

A. B. C. Chicago Convention Edition



EDITOR & PUBLISHER



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

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

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NEW YORK, THURSDAY, JUNE 19, 1919

Vol. 52, No. 3

OHIO STATE
UNIVERSITY

JUN 24 1919

LIBRARY

BLAZING THE TRAIL FOR THE A. B. C.

Less than ten years ago the buyer of newspaper circulation often paid for some mythical thing. What or where it was he had no way of definitely determining. Despite the efforts of a few forward-looking publishers who told the truth about their circulations, advertisers were helpless in the hands of the many publishers who met the questions of circulation with generalities.

Today the newspaper advertiser may *know* the circulation he is paying for—know to the fraction of a cent the cost of reaching every reader.

Thanks to the A. B. C.

In those Dark Ages of newspaper advertising, years before the Audit Bureau of Circulations was thought of, The Chicago Daily News blazed the trail for such an organization.

The Daily News was the first newspaper in America to publish its circulation figures day by day and never omit them. For over forty-two years the circulation for each month has appeared at the head of its editorial columns.

There is no secret, no "camouflage" here. These figures have never been "averages"—they have always been exact. They show losses as well as gains; the number of papers actually sold as well as the number printed.

This open policy—the germ from which the present efficient and trusted A. B. C. sprang—has firmly entrenched The Chicago Daily News in the confidence of advertisers generally.

The Daily News not only permits but invites examination of its circulation books.

THE DAILY NEWS

First in Chicago

The Same Thought
 The Same Money Exchange
 The Same Habits
 The Same Business Principles

MAKE CANADA A NATURAL MARKET FOR U. S. PRODUCTS

and advertising in the daily newspapers (the greatest potential business building force) is the logical and practical method of promoting the market.

Canadians flock to see motion picture films starring United States actors and actresses in scenarios prepared by United States playwrights for United States audiences.

Canadians patronize baseball games regardless of the fact that nearly all the professionals have been recruited from the United States.

For post-graduate courses thousands of Canadians attend United States universities. International conventions are the vogue. Canadian public men take their cue in no small measure from the United States.

Canadians promptly adopt the newest United States slang. They look to New York as the commercial center of the continent.

New York or Chicago experts are imported by Canadian municipalities to advise on transportation and other questions.

Canadian exporters to a very large extent ship their products to overseas markets via New York or other United States ports.

Large quantities of Canadian commodities reach foreign destinations as products of the United States, and are so recorded in official trade statistics.

Canadians respond just as readily to advertising as do the citizens of the United States, and they have just as great a respect and confidence in their home newspapers.

The following newspapers cover the most populous portion of the Dominion and would be pleased to supply information about local marketing conditions in the area reached by their circulations.

PROVINCE OF ONTARIO							
Population 2,523,274							
	Circulation			Lines			
	2,500	10,000		2,500	10,000		
Border Cities Star (Windsor).....	12,403	.03	.03	Kingston British Whig	6,237	.02	.015
†Brantford Expositor	(E) 10,160	.025	.025	London Free Press	(MN&E) 41,610	.07	.06
†Brockville Recorder-Times	(E) 4,225	.025	.015	Peterborough Examiner	(E) 5,900	.0193	.015
Chatham Daily News	(E) 2,472	.015	.00875	St. Catharines Standard	(E) 8,006	.0275	.0175
*Calt Reporter	(E) 3,955	.015	.0125	*Toronto Globe	(M) 87,296	.15	.11
*Guelph Mercury	(E) 3,757	.015	.01	*Toronto Star	(E) 87,270	.15	.11
*Hamilton Spectator	(E) 31,932	.055	.05	*Toronto Star	(S) 76,017	.15	.11
Hamilton Times	(E) 11,200	.035	.03	Toronto World	(M) 26,608	.09	.06
				Toronto World	(S) 92,128	.12	.09
PROVINCE OF QUEBEC							
Population 2,002,731—English 397,392							
French 1,605,339							
	Circulation			Lines			
	2,500	10,000		2,500	10,000		
Circulation Statements for 6 months' period, April 1, 1919.							
*A. B. C. Report, April 1, 1919.							
†Publishers' Statement, April 1, 1919.							
Montreal Gazette (3c-\$8 yr.).....	(M) 32,183	.085	.07	Montreal Star	(E) 110,820	.12	.1050
Montreal La Presse (2c. per copy)(E)	149,259	.13	.11	Quebec Le Soleil	(E) 35,275	.06	.06

How to Get More Revenue from Your Local Advertising

Twenty leading newspapers paid GREIG & WARD, Inc., more money for promotion service for the year ending April 1st, 1919, than all the member-newspapers in the United States paid the Bureau of Advertising of the A. N. P. A. during the same time for the same purpose.

THE men in the Greig & Ward, Inc., organization who prepare its newspaper-promotion copy know their business, and fairly may be called "specialists" in the difficult field in which they are working.

CARLISLE N. GREIG is recognized as one of the country's leading copy-writers and advertising counselors. In newspaper publishing and promotion, Mr. Greig occupies a unique position, having been employed in an executive capacity by five of the most celebrated newspaper publishers in the world.

JAMES GORDON BENNETT employed Mr. Greig in Paris in an advisory capacity and later (1916) as Advertising Counsel of the "New York Herald."

JOSEPH PULITZER employed Mr. Greig as Advertising Manager of the "New York World."

C. ARTHUR PEARSON—now Sir Arthur Pearson—employed Mr. Greig as business advisor of the "Daily Express" and C. Arthur Pearson, Ltd.

WILLIAM RANDOLPH HEARST employed Mr. Greig as Advertising Counsel to his New York and Chicago newspapers (1917-18).

FRANK LLOYD, Managing Director of "Lloyd's Weekly" and "Daily Chronicle," London, sold the Encyclopædic Dictionary in Great Britain in partnership with Mr. Greig and with copy prepared by the latter.

ALBEE SMITH, Jr., Vice-President of Greig & Ward, Inc., is now devoting his unquestioned talent to the furtherance of our newspaper promotion service. Mr. Smith was Chairman Publicity Committee, Chicago and Cook County, on Fourth Liberty Loan—also directed special 1917 Canning Campaign at Washington, D. C., for Secretary of Agriculture; Manager of the Railway News Bureau, Chicago, organized in con-

nection with the "Railway Age" by 25 leading railroads; Railroad Editor, N. Y. Evening Post, and Newspaper Editorial Department work in Chicago, Springfield Legislative Correspondence, with N. Y. Sun at Washington, D. C.

Mr. Smith has been associated with leading advertising agencies in New York and Chicago and has prepared copy for American Tobacco Co., United Cigar Stores, United Drug, Regal Shoe, Stewart-Warner Speedometer, and other leading national accounts. A convincing writer and an experienced counselor, Mr. Smith's contribution to any newspaper's promotion is bound to be of constructive value and free from theory.

IRWIN SPEAR writes the kind of copy that "starts something"—in this case the reader is induced to read and believe the advertisements in a newspaper and the advertisement itself is given a double power.

Whenever the need arises for special copy, the best advertisement writers available (other than those named) are specially engaged. GREIG & WARD, Inc., already has enjoyed the valued co-operation of these nationally famous business-writers:

Prof. George B. Hotchkiss, School of Commerce, New York University; Paul E. Faust, of Mallory, Mitchell & Faust, Chicago; F. R. Feland, of George Batten Company, New York; Richard A. Foley, Foley Advertising Agency, Philadelphia; James Howard Kehler, Chicago; J. H. Collins, Washington, D. C.; J. J. Geisinger, Federal Advertising Agency, New York; J. D. Adams, Corman Advertising Agency, New York, and Wilbur D. Nesbit, Vice-President of Wm. H. Rankin Co., Chicago.

The newspapers mentioned in the center of this page—and others—have invested several hundred thousand dollars of high-priced space to display advertising promotion-copy prepared for them by Greig & Ward, Inc. We are in our third year with some of them—and now we want to work for you.

Great Papers Made Greater

CLEVELAND PLAIN DEALER
CHICAGO DAILY NEWS
CHICAGO DAILY TRIBUNE
CHICAGO EVENING AMERICAN
CINCINNATI ENQUIRER
BOSTON HERALD
BOSTON TRAVELER
SAN FRANCISCO CHRONICLE
MINNEAPOLIS TRIBUNE
MINNEAPOLIS JOURNAL
MILWAUKEE JOURNAL
ATLANTA CONSTITUTION
ATLANTA JOURNAL
LOUISVILLE COURIER-JOURNAL
LOUISVILLE TIMES
ST. LOUIS GLOBE DEMOCRAT
ST. LOUIS REPUBLIC
OMAHA DAILY NEWS
BIRMINGHAM AGE-HERALD
SYRACUSE POST-STANDARD
RICHMOND TIMES-DISPATCH
JOPLIN GLOBE
TROY RECORD
NEW YORK HERALD
NEW YORK AMERICAN

—as Readers
Are Made Buyers

Put Us On Your Payroll—We'll Stay There

There is nothing machine-made about this service. Each paper and each locality is separately considered and served by us—individually and distinctively.

We serve more newspaper-clients than any other advertising agency in the United States and are a Clearing House of

all that's new and practical in the promotion of newspaper advertising. Write us at any time about your advertising problems. Ask us how you can secure more Local Display, more Automobile, more Financial, more Classified advertising—ask us now.

Our charges are moderate and we pay our keep from the jump.

GREIG & WARD, Inc., Advertising 104 So. Michigan Boulevard Chicago
NEWSPAPERS—MAGAZINES—OUTDOOR Monroe Building
Telephones: Randolph 5147, Randolph 5411

RANKIN ADVOCATES FOR ADVERTISERS THE FOCH METHOD OF "TIMELINESS"

The "dominant plan"
of

National Newspaper Advertising

"These are days in which competition to secure national markets has become so keen that individual business firms are eagerly searching for new methods by which to DOMINATE the attention of the public and to dominate it FIRST; searching for methods that will give more intensive sales results than can be obtained by any other form of advertising.

"This method has been found. Necessity mothered its discovery."

You will find in "The National Newspaper Unit" the plan by which you can get quick intensive sales results.

The Bulletin will be glad to send you a copy of the William H. Rankin plan which has been successfully "tried out."

Dominate Philadelphia

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

The Bulletin

Net Paid Average
for May

443,191

Copies
a Day

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



EDITOR & PUBLISHER



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

Vol. 52.

NEW YORK, THURSDAY, JUNE 19, 1919

No. 3

SIXTH ANNUAL CONVENTION OF AUDIT BUREAU NOW IN SESSION MARKS NOTABLE PROGRESS

ANNOUNCE NEW YORK ILLUSTRATED NEWS

Chicago Tribune Publishers Will Print Morning Daily Pictorial Similar to London Graphic Dailies, Starting July—To Use Mail Plant

Formal announcement is made that a new venture in American newspaperdom is scheduled for July 1, or thereabouts, when the Chicago Tribune Company, operating as a New York corporation under the name of the News Syndicate Co., Inc., with headquarters at the Evening Mail Building at 25 City Hall Place, will begin publication of a 6-day daily illustrated paper, to be known as the Illustrated Daily News, similar in style and make-up to the London Daily Graphic and the London Daily Mirror.

It will be printed on the New York Evening Mail presses at night and will appear on the news stands early in the morning with the other New York City morning newspapers. It will be sold for 2 cents. Arthur Clarke, one of the best known newspaper men in America will be managing editor, and George Utassy, formerly general manager of the Hearst magazines, will be publisher and general manager.

Officer Personnel

The president of the corporation is J. M. Patterson and the vice-president, R. R. McCormick. They are the publishers and co-editors of the Chicago Tribune. The second vice-president is William H. Field, who is eastern business representative of the Chicago Tribune.

The new publication, which may be duplicated in other cities of the United States when its success in New York City is assured, will consist principally of illustrations of events of world-wide interest, but will also contain many of the special news, literary and comic features which have made the Chicago Tribune famous and distinctive.

Contributions of Bert Leston Taylor, who writes the "Line O' Type or Two" column for the Tribune; of Arthur Henning, in charge of the Tribune's Washington staff, and of Jack Lait, the Tribune's sports writer, will be received by telegraph for every issue. There will also be articles by Dr. W. A. Evans, who for many years has had a column in the Tribune on "How to Keep Well."

George McCutcheon's cartoons, which have been a big feature of the Chicago Tribune and have helped to gain for it international fame, will appear in the new paper regularly and another regular contributor will be the novelist, E. Phillips Oppenheim. His latest detective story, which will be continued from day

(Continued on page 39)

A. B. C. Has, Within Period of Five Years, Achieved "the Impossible" in Work of Affording to Advertisers Definite and Indisputable Information on Circulations—Considering New By-Laws

THE Sixth Annual Convention of the Audit Bureau of Circulations takes place at the Hotel LaSalle, Chicago, today and tomorrow. The event commemorates the fifth anniversary of the organization.

Divisional committee meetings will fill in the first day, and the convention sessions proper will open on Friday morning. The chief business before the convention will be the consideration and ratification of the new constitution and by-laws, formulated as a result of the experience of five years in meeting the service needs of the membership. These revisions, clarifying the existing rules and regulations of the Bureau, have met with the approval of the Board of Directors and of a majority of Class A members.

Up for Ratification by Membership

Ratification by the convention and by the new Board of Directors—which will include the directors to be elected at this annual convention—will serve to give full force and effect to the revisions.

Advance indications are for a large attendance of members. It is felt that the experimental period in the history of the Bureau is now definitely ended, and that the great service-enterprise will date its maximum usefulness from this formal closing of the first five-year period of its life.

Banquet Big Feature

The dinner to be given on Friday evening, it is already assured, will mark impressively the importance of the organization and the high status it has attained as a factor in the great business of buying and selling advertising. Nellie Bly, famous newspaper woman of twenty-five years ago, remembered for her sensational globe-circling stunt under the auspices of the New York World, will be a speaker at the banquet and will describe her most thrilling experiences as a newspaper correspondent. Other speakers will be Dr. Gunsaulus, author and lecturer, and Harry F. Atwood, an attorney, who will discuss Bolshevism.

A Year of Real Progress

The story of the Bureau's work during the past year, which will be told fully in the report of the Board of Directors, is one affording no small measure of satisfaction to the Managing Director, Stanley Clague and to all those whose unselfish cooperation with him has made the record of the year so gratifying.

Of the men who have shared with Mr. Clague the burden of Bureau service the directors are entitled to chief honors. Their work has been wholly

(Continued on page 8)

P. O. WANTS REVIEWS CHARGED AS ADS

N. Y. Publishers Contest Opinion and Threaten Court Proceedings If Order Is Invoked—Might Block Stock Quotations

All newspapers in the United States that print reading matter not considered by them to be advertising, but which contain mention of prices asked for commodities such as book reviews, stock reports, and food quotations, seemingly are affected by a new ruling of the Post Office Department, which classifies such reading matter as advertising.

This latest piece of news from Postmaster General Burleson's headquarters, which, if carried into effect, means increased postage on newspapers, under the Burleson postal zone law, has just been received by the Publishers Association of New York.

Seems to Have General Application

It applies specifically, according to a letter from the head of the Division of Classification of the Post Office Department, to book reviews in which prices are mentioned, but it is construed by legal counsel for the New York City publishers to have a general application to all newspapers of the country operating under the second class mail provisions and to all news items they may print, mentioning prices.

The New York City publishers have protested to the Post Office Department against the enforcement of the new ruling and there is a strong probability that if its enforcement is attempted, this will be fought to a finish in the United States courts, on application for an injunction against Postmaster General Burleson and the Post Office Department.

If such an injunction is sought, it likely will be on the plea that the new ruling of the Burleson regime is in constraint of the constitutional guarantee of freedom of the press.

The attitude of the New York City publishers is that, while the additional postage expense to which they and other publishers would be put because of the new ruling would be comparatively trivial if it were applied only to book reviews, the ruling logically would have a wide application and would be an intolerable restraint on newspaper policy and precedent.

What Is Advertising?

In fact, it would seem from a letter transmitted by the bureau of classification to the New York City publishers from the Post Office Department that the Department is prepared to extend the scope of its new ruling indefinitely.

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L. L. JONES,
PRESIDENT OF THE A. B. C.

NAME L. L. JONES TO FILL NEW N. Y. POSITION

Lester L. Jones has been appointed business manager of the Publishers' Association of New York City. His duties, in particular, will be to represent the association in its dealings with labor unions.

For the past two years Mr. Jones has been in the West as an owner of the Billings (Mont.) Gazette and the Missoula Missoulian. Previously he had been publisher of the Chicago Chronicle, and for eleven years was vice-president and business manager of the Chicago Journal under John C. Eastman.

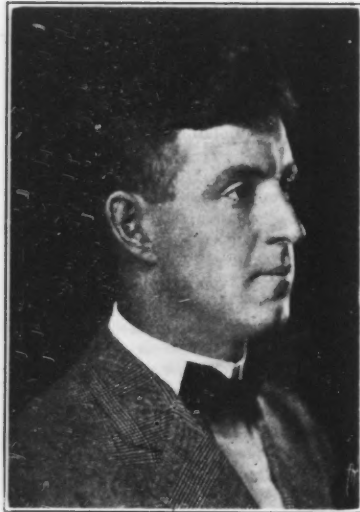
Mr. Jones will take up his new duties July 1.

FIGHTING FOR FREE PRESS IN CANADA

Bolsheviki Strike Committee Attempts to Censor News at Vancouver—Young Publisher of Sun Gives Fight—Newspapers Suspend

One of the most extraordinary social and economic upheavals that has ever occurred on this continent, involving newspapers in a strange way, is today the plague of the great Canadian cities of Vancouver and Winnipeg.

News of the amazing strike, savoring of the desperation of Bolshevism and which has palsied industry in those cities while threatening the social order so radically as to amount almost to complete defiance of the constitutional scheme of government, was brought to New York during the past week by



R. J. CROMIE.

R. J. Cromie, the brilliant young owner and publisher of the Vancouver Daily Sun, a morning and Sunday newspaper.

Mr. Cromie, who is one of the youngest of the publishers of great newspapers either in Canada or the United States, through diligent and intelligent effort has succeeded in a comparatively short time in revivifying and making both popular and profitable a newspaper which, though 35 years old, had for years been ineffective.

Enter Bolshevism

Radicalism, so like the doctrine of the dictators of Russia as fairly to be called Bolshevism, now steps in and says to this young man that he may not conduct his newspaper according to the dictates of his principles either in the matter of the economic conditions of his employes or, indeed, in the editorial policy.

A censor of news, selected from the mechanical forces of the Sun, was placed by a strike committee at a desk in the editorial offices of not only the Sun, but of the Province and the World, the remaining two important daily newspapers of Vancouver, with instructions to edit the news of the strike to conform to the preconceived ideas of the strike committee and all copy going to the composing room required the "O.K." of this alien-selected "editor" before the mechanical staff would put the matter into type and carry it through the printing processes to newspaper form.

This radical action fell suddenly upon the newspapers of Vancouver. To prevent a strike and to function with discretion as the better part of valor, the

NAVY TO FOLLOW LEAD OF ARMY IN POLICY OF USING PAID ADVERTISING TO STIMULATE ENLISTMENT

Secretary Daniels Assures EDITOR & PUBLISHER That Newspaper Space Will Be Used in Recruiting Campaign Early in Fiscal Year

WASHINGTON, June 17.—The Navy is not first in everything. It has permitted the War Department to beat it to recognition of the principle of paid newspaper advertising as an essential part of any recruiting campaign, but it ran a close second.

Secretary of the Navy Daniels has assured EDITOR & PUBLISHER that paid newspaper advertising will be part of the recruiting campaign of the Navy, to be undertaken early in the new fiscal year. He declared the Bureau of Navigation has been instructed by him to include an estimate for newspaper advertising in the appropriation asked of Congress for recruiting.

The Navy bill, as it passed the House yesterday, carried a total of \$9,000,000 for recruiting and transportation of enlisted men to original stations. This was one of the items in the bill which the Naval Affairs Committee did not reduce, but even at the figure named it does not appear likely that any considerable amount of newspaper advertising can be undertaken by the Navy Department, without diversion of funds from other purposes.

Naval authorities who testified before the House Committee admitted that they are to be forced to meet the strongest kind of competition from the Army in the matter of obtaining recruits. The Army will have a large field organization while the Navy will have to depend upon retired officers, the provisions of the pending bill making it necessary to reduce personnel in every possible manner.

Efforts are being made, therefore, to have Secretary Daniels depend very largely on newspaper advertising to obtain recruits, the Navy having a slogan which would lend itself to an attractive newspaper campaign. It is "A cruise in the Navy is a liberal education."

Secretary Daniels having given his approval to the principle of newspaper advertising, it remains for the officers of the Bureau of Navigation to prepare their plans to that end, and the circumstances now are such that what might have been intended originally as a side-line of the general campaign will develop into the feature.

editors of the Sun permitted the censor to "sit in" on two editions. This was also allowed by the editors of the Province and the World. In the meantime Mr. Cromie prepared a statement carrying the case to the readers of the Sun.

He insisted upon first-page publication of this document. The issues were therein made definite. The matter was put straight to public opinion as to whether the time had come when a newspaper publisher must submit to class censorship and thereby surrender his individual rights as well as the whole scheme of press liberty, or be put out of business by a small minority of the citizens of Vancouver, who were revolting against the economic system ruling working conditions in that city. It must be remembered that only about 5,000 people constituted the ranks of the strikers out of a population of more than 125,000.

Cromie's Stand

Publication of this appeal to the public was obtained by Mr. Cromie's insistence. He declared that he would rather that his newspaper plant should be torn down by the strikers around the heads of the staff than that the news of the strike or any other news should be dictated by a self-constituted and irresponsible censorship.

He told the strikers flatly that he would suspend publication, if necessary, rather than submit.

Of course, public opinion swayed in favor of the newspapers when the facts were made known through the statement which Mr. Cromie forced the "censor" to pass.

The Province and the World proprietors also stood their ground the next day. This solidarity seemed to frighten the strike committee off, but relief was only temporary.

On Saturday, June 14, about a week later, the printers went on strike, tying up the plants. The newspapers stood stoutly on the principle that they would prefer suspension of publication to censorship and that was and is the only issue involved.

A Mimeograph Newspaper

The Sun, unable to operate with its plant, is now coming out with one page printed on a mimeographing machine.

Many of the Sun's advertisers are insisting upon paying for their regular daily space notwithstanding inability to print it. This information reached EDITOR & PUBLISHER yesterday by mail. The strike censorship also extends to the telegraph wires and the fate of the other newspapers in Vancouver as well as the fate of the other newspapers at Winnipeg is not definitely known at the hour of writing. At last accounts the Winnipeg papers were not being published. Mr. Cromie left New York last Saturday.

On June 6, the day following the attempt to censor the Sun, that newspaper published the following statement on page one:

"News regarding the strike and all other matters of public importance will continue to be published in The Vancouver Daily Sun, without being censored by the representatives of the Typographical Union or by anybody else.

"The Typographical Union has disclaimed any intention of ever having intended to establish a censorship, and has proffered the explanation that the difficulty between itself and the newspapers during the past few days was entirely owing to a misunderstanding.

"Be that as it may, The Vancouver Daily Sun repeats its announcement of yesterday that its own editorial staff will continue to have the final decision as to what news and editorial comment shall or shall not appear in its columns.

"In this connection Mr. W. H. Youhill, president V. T. U. 226, has handed to The Sun, with a request that it be published, the following document:

Statement by Union President

"Realizing that a serious misunderstanding has taken place as to the attitude of Vancouver Typographical Union with regard to reports appearing in the daily press of Vancouver in connection with the present labor troubles, I feel assured you will permit of the publication of the following statement:

"It was not the intention of Vancouver Typographical Union to exercise a censorship over the columns of the daily press in the manner implied in the articles published in The Daily Sun and the Daily Province of yesterday's papers. Realizing the difficulty of securing accurate information during a period such as that through which we are passing in this city, and being anxious that the reports appearing in the press should be as accurate as possible, the appended resolution was passed at a recent meeting of the union. I feel that the resolution is self-explanatory and can hardly be construed as establishing a censorship. The purpose of the resolution is to ensure the publication of reliable and unbiased reports, something which I am sure the press as well as the union men of the city are equally anxious to secure.

"The resolution reads: 'That, for the duration of the present strike, the president, who shall give his whole time to the work, and a representative in each of the three newspaper offices, be named by V. T. U. 226 to ensure the publication of the strikers' views and that deliberate misrepresentation be prevented; and that the newspapers be urged to publish reports submitted by unions.'

"While accepting the explanation of the president of the Typographical Union that the dispute was caused by a misapprehension, The Sun points out that for two nights strike news appearing in this paper was subjected to censorship by members of the Typographical Union.

"The Sun will always do its best to get the news accurately and to be fair to all persons or interests it may have occasion to mention. But it will submit to no dictation from anybody as to what it is to print or to omit.

"This statement is published here in order that our subscribers may know that the danger of our being compelled to cease publication because of a dispute with the Typographical Union is past."

Despite the lame explanation of the union that its positive control of news was not a "censorship," the fact remains undisputed that men from the mechanical forces of the three Vancouver newspapers did present themselves to the editors of the newspapers and demand and for two days did obtain the right to "O.K." editorial matter before it was sent to the composing room, the threat being that unless such wise by this censor was secured the printers would not handle the copy.

What Situation Portends

In discussing the situation in general Mr. Cromie, to whose courageous stand the publishing world owes acknowledgment as a valiant defender, gave the following interview to EDITOR & PUBLISHER:

"This is our taste of Bolshevism. It is undisguised in Winnipeg and Vancouver. The situation is not understood in the East of your country. But unless the underlying causes of these ugly symptoms of a social disorder are met with something more than discussion I am perfectly confident that you will taste of it as we are.

"Perhaps the time has come when a minority of the working men of a city can bind themselves together in a strike and confiscate the responsibilities and the property of a newspaper publisher. That is the issue in Vancouver. I do not concede that that time has arrived or that the method is in any way just or fair. Therefore, I am fighting this battle to the best of my ability. I may crash and lose that which I have worked pretty hard to upbuild. That is the test.

"I do not for an instant lose faith in the integrity of the average man and I do not believe that public opinion will long sustain the violent and unjustified conduct of the strikers of Vancouver, nor do I expect that the people of this continent will accept Bolshevism, which is oppression through class dictatorship just as wrong in principle as any oppression by any other class.

Meet it Fairly

"I fully recognize the fact that it was not a weak or vacillating spirit which built up the West. Our people are inclined to act in positive terms. There is a deep-seated radicalism among a minority. In their own interest the unions must be shown that they are working along mistaken lines. No satisfactory adjustment can be had through meeting violence with violence, or by attempting merely to suppress the desires of these striking people. I believe their methods and their supposed objects are unworthy and that a process of real investigation will so demonstrate the fact to them. In the meantime, I shall oppose them in respect to such actions as an attempt to censor the news, which, of course, if effective, would mean that I would enter with them into a system of deceit of the public, for we know that newspaper publishing on the basis of such a censorship would mean that only a biased and partisan report could be made to the readers of the newspaper permitting such a system.

"Speaking generally, it is my thought that these manifestations of Bolshevism, if they are to be defeated and if our

(Continued on page 43.)

I. C. M. A. PUTS NEWSBOY WELFARE WORK FIRST ON 1920 PROGRAM

St. Louis Wins Next Convention—McKernan, Argue, Lincoln and Eyster Elected Officers—Publishers Praise Association's Work and Urge Affiliation with A. N. P. A.

BUFFALO, N. Y., June 13.—Newsboy welfare was the outstanding theme of discussion at the final sessions of the 21st annual convention of the International Circulation Managers' Association, which closed here yesterday. The growing desire of well meaning women of the country to prevent boys under sixteen years of age from selling newspapers on the street and legislation in various States—all tending toward a curtailment of circulations—stirred the I. C. M. A. members to action.

Circulation managers from many cities reported menacing activities in their communities and brought evidence of court and legislative activities that menace their work. It all served to accentuate that welfare societies mean to pursue their work and that it remains for the newspaper circulation managers to do their part and throw protection around their boys—moral and physical.

Canvass of Welfare Ideas Taken Among Members

It was unanimously agreed that every circulation manager, if for nothing else than fairness to his newspaper, must enter seriously into welfare work.

The Association made a complete canvass of the members for ideas on the best means of meeting the situation, and officers will give their immediate attention to developing them to the best possible advantages of all members.



W. L. ARGUE, 1st Vice-president I. C. M. A.

The following officers were elected: President, James McKernan, New York World; first vice-president, William L. Argue, Toronto Star; second vice-president, A. G. Lincoln, St. Louis Post-Dispatch; secretary-treasurer, Clarence Eyster, Peoria (Ill.) Evening Star.

Newly elected directors are: M. D. Treble, Buffalo Times; John Eisenlord, Chicago American; William Elder, Toronto Telegram.

Two Amendments to By-Laws

St. Louis was selected as the 1920 meeting place, on the unanimous invitation of the Publishers' Association of St. Louis, which was presented by A. G. Lincoln. Columbus, Ga., was a serious contender, but the interest in the I. C. M. A. expressed by the newspaper publishers bore most weight.

The following amendments were made to the by-laws:

New Section to Article 3, being Section C. All Past Presidents of this Association in good standing shall constitute a special Committee to be known as an Advisory Committee. They are to attend the meetings of the Executive Committee, and to have voice, without vote, in the deliberations of the Executive Committee, and to act in an advisory capacity for the general good of the I. C. M. A.

Amendment to Article 5—Section 6. In the event of the Secretary-Treasurer retiring as Circulation-Manager of a newspaper, he shall notify the President in writing, and the President will notify the Board of Directors.

The Buffalo convention was the largest in the history of the I. C. M. A.

Publishers Praise I. C. M. A.

The recognition the I. C. M. A. has won for itself from the newspaper publishers was impressed by a luncheon given by the members of the publishers of the Buffalo newspapers. James McKernan was toastmaster, and at his request each of the hosts made a short address.

Mr. McKernan announced that the Courier and Enquirer would not be represented because of illness in the family of William J. Connors, Jr., who was to have been present.

E. J. McCone, general manager of the Buffalo Commercial was the first speaker called upon. He welcomed the circulators to any assistance that he could give them to further their pleasure and comfort during the remainder of their stay in Buffalo, and said that he was confident that in coming here they had picked out the best summer convention city in the country and hoped that they would return another year.

E. H. Butler, publisher of the News, who was next called on, seconded the welcome which Mr. McCone had extended to the circulators and expressed his gratification at seeing such a large number of delegates present.

"There has been too little co-operation between the publishers and circulation department of the newspapers in general in the past," said Mr. Butler, "not in Buffalo, for I am sure that the publishers here take too deep an interest in their organizations to neglect any department of them. But nationally that end of the game has been neglected by publishers.

Favors A. N. P. A. Affiliation
"The American Newspaper Publishers' Association has standing committees relative to any and every branch of the business with this exception, and I will do my best to further the establishment of such a committee for the alleviation of your problems. I also wish that you would allow an associate membership to your organization for publishers to be created so that we can become more intimate, and so that the younger publishers especially may benefit by attending your conventions."

In introducing Norman E. Mack, editor and proprietor of the Times, Mr. McKernan said that when the first meeting of the state association of circulators was held in Buffalo, attended by about 25 members, Mr. Mack had extended every encouragement to the younger organization, and had done much to assist it.

Mack Started as Circulator!
"I was once a circulation manager myself," said Mr. Mack, "and I was such a poor one that ever since I have a profound respect for that end of the newspaper business. I believe that it requires more ability to be a good circulation manager than to be an editor



A. G. LINCOLN, 2d Vice-president I. C. M. A.

or a publisher either. Without a good one almost every newspaper would fail. Without circulation advertising cannot be obtained, and the paper cannot continue.

"We are all dependent on each other, however. There is too much talk concerning the differences of capital and labor at the present, which I hope will not continue. Without the assistance of the working man, the capitalists, or the man with insight to get money, even if he has none, could not push his projects.

"It is with such organizations as yours that employees prove their loyalty to themselves and their employers, and I wish your organization, as I always did, every possible success, and I join with Mr. Butler and Mr. McCone in extending to you a most cordial welcome."

Accepting the presidency, Mr. McKernan said:

President McKernan's Inaugural

"I thank you for the great honor you have bestowed upon me and I will do my best to promote the interests of our organization during my term of office. It is a wonderful feeling of satisfaction that comes to me to have been selected to preside over this organization.

"I have never seen a more interested or earnest body of men and it is indeed a great privilege to serve you as presiding officer.

"In accepting this office I am not unmindful of the responsibility that goes with it and the enviable records made by my predecessors. I intend to do my utmost to continue this good work and in this, as indeed in all other matters, I seek your hearty co-operation. If each member would do just a little work for our organization its continued growth would be assured beyond any doubt; suppose each and every one of us pledge ourselves to bring at least one new member into the I. C. M. A. during the coming year.

"Surely this is not a great or hopeless task and it would mean instead of a membership of five hundred, we would have over a thousand members. We ought to have at least that number and we will have if each member acts on this suggestion.

"In electing me to this office you have given me a distinctive honor that seldom falls to the lot of any circulation manager and I must admit that I am pleased beyond words.

"Through a set of circumstances, my present position in circulation managers' associations is unique. I am now presiding officer of three—the New York City Circulation Managers' Association, the New York State Circulation Managers' Association and last, but not least, the International Circulation Managers' Association.

"Surely no circulation manager could ask for greater honors and I think under the circumstances, I can be pardoned for feeling elated over the confidence placed in me by those whom it is my great pleasure and privilege to come in contact with in the discharge of my duties as Circulation Manager of that great newspaper, the New York World.

"Gentlemen, I thank you and in closing I urge all of you to give to your newly elected officers and to the chairman of the various committees that help and support that they are entitled to and which you yourselves would expect under the same conditions."

Those Present

The following were registered at the convention:

- J. M. Annenberg, Albany (N. Y.) Knickerbocker Press.
- J. T. Toler, Atlanta Constitution.
- Charles D. Chaffee, Aurora (Ill.) Beacon News.
- S. J. Armstrong, Bay City (Mich.) Times.
- J. O. Taft, Binghamton (N. Y.) Republican-Herald.
- A. C. Jenkins, Birmingham (Ala.) Ledger.
- L. M. Hammond, Boston Transcript.
- W. L. Betts, Brooklyn.
- M. D. Treble, Buffalo Times.
- W. F. Barlag, Cleveland Waechter & Anzeiger.
- H. Solomon, Cleveland.
- J. J. Lynch, Cleveland Press.
- Oscar Stein, Cleveland.
- W. E. Page, Columbus (Ga.) Daily Ledger.
- C. W. Freyenthal, Dayton (O.) Herald.
- T. J. Kavanaugh, Dayton Daily News.
- Ceo. H. Hunterm, Duluth Herald.
- H. H. Fris, El Paso Herald.
- E. R. Mason, Flint (Mich.) Daily Journal.
- Harold Hough, Ft. Worth (Tex.) Star-Telegram.
- Herbert Peters, Galveston Tribune.
- H. A. Wenize, Glens Falls (N. Y.) Post-Star.
- J. R. Taylor, Grand Rapids (Mich.) Evening Press.
- P. F. Viets, Hartford (Conn.) Courant.
- H. M. Wheeler, Hartford Times.
- Albert C. Michener, Harrisburg Telegraph.

- F. P. Bedlow, Jacksonville Metropolis.
- C. R. Norton, Jacksonville Times-Unon.
- Henry C. Carpenter, Lancaster (Pa.) Intelligencer News-Journal.
- Robert S. Weir, Louisville Courier-Journal-Times.
- D. B. G. Rose, Louisville, Ky.
- Wm. M. Mahoney, Milwaukee Sentinel.
- Oscar Anderson, Montgomery (Ala.) Journal.
- E. A. Scholz, New York, Crowell Publishing Company.
- Jas. McKernan, New York World.
- Geo. H. Reynolds, New Bedford (Mass.) Standard.
- Joe Levy, New Orleans Item.
- Frederick S. Ohrt, Niagara Falls (N. Y.) Gazette.
- M. W. Halmbacher, Oklahoma City Times.
- A. S. Watson, Oil City (Pa.) Derrick.
- Clarence Eyster, Peoria (Ill.) Evening Star.
- Oliver King, Phoenix (Ariz.) Republican.
- J. H. Miller, Jr., Pittsburgh Chronicle-Telegraph.
- C. F. Stout, Plainfield (N. J.) Courier-News.
- T. F. Farrelly, Providence Journal-Bulletin.
- E. A. Roberts, Rochester Times-Union.
- Ed. J. Fonda, Rochester Democrat.
- L. V. VanCleave, Rockford (Ill.).
- L. A. Morris, Raleigh (N. C.) News & Observer.
- F. R. Folkes, Regina (Can.) Leader.
- Edward D. Hood, Savannah (Ga.) Morning News.
- M. L. Goodman, Scranton (Pa.) Serantonian.
- Fred I. Cooke, Scranton Republican.
- J. W. Nolan, Springfield (Mass.) Union.
- A. G. Lincoln, St. Louis Post-Dispatch.
- W. H. Harrington, St. Louis Globe-Democrat.
- W. Clarence Hixson, Syracuse Post-Standard.
- A. J. Gerber, Syracuse Journal.
- C. E. Vellet, Toledo Times.
- W. L. Argue, Toronto Star.
- Wm. Elder, Toronto Telegram.
- A. V. Ambrose, Trenton Times.
- Alfred W. Cokerill, Utica Press.
- Martin A. Miner, Utica Observer.
- W. D. Tanner, Utica Herald-Dispatch.
- A. T. Butler, Wichita Beacon.
- W. P. Wilson, Washington Observer-Reporter.
- Chas. M. Schofield, Worcester Evening Gazette.
- Bert J. Ullman, Youngstown Vindicator.
- W. J. McMurray, Chicago Hotel & Railroad News.
- J. N. Eisenlord, Chicago American.
- Geo. E. Peters, Akron.
- N. P. Robbins, Binghamton Republican-Herald.
- Robert O. Dyer, Milwaukee Journal.
- Rolla W. Rider, Richmond (Ind.) Item.
- F. E. Kain, York (Pa.) Gazette & Daily.
- William F. Coe, Terre Haute (Ind.).
- A. E. McKinnon, New York.
- Ben Franklin Print Shop, Peoria.
- John D. Simmons, Atlanta Journal.
- Edwin R. Powell, Phoenix (Ariz.), Arizona Gazette.
- Walter K. Geiger, Canton, O.
- W. M. Kerr, Sharon (Pa.) Telegraph.
- Edward J. McHugh, Olean (N. Y.) Times.
- Nicholas W. Cowherd, Atlantic City (N. J.) Gazette-Review.
- A. E. Bischoff, London (Can.) Free Press.
- Standard Player Board, New Bedford Mass.
- Zerhey, Joseph H., Jr., Pottsville (Pa.) Republican.
- J. W. Schuler, Scranton Times.
- J. A. Mathews, Oklahoma City.
- W. P. Lovell, Bloomington Daily Pantagraph.
- Robt. J. Bulger, Buffalo Courier-Enquirer.
- G. J. Desmond, Duluth News-Tribune.
- C. C. Bauer, Philadelphia Record.
- Robt. S. Weir, Louisville Courier-Journal.
- James L. Farley, Philadelphia North American.
- W. E. Zapp, Washington Times.
- William J. Darby, Toronto Mail and Empire.
- Thos. F. Farrelly, Providence Journal Bulletin.
- Victor La Tauer, Louisville, Ky.
- T. Blair, (Blair & Anstlin) Louisville, Ky.
- W. P. Wilson, Washington (Pa.) Observer.
- C. W. Crum, Lexington (Ky.) Leader.
- F. E. Starkweather, Erie (Pa.) Herald.
- J. E. Nunn, Houston (Tex.) Chronicle.

SIDELIGHTS OF I. C. M. A.

The spirit of the members of the I. C. M. A., was fully manifested when Clarence Eyster of the Peoria Star was elected secretary-treasurer. No sooner had Mr. Eyster been declared elected, than Jack Annenburg of the Albany Knickerbocker Press, who had been his closest rival, congratulated him and assured him of his help and co-operation at all times. That is one of the reasons why the I. C. M. A. has grown from a little gathering of thirteen members to an international organization of nearly five hundred, and with an influence second to none in the newspaper field.

For the first time in four years H. H. Fris of the El Paso (Tex.) Herald didn't carry off the honor of traveling the greatest distance to attend the convention. This year that honor was divided by his two "neighbors," Oliver King of the Republican, and Edwin Powell of the Gazette, both of Phoenix, Ariz.

"Bill" Page of the Columbus (Ga.) Ledger made a spirited fight for the 1920 convention. In order to show the kind of "peaches" they have in his town,

(Continued on Page 12.)

SIXTH ANNUAL CONVENTION OF THE AUDIT BUREAU

(Continued from Page 5.)

unselfish and has called for personal sacrifice on their parts. These men, whose terms expire at this time and whose successors will be elected, are: L. B. Jones, W. Laughlin, George W. Cushing, F. R. Davis, L. L. King, F. H. Squier, B. H. Bramble, A. W. Erickson, P. V. Troup, W. A. Strong, L. A. Fayette Young, Jr. (resigned), F. W. Stone, William A. Whitney, and E. R. Shaw. It is expected that most of these men will be persuaded to accept re-election.



W. H. FINNEY, Office Manager.

The fiscal year, ended April 30, 1919, served to bring to the Bureau an increased membership—despite mergers and natural losses; to see the work placed on a sound financial basis; and, for the first time, to find the service of the auditors firmly established on a field schedule. All audits are now on a twelve-month basis.

During the fiscal year 1113 audits were released, an average of over 92 audits a month, as compared with an average of 78 audits per month last year and 54 of the previous year. As an average of 89 audits per month will give an annual audit to all publisher-members, it will be seen that during the year just closed the Bureau has overcome its audit indebtedness of previous years and is in a position to maintain an annual audit standard in the future. All audits have been made at an average cost within the dues applicable to such audits.

A new form of publisher's statement has been adopted. A printed form has been arranged for, doing away with the duplicating process heretofore used. Prompt releases under this new plan will be assured from November 1.

Releases of audits, after their receipt in the offices of the Bureau, have been established on an average basis of fifteen days.

Publisher-Membership More Valuable

Promotional and advertising campaigns have been carried on within the past six months which have materially increased the value of publisher-membership in the Bureau.

Substantial service to the Government has been rendered by the Bureau, through investigations made at the request of the War Industries Board. The former chairman of the Pulp and Paper Division of that Board, Thomas E. Donnelly, has written to the Bureau an appreciation of its cooperation in eliminating waste of paper during the last months of the war.

The financial report shows that on April 30, the Bureau had an available balance of \$44,966.89, placing it in a position to carry on its work more effectively than ever before.

The auditing force now numbers thirty-six field men and eight office auditors, in addition to the chief auditor, E. W. Chandler. This force has been maintained at full strength throughout the year. At the present time there are no overdue audits, with a few exceptions in which the delays are due to reasons beyond the control of the Bureau.

Twenty-three members have been dropped; there have been ten consoli-



VIEW OF "A. B. C.'s GENERAL OFFICES IN CHICAGO.

ditions, two publications discontinued, three agencies discontinued, thirty-four resignations, eighteen applications rejected. In spite of these reductions the total membership is now 1294 as against 1270 one year ago. It is expected that the convention date will find the membership a round thirteen hundred.

By-Law Revisions Not Drastic

The by-law revisions proposed for ratification contain no radical departures from the existing ones. The aim has been to clarify the rules and regulations and comply with necessary legal requirements. No changes in rates are involved with the exception of those applying to determining the standing of newspapers publishing morning and evening editions under one ownership. This matter is urged as one for full discussion in the divisional meetings and in the convention.



L. J. DELANEY, Manager N. Y. Office.

The revisions proposed will make it possible for advertisers to analyze more fully than heretofore circulation facts. The Bureau does claim to afford such information as to circulations as will enable an advertiser to weigh completely the element of quality, but it does afford definite information as to quantity and as to how that quantity has been obtained. This enables the advertiser to judge for himself as to quality. It is expected that great advances may yet be made in the matter of throwing additional light upon quality of circulation, and the convention will have before it for consideration suggestions bearing upon this angle of the Bureau service.

Close Co-operation with A. N. A.

For years the Association of National Advertisers has considered the solution of the circulation verification problem as of prime importance. The circulation committee of that association has been in close touch with the work of the Bureau during the past year; and, at the semi-annual meeting last month the decision was made that hereafter the A. N. A. will rely fully upon the audit reports of the A. B. C. The two associations are in close touch and cooperate with mutual profit. The problems encountered are those common to both.

Closer cooperation has also been established between the Bureau and the American Association of Advertising Agencies. It is stated that the agencies now rely upon the audit reports of the Bureau as the final authority on circulations.

The balance sheet of the A. B. C. shows an investment of \$15,000 in Liberty Bonds. There is shown in the balance sheet an excess of earnings over

expenses for the year amounting to \$9,022.12.

Members in attendance at the convention have been urged to make the new home of the Bureau—on the fourth and fifth floors of the Century Building—their headquarters. The invitation has been extended to them to become better acquainted with the actual operations of the Bureau and with those who have charge of the work in the home office.

The by-laws proposed are as follows:

I.—OBJECTS.

The objects of the Audit Bureau of Circulations shall be to issue standardized statements of the circulation of publisher members; to verify the figures shown in these statements by auditor's examinations of any and all records considered by the Bureau to be necessary; and to disseminate data for the benefit of advertisers, advertising agencies and publishers.

II.—MEMBERSHIP.

1. Any advertiser, advertising agent or publisher may be admitted to membership by signing an agreement to abide by the By-Laws, Rules and Regulations of the Bureau and all amendments that may in due form be made thereto, and whose application for membership is approved by at least seven affirmative votes of the Board of Directors.

2. There shall be six classes of membership as follows:

- Class A—Advertisers,
- Class B—Associate Advertisers,
- Class C—Local Advertisers,
- Class D—Advertising Agents,
- Class E—Associate Advertising Agents,
- Class F—Publishers.

III.—DUES AND SERVICE.

1. Dues for each class of members and the service they receive shall be as follows:

2. Class A—Advertisers: Annual dues \$240, payable quarterly in advance. Members of this class are to receive all reports, data, bulletins, and other service rendered by the Bureau.

3. Class B—Associate Advertisers: Annual dues \$90, payable quarterly in advance. An Associate Advertiser Member to receive all reports and other service rendered by the Bureau on any one of the following divisions:

- Service 1—Magazines and Periodicals,
- Service 2—Business Publications,
- Service 3—Farm Papers.

Service 4—Newspapers in New England and North Atlantic States.

Service 5—Newspapers in Middle States.

Service 6—Newspapers in the Southern and Western States.

Service 7—All Canadian Publications.

Service 8—Any list of publications not exceeding 50, designated by the advertiser.

An Associate Advertiser Member shall pay \$120 for any two, or \$180 for any three of the above services.

4.—Class C—Local Advertisers: Annual dues payable quarterly in advance based on population of city where such advertiser is located:

Rate per year

Service I—In cities of over 1,000,000 population \$60.00

" 2—In cities from 800,000 to 1,000,000 43.20

" 3—In cities from 100,000 to 300,000 25.80

" 4—In cities from 50,000 to 100,000 21.60

" 5—In cities under 50,000 population 14.40

A Local Advertiser—Member to be entitled only to reports and data of newspapers and local periodicals generally circulated in the city or trading territory where such member is located. Such reports are for the individual use only of the member.

5. Class D—Advertising Agents: Annual dues \$360 payable quarterly in advance. Members to receive the same service as Class A

members. An additional charge of 25 per cent. of the regular dues will be made for each duplicate service taken, which duplicate service shall be used only for the Agency's own organization.

6. Class E—Associate Advertising Agents: Annual dues \$90, payable quarterly in advance. An Associate Advertising Agent Member to have the same rights to and receive any one of the divisions of service provided for Associate Advertising Members. An Associate Advertising Agent Member shall pay \$150 for any two, or \$270 for any three of the above services. An additional charge of 25 per cent. of the regular dues will be made for each duplicate service taken, which duplicate service shall be used only for the agency's own organization.

7. Class F—Publishers: Annual dues, payable quarterly in advance, based on gross distribution:

MAGAZINES AND PERIODICALS.

Service	Rate per week
1. 500,000, circulation or more.....	\$11.50
2. 250,000, and less than 500,000.....	10.25
3. 200,000, and less than 250,000.....	9.25
4. 150,000, and less than 200,000.....	8.05
5. 100,000, and less than 150,000.....	6.90
6. 75,000, and less than 100,000.....	5.75
7. 50,000, and less than 75,000.....	4.60
8. 25,000, and less than 50,000.....	2.88
9. 10,000, and less than 25,000.....	1.73
10. 5,000, and less than 10,000.....	1.15
11. Less than 5,000 circulation.....	1.00

NEWSPAPERS.

Service	Rate per week
12. 200,000, circulation or more.....	\$12.00
13. 150,000, and less than 200,000.....	10.00
14. 100,000, and less than 150,000.....	7.00
15. 50,000, and less than 100,000.....	6.00
16. 25,000, and less than 50,000.....	4.00
17. 15,000, and less than 25,000.....	3.00
18. 10,000, and less than 15,000.....	2.00
19. 5,000, and less than 10,000.....	1.50
20. Less than 5,000 circulation.....	1.00

The above newspaper schedule shall be considered as applying to week-day issues only. Twenty per cent. (20%) of the above week-day rate based on the circulation of such issue shall be paid for each Sunday, weekly, semi-weekly, or tri-weekly issue.

A weekly or semi-weekly newspaper not published in connection with a Daily shall be charged at sixty per cent. (60%) of the above week-day rate; a tri-weekly seventy-five per cent. (75%) of the week-day rate. No rate to be less than one dollar (\$1) a week.

A morning and evening edition of the same publication can be admitted under one membership and pay dues on combined distribution. If all advertising both foreign and local in both editions is sold only as a unit, if not, each edition will be regarded as a separate member and pay dues separately, based on gross distribution.

BUSINESS PUBLICATIONS.

Service	Rate per week
21. 500,000 circulation or more.....	\$10.00
22. 250,000, less than 500,000.....	9.00
23. 200,000, less than 250,000.....	8.00
24. 150,000, less than 200,000.....	7.00
25. 100,000, less than 150,000.....	6.00
26. 75,000, less than 100,000.....	5.00
27. 50,000, less than 75,000.....	4.00
28. 25,000, less than 50,000.....	3.50
29. 10,000, less than 25,000.....	2.40
30. 5,000, less than 10,000.....	1.60
31. Less than 5,000 circulation.....	1.00

FARM PAPERS.

Service	Rate per week
32. 500,000 circulation or more.....	\$10.00
33. 250,000, less than 500,000.....	9.00
34. 200,000, less than 250,000.....	8.00
35. 150,000, less than 200,000.....	7.00
36. 100,000, less than 150,000.....	6.00
37. 75,000, less than 100,000.....	5.00
38. 50,000, less than 75,000.....	4.00
39. 25,000, less than 50,000.....	2.50
40. 10,000, less than 25,000.....	1.50
41. 5,000, less than 10,000.....	1.00
42. Less than 5,000 circulation.....	1.00

8. Two or more publications, published under one ownership, cannot be admitted to the Audit Bureau of Circulations under one membership, based on their combined circulation, but membership must be taken out for each publication, except when all advertising in all such publications is sold only as a unit.

9. Publisher-members will be furnished the same service as advertiser-members upon payment of the same dues as advertiser-members pay.

(Continued on Page 41.)

Imposing Personnel of the A. B. C.

In Honor of the Sturdy Forces of the Audit Bureau of Circulations This Week Assembled with the Membership in Convention at Chicago, Editor & Publisher Takes Pride in Presenting This Graphic Representation of a Mighty Tower of Strength Which Has Been Built in Five Years as a Main Support to Honest and Efficient Advertising and Scientific Publishing



STANLEY CLAGUE
Managing Director



A. W. ERICKSON
Vice-President



MASON BRITTON
Director



B. H. BRAMBLE
Director



E. R. SHAW
Treasurer



GEORGE E. COOK
Director



GEORGE H. CUSHING
Director



F. R. DAVIS
Director



L. I. KING
Director



W. LAUGHLIN
Second Vice-President



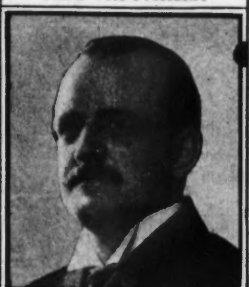
HENRY W. SCHOTT
Third Vice-President



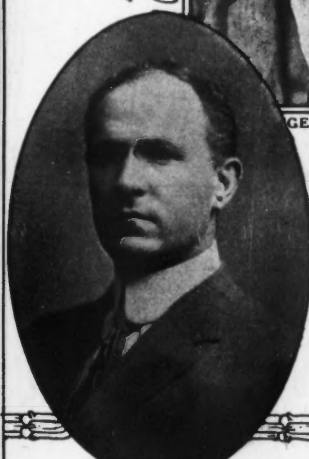
GEORGE S. FOWLER
Director



LAFAYETTE YOUNG, JR.
Secretary



WILLIAM A. WHITNEY
Director



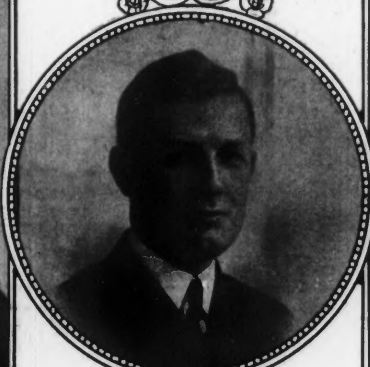
O. C. HARN
Director



F. C. GRANDIN
Director



FRANK E. LONG
Director



F. H. SQUIER
Director



W. A. STRONG
Director



P. V. TROUP
Director





N. J. BAULER
Supervising Auditor



VERNON HANSON
Supervising Auditor



W. F. HOFFMAN
Auditor



FRANCIS W. PETERSON
Auditor



W. A. BARTLETT
Auditor



BENJAMIN H.
MEERDINK
Auditor



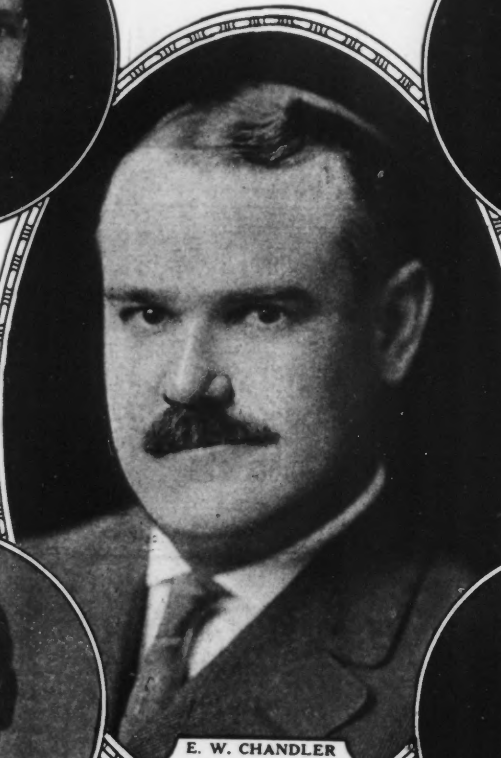
THOMAS E.
CONKLIN
Auditor



JOHN G. GRIGGS
Auditor



W. J. MALONE
Auditor



E. W. CHANDLER
Chief Auditor



H. E. GIBSON
Auditor



C. F. FELTES
Auditor



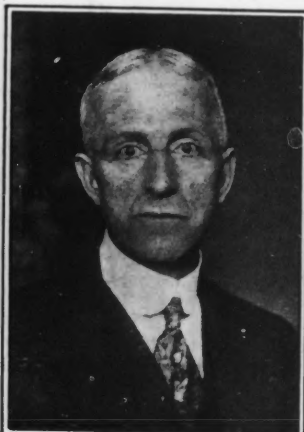
F. R. WHITE
Auditor



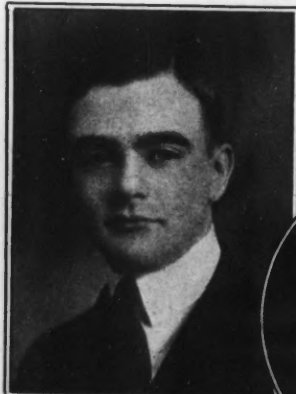
A. R. CHAREST
Auditor



J. F. FARISH
Auditor



E. R. LAMBKIN
Auditor



EDGAR G. HORN
Auditor



F. A. McNORTON
Auditor



H. A. GARDINER
Auditor



CHARLES F. CALLAWAY
Auditor



CHARLES J. BEVAN
Auditor



FLOYD F. DeMARCUS
Auditor



J. J. PITTINGER
Auditor



FRANK W. BIRDSEYE
Auditor



CURTIS WRAY
Auditor



R. C. NEEVE
Auditor



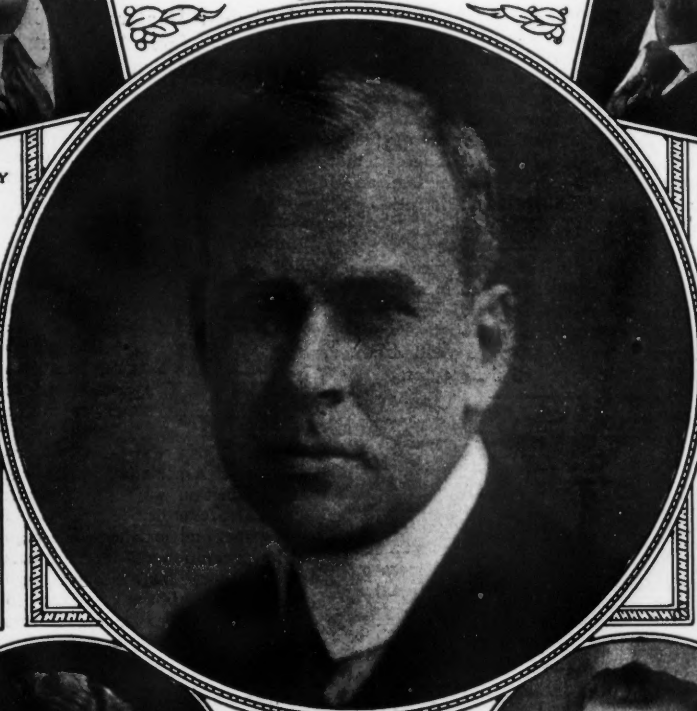
W. M. DUNCAN
Auditor



C. E. WELBORN
Auditor



G. E. GILLIARD
Auditor



A. R. PETTERSON
Supervising Auditor



JOSEPH E. CLARKE
Auditor



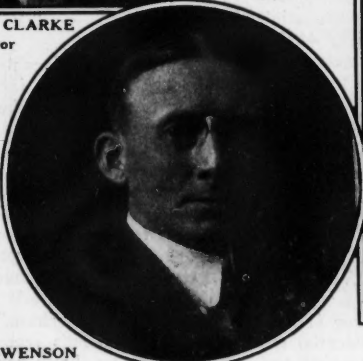
J. F. McCULLOCH
Auditor



C. C. FRYE
Auditor



M. A. VARGO
Auditor



A. O. SWENSON
Auditor



W. G. MERCIER
Auditor



GEORGE E. SIMMONS
Auditor



CHARLES L. ADAMS
Auditor





MEMBERS OF THE INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION AND GUESTS AT 21ST ANNUAL MEETING IN BUFFALO

NEWSBOY WELFARE WORK PROGRAM OF I. C. M. A.

(Continued from Page 7.)

"Bill" shipped up several boxes of them, as well as brought a number along. "Bill" took no chances and only shipped the edible kind; the scorable kind he brought with him. The latter were as fair to the eye as the former were palatable to the taste. Keep plugging "Bill" and after we go to St. Louis, and maybe, Salt Lake City, we'll surely come to Columbus.

The biggest member at the convention was F. R. Folkes of the Regina (Sask.) Leader. Mr. Folkes was typical of the big outdoor country he represents. One of the new members, he was one of the most interested and interesting circulators there. He took an active part in all discussions and his speech, inviting the 1920 convention to Regina, was the hit of the convention. Mr. Folkes went back to Regina firmly convinced that the I. C. M. A. is one of the greatest organizations in the United States and Canada and said before leaving that he felt fully repaid by the new ideas he had gained for the long trip he had made and for the time consumed.

One of the interesting speakers at the meeting on Thursday was A. F. Kunze, president of the Columbus (Ga.) Chamber of Commerce, who came up with "Bill" Page to help him take the next convention down to Georgia. When Mr. Kunze described the kind of watermelons that grow in his state, and the peaches, both animate and inanimate, it looked very doubtful for St. Louis. We all hope Mr. Kunze will favor us with another visit.

The ladies of the convention were unanimous in declaring that they had the best time ever given them at an I. C. M. A. gathering. The local entertainment committee did itself proud in looking after the comfort and enjoyment of their fair guests. The ladies have a warm spot in their hearts for Buffalo circulators.

After Mr. Folkes of Regina had invited the 1920 convention to his city, Al Lincoln of the St. Louis Post-Dispatch who had addressed the meeting in behalf of his city, said: "If I only had his words with my proposition, Oh, Boy!!!"

A number of regulars were absent through unavoidable reasons, among

them being ex-President Sidney Long, who is seriously sick; ex-President John M. Schmid and I. U. Sears, who were detained on account of important business; Leslie Neafe of the Toledo Blade; Roy Hatton, Detroit Free Press; Ed. Dobson, Newark (N. J.) Ledger, and smiling "Willie" Hoffman of the New York Staats-Zeitung. The latter was detained at home on account of an accident to his son, who was struck by an automobile.

Unless our presidents and vice-presidents learn to distinguish them, the two "Bills"—Argue and Darby of Toronto—threaten to put signs on their backs. Of course, as both are so young and handsome it is hard to tell them apart.

Of special interest to members was a map of the United States prepared by President McKernan, showing the number of members in each state. Every member who nominated a city for the 1920 convention took occasion to refer to it as a reason why his particular city should secure the next meeting. It was of considerable help in furnishing statistics.



J. N. EISENLOLD,
New Director
I. C. M. A.

The Wednesday night meeting started at 9 o'clock, after the trip to Niagara Falls, and continued until early Thursday morning. President McKernan, who evidently does not keep such late hours when he is at home, could not reconcile himself to the fact that it was Thursday morning and kept talking about what was to be finished "tomorrow."

The Niagara Falls trip was especially enjoyed by the ladies. Several of them said they had heard that Niagara Falls was a great place to spend a honeymoon, but had not realized it fully until now. Some of them declared that if they were ever married again they would try it out. Brother circulators, BEWARE!

In voting for St. Louis the members were greatly influenced by the fact that the publishers of that city were unanimous in tendering the invitation.

Fifty-three new members were added to the list in the past year.

Hardwood Dealers Get Big Results from Ads in Home Town Papers

MILWAUKEE, June 16.—A report on market promotion by M. P. McCullough, Schofield, Wis., at a recent convention in Milwaukee of the Northern Hemlock and Hardwood Manufacturers' Association was a striking tribute to newspaper advertising. The report showed that the best results were attained by the local dealer using his home town paper. Next year the association will increase its advertising expenditures to about \$50,000. This represents an addition of \$5,000, which will be devoted chiefly to service to the retailers.

The White Cedar Shingle Manufacturers' Association, which met in conjunction with the hemlock manufacturers, decided to add a newspaper advertising campaign to its promotion. Advertisements will be placed in the home town newspapers of the retailers to whom the cedar manufacturers sell.

Saranac Dailies Consolidate

SARANAC LAKE, N. Y., June 18.—One of the biggest newspaper changes in the Adirondack section in several years is the merger of the News and the Item, which will be published henceforth under the name of the Daily Item. The Item is the only daily newspaper in the Adirondacks. The News will publish afternoons. E. C. Krauss, who will continue as publisher, effected the purchase of the News.

A. A. A. Rate Card in Philadelphia

PHILADELPHIA, June 15.—The Evening Bulletin has adopted the American Association of Advertising Agencies' standard form of rate card. The Bulletin's May average daily circulation, 443,191 copies, was one of the six largest in the United States.

New Officers in Houston

HOUSTON, Tex., June 15.—The Advertising Association has elected the following officers: President, J. B. Westover; vice-president, Toval Marston; secretary-treasurer, A. S. Pimental; directors, G. B. Forristal, W. T. Denniston, N. O. Schexnayder, F. C. Wilhelm.

John H. Vaughn, of the Troy (N. Y.) Times, has been named confidential secretary in a Troy (N. Y.) banking concern.

SAYS CUBA BECKONS U. S. ADVERTISERS

First of Sanger Report on Latin-American Situation Issued by Government Department of Commerce—Peculiarities of People Must Be Met

WASHINGTON, D. C., June 18.—"No other country in Latin-America presents such favorable conditions as does Cuba as an experimental field for the American advertiser," says a report on "Advertising Methods in Cuba," issued today by the Bureau of Foreign and Domestic Commerce, Department of Commerce. "Just as in the United States many advertisers cautiously test their plans by states and sections, so may the American advertiser use Cuba as 'trying-out' ground for all Latin-America."

"If discouraging results attend the advertiser's first attempts," continues Trade Commissioner J. W. Sanger, author of the report, "if his instructions are not carried out to the letter, and if irritating and apparently needless misunderstandings arise and delays occur, he will have to remind himself frequently that neither Cuba nor any other Latin-American country is adjusted to what may be called the 'American way' of doing things.

Can't Transplant Our Ways

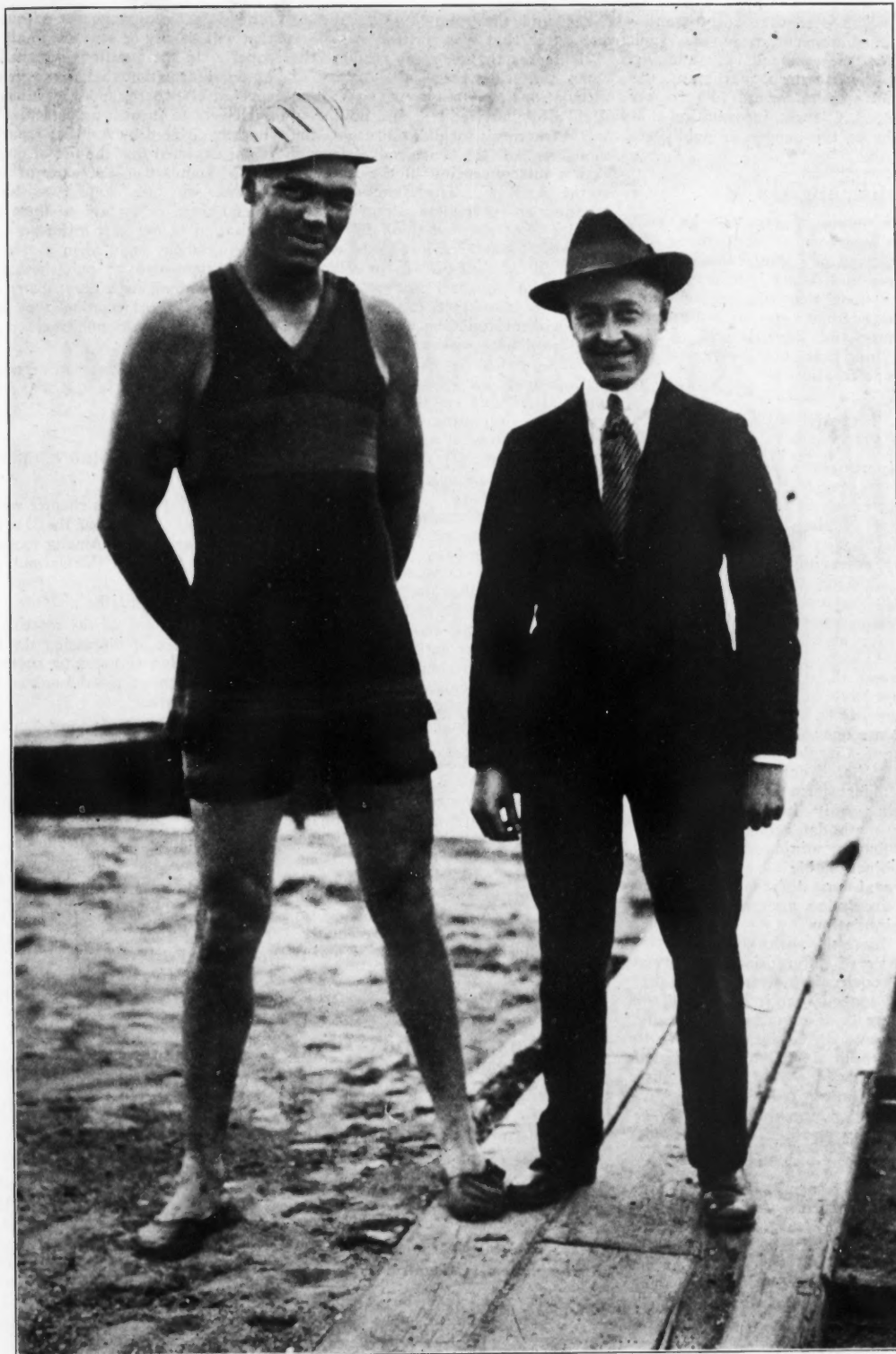
"Neither is there any likelihood that American ways and business methods can ever be transplanted bodily so as to take root in any Spanish-speaking country, and the American advertiser who does not seek some practical compromise between what he would like and what he can get is building up trouble for himself from the very start.

"Cuba is buying American goods in increasing quantities every year. Advertising has been no small factor already in helping to broaden these markets, and it will continue to be of assistance in just so far as we take intelligent advantage of the means ready at hand and establish for ourselves more and better points of contact in Cuba for American advertising.

"The problems connected with foreign advertising, and for the time being inseparable from it, are many and various and are no more susceptible of short cuts and easy solutions than is the larger problem of foreign trade of which advertising is but one phase."

The Government's report is the first of a series on Latin-America and is entitled "Advertising Methods in Cuba."

United Press At Toledo



Challenger Jack Dempsey and H. C. Hamilton photographed at Dempsey's training camp, Maumee Bay, Toledo.

H. C. Hamilton, United Press sports editor, is now on the ground at Toledo in personal charge of the work of covering the Willard and Dempsey training camps for United Press clients.

Each day, in ample time for the early sport page "make up" United Press clients are receiving a signed Hamilton dispatch covering the latest news from the center of the fight world. As later news develops it is covered in detail.

United Press clients are leading—and will continue to lead on the news from Toledo until the referee counts "Ten and Out" July 4th.

UNITED PRESS ASSOCIATIONS

General Offices

New York City

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

AUDIT BUREAU OF CIRCULATIONS

The A. N. A. Has Placed Whole Weight Behind Audit Organization

THIS is A. B. C. week, and further remarks as to the attitude of the A. N. A. towards the A. B. C. are in order. The A. B. C. is now about five years old, and the progress that has been made in bringing about greater order in the publication field has been surprising. It would be easily possible to say many good words for the A. B. C., but the fact that the A. N. A. recently abandoned its own plan of audit, which, good as it was fundamentally, has been held in abeyance for years past in view of the desire of the A. N. A. to give the A. B. C. a fair field, is eloquent enough; and still more so is the fact that the A. N. A., at its Cleveland meeting in May, went on record as placing the whole of its weight behind the Bureau.

The A. N. A. will co-operate with the A. B. C. When the A. N. A. says that it will co-operate, it will co-operate. That doesn't mean that it will stand on the other side of the way sit on the fence, as the saying usually goes, and wish the A. B. C. "Good Luck" or "God bless you." Nor has the A. N. A. got to the stage where, having passed a resolution, it is going to say to the A. B. C., "May you live happy ever after." There will be no equivocal blessings such as the Irish one, "May the crows never peck your haystack!"

WHAT CO-OPERATION WILL MEAN

NOT at this stage is it possible to say all that it will mean. We are, wisely, shy of the initial perfect plan. There ain't no such animal. We also know that it is just as impossible to evolve a perfect auditing plan, even in five years, as, according to John Davidson, it was not possible for the Creator to "punch perfect worlds from cakes of chaos."

The officials of the A. B. C. will, no doubt, agree with me that the perfect A. B. C. plan has not yet arrived, but is becoming. The A. B. C. does not want to stand still, nor does it intend to stand still. The A. N. A. will help the A. B. C. to keep on the move. We will bring to the attention of its offi-

cers from time to time recommendations for improvement in the audit form or the method of auditing. There is information that many national advertisers would like to see in the A. B. C. form, information that would be to the benefit of publishers to furnish.

INFORMING THE A. N. A.

A. N. A. members will be kept fully informed concerning the Audit Bureau of Circulations, and its members, and every detail will be given to them that will enable them to make adequate use of publishers' statements and reports and to the many details that should come up for their consideration.

THE A. B. C. AND QUALITY OF CIRCULATION

IT is pertinent to mention here a matter that will receive the particular attention of the A. N. A. office, publishers of the Farmers' Advocate note that quality of circulation is essentially more important than quantity. Some of them, by the way, seem almost inclined to argue that information concerning quantity does not matter at all, regardless of the fact that when their wives buy a dozen eggs, they not only want them good, but they want the dozen. Only just recently a Canadian publisher printed an open letter to the Audit Bureau of Circulations in which he said: "To be of continued use to us, as the oldest farm paper in Canada, employing only honest circulation-getting methods, refusing fakes, liquor, tobacco, mining-shares, or any other objectionable advertising, A. B. C. approval must differentiate between sound circulation and temporary, inflated circulation.

"We leave it with you to devise some way of differentiating between first-class circulation and the other kind, convinced that it will be in the best interests of advertisers generally, and the A. B. C. in particular, to adopt without delay some means of rating circulations as men and businesses are now rated, financially."

Opinions concerning this were asked for by another Canadian pub-

lisher, and the following is copy of one letter that was written:

"It seems to me, after reading the Open Letter to the Audit Bureau of Circulations, written by the William Weld Company, edited, and published in 'Marketing' for March, that the publishers of the Farmers' Advocate have a misconception of the function of the A. B. C. That function is to produce audit reports along certain definite lines decided upon by a majority of the determining body within the A. B. C. The form or plan of audit is, of course, not necessarily fixed. It is subject to change, and there will no doubt be changes in the form from time to time in the future. But it is not the business of the A. B. C. to express its approval or disapproval of this or that method of promoting circulation, any more than it is the business of a C. P. A. to tell a manufacturer, after examining his books, that he is not promoting his business properly.

"The A. B. C., obviously, cannot differentiate between what the William Weld Company called sound circulation and temporary, inflated circulation. In the last analysis, the A. B. C. exists to furnish information to the national advertiser, and it is the business of the national advertiser to determine whether the methods used by any particular publication are likely to produce the kind of market that he requires in which to sell his goods.

"The William Weld Company advocates that the A. B. C. adopt some means of rating circulation as men and businesses are now rated, financially. The parallel is obviously fallacious. In the latter case, exact figures are dealt with, while, in the matter of circulation, we are dealing with methods. Again, it is the business of the advertisers, or of a representative body of advertisers, to devise a means for rating publications according to their method of conducting their business."

THE STANDARD QUESTIONNAIRE TO NEWSPAPERS

FURTHER progress was made this week in another conference with representatives of the Six Point League

towards perfecting the list of questions that will shortly be sent out to all newspapers. In the questions we shall hope to get information that is not generally covered elsewhere, and we will not ask publishers to furnish us data that is ordinarily covered by A. B. C. reports. It is not expected that the list of questions will be standard in the sense of finality, because we fully expect to have to amend them or to add to them at the expiration of the year. But an attempt to bring about some form of standards in questionnaires to publishers should gradually eliminate a great many of the demands for information that at the present time cause publishers a great deal of expense.

The list of questions will certainly be ready to send out in the first half of July.

MEETING OF NORTHERN JERSEY CHAPTER

A MEETING of this chapter was held Tuesday, June 10, at the Downtown Club, Newark, N. J. Among those present were President McDermid, Vice-President George Frank Lord, and twenty members of the chapter.

The proceedings of the meeting were along the lines of discussing the Cleveland convention and making suggestions for the next meeting—the annual meeting—New York.

The chapter will not meet again until September.

MEETING OF CLEVELAND CHAPTER

THIS chapter met on Tuesday, June 3, and the following men were present: A. H. Cummings, Timken Roller Bearing Co.; Tim Thrift, American Multigraph Sales Co.; H. J. Winsten, The H. Black Co.; Chas. E. Percy, The Joseph & Feiss Co.; W. E. Wheeler, Pompeian Mfg. Co.; H. E. Birkner, Davey Tree Expert Co.; H. H. Squire, Hinde & Dauch Paper Co.; W. N. Bayless, Conklin Pen Mfg. Co.; L. F. Hussey, General Fireproofing Co.; Gus Handerson, Cleveland Twist Drill Co.; H. B. Kohorn, The Kayne Co.; B. R. Walker, Joseph & Feiss Co.; O. Draper, American Multigraph Sales Co.

New Ad Agency Now Under Full "Speed Ahead"

Johnson, Read & Co., Successors to Turner Company, Have Good List of Clients—Carl P. Johnson Is President

CHICAGO, June 18.—The name of the Turner Advertising Company has been changed to Johnson, Read & Co., following the recent purchase by Carl P. Johnson of James H. Turner's complete interest in the agency.

Mr. Johnson has been elected president and George H. Read, who served as vice-president of the Turner Advertising Company for a number of years, continues in the same capacity.

Carl P. Johnson has been identified for many years with some of the most

successful advertising campaigns produced for the clients of the William H. Rankin Company and Lord & Thomas.

George H. Read is a former Lord & Thomas man. He is the author of the "100 Per Cent Advertising Campaigns Chart," which has been officially adopted by the American Association of Advertising Agencies.

Johnson, Read & Co. control the accounts which were developed by the Turner Advertising Company.

The following new accounts have been added since Mr. Johnson became connected with the company:

Philipsborn's, the Outer Garment House.

Moore Electric Corporation, Williams Piano & Organ Co.

The agency is now occupying new and enlarged offices in the Century Building, 202 South State street.

"P. D." FAMILY AT PICNIC

Mr. and Mrs. Elbert H. Baker Entertain Employees at Country Home

CLEVELAND, O., June 18.—The third annual outing of the employees of the Cleveland Plain Dealer, their wives, mothers, brothers and sweethearts, was held today at the country home of Mr. and Mrs. E. H. Baker, Gates Mills, 16 miles from the city.

W. G. Vorg Vorpe, Sunday and feature editor; U. W. Hird, credit manager, and H. D. Ashby, were in charge of the picnic.

Mr. and Mrs. Baker will leave in a few days for Tacoma, Wash., to spend the summer on the Pacific Coast. Their son, Frank S. Baker, is one of the leading newspaper publishers of Tacoma.

Hostile Propaganda in Brazil

A morning newspaper of Rio Janeiro has been for the past month publishing advertisements and articles containing bitter attacks upon President Wilson and the United States world policies. Dispatches unfavorable to the United States are featured in the news columns.

Minor Held by Army

PARIS, June 14.—Robert Minor, an American newspaper correspondent and cartoonist, who was located in Coblenz, in charge of the American military authorities after his recent mysterious disappearance from Paris, has been removed from Coblenz to Chaumont, American General Headquarters. The army authorities have not yet disclosed the reason for his detention.

MORE THAN 38,000 IN USE



THE MACHINE THAT LASTS

The
 BOSTON HERALD
 Orders a Second
 Model 20 Display
 LINOTYPE

A framed advertisement for the Boston Herald. At the top, it features the Linotype logo and the slogan "THE MACHINE THAT LASTS". Below this is a photograph of a man operating a Model 20 Display Linotype machine. The machine is producing a newspaper page with several headlines, including "THE BOSTON HERALD EXTRA", "GOVERNORS WILL MEET IN WHITE HOUSE TODAY", "\$7,000,000,000 VICTORY BOND BILL PASSES SENATE: FILIBUSTER FIZZLES OUT", and "GREENSBORO STRIKE ENDS". Below the photograph, the text reads: "The BOSTON HERALD operates a Model 20 Display Linotype—producing Display Composition Direct from the Keyboard with 'Straight Matter' speed and economy." At the bottom, it says "Get Acquainted with the Model 20—Write for Literature" and lists "MERGENTHALER LINOTYPE CO., New York, U. S. A." with branches in "CHICAGO", "SAN FRANCISCO", and "NEW ORLEANS".

This advertisement appeared shortly after the BOSTON HERALD installed its first Model 20 Display Linotype

After only three months' experience with its first Model 20, the Boston Herald ordered a second Display Linotype because it realized the time, labor and money saving advantages of setting display "direct from the Linotype keyboard."

Next to Your Own Actual Experience, the Experience of Others is the Best Guide in Buying a Composing Machine

MERGENTHALER LINOTYPE CO., New York, U. S. A.

CHICAGO

SAN FRANCISCO

NEW ORLEANS

Canadian Linotype Ltd., TORONTO

WAGES UP \$15 A WEEK IN CINCINNATI

Savannah News Enters Into Arbitration Agreements with I. T. U.—Newspaper Publishers Must Shoulder Millions Extra Expense

INDIANAPOLIS, June 15.—The International Typographical Union reports that the members of the Cincinnati local scale committee have decided to accept the offer made by the publishers, increasing the day scale from \$27 to \$42 a week and the night scale from \$30 to \$45, an increase of \$15 per week for the men employed on each shift of eight hours.

International arbitration agreements have been entered into between the I. T. U. and the Savannah (Ga.) Morning News.

The following other new contracts are reported:

OKLAHOMA CITY, OKLA.—Daily Oklahoman (morning) and Times (evening) have granted an increase of \$2 per week to all employes of the composing rooms.

BRAINERD, MINN.—Handmen, \$21; operators, \$23. Eight hours. Increase, \$2.

TEMPLE, TEX.—Handmen, operators, \$24. Eight hours. Increase, Handmen, \$5; operators, \$3.

CINCINNATI, OHIO.—(day)—Handmen, operators, \$42. (Night)—Handmen, operators, \$45. Eight hours, day or night. Increase, \$15.

OIL CITY, PA.—(day)—Handmen, operators, \$30. (Night)—Handmen, operators, \$33. Eight hours, day or night. Increase, \$9.

JOHNSTOWN, PA.—(day)—Handmen, operators, \$28. (Night)—Handmen, operators, \$30. Eight hours, day or night. Increase, \$2.

LA CROSSE, WIS.—(day)—Handmen, operators, \$23. (Night)—Handmen, operators, \$25. Eight hours, day or night. Increase, May 23, 1919, \$3, and \$1 additional on each of the following dates: May 23, 1920; May 23, 1921.

PORTLAND, ORE.—(day)—Minimum, \$45; maximum, \$46. (Night)—Minimum, \$49.50; maximum, \$50.60. Working week forty-five hours, but two eight-hour days permitted to be worked each week at single price, making maximum week forty-six hours.

NEW YORK—(Bohemian)—Scale advanced \$3 per week, effective April 1, 1919, making the weekly wage \$28. One month after the signing of the peace treaty another \$2 will be granted.

SASKATOON, SASK., CAN.—(day)—Handmen, operators, proofreaders, \$35. Eight hours. (Night)—Handmen, operators, proofreaders, \$37. Seven and one-half hours. Increase—\$2.

POCAHELLO, IDAHO.—(day)—Handmen, \$28; operators, \$30. (Night)—Handmen, \$31; operators, \$33. Eight hours, day or night. Increase—Handmen, \$1; operators, \$3.

IRONTON, OHIO.—(day)—Handmen, \$23; operators, \$25. (Night)—Handmen, \$26; operators, \$28. Eight hours, day or night. Increase—\$3.

SIoux FALLS, S. D.—(day)—Handmen, operators, \$29. Eight hours, day or night. Increase—(day), \$5; night, \$4.

NORWALK, CONN.—Handmen, operators, \$22. Eight hours. Increase—\$4.

CLEVELAND, OHIO—Waechter and Anzieger Company has voluntarily increased the wages of printers \$2 per week.

FORT DODGE, IOWA—Handmen, operators, \$26. Eight hours. Increase—\$4.

BUFFALO, N. Y.—Bonus of 50 cents per day has been given voluntarily by the proprietors of the newspapers.

GIRARD, KAN.—(day)—Handmen, op-

erators, \$25, forty-seven hours. (Night)—Handmen, operators, \$26, forty-seven hours. Increase—\$4.

SILVER CITY-DEMING, N. M.—(day)—Handmen, \$25.50; operators, \$27.50. (Night)—Handmen, \$29; operators, \$30. Eight hours, day or night. Increase—\$1.50.

HATTIESBURG, MISS.—(day)—Handmen, operators, \$24. (Night)—Handmen, \$25.50; operators, \$27. Eight hours, day or night. Increase—\$1.50.

ST. LOUIS, MO.—Price for day work \$34.68, night work \$38.48, or in other words 75 cents per hour for day work and 85 cents per hour for night work. The piece scale is raised 1 cent per thousand ems. This makes piecework 13 to 15 cents per thousand for day work and 15 to 17 cents per thousand for night work. Apprentices allowed an increase of 10 per cent. In consideration of this increase, the union agreed to extend its contract two years.

LIMA, OHIO.—(day)—Handmen, operators, \$26. (Night)—Handmen, operators, \$29. Eight hours, day or night. Increase—(day)—April 1, 1919, handmen, \$8; operators, \$6. July 1, 1919, handmen, operators, \$1. (Night)—April 1, 1919, handmen, \$9; operators, \$7. July 1, 1919, handmen, operators, \$1.

WASHINGTON, D. C.—Publishers have granted \$1 per day increase to newspaper printers, making \$39 per week day and \$42 nights, seven-hour day.

ALBANY, N. Y.—(day)—Handmen, operators, \$30. (Night)—Handmen, operators, \$33. Eight hours, day or night. Increase—(day and night)—Handmen, \$5; operators, \$4.

TROY, N. Y.—(day)—Handmen, operators, 58 1/3 cents per hour. (Night)—64 cents per hour. Eight hours, day or night. Increase—(day and night), \$3.

KIRKSVILLE, MO.—Handmen, operators, \$18. Eight hours. Increase—\$1.50.

PITTSBURGH, PA.—Increase of \$1.60 per week in German newspaper scale and reduction in working hours from eight to seven and one-half a day.

ELMIRA, N. Y.—Star-Gazette has given advance of \$3 per week, increasing the scale to \$26.

OKMULGEE, OKLA.—(day)—Handmen, operators, \$30. (Night)—Handmen, operators, \$34. Eight hours, day or night. Increase—\$5; night, \$7.

HALIFAX, N. S.—(day)—Handmen, operators, \$25. (Night)—Handmen, operators, \$27. Eight hours, day or night. Increase—\$5.

MUSKEGON, MICH.—(day)—Handmen, operators, \$27. (Night)—Handmen, operators, \$29. Eight hours, day or night. Increase—\$4.50.

AIRPLANE CIRCULATES "EXTRA"

Story of Trans-Atlantic Flight Celebrated by Chicago Paper

CHICAGO, June 15.—An "aeroplane edition" of the Chicago Herald Examiner, telling of the sixteen-hour flight across the Atlantic, was delivered to surrounding cities by aeroplanes this evening. The papers left the presses of the Herald and Examiner at 7:31 p. m. Fast automobiles carried them to waiting aviators at Speedway and Ashburn Fields.

Deliveries were made at Aurora—forty miles away—at 8:20, and at Elgin, about the same distance, at 8:25 o'clock. Papers were on sale at Kankakee, sixty miles away, at 8:40 p. m.

Jones Succeeds Clifford

MINNEAPOLIS, June 15.—Carl W. Jones has been appointed advertising manager of the Journal. He is a former advertising and plan man of the Lord & Thomas organization and the Erwin & Wasey Company of Chicago.

WORCESTER TELEGRAM HOUSING SCHEME

Meets Big City Problem with "Build Now" Plan Explained in Space Advertising Paid for by Builders —Citizens Lend Support

In common with industrial centers all over the country, Worcester, Mass., is suffering from an acute shortage of housing accommodations. Conditions are rapidly becoming worse instead of better. Speculators are waxing rich, buying, selling and trading houses and apartments, and with every change of ownership comes the demand for increased rentals.

Worcester has attracted attention as the home of the "three decker," unbecomingly in appearance but convenient in appointments, these square, box-like wooden, three-apartment buildings which cover the seven hills of the "Heart of the Commonwealth," and house the greater part of the industrial workers.

The average rent of one of these "tenements" consisting of five or six rooms, previous to 1915 was from \$15 to \$25. Being essentially a "machine-shop" town, thousands of workers with their families descended upon the city in search of high wages and steady employment while during the past five years building of all kinds has practically been at a standstill. The modest six room flat on the top floor of a "three decker" now brings a rental of \$40 and few are available.

Telegram's Plan

Far-sighted business men had begun to fear the inevitable result of so abnormal a condition. The Worcester Telegram hit on a plan that met with instant endorsement by all concerned. A "Build Now" campaign was inaugurated and carried through exclusively in the columns of that paper.

After careful consideration it was estimated that those business men who

were vitally concerned in the building trades should and could subscribe to a series of page advertisements which carried conviction in every line. The campaign was laid out in detail by John A. Plumb, advertising manager of the Telegram, and Harrison E. Williams, promotion man of the staff. It was planned to run at least twenty full page advertisements during a period of ten weeks. There were no names appended and nothing indicated the backers or subscribers to the propaganda. During this period building news of all kinds was featured.

The Telegram promotion man, armed with the details of the campaign, experienced little difficulty in raising the entire amount necessary in a surprisingly short time. The fund was finally oversubscribed.

Noonday and luncheon meetings were addressed by Mr. Williams and in one instance a group of contractors were so strongly impressed that they signed subscription blanks, leaving the amount to be filled in by the Telegram representative.

It is yet too early to predict the effect of this campaign upon the situation as a whole, but since the inception of this building boom Worcester has shown signs of awakening—the local Chamber of Commerce has formed a Housing Corporation and is following out the ideas expressed in the Telegram.

The Telegram runs a very attractively laid out news page opposite the full page ad and the merchants and construction men are virtually fighting for the opportunity to advertise on this page.

Texan Veterans Join Legion

FORT WORTH, TEX., June 14.—Silliman Evans, formerly of the United Press, International News Service and Dallas News, but now with the Star-Telegram, has been appointed publicity agent for the American Legion in Texas. Other members of the Texas chapter include Kent Watson, E. H. Dobie and Charles McLendon.

"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.

Representative sent anywhere upon request.

John B. Gallagher Company

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



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.

THE TRIBUNE IS NEW YORK'S FASTEST GROWING MORNING PAPER

Three new evidences that the New York Tribune is the fastest growing newspaper in New York.

- 1 For the first 13 days of June the New York Tribune gained **161%** over the same period a year ago. For the first five months the gains are:

January	22½%	April	69 %
February	56½%	May	93¼%
March	65 %		

- 2 The Tribune average gain for the first 5 months was **62½%**. The combined average of the other papers in the morning field was **18½%**.
- 3 Late in May the Tribune passed the mark of a million lines of advertising gained. Before the middle of June it *added another quarter of a million.*

These are big days for everybody, but the New York Tribune is out-distancing the field.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements

THE TRIBUNE PRINTS MORE NEWS THAN ANY OTHER NEW YORK MORNING PAPER

Binghamton May Have New Morning Paper

Backed by Millionaire Shoe Manufacturer, Congressman W. H. Hill Announces Plans for New Enterprise

BINGHAMTON, June 18.—Representative William H. Hill, backed by George F. Johnson, millionaire shoe manufacturer, will launch a daily newspaper in Binghamton as the Republican organ of the "Southern Tier." At present there are two newspapers in the field, the Morning Republican-Herald, Republican, and the Evening Press, independent. For many years Representative Hill has published the Johnson City Record. Before America entered the war steps were taken to turn the publication into a daily. At the time an effort was made to purchase the Republican, but an agreement on price could not be reached and the matter was dropped. It is understood \$125,000 was offered and \$175,000 asked.

This week it was announced that George F. Johnson had procured a 30-day option on the new Sharp building. When questioned as to whether he intended starting an afternoon or morning newspaper, Mr. Johnson replied, "It might be either or neither." Friends of

Mr. Johnson say he favors the morning field and that he will make it a metropolitan daily, possibly at one cent price.

Willis Sharpe Kilmer, owner of the Binghamton Press, was asked for a price on his paper, but he replied that the paper was not for sale at any price.

BUENOS AIRES PAPERS RESUME

Contain Two Weeks Back News and Bring Double Prices

BUENOS AIRES, June 13.—The newspapers La Nacion and La Prensa appeared yesterday for the first time in thirteen days, publication having been suspended because of the lockout of printers.

The papers contained a complete resumé of the news of the world for two weeks. They sold at double the regular price, the newsboys profiting by the desire of the public to learn what had happened during the period the papers did not appear.

The smaller papers are being printed in the plants of the larger dailies until new forces are ready to begin work in the plants of the lesser publications. The publishers declare that their victory over the union men is complete, and that the dissolution of the men's organization is an accomplished fact.

News Print Tribunal Puts Off Decision Again

Canadian Body Meets Two Days Ahead of Schedule and Orders Evidence Submitted in Writing

[BY TELEGRAPH]

MONTREAL, June 16.—The Paper Control Tribunal, which was to meet here Wednesday, held its session today instead, because one of the lawyers had to leave for England on the 17th. A brief discussion was held regarding the advisability of hearing further oral arguments, but it was finally decided to have both sides submit their cases in writing.

The Paper Tribunal has now the prepared briefs of the two sides and will examine these and decide the case from the evidence in hand.

Evidence was produced to show that the Fort Francis paper mill does not intend to obey the order of Commissioner Pringle and pay back \$3.12 per ton to Western publishers because it received a rebate of duty on slush sulphite imported from the United States.

The hearing was a very brief one and somewhat unsatisfactory, as considerable evidence was not available owing to the meeting being called two days earlier than anticipated.

The general impression at the close of the meeting was that the paper tribunal would render a judgment in the course of a week or 10 days.

TOOK JAUNT THROUGH SKY

Two Des Moines Newspaper Staff Members Write of Trip

DES MOINES, Ia., June 17.—Two members of the staff of the Des Moines Register and Tribune took rides in aeroplanes, driven by Army lieutenants, high over that city the other day, and obtained photographs of the place from the clouds for publication. One of the passengers was Miss Rae Macras, a feature writer, and the other was C. W. Jamieson, staff photographer. Each wrote an account of their journey for the newspaper.

Honor W. E. Smallfield

RENFREW, Ont., June 16.—W. E. Smallfield, who recently sold the Mercury, was tendered a banquet a few evenings ago by the Board of Trade and the citizens. Mr. Smallfield, who is an ex-president of the Canadian Press Association, had been associated with the Mercury for a great many years and made one of the best weekly papers in Canada.

Getting Your Proposition Across in Baltimore



Plant of Corkran, Hill & Co., Baltimore packers, one of the finest and most sanitary plants in the world. Just closed one of the largest food campaigns ever conducted in Baltimore—in The NEWS. Armour, Swift, Kingan and Wilson are also NEWS advertisers.

YOUR salesmen will find that Baltimore dealers give ear to the selling proposition backed by a campaign in The Baltimore NEWS. Many an uphill fight to enter this fertile territory has been smoothed into easy grade by the promise of rapid turnover contained in the mere suggestion "—and here is some of the advertising that will appear very soon in The Baltimore NEWS."

Not only does the average storekeeper in Baltimore insist that advertising, to sell goods for HIM, must be placed in local newspapers where ALL of his trade may see it, but it's dollars to doughnuts he'll specify ONE paper—The Baltimore NEWS.

The NEWS has the largest net paid circulation of any Baltimore daily paper. It was the only Baltimore daily paper to show a gain in circulation for the six months ending March 31, 1919, as compared with the same period a year ago. The NEWS made the largest gain in advertising of any Baltimore paper in April, 1919, as compared with the same month last year. The NEWS carries more display advertising than any other Baltimore paper.

Ask for outline of our practical plan for quick distribution in Baltimore, with a memorandum of the purposes and advantages of your product.

The Baltimore News

Over 100,000 net paid Daily and Sunday

The NEWS carries more display advertising than any other Baltimore newspaper

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Send a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Announcing The Baltimore News

CO-OPERATOR and Retailer

A Periodical for Baltimore retailers in all lines—devoted to the upbuilding and focusing of dealer interest and co-operation on campaigns appearing in The Baltimore NEWS.

Made valuable to the retailer through special articles, features, illustrations, etc., which leaders in their lines will be invited to prepare. There will be no charge to the dealer for this service. No extra charge is made to the advertiser for this additional co-operation.



Ask for
Further
Details
and Copy
of the
June Issue

AT LAST

A "Torchy" and "Shorty McCabe" Story

By SEWELL FORD

EVERY SUNDAY

For over a year we have been trying to persuade Mr. Ford to write a weekly "Torchy" and "Shorty" instead of every second week, knowing that the value to a newspaper of a continuous feature is 50% more than the value of one that does not appear regularly.

But Mr. Ford had produced a "Torchy" and "Shorty" for over ten years for the Associated Sunday Magazines every second week and was hard to convince.

Now he is free of certain other writing obligations and has agreed to give the newspapers a story about his inimitable characters every week.

"Torchy" and "Shorty McCabe" are known and loved throughout the country. Sewell Ford's stories about these delightful boy characters have appeared in eleven volumes and have had an enormous sale, comparable only with the sales of O. Henry and Richard Harding Davis.

The new stories will contain about 4,500 words each and will be specially and very attractively illustrated. They will be timely, relating to present day conditions and interests, and with the heart-interest that is characteristic of Mr. Ford's work.

To Be Released Beginning
August 3



By SEWELL FORD

A NUMBER OF NEWSPAPERS CLOSED ON A YEAR'S CONTRACT IMMEDIATELY ON HEARING THAT THE STORIES WOULD BE SUPPLIED WEEKLY. THESE INCLUDE

THE BOSTON POST
PITTSBURGH GAZETTE TIMES
PHILADELPHIA PRESS
BUFFALO TIMES

MINNEAPOLIS JOURNAL
ST. LOUIS REPUBLIC
UTICA GLOBE
LOUISVILLE HERALD

SECURE OPTION FOR YOUR TERRITORY BY WIRING AT ONCE

THE McCLURE NEWSPAPER SYNDICATE, 373 Fourth Avenue, New York

TRIBUNE WINS POINT AS TO EVIDENCE

Judge's Ruling in Ford Libel Suit Opens Doors to Testimony as to Ford's Attitude Toward Government's Policy

Rulings by Judge Tucker on the scope of evidence to be admitted in the Henry Ford-Chicago Tribune libel suit, now in its sixth week at Mt. Clemens, Mich., featured the Tuesday sessions of the court. Judge Tucker ruled:

"The quantity of preparedness necessary, or what Ford thought necessary, is not relevant. Whether Ford sought to interfere with what preparedness the Government thought necessary is relevant. Whether what he did or said justified the criticism aimed at him in the editorial in question will be the main question in this case."

Weymouth Kirkland, of counsel for the Tribune, expressed the opinion that this ruling will permit the Tribune to give to the jury everything which the defense considers essential "in presenting a picture of the many considerations which led to the writing of the editorial." Judge Tucker, elucidating his ruling in answer to a question by one of Mr. Ford's attorneys, said:

"I think that anything that indicates Mr. Ford's anarchistic tendencies is material. I don't care where it comes from. I feel that everything that was said, or anything that was done, or any overt act or opinion expressed for the purpose of hindering or delaying or preventing the Government from making such preparations as it saw fit to make, whether much or little, adequate or inadequate, is material."

The defense placed in evidence on

Tuesday a number of editorials to contradict the plaintiff's charges that the paper advocated intervention in Mexico for ulterior motives—such motives as pro-Germanism or financial interests. These editorials condemned the sinking of the Lusitania as an offense which could not be fully resented by a mere diplomatic exchange.

While the Tribune was presenting evidence the state of affairs on the Mexican border at the time of the publication of the editorial, such as the story told by the famous correspondent, Floyd Gibbons, of his observations and experiences and of Norman Walker, in charge of the Mexican bureau of the Associated Press, events on the border were again accentuating the necessity for a definite military policy on the part of the Government. American troops were again sent across the border to protect Texas cities from the menace of Mexican shells and bullets.

It is expected that the plaintiff will present a great deal of testimony in rebuttal. The end of the celebrated case is not yet in sight.

St. Louis Star Insures Readers

ST. LOUIS, June 18.—Accident insurance will be provided by the St. Louis Star for its regular readers. Each reader who regularly subscribes for the paper, or buys it regularly from any news-stand, is insured as long as he continues a reader. Each applicant is issued a policy which provides, after seven days from date of application, \$5 weekly accident indemnity for total disability for 52 weeks, and \$10 a week partial disability for ten weeks. The death benefit is \$1,000, which is also paid for loss of both hands and feet, etc., with half the face of the policy for one hand or foot, etc.

BELGIANS ENTERTAIN FOREIGN WRITERS

Seventeen Americans in Party Visiting Albert's War Devastated Country, the Guests of Belgian Press and National Government

BY CABLE TO EDITOR & PUBLISHER

PARIS, June 12.—An interesting five-day trip through Belgium has just been completed by about one hundred foreign journalists attending the World Peace Conference at Paris.

This trip was planned by the Belgium press in cooperation with the Belgian National Government and several municipalities were visited.

Seventeen American journalists were included in the party, as follows: Laula E. Birkhead, St. Louis Republican; Hilton U. Brown, Indianapolis News; Miss Faith Hunter Dodge, Newark Press and La Prensa of New York; Mrs. Helen L. Ferguson, United Press; Ramonde Frances, La Prensa, Buenos Aires; Edward O. Gibbons, Paris Edition Chicago Tribune; Mrs. Helen Dav- enport Gibbons, Century Magazine; Guy C. Hickok, Brooklyn Eagle; Jacob B. Hirsch, New York Sun; Florence O'Neill, Pittsburgh Dispatch; Harold P. Stokes, New York Evening Post; Camille H. Lewis, Chicago Tribune; Leo Wolfson, International Jewish Press, and Mrs. Eva K. Wilson, Baltimore News.

Maj. Opie Home With War Honors
STAUNTON, Va., June 14.—Major H. L. Opie, who served with the 116th Infantry, 29th Division, has been honorably discharged from the service and will shortly resume his position as managing editor of the Daily Leader, of which paper he is also owner. Major Opie served in France eleven months, was wounded last October in the Argonne Forest fighting, losing the index finger on his left hand. He was given the Distinguished Service Cross, and also was awarded the Croix de Guerre and a citation from the French government.

More Paper Making Prosperity

MONTREAL, June 15.—A new pulp and paper offering is just being made the Canadian public, indicating that the industry is in a flourishing condition. A Montreal financial house is offering \$2,000,000 of 7 per cent mortgage debenture stock of the Mattagami Pulp & Paper Company at 94 and interest. Holders have the opportunity of exchanging the debentures for an equal par value of common shares at any time up to May 1, 1929. The Mattagami Pulp & Paper Company's plant is located at Smooth Rocks, northern Ontario.

Vincent O. Law, who as sergeant of the Third Field Artillery was in service overseas, has returned to the St. Paul Dispatch-Pioneer Press, and is reporting on the day side.

A SIGNIFICANT COMMENT

from one of
Our Contemporaries

THE Evening Transcript
... unique and unapproach-
able in its class, is steadily
increasing its fine field . . .

The above quotation is taken from an editorial that appeared in the Boston Post, Monday, April 21, 1919

Boston Evening Transcript

National
Representatives

CHAS. H. EDDY CO.
NEW YORK CHICAGO BOSTON

—Ole Hanson:

A few days ago a name unknown to the world. Over night the Mayor of Seattle makes himself known and respected throughout the United States—becomes an international figure.

"Any man who tries to take over government functions here will be shot on sight" . . . "The seat of the City Government is still at the City Hall."

A local incident through the daily newspapers becomes national. The potency of a courageous, local action in the twinkling of an eye is duplicated wherever a daily newspaper is read.

The story of Ole Hanson graphically visualizes the greatness and possibilities of the daily newspaper—an influence absolutely incomparable.

And this force can be capitalized as a salesman and can sell *your* goods.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

From Printers' Ink, issue of February 20, 1919.

A Tale of Two Cities And of Two Newspapers—

THE NEW YORK TIMES, first newspaper in America's first city, in a page advertisement in Editor and Publisher for June 5, announced a gain of 1,535,457 lines of advertising for the first five months of this year and declared this "represents by far the greatest growth of any New York Newspaper."

THE BIRMINGHAM NEWS, The South's Greatest Newspaper, in a double page advertisement in Editor and Publisher for June 12, announced a gain of 1,740,886 lines of advertising for the first five months of this year—205,429 lines MORE than THE NEW YORK TIMES gained in the same period.

The Birmingham News

Member A. B. C.

The South's Greatest Newspaper

Member A. B. C.

Marbridge Bldg., NEW YORK

Kelly-Smith Company
Foreign Representatives

Lytton Bldg., CHICAGO

NATIONWIDE PRAISE FOR FLYERS' STORIES

Naval Officers of Trans-Atlantic Planes Style, Frankness and Promptness Make Hit—Ralph Pulitzer Procured Narratives

Lieut. Commander Albert C. Read, who commanded the NC-4 during its historic transatlantic flight, proved that he possesses the "makings" of a first class newspaper man, for his dispatches to the New York World and St. Louis Post-Dispatch were not only capably written, but were filed with all the promptness of a "star" correspondent.

Altogether the three aviators, Commander Towers and Lieut.-Commanders Read and Bellinger, filed 15,000 words for the World and Post-Dispatch. This service was procured by Joseph Pulitzer, Jr., of the Post-Dispatch who was in the naval aviation service during the war, associated with Lieut.-Commander Bellinger. Many papers took the service; what some of them thought of it is told by these telegrams:

From the Chicago Tribune—"The Chicago Tribune feels immensely obliged for the chance given it by the New York World and the St. Louis Post-Dispatch to print the exclusive stories written by the flight commanders in the transatlantic airplane flight. It was a great piece of newspaper enterprise."

From the Cleveland News—"Worthy of a high place in historic literature are the epic stories of Commander Read and his associates. They told a tremendous story in a simple way. We feel that our readers owe these courageous flyers double thanks for first accomplishing their flight and, second, for making the details of their trip available to the world at large."

From the Baltimore Sun—"We regard the Read-Towers-Bellinger exclusive stories of their transatlantic flight as among the most intensely interesting ever printed in a newspaper and the se-

curing of these stories as a rare piece of newspaper genius."

From the Washington Post—"If the bare announcement of the successful achievement of transatlantic flight was big news, what can be said of cabled accounts giving every detail of this historic flight from beginning to end, written by the daring voyagers themselves and obtainable for the price of a morning newspaper, before the cheering had died away? Surely this was a long and high flight in journalism."

To Aid Employees to Secure Homes of Their Own

President Noyes, of Washington Star, Offers Cooperation to Those Tired of Paying Rent

WASHINGTON, June 17.—Publishers of the Washington Star have undertaken to devise means by which the company may aid its employes in acquiring their own homes. The following notice, signed by Frank E. Noyes, the president, has been distributed among the employes in all departments:

"From time to time employes of The Star have approached the officers of the company, asking initial assistance in financing the purchase of homes, and it has usually been impossible for such aid to be extended.

"This raised the question as to whether there are many others of The Star family who are renters, but who would like, if possible, to become home owners. If so it might advantageous to secure suitable pieces of land and build homes. Instead of buying homes already built. I will be glad, therefore, to have the names of any Star employes who are interested in the matter for the purpose of later having a meeting, when it could be determined whether a plan could be devised which the company could properly aid in carrying out.

"If you are interested will you please write me?"

Leaves State Capital After 20 Years

ALBANY, N. Y., June 16.—Frank A. Tierney, former city editor of the Times-Union, has been appointed executive secretary of the government securities organization of Albany. The appointment of Mr. Tierney takes him out of the state capital for the first time in 20 years.

SEES VICTORY OVER TIME AND SPACE

Lord Northcliffe Predicts London Morning Newspapers Will Sell in New York Same Day as Result of Conquest of Air

Lord Northcliffe, in complimenting the victorious British airmen upon the completion of their non-stop flight across the Atlantic, takes occasion to point out the alluring possibilities created by the history-making flight.

He foresees a time when London morning newspapers will be selling in New York in the evening, and when New York evening papers will reach London the following day. He also takes occasion to call to the attention of the cable companies the significance of the event to them. He says:

"Just as in 1913 when I offered the prize, I felt that it would soon be won, so do I surely believe your wonderful journey is the warning to the cable monopolists and others to realize that within the next few years we shall be less dependent upon them unless they increase their wires and speed up. Your voyage was made more quickly than the average press message of 1919.

"Moreover, I look forward with certainty to the time when London morning newspapers will be selling in New York in the evening, allowing for the difference between British and American time, and vice versa in regard to New York evening journals reaching London the next day.

"Then we shall no longer suffer from the danger of garbled quotations due to telegraphic compression. Then, too, the American and British peoples will un-

derstand each other better as they are brought into closer daily touch.

"Illness prevents me shaking you by the hand and personally presenting the prize, but I can assure you that your welcome will be equal to that of Hawker and his gallant American compeer, Read, whose great accomplishment has given us such valuable data for future Atlantic work.

"I rejoice at the good augury that you departed from and arrived at those two portions of the British Commonwealth, the happy and prosperous Dominion of Newfoundland and the future equally happy and prosperous Dominion of Ireland."

The City Creed Idea

Has any bright citizen written a creed for your city?

It is a civilizing force to strive to live up to the idealism of a high creed.

There's impetus in the "booster creed." Do you not believe that the business men of Baltimore, for instance, are stimulated by the following lines, written by Harry A. Allers, of the Advertising Club of that city:

"I believe in Baltimore. I love her as my home. I love her institutions. I rejoice in the abundance of her resources. I have unbounded confidence in the ability and enterprise of her people, and I cherish exalted ideas of her destiny among the cities of the nation.

"Anything that is produced in Baltimore, from Baltimore materials, by the application of Baltimore brain and labor, will always have first call with me. And it's only good business on my part that it should.

"Altogether—
"ME TOO."

PUT THE CLARKSBURG TELEGRAM ON YOUR LIST FOR FALL COPY

And Get Your Share of Business From "The Industrial Heart of West Virginia"

EXCERPTS FROM
Audit Bureau of Circulations
Auditor's Report

Name of Publication, *The Clarksburg Telegram*.
City, *Clarksburg*; State, *W. Va.*

For the twelve months period ending March 31, 1919.

	Evening	Sunday
Total City	4662	3757
Total Suburban	2116	1895
Total Country	1111	2286
TOTAL NET PAID	7889	7938
Total Unpaid	160	106
TOTAL DISTRIBUTION	8,049	8,044

A complete analysis, including all essential facts pertaining to the above circulation, is embodied in the detailed Audit Report issued by the Audit Bureau of Circulations. Copies may be had on application to the office of the above publication.

Flat rate, 28c an inch to Feb. 1, 1920; 35c an inch thereafter.

THE CLARKSBURG TELEGRAM
West Virginia's Leading Newspaper

MERIDEN CONNECTICUT

Has over 49,000 population, including large adjoining town of Wallingford.

93% of the entire circulation of

THE MERIDEN MORNING RECORD

is delivered in these two towns

Very, very few daily papers of other Connecticut cities are sold in Meriden.

About 70% of the high class national advertisers who use Meriden newspapers advertise in The Record EXCLUSIVELY in this city.

The Record is THE ONLY MERIDEN newspaper that has ever submitted to A. B. C. AUDITS.

The Record has much more A. B. C. audited circulation than the other local paper claims UNaudited.

All EASTERN advertising handled through the HOME OFFICE.
Gilman & Nicoll, Western Representatives, 1030 Tribune Building, Chicago.

116% GAIN IN NATIONAL ADVERTISING

THE FLORIDA TIMES-UNION'S RECORD FOR MAY, 1919

Never before in a single month has any newspaper in the South made such a tremendous gain as was made possible by the liberal patronage of national advertisers last month when 274 accounts were carried in the Times-Union, 81 more than in May, 1918. The cooperative service of the Times-Union has opened the way for many advertisers to enter this field with the certainty of getting maximum results almost immediately. This service is extended liberally and without charge to advertisers now doing business in this field and to those about to enter.

THE FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

During May, 1919, Carried a Total Volume of 881,027 Agate Lines (2,996 Columns)

A Gain of 50%

Over the May, 1918 Record

OF FOREIGN DISPLAY, the Times-Union Carried 271,638 Agate Lines, a Gain of 146,212 Agate Lines

116% Gain

OF LOCAL DISPLAY, the Total Was 453,247 Agate Lines, a Gain of 96,849 Agate Lines

27% Gain

OF CLASSIFIED ADVERTISING, 156,142 Lines

48% Gain

THE RECORD FOR THE FIRST FIVE MONTHS OF THIS YEAR:

Space Shown in Agate Lines

	1918	1919	
January	550,270	632,033	15% Gain
February	651,574	667,751	2% Gain
March	646,142	830,515	13% Gain
April	546,826	872,665	59% Gain
May	587,128	881,027	50% Gain
Five Months.....	2,981,940	3,883,991	32% Gain

The Times-Union's Circulation is

50% Greater DAILY

100% Greater SUNDAY

Than the Circulation of the Second Largest Florida Newspaper
(A. B. C. Figures)

The FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

Represented in the Foreign Field by
BENJAMIN & KENTNOR COMPANY

NEW YORK: 225 Fifth Avenue

CHICAGO: Mallers Building

The New Haven

Member A.

Only Morning Newspaper published in New Haven, covers alone—a field div
 Best edited newspaper in New Haven—admittedly the cleanest and best news
 Appeals to New Haven's greatest purchasing power, enjoys fullest confidence
 As evidence of the dominant position The Journal-Courier occupies in New
 population of that city the following GAINS in CIRCULATION and AVERAGE
 Newspaper for the National Advertiser:

DAILY AVERAGE

April 1, 1916 to April 1, 1917

11,771

April 1, 1917 to April 1, 1918

13,440

April 1, 1918 to April 1, 1919

15,101

These figures are net paid and are from A. B. C. Auditors' statements.

Over 86% of The Journal-Courier's Circulation is within the City of New Haven.

Over 96% of The Journal-Courier's Circulation is within the acknowledged trade zone of New Haven's
 merchants—practically no waste circulation.

The Journal-Courier has the largest direct home delivered circulation of any newspaper in New Haven.
 —It Covers New Haven ALONE!

The Journal-Courier through the vast buying power of its readers offers to

The New Haven

"New Haven's Best"

THE CARRINGTON PUBLISHING CO.

GILMAN AND NORTON

Tribune Building
 CHICAGO

Representative.

Journal-Courier

... A. B. C.

... divided between 3 local evening newspapers.
 ... newspaper from news as well as typographical standpoint.
 ... of readers.

... New Haven and the strong appeal which it makes to the great buying
ADVERTISING speak volumes for The Journal-Courier as New Haven's BEST

During May, 1919, The Journal-Courier showed the largest gain in **TOTAL LINES** of advertising of any newspaper in New Haven,—showing an increase of over 175,000 lines for the month, the largest gain ever made in any one month by a New Haven Newspaper. During May, 1919, The Journal-Courier had the largest percentage of increase in **LOCAL, FOREIGN and CLASSIFIED** advertising of any newspaper in New Haven.

The Journal-Courier publishes more Automobile advertising than all other New Haven daily newspapers combined—more Financial, Railroad, Steamship and other high classes of advertising than any other local daily newspaper.

The Journal-Courier cooperates efficiently and effectively with foreign advertisers through local merchant “HELPS” to the extent that foreign advertising in its columns enjoys *maximum pulling power*.

... offers to National Advertisers the greatest single selling force in New Haven

Journal-Courier

... Best Newspaper”

... PUBLISHING CO.,

... AND NICOLL,
 Representatives

World Building
 NEW YORK

MODERN METHODS SCORE ON "NC" STORY

United Press Correspondent, Assigned to
Azores, Utilizes Wig-Wag Flag,
Lights, Wireless Telegraph and
Telephone to Relay News

By W. R. HARGRAVES.

[UNITED PRESS STAFF CORRESPONDENT]

Swift "taxi" rides on destroyers, breakfast on a cruiser, lunch on a destroyer, dinner on a battleship; dashes on motor speed boats; wild rides over lava-covered mountain roads; a mid-night bicycle race through narrow, crooked and inky black streets, arguments in sign language with people who spoke no English.

These were a few of the conditions which made my assignment to Ponta Delgada, Azores, to cover the trans-Atlantic flight for the United Press from that end, one replete with thrilling and curious situations.

Another feature of the assignment was the ultra-twentieth-century methods of flashing the news of the progress and fate of the three flyers. Wig-wag flags, blinker and flash lights, wireless telegraph, wireless telephones and a long dormant cable line all were utilized to get every phase of the flight to all parts of the world through the New York office of the United Press.

Aided by Naval Officials

In the successful effort to present this news first through the United Press I was materially aided by the highest naval officials at Ponta Delgada, who, in spite of the gravity of their own tasks during the search for the missing flyers, afforded me every opportunity to get the news back to America, where it was swiftly relayed throughout the United States, Canada, Mexico, South America and Australia and even flashed to England and France before direct messages from the Azores reached those countries.

This assistance was rendered, also, in spite of the fact that it was the expressed intention of the government to beat the world with the news. The officers upon whom fell the burden of the work in connection with the direction of the flight and search at the Azores were Admiral Jackson, chief of the United States naval base there; Captain Ward K. Wortman, commander of destroyer flotilla No. 2; Captain John S. Arwine, commander of the U.S.S. Melville, destroyer tender, and Communication Officer Lieut. Joseph Buchalter, all of whom worked day and night during the three days between the time the flyers left Trepassy Bay and the time the NC 3 crept into Ponta Delgada power.

Prejudiced Against Speed

One of the greatest difficulties to be overcome was the breaking down of the innate prejudice against speed apparently prevailing on the beautiful little Island of St. Michael. The resident cable operators could not at first understand why the news dispatches could not be sent to the United States via Lisbon and London, as are the commercial messages, requiring from a week to ten days for transmission.

Much explanation for the greater part of nearly two weeks was required before permission was obtained to send the United Press dispatches direct to New York, via Horta, Fayal Island, over a cable, according to one of the officials, which was taken over from the

Germans after the war was declared, and which has lain idle since.

It was through the use of this cable and the payment of three times the regular commercial rate that the United Press was enabled to keep the readers of the papers of its hundreds of clients informed of every move of the flyers in the history-making trip to Europe, in some instances more than an hour before the government officials at Washington had received their official wireless or cable reports from the Azores.

Wig-Wagged Across Bay

The news of the arrival of the NC-4 at Lisbon, completing the trans-Atlantic flight, was flashed from that place to Ponta Delgada, where it was picked up by the Melville wireless and wig-wagged across the bay to the admiral's headquarters, where I was in conference with the admiral.

As the words were being spelled out I was on my way to the end of a short line wire leading to the cable office, and by the time the message was ended it was being ticked off to that office, several miles away, where it was immediately relayed to Horta and placed on the trunk cable into the United Press office in the United States.

One of the most interesting features of the story occurred on the day the NC 4 flew from Horta to Ponta Delgada. I had gone to Horta in the height of a driving storm to interview Captain Bellinger of the NC 1 after he was rescued and taken to that city.

Rushing back to Ponta Delgada on the destroyer Robinson, which Captain Simpson, commander, sent bowling along at 25 miles an hour, we received a wireless that the NC 4 had left Horta an hour behind us.

Some Speedy Work

This movement was covered by a United Press correspondent at Horta, and I immediately took steps to have its arrival at Ponta Delgada flashed to New York. A few minutes after we had received word of the NC 4 start we looked back from the bridge and saw the seaplane, high in the air, sweeping toward us. Shortly after it had passed over us, more than 1,000 feet up, and a mile to the southeast, I listened in on the radio and could hear the seaplane wireless operator chatting with some of the destroyers on station, and asking for his position.

The combination of the seaplane flight, the use of the radio, the dispatch of destroyers to the United States with moving picture films immediately after they were snapped, and the swiftness of thought and action of all concerned was certainly an exemplification of the speed of the age.

New Albany Press Club Will Have Three Membership Classes.

ALBANY, N. Y., June 17.—Declaring that the failure of a former Press Club in this city was caused by the fact that too many business men not connected with the newspaper game were allowed membership, the newly launched Albany Press Club was warned to steer clear of this trouble at its first meeting here last week. Roy S. Smith, secretary of the Chamber of Commerce, and a former newspaper man, was the speaker.

As a result the club plans to have three sections—active, retired and honorary membership. A limited number of business men are eligible to membership in the honorary section, former newspaper men only in the retired section, and active newspaper men only in the active section.

I AM YOUR WORST ENEMY

I am the ruler of retail reverses.
I am the Lord High Potentate of Failure.
I am the reason for that downward slant on your profit curve.
I am the cause of the silent sickness that stills your cash-register bell.
I am the origin of dissatisfied customers and loss of trade.
I am the leaven of uncertainty in the midst of certain profits.
I am the element of chance that turns a winning business into a losing gamble.
I am the fountain head whence springs the majority of your trouble and worry.
I am the key to the problem why more than 15,000 retailers fail every year.
I am the why and the wherefore, the direct and proximate cause, the germ and the genesis of successful merchandising.
I am the Sticker, the Shelf-Lounger, the Left-Over, the nameless child of an unknown father.
I am the unadvertised product!

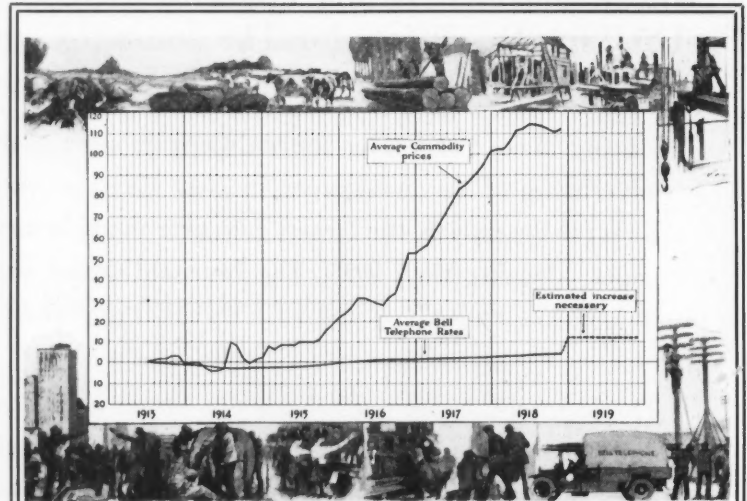
—Exchange.

Three N. Y. Associations to Meet

SARATOGA SPRINGS, N. Y., June 15.—The summer meeting of the New York Associated Dailies will be held at Saratoga Springs June 24. The State Press Association and the Republican State Press Association will meet here also on the following days of the week.

Joint Meeting in Kentucky

LOUISVILLE, Ky., June 18.—Editors and teachers of Kentucky will hold a joint meeting for the first time in the history of the State when the Kentucky Press Association and the Kentucky Educational Association gather in Louisville June 26 and jointly discuss reconstruction problems.



A Comparison of Costs

A graphic picture of the high cost of doing business is shown by the rise in a long list of commodity prices during the past five strenuous years.

By the exercise of unparalleled economies, telephone rates have been kept almost unchanged.

The fact is, the increase in the cost of commodities has resulted in what is equal to a decrease in telephone rates. In other words: The dollar which was spent for the telephone has bought more than twice as much as the dollar spent for the commodity.

The activities of reconstruction which are now upon the nation have put a great burden upon the telephone. This condition has made necessary an advance in telephone rates.

This advance does not exceed an average of eight percent; almost negligible as compared with the advances in other lines of industry, yet enough to cover the increase in the cost of operation.

Only through adequate revenue can there be assured the maintenance of a high standard of telephone service.



American Telephone and Telegraph Company
And Associated Companies

One Policy

One System

Universal Service

OVER THE MILLION MARK!

For the First Five Months of 1919

THE WASHINGTON POST, WASHINGTON, D. C.

1,253,331 Agate Lines Gained Over the Same
Five Months of Last Year

The Washington Post has established one of the greatest gains in advertising lineage ever made in the National Capital in so short a time as five months.

Nothing so exemplifies the truth of this statement as figures—

HERE'S THE RECORD—JUDGE FOR YOURSELF

The Post Carried 713,908 Lines of Paid Advertising JANUARY 217,778 Gain over January, 1918	The Post Carried 720,811 Lines of Paid Advertising FEBRUARY 242,297 Gain over February, 1918	The Post Carried 927,257 Lines of Paid Advertising MARCH 191,423 Gain over March, 1918	The Post Carried 924,544 Lines of Paid Advertising APRIL 285,096 Gain over April, 1918	The Post Carried 991,429 Lines of Paid Advertising MAY 316,737 Gain over May, 1918
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The Post Research Department

Our Research and Merchandising Department is ever at your service in compiling any data that national and local advertisers request concerning the city of Washington.

If you wish proper distribution of your products to Washingtonians, get in touch with this efficient department of The Washington Post.

ADDING TO THIS GREAT RECORD

The news comes that The Washington Post published the largest newspaper that it has ever printed—

Sunday, June 1, 1919
119,718 AGATE LINES

—or nearly 400 columns of paid advertising. This and similar daily gains for the first few days of this month—point to this month for a still **BIGGER MONTHLY GAIN.**

The Post Rotogravure Section

Washington's acknowledged digest of the world's recent happenings—presented in amazing photographs.

Its rapidly growing popularity with all readers makes it the ideal medium for advertisers who wish "different" advertising for their merchandise. Let us tell you more about rotogravure advertising.

WASHINGTON

Always the National Capital—Now the World's Capital

Washington, the fastest growing and most prosperous major city of this generation, boasts of a record in all activities that overshadows even the world's greatest metropolises.

The population of the National Capital in 1910 was 331,069—now it is estimated at 401,681—an increase of nearly 75,000 people in nine years.

Its total subscription to its quota on the entire five Liberty Loans was an oversubscription of nearly 80%—a top-record oversubscription among the major cities of the United States.

This prosperous city and its prosperous peoples read the Washington Post daily and Sunday—as our recent Post Office Statement showed an average net paid circulation for six months of: daily 61,848. Sunday 80,105.

The Washington Post

WASHINGTON, D. C.

MEMBER A. B. C.

Foreign Advertising Representatives

PAUL BLOCK, Inc.

New York

Chicago

Boston

Detroit

PEACE PRESS CLUB A GREAT SUCCESS

Attention Given to Conference by French Government Made Possible Free Intercourse Between 2,200 Newspaper Men of All Nations

SPECIAL CORRESPONDENCE

PARIS, June 3.—At this writing the matter of getting the Peace Treaty signed and the demand for passage homeward are the two thoughts foremost in the minds of hundreds of journalists in Paris representing the press of the world. But whether the Treaty is signed promptly, or whether it is delayed, whether the Peace will satisfy or create further world dissension, one thing is certain: The French Club for the Foreign Press is an unqualified success.

When the French Government so generously and thoughtfully secured the gorgeous Dufayel Mansion and turned it into a club for the foreign press representatives gathered in Paris to report the proceedings of the Peace Conference, they provided a central meeting ground for journalists and statesmen that has done much to forward the most momentous gathering the world has known.

More Than a Working Place

The establishing of this club did more than provide a working place. It made possible the free intercourse of hundreds of journalists with literally thousands of men officially connected with the Peace Conference, thus promoting in an unusual degree the contact necessary to keep abreast of the real news of the conference day by day.

Readers of EDITOR & PUBLISHER will recall that there was a battle royal at the beginning of the conference by the journalists, especially the American and English contingent, to have ready access to the proceedings.

That was a drawn battle, and as the conference went along the opportunity to get the big news of the conference became more difficult as the Big Ten held sway, later as the Big Five, still later as the Big Four, and then with the withdrawal of Italy from the conference, the Big Three became still more mysterious.

Under these circumstances it would have been Darkest Africa indeed for the journalists if it had not been for the French Club for the Foreign Press where at luncheon, tea and dinner it was easy for the statesmen and the men of the press to meet informally.

The American Section

In addition to the opportunities for constant meeting in an informal way the club arranged many formal entertainments that heightened the value of its influence and stamped it more thoroughly as the real meeting ground of the men attending the Peace Conference.

The Dufayel Mansion is readily transformed into a cozy theatre where notable musical programs by artists from the Paris Grand Opera were offered. There were many banquets by the peace delegations from foreign countries to which the press were invited, and thus the claims and ambitions of numerous nations were unfolded to the press. Marshal Foch, master strategist, not given to public speaking, on one of these occasions made a notable address.

Of particular interest to readers of EDITOR & PUBLISHER is the American section of this club. With the exception of the National Press Club at Washington, there is no spot in America

where so many well known American journalists could be met at one time. On any day at luncheon one could readily feel that the Washington crowd, augmented by a number of well known American newspaper men from other parts of the country had arrived in a body. They merely seemed to have left off considering the affairs of Congress and the Departments, and turned to the doings of the Peace Conference.

Membership of 2,200

The French Club for the Foreign Press (officially called Cercle Francais de la Presse Etrangere) has a total membership of 2,200. Of this membership 150 are American journalists representing the leading newspapers, magazines, news and feature syndicates and the press associations, English newspapers, press associations, magazines and syndicates are represented by 100 members.

There are 45 representatives from the Italian press.

Japan has a total delegation of 34 members representing the leading newspapers and press association of the Orient.

The Poles are represented by 35 members, and have taken the keenest interest in the conference.

The new republic of Czecho-Slovakia has 25 members, and Yougo-Slavia 3.

Brazil's newspapers show their interest with 25 members. Argentine journalists to the number of 14 are here. Roumania has 25, Switzerland 10, Scandinavia 12, Greece 20, Spain 20, Russia 20, Serbia 6, Central and South America (excluding Brazil and Argentina) 25, Belgium 20, Portugal 12, China 3 and Armenia 1.

In EDITOR & PUBLISHER for March 1 the Dufayel Mansion was described and a view of its exterior shown.

A. A. A. TO ASK NO MORE FREE PUBLICITY

Secretary James O'Shaughnessy Explains Position of His Association and Himself in Army Recruiting Advertising Campaign

The following statement, assuring publishers that hereafter no attempt will be made to press-agent Government paid advertising, was issued this week by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies:

"It is very complimentary to everybody concerned with advertising that such quick and generous co-operation has been given to the army recruiting campaign.

"This was an exceptional instance which entirely justified the free readers and free service.

"It was distinctly a case of advertising being on trial. A good excuse for poor results would not serve anybody.

Never Countenances Free "Boosts"

"Good results alone would force the verdict in Washington. It was unfortunate that the campaign was put out with such a short time at its disposal, and with such a comparatively small sum of money; but there were the facts, and it was up to everybody in advertising to see that the results were not only good, but that they looked good to those who would pass on them where the money came from.

"The American Association of Advertising Agencies would never countenance an appeal for free readers or a free boost by the publisher in any ordinary circumstances.

"It would not do so even then unless

it had decided beforehand to call upon all of its members to give free service. This is exactly what it did in the cases of the recruiting advertising campaign.

"The effect of the association's attitude was to put our members not only back of advertising, but back of the newspapers which were carrying the advertising.

"Our members were called upon to promote public meetings, to enlist the personal service of civic, patriotic and social organizations. To obtain window displays and public demonstrations.

"Every effort which could increase the result of the newspaper campaign was called for from all of our members in every city.

"The results of all the efforts of all our members in this supplementary work will redound to the credit of producing power in newspaper advertising.

Publishers' Report Splendid

"There should be substantial advertising appropriations to follow in carrying out the recruiting plan. Having these possible appropriations in mind and having the big future of advertising in mind, it was regarded as a time for setting aside even the soundest rule, so long as the morals of its inhibition were not impaired and the results of the expediency so highly desirable from every point of view.

"It is complimentary to the publishers of the country that they appreciate all of the elements involved and

responded so splendidly. The campaign will be a big success, and there will be wholesome advertising coming out of Washington as a result, and it will come hereafter clear of free requests."

RANGER GETS A DAILY PAPER

Texas Town Grows from 900 to 20,000 in Two Years

RANGER, Tex., June 18.—The Weekly Record has been discontinued and the Ranger Daily Times has been launched by the same publishers. The initial number is a creditable edition of 32 pages. The paper has Associated Press service. To show its enterprise it has started a whirlwind campaign among business men to raise a sum sufficient to inaugurate a mail carrier service in the business section and a part of the residence section of Ranger, heading the list with a good sized contribution.

G. C. Manuel is general manager; R. B. Waggoman, business manager; W. H. Wright, editor; Larry Smith, city editor. From a little sleepy village of perhaps 900 persons in 1917 Ranger has grown into a town of a population of 20,000.

R. L. Tennis, manager of the Associated Press, has returned to St. Paul from Winnipeg, where he covered the strike. For twenty days the Associated Press had the only wire out of Winnipeg.

PIN THIS IN YOUR NEW STRAW HAT:

Retailers do business *locally!*

They *know* their own field better than any outsider knows it!

They *know* their own tested and proved advertising media!

Merchandise, wherever manufactured, becomes *local* merchandise when in the retailers' store, subject to local conditions, local distribution, local advertising!

Daily newspapers are local, meeting local conditions, and they not only link the manufacturer and the retailer, but the *retailer* and the *consumer*.

This is the *secret* of successful national advertising.

Every day it works efficiently and profitably—and the difference between it and the other forms of national advertising is the difference between *speculation* and *investment* or the practical difference between the *airship* and the *trunk-line passenger coach*.

As matters of common sense and good business

EDITOR & PUBLISHER

is the newspaper advocate

The Home of More than Sixty National Advertisers

The diversity of its manufactured products and the strength of its Peace-Time Prosperity are shown by the fact that

BRIDGEPORT CONNECTICUT

manufactures more than fifteen hundred different articles. The building of houses, the equipping of factories, the installation of automobiles, the clothing of the fairer sex, can hardly be properly accomplished without the use of some of Bridgeport's Products which are "known and sold the World Over!"

You cover this great field with
One Medium!

POST and STANDARD-TELEGRAM

Connecticut's Largest Circulation!

The Julius Mathews Special Agency
Chicago New York Boston

"MR. TOWNE" FINDS LOUISVILLE

He Is Central Figure in an Effective Twenty-five Week Advertising Campaign, Originated by Sidney Bernheim, of the Herald

"Mr. Hunting A. Towne" is a fictitious character who has been used to advantage by the Louisville Herald and its advertising manager, Sidney H.



S. H. BERNHEIM.

Bernheim, in exploiting the advantages of the "Gateway of the South" in a twenty-five week advertising campaign. Full pages were used in the Herald to tell the outside world all that "Mr. Hunting A. Towne" (a newcomer in Louisville) found attractive in that city, the campaign being financed by local banking and mercantile concerns.

The Herald issued an attractive booklet entitled "How a Newspaper Can Help a City." Five thousand copies of it were mailed to national advertisers and other thousands of copies were given to the Louisville Industrial Foundation for distribution among factory-site seekers.

Started with "Arrival"

The first advertisement told of the arrival of "Mr. Hunting A. Towne" in Louisville and his determination to investigate its supposed advantages. Succeding pages indicated that his investigation was thorough. He was interested not only in the housing problem, but also in railroad facilities, factory sites, the live stock market, the tobacco trade, retail stores, the park system, public educational facilities, the churches, and the cost of living.

In fact, when the campaign was ended there wasn't much about Louisville that "Mr. Hunting A. Towne" didn't know and which he hadn't told to readers of the Louisville Herald. And the campaign bore fruit, too. A considerable amount of capital has been interested in the establishment of new industries, early construction calling for an outlay of approximately \$3,500,000.

Mr. Bernheim, advertising manager, who put the campaign "across," was for ten years connected with the advertising department of the Chicago Record Herald and for five years of that time was assistant advertising manager. He went to Louisville three and a half years ago.

"The campaign was the quickest, cleanest, and most appreciated drive with which I was ever connected," he said. "It was handled by the regular advertising staff of the Herald and the interest of the staff was sustained, in part, by cash prizes, and by posting results daily on a bulletin board."

MUST EQUALIZE PAPER CHARGES

Order Issued to Railroads by Interstate Commerce Commission

WASHINGTON, June 13.—Rates on paper throughout trunk-line territory must be revised to make them conform to a definite and uniform basis, the Interstate Commerce Commission declared today in deciding the case brought by the Michigan Paper Mills Traffic As-

sociation against the New York Central and other railroads seeking removal of alleged discrimination.

Defendants were allowed forty-five days to propose a revised schedule that will eliminate the inequalities disclosed by the evidence. "It is definitely established," the commission said, "that many of the rates on paper in the East have been made by the carriers largely for the purpose of permitting mills on their lines to compete in certain markets with other mills more favorably located."

U. S. CANADA'S BEST CUSTOMER

Bought Most of Its Pulp and Paper in Past Year

MONTREAL, June 14.—Official trade returns for the fiscal year ending March 31, 1919, just made available, show the value of Canadian exports of pulp, paper and pulpwood for the twelve months as \$99,259,166, as compared with \$71,825,500 for 1918 and \$52,975,457 for 1917, or a gain of \$27,433,666 over 1918 and of \$46,283,709 over 1917.

The United States led as Canada's best customer for pulp and paper, the United Kingdom, Japan, Australia and New Zealand, following in the order named. France, which imported from Canada 626,285 cwt. of mechanical pulp valued at \$471,040 in 1917, took none at all in 1918 or 1919, while exports to the United Kingdom of both chemical and mechanical pulp fell off from a total of 1,163,224 cwt., valued at \$3,057,422 in 1916-17 to 142,892 cwt., valued at \$614,432 in 1918-19. This was due entirely to lack of shipping facilities.

Publishers Counter Sue

DENVER, June 14.—Counter libel claims for \$550,000 have been filed in the District court against Ernest Morris, former chairman of the County Council of Defense, by Frederick G. Bonfils and Harry H. Tammen, proprietors of the Denver Post, and by the Post Printing & Publishing Co. The action followed a ruling of Judge Butler, ordering the first joint counter claim of \$150,000 stricken from the files. The counter claims are interposed in a suit for libel in which Mr. Morris asks \$375,000 damages from the Denver Post.

Plan Week's Excursion

LINCOLN, Neb., June 14.—The annual excursion of the Nebraska Press Association to western and northwestern Nebraska, Colorado and Wyoming will be held August 4 to 9 inclusive. The special train will leave Lincoln, August 4, and stops will be made at Hastings, Holdrege, Holyoke, Sterling and Northport, Neb. The route will be thence to Gering for a side trip by rail through the irrigation country in the North Platte valley to North Platte, Kearney and Grand Island.

Promotion for J. A. Gallagher

PHILADELPHIA, June 16.—John A. Gallagher, former managing editor of the Catholic Standard and Times, has been appointed general manager, succeeding Francis P. Green. Three years ago Mr. Gallagher was assistant city editor of the Philadelphia Inquirer.

One Daily Left in Neenah

NEENAH, Wis., June 16.—The Daily News and the Daily Times have consolidated, as the News, with Frank M. Sherman as manager. John A. Studley, editor of the Times, has taken an interest in the News.

National Dry Goods Ass'n Scores Misrepresentation

Will Turn All Cases Over to A. A. C. W.—Endorses "Buy Now, But Wisely" Movement

St. Louis, Mo., June 16.—More vigilance work was cut out for the Associated Advertising Clubs of the World by the National Retail Dry Goods Association at their annual spring meeting in St. Louis. Because of the many complaints of the misrepresentation in sizes in ready-to-wear garments, the association adopted resolutions suggesting that every member furnish to the secretary specific cases of such misrepresentation, such evidence to be turned over to the attention of the Associated Clubs.

The retailers also adopted resolutions indorsing the "Buy now, but buy wisely" movement.

Lieut. Durand F. Ladd, publicity director of the Information and Education Service of the Department of Labor, described the department's "Buy now" campaign, which shortly will be urged through a newspaper campaign of advertising. He explained the object of the campaign was to speed up business during the post-war period to in turn speed up manufacturing, thus giving employment to discharged soldiers, sailors and other idle workers.

George W. Hipple is a new member of the McJunkin Agency's staff, Chicago.

Big Purpose of International Number

The Columbus Dispatch prints an extended review of the Victory-International Number of EDITOR & PUBLISHER, declaring that its publication is "the most significant thing that has happened in the newspaper world recently." After quoting the leading editorial, Lord Burnham's message and Mr. Blumenfeld's proposal for an interchange of staff men, the Dispatch says: "The International Number of EDITOR & PUBLISHER is a powerful blow at the senatorial and other croakers who are just now antagonizing the League of Nations."

Germans Plan World News Service

WEIMAR, June 13.—The German majority Socialist party will establish an international press service immediately after peace is concluded. It will maintain special correspondents in the various political world centers, including Washington, Tokio and Peking.

The Socialists feel that they cannot again rely on chance reports of interest to them in various parts of the world appearing haphazard in the German press without their having a knowledge of the source and reliability of the information.

End of War Press Work

C. D. Lee, who has acted as business manager of the Committee on Public Information, while in New York this week, announced that the activities of the committee, both here and abroad, would be concluded finally on July 1.

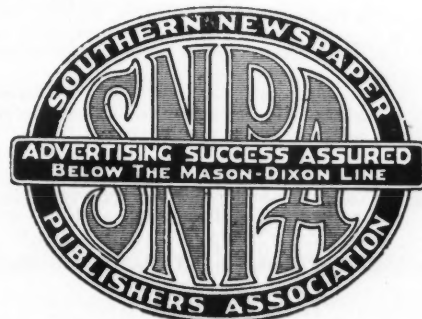
Twelve things to Remember

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

CROPS ALL YEAR IN DIXIELAND

Southern farmers get products from their land all year. They always have crops from which to draw revenue—early fruits and vegetables in winter and spring; melons, fruits and berries in summer; cotton, cereals and other staples in the fall. You can advertise in the South now, as well as at other times in the year, and confidently expect good results from your publicity.



The Associated Advertising Clubs of the World hold their next Convention in the South at New Orleans.

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 Democrat
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

Aibany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian & Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald

GEORGIA—(Cont'd)

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 Spartan

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



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.—Our attention has been called to a suggestion in your publication with regard to changing the size of copy paper to 8x6½ inches. We can readily see where this size would be more efficient for reporters, but doubt whether our telegraph operators can be induced to use it. No doubt, your suggestion was based on an experiment and we are interested to know what was done with regard to copy paper for telegraph operators.

A.—There is no question that it does increase the work of a receiving telegraph operator. However, the value of the press association report in any office where fast editing is appreciated, is not enhanced by long and clumsy sheets. Operators making one report might copy from a paper roll which would tear off in short "takes," even if a little broader on the line than we have suggested. Perhaps it is at least worth a couple of days' tryout without hardship to anyone, and then you will have the fact as against the theory.

Q.—Contract for advertising made 1917, just expiring, contains renewal clause, for additional period of two years at rate then prevailing. Rates since increased. Is such a renewal consistent with best practice in protecting interests of advertisers who pay present rates?

A.—Matter is discussed in a special article in this issue. Technically, it would seem that a publisher should stand by his contracts. The clause referred to, however, would seem to be in conflict with the public interest.

Q.—Can you recommend to us a source from which we could procure figures showing circulation of the more prominent magazines by cities?

Poster Advertising Company, Inc.,
A. C. Perry.

A.—Suggest you apply to A. B. C. in Chicago or to Publishers' Advisory Board, New York.

Q.—Can you inform me whether there are any publishers issuing syndicated weekly papers in groups of small towns, printing all of the papers in one plant and "making over" for each town for which a paper is printed. I desire to know particularly whether such a plan is feasible and conducive to a greater volume of advertising at a combined rate than each paper would be able to procure if published separately.

Also, if possible, can you inform me whether the publishing of a county weekly in a city of say 50,000 population in which the local county news is played strong is likely to prove a successful plan under present conditions?

F. C. B.

A.—Yes, that has been done in the United States for years and it must be profitable, for it continues and seems to increase. The scheme is in operation in many New England communities. For instance, at Hudson, Mass., the News-Enterprise prints editions for six towns, with what appears to be very healthy results. We have the name of Robert S. Osterhout as the publisher. Your county weekly style application to a good sized city is a novel hunch. The value of personal and chatty stuff is not to be denied. But the only way to answer that question is to pay for the experiment.

Q.—Does any one know of some contrivance that can be used to rewind nubs of paper rolls that can be used in the smaller offices? Too much time is lost in changing rolls in using these nubs, and all pressmen will put them away in some corner or else strip the paper off for waste. If there is not such a contrivance in existence, some one should be able to invent one. Paper costs too much to throw away paper enough on the cores to print from 300 to 600 papers.

Daily Mail, Anderson, (S. C.)

A.—Suggest you write to W. T. Anderson, president of the Macon, Ga., Telegraph for information as to a device he has experimented with.

Q.—Where can we get chalk plates? M. M. O.
A.—Suggest Hoke Engraving Co., 301 N. 3rd Street, St. Louis, Mo.

Q.—Could you furnish us with list of promotional publications by daily newspapers in the United States? We are publishing the Retail Merchant's Globe monthly and would like to see what other papers are doing?

"C. S."—Toronto Globe.

A.—We could not give a list—there are many such. Why not write to the promotion managers of such papers as the Chicago Tribune, Philadelphia Public Ledger, Boston American, New York Globe, etc.

Q.—We note in recent issue information regarding woolen blankets for mat press and find same interesting. Where can we get the shoddy blankets?

L'Imprimerie Populaire, Lt.,
Montreal.

A.—There is no special brand—the idea is simply that a cheap shoddy blanket gives more service than an expensive fine wool blanket. Advise that you buy cheap ones.

New Jersey's Home Newspapers Are Essential

You can cover a small part of New Jersey with New York newspapers. And Philadelphia papers will touch another edge.

But you can't begin to COVER New Jersey with outside newspapers.

The state has grown beyond the purely suburban character it once had.

Its towns and cities have a power and individuality of their own.

Its newspapers have grown strong in influence and in circulation—they are potential business builders in a state that is second to none in prosperity and per capita buying capacity.

Surely no advertiser will try to get along in New Jersey without these home newspapers:

	Circulation	Rate 5,000 lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A.B.C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.07
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.

*A. B. C. Report, April 1st, 1919.

HOW A PROPRIETARY MEDICINE CONCERN GOT A STRANGLE-HOLD ON A SOUTHERN PUBLISHER

THE publisher of a daily newspaper in a Southern city has submitted for EDITOR & PUBLISHER'S examination a contract for advertising with a proprietary medicine concern, thoughtlessly accepted by the advertising department of the paper in question, the conditions of which are somewhat astounding.

The space to be used by the medicine company is 300 inches or over. The duration of the contract is from September 1, 1917, to May 1, 1919, excluding May, June, July and August, 1918. The rate is .12c per inch, plate matter, plus .04c for composition first insertion. Bills payable monthly, with discounts of 15 and 2 per cent. for cash, 15 days.

The position specified is "first following and alongside local page of most interest to women, which is page headed Requested." Contract is based upon net paid circulation of specified number, as per A. B. C. audit, with pro rata rebate allowed for decrease. "Cancellation without short rate if position is unsatisfactory." *Privilege granted to renew for two years at same rate at expiration of this contract.*

Among the clauses of the contract inserted by rubber stamp is one guaranteeing the rate charged to be as low as any foreign advertiser is receiving. Company's representative is to be allowed to examine all of the newspaper's contracts on demand and if any of these show a lower rate a rebate is to be paid to the medical concern.

Nothing is specified as to dates of insertion, except to bar certain months, as stated above.

The advertiser now seeks to obtain a two-year renewal at same rate, as called for in a rubber-stamped clause in the contract. As the circulation and rates of the paper have advanced since this contract was made, the publisher feels that such a renewal would be obviously unfair to his other advertisers. He is inclined to fight the issue.

EDITOR & PUBLISHER is not in a position to give advice on a purely legal question, as this matter of a renewal of an oppressive contract seems to be. Common sense applied to publishing problems, however, would seem to favor a fight to set aside the renewal clause. Publishing conditions have changed since the contract was signed. Its renewal would at least appear to be prejudicial to the interests of other clients of the paper.

The concern involved manufactures a "pneumonia salve." If such a preparation is the one advertised under this contract it would seem that any newspaper might properly question the acceptability of such copy. Again, however, it may be that such a contention would lose its force if the publisher was aware of the nature of the proposed advertising—as, he should have been—before accepting the contract.

Many newspapers refuse to accept advertising of proprietary medicines. The field for their exploitation is steadily growing less. Every other consideration aside, however, no publisher should accept a contract for advertising which is so one-sided as the one under consideration.

One single phase of this contract illustrates its one-sided character. The position specified is vague, and subject to whimsical interpretation. If it shall prove "unsatisfactory" to the company, the contract may be cancelled without short-rating.

The conclusion to be drawn from the whole matter is that publishers, however anxious they may be to secure business, should insist upon contracts which fully safeguard their interests. In this instance that fundamental point seems to have been overlooked.

Presentations to J. Ross Munro

OTTAWA, Ont., June 18.—Prior to leaving Ottawa for Toronto, where he is assuming the news desk of the Globe, J. Ross Munro, until recently news editor of the Journal, was honored by two presentations—one from his associates on the editorial staff of the paper and the second from the management. The former took the form of a beautiful gold watch, appropriately engraved, and the latter of a check for a handsome amount. The presentations were made by P. D. Ross, president, and E. Norman Smith, vice-president of the Journal.

Northcliffe Undergoes Operation

Lord Northcliffe, who has been ill for some time, underwent an operation on Wednesday which, it is hoped, will serve to restore his health. He has addressed a letter to his editorial staffs concerning the conduct of his papers, containing admonition especially for young journalists.

Watts and Beutell Found Agency

ATLANTA, June 14.—The advertising agency of Watts & Beutell, Inc., has been organized here by J. R. Watts, Jr., late of N. W. Ayer & Son, Philadelphia, and C. R. Beutell. Both have just been discharged from war service.

Kelsey Service Reorganizes

CHICAGO, June 13.—Fenton Kelsey, at once time advertising manager of the Philadelphia Public Ledger; I. B. Davies, Lieut. C. E. Widney, C. L. Bates and R. C. Fenner have organized the Fenton Kelsey Company, in this city, to take over the advertising counsel service heretofore conducted by Mr. Kelsey individually.

Advertising in "A" Flat

As advertising assists all ambitious aspirations and accompanies adequate activity, as all active advertisers admit; as advertising aids accomplishment and attracts attention, alluring as ably as attracting, all ambitious aspirants are active advertisers.

Advertising alleviates anxiety and averts all agitation, assuring added assets and assuaging all alarm. As Aristotle announced, advertising aids annual averages and averts any adverse agitation, and annual announcements all are agreeable. All are adjured to assist advertising.

Alleluiah and amen!

—Maysville (Cal.) Democrat.

The San Francisco Chronicle

continues to lead all other San Francisco newspapers in advertising gains.

For the months of March, April and May compared with the same months of last year

The San Francisco Chronicle

gained approximately

—40% more than the first evening paper

—49% more than the second evening paper

—73% more than the other morning paper

The San Francisco Chronicle

also leads all other San Francisco newspapers in circulation gains.

A. B. C. Statements rendered by San Francisco newspapers for the six months ending March 31st, 1919, as compared with statements rendered September 30th, 1918 show

The San Francisco Chronicle's

daily edition gained 7,205 while the daily editions of all other San Francisco newspapers showed a loss of circulation.

For the same period

The San Francisco Chronicle

Sunday edition gained in circulation over 140% more than the only other San Francisco Sunday newspaper

Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

New York
225 Fifth Avenue

Chicago
111 West Monroe St.

ELECTROTYPE INVENTOR DEAD

Silas Partridge Knight's Process Now Used Throughout the World

Silas Partridge Knight, inventor of the electrotype process, died June 13, in Brooklyn, N. Y., in his ninety-ninth year. Mr. Knight was probably the oldest member of the Independent Order of Odd Fellows in this country.

Mr. Knight was born in St. John's, N. F., on January 21, 1821. Before he was twenty-one years old he went to Boston, where he invented the electrotyping process, which has since come into use throughout the world. He was so poor at that time that he could not afford \$10 for a press to make a wax mold of the type. He did it by standing upon a matrix on the type, with his wife perched upon his shoulder for extra weight. The experiment was a success, and electrotyping was in general use within a few years thereafter.

Mr. Knight moved to Brooklyn in 1852, and bringing with him his electrotype process for fine printing, he installed an electrotype department for Harper & Brothers in Manhattan and remained as superintendent of their plant for more than forty years. Mr. Knight was a remarkable man in many ways, and retained, until near the end, the appearance of a man not more than sixty years old.

Obituary

GEORGE B. KIMES, editor and publisher of the National Glass Budget, Pittsburgh, is dead, aged 56 years.

LIEUT. L. W. SELLERS, former assistant music critic of the New York Tribune, is reported by the Army authorities to have died recently in France, following a breakdown in health caused by incessant work during the past 18 months. He was a resident of Montclair, N. J. He had been serving with the intelligence section of the Army.

JAMES P. HALL, a member of the New York Tribune staff, died in Greenwich, Conn., June 10, in his 70th year.

JOSEPH L. WERBELOWSKY, president of the Hebrew Publishing Company, New York, died June 11.

HENRY ELLIOTT BOWEN, 74 years old, for twenty years in the advertising department of the New York Herald, died June 15 in Plainfield, N. J. He was born in Brooklyn, the eldest son of Henry C. Bowen, founder and owner of the Independent, and was a lineal descendant of Mary Franklin, sister of Benjamin Franklin. Mr. Bowen was retired by the Herald on a pension in 1915. He was formerly with the Mail and Express, and was publisher and managing editor of the Brooklyn Daily Union.

JOSEPH B. WISWELL, former treasurer of the Philadelphia Inquirer, is dead, aged 60 years.

GEORGE E. SANDS, formerly with Troy (N. Y.) newspaper, died at the Hudson River State Hospital, at Poughkeepsie, last week.

J. M. CAVANESS, 77, veteran newspaper man, died in Chanute, June 13, from old age and a complication of diseases. Mr. Cavaness was born in Indiana. In 1869 he became associated with the Chetopa (Kan.) Advance and several years later became part owner. In 1899 he then became associated with Capt. George Dewey in the publication of the Chanute Tribune and four years later turned it over to his sons, Herbert and Wilfred, who now conduct it.

JOSEPH S. JOFFREE, connected with the advertising department of the Kansas City Star, died June 12.

WINTHROP FRAZIER, former Jefferson City (Mo.) newspaper man, died in Kansas City, Mo., June 4.

MISS HANNAH POWER, for thirty-two years cashier for the Kansas City (Mo.) Star, died June 12.

HORACE PARKER CHANDLER, a Boston editor and publisher, died recently. He became engaged in the publishing business at Boston in 1869. He was a frequent contributor to the Boston Advertiser, of which his father was one of the owners, and edited Mariners Advocate. He was editor of Every Other Saturday.

ALBERT OLDFIELD, a former newspaper man, is dead at Orlando, Fla., after a lingering illness. Mr. Oldfield was advertising manager of the Pittsburgh Gazette in the 90's and until that newspaper passed into the hands of the present owners, and had been active in the same capacity on the Volksblatt. He also was connected with the Bulletin several years. He was born in Manchester, England, and was in newspaper work in Toronto, Canada, and Rochester, N. Y., before locating in Pittsburgh.

JOHN H. REID, who recently was president and treasurer of the Lebanon (Pa.) Report, died June 4 following an operation. He was 58 years old.

CAPT. IAN REID, a well known Canadian journalist, died a few days ago. He was born in Scotland and served on London papers for many years before going to Canada. He had represented his papers at Vienna and in the Balkans and was regarded as an authority on Balkans.

EDMUND LAWALL IREDELL, an Allentown (Pa.) newspaper man and son of the late Robert Iredell, founder of the Allentown Chronicle and News, was found drowned in the Hudson River this week. Lately he had been residing in New York.

Baer and Levick in Trade Work

Victor B. Baer, recently released from the service, has been appointed Eastern manager for the publications of the Periodical Publishing Company. Mr. Baer was at one time advertising manager of the Chicago Record Herald and prior to that time was for a number of years connected with the organization of Paul Block, Inc. Sam Levick, for the last five years advertising manager of the Cincinnati Commercial-Tribune, has been appointed Southern manager of the publications.

Saratoga Paper Sold

SARATOGA, N. Y., June 16.—M. Edward Silberstein and Edwin C. Hocmer have disposed of their interests in the Daily Sun and Ballston Spa Daily News, purchased by them the early part of this year, to R. W. Durant. Mr. Silberstein will devote all his time to his Catskill Daily Mail. Mr. Hocmer will remain as business manager of the Sun. Edwin C. Hocmer, Jr., will continue as manager of the Ballston office.

Ad Club for Tacoma

TACOMA, Wash., June 17.—The organization of the Tacoma Advertising Club has been completed with the election of the following officers: President, Frank Wilson, advertising manager of the Scandinavian American Bank; vice-president, John Condon, Condon Advertising Agency; vice-president, Morgan J. Emery, advertising manager of the Peoples Store; secretary and treasurer, W. C. Saunders of the advertising department Rhodes Bros.

Your Indiana Market

Is 276 Miles Long and 140 Miles Wide

2,779,467 people live there—plus the increase in population since 1914. There are 654,891 homes—plus those that have been created since 1910. For the most part these homes are of the AMERICAN KIND, each one a market for American goods—each one reached by newspaper advertising.

The combined circulation of the Indiana newspapers listed here matches—slightly over-matches—the total number of families of record at the last census.

You can advertise to these 658,022 people—home people, splendidly prosperous, liberal buyers of all the goods things of life—at a cost of about \$1.06 per line.

This presents one of those fascinating market-winning opportunities so much to be desired in planning state or sectional selling campaigns. Get these Indiana people interested in your product and your Indiana problem will be solved!

Circulation 5,000-line rate

Anderson Herald	(E)	5,797	.0125
Elkhart Truth	(E)	8,205	.0215
Evansville Courier	(M)	*23,893	.04
Evansville Courier	(S)	*20,987	.04
Fort Wayne Journal-Gazette.....	(M)	29,236	.05
Fort Wayne Journal-Gazette.....	(S)	24,350	.05
Indianapolis News	(E)	123,473	.16
Indianapolis Star	(M)	92,851	.11
Indianapolis Star	(S)	106,381	.14
Kokomo Dispatch	(M)	5,400	.0171
Lafayette Courier	(E)	*8,994	.02
Lafayette Journal	(M)	10,415	.02143
La Porte Herald	(E)	3,376	.01286
Logansport Pharos-Reporter	(E)	6,621	.015
Muncie Press	(E)	9,646	.01786
Muncie Star	(M)	26,858	.05
Muncie Star	(S)	16,818	.05
Richmond Item	(M)	8,225	.02
Richmond Palladium	(E)	11,096	.03
South Bend Tribune	(E)	*17,436	.035
Terra Haute Star	(M)	26,945	.04
Terra Haute Star.....	(S)	19,422	.04
Terra Haute Tribune	(E)	24,845	.04
Terra Haute Tribune	(S)	19,192	.04
Vincennes Capital	(E)	1,049	.01071
<hr/>			
Total Daily Circulation and Rate.....		446,522	.71396
Total Sunday Circulation and Rate.....		207,150	.36

*A. B. C. Report, April 1st, 1919.

Government Statement April 1, 1919.

BRIEFS

DON SWINEHEART, CHICAGO TRIBUNE Linotype operator, on two successive nights within past ten days turned in an average of 12,900 ems per hour for six and eight hours, respectively, setting both agate and minion on each run.

KANSAS CITY NEWSPAPER MEN WERE guests of Hotel Baltimore management to celebrate 20th anniversary of opening June 10.

STEREOTYPERS OF AUSTIN (TEX.) American struck June 6 and paper was compelled to miss regular morning edition June 7. Strike was speedily adjusted.

CAPT. BEN CHASTAINE, FORMER OKLAHOMA City, Okla., man, has been awarded Croix de Guerre for repeated bravery under fire.

PRINTERS ON BERLIN DAILY NEWSPAPERS have gone on strike.

FOR FRAUDULENTLY IMPERSONATING A reporter and committing petit larceny, E. J. Sprel, of Buffalo, N. Y., has been fined \$50.

STRIKE OF WASTE PAPER GATHERERS IN New York was called this week because workers' demand for an increase of \$5 a week had not been granted.

"WATERS HALL" IS NEW NAME OF building at Kansas State Agricultural College in honor of Dr. Henry Jackson Waters, editor of the Weekly Kansas City Star and former president of the K. S. A. C.

POLICE JUDGE BOYD ASKS \$10,000 DAMAGES from Parsons (Kan.) Sun because of editorial attack on him during controversy with city administration.

STUDENTS OF SCHOOL OF JOURNALISM, University of Texas, recently got out one edition of the Austin Statesman.

W. F. SMITH, REAL ESTATE EDITOR OF Pittsburgh Dispatch, who was seriously ill, is back at his desk again.

MEMORY OF CLIFFORD W. ROBERTS, only Bridgeport (Conn.) newspaper man killed in the war, may be honored by a suitable memorial.

WILLIAM COYNE, A BRIDGEPORT SUNDAY Herald reporter, was found in a semi-conscious condition on sidewalk early Sunday with a fractured skull. He was unable to tell any details of his injury.

DALLAS (TEX.) NEWS-JOURNAL STEAM pressure canning school was held June 4, 5 and 6, in connection with the Texas A. & M. College, and was largely attended.

JACOB FROHWERK, FORMER EDITOR OF Missouri Staats Zeitung and recently sent to the Federal prison at Leavenworth for violation of the Espionage Law, is assigned to prison printing office.

DALLAS (TEXAS) CHAMBER OF Commerce and Manufacturers' Association will carry a full page advertisement in special oil edition of New York Herald and Evening Telegram.

MISS MARGUERITE STREETER, CHICKASHA, Okla., was elected president of Theta Sigma Phi, woman's journalistic sorority at University of Oklahoma.

AS SOON AS 88TH DIVISION IS DEMOBILIZED "The Camp Dodger," one of the famous army camp papers, will suspend, being combined with "Taps," present camp paper.

RODNEY E. MARSHALL, PRIVATE SECRETARY to Senator Frederick Hale, formerly city editor of Portland (Me.) Daily Press, has been named secretary to Senate committee on foreign relations.

PORTLAND (ME.) CITY GOVERNMENT has passed order authorizing the city treasurer to pay to Chamber of Commerce \$8,000 for the purpose of advertising the City of Portland.

IT IS PLANNED TO UNLOAD AT PORTLAND, Me., from steamers from the Provinces,

over 60,000 cords of pulp wood for the International Paper Company.

BUSINESS NOTES

SEMI-MONTHLY MAGAZINE, THE New Justice, devoted to Socialistic propaganda, has begun publication in Los Angeles, with Roswell R. Brownson and Clarence Meily, joint editors, and Earle G. Clarke, business manager.

AMERICAN POETRY MAGAZINE, DEVOTED to poetry, drama, art and motion pictures, started this week in Milwaukee under auspices of the American Literary Association.

WILLIAM VAN CLEVE HAS PURCHASED Moberly (Mon.) Index and the Monitor and, it is reported, will consolidate them. E. L. Preston retires as owner of Index.

TEXAS DEMOCRAT HAS MOVED ITS headquarters from Godley to Cleburne.

HAL W. TROVILLION, PUBLISHER OF Herrin (Ill.) News, has launched Ziegler (Ill.) News. M. A. Gurley will be business manager.

FIRST NUMBER OF "IN THE CATSKILLS," a summer weekly published by Catskill (N. Y.) Daily Mail, has appeared with 500 advertisements.

FRANK L. PEKINS, OF SALEM, N. Y., and Daniel Vebber, of Perth Amboy, N. J., have purchased the Walden (N. Y.) Citizen-Herald.

J. H. TURNER, FRANK P. WAGENER and A. A. Gluck have former Turner-Wagener Advertising Agency in Chicago.

CARL P. JOHNSON HAS BEEN ELECTED president of Turner Agency, Chicago.

LOS ANGELES EXPRESS HAS APPOINTED O'Mara & Ormsbee, New York and Chicago, to represent it in national advertising field.

"JUDY" IS A NEW MONTHLY EDITED IN New York by eight young newspaper and magazine women—Anne Herendeen, Brenda Ueland, Mary Caroline Davies, Margaretta Schuyler, Katharine Hilliker, Phyllis Duganne, Miriam Garstle and Betty Shannon.

WILLIAM D. BOYCE, CHICAGO AND Indianapolis publisher, announces plans for erection of \$1,000,000 hotel in Chicago.

LORD NORTHCLIFFE HAS CABLED HIS greetings to American Legion Weekly, which will be issued in New York July 4.

BURLINGTON (IA.) HAWKEYS CELEBRATED its 80th birthday on June 6.

TWENTY NEW YORK STATE NEWSPAPER publishers on June 11 inspected the plant of the General Electric Company, in Schenectady, N. Y.

NEW YORK IS POSSESSOR OF ANOTHER newspaper called Better Times which is only four pages, four by six inches in size. It issues "occasionally" from United Neighborhood Houses, 27 Barrow street.

DENTON (TEX.) CHAMBER OF Commerce has raised fund of \$2,000 to advertise advantages of Denton to people of Texas. Advertisements are being carried in 100 newspapers.

STAFF CHANGES

LIEUT. DAVID FAULKNER HAS JOINED sales staff of Hoops Advertising Agency, Chicago.

LOUIS BLESER HAS BEEN ELECTED VICE-president of William Robinson & Co., advertising agency, New York.

S. E. PEACOCK, ADVERTISING MANAGER OF Sautte Products Company, New York, has resigned to become Canadian manager for Sir Thomas Lipton's interests.

G. VINCENT ROCKEY IS NOW ON STAFF of Redfield & Fisher Agency, New York.

J. G. ROE HAS JOINED STAFF OF GREEN, (Continued on page 46)

AN AUDIENCE OF 1,834,658 Reached by These Illinois Newspapers

There were 1,264,717 FAMILIES in ILLINOIS according to the last census figures. There are many more to-day, of course, for these figures were compiled in 1910.

1,834,658 people are reached every day by the Illinois daily newspapers listed here—and these figures are up to date!

To appeal to these people, through their newspapers, will cost about \$2.17 per agate line.

What kind of people are they? YOUR kind—OUR KIND—live, intelligent, progressive, energetic people; prosperous, automobile-owning, newspaper reading people, able to buy the best in the land. As a class they are richer to-day than yesterday—have more wants to supply, more plans to pursue, more interests to occupy their minds.

Illinois GROWS ALL THE TIME. A hundred years ago her population was one-tenth of one person to each square mile of her rich lands; now it is well over, one hundred. For a full century the land of opportunity, Illinois is to-day the land of realization.

Gain your rightful foothold in her markets and you will have won a business asset of enduring value. These newspapers point the way.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M).....	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E).....	326,998	.40	.40
*Chicago Herald-Examiner (M).....	289,094	.38	.31
*Chicago Herald-Examiner (S).....	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E).....	116,807	.22	.18
Chicago Post (E).....	55,477	.25	.12
Danville Commercial News (E).....	15,086	.03	.03
*Elgin Courier (E).....	8,173	.02	.02
Moline Dispatch (E).....	10,113	.03	.03
Peoria Star (E).....	22,738	.045	.04
Quincy Journal (E).....	*8,591	.025	.025
Rockford Register-Gazette (E).....	13,477	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, \$2.3304. Government Statement, April 1st, 1919.

*A. B. C. Report, April 1st, 1919.

EDITORIAL

THE A. B. C. MOVES FORWARD

WITHIN the brief span of five years the Audit Bureau of Circulations has definitely "arrived." Out of the need of advertisers and publishers alike for a definite standard of measurement applying to circulations has grown an organization which today responds to that need in an efficient and generally satisfactory way.

The high standard of service rendered by the Bureau now has not been attained without struggle and conflict. An ideal was at stake from the very inception of the organization—and ideals do not find ready acceptance always, even by those to whom they would naturally bring the greatest benefits.

The basic idea of the A. B. C. has been to place the buying and selling of advertising space upon the same foundation which supports other lines of business. Definite information as to circulations was to be afforded to those who buy advertising. Guesses, surmises, "claims," brag and boast were to be eliminated, and cold facts disclosed.

It was conceded from the first that an organization undertaking to audit and certify to circulations should be under the control of buyers, not sellers, of advertising space. It was also conceded that the bureau should furnish standardized information—that the same set of facts should be shown as to the circulations of all papers audited. And it was the purpose of the directors of the bureau, from the first, that its audit reports should be on a par, in every essential of accuracy and clarity, with bank audits, and should be so accepted by the business world.

Many difficulties were encountered as the work progressed. An over-cautious element of the membership held the fear that, if the republication of less than the full audit reports should be allowed publishers would garble the facts and misuse the prestige of the bureau. This contention led to a hampering publicity by-law, whose effect was to practically suppress the circulation facts established through the investigations of the bureau and to materially limit the promotional value of the audits to publishers. At one time this short-sighted policy seriously threatened the very existence of the organization. But the remedy was found in a more liberal regulation.

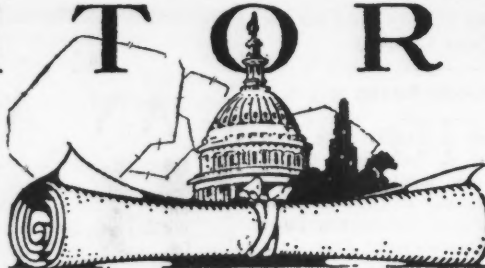
The bureau executives and directors have, indeed, succeeded in clearing away many obstacles which confronted the enterprise—including that of insufficient revenues to cover adequate and prompt service. The A. B. C. meets in annual convention this year under happy conditions. The audit work is now proceeding on schedule, with ample reserves and revenues. The audits are accepted as fully authoritative by a vast majority of national advertisers. Old abuses in the advertising business are well nigh extinct. What was, five years ago, a dream is now an achievement. Newspapers and advertisers have equal cause for gratification because of the record made and making.

THE AMERICAN WAY

AT the Buffalo convention of the I. C. M. A. last week J. D. Hardy, chief clerk of district number nine, Railway Mail Service, told the circulators how better cooperation between the newspapers and the department might be developed. Mr. Hardy did not assume the traditional, arrogant attitude of claiming perfection for the mail service and rebuking its critics. He talked in the frank, candid manner of a fair-minded business man, conscious of the limitations of the service with which he is associated, but anxious to remove them and to have in that task the aid of the men directly concerned.

Mr. Hardy's address was printed in EDITOR & PUBLISHER as the outstanding feature of the convention. We have been informed that what he said had the full sanction of the department.

We should have better mail service as a result of this message to the newspapers—better service through the better understanding it affords of what sort of cooperation the department expects from the circulators in the way of dispatching mail. It is the American way to object to governmental inefficiency, linked with official complacency and stand-patism. And it is the American way to applaud a disposition, such as Mr. Hardy assures us the department has, to render better service.



TO PRESERVE SANITY IN THE WORLD

A GOOD deal of history has been made within the last five years. "The Moving Finger" has written large the ineffaceable record of days that are dead, of outlived regimes, of unlamented policies.

The Invisible Scribe of old Omar's fancy, wielding his grim stylus, has turned to new pages in the book of the world's life. He has closed his account with Autocracy, writing his final entries in the dread red ink of sacrifice.

He has recorded the triumph of Democracy over its ancient foes, only to see it menaced by new antagonisms, emerging from the long night of inequalities and sore wrongs through which mankind has passed. He sees fanatical individualism, seeking to enthrone itself on a platform of class rule, storming at the bastions of civilization, preaching rebellion against majority government. But the old Scribe knows the end—knows the thorny paths which men must traverse in journeying toward the sun—knows the inevitable course of evolutionary sociology—and he smiles at the puppet show.

Just now the Scribe is busy with the record of the world's reaction after the years of struggle. He views the unhappy spectacle of class clashes—labor resenting the usurpation of its share of the goods and chattels of the earth by capital and greed, yet reaching out to grasp for itself autocratic power.

He sees the professed protectors of the democratic idea—men in high places—holding to old and illusory visions, stirring up opposition to the plan for a League of Nations as though it involved a surrender not only of nationalism, but of democratic rule. He witnesses a new Bahel, a resurgence of petty racial and political prejudices and animosities.

It is a time for sane counsel, for leadership. It is time for a leadership that shall be impersonal, functioning through the free press of the free nations—our own in the pace-making place. Our newspapers must make it their first concern that reactionary fanaticism shall cease to sway the minds of men; that neither capital nor labor shall establish a class autocracy in a land which has paid the terrible price always exacted for liberty and law.

We live under a democracy. Let our press keep this fact alive in the consciousness of all men. Under a real democracy revolution is a crime—its advocacy is outlawry. There is not a present ill of our body politic for which a remedy is not to be found through orderly procedure. Our press must make it plain that the Soviet idea cannot thrive in a free nation. It cannot claim the protection, in its propagation, of that democratic right of free speech which it seeks to overthrow. If its advocates want war, let them have it. It will not be a war waged with the usual weapons of offense and defense—but a warfare of light against darkness, of reason against fanaticism, of enlightenment against ignorance and hatred.

THE Rural Free Delivery service has cost a lot of money, but it has emancipated the farmer from a life of isolation from the world which had become a menace to our economic and social order.

A NATIONAL HUMILIATION

HON. MARTIN A. MORRISON, president of the United States Civil Service Commission, has sent a letter to editors stating that the offices of the Government at Washington "are in the most urgent need of large numbers of stenographers, typists and bookkeepers, both men and women." The Commission, he says, finds it impossible to meet the calls for workers of these classes "through the means of publicity ordinarily at its command."

The letter continues: "The Commission requests that you assist in this important work by inserting in your journal, free of cost, an announcement substantially the same as that contained in the printed circular enclosed herewith. The Commission will be glad to receive a copy of any issue in which the announcement appears."

There is no desire on the part of EDITOR & PUBLISHER to criticize President Morrison, or the Civil Service Commission, by whose direction this request has been made. The commissioners realize the urgent need of the Government for advertising. They confess that the public business is right now suffering because of the inadequacy of the means for advertising at their command.

EVERY MEMBER OF CONGRESS SHOULD RECEIVE A COPY OF THIS LETTER, in which the richest nation in the world is shown in the attitude, HUMILIATING TO SELF-RESPECTING AMERICANS, of asking for donations from publishers of advertising space—the principal commodity which publishers have for sale. Our law-makers at Washington should be forced to realize the shame of a national policy which makes it necessary for Uncle Sam to ask for contributions of this or any other kind in order that the wheels of his Government may continue to turn.

No; President Morrison is not to blame for this wretched situation. The Congress is responsible. And it is a situation for which each individual member should be made to feel his personal responsibility. It is high time that the game of partisan politics now engaging the absorbed interest of our legislators at Washington should be interrupted for a while, in order that proper provision should be made to enable the Government to carry on the public business.

A SINISTER PORTENT

THE daily newspapers of Vancouver have been suspended, temporarily, due to an unprecedented situation. Unbalanced by an impulse toward economic rebellion, arising in part from the steadily falling value of the dollar and in part from that ugly wave of class domination which is lashing in fury at the walls of established order, printers of Vancouver have demanded the right of censorship of the newspapers.

The Vancouver newspapers, on pain of suspension of publication, have refused to concede that right to their mechanical staffs. If they had wavered, or had abdicated in the face of this sinister compulsion, their action would have opened the door to the tyranny of class rule on this continent—and the result could not have been other than disastrous to democratic ideals.

Just now the newspapers of Vancouver are battling for press freedom—and for much more than is comprised in that term. The principle at stake is as vital to the life of the world as any other for which men have fought and died. Just now the front line trenches are in Vancouver. If they do not hold against the assault, the warfare will be carried to other fields. No good purpose will be served by indifference on the part of American publishers to this sinister portent. It must be met and vanquished through the marshaling of that public opinion which, in democracies, holds the reins of power, and before which organized fanaticism cannot stand.

"WE believe that you will agree with us that the buying habits of the public may be formed, demand may be created and goodwill established on any day of the week," writes William Simpson, business manager of the Philadelphia Evening Bulletin. We do, emphatically.

June 19, 1919.

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EDITOR & PUBLISHER

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THE EDITOR & PUBLISHER CO.

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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.

PERSONALS

IN THE EDITORIAL ROOM

Edward S. Beck, managing editor of the Chicago Tribune, is rapidly recovering from the effects of a recent operation.

Ex-Senator Joseph L. Bristow, editor and publisher of the Salina (Kan.) Journal, plans to take up Chautauqua work in Kansas, Nebraska, Iowa, Colorado and North and South Dakota.

Ben ("Ezra") Kendall, formerly with the Chicago Tribune and the Chicago Herald & Examiner, is now connected with the Federal Department of Justice in Chicago.

Clement C. Shorter, editor of the London Sphere and best known under the pseudonym of "C. K. S.," was a visitor in Chicago this week.

Lieut. A. Howard Carroll, Sunday editor of the Pittsburgh Dispatch, returned home June 14 after a year's service overseas. He went overseas as a private and won his commission at the battle of Chateau-Thierry.



LIEUT. A. H. CARROLL

Lieut. Carroll will shortly resume his duties in the editorial department of the Dispatch. He is a nephew of Col. Charles Alexander Rook, president-editor of the Dispatch.

Capt. Edwin F. Weigle, formerly Chicago Tribune staff photographer, returned this week from France, with thirty other U. S. signal corps photographers, bringing back the entire motion picture history of the great war.

Richard Farrington, of the Indianapolis Daily Times, was married on June 13 to Miss Phyllis Wezell.

Walter S. Greenough has resigned from the Indianapolis News staff to engage in the insurance business.

C. C. Latus, of the Pittsburgh Dispatch, has been elected secretary of the Pittsburgh Piano Merchants' Association.

T. H. Barrett, assistant night editor of the Dallas (Tex.) Morning News, and Miss Sadie Helm, of Terrell, were married yesterday.

Oswald F. Schuette will be married soon to Miss Mary P. Grogan in Washington, Miss Grogan's home. Mr. Schuette was formerly a reporter on the Milwaukee Sentinel and city editor of the old Evening Wisconsin. Before going to Europe as a war correspondent he was on the staffs of the Chicago Inter-Ocean and Chicago Daily News.

Daniel F. O'Connell, a Massachusetts newspaper man and now a Federal inspector of explosives, and Miss Rosalie Virginia Herman of Washington, D. C., have been married at Fort Meyer, Va.

W. T. Styles, until recently on the Renfrew Mercury, has joined the local staff of the Ottawa (Ont.) Journal.

William H. Rocab, sports editor of the Philadelphia Public Ledger, has declined to accept the appointment of referee for the Willard-Dempsey championship match because of duties to his newspaper.

Albert Stauss, editor of the Monroe (Wis.) Herold, has learned that his brother, Emil von Stauss, is a member of the German peace delegation at Paris.

IN THE BUSINESS OFFICE

A. H. French has taken charge of promotion work for the Boston Advertiser. He is from the Record.

T. R. Smith has been appointed business manager of the Current History Magazine and the Mid-Week Pictorial of the New York Times.

Miss Ethel I. Mallette, for several years in the business manager's office of the Bridgeport (Conn.) Post Publishing Company, has been made secretary to the Service Recognition Week Committee.

Thomas Dolan, E. Clarke King and Miss Marion Smith have joined the classified advertising department of the Albany (N. Y.) Times-Union.

William T. O'Heaney, former advertising manager of the Albany (N. Y.) Knickerbocker Press and later with the Doll & Smith Agency, New York, is now in the advertising department of the Schenectady Union-Star.

W. Lester Watson, for forty-two years publisher of the Kennebunk (Me.) Eastern Star, reached his 50th milestone as a printer on May 28. He entered the office of the Maine Democrat at Biddeford in 1869, and has worked at the trade ever since.

L. A. Bishop, display advertising man for Des Moines Register and Tribune, has resigned to become manager of the Brinsmaid Store, Des Moines.

Frank Stewart, for many years foreman of the composing room of the Troy (N. Y.) Record, has made the unusual change of going over to the advertising department.

WITH THE AD FOLKS

Miss Jane J. Martin, president of the New York League of Advertising Women, had the pleasure of entertaining at the Women's City Club this week Miss Margaret Connors, advertising manager of McDougall & Southwick, Seattle, Wash., and the Misses Cueny of St. Louis. Miss Elizabeth Cueny was the former president of the Women's Advertising Club of St. Louis. Miss Connors was formerly "Betty the Shopper" of the San Francisco Examiner.

T. J. L. Crane of the Wales Advertising Company, New York, will sail for England on July 1 in the interest of clients of his agency. Mr. Crane is an Englishman, but has spent many years in the United States, and is in charge of a number of national campaigns handled by the Wales Company. During the war he served in the Royal Flying Corps of Canada.

H. V. L. Parkhurst, for several years in charge of the art department of Frank Seaman, Inc., New York, is now in full charge of production at that agency. Mr. Parkhurst has been twenty-five years in the advertising business.

Miss Hazel M. Bemish, formerly of the advertising department of the Yawman & Erbe Manufacturing Co., Rochester, N. Y., and Sergt. Elson I. Wright have been married.

E. D. Hallock has been appointed advertising manager of the Elder Manufacturing Company, St. Louis.

C. P. Davis has been appointed to the sales staff of Williams & Cunningham, Chicago.

Clarence V. McGuire has resigned as vice-president of the Van Patten, Inc., New York, to become sales and advertising manager of the Carlisle Cord Tire Company, Andover, Mass.

Arthur Cole was given a good luck dinner the other evening by his associates of the Poor Richard Club, Philadelphia, on leaving that city to become publication manager of the Nation, New York.

HONOR MAN WHO "PEPPED" LOUISVILLE AD CIRCLES



BERT N. GARSTIN

Recognition of his talents for leadership has just been accorded Bert N. Garstin, advertising manager of the Louisville Courier Journal and Louisville Times, in his election as president of the Advertising Club of Louisville. He was elected to serve one year. Mr. Garstin came to Louisville from Baltimore less than a year ago and lost no time "pepping up" the advertising fraternity in the Kentucky metropolis.

Members of the club liked his style and quickly decided to reward it. C. D. Hauger was elected first vice-president of the club, while F. C. Adams, Robert Montgomery and Frank Brownstein were elected directors. Mr. Montgomery returned to Louisville only a few weeks ago from France, where he served as a first lieutenant.

John J. Floherty, late of the Tracy-Parry Company, Philadelphia, is now director of sales promotion for J. A. Migel, Inc., New York.

Chester A. Porter, until recently with Wood, Putnam & Wood, Boston, has been elected vice-president and a director of the Sacks Company, Inc., New York.

Mortimer Lowell, late secretary of the Dodd-DuBosque Company, has become associated with the plan and service department of the Harry Porter Company, New York.

R. G. Angus, formerly with Marx & Angus, New York, is now connected with the J. J. Gibbons Advertising Agency, Toronto.

J. F. Stevens has become copy director of the Fred M. Randall Company, Detroit.

Matt Kline has been appointed advertising manager for the Chicago Runner Clothing Company, Racine, Wis. He has been assistant advertising manager of the Racine Rubber Company, Mitchell Motors Company (for two years), and the I. J. Case Plow Company, all of Racine, Wis.

Kenneth Cloud has resumed charge of advertising sales promotion for the Advance Automobile Accessories Corporation and allied companies, Chicago. Lately he has been with the Touzalin Agency.

L. J. Cunniff has been elected vice-president and general manager of the Canadian H. K. McCann Company, Toronto.

G. C. Dorsey has joined the advertising staff of Marshall, Field & Co., Chicago.

Harry Cantlon is back with the Baker Agency, Toronto.

C. E. Cromer, until recently with the Baker-Vawter Company, Benton Harbor, Mich., has been placed in charge of advertising for the Victor Chemical Company, Chicago.

Frank E. Duggan, of the Gundlach Advertising Agency, Chicago, and Miss Jessie Marguerite Kaiser, of Oak Park, Ill., were married yesterday.

Irving Cohan has become manager of the production and service departments of the George Blumenstock Agency, Chicago.

Eldredge Lord has been appointed a space buyer for the Arnold Joerns Company, Chicago.

R. D. Brigham has been appointed in charge of advertising for the Anglo-California Trust Company, San Francisco. He has been advertising manager of the Sperry Flour Company.

Harry B. Cohen is a new member of the Dooley-Brennan Agency's copy staff, Chicago.

The Charlotte Observer has renewed its contract for the Haskin Service for one year

This Service lifts the lid of government and shows how the wheels go round. It does this through copy to the editor, booklets to readers, and answers to questions from both.



Frederick J. Haskin, of Washington, D. C., operates this Service.

AD BUREAU DUES TO BE EQUALIZED

Committee in Charge Adopts Plan for Determining Membership Fees on Basis of Line Rates of Newspapers for Advertising

After several months' study of various plans for the enlargement of the Bureau of Advertising of the American Newspaper Publishers' Association, and the raising of the necessary funds for opening the needed branch offices in Chicago and on the Pacific Coast, the Committee in Charge of the Bureau, at a meeting on Tuesday, June 10, adopted a new scale of dues which, it is believed, will greatly increase the present membership.

Hitherto the fees of newspapers supporting the Bureau were based on the size of their cities, according to an arbitrary table of populations and rates. There had always been complaints that this plan was not entirely equitable, and many publishers have urged a revision of rates that would take into consideration the advertising revenues of the various publications.

Delegations from the Newspaper Representatives Association of Chicago, and the Pacific Coast Publishers appeared before the Committee at the recent A. N. P. A. Convention and were insistent in their demands that the facilities of the Bureau be enlarged to meet the unusual present conditions.

When the new Committee organized with William F. Rogers as Chairman, the matter was taken up for consideration and after much discussion the Finance Committee was instructed to prepare a report.

Statisticians were put to work, and after several months of study a plan was prepared which was adopted by the Committee in the form of the following resolution:

The New Basis

"RESOLVED, That on and after November 30, 1919, the basis of apportioning dues for the members of the Bureau of Advertising shall be the published minimum daily line rate for foreign advertising.

"This new rate applies to present members of the Bureau, beginning November 30, 1919, but all new members accepted after the adoption of this resolution are to pay on the new basis.

"The method of calculation shall be \$2 per month for each cent per line of the published minimum foreign or national daily advertising rate, provided that no dues shall be less than \$2 per month.

"The dues of Canadian members shall be calculated on the basis of one dollar per month for each cent per line of the published minimum foreign or national daily advertising rate, provided that no dues shall be less than \$2 per month.

"Members who wish to abrogate their present contracts at once shall be accepted at the new rates."

Announcement of the change was made on the Bureau's bulletin of this week, and simultaneously was sent to all members in a letter over the signatures of all members of the Committee in Charge.

Another letter has been sent to all publishers not members of the Bureau, notifying them of the change and inviting them to become members of the Bureau under the new plan.

The Six Point League of New York and the Newspaper Representatives Association of Chicago are backing up the drive for new members.

The equity of the new basis is apparent. The fees of some members will be reduced and in other cases there will be slight increases of rate, but in no case will the increase be burdensome, and in all cases where there is an increase it will fall on the papers that are enjoying their share of the present unusual prosperity.

The committee believes that the new scale will be enthusiastically received,

and that it will result in a large increase in membership and a coincident increase in revenue that will permit extensions to be made this fall.

CIRCULATION NOTES

C. A. Shaughnessy, formerly circulation manager of the Winnipeg Daily Tribune, has joined the Vancouver (B. C.) Daily World in a similar position. He was with the Tribune for eighteen years.

Thomas C. Ridge, for the past fourteen months on the advertising staff of the Quincy (Ill.) Journal, has joined the circulation force of the Curtis Publishing Company, Philadelphia.

The first "airplane edition" in Chicago newspaper history was printed by the Chicago American, June 3, and delivered by sky pilots at Kankakee and Champaign. Big crowds greeted the arrival of the airplane. Similar deliveries are planned for other nearby cities. Several years ago, an attempt was made by the American's circulation manager, J. N. Eisenlord, to deliver newspapers by airplane to Elgin, Ill., but the machine selected for the purpose was not heavy enough to make headway in a strong wind that prevailed that day.

John A. J. Fenton (Jack), circulation globe trotter, representing the New York American in France and Europe, was recently given a welcome home dinner.

The Des Moines Tribune is publishing a series of group pictures of all high school graduates in the various institutions of the city. A print of each group is made in a rotogravure tint on a heavy enamel paper and sent to the home address of each student.

The Bridgeport (Conn.) Sunday Post appeared June 8 with a four-page rotogravure section. It is the first Connecticut paper to add this feature. The regular comic supplement is continued. The policy of the Post Publishing Company now is to stress features in the weekly.

The first aerial delivery of newspapers in Maine was inaugurated June 13, when the regular Old Orchard consignment of Portland Express-Advertisers was delivered by air route.

The Philadelphia Record reports gratifying success in adding Sunday circulation through a 16-page motion picture magazine supplement done in rotogravure. Harry Goldberg is editor of the supplement.

Thirty-six Tulsa (Okla.) newsies have signed up for the Newsboys' Camp, under the auspices of the Y. M. C. A. Tulsa newspaper men and women have been busy securing the funds for the camp.

Miss Edythe M. Wildman, secretary to J. A. McNeil, circulation manager of the Bridgeport (Conn.) Evening Herald, and Edward F. Langner, formerly in the business office of the Telegram, were wed June 11.

Newsies of Schenectady, N. Y., were in their glory June 14 when their own band, numbering 50 pieces, played for the first time in the parade of the Volunteer Fire Department. Firemen gave the newsboys an old-fashioned feed afterwards.

The Syracuse (N. Y.) Journal and the Herald are holding rival circulation promotion contests. The Journal is offering 14 automobiles and Liberty Bonds, valued at \$24,600; while the Herald's prizes are 14 automobiles and a house and lot, valued at \$26,000.

The St. Paul Daily News had a week's laughter story contest with a daily prize as incentive and reward.

ADVERTISEMENT No. 17

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 and

Advertising Agents

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

William H. Rankin,
Chicago, Illinois.

Canadian Adv. Agency,
Montreal, Canada.

D'Arcy Adv. Co.,
St. Louis, Missouri.

Proffitt Adv. Corp.,
Providence, Rhode Island.

Billings Adv. Co.,
Billings, Montana.

W. P. Elwell,
Great Falls, Montana.

Rudolph Guenther, Inc.,
New York City, N. Y.

Davis & Armstrong, Inc.,
Minneapolis, Minn.

The Brown Adv. Co.,
Newburg, New York.

McKinney, Co.,
Chicago, Illinois.

Sidener-Van Riper,
Indianapolis, Indiana.

Paul R. Kuhn,
Chicago, Illinois.

Turner Adv. Co.,
Chicago, Illinois.

O. Guenther Service,
Chicago, Illinois.

Stack Adv. Co.,
Chicago, Illinois.

MacMartin Adv. Agency,
Minneapolis, Minnesota.

E. P. Remington Agency,
Buffalo, New York.

Francis Adv. & Marketing Counsel,
Detroit, Michigan.

Frank Seaman, Inc.,
New York City, N. Y.

Desbarats Adv. Agency,
Montreal, Canada.

Maclay & Mullally,
New York City, N. Y.

Wylie B. Jones Adv. Agency,
Buffalo, New York.

E. T. Gundlach,
Chicago, Illinois.

Lampert-MacDonald,
South Bend, Ind.

W. H. Courtney Adv. Co.,
Baltimore, Md.

Thos. H. Stark,
Louisville, Kentucky.

Ferry-Hanley Adv. Co.,
New Orleans, Louisiana.

Chambers Agency,
New Orleans, Louisiana.

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.

ANNOUNCE THE NEW YORK ILLUSTRATED NEWS

(Continued from page 5)

to day, "The Whimsical Three," starts in the first issue of the new publication.

Entering New Field

The idea behind the new venture of the Chicago Tribune seems to be identical with that which has made the London Daily Graphic and the London Daily Mirror successful in the newspaper field without actually competing with other newspapers. Like the London publications it resembles, it will not print news events in detail. It will not attempt to give its readers complete news reports, but only that which is of remarkable interest and which lends itself readily to illustration.

The new newspaper is designed along sprightly lines that appeal to the tired business man and the tired housewife. It will contain "snappy stuff" that can be seen and read quickly. If anyone wants a complete compendium of world events, he or she can read other newspapers. To be immediately entertained or interested, one can read the Illustrated Daily News.

A "dummy" of the first issue contains illustrations of "What Bomb Wreckers Did in Three Cities," pictures of Jess Willard, of a coachload of members of the Pickwick Club starting on their annual drive through London streets, of Parisian belles, indicating that stripes and fringes will predominate in the summer frocks of the fashionably attired, of British troops suppressing riots in Delhi, India, and many other pictures that are easy to look at and are not calculated to result in mental prostration.

Readers of the "dummy" of the Illustrated Daily News also learn that the Prince of Wales is a regular chap now, who has a ready smile, can dance and chat, and loves escapades; that New York has fewer mosquitoes than any other city in the world; that American rich men have lost the art of keeping their wives' love and that French men are the most constant; that the Abyssinian wife is always considered to be the head of the house, and that there are nearly two thousand Jewish widows in Jerusalem.

Affairs of the Heart

Illustrated Daily News also will print real love stories and pay for them. If you have had a real affair of the heart and can tell it convincingly—"no attention will be paid to literary style"—it will put you ahead \$5 at the expense of the publishers. For instance, in the "dummy" you read that Keith and a certain young woman were enamored of each other but Keith called on another girl and was planning to take her out buggy riding. He left the horse loosely tied and the animal wandered over to the other girl's house, taking the buggy with him, and Keith had to go after it and then there was a big laugh and a reconciliation and Keith and his "steady girl" lives happily ever afterward.

Then there is a department of the new paper which is devoted to the "Bright Sayings of Children." If your offspring says anything worth while—not what you think is worth while but that really is—the Illustrated Daily News will pay a dollar for it.

You can also read in the "dummy" of the Illustrated Daily News that C. E. is in an awful condition. After he has smoked about a fourth of a cigarette, his vision becomes impaired and he gets weak in the knees. He blushes when food on a fork fails to hit his mouth and he asks Dr. Evans, the medical authority of the News, whether there is anything the matter with him physically, or whether his troubles are due to a lack of

self-confidence. The doctor's reply is that C. E.'s trouble is mental rather than physical, and the doctor is right.

Higher Interest

Did you know that thirty-five billion pennies have been coined by the United States mints and that no one knows what has become of them, that a Philadelphian has invented a wireless telephone that can be attached to an umbrella, or that New York City has two million dogs? The Illustrated Daily News will keep you informed on a wide variety of human interest and curious topics.

Arthur La Telle Clarke, the editor of the new paper, is a regular fellow. He is 50 years old but looks a good deal younger. He worked as a reporter in Springfield, Ohio, Omaha, and for the Chicago City Press Association. Then he was Washington correspondent for the San Francisco Chronicle, Chicago correspondent for the New York Journal and the San Francisco Examiner, London correspondent for the Chicago Tribune, city editor of the Chicago Tribune, city editor of the Chicago American, managing editor of the Los Angeles Examiner, editor-in-chief of the Boston American, city editor of the Chicago Herald until it was merged with the Chicago Examiner, and then and until lately city editor of the New York World.

The officers of the company are: J. M. Patterson, president; R. R. McCormick, 1st vice-president; William H. Field, 2d vice-president; R. R. McCormick, treasurer; George Utassy, secretary; S. E. Thomason, assistant secretary, and Arthur S. Clarke, editor.

The size of paper is to be 16½ x 11½ inches, outside measurement, the type form to be 14½ by 10½ inches. The make-up is four columns and the size will be 16 pages, unless enlarged by advertising. The advertising rate is \$200 a column.

The London Daily Mirror, a famous prototype of the Illustrated Daily News, achieved success that was based on the idea that the public liked to look at pictures of news events. Within less than a year after this idea was born, the circulation of the Mirror jumped from 71,690 to 290,658. That was in 1904. Today the circulation of the Mirror is well over a million. Its most famous editor, the late Alexander Kenealy, like the present editor, Edward Flynn, began newspaper work in America.

The London Sunday Pictorial, published in the offices of the London Daily Mirror, has the largest circulation of any illustrated Sunday newspaper in the world. It never printed less than a million copies and now prints, on an average, 2,300,000 copies. It was started early in 1915.

Dr. Ellis' Detention in Egypt

The Senate adopted June 17 Senator Borah's resolution calling upon the State Department for information as to the reasons for the alleged detention at Cairo, Egypt, of the New York Herald's special correspondent, Dr. William T. Ellis.

Managing Editor Gets State Job

James E. Doyle, managing editor of the Syracuse Herald, has been appointed deputy superintendent of public works for the state of New York, a position carrying a salary of \$5,500 a year.

Telephone Strike on Coast

Telephone operators throughout California went on strike June 17. Representatives of the operators stated that some of their number were staying at their posts to answer hospital, newspaper and other emergency calls.

Americanism is Enthroned in Iowa

Alien sentiment disappears in Iowa like mist before the sun. The state is vibrant with Americanism, sturdy, unyielding allegiance to the ideals that have made it great.

It is a rich state—rich in other things than fruitful fields, prosperous cities and productive industries. It is rich in homes.

Home folks, happily anchored to worthy ideals and aspirations, constitute a sort of super-wealth for any state.

They are the mainstays of industry. They buy those products which are "sterling" in character and worth.

To sell your goods in Iowa you must link dealer-distribution with localized advertising. You must tell about your product in Iowa newspapers. You must have it on sale in Iowa stores.

Then, if you are selling something which always makes good, Iowa is "for you!"

Here is a list of newspapers whose circulations cover this great and rich commonwealth which stretches 300 miles from East to West—from the Mississippi to the Missouri.

	Circulation	Rate for 5,000 Lines
Boone News-Republican	(E) 3,636	.0121
Burlington Hawkeye	(M) 10,908	.03
Burlington Hawkeye	(S) 12,116	.03
Clinton Herald	(E) 7,553	.02
Council Bluffs Nonpareil	(E & S) 16,228	.03
Davenport Times	(E) 25,643	.05
Des Moines Capital	(E) 60,655	.08
Des Moines Sunday Capital	(S)	
Des Moines Register and Tribune....	(M & E) 111,517	.14
Des Moines Sunday Register	(S) 70,745	.12
Dubuque Telegraph-Herald.....	(M & E) 16,078	.04
Dubuque Telegraph-Herald	(S) 16,037	.04
Fort Dodge Messenger and Chronicle....	(E) 8,762	.03
Marshalltown Times-Republican	(E) 13,781	.028571
Mason City Globe-Gazette.....	(E) 9,602	.03
Muscatine Journal and News-Tribune....	(E) 8,331	.02
Ottumwa Courier	(E) 13,606	.035
Sioux City Tribune	(E) 51,342	.08
Waterloo Evening Courier	(E) 14,484	.03

Government Statements, April 1st, 1919.

TIPS TO AD MANAGER

D'ARCY ADVERTISING COMPANY, International Life Bldg., St. Louis. Reported will make up list of newspapers within next sixty days for General Tire & Rubber Company.

FEDERAL ADVERTISING AGENCY, 6 East 39th St., New York. Again placing orders in newspapers, mostly rotogravure sections, for Robert Ingersoll & Bros.

GARDINER & WELLS, 150 Madison ave., New York. Reported to be placing orders generally for White Rock Mineral Spring Company.

HALL & EMORY AGENCY, Gasco Bldg., Portland, O. Placing 1050-1. 6-t. orders with some large city newspapers for United States Spruce Producing Corporation.

HANSEN AGENCY, 601 Broad st., Newark. Reported will make up lists monthly, using newspapers for I. Press & Sons.

MILLER AGENCY, 527 The Nasby, Toledo. Reported will make up list of newspapers within next sixty days for A. J. Hull Medicine Company.

NEWELL-EMMETT, 120 W. 32d st., New York. Placing orders with farm papers for Liggett & Myers Tobacco Company.

POTTS-TURNBULL ADVERTISING COMPANY, Graphic Arts Bldg., Kansas City. Reported will make up list during July, using farm papers for Rahe Auto & Tractor School.

REARDON ADVERTISING COMPANY, Quincy Bldg., Denver. Reported will make up lists monthly, using newspapers for Modern Vacuum Cup Company.

FRANK SEAMAN, 470 Fourth ave., New York. Placing orders with newspapers where S. Lieberman's Sons Brewing Company have distribution.

VANDERHOOF & Co., 140 S. Dearborn st., Chicago. Preparing a list of Illinois newspapers to advertise products of Iceless Icebox Company, Chicago.

FAWCETT AGENCY, Bennett Bldg., Colorado Springs, Colo. Using space in newspapers of 30 cities to advertise Colorado Springs Chamber of Commerce.

CHAMBERS AGENCY, Madison Blanche Bldg., New Orleans. Is putting on a newspaper campaign for the American Coffee Company of New Orleans for "Tulane Coffee."

CRITCHFIELD & Co., Brooks Bldg., Chicago. Have been appointed advertising agents for Rhodes & Co., sponge dealers, Chicago.

CAMPBELL-EWALD COMPANY, Marquette Bldg., Detroit. Has been appointed advertising agent for Seamless Steel Tubes Company, and Gray Motor Company, both of Detroit.

ERWIN & WASEY COMPANY, 58 E. Washington st., Chicago. Has been appointed to handle advertising account of "Amerikorn" products, made by Krause Milling Company, Milwaukee.

McJUNKIN AGENCY, 5 S. Wabash ave., Chicago. Will handle future advertising of Seing Company, Chicago,

manufacturer of hardware. Copy will go out in September.

CANADIAN PULP & PAPER COMPANY, Montreal. Running a widespread advertising campaign on "Made in Canada" paper.

F. P. SHUMWAY COMPANY, 453 Washington st., Boston. Placing advertising for Kapo Manufacturing Co., Boston; Springfield Products Co., Springfield, Mass.; Morgan Manufacturing Company, Keene, N. H.

GREIG & WARD, 104 S. Michigan ave., Chicago. Now placing newspaper orders for "Virginia Sweet Pancake Flour," made by Fishback Company, Indianapolis.

WILLIAMS & CUNNINGHAM, 59 E. Madison st., Chicago. Has obtained advertising account of Baker-Vawter Company, Benton Harbor, Mich.

PAUL NEMEYER & Co., 823 Prospect ave., Cleveland, Ohio. Preparing to send out orders for John Silliman, Iron-ton, Ohio, to advertise charcoal.

STREET & FINNEY, 171 Madison ave., New York. Have secured advertising account of the C. H. Reed department of the Hunter Manufacturing & Commission Company, New York, makers of flag bunting, etc.

PRINTER'S INK CHANGES STAFF

Marcus, Treasurer, and Murphy, Dickinson and Kendall Get New Places

David Marcus has been elected treasurer of Printer's Ink, New York, succeeding R. W. Lawrence, resigned. John Allen Murphy and Roy Dickinson have been appointed associate editors, and Frederick C. Kendall managing editor.

Mr. Marcus has been for 18 years with the publication. Mr. Murphy has been on the editorial staff for several years past, and Mr. Dickinson since March. A short time ago Mr. Kendall joined Printer's Ink from the Sherwin-Williams Company, Cleveland.

No successor has been appointed for J. M. Hopkins, who resigned as general manager last week. Mr. Hopkins is planning a vacation, and will then announce his plans.

Burba Returns to Dayton News

DAYTON, Ohio, June 18.—Howard L. Burba, who has for sometime held the managing editor's desk on the Dayton Morning Journal, has resigned to accept the position of Sunday editor of Gov. James M. Cox's Dayton Daily News. It is Mr. Burba's second engagement with the News, having at one time been employed upon it for several years as police reporter.

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.

PAYNE HOME FROM FRANCE WITH WAR HONORS

After active service with the 28th Division, George H. Payne has returned from France and resumed his business duties as vice-president of the G. Logan Payne Company. As told in EDITOR & PUBLISHER last week, Mr. Payne goes to Detroit as representative of the Chicago Herald and Examiner, and as manager of the Payne Company and the list of newspapers represented by G. Logan Payne, his father.



G. H. PAYNE

Before entering the Army, Mr. Payne was manager of the G. Logan Payne Company's New York office, and as a soldier was in the front lines at Thiau Court and Metz. His division had the fourth largest casualty list in the A. E. F. Mr. Payne was a victim of phosgene gas, which sent him to the hospital for a while. His assistant in Detroit will be Frank Payne, an aviator, who was assistant to the chief instructor in flying at San Antonio.

Shows War Uses of Pulp and Paper

There is now in the rooms of the News Print Service Bureau, 18 East 41st St., New York, a collection of over 160 articles illustrating the war uses of pulp and paper in the United States and abroad. The exhibit was prepared by the Bureau of Standards and the Bureau of Foreign and Domestic Commerce in Washington, and will be available in New York for only a few weeks.

O. F. Lawrence Elected President

HATTIESBURG, Miss., June 15.—The Mississippi Press Association has elected the following officers: O. F. Lawrence, of the Grenada Sentinel, president; Ernest Smith, Democrat-Times, Greenville, first vice-president; George Senter, of the Columbus Commercial, second vice-president; C. E. Cunningham, of the Newton Record, secretary; W. S. May, of the Brandon News, treasurer. Gulfport won the 1920 meeting.

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 Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.



AYERS FOR A. A. C. W. OFFICE

Pacific Association Expresses Its Choice—D. S. Mathews President

PORTLAND, Ore., June 16.—At the closing session of the Pacific Coast Advertising Men's Association's meeting, Stockton, Cal., was selected as the convention city for next year, and Dave S. Mathews, of Stockton, was elected president.

Other officers are: District vice-presidents, W. A. McAdam, Victoria, B. C.; Tom Keane, Spokane; P. Riley, Seattle; W. P. Strandborg, Portland; George A. Hughes, Oakland, and Harry Carroll, Los Angeles.

Rollin C. Ayers, of San Francisco, was unanimously recommended as Pacific Coast choice for vice-president of the Associated Ad Clubs of the World.

Croix de Guerre to Lieut. H. U. Brown

INDIANAPOLIS, June 17.—Mrs. Hilton U. Brown, wife of the general manager of the Indianapolis News, has received word from the War Department that a Croix re Guerre has been posthumously awarded by the French Government to her son, Lieut. Hilton U. Brown, Jr., who was killed in action near Nouart, on the Argonne front, November 3, 1918. Hilton U. Brown, father of Lieut. Brown, is now in France to visit his son's grave.

Orders 36 Intertypes

MONTREAL, June 15.—The Star has just ordered 36 "Model G" Intertypes, of which 17 are to be equipped with side magazine units. This is said to be the largest single order ever given for three magazine composing machines.

try-out market

The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through

THE INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

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

(280x150)



There is only one Detroit, Michigan and only one DETROIT NEWS Combined they offer advantages to advertisers rarely if ever equalled elsewhere.

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET

NEW YORK CITY

SIXTH ANNUAL CONVENTION OF THE AUDIT BUREAU

(Continued from Page 8.)

10. Publisher-members shall receive three copies of each of the statements and audit reports of the other publications in their class or field. These statements will be mailed from the Chicago office of the Bureau when publisher-members indicate the statements they desire and furnish addresses to which they are to be forwarded.

11. Publisher-members or their representatives may purchase not to exceed twelve copies of competitors' statements. In addition to the three which are furnished free of charge, the charge for this extra service is to be ten cents for each statement.

12. All dues shall be payable quarterly in advance. Failure to pay dues within thirty days after notice is given by the Bureau shall render member liable to suspension from membership in the Bureau.

IV.—TERMINATION OF MEMBERSHIP.

1. A publisher-member may resign from the Bureau by giving notice, in writing, of such intention, at least three months prior to the end of the regular statement period covered by his class of membership; provided his dues are paid in full and a publisher's statement is rendered for that semi-annual period in which his resignation is tendered. Such resignation will be accepted when an audit has been made of the statements released; provided however, that if such audit is not made within three months after the end of the period covered by the resignation, the resignation shall be automatically accepted.

2. A member, other than a publisher-member, may resign from the Bureau by giving the Bureau three months' notice, in writing, of such intention, and by paying dues up to and including the quarter in which the expiration of the three months' notice falls.

3. Any member who shall violate any of the by-laws, rules or regulations of the Bureau, or who shall be guilty of making false or fraudulent statements, as to circulation or who shall be guilty of conduct which endangers the welfare of the Bureau, shall be censured, suspended or expelled by the board of directors as the board shall determine from the nature and gravity of the offense committed; provided always that ten days' notice in writing be first served upon the offending member, and said member shall have an opportunity to be heard in his own defense.

4. Termination of membership, for any cause whatsoever, shall operate as a release of all right or title to, or interest in the property and assets of the Bureau.

5. A member whose membership has been terminated for any reason whatsoever may be reinstated upon such conditions as may be fixed by the board of directors.

V. PUBLICITY.

1. No member shall publish or cause to be published, or advertise, or cause to be advertised, excerpts from the audits of the Bureau; or publish or cause to be published, or advertise or cause to be advertised, excerpts from the publisher's statements to the Bureau, which excerpts shall mention in any way, directly or by implication, the name or authority of the Audit Bureau of Circulations, except as is permitted under the rules and regulations of the Bureau.

VI. BOARD OF DIRECTORS.

1. The control and management of the Bureau shall be vested in a board of directors, consisting of twenty-one (21) members, who shall serve without salary, each to be elected for a term of two years. Any vacancy occurring shall be filled by the board, at any meeting of the board, to hold until the next annual meeting.

2. The board of directors shall consist of: Eleven advertiser (Class A) members. Two advertising agents (Class D) members. Two daily newspaper-publisher (Class F) members. Two magazine-publisher (Class F) members. Two farm paper-publisher (Class F) members. Two business paper-publisher (Class F) members.

3. The members of each class above named shall, at or prior to the annual meeting, meet and nominate a candidate to succeed the director in their class whose term will expire, presenting such nomination at the annual meeting. Candidates receiving a plurality vote of all members voting at the annual meeting shall be declared elected.

4. The board of directors shall have power to make, publish and enforce such rules and regulations as they may deem necessary for the proper conduct of the business of the Bureau. Such rules shall be in full force and effect until rescinded by the board or by two-thirds vote of members voting at any annual or special meeting called for the purpose.

5. The annual meeting of the board of direc-

tors shall be held at the general offices of the Bureau in Chicago, immediately following the adjournment of the annual meeting of the Bureau. Special meetings of the board shall be held upon the call, in writing, of the president or any five members of the board of directors. Five days' notice shall be given by the secretary to all directors of the holding of any special meeting. Seven members of the board shall constitute a quorum. Any director absent from four consecutive meetings shall be dropped from membership on the board.

6. The board of directors shall appoint a managing director, not a member of the board, to serve for not more than one year and fix his salary.

7. The board of directors shall create such committees as may be necessary for carrying on the work and accomplishing the objects of the Bureau; the members of such committees to be appointed by the president, subject to the approval of the board of directors.

VII. OFFICERS.

1. The officers of the Bureau shall consist of a president, first vice-president, second vice-president, third vice-president, secretary, and treasurer, who shall be elected by and from the board of directors, and who shall hold office for the period of one year and until the election and qualification of their successors.

2. No person shall be elected president of the Bureau who is not a Class A member.

VIII. DUTIES OF OFFICERS.

1. The president shall preside at all meetings of the Bureau and of the board of directors. He shall cast the deciding vote at any meeting where there is a tie. He shall be an ex-officio member of all committees.

2. In the absence of the president, the vice-presidents in their successive order shall perform his duties.

3. The secretary shall keep a record of all meetings of the Bureau and of the board of directors. In the event of the absence of the secretary the managing director shall become acting secretary.

4. The treasurer shall supervise the accounts of the Bureau, receive all moneys, pay bills when properly approved and preserve vouchers for all payments. He shall render a report at the annual meeting of the Bureau and such other reports as may be required, from time to time, by the board of directors.

5. The duties of the managing director shall be to direct the general operations of the Bureau, and to make all necessary contracts on behalf of the Bureau, subject to the approval of the board of directors. He shall make a report annually to the president and directors, or more frequently if required by them, setting forth the progress and results of the operations under his charge, together with suggestions tending to improve the work of the Bureau and shall perform such other duties as the board of directors may require.

6. The President, Treasurer and managing director shall be bonded for such sums as may be determined by the board of directors, the premiums on such bonds to be paid by the Bureau.

IX. MEETINGS.

1. The annual meeting of the Bureau shall be held in Chicago on the third Friday in October, or at such other time as may be determined upon by the board of directors. Notice, in writing, shall be given by the secretary to all members not less than ten days prior to the date of such meeting.

2. Each Division A, D and F member shall have one vote either in person or by proxy at all meetings of the Bureau. Each B, C and E member shall have a fractional vote, either in person or by proxy, of one-quarter for each service taken.

3. At any meeting of the Bureau fifty members shall constitute a quorum for the transaction of business, and a majority vote shall decide all questions unless otherwise provided by the by-laws.

4. At the annual meeting of the Bureau, the president, treasurer and secretary shall submit formal reports for the approval of the Bureau.

5. Special meetings of the Bureau may be called by the president, or shall be called by him upon the written request of at least fifty members. Notice of the date and purpose of such meetings must be sent by the secretary to all members at least ten days prior to the date of the meeting.

* * * * *

THE ELLIS SERVICE

- - - *Swarthmore, Pa.*

Offering Two Weekly Features

1 - A "Different" Sunday School Lesson

2 - The Religious Rambler

* * * * *

6. The order of business at the annual meeting of the Bureau shall be as follows: Roll call, reading of minutes, report of officers report of committees, unfinished business, new business, election of directors.

7. All resolutions must be submitted in writing to the chairman before being put to vote.

X. AMENDMENTS.

1. The power to in any way alter these by-laws shall be vested solely in the board of directors, to be effective only after being ratified by two-thirds of the membership of the Bureau voting upon such alteration.

MEARS HEADS CLEVELAND CLUB

S. S. Wilson Given Silver Pitcher—Secretary Redfield a Guest

CLEVELAND, O., June 15.—Charles W. Mears, advertising manager of the Winton Company, is the new president of the Cleveland Advertising Club, having received a preferential vote of members at the annual meeting, June 11. The meeting was attended by Hon. William C. Redfield Secretary of Commerce.



C. W. MEARS.

He advised Americans to invest out of their abundance of wealth in the securities of Europe. These directors of the club were elected: F. R. Fuller, J. M. Halter, C. H. Henderson, J. H. Harris, L. E. Honeywell, W. H. Hyde, C. W. Mears, V. E. Perry, Allard Smith, William Townsley, S. A. Wissenberger, and S. S. Wilson. Mr. Wilson, retiring president, was given a silver pitcher in appreciation of his services.

President Mears had both trade paper and newspaper experience before he became advertising manager of the Winton Company. He began in 1893 as editor of Amusement Gazette, Critic, Good Roads Magazine, Cycling Gazette, Motor Vehicle Review, Cleveland, and in 1901 became editor of the Commercial Bulletin, Cleveland. A year later he joined the staff of the Cleveland Press as sporting editor, and while thus engaged studied law and was admitted to the Ohio bar, but never practiced. In 1903 he became a member of the board of directors of the Winton Company, Cleveland, and also advertising manager.

N. I. Taylor is now in charge of advertising for the L. A. Young Industries, Inc., Shelbyville, Ind.

COX MULTI-MAILER CO FAILS

Two Newspaper Publishers Are Listed as Principal Creditors

CHICAGO, June 16.—A voluntary petition in bankruptcy has been filed in the United States District Court by the Cox Multi-Mailer Company, 825 West Washington street. Liabilities are listed at \$204,934 and assets at \$90,327. The latter consists of stock in trade, \$42,827; machinery, \$34,901, and cash on hand, \$50.

The principal creditor is Victor F. Lawson, publisher of the Chicago Daily News, who lists \$148,050. Delavan Smith of Lake Forest, president of the company, lists \$37,800 as money loaned the concern. Mr. Smith is general manager of the Indianapolis News.

Boosters for St. Paul

ST. PAUL, Minn., June 18.—St. Paul business men are touring southern Minnesota, northern Iowa and western Wisconsin this week and, incidentally, turning a new journalistic trick. Ninety daily papers boosting St. Paul are distributed during the six days, a different paper in each of the ninety towns visited, which means fifteen papers a day. Each paper bears the title of a local paper in each of the towns with the word "Booster" appended. Some of the tourists act as newsmen.

PUBLISHERS

Another Helpful S & M Service FREE TO PUBLISHERS

Send your next Rate Cards to us in bulk.

We will deliver them to our entire list of N. Y. Advertising Agencies—Without Charge.

P. S.—You need not use S & M Insured Agency Delivery Service on Checking Copies, to take advantage of this offer.

Co-operative Services of Schworm-Mandel Inc
450 Fourth Ave. N.Y. 7205-7206 Mad.Sq.

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 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 of 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

P. O. WANTS BOOK REVIEWS CHARGED AS ADS.

(Continued from Page 5.)

In other words, "What is newspaper advertising?" seems to have been made a new and broad issue between the department and the publishers.

The letter in question from the Post Office Department declares that "under the Act of October 3, 1917, which fixes a higher rate of postage on the advertising portion of publications, all advertising must be considered, whether it is paid for or inserted free, and charged with rates applicable to advertising sections.

The contention of the New York publishers, as expressed in a letter sent to the Post Office Department, is that "nothing is advertising unless the space occupied is paid for directly or indirectly."

Mustn't Print Prices

The controversy began when P. B. Gavin, acting chief of the Bureau of Second Class Mail, of the New York City general post office, enclosed a copy of a book review section of a New York City newspaper in a letter to the Post Office Department at Washington, asking whether book reviews in which the price of books was mentioned were to be classed as advertising. He received a reply, signed by the Third Assistant Postmaster General, in charge of the Division of Classification, which said:

"Concerning the classification of book reviews within the meaning of the act of October 3, 1917, when the prices of books reviewed are given in connection therewith, I have to say that frequently publications containing reviews of books also carry advertisements of the publishers of the books.

A Ruling on "Write-Ups"

"In regard to this, it may be stated that in administering the law governing the entry of publications as second-class matter, it has always been the practice to regard as advertising, write-ups, puffs and recommendations of articles advertised for sale in a publication.

"When a publication consisted largely of such matter, it came within the provision of the law prohibiting the entry as second-class matter of publications 'designed primarily for advertising purposes,' and was, consequently, denied such entry.

"When such write-ups of articles advertised in a publication formed only an incidental feature as compared with the publication in its entirety, the matter, although advertising, nevertheless had no effect on the second-class mail privilege nor on the rate of postage applicable thereto, the same rate being chargeable on both the advertising and the non-advertising portions.

"Under the act of October 3, 1917, which fixes a higher rate of postage on the advertising portion of a publication, all advertising must be considered, regardless of whether it is paid for or inserted free, and charged with rates applicable to the advertising portion.

"This matter has been given most careful consideration, and although there would appear to be some reasons why all book reviews should be regarded as advertising, nevertheless, for the present, where the books reviewed are selected by the editor or the publisher thereof and the reviews are inserted exclusively for the information of its readers and not in connection with any understanding or agreement with anyone interested in the sale of the books, the reviews will be regarded as matter other than advertising for the purpose of determining the postage chargeable on the publication, provided the prices of the books are not given and reviews are otherwise free from features tending to give them the appearance of being designed to promote the sale of the books.

"It has been observed that a number of prominent newspapers and periodicals do not give the prices in connection with their book reviews, and where the reviews are given solely for their value as information to the readers of a publication, it would seem that the giving of prices of the books is in no way essential to such purpose.

Beloit, Wisconsin

is a fertile field for the advertiser because its people possess the ability to buy. The four banks boast \$7,000,000 of the deposits of local people. The BELOIT DAILY NEWS is served by carrier to the adjoining villages. The city and country are perfectly covered by one paper.

Net paid circulation 6,500. Rate 20c. per inch flat.

D. B. WORTHINGTON, Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH
Chicago, Marquette Bg. New York, 5th Ave. Bg.
Detroit, Kresge Bg. Boston, Advertisers Bg.

"A copy of this letter is inclosed for delivery to the publishers."

On receipt of this letter from the Post Office Department at Washington, Mr. Gavin made the New York newspaper publishers acquainted with its contents and received in reply a letter written in their behalf, the context of which was substantially as follows:

Publishers' Views

"The suggestion that prices in review of books classifies them as advertising seems a misinterpretation of the postal regulations, since it could not have been the intention to inject a monetary value into a purely news practice, and deprive readers of essential information.

"Book reviews have nothing to do with advertising. Reviews are presented entirely for the benefit of readers. The price is necessary for proper judgment as to the relative value of a book.

"For instance, a subscriber who is a student of a particular science would scarcely be interested in a book on the subject if it were addressed to popular appeal, for it would have slight technical value. The higher the price, the more the review would indicate that the book addressed itself to seekers of knowledge.

"Neither book publishers nor readers consider prices quoted to be advertising. Book publishers frequently neglect to supply prices to editors, and the book review department of these newspapers are compelled to telephone publishing houses for such information.

"Nothing is advertising unless the space occupied is sold or paid for directly or indirectly. There is no emolument for such reviews from book publishers to newspapers.

"Reviews are written regardless of the good or bad influence on advertising. As proof, book criticisms appearing in newspapers frequently show adverse judgments, though the very books themselves are advertised in the same issue, some times on the same page.

"It is suggested that before final action is taken on the question of the elimination of prices from book reviews that the Post Office Department reconsider the matter or permit publishers to meet post office officials for the purpose of proving to their satisfaction that book reviews have no advertising relationship."

Purchases Home and Equipment

SHREVEPORT, La., June 15.—The Times has just put into operation a new Hoe "quad," 32-page press, which has a capacity of 24,000 sixteen-page papers per hour; a new Monotype type-casting outfit; new stereotyping machinery throughout and has increased its pages from seven columns 13 ems to eight columns 12½ ems. Also, Col. Robt. Ewing, publisher of the Times, has just purchased the three-story brick building, 70 feet wide by 135 feet deep, which the Times has occupied for some years, for the Times' permanent home. Increased business and the growth of the paper have necessitated enlargements in capacity for production and service.

Three More Papers for Branham

The John M. Branham Company has been appointed advertising representative of the Norfolk Virginian-Pilot and after July 1 will also represent the Columbia (S. C.) Record and the Louisville (Ky.) Post.

Covering Indiana

The Muncie Star has approximately three times the circulation of any other paper in Muncie.

The Terre Haute Star has a greater circulation than any other paper in Terre Haute.

The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper. (The Daily Star has a circulation of approximately 90,000.)

These three papers, comprising The Star League, offer the most effective and economical method of covering the Indiana market.

Combination rate (of 17 cents daily) and (20 cents Sunday) is allowed, provided the advertiser uses equal run of copy within twelve months.

Special Representatives

Kelly-Smith Co. John Glass
Marbridge Bldg., Peoples Gas Bldg.
New York City Chicago

R. J. Bidwell Co.
742 Market Street, San Francisco

Editorial Workers Form New Organization

International Editorial Association Calls Meeting in Cleveland, September 26-28—Clare Berger, President

WARREN, Pa., June 16.—The International Editorial Association will hold its first annual convention in Cleveland, Ohio, September 26, 27 and 28. Headquarters of the new organization have been established at 1028-1030 Hotel Statler, Cleveland. Clare Berger, president, Carol Bird, vice-president, and Claude R. Diegle, secretary of the Editorial Workers of America, have sent their resignations as officers of that organization, and will hereafter give their entire attention to the I. E. A., the purposes of which were explained by Mr. Berger to EDITOR AND PUBLISHER as follows:

"The association is strictly beneficial and fraternal in character and not similar to any other organization of newspaper men in existence. A fraternal branch known as 'Order of the Sacred Mill' is being formed and ritualistic work is to be conducted by a staff from headquarters wherever branch clubs are formed.

"Branch clubs have already been established as follows: No. 1, Milwaukee, Wis.; No. 2, Warren, Pa.; No. 3, Fostoria, Ohio; No. 4, Cleveland; No. 5, Detroit, and No. 6 is in process of organization at Erie, Pa.

Officers of the new association are: Clare Berger, Warren (Pa.) Mirror, president; Carol Bird, Detroit Free Press, first vice-president; Edward Arkle, Wheeling (West Va.) Telegraph, second vice-president; Claude R. Diegle, Milwaukee Leader, secretary; Clare Crawford, Fostoria (Ohio) Review, treasurer.

"Surety bonds of \$2,500 each have been posted by the secretary and treasurer. Dues of the organization are \$1 a year, and those who wish to participate in the benefit and fraternal features, pay 20 cents per week.

"Miss Carol Bird, of Detroit, is to edit the new publication of the association."

Greig & Ward, Inc., Chicago, are now placing newspaper orders for Caron Spinning Company, Rochelle, Ill.

The Cleveland Plain Dealer

Gained 742,200 Lines

of local advertising during the first four months of 1919.

This was 225,075 lines more than the gain of the second paper.

THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago.

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

MISS FRENCH RETIRES

Succeeded as Managing Editor of Emporia Gazette by C. M. Lambert

EMPORIA, Kan., June 17.—Miss Laura M. French, managing editor of the Gazette, published by William Allen White, has resigned and left this week for California on a six months' vacation, during which she considers an offer from Harper Brothers, New York. Miss French became associated on the Gazette as a printer 24 years ago, shortly after Mr. White bought the paper. She rose to city and then to managing editor.

Calvin M. Lambert, formerly on the Gazette and the Dodge City Globe, just back from France, succeeds Miss French on the Gazette.

Newspaper 'A. B. C.' Reports Issued

CHICAGO, June 14.—Audit Bureau of Circulations reports have been issued on the following newspapers: Athens (O.) Messenger, Cincinnati Times-Star, Cleveland News and Sunday News-Leader, Cleveland Plain Dealer, Erie (Pa.) Dispatch, Hutchinson (Kans.) Daily News, Hutchinson Gazette, London (Ont.) Advertiser, London Free Press, New Castle (Pa.) News, Paterson (N. J.) News, Paterson Press-Guardian and Sunday Chronicle, Plainfield (N. J.) Courier-News, Springfield (Mo.) Republican, Washington (Ia.) Evening Journal.

Edward Young has resigned from the advertising and promotion department staff of the Boston Advertiser, to take charge of sales and advertising of the Lindner Company, Cleveland.

The Pittsburg Dispatch

is a capable and welcome salesman in thousands of good homes.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
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

BUFFALO NEWS

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

FIGHTING FOR FREE PRESS IN CANADA

(Continued from Page 6.)

Governments and our economic and social systems are to continue to stand and progress, must be met by intelligent and fair-minded action by those who control industry. As Bolshevism is fundamentally wrong, as we understand it, in that it is class dictatorship, its spread may best be prevented by a popular understanding of it. To most men today it is merely a word, to be hated or fancied. The fact is that publicity of the right sort will show it to be a social order which sets out to procure rewards for one class of society at the expense of other classes of society, through means of oppression, dictation, autocracy, force and every other available expedient without any respect of law or any other democratic principle. The exponents of Bolshevism believe that the end justifies the means. They believe that they represent a defeated class. If this is so, and I do not say that great economic and social injustices are not operating in Canada and the United States as elsewhere, the cure of the wrong can scarcely be expected to be effective or lasting if equal wrong is resorted to as the means. The old axiom that 'two wrongs do not make a right' certainly is pat in this situation.

Says Cure Is in Publicity

"Publicity is the cure. I confess myself as having failed in my duty as a newspaper publisher to give the readers of the Vancouver Sun more information as to the real meaning of Bolshevism and hence a better understanding upon which to base judgment as to the situation now confronting them. The fact of the matter is that we editors and publishers do not, as a rule, meet the economic situation in terms of direct statement, interpretative reporting and real investigation and for our failure to give full publicity, energetically investigating the matter ourselves, we are pretty sure to pay the penalty of having a certain amount of suspicion of our motives entertained by radical elements, however much we may feel that such suspicion is unjustified.

"Today we are up against a real fight for the freedom of Canada's press. It is too late to discuss what we might have done, but it is not too late for us to decide what we shall in the future do, if we shall continue to operate our newspapers. I have talked freely with you because I believe that the problem which is personal to me today may be personal to many of your editors and publishers in the future, unless means are found to meet and cure these symptoms of Bolshevism. And I repeat: You can't cure them without economic justice and full publicity."

During more than three weeks the people of Winnipeg have been cut off from daily newspapers as a result of the so-called Bolshevik revolution there. The strikers are operating a rigid cen-

sorship of telegraphs and the only newspaper which is permitted to be printed is the Western Labor News, the organ of the striking forces.

It is estimated that more than 30,000 people are directly involved in the Winnipeg struggle.

The Federal Government has appointed a parliamentary commission to investigate the high cost of living and its causes and there is talk that a definite industrial policy will be inaugurated.

Dying Reporter Thinks of Duty First

Epic Story of a British Journalist Who Despatched His Copy After Fatal Injuries

BY HERBERT C. RIDOUT.

LONDON Editor of EDITOR & PUBLISHER LONDON, June 3.—James Harvey Dale is a name that deserves to be writ large in the annals of the world's press.

He was a junior reporter—a mere boy of 16—on the staff of a London suburban newspaper, the South Eastern Herald. While on an assignment last week with a pocket full of copy, he was cycling from Woolwich to the editorial offices at Greenwich when a defective car-rail threw him from his machine and he fell under a motor lorry.

The editor of the paper said that after receiving his injuries, which proved fatal soon after his removal to hospital, he took out of his pocket a parcel of copy and requested a bystander to take it on to the newspaper office, saying it was very important.

This, observed the editor, was the spirit which on the battlefield would win the Victoria Cross.

WOUNDED HEROES AS PRINTERS

Training to Be Had on New Army Hospital Newspaper "Recall"

A full-fledged newspaper called the Recall is now being published in the interest of the wounded heroes who are convalescing at Fort Sheridan. The printing of this new organ was handled by the Peterson Linotyping Company, Chicago, until the arrival of the linotype ordered by the staff officers.

The Newark (N.J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr. Representatives Payne-Burns & Smith, New York—Boston J. Logan Payne Co. Chicago—Detroit

"SUCKER" PUBLISHERS FORM TO THE RIGHT

They May Line Up Quite Easily to Sell Denver Concern's Oil Stocks on Contingent Advertising Basis— Boom Fever Runs High

Come on, boys—the sucker line forms to the right!

Today we have the "Investment Financing Corporation," of Denver, Colo., in the box-office taking the tickets for one of the neatest little advertising comedies that has come to our attention in several moons.

A New England newspaper publisher was kind enough to hand us the advance notices for this show.

You see, according to a letter which is signed "C. W. Stead," for the corporation, that concern wants to advertise in newspapers and "will spend 10 per cent of all money received from your territory for your advertising," adding by way of inducement that "few, if any, of even your best advertisers spend as much as this."

Mr. Stead then unfolds his plan. It is an offering of a "combination" of stocks in companies with holdings in certain oil fields. Says Stead: "An investor who buys in a number of companies is almost sure to pick a winner. The law of average increases his chances tremendously." This gentleman is also the author of the catchphrase: "A sawed-off shot gun seldom misses."

Now, all that a newspaper publisher has to do for the Investment Financing Corporation, of Denver, is to "advance" a small amount of space and "if you furnish us \$100 worth of your space at your regular rates we will guarantee to pay you five per cent of all money received from your territory and to spend an additional five per cent for additional space."

Yep, they give an affidavit testifying as to the amount of money received and

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for Six Months ending Apr. 1, 1919

35,247

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

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

pay up by the tenth of the month.

As to the responsibility of the newspaper editor to his readers, why, says the circular, the investor gets a number of chances, anyone of which, if successful, would make him "a lot" of money. There are contingent advertising contracts to sign printed very nicely on both yellow and white paper.

Geewhiz, when oil gets in the blood there's no telling how high the fever of the patient will go, is there?

TROY BUDGET SOLD

Passes from MacArthur Family to Curry & McNaughton

Troy, N. Y., June 16.—The Budget, after being for more than 100 years owned and controlled by the family of Major Charles A. MacArthur, has been purchased by Thomas H. Curry and Albert A. McNaughton. Mr. Curry has been managing editor for years. Mr. McNaughton was formerly Troy representative of the Utica Saturday Globe. He will take care of advertising.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.

Circulation, 28,000

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

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

Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P.

Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

The Pittsburg Press
Has the **LARGEST**

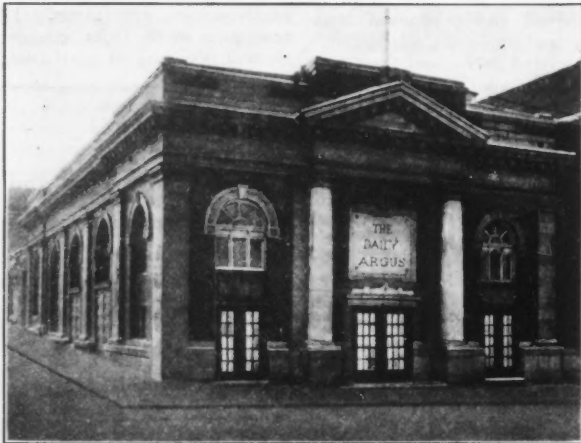
Daily and Sunday **CIRCULATION**
IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives. I. A. KLEIN, JOHN GLASS, Metropolitan Tower, Peoples Gas Bldg. New York, Chicago

SUPPLIES & EQUIPMENT FOR NEWSPAPER MAKING

MOUNT VERNON ARGUS OPENS FINE NEW HOME FOR INSPECTION OF ITS FRIENDS



THE Mt. Vernon (N. Y.) Argus held a public inspection of its building on June 17, and the city turned out to visit the handsome new home, and admire its many splendid appointments. Newspapermen, from different points nearby, were in attendance, and the proprietors, Stiles and Merriam, were warmly congratulated on their enterprise, energy and ability. The officers of Stiles and Merriam, Inc., are: Mark D. Stiles, president; Franklin A. Merriam, vice-president and treasurer; Maurice S. Porter, secretary. The Argus was established in 1892 and is the only newspaper published in Mount Vernon.

The new home of the Argus is one of the handsomest in the state. Originally, a bank building of ornate and impressive Gothic design, it has been remodeled into one of the most attractive printing establishments to be found anywhere. The main business office is especially striking in appearance. It is of colonial design and a marble counter with an onyx top, faces the lobby.

The editorial rooms and private offices are located on the mezzanine floor, and leading therefrom are the linotype machines. On the first floor is the composing room and an impressive sight is presented, with the mezzanine enclosure in green and white, going around the top of the composing and advertising departments, practically making a second floor in the building, but permitting impressive height of ceiling that is quite striking.

In the basement is located the stereotyping machinery and the new 32-page Hoe Simplex press, the largest press of its kind between New York and Albany on the north, and New York and Bridgeport on the east. The press room is a model of light and convenience. Here the walls and ceiling have been enameled in white, and the press room has become a veritable show place.

Texans Charter Special Train

DALLAS, Tex., June 16.—Texas delegates to the Associated Advertising Clubs of the World convention in New Orleans, La., September 21-25, have chartered a special train which will tour the State of Texas before reaching New Orleans. The action was taken by a special meeting of the executive committee here. Chambers of commerce throughout the State will be asked to form advertising divisions to get recognition from the national associations through their affiliations with the State organization.

Indiana Women Elect Officers

INDIANAPOLIS, Ind., June 15.—The Woman's Press Club of Indiana has elected the following officers: Mrs. William Herschell, Indianapolis, president; Mrs. Sara Messing Stern, Terre Haute, first vice-president; Eita Craven Hogate, Danville, second vice-president; Mrs. William T. Dobson, Indianapolis,

third vice-president; Miss Myrtle Griffin Spencer, secretary; Miss Florence Herz, Indianapolis, corresponding secretary; Mrs. O. I. Demaree, Franklin, treasurer; Mindwell Crampton Wilson, Delhi, historian; Mrs. Edward Franklin White, Indianapolis, author.

Held on Bribery Charge

The Federal Grand Jury on June 13 indicted Jay A. Weber, of the Pictorial Review Company, New York, who was arrested on June 6 and held in \$50,000 bail on a charge of offering a bribe of \$25,000 to an agent of the Internal Revenue Department, if he would certify to the accuracy of the tax return made by the company.

Soldier Back in Old Job

CHICAGO, June 10.—On his honorable discharge from the army, Kenneth Sponsel has resumed work on the copy staff of the Barron G. Collier, Inc., office, in this city.

EQUIPMENT WANTED

Wanted

Wanted to buy a second hand Linotype lead and rule caster. Must be in good operating condition. Address "Lead & Rule," Editor and Publisher.

NEW INCORPORATIONS

NEW YORK. Seeley Advertising Company; capital increased \$25,000 to \$50,000.

Smith's Port Publishing Company; \$5,000; P. F. Wiese, C. D. Durke, A. R. Smith, Grasmere, N. Y.

Byoir & Hart; advertising; \$50,000; Carl Byoir, C. S. Hart, L. R. Thomas, 6 West 48th street.

Allied Code Company of U. S.; to publish cable codes; \$5,000; C. Farquhar, P. Mitsch, E. Newman, 450 West 147th street.

American History Compilers, publishing; \$25,000; incorporators, E. M. Holmes, N. S. and J. W. Fay, 104 West 174th street.

Plate Makers Products Company; photo-engraving supplies; \$10,000; M. H. Flader, H. C. Jones, C. R. Stewart, 2221 Adams Place, Bronx.

Readers Publishing Corporation; \$100,000; F. P. Pace, N. Messinger, A. Birenbach, 29 Broadway.

Adley Advertising Agency; capital increased from \$3,000 to \$10,000.

Remington Typewriter Company; capital increased from \$22,000,000 to \$22,925,000.

Arbeiter Press Publishing Association, \$30,000; R. Maisel, S. Weintraub, G. Seldes, 239 East 5th street.

Liberty Advertising Agency; \$100,000; L. J. Lamson, C. W. Green, F. C. Grandon, Prince George Hotel.

Bates Advertising Service; \$10,000; E. Anderson, B. O. Sullivan, A. W. Flinn.

Oil Trade Journal; \$150,000; C. D. Spalding, L. M. Fanning, D. J. McCauliffe, 120 Broadway.

BUFFALO, N. Y. Sunrise Printing Company; \$10,000; J. M. Guenther, M. Koch, F. J. Pagel.

SYRACUSE, N. Y. Type High Manufacturing Company dissolved.

BOSTON, MASS. Shoe Trades Publishing Company; \$100,000; H. Winthrop Chandler of Auburndale, Bernice L. Eaton of Brookline, and Norman J. MacGaffan of West Medford.

OTTAWA, Ont. Fraser Pulp and Lumber Company of Plaster Rock, N. B.; \$5,000,000.

DALLAS, Tex.—Saturday Night Company; \$100,000; Walter A. Sevens, C. O. Laney, W. P. Murray.

ROCHESTER, N. Y.—Kantor & Downs; advertising; \$9,000; C. B. and C. A. Downs, A. Kantor.

BROOKLYN, N. Y.—Navy Yard Employees Publishing Company; \$10,000; E. H. and M. E. Markoff, J. A. Burke, 59 Seeley street.

DOVER, Del.—American Association of

Foreign Language Newspapers; \$1,000,000.

PLEASANTVILLE, N. J. Whitman Company, publishing and printing; \$50,000; S. E. Whitman and W. N. Whitman, Pleasantville; B. E. Whitman, Atlantic City.

ELMIRA, N. Y. Snyder Brothers; printing; dissolved.

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour. A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

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

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St. New York City

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 or Advertising Manager

Newspaper man with twenty years' experience as business and advertising manager desires change from present position. Knows the game from start to finish. Has built up two run-down papers to paying basis. If you want a high-grade, clean, steady business or advertising manager would be glad to furnish references. Address A-759, care of Editor & Publisher.

Advertising Manager

Efficient and resourceful business builder, thoroughly capable of taking complete charge, of Local and Foreign business, wants to get in touch with daily in city of 75,000 to 300,000. Now in metropolitan district, age 33, married, 14 years all around experience. Only real proposition considered. Address A-752, care of Editor & Publisher.

Advertising Man

Advertising man, broad experience as solicitor and manager with leading general and trade publications; wide acquaintance New York City and eastern territory; constructive worker, producer. Open for engagement; highest credentials. Address A-749, care of Editor & Publisher.

Advertising

Some newspaper publisher who wishes the outside or national advertising point of view applied to his present advertising situation can use my experience and ability. I regard the newspaper as the instrument best adapted to smooth out merchandising obstacles. My selling, newspaper, and magazine advertising experience have fitted me to grow into a strong newspaper which has an individual story to tell to new advertisers and wishes to put a promotion and service plan into operation. Will be pleased to interview an eastern publisher or write further details. Address A-755, care of Editor and Publisher.

Business Manager

Capable of managing paper in town of 25,000 to 75,000; now employed in responsible executive position on large metropolitan daily. Can take full charge of mechanical, advertising, circulation and, if necessary, editorial departments. Unusually well trained in advertising and circulation promotion. Present employers consider him capable of filling position he seeks, and will recommend him. Prefers city north or west of Chicago, where he can eventually purchase part or all of paper. Address A-761, care of Editor and Publisher.

Business Manager.

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies, seeks engagement for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

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.

Writer and Manager

The demobilization of the Liberty Loan Committee will release two men, one an exceptionally able writer who has done considerable work for a number of the better periodicals and the other a man of executive and organization ability who has produced results in a managerial capacity. The work of both of these men has been such that they are particularly well qualified to fill positions of the above character. Write or telephone Mr. Andrew E. Foye, 120 Broadway, Rector 4901, who is in charge of our Placement Bureau.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Reporter

University graduate, woman, trained in Journalism, desires position as a reporter on daily paper in town of about 20,000. Address A-748, care of Editor & Publisher.

Mr. Publisher:

Read this ad carefully and let me know if you are in need of a man like me. I am employed and have a good position. I have made good too. Three and a half years ago I took hold of a paper going down fast. The same paper had to build, buy a new press, eight more machines and gained last year over 1,500,000 lines and this year close to 2,000,000 lines up to now. It is the best paying paper in the South today. Why I want to change? I have good reasons, which are easily explained. I am 45 years old, at my best, a live wire and men well known in the newspaper game will vouch for me. Let me hear from you. I don't care what the conditions are, I am going to make good. Address A-765, care of Editor and Publisher.

I Know Who's Who

In the advertising field in New York City. Am looking for a position as advertisement manager or New York City representative of out-of-town newspaper, magazine or trade paper. Address A-764, care of Editor and Publisher.

City Editor With Pep

Seven years' experience in game; cram whole story into heads with punch; elimbed from country cub to daily in Metropolitan section; now employed; just under 30 years; no booze; best character testimonials; about \$40 to start. Address A. B., care of Editor and Publisher.

Managing Editor

Managing Editor and editorial writer of leading Ohio daily and Sunday newspaper in city of 75,000 population, desires to change location, and will consider substantial offers, preferably from eastern papers. A splendid opportunity for some progressive paper to get a live-wire executive and editorial writer, or special feature writer of experience. Married, no dissipated habits. Address "B. R.," care of Editor and Publisher.

Interview and Feature Specialist

Interview and feature specialist desires immediate permanent connection Washington, D. C. Ten years' general newspaper experience includes politics, city and Sunday desk work, dramatic reviewing, syndicate management. Just home from year's service in A. E. F. "Decks cleared, starting all over again." Address A-758, care of Editor and Publisher.

Circulation Manager

The South's most brilliant circulation manager probably would not consider a change but the next best would, will go anywhere but prefer Southern states. Detailed list of accomplishments and references furnished interested publishers. Nothing under \$3,000 considered. Address in strictest confidence and I'll do the same. "Southerner," in care of Editor and Publisher.

News-room Foreman

Twelve years experience, tired of night work, wants place with good afternoon paper in Ohio, either as assistant or foreman. References. Address A-757, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Advertising Man

Good opportunity for live wire advertising man to take charge of local advertising. Permanent with good chance for advancement. Gazette, Niagara Falls, N. Y.

Advertising Manager

Advertising manager wanted. Good salary. Give references. The Sun, Durham, N. C.

Classified Solicitor.

Wanted—Classified Solicitor with energy and originality to take charge of the department, now in good shape, in town of 45,000. Fair salary to begin. Address W. A. Beatty, Lexington Herald, Lexington, Ky.

Editor Wanted

A trade journal in the automobile and allied industries field wants an experienced editor with ideas who can at once take charge and get out a bright up-to-date publication. Preferably should know something about the industry, but still more important should have the news and editorial instinct. A big chance for the right man to do some real creative work. Answers held in strict confidence. A-763, care of Editor and Publisher.

HELP WANTED

Reporter

Wanted—Young man for reporter capable of taking phone report, handling heads and proof. Must be a worker. Pay \$25 at start. If experienced and good references \$30. State when can report. The Evening Telegram, Rocky Mount, N. C.

Dramatic Editor

Wanted—Experienced Dramatic Editor for morning paper in Middle West city. Address A-760, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

For Sale

Old established daily in progressive county seat town of 10,000. Rich agricultural county. Gross business of paper last year over \$25,000. Modern plant. Splendid opportunity for live newspaper men. Address D. J. F., care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification, forty cents per line. Count six words to the line.

Human Interest Editorials

by a writer whose work has received international notice. Take that vacation, Mr. Editor, and let the human interest ed. fill in while you are absent. Maybe you will like them well enough to continue the service after your return. Trial set of ten, \$2.50. Address A-762, care of Editor and Publisher.

Real Human Interest Articles

Just off the ship from France! Copy being prepared for first series of real human interest articles by editor and publisher who served as private in Infantry with A. E. F. Price \$5. First check gets territory. James B. Werner, Somerset Democrat, Somerset, Penn.

Adjourn Berger Case to July 7

WASHINGTON, June 13.—After Milwaukee Leader editorials which led to the indictment of Victor Berger for violation of the Espionage Act had been put into the Record yesterday, the House Special Elections Committee, investigating his right to a seat in the House, adjourned hearings until July 7, at Mr. Berger's request, to give him opportunity to prepare evidence.

Editor Leases Hotel

CLEAR LAKE, Ia., June 14.—E. T. Meredith, of Successful Farming, Des Moines, has leased the Oakwood Hotel here and will use it for his employes who wish to take vacations this summer. It is said that he contemplates purchasing the hotel and making it a permanent vacation home for his employes.

Episcopal Church Publicity

TOPEKA, Kan., June 18.—A definite advertising program for every Kansas parish of the Protestant Episcopal Church is provided for in a resolution passed by the 60th annual convention of the Kansas Diocese calling for the formation of a Kansas Episcopal league.

"Thirty" for Stars and Stripes

PARIS, June 13.—The Stars and Stripes, official newspaper of the A. E. F., suspends publication with today's issue. It had been planned to continue it until July 4 to cover the international athletic championship games.

Golf Honors for Ad Man

G. B. Martin won the gross prize in the one-day gold tournament of the Metropolitan Advertising Gold Association on the links of the Richmond Country Club on Tuesday.

Merchants of a town of more than 10,000 population want a better newspaper than the weekly existing there and will heartily support a better product. \$6,000 to \$10,000 can be profitably used to buy existing weekly and develop into the profitable daily the community will support. Proposition S. S.

CHARLES M. PALMER,
Newspaper Properties,
225 Fifth Ave., N. Y.

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.

Advertising Man WANTED

who is live to create new business—must be conscientious worker and loy a l—character best recommendation.

Thriving little city 25,000. Salary \$50 week. Congenial office.

Address "D. C. A." care Editor and Publisher.

Help Wanted Male

WANTED—One competent Bookkeeper and two efficient Clerks for Circulation Department of Metropolitan Newspaper. Must be experienced in that line of work and well recommended. Good salaries to start, and advancement proportionate to individual effort. Box 906, 1358 Broadway, N. Y.

Worked with Lord Northcliffe

CLEVELAND, June 15.—"Duke" (E. Arthur) Roberts, who spent several months in Europe writing special articles about Ohio soldiers, has returned to his desk as a general all around assignment man on the Plain Dealer. "Duke" is a personal friend of Lord Northcliffe, having worked with the distinguished London publisher in England for several years.

Producing More News Print

OTTAWA, ONT., June 15.—The Brompton Pulp & Paper Company is reported to be producing 55 tons of news print daily, and its output will be increased to 120 tons when installation of a new machine is completed within two or three weeks. This increase in output, on the basis of present news print prices, will bring the company's earnings in this branch up to something like \$700,000 a year.

FAVORS CONTINUANCE OF ZONE LAW

Texas Press Association, at Fortieth Annual Convention, Votes in Favor of Present Regulation—To Establish Home for Newspapermen

SAN ANTONIO, Texas, June 18.—With the indorsement of the zone system of postage charges for newspapers and periodicals; the selection of Houston for the next meeting place, and the election of officers, the fortieth annual convention of the Texas Press Association adjourned its three-day convention here today.

Sam Fore, Jr., of Floresville, was elected president, succeeding Harry Koch of Quanah. Other officers elected include: John E. Cooke, Rockdale, vice president; Sam P. Harben, Richardson, secretary (re-elected); C. F. Lehmann, San Antonio, treasurer (re-elected); Clarence E. Gilmore, Austin, attorney; Mrs. Frances Sutherland, Beeville, essayist; R. W. Barry, Beeville, orator; Judd Mortimer Lewis, Houston, poet; Joseph O. Boehmer, Eagle Pass, and W. L. West, Livingston, members of the executive committee.

Retiring President Harry Koch was presented with a beautiful silver set by the association.

The report of the resolutions committee, which contained indorsement of the zone system of postage for publications and of the proposed State good roads bond issue for \$75,000,000, was adopted without a dissenting vote.

Indorsement of the zone postage system followed an address by Congressman J. J. Mansfield of Columbus, in which he gave warning that a strong effort is being made by magazines of national circulation for repeal of the zone law.

The committee of judges appointed to examine weekly newspapers entered in the annual contest for the best linotype composition announced the following awards: Vernon Record, first prize; Cameron Herald, second prize; La-Grange Journal and Paducah Post, a division of the third prize.

More than 200 editors, newspapermen and representatives of supply houses from all parts of Texas attended the convention, which was declared to be the most successful held in recent years. The visitors were welcomed by Mayor Sam C. Bell of San Antonio, and Editor Tom W. Perkins of McKinney responded.

For Newspaperman's Home

Indorsement was given to the proposition advanced by the Texas Editorial Association, an organization whose membership is limited to men who have been actively engaged in newspaper work in Texas for thirty years or longer, for the construction and maintenance of a home for worn-out newspaper men. A committee consisting of Col. Frank P. Holland of Dallas, Wil-

liam A. Bowen of Arlington, Charles B. Gillespie of Houston, Frank G. Huntress of San Antonio, Louis J. Wortham of Fort Worth, D. R. Harris of Henderson, Sam P. Harben of Richardson, Sam Fore, Jr., of Floresville, and Clarence E. Gilmore of Austin was appointed to take in charge the question of raising funds for this home. It was estimated that \$40,000 would be needed for the home as an initial fund. More than \$8,000 of this amount was raised among the editors present at the convention. It is proposed to erect the home on the Texas coast.

Patriotic exercises marked the sessions held on the second day of the convention, the feature being an address by Major General DeRosey C. Cabell, commander of the Southern Department. The veteran military leader declared it was the duty of every newspaper and every newspaper to champion the League of Nations idea and uphold the hands of President Wilson. He characterized the plan as a "God-given idea," a measure of more far-reaching good to the world than any event since the advent of Christianity.

In championing the League of Nations General Cabell declared that no country went into the war with such altruistic motives as those which actuated the United States and came out with such clean hands.

General Cabell also urged the press to lend its assistance for eradication of Bolshevism. Placing blame for the unrest that has been manifested on the I. W. W. and foreigners who have abused the nation's hospitality, he urged that these were "as dangerous as the rattlesnake and should be crushed out." He praised the press for its patriotic service while the war was in progress.

A. B. C. Reports

CHICAGO, June 16.—Audit Bureau of Circulations reports have been issued on the following newspapers: Clarksburg (W. Va.) Telegram, Cleveland Plain Dealer, Corning (N. Y.) Leader, Erie (Pa.) Daily Times, Erie Herald, Iowa City Daily Citizen (corrected), Monroe (Wis.) Evening Times, Pasadena (Cal.) Star-News, Richmond (Ind.) Item, Richmond Palladium, Riverside (Cal.) Daily Press, Washington (Pa.) Observer-Reporter, Waterbury (Conn.) American, Waterbury Republican.

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press

Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office,

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

New Service Publication for Advertising Folks

Standard Rate and Data Quarterly Is Devoted to Information About Advertising Mediums—Is Well Received

The Standard Rate and Data Quarterly, published by the B. & B. Service Corporation, Detroit, is the latest entry into the field of publications devoted to advertising interests. The idea on which the quarterly is based was conceived several years ago, but the war conditions delayed its realization until now.

This new publication is, in effect, a reference book for advertisers, carrying rate and other pertinent information concerning about five thousand publications. It consists of more than seventy pages, size 11 by 13. It will be revised every three months, in order to bring the information it contains up to date.

Fred C. Veon, vice-president of the corporation, is a newspaper and advertising man of wide experience. He is confident that the new service publication is exactly in line with the present day needs of advertisers and agency men. He sees in present advertising conditions the strong drift toward sound analyses of market possibilities and scientific selection of mediums to best serve special selling campaigns. Walter Botthof is president and Alvan E. Beirnes is secretary and treasurer of the corporation.

Trade Mark as a Protection

William Krusen, director of the Department of Public Health, Philadelphia, warns that the germs of anthrax are often carried in shaving brushes, according to the Evening Bulletin of that city. He suggests that the public refrain from buying brushes unless they carry the maker's name or trade mark. This is one more official acknowledgment of the protection assured to people through branded goods.

THE ANNALIST

A Magazine of Finance, Commerce and Economics.

Published every Monday by The New York Times Company.

Problems affecting the future of the United States which are engaging the earnest attention of legislators, captains of industry, progressive manufacturers, and the more thoughtful of the workers who constitute the strength of the country, are discussed each week in THE ANNALIST.

10 cents a copy—\$1 a year.

R. J. BIDWELL CO.

Pacific Coast Representative of

Daily Newspapers

SAN FRANCISCO OFFICE

of the

Editor & Publisher

742 Market Street

SAN FRANCISCO

BRIEFS

(Continued from page 35)

Fulton & Cunningham, Detroit.

BERT KNIGHT IS NOW HANDLING ART work for the Newell-Emmett Agency, New York.

L. B. MICKEL IS AGAIN IN CHARGE OF Kansas City office of United Press.

CLUBS AND ASSOCIATIONS

TULSA (OKLA.) AD CLUB WILL MEET only twice a month during the coming summer.

NEWSPAPERWOMEN OF BRIDGEPORT ARE eligible to membership in New Bridgeport Press Club, but none have taken advantage of the opportunity.

ALBANY (N. Y.) TYPOGRAPHICAL Union No. 4 has elected John J. Hart of the Knickerbocker Press, president.

ANNUAL OUTING OF REPRESENTATIVE Club, New York, will be held at Gedney Farms, N. Y., June 27.

ASSOCIATED FARM PAPERS ELECTED J. F. Young president at annual meeting in Chicago.

STEPS ARE BEING TAKEN HERE TO FORM an Advertising Club in Galena, Kan.

JEROME M. STRAUSS HAS BEEN ELECTED president of Denver Press Club, succeeding Lieut. Jack Barrows, resigned.

GRANTLAND RICE OF TRIBUNE WON first round of annual tournament of New York Newspaper Golf Club last week. Play will be concluded next Monday.

CONSTITUTION AND BY-LAWS OF NEW Bridgeport Press Club provide that newspaper executives shall be ineligible to election or appointment as officers or committeemen. Election July 15.

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 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

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.


The National Jewish Daily

ARE YOU WINNING THE NEW ENGLAND MARKET?

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American(S)	365,660	.35	.35
Boston American(E)	301,270	.40	.40
Boston Globe(ME)	293,781	.30	.30
Boston Globe(S)	329,781	.35	.35
Boston Post(M)	459,603	.45	.45
Boston Post(S)	367,074	.35	.35
Boston Record(E)	50,650	.15	.15
Boston Transcript(E)	29,820	.20	.20
Fall River Herald.....(E)	9,419	.025	.025
Fitchburg Daily News (E)	6,140	.025	.025
Fitchburg Sentinel ..(E)	6,912	.025	.01785
Haverhill Gazette ... (E)	13,072	.0285	.0214
Lynn Item(E)	15,121	.05	.0333
Lynn Telegram News(E&S)	15,000	.04	.04
Lowell Courier- Citizen(ME)	16,780	.035	.035
New Bedford Standard- Mercury(ME)	26,674	.05	.05
Salem News(E)	18,355	.055	.04
Worcester Gazette ... (E)	29,625	.07	.05

MAINE—Population, 762,787.

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

RHODE ISLAND—Population, 591,215

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

VERMONT—Population, 361,205.

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

CONNECTICUT—Population, 1,114,756

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

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

There is room in continental United States for 2,836 States each with a land area equal to that of Rhode Island.

If each of our 48 states had a population equal in density to that of Rhode Island we should have a total population of 1,676,685,740.

Rhode Island is only a part of that group of states known as NEW ENGLAND—but in density of population, in industrial greatness this little state is typical of New England.

This group of states, in which nearly seven million people live, constitutes a market the winning of which means for any manufacturer a major commercial achievement—a selling victory of far-reaching value.

For the product which New England accepts all Americans will accept.

The people of New England are, as a whole, educated and discriminating buyers. A product of doubtful value, even if intensively advertised, will have no chance in this great market. A product of real worth, adequately advertised, NEVER FAILS to win its place here.

New England people, accustomed to buying advertised commodities which appeal to them, cannot be reached EXCEPT THROUGH NEWSPAPER ADVERTISING. The newspapers listed here afford the necessary means of communication with them.

New York Advertising Situation

According to the figures compiled by the statistical department of the New York Evening Post

The Total Volume of Advertising in the New York Evening Newspapers for May Was:

	1919	1918	Increase	Decrease
The Globe	786,704	444,697	342,007
The Journal	868,787	691,809	176,978
The World	725,742	452,165	273,577
The Sun	732,380	498,741	233,639
The Mail	423,509	429,742 6,233
The Post	418,168	379,968	38,200
*The Telegram	907,412	763,891	143,521

*Including classified and exchange.

During the Same Month—May, 1919—These 20 Large Retail Advertisers Used Space in the Newspapers as Follows:

Abraham & Straus	Bonwit Teller & Co.	Lord & Taylor	Stanley & MacGibbons
B. Altman & Co.	J. M. Gidding & Co.	Jas. McCreery & Co.	Stern Bros.
Arnold, Constable & Co.	Gimbel Bros.	R. H. Macy & Co.	Stewart & Co.
Best & Co.	Jas. A. Hearn & Son	Oppenheim, Collins & Co.	Worth
Bloomingdale Bros.	Fredk. Loeser & Co.	Franklin Simon & Co.	John Wanamaker

Evening Newspapers

Globe	327,942	Mail	130,501
World	303,828	Telegram	89,516
Journal	283,031	Post	52,051
Sun	267,560		

Morning Newspapers (Excluding Sunday)

Tribune	75,611	Times	54,689
Sun	56,976	Herald	54,139
World	56,189	American	13,159

Sunday Newspapers

Times	110,513	Herald	84,618
American	96,810	Tribune	71,465
World	94,280	Sun	60,074

Member
A. B. C.

THE NEW YORK GLOBE
JASON ROGERS, Publisher.

180,000
A Day

