers are now being paid 6 cents per cwt. at night and 7 cents per cwt. during the day, as compared with their scale of 4½ cents per cwt., day or night, a year ago—an increase of about 33 per cent. at night and about 45 per cent. in the day.

"Horse truck drivers last year received \$21 per week of eight hours; now they receive \$28. Last year their overtime was paid at the rate of 40 cents for the first hour and 60 cents for succeeding hours. Now their overtime is paid \$1 an hour straight per man.

"These prices cover the hauling for all newspapers who do that work under contract, and the wages thus advanced necessarily advance the cost to newspapers of print paper.

"The cost of newsprint is merely an item. There has been a proportionate increase in the cost of every item requisite in newspaper manufacture,—ink, lubricants, glue, cordage, distribution, and labor,—the wage scale increases in all departments alone average from 25 per cent. to 75 per cent.

"Take this very pressmen's case, for example. It is impossible to figure what the total increase of expense in all New York newspapers would be if the arbitrator were to grant an increase to pressmen of, say, \$6. For there are about 25 metropolitan newspapers of varying sizes in New York and Brooklyn. But the increase on the payroll of one newspaper (the New York Times) alone on such a proposition would be not less than \$64,989.

"The total increase per year on a 24-page basis would be \$41,568. But during eight months of the year there is every probability that the size of the paper would be from 28 to 32 pages, increasing the cost per issue by \$96.25. For 243 days, that would mean \$23,421.

1918 Advertising Revenues

"The Union contends that the advertising of the New York and Brooklyn newspapers has increased during the past year. The official figures which are furnished regularly to all New York newspapers by the New York Evening Post, on whom the metropolitan newspapers depend for the official count of advertising, show that on Sunday, out

of nine metropolitan papers—two-thirds of them lost heavily in advertising—Sunday, the big edition of the week—an advertising loss on Sundays of 1,209,760 agate lines.

"Of the morning papers, daily and Sunday editions, out of seven newspapers, four lost heavily. . . . The advertising loss of those four papers was 2,061,025 lines, showing that the majority of newspapers have suffered severely in the decrease of advertising revenue.

"Out of nine evening newspapers, seven of them lost during the year 1918, these seven papers losing 1,955,788 lines. So that the majority of newspapers, morning, evening, and Sunday, had great decreases in advertising.

"And all of these papers lost heavily last year compared with the year previous, as evidenced by the official records submitted. The official records of all of the New York and Brooklyn papers for the months of January, February, and March, 1919, compared with last year, show that there was a concentration of advertising in fewer papers.

"Some of these papers increased their advertising rate, but did so necessarily. The New York World, for instance, has not increased its general advertising rate of 40 cents per line, for 20 years.

Had to Raise Rates

"The newspapers that did raise their rate did so as a matter of business compulsion due to the increase in the cost of production. For, after all, the extension of a business compels the increase of advertising rates, as the only avenue of revenue, in order to make up the deficit due to enlarged payrolls for wage earners.

"Necessarily the consumer pays, union men and others, and so a decrease in the cost of living is retarded by the forced payment of increased expense, as evidenced by such examples as the Pressmen in this case.

"Union men are misled by the fact that some papers have been refusing advertising. But the refusal was not so much due to the growth of advertising generally as it was to its tendency towards concentration in a few papers.

"One of these papers, the New York Times, has had a policy of limiting the size of its edition to 24 pages—and the size of the edition at that number of pages is not necessarily based on the

amount of advertising to be placed in it. Rather on the amount of news which must be published.

"Besides, it is not the rate per line of certain classifications of advertising that is to be considered as the basic rate of revenue, but the average rate per line of all departments of advertising. As a rule, the great volume of business in a newspaper is department store advertising.

"Usually that is published at the lowest rate of the newspaper, and is frequently not included in the increases of rates on a card. Department stores buy such large quantities of space they are allowed special rates.

Store Ads at 10 Cents a Line

"Some newspapers accept department store advertising at as low a rate as 10 cents a line, an unprofitable rate, but they do so in the hope of promoting circulation. So that a development in that kind of advertising means a growth in the loss of revenue.

"It is claimed the publishers have made increased profits for themselves through the elimination of returns, free copies, 'overs' and 'arrears.' In refutation the publishers submitted reports from the Federal Trade Commission giving publishers' statistics for the month of February, 1919, showing that the total figures indicate little change

(Continued on Page 38)

SIGNS

For Classified Ad and Circulation Departments
NEW PROCESS SIGN

Looks Like Metal, Wears Like Metal, But Costs Less Than Metal
Send today for samples and quantity prices.

S. BLAKE WILLSDEN
Specialties for the Circulation Department
29 E. Madison St. Chicago

**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 ELLIS SERVICE
- - - Swarthmore, Pa.
Offering Two Weekly Features
1 - A "Different" Sunday School Lesson
2 - The Religious Rambler
✠ ✠ ✠ ✠ ✠ ✠

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.
If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

The True News
FIRST
—
Always—Accurately
—
International News Service
World Bldg. New York

**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

NEW YORK WAGES JUMP \$2,100,000 A YEAR

(Continued from Page 37)

from January in the percentage of returns, free copies, overs and arrears of publications using newsprint and book paper. Some of the publications using newsprint show high percentages of arrears.

"The report also shows that there was an increase for January in the average number of pages per copy in all editions of newspapers.

"The Union is mistaken in the belief that the elimination of returns was a great saving, for while it was a saving in itself, it also cut down the sale of newspapers, for newsdealers ordered less copies, and consequently sold less. The increase of the price of the paper to the reader also eliminated duplication of sales, so that formerly those who bought two or three different newspapers now confine themselves to one news medium.

Pressmen's Scales Elsewhere

"The publishers submit an A. N. P. A. bulletin which gives the pressmen's scales of 138 cities throughout the United States, including Billings, Mont.

"It will be noted that the wages paid journeymen range from \$10 a week for 48 hours, with 1½ hours overtime, to \$34.50 for 48 hours, with 1½ hours overtime. But the highest scale wage paid the journeymen pressmen in any of the 138 cities quoted is paid in New York City, \$33 for 36 hours, with ½ hour overtime. About 9 out of 10 of the contracts in the cities submitted are for 48 hours, with an hour and a half overtime. And the average scale is about \$28.

"Many of the contracts were recently made and extend into September, 1920. Many of the contracts carry war bonuses; but, even with the war bonuses, they are below the New York scale. Of all of the 138 cities, the pressmen in New York, with the exception of Newark, N. J., who work the same number of hours, work a less number of hours than any of the other cities.

Labor Heads Favor 8-Hour Day

"The publishers submit in evidence, from the March 29 edition of the Indianapolis News, a news story with the caption 'Intensified Campaign by Union Labor Forces,' in which it tells that President Samuel Gompers and Secretary Frank Morrison of the American Federation of Labor have announced the labor political program of the federation and that one of the principal planks of the platform is 'the eight-hour day.'

"The publishers submit in evidence a list of some of the weekly salaries paid in one newspaper press room (the New York Times), showing that the highest weekly salaries run from \$39 to \$56.80, and that the average weekly salaries of 16 men during last year ran from \$32.41 to \$42.48.

"It is claimed that overtime should not be considered as part of the wage scale, on the supposition that a man's wages should depend on what he earns during the regular schedule of hours without overtime pay, and that the work he does during overtime is a tax on his strength.

"That position might be tenable if the pressmen of New York worked the regular schedule of hours in practice elsewhere. But the amount of overtime pressmen work in New York, added to their regular time work, would not total enough hours per week to equal the regular time work of pressmen in other cities.

Short Nights for Pressmen

"It is evident the pressmen of New York are well paid for the services they render. The original reduction from 8 hours to 6 hours was made because there was not enough work at that time to keep men busy during eight hours and publishers willingly allowed the two hours.

"Now conditions are so changed that men are needed for eight hours. Instead of publishers being allowed the eight hours, as originally, they are compelled to pay more than the usual 8-hour scale of wages for 6 hours of work; and on top of that the hour and a half overtime—the overtime rightfully belonging, as in other cities, to the regular hours of work.

"Pressmen work less hours than do any other union at night. In a large office, there are almost as many pressmen as compositors, and while pressmen work as many hours as members of the Typographical Union in day time, pressmen only work six hours at night.

"Why should the pressmen be allowed any overtime when they are working only six hours? In fairness to the publishers, the pressmen's hours should be increased to eight, so as to eliminate the overtime and take care of some of the increases of wages that have already been given pressmen.

"In support of the above, the publishers submit in evidence a clipping from the New York Evening Sun of Tuesday, April 28, a news article entitled 'Labor's Magna Charta in Pact,' telling of the peace envoys proclaiming that work is not a commodity and of the insertion in the Treaty of Peace, at the plenary session of the Peace Conference, of resolution No. 4, which reads: 'The adoption of an eight-hour day or a forty-eight-hour week as the standard to be aimed at where it has not already been obtained.'

Other Unions Work Longer

"Comparisons with photo-engravers have been made by pressmen. But photo-engravers work the same number of hours as the Typographical Union; and the photo-engravers also work at night, even though they had their hours reduced one-half hour and now work seven actual hours.

"Before the war, web pressmen got \$25 per week; now they get \$33—an in-

crease of \$8, or 32 per cent. That increase was supposed to take care of the extra cost of living, now and in the future, particularly as the war, the cause of the inflation of prices, has ended and conditions are beginning to adjust themselves so that there is already a decrease in the cost of living, and a sharper decline must naturally follow.

"It was argued that press feeders get \$34 per week and that their qualifications do not compare with pressmen.

"It must be remembered that press feeders are only employed in job or commercial offices, where their positions and incomes are dependent upon the exigencies of the market for printing. The men are apt to be laid off any time, especially during the summer, on account of the dearth of business. Pressmen in newspaper offices have a 365-day position, and are secure the year around.

Declare Double Time Unfair

"That is another reason why it is unfair for pressmen to be paid double time on holidays. The newspaper business requires publication every day of the year. Work on holidays for morning newspapers is not required as an emergency, but is a part of the regular work in getting out the daily publication. In recognition of this fact, the Typographical Union does not require payment of double time for holiday work.

"It should be borne in mind by the arbitrator that newspapers on holidays publish very little business. There is little advertising in morning newspapers especially, as stores are closed. Newspapers are bound as a matter of service to the public to furnish news to readers on holidays, and other days regarding the potent news subjects.

"Pressmen should do their share in co-operating, just as do other departments of newspapers, in furnishing the means for such news to the public. Pressmen are allowed a day off each week. It is possible arrangements could be made whereby some of them could take their regular 'day off' on a holiday.

"It should be stated here that overtime, especially to pressmen, should be paid on a 15 minutes' basis, for publishers submit to an injustice in frequently paying an hour's overtime for only five minutes' work.

"In conclusion, the publishers earnestly urge that since the cost of living has

not increased since the last award given to the pressmen by the present arbitrator, and since there is every indication that a decided decline in the cost of living will be immediate and steady, no further increase of wages be given pressmen.

15-Minute Overtime Basis

"That since the pressmen work a shorter schedule of hours than any other union, the number of work hours for pressmen should not only be increased, but the pay on overtime on holidays be confined to what it has been.

"And that the overtime on holidays or other days be rated on a 15 minutes' basis instead of by the hour.

"Double time should not be paid on holidays in the newspaper business, which, by its very nature, is a seven-day proposition; and pressmen have no right to expect more pay for overtime on holidays than the Typographical or any other newspaper union.

"It is suggested to the arbitrator, whatever the decision may be, that the new contract embody paragraphs similar to the following:

Want Arbitration Kept

"All parties hereby agree that if differences arise during the life of this
(Continued on Page 39)

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
The Julius Mathews Special Agency,
BOSTON NEW YORK CHICAGO

3 OF A KIND New England Market

BOSTON AMERICAN

Merchandising Service Department

To cover the first effectively you need the other two.

Govt. Statement for Six Months
Ending April 1st Shows
301,270

THERE are some lines of advertising the appeal of which is directed almost exclusively to the class of people financially able to gratify their desires for the best. In every large city you will find one paper of such a character and so edited that it reaches practically every person belonging to this class.

THE CHICAGO EVENING POST

is such a paper and automobile advertisers find their customers almost exclusively among this class. For years THE CHICAGO EVENING POST has carried more automobile advertising than any other Chicago evening paper. The figures for 1918 follow:

	Columns
The Chicago Evening Post	1,049.42
The Daily News	891.17
The Journal	550.05
The American	412.22

Beloit News

There is not a city in the middle west where a paper so thoroughly dominates the field. There is no richer territory to cover in the middle west than the Beloit field.

G. LOGAN PAYNE COMPANY
Manager, Foreign Advertising
Chicago, New York, Boston,
Detroit

New London, Conn.

—Has increased in Wealth fully 75% during the last two years.
—Has increased in purchasing power at least 100%.

The New London Telegraph

is the only morning newspaper covering this field.

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Pittsburg Dispatch

is the daily buying guide in thousands of thrifty households.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919

43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

The S. C. Beckwith Special Agency.
Sole Foreign Representatives
New York Chicago St. Louis

NEW YORK WAGES JUMP \$2,100,000 A YEAR

(Continued from Page 38)

agreement, every effort shall be made to adjust them by conciliation and if settlement by that means proves impossible, all questions in dispute shall be submitted to arbitration in accordance with the terms hereinafter set forth. It is further agreed that differences relative to a new contract which cannot be settled by conciliation shall be arbitrated in the same manner with the understanding that the laws of the International Printing Pressmen and Assistants' Union are not subject to arbitration; that the conditions in effect when differences arise shall be maintained until all differences are finally settled and that there shall be no interruption of work during the interim.

"And that:

"This agreement is made and entered into by and between the Publishers' Association of New York City and the Web Pressmen's Union, No. 25, a subordinate union of the International Printing Pressmen and Assistants' Union, which International Printing Pressmen and Assistants' Union shall underwrite same as parties hereto."

"The publishers also urge, as a precaution and in justice to both sides, in view of the possible great decrease in the cost of living in the near future, that the duration of the new contract be for six months only."

Cost of Living Fact Wins

The same argument of defence was presented by the publishers to Arbitrator Morrison in the composers' case.

However, both groups of arbitrators (Louis Wiley dissenting for the publishers) decided in favor of the workmen—on the ground that they could see no indication of a reduction in the cost of living—and that the 70-79 per cent. advance in living cost was an undeniable fact that must be met.

On the increasing cost of production points advanced by the publishers, the pressmen's case arbitration board said:

"It is true that consideration should always be given an industry as a whole, so that the interests of employers and employes may be conserved, but we must not forget the fundamental principles that the first charge against any industry is the wages of its workmen."

"And if an industry cannot pay a living wage it has no right to live."

"Whether or not a newspaper is making money cannot be the determining factor in deciding how much wages should be paid its employes."

"In the first place workingmen should not be penalized because of the publishers' errors of judgment, lack of business enterprise or mistaken editorial policy, or any other reason which may cause a newspaper to fail to produce fair profits."

"Furthermore publishers of newspapers may see fit to conduct their affairs

so that a larger future reward will come to them rather than a comparatively small immediate return. If a newspaper is conducted at a loss, in spite of no assurance of future prosperity, then the personal desire for continuing such an enterprise should not be sufficient reason to request employes to work for less than a living wage."

The ruling of Arbitrator Morrison was substantially the same in spirit.

Material from Editor & Publisher on publishing and advertising conditions was freely used in the arguments submitted.

Publishers on Printers' Case

In refusing to accept the wage demand of the printers, the publishers submitted that they had raised wages \$4.50 a week since January 1, 1918; that the present wage "is a fair wage that compares most favorably with wages paid printers' crafts in newspapers all over the country"; that there is "a probability of a steadily decreased cost of living in view of the ending of the war"; that the "publishers are now facing increased costs of paper and other material," and that "the publishers are not opposing the demand of the Typographical Union on any ground except that it is exorbitant and unwarranted either by business conditions confronting the publishers or by necessities confronting the Typographical Union members."

In the publishers' brief they suggested that in the event that the arbitrator "feels that the members of the Typographical Union are entitled to any relief at all in the matter of wages" that the arbitrator change certain working conditions which "might in a measure mitigate the charge against the publishers."

Suggested Changes

Summarized, these changes were: Remove the lunch period of one-half hour, thereby making the work-day eight hours instead of seven and one-half hours; define day work as any eight hours between the hours of 6 A. M. and 6 P. M., and define night work as any eight hours between 6 P. M. and 6 A. M.; permit extras of the foreman's selection to be employed not to exceed three days in any one week and an unlimited number of weeks, as against the printers' demand that these extras be limited to one

week's employment if others are available."

In refusing to accept the views of the publishers, Arbitrator Morrison declared that the "new rates will still place New York City behind Portland, Ore., with its new \$45—49.50 rates for a 45-hour week, with the increased cost of living 72.38 per cent.—6.41 per cent. less than New York City; and Seattle, Wash., with its new \$42—\$45 rate for a 42-hour week, with the increased cost of living 70.46 per cent.—8.32 per cent. less than New York City," and that "there is an inescapable obligation on the New York newspaper industry to maintain the living standards of printers employed therein."

Force Portland Newspapers to "Commercial" Basis

Photo-Engravers Strike for \$40 Scale for 44-Hour Week—Publishers Declare Demand Arbitrary

PORTLAND, Ore., May 10.—One of the shortest strikes on record occurred here a few days ago when the newspaper photo-engravers were out just half an hour, when their demands were granted and they returned to work. They secured a wage scale of \$40 for 44 hours' work. The old scale was \$30 for a 48-hour week, with a war bonus of \$3 a week.

The engravers struck just as the lunch hour began and the matter was adjusted so that they returned to work at the regular time. The agreement is retroactive as of January 22, the commercial engravers of the city having secured the same conditions on that date.

Portland newspapers complain because they are now required to meet conditions that originated in the commercial shops, the commercial engravers considerably outnumbering the newspaper engravers in the city. The 44-hour week, for instance, has its origin in the commercial shops' half-holiday on Saturday. The newspaper publishers maintain that such a schedule is arbitrary and has no reasonable basis in a newspaper office.

Fruit Paper Moves

CHICAGO, May 12.—The American Fruit Grower has moved to the State Lake building.

BOWEN ELECTED PRESIDENT

Representatives Also Plan for Annual Outing on June 27

The Representatives Club, of New York, elected officers as follows at their annual meeting Monday: President, R. B. Bowen, Outlook; first vice-president, W. V. Bennett, Butterick's; second vice-president, Dana F. Woodman, Collier's; secretary, A. L. Cole, Popular Science Monthly; treasurer, G. L. Alpers, Metropolitan; directors, Nigel Cholmeley-Jones, McClure's; A. J. Gibney, Munsey's; Glen E. Fontaine, Popular Mechanics; C. F. Plummer, Metropolitan; F. D. Sniffen, Hearst's; Crosby B. Spinney, Ladies' Home Journal; Hugh L. Gardner, Town & Country.

The club is composed of magazine advertising men. June 27 was set as the tentative date for the annual outing at Gedney Farms Hotel, near White Plains, N. Y.

Kansans Discuss Costs

HAYS, Kan., May 9.—Methods of meeting increased costs of material and labor were discussed at the meeting of the Golden Belt Editorial Conference here last Saturday.

U. S. P. O. Report

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

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

As long as men must eat and rest Monmouth County must please and prosper.

The Asbury Park Press

IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.

Evening and Sunday Editions. Associated Press, A. N. P. A. and A. B. C. Membership.

As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems.

J. LYLE KINMONTH, Publisher
Asbury Park New Jersey

NEWSPAPER PUBLISHERS:

Extract from letter received from **RUTHRAUFF & RYAN, INC.**

(Prominent N. Y. Advertising Agency.)

"We have considerable trouble in obtaining checking copies, principally because of slip-ups in the Post Office Department. I believe most of the newspapers mail copies but you would be surprised at the percentage of papers that do not reach us, and under our system it is absolutely necessary that we check advertisements before we can pay a bill."

The "S & M" Insured Agency Delivery Service answers every requirement of N. Y. Advertising Agencies in the Checking of Advertising.

Learn the facts about "S & M" Services and you will understand why our list of users is steadily increasing.

SCHWORM-MANDEL, INC.

450 Fourth Ave., New York

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation
139374

The Clarksburg Telegram

West Virginia's Leading Newspaper

MARCH ADVERTISING

561,260 agate lines

A gain of 16.9% over high record of March, 1918.

Rate, 2c. to Feb. 1, 1920; 2½c. line thereafter.

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

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

The Pittsburg Press

Has the **LARGEST** Daily and Sunday **CIRCULATION** IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives. I. A. KLEIN, JOHN GLASS, Metropolitan Tower, Peoples Gas Bldg. New York. Chicago.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

WILL BUILD IN SOUTH BEND

Tribune Also Disposes of Its Job Plant After 40 Years

SOUTH BEND, Ind., May 10.—The Tribune, which has been conducting a job printing plant for more than 40 years, has sold that part of its business to Eric Peterson, formerly of Fort Wayne. Mr. Peterson has been superintendent of the plant for some time.

With the sale of its book and stationery store years ago, the leasing of its book-binding plant and the recent sale of its job plant, the Tribune's interests are now confined wholly to newspaper publishing. It will soon begin the erection of a model newspaper plant on one of the best corners in South Bend, and hopes to be in its new home within the next 18 months.

PROVIDENCE NEWS IN NEW HOME

Big New Press and Other Equipment Will Be Installed

PROVIDENCE, R. I., May 12.—After a year of "intensive training" the Providence News went "over the top" today when it moved into its own home, which will give it much larger quarters. The company has purchased a five-story building and basement brick block in the heart of the city. The building is of truncated "flatiron" shape and covers an entire block.

A third and much larger press will be added to the equipment, and a complete new stereotyping plant has been purchased. The third, fourth and fifth floors will be leased to tenants until such time as they may be required for the use of the newspaper.

Fine New Home in Indianapolis

INDIANAPOLIS, Ind., May 13.—The Daily Times has moved into its handsome new building at 25 to 29 South Meridian street, Indianapolis, and it now has one of the best newspaper homes in the middle west. The building is three stories high and the exterior is of white plaster. The Times is now located within half a square of the busiest corner in the city.

Jewish Paper Appears in Providence

PROVIDENCE, R. I., May 13.—The Jewish Chronicle has just been established. For the present it will appear weekly. It is the first and only Jewish paper in the state. H. David White is publisher, Leon Semonoff editor, and Rosa Lee Schneider society editor. It is printed in the English language.

Governor Brough Will be Guest

LITTLE ROCK, May 13.—The Arkansas Press Association will meet here May 19-20, with Gov. Brough and Congressman Caraway as principal guests and speakers. E. W. White, of Benton, is the organization's president.

Will Revive Northumberland Press

NORTHUMBERLAND, Pa., May 12.—Joseph J. Johnston, of Ambler, Pa., has purchased the Public Press of this city from C. W. Gutelius & Son. The news-

paper, which has a career of more than 50 years, was suspended when the war started, but will resume publication at once. Mr. Johnston was formerly manager of the Ambler Gazette.

Belcher Heads Town Criers

PROVIDENCE, R. I., May 12.—The Town Criers elected the following officers this evening: Chief Crier, Horace G. Belcher, of the Providence Tribune; Deputy Chief Crier, Gordon Schonfarber; Second Chief Crier, Frank E. Dodge; Scrivener, William F. Baker; Funds Holder, John F. Sheern; Bellman, Daniel S. Mahoney, advertising manager of the Tribune. Carlton F. Freese heads the committee on national advertising, and Carl B. Howland on retail advertising.

Henry Is Now an Owner

COUNCIL BLUFFS, Ia., May 12.—John M. Henry, city editor of the Nonpareil, has become associated with its ownership. Mr. Henry has just been discharged from service in the Tank Corps and is commander of the local veterans' post, the second formed in the United States. He is a graduate of the University of Kansas school of journalism.

Provides More Reading Matter

FOND DU LAC, Wis., May 11.—The Daily Reporter has put on a new dress, changing the reading matter from eight point to seven point type. Another linotype has been purchased and will be installed in a few weeks, giving the Reporter a battery of five machines. The Reporter celebrated its 36th birthday March 31.

"Newspaper Heads"

The Mergenthaler Linotype Company has issued a book dealing with newspaper headlines from the standpoint of type-emphasis and effectiveness. A great number of examples are shown, contrasting the type styles available to users of the Linotype. It is a volume of practical value to all newspapers.

Charged with Espionage Violation

Agents of the Department of Justice on Wednesday arrested Jacob Itzickson, of New York, whom they charge with being the editor of Freedom, a new radical periodical which has been printed in secret. The prisoner was held in \$5,000 bail on a charge of violating the Espionage Law.

Elwood Daily Record Is Sold

ELWOOD, Md., May 13.—Mrs. A. D. Moffett has sold the Daily Record to D. W. Callahan, of Winchester, Ind., after publishing it since the death of her husband in 1917. Joseph R. Eastwood, who was managing editor of the Record, has returned to Watertown, S. D.

Louisville Job Printers Strike

LOUISVILLE, Ky., May 10.—Printers in the commercial and job shops of this city went on strike today, demanding recognition of their union and a minimum wage of \$30 per week. Newspaper plants are not affected.

EQUIPMENT FOR SALE

For Sale

Kohler control with 20 H. P. Sprague motor D. C. 1100 revolutions. Four stations on press. This control and motor have been used 7½ years, one hour per day and are both in A-1 condition. They were used on a twelve page Cox tubular press. Price \$650.00 on the floor. If you are interested will be glad to make an appointment to show same. E. H. Henrich, Receiver, Roehr Publishing Co. (Brooklyn Frele Presse), 35 Myrtle Ave., Brooklyn, N. Y.

For Sale

One of the best equipped newspaper and job printing propositions (including linotype) in the South for \$8,000. Located in southeast Georgia town, official paper and no competition. Correspondence invited from parties who mean business. Address Publisher, Box 93, Metter, Georgia.

RECENT INCORPORATIONS

NEW YORK. Sherman Printing Company; \$5,000; I. V. Schavrien, A. H. Magee, H. Sherman, 69 Gold street.

Broadway Typewriter Exchange; \$10,000; L. C. Neuberger, N. Dreyfus, E. S. Marcell.

Joseph A. Omero Press; \$10,000; B. J. and E. S. Olliver, J. A. Omero, 260 Pacific street, Brooklyn.

Judd Publishing Company; \$5,000; J. C. Braun, H. Jaman, F. Berger, 1998 Douglass street, Brooklyn.

Richter Card & Paper Company; \$20,000; A. J. Richter, A. C. Boetsch, E. C. Miller, 60 Wall street.

Caxton Composing Company, printing; \$25,000; J. H. Hull, H. A. Eberhardt, H. J. Cuskley, 37 Liberty street.

Gurcwitich Publishing Company. Capital, \$20,000. L. Nahemow, C. Kopelson, M. Gurewitsch, 111 East 103d street.

Mantel, Tile & Grate Monthly; Valborg M. Rogstog, Regina Horn, Charles H. Bassford, 2 Rector street.

Ready-to-Wear Publishing Company. Active capital stock, \$120,000. L. E. Schlechter, S. Blumberg, A. J. Lewy, 574 St. Nicholas avenue.

Clover Press Corporation. Capital, \$10,000. H. F. Kroger, Jr., L. D. Kleebblatt, F. S. Marsell, 74 Broadway.

Evangeline Weed, Inc. (Delaware corporation). Advertising. Capital, \$200,000. Harry S. Syvia, A. Schwartzman, Henry O. Deutschman, of New York.

UTICA, N. Y. Christian Socialists Publishing Company; \$5,000; G. H. Strobell, A. Land, Byron Curtiss, 1361 Lexington avenue.

ELMIRA, N. Y. Elmira Star-Gazette (consolidation of Star-Gazette Company and Star-Gazette Building Company); \$300,000; F. E. Gannett, E. R. Davenport, W. J. Copeland.

NEWARK, N. J. Snell Press; \$25,000; J. J. Black, East Orange; H. J. Black and M. T. Snell, Newark.

FRANKLIN, PA.—News-Herald Company (Delaware incorporation); \$100,000; Wayne W. and Rollin R. Bleakley, Elisha W. Grewell, all of Franklin.

WILMINGTON, DEL. Advertype Company, advertising business; \$100,000; T. L. Croteau, P. B. Drew, M. M. Clancy. Wright Paper Company; \$100,000; A. S. Bishop, S. H. Baynard, Jr., A. M. Fox.

Delaware Magazine Publishing Company. Capital, \$40,000. Louis J. Alleman, George Sallmon, Baldwin Sprague, of Wilmington.

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters American Typefounders' Products

Printers and Bookbinders Machinery of Every Description CONNER, FENDLER & CO. 96 Beckman St., New York City

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to ½ or ¾ page size at 4,500 per hour. A good press at a reasonable price.

Walter Scott & Company PLAINFIELD, NEW JERSEY

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

Take It To

POWERS

Open 24 Hours out of 24 The Fastest Engravers on Earth

Powers Photo Engraving Co. 154 Nassau St., Tribune Bldg. New York City

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Business Manager

Have just severed my connection with leading eastern daily. Am open for an offer as business or assistant manager. I can save you money through economy and can get maximum of production out of a minimum of labor. I am familiar with both ends of a newspaper and capable of handling any amount of help. My human system contains honesty, executive ability, progressiveness, constructiveness, ambition, energy mixed with efficiency and some brains. References by the yard. Age 38 and married. Can come at once. Address A-714, care of Editor & Publisher.

Advertising Manager

Now employed in southwestern city, charge to larger field, age 35, fourteen years' newspaper experience, can write and sell good copy, plan promotion and development work, handle solicitors, secure contracts, make and keep friends for the paper, live and energetic, been with present employer nearly four years, salary to start \$60. If you need a live, dependable man, this is your opportunity. Address A-724, care of Editor and Publisher.

Experienced Advertising Manager

To National Advertiser who seeks thoroughly experienced advertising manager and space buyer. Twenty years in touch with all details. Am open for an engagement in the East. Address A-721, care of Editor and Publisher.

Advertisers

Discharged officer desires position offering experience writing advertising or assisting executive in advertising department; college graduate; 23; studied advertising Columbia University for past four months; familiar with psychological laboratory method of determining pulling power of advertisements; moderate salary. Address 1116 Amsterdam Ave., Box 289, New York City.

Managing Editor

and newspaper executive on daily paper desires change to larger field. Ten years active in all around newspaper work. Practical printing experience. College graduate, thirty years old, and married. Desire to make change permanent where worth and ability will count. Would consider managing position on trade publication. References from present employers. Address A-703, care of Editor and Publisher.

Young Newspaperwoman

A young newspaperwoman with experience in society and general reporting in a city of 50,000 wishes a position in eastern or middle western city. Has had experience in advertising and social service as well as newspaper work. Interested in living, reading and writing. Will make good in any department of reportorial work. Address A-711, care of Editor & Publisher.

Experienced Writer

Experienced writer, and author of one published book and several monographs, desires position as literary editor, or assistant to a literary or dramatic editor. He was educated in Harvard college, and is well trained in newspaper work and corresponding. He has traveled in Europe, Mexico, Canadian provinces and in nearly all of the United States. He has also been engaged in politics and is just completing his third successive term as member of a State Legislature. He has a deep knowledge of international literature, and is acquainted with the fields of various publishing houses. He wishes to devote all of his time to the kind of work for which he is applying. Salary reasonable. Address A-707, care of Editor & Publisher.

College Man

4 years' experience in all branches of newspaper work; excellent editorial writer, desires position as desk man or assistant editor with small daily. Willing to start on \$65. Address A-717, care of Editor and Publisher.

Desk Man

Thoroughly experienced desk man on city or telegraph desk wants position on leading newspaper in Texas or Oklahoma; best references; now employed in Texas. Address A-709, care of Editor & Publisher.

SITUATIONS WANTED

Live Wire Newspaper Man

now city editor morning daily in city of 175,000 desires change of location. Fifteen years' experience in every news department, and as managing, telegraph and city editor metropolitan dailies. Tireless worker. Good habits. Nothing considered under \$2,400 and money's worth guaranteed. Must be permanent. Can come in thirty days. Address A-722, care of Editor and Publisher.

Newspaperman

discharged from Navy. Experience as reporter, feature writer and telegraph editor in city of more than 100,000 over a period of five years. Columbia graduate. Also experienced in handling publicity. Address A-723, care of Editor and Publisher.

Advertising Man

Advertising man, can write copy, lay out ads and sell. Released through consolidation. Can come at once. Reference—J. D. Stern, publisher Springfield (Ill.) News-Record. Address G. Q. Burkett, 209 S. College St., Springfield, Ill.

Editorial Writer

Editorial writer, or special correspondent, well versed in politics and public affairs. Excellently educated. Knows how to use the English language. No offer from a democratic publication will be considered. Address A-708, care of Editor & Publisher.

Cartoonist

Young man with reputation, who is recognized as one of the leading American cartoonists, desires change of position. Full information and references upon request. Address E. M. S., care of Editor and Publisher.

Newspaper and Magazine Man

Newspaper and magazine man, young, experienced and capable, soon to be discharged after two years' service; detached mostly to government publicity work which included editing of large soldier weekly. Able to hold down "real job" with daily, trade paper or magazine. Investigation will pay publisher. Address A-720, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Can You Sell Space In a Big Way to the Big Buyers?

1 control 1 Weekly, Circulation 80,017; 1 Weekly, Circulation 18,690; 1 Weekly, Circulation 22,458; 1 Weekly, Circulation 19,270; 1 Monthly, Circulation 11,186; 1 Monthly, Circulation 3,313. Together with sixteen other publications with a combined circulation of 318,000 per issue. These publications carry very little advertising, and yet, are excellent—the best mediums for certain classes of national copy. I want a man who can put over a big deal on commission and get renewal commissions besides, thus building a steady income. This is a job for a real space salesman who can go up against the big ones. Unless you tell me all about yourself (in confidence), do not write. Address, Periodical Owner, care Editor and Publisher.

Advertising Manager Wanted

There is a position awaiting an advertising man who is creative, knowing the national advertising game. Must be Protestant church member and one who wishes a first-class opportunity to win his spurs. Please note, we are not looking for a "solicitor," or "copy chaser," or "salary grabber." Every opportunity and co-operative assistance will be given the right man. Abundant field. Address, with full information about yourself, National Publisher, care Editor and Publisher.

Re-Write Man

WANTED—Good re-write man or reporter seeking less active occupation, for copy and publicity work in advertising department of manufacturer's association. State experience. Applications A-719, care of Editor and Publisher.

Managing Editor

Managing editor for live morning and Sunday daily in city of over 100,000. Must be able to reorganize and put ginger into the department. Splendid opportunity for hustler with initiative, ideas and real hustling ability. Unless you have these qualifications don't answer. Reply to A-718, care of Editor and Publisher.

HELP WANTED

Reporter

REPORTER WANTED: Only absolutely first class man of demonstrated ability and high recommendations considered. Will pay what he is worth. Afternoon paper, The Telegram, Adrian, Mich.

Circulation Manager

WANTED—By a morning paper in a New York State town of 100,000, circulation manager. Must have plenty of ability and snap. Write giving full information, experience and salary expected to Opportunity, care of Editor and Publisher.

Circulation Manager

For leading high-class periodical. Must be young and energetic with unconventional ideas and initiative. Capable of writing good selling letters and copy. Splendid opportunity for right man. Applications held strictly confidential. Address A-725, care of Editor and Publisher.

Reporters

WANTED—Two young reporters with some experience to work street for paper of 55,000 circulation. L. N. Prince, Sioux City, Ia., Journal.

CIRCULATION NOTES

Immediate revival of the St. Paul Newsboys' Club is proposed by the special juvenile delinquency committee of the St. Paul Association of Public and Business Affairs. Initial steps toward that end have been taken. The general delinquency committee expressed the belief that the activity of the newsboys' organization would be of great aid in combating the epidemic of juvenile delinquency which is thought to be menacing the community.

H. F. Gates has resigned as circulation manager of the Vancouver (B. C.) Daily Sun, to take up the circulation management of Farm & Home, published by the Sun Publishing Company.

The Wichita (Kan.) Beacon increased its mail subscription rate on May 1 as follows: 45 to 50 cents for one month; \$1.25 to \$1.50 for three months; \$2.50 to \$2.75 for six months. The yearly rate, which is \$5, remains the same. "We made the change without any complaint from our subscribers and so far as known we haven't lost a single one. We figure that the increased rate will pay for the increased postage that takes effect July 1," A. T. Butler, business manager, said to EDITOR & PUBLISHER.

The children's code bill, prohibiting street sales of all kinds by boys under 11 and girls under 18 years old, was defeated for final passage in the Missouri State Senate at Jefferson City after having passed the House of Representatives. The vote was 11 for to 13 against. The fight on this measure has been more bitter than the remainder of the children's code bills combined.

H. A. Wenige has returned to newspaper work, after service in the Army, as circulation manager of the Glens Falls (N. Y.) Post-Star.

The annual modified Marathon race of the New York Evening Mail was held last Saturday, 256 runners taking part despite the bad weather. Maj.-Gen. Alexander of the 77th Division fired the starting gun. The race was run in conjunction with the Victory Loan, for the purpose of attracting subscriptions.

The Oklahoma City Sunday Oklahoman has returned to the old price of five cents per copy.

The Boston Liberty Loan Newsboys' Association sold \$100,000 worth of Victory bonds in a 10-hour campaign on the last day of the drive to carry New England over the top.

The Fall River (Mass.) Evening Herald conducted a bicycle race for boys 17 years and under, in connection with National Bicycle Week, on May 10. Twenty prizes were given. The start and finish were at the Herald building and the race was over a course of 10 miles.

Stories of the part played by Mis-

ROCKY Mountain or Pacific Coast daily or weekly wanted which can be bought with a first payment of \$5,000, balance deferred.

Proposition S. Q.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue, New York

Substantial Evidence

Our office walls are lined with more than twenty autographed photographs of principals we have represented in important newspaper consolidations and transfers in the past ten years. Many of these men are National figures in the publishing field and they are sending us business whenever the opportunity offers.

Harwell & Cannon

Newspaper and Magazine Properties
Times Building, New York, N. Y.

souri troops in France are being run serially in two St. Louis newspapers. The Post-Dispatch is devoting two pages daily to a record of the achievements of the 35th division, composed of Missouri and Kansas national guardsmen, while the Globe-Democrat is giving a page to the history of the 89th division, composed of Missouri and Kansas drafted men.

Edward M. Smith is now in charge of country circulation for the Milwaukee Sentinel, succeeding Victor Lattanner, who has resumed circulation promotion work, with offices in Milwaukee.

BELL AND CRONIN GO TO SEATTLE

More Portland Men Join Times Staff—Travis Moves Up

PORTLAND, Ore., May 10.—Fred W. Bell, night news editor, and Robert A. Cronin, sporting editor of the Oregon Journal, have left Portland to join the staff of the Seattle Times. In making the change they follow several other Journal men who have gone to the Times since John L. Travis, formerly news editor of the Journal, went there as managing editor several years ago. Among them is Clifford Harrison, whom Cronin succeeds as sporting editor of the Times, Harrison having become assistant managing editor of the Seattle paper.

Mr. Bell, who is well known in Chicago and San Francisco, is succeeded on the Journal by R. B. Westcott, for many years on San Francisco and Honolulu papers. The new sporting editor of the Journal has not been announced.

E. P. Call Dangerously Ill

Edward Payson Call, business manager of the New York Journal of Commerce and treasurer of the A. N. P. A., is seriously ill with pleuro-pneumonia at his home in Larchmont, N. Y. Yesterday his physicians reported an improvement and have hopes for his recovery.

Mondell Opposes "Zone Law"

WASHINGTON, May 8.—The repeal of the zone system for second-class mail is one thing which the Republican party is expected to undertake early in the special session of Congress, according to a statement made today by Representative F. W. Mondell, Republican floor leader in the next House.

UNION PRINTERS QUIT BUFFALO COMMERCIAL

Striking for Closed Shop, Say Men; Publisher Finnegan Says Trouble Is Because He Discharged Employee Opposed Victory Loan

BUFFALO, May 14.—Union printers employed on the Buffalo Commercial last Wednesday went on a strike and they were followed on Friday by a walkout of the pressmen. But, papers have been published every day, and Charles A. Finnegan, owner and publisher of the paper, said to EDITOR & PUBLISHER today that he had a satisfactory new working force.

The publishers for a while photographed their advertisements from the morning newspapers and made zinc cuts. Other type matter was set here and there and they managed to keep one or two linotypes working.

The only difference the Typographical Union has with the Commercial, according to Vice-President E. H. Herbert of Union No. 9, is the refusal of Earl McCone, business manager of the paper, to sign a contract making the Commercial a closed shop. It has been an open shop for more than 40 years.

Will Fight to Limit

Mr. Finnegan, however, says the real cause of the trouble is the discharge of a Socialist linotype operator. He had been asked to buy a Victory Liberty Bond and refused. The management asked him to subscribe so the plant might be entered in the 100 per cent. class and offered to meet the payments for him. The printer then, it is alleged, said he was not in sympathy with the loan. When it subsequently was learned that he was a Socialist, he was discharged.

"I am not going to preach against Bolshevism in the columns of my newspaper and countenance it in my shop," Mr. Finnegan declared to a representative of EDITOR & PUBLISHER. "I am ready to fight to the last ditch. I would rather close up the plant than give in."

ROTARIANS HONOR MAJ. LEWIS

Quebec and Seattle Pay Touching Tributes to His Memory

MONTREAL, May 9.—The Rotary Club journeyed to Shawbridge, P. Q., today to dedicate a cottage and unveil a memorial tablet in honor of the late Major John S. Lewis, who before going overseas was managing editor of the Montreal Star. He was killed at the Somme in 1916. The cottage erected in his honor cost in the neighborhood of \$13,000.

At the same hour as the Shawbridge ceremony, the Rotary Club at Seattle presented a duplicate tablet to Major Lewis' mother, who is now a resident of that city.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג
ווארײט

The National Jewish Daily

Obituary Notes

WILLIAM W. TRYON, for many years connected with the New York World, died Tuesday, aged 73 years. For a number of years, Mr. Tryon was secretary to Ralph Pulitzer and prior to his World connections he was with the Review of Reviews.

MARTIN LEARY, for forty years an employe of the New York Herald as a pressman, died Monday following an operation. He was 63 years old and a son of Jeremiah Leary, who was for many years foreman of the Herald's pressroom.

JULIAN DEKESTEL HANKIN, until recently on the editorial staff of the Nation, and who was formerly for years head of the New York Evening Post's proof room, died May 7, aged 58 years. He was a graduate of Oxford University.

BENJAMIN GAGAN, for many years with the American Press Association in New York, died in Brooklyn on May 10.

SYLVESTER W. BRIERTON, a member of the New York Evening Telegram staff, died May 7. Formerly he was with the Eagle and the Standard-Union in Brooklyn.

ALBERT ELLERY BERG, for many years on the editorial staff of the New York Dramatic Mirror, died May 7, aged 63 years. Mr. Berg was long active in the affairs of the New York Press Club and for five years served as its secretary in its early days. At various times Mr. Berg had also been on the editorial staff of Harper & Brothers and managing editor of the Keystone, the Columbian and Continental Magazines. Besides, he was also author of several books and classics.

F. S. POWERS, editor of the Inland Farmer, died in Louisville, Ky., April 30.

MURRAY PHILIP SCHLINGER, 26 years old, who had worked on various St. Louis newspapers, died in East St. Louis, Ill., on May 9, after an illness of only six days. He was discharged from the army in January.

ALBERT C. MOORE, aged 85, for many years a prominent paper manufacturer, died at Bellows Falls, Vt., May 8. He was a member of the Moore & Thompson Paper Company.

J. J. RAMBO, aged 67, former editor of the Iola (Kan.) Democrat and the Chetopah Democrat, died in Muskogee, May 2.

ALFRED TORNGREN, editor of the Fairmont (Minn.) Daily Independent, died on May 3 of asthma. He was 47 years old.

FRANK J. MEYST, of Minneapolis, for the past 25 years manager of the Minneapolis office of the Western Newspaper Union, died on May 7. He was born in Amsterdam, Holland, 61 years ago.

CHARLES (TECK) HOWARTH died in Providence, R. I., May 9, following an operation. He was a reporter on the Evening News. He had formerly worked for the Providence Tribune and Detroit Free Press.

WILLIAM J. GRIM, founder of the first daily paper in Allentown, Pa., and a former member of the New York Times staff, died in Allentown from apoplexy, May 11.

C. B. MCCOY, a former newspaperman and for the last four years president of the Ohio Manufacturers' Association, died at Coshocton, Ohio, May 11, aged 51 years. Mr. McCoy was at one time editor and owner of the Coshocton Age, which he edited until 1905, when he retired.

HARRY C. THOMAS, for many years identified with Boston dailies, died in Brookline, Sunday, after a two weeks' illness of pneumonia. He had been until recently editor of the Merchant Mariner, a publication of the United States Shipping Board.

DOUGLAS H. KUTH, aged 57, is dead at Richmond, Ind., where he was a newspaperman for many years. At one time he published the Richmond Democrat and later was business manager of the Sun-Telegram.

FRED B. POEHLER, for two years police reporter on the Indianapolis News, died May 8, after an illness of several months. He was formerly on Springfield and Richmond papers.

W. H. HARRISON, for twenty years editor of the Maysville (Mo.) Pilot, died there suddenly on April 26. He was unmarried. He left a brother, C. M. Harrison, editor of the Sedalia (Mo.) Capital, and five sisters.

STEPHEN TYNG HIGGINSON, formerly

on the editorial staff of the Boston Globe, died April 30 in Bellevue Hospital, New York, a few hours after the death of his sister.

DECIDES AGAINST PUBLISHERS

N. Y. State Appellate Court Finds Dr. Lunn Was Libeled

ALBANY, N. Y., May 12.—The Appellate Division of Supreme Court, Friday, affirmed the decision of Supreme Court to the effect that Dr. George R. Lunn, Congressman from Schenectady, N. Y., and a former newspaperman, had been libeled by the publication in the Gloversville Morning Herald and the Amsterdam Evening Recorder of a statement issued by several politicians of the 30th Congressional district about his candidacy for re-election to the House of Representatives.

Dr. Lunn asked \$50,000 damages and unless the case is taken to the State Court of Appeals, the judgment will stand.

Start Press Club in Albany

ALBANY, N. Y., May 12.—A local Press Club, which has been a fond hope of newspapermen of this city for more than 20 years, since the demise of the last newspapermen's association, came into being at a meeting of the reporters, editors and copy readers of the five Albany newspapers in the Chamber of Commerce rooms Sunday. More than 100 newspapermen were present.

Returning Soldier Weds

ANN ARBOR, Mich., May 5.—Ross Stoffett, a well-known newspaperman of Michigan, was married last week to Miss Rose McCormick of Waco, Tex.

ADVERTISING AGENTS

ALBERT FRANK & CO.
26-28 Beaver St., New York
Tel., Broad 3831

Publishers Representatives

**O'FLAHERTY'S NEW YORK
SUBURBAN LIST**
225 W. 39th St., New York
Tel. Bryant 6875

We can increase your business—
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

**Hemstreet's
PRESS
CLIPPINGS**

Tenth Avenue at 45th Street
New York

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue NEW YORK Lytton Building CHICAGO

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press

Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office,
74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

First

In four months of 1919
the New York Times
published a greater volume
of advertising than
any other New York
newspaper.

**R. J. BIDWELL
CO.**

Pacific Coast Representative of

**Daily
Newspapers**

SAN FRANCISCO OFFICE
of the

Editor & Publisher
742 Market Street
SAN FRANCISCO

PENNSYLVANIA

In considering the great Keystone state as a market for any useful product—for anything which contributes to the comfort or enjoyment of people who live ordered lives—it is well to recall that two great figures of American life have left their everlasting impress upon the people and institutions of that commonwealth.

These were Penn and Franklin. Penn, the founder of the state, wise, just, moderate, tolerant, a lover of liberty, an apostle of industry and home life; Franklin, statesman, sage, preacher of thrift, of the glory of toil—journalist extraordinary!

And what kind of a commonwealth has grown upon the foundations laid by these men?

About nine million people live within its borders. They are substantial people, producers of wealth, custodians of the nation's greatest mineral riches, directors of some of the world's greatest manufacturing enterprises.

It is a state of homes—not merely residences. It has a state entity, an individuality which is jealously guarded. Essentially it is a state of workers—rich and poor alike have business in hand and go about it with vision and grit. Pennsylvanians know quality goods—for they produce them. They are responsive to advertising—for they are advertisers. They are readers of newspapers—to a man, to a woman, to a child. They are AMERICAN and thus understand the language of appeal used in advertising.

The newspapers listed here afford state-wide advertising for those who are developing the Keystone market—economical advertising, home-read advertising:

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03	New Castle News (E)	12,503	.025	.025
Altoona Mirror (E)	22,265	.04	.04	Oil City Derrick (M)	6,135	.023	.018
Altoona Times (M)	14,940	.025	.02	Philadelphia Record (M)	123,277	.25	.25
Bethlehem Globe (E)	6,175	.025	.025	Philadelphia Record (S)	133,680	.25	.25
Chester Times & Republican (M&E) ..	13,174	.04	.03	Pittsburgh Dispatch (M)	63,285	.12	.08
Connellsville Courier (E)	6,996	.015	.025	Pittsburgh Dispatch (S)19	.14
Easton Express (E)	11,718	.02	.02	Pottsville Republican (E)	11,533	.0329	.0329
*Easton Free Press (E)	15,455	.0285	.0285	Scranton Republican (M)	28,534	.08	.07
Erie Herald (E)	8,632	.02	.02	Scranton Times (E)	35,344	.08	.07
Erie Herald (S)	8,491	.02	.02	West Chester Local News (E)	11,962	.03	.03
Harrisburg Telegraph (E)	26,451	.045	.045	Wilkes-Barre Times-Leader (E)	20,292	.05	.035
Johnstown Democrat (M)	9,841	.03	.025	York Gazette (M)	15,026	.03	.03
Johnstown Leader (E)	8,039	.015	.015				
*Lancaster Intelligencer and News-Jour- nal (M&E)	22,018	.05	.05	Government statement October 1st, 1918.			
				*Government statement April 1st, 1919.			

The New York Globe

sells the advertiser tangible results for money spent in its columns.

¶ It sells its space as a commodity to all advertisers for like service, local or foreign.

¶ It recognizes the usefulness of the advertising agent as an important factor to both advertiser and newspaper and allows him a liberal commission—15 per cent. and a 2 per cent. cash discount.

¶ 180,000 circulation among people with money to spend who have confidence in the advertising which The Globe accepts and prints is the answer.

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