



# EDITOR & PUBLISHER

*The Oldest Publishers' and Advertisers' Journal in America*



\$3.00 a Year

NEW YORK, SATURDAY, AUGUST 31, 1918

10c Per Copy

(This is the eleventh of a series of intimate discussions of *The Chicago Daily News* by Mr. Moses. The twelfth will appear in an early issue.)

## The Six-Day Newspaper Situation in Chicago

By BERT MOSES

Many men who measure and weigh advertising with scrupulous care take what can be called "a six-day viewpoint."

That is to say, they seek out those evening newspapers which so completely cover their local field during week days that seven-day advertising is unnecessary.

There are many general advertisers, as well as local, who do no advertising whatever on the first day of the week, and the list grows as conditions are more closely analyzed.

The war is sifting out the unnecessary, and business is going more and more to those six-day papers which fully cover the local territory in which they circulate.

All advertisers, whether they favor the six-day or the seven-day viewpoint, may well give close heed to the six-day situation in Chicago.

*The Daily News*, with a daily average circulation for the first six months of 1918 of 379,481, sells 94 per cent of that circulation in Chicago and its immediate suburbs.

The next paper sells but 64 per cent in Chicago and suburbs.

And the third paper sells but 77 per cent in the same area.

The three other papers comprise a group of so much less circulation as to be altogether outside this comparison.

*The Daily News* thus conspicuously dominates the six-day situation in the city of Chicago.

There is no other way to reach so many Chicago people in one single medium that in any degree equals *The Daily News* way.

Its circulation doesn't scatter.

It is focussed in one city, and that city is the great city of Chicago.

It spreads advertising thick, and thus saves an advertiser that keen disappointment that so often results when advertising is spread thin.

In *The Chicago Daily News* an advertiser can deliver six massed attacks a week, which is ample, because a breathing spell is a good thing in advertising as well as in all other things.

If I were asked to give one dominant reason why *The Chicago Daily News* rises so conspicuously above all competition, my answer would be about like this:

"Because its readers have confidence in it."

Why this ad was written.

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of *The Chicago Daily News*, and said, among other things:

"I want you to authorize me to write a series of advertisements for *The Chicago Daily News*. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real *Chicago Daily News* is pictured in type to the public as it actually is.

"*The Daily News* is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think and please do not use the merciless blue pencil on me. \* \* \* When I get through writing this series I am sure you will better understand *The Chicago Daily News*. As a matter of fact I want to introduce Mr. Lawson to his own child. Now, then what do you say?"

And Mr. Woodward said: "Go to it!"

# *New York Not a Merchandising Mystery*

¶ New York merchandising is not a mystery of staggering expense, once New York is dissected, analyzed, classified and regrouped with reference to buying power, character and creed as The New York World's Merchandising Department has charted the Greatest City.

¶ It is not always necessary to go to the expense of canvassing every dealer in your line, or to canvass every buying community here, in order to secure representative distribution.

¶ The New York World can tell you—and show you—why.

¶ The New York World's Merchandising Departments has placed every one of the one hundred and twenty-three natural Buying Communities in this Metropolitan District under a searching microscopic investigation as to buying power, national trend of trade, and character and capacity of dealers in important merchandising lines.

¶ Then The World, backed up by this absolutely vital data, has charted and visualized all this information, so that the sales manager may quickly size up the whole Metropolitan District, speedily and intelligently and accurately make up his sales plans, cut out lost motion, eliminate non-productive expense and get his product into what-is-to-him the really worth-while stores in the shortest possible time at the smallest possible cost.

¶ The information is yours for the asking. If you cannot call, write. We would rather visualize for you your possibilities than to tell you about them, for "seeing is believing," but will be glad to tell you if we can't show you.

¶ New York now needs merchandise badly. Why not call or write today?

**NEW YORK WORLD**  
*Merchandising Department*

SAN ANTONIO EXPRESS: FRIDAY MORNING, AUGUST 9, 1918.

## ANNOUNCING

# THE SAN ANTONIO EVENING NEWS AN AFTERNOON NEWSPAPER

**Filling a Long Felt Want for a High Class, Truthful, Independent People's Paper, Worthily Representing San Antonio, and a Fighting Force for the Best Interests of City, Section, State and Nation**

The Express Publishing Company, in response to a long insistent and increasing demand, and in recognition of a growing duty to San Antonio and the great, rich territory of which this city is the center, will publish, beginning September 4, an afternoon newspaper, which will be distinct and apart from the morning San Antonio Express.

In this decision, several matters of vital importance to the community are involved:

San Antonio, now well called the "Military Capital of the Nation," has grown so rapidly the last few years that the big town has been completely swept out by a beautiful, impressively progressive city of metropolitan aspect and ambitions.

Keeping pace with this growth in the city, the wealth and importance of the scores of counties around San Antonio have increased.

The bigger city with its bigger issues and problems, the bigger territory and bigger business, all demand a big afternoon newspaper, one that will be a credit to San Antonio and its section, since it is a truth that a city is judged by its newspapers.

San Antonio wants an afternoon newspaper in which it can place confidence, in which it can implicitly rely. It is too busy to have to stop and investigate a newspaper's attitude to this or that important question affecting the city's interests—and a large portion of the world has its eyes on San Antonio at this moment!

In other words, San Antonio greatly desires a big newspaper in the afternoon field, a newspaper of a bigness commensurate with the bigness of city and territory.

The policy of the San Antonio Evening News is the simple policy of bigness:

TO BE HONEST—which means truthful in all things.

TO BE HONORABLE—which means to be fair and above board, scorning the wearing of that false mask, supported by distortion of the facts, in order to hoodwink the public to gain a certain end by the betrayal of the public's confidence.

TO BE FEARLESS—which means not only telling the truth, but fight-

***THE SAN ANTONIO EVENING NEWS will be a "Human" companionable, understandable paper, a welcome friend in every household; it will possess that quality that will bring it, not only friendship, but trust and confidence and dependence***

The afternoon paper has become a necessity, especially in these days of sudden happenings of great moment. History is being made with dramatic rapidity and so much is filling the cables and the wires that the afternoon paper, issued hours after, does not, in any manner, infringe on the great field of the morning paper. Both have their distinct and separate missions and uses—there is a growing demand for both.

There will be no signs of the Morning Express in the Evening News. They will be as apart in appearance, makeup and, of course, in the news columns, as day is from night.

ing with every resource at command for the right; supporting those reforms that are wise (for many so-called "reforms" are pernicious, dangerous, selfish) and unmistakably for the good of the greatest number.

Strictly independent in politics, the San Antonio Evening News will belong to no party. Therefore, no party "loyalty"—too often the cloak for a newspaper's prostitution to political iniquity—will make the San Antonio Evening News forget the only party it serves—the people—when the behest comes from "the machine" or a clique of politicians (how greasy that word "politician" has become in these clear-sighted, mind cleansing, strenuous war days!) or "political bosses" to do their bidding—and forget the people!

This political independence is a guarantee to the people of a newspaper's honesty—and honor.

Likewise, the San Antonio Evening News will be independent of any "influence" whatsoever, except the influence of its own good judgment in the honest performance of its duty to the only interest it has—the interest of the people.

Without any "strings" upon it, without any dictation, the San Antonio Evening News is consecrated to the service of the people, to the best interests of its city and State and country—an American newspaper that glories in its Americanism and the high creed under which and by which it will render an invaluable service to its fellow Americans.

It will be, in its strength, San Antonio's contribution to the big afternoon papers of the country. Its news services will be the best procurable, the quickest, the most accurate.

The San Antonio Evening News will carry the full day United Press report in addition to a complete State, bureau and staff correspondence. Its "features" will be the product of brains, weighed for their merit and appeal and not used as "fillers." Its art work will be the high-class zinc etchings from its own engraving rooms, by which the San Antonio Evening News readers will have before them photographs of notable news value quicker than in any other publication. In the local news field it will be a revelation—for San Antonio will be "covered" as no afternoon newspaper has heretofore attempted.

Publisher and advertiser and reader recognizes the province of the afternoon paper as peculiarly its own—it is demonstrated by years of experience that it does not encroach on the strong morning paper.

The San Antonio Evening News will be issued six days in the week from the large new plant of The Express Publishing Company. New—the most modern machinery devised by newspaper manufacturing science, has been ordered especially for it. It will have its own news services, editorial, business, composing and press departments—in fact, from its own business office to its own giant press, it will be a distinctly independent newspaper.

***With a mission of highest import to perform—Service of fearless honesty to the people—there will appear, September 4, in response to the need of the grand, old-young city of San Antonio—the finest, best, largest city in all Texas,***

**A REAL—A BIG—A TRULY REPRESENTATIVE NEWSPAPER**

# **THE SAN ANTONIO EVENING NEWS**

**A NEWSPAPER WITH A CONSCIENCE AND A BACKBONE**

THE JOHN BUDD COMPANY  
Advertising Representatives  
Barrell Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

# The Biggest Card

For **NEWSPAPERS TODAY** is Live, Personal,  
Distinctive News of Our Fighting Men Abroad



DAMON RUNYON

## DAMON RUNYON

For ten years one of the most vivid,  
virile and picturesque writers  
in the country will cover  
activities of

*American Troops in France*



For **UNIVERSAL SERVICE**

The morning paper leased  
wire service that reports

The **BIG NEWS** in the **BEST WAY**

Damon Runyon's Stories will be one of the star newspaper features of  
the war. He joins Universal Service staff abroad at once.

**UNIVERSAL SERVICE, Inc.**

GENERAL OFFICES . . . WORLD BUILDING, NEW YORK CITY



# EDITOR-PUBLISHER



Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President and Editor; Edwin Doddridge DeWitt, Sec'y and Treas.

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No. 12

## NEWSPAPERS OF PRINCIPAL AMERICAN CITIES ARE MEETING REQUIREMENTS OF WAR BOARD

### Problem of Curtailment of News Space Less Difficult Than Anticipated, and Elimination of Returns and Free Copies Has Been Generally Accomplished—Dailies of Big Cities Reported to Be Adhering to Letter and Spirit of Regulations Issued by Pulp and Paper Section—N. Y. Dailies All in Line

JUDGING from reports received from correspondents of THE EDITOR-PUBLISHER in the principal cities of the country, the newspapers are putting into practice the regulations issued by the Pulp and Paper Section of the War Industries Board concerning the conservation of news print, and are finding the task quite within the range of accomplishment.

The rulings requiring the discontinuance of returns, overs, free copies, etc., are in line with the policies already in force in hundreds of offices, and the compulsory standardization of policies in these matters has been hailed as a much-needed reform.

The chief anxiety in many quarters has been caused by the supposed difficulty of arbitrarily restricting the news and reading matter space. Practical efforts in this direction, however, are demonstrating to editors that the task is entirely possible, and that a more intensive editing of news and general text matter makes for a real improvement all along the line.

Editors are now taking "an account of stock" in this matter of news space. They are measuring the inches. They are balancing news values. They are eliminating piffle and impressing upon news writers and desk men the importance of telling a story without repetitions of facts. They are revising their headline schedules, and find here a fruitful field for saving space. They are demonstrating that a headline may have "punch and pep" without requiring great space for display.

#### News on Editorial Pages

News is finding a place on many editorial pages where it was once a stranger. As an instance, the New York Times has lately been giving over three columns of the editorial page to news. This means some condensation of editorial matter, but the Times has effected this without impairing the force and the dignity of its editorial page. Other New York newspapers are following this same plan.

Fortunately, the interest in baseball and general sport news is not great just now, and editors find it advisable to curtail the space ordinarily allotted to this feature. Society news, amusements, etc., are under the curtailment-treatment, and the result is more space for war news and real, live local matter.

Looking forward to the space re-

#### CONSERVATION PROBLEM DEMANDS TEAM WORK!

TEAM-WORK between publishers in every city in the effort to curtail news print consumption will solve the problem.

The publisher who tries to evade the regulations made by the War Industries Board is not merely an economic slacker—he is a menace to the common welfare.

The plan on which the rulings of the Pulp and Paper Section are based was the result of intensive and practical work on the part of a committee of publishers representing every section of the country, men connected with newspapers having widely varying policies.

These publishers found common ground on which to found their recommendations for curtailment. No individual interests, as such, were considered. Faced with the problem of doing justice to the newspaper which has always run "tight" on reading matter, the committee devised the graduated scale of reductions, so that the requirements should be lightest on the newspapers which have always practiced space economies. This was the only reasonable solution, and it has met with general approval.

The Government, in adopting the essential recommendations of the publishers, leaves the solution of the matter properly to the publishers themselves. This solution will be reached, and the interests of the war safe-guarded, if all publishers adhere strictly to the rulings as promulgated.

requirements of the fourth Liberty Loan campaign, editors are pruning and eliminating wherever the opportunity offers, so that by the time the great drive opens the extra pressure may be met.

Figures showing the actual space-curtailments effected by New York newspapers under the new rulings are not yet available. It would be difficult to convince the average reader of any of these papers that any radical cuts have been made. Yet to the close observer it is apparent that the cutting-down process is going on. Sporting news occupies less space, and ads and news matter of a general nature occupy the reclaimed space. It is believed that the New York newspapers are finding the solution of the problem, and the fact that the space-saving is being accomplished without sacrificing the vital news or features is highly gratifying.

A representative newspaper executive, connected with one of New York's leading newspapers, and who has made a close study of the manner in which the local papers have met the situation, assures THE EDITOR-PUBLISHER that practically every New York newspaper is complying with the regulations. The figures he has compiled thus far indicate this, and he is of the opinion that when official statistics are compiled it will be found that every newspaper here has solved the problem.

Chairman Donnelly has expressed himself as highly gratified by the show-

ing thus far made by the newspapers of the country, and is convinced that the desired saving in news print consumption is assured.

Up to date, it is reported, but two newspapers have shown a spirit of revolt against the new rulings, and these are newspapers which are planning to launch new daily editions.

Special dispatches to THE EDITOR-PUBLISHER, which follow, indicate that the newspapers of the larger cities are solving the problem with entire success.

#### Sizes of Issues Reduced in Boston

All the Boston newspapers are complying with the reduced news space regulations to the letter. The effect of the regulations, while hardly noticeable in the individual news items, is apparent in the reduction in pages. Ten and twelve-page editions have become the rule, where previously 14, 16, and 18 pages were quite common.

Reductions in the Sunday editions have been effected in the most cases by a rearrangement of the pages. For instance, the Herald, which has always published five sections on Sunday, lettered A, B, C, D, and E, is now printed in four sections, with the news features and advertising of section C appearing in various parts of the remaining four sections. Other papers adopted a like system of reducing to the required 20 per cent.

Boston has been extremely fortunate since the new regulations went into ef-

fect, in the absence of important local news stories. This fact more than any other has made it a comparatively easy matter for the editors to meet the requirements with but little difficulty. The volume of advertising has also been light, and will probably continue a little below normal until after Labor Day.

While Boston publishers are not crossing the bridge before they reach it, they do not refrain from expressing alarm as to what the winter months will have in store for them, under the regulations. The volume of local news is invariably heavier during the cold weather months, and it is then that the publishers here expect to meet the real test. With space at a premium the editorial desks will be swamped with copy. The result remains to be seen.

Local news is running fairly light at the present time in Boston, and readers are getting all the news, though some of it occupies less space than formerly. Special news articles are hit hardest by the regulations. At times, when space is short, many of these may disappear entirely. Just at present several of the special writers on Boston dailies are on vacations, and those who remain on the job are not having any difficulty in getting their articles printed. War dispatches are being run in full by the majority of papers in Boston.

#### Milwaukee Newspapers Are Complying

Replying to an inquiry by representative of THE EDITOR-PUBLISHER as to whether Milwaukee newspapers were complying fully with the regulations of the War Industries Board concerning curtailment of news space and other economies in news print paper, William H. Park, secretary of the Milwaukee Publishers' Association, said the Milwaukee newspapers are observing strictly every rule of the Government tending toward the saving of news print paper.

#### Philadelphia Publishers Follow Rulings

PHILADELPHIA, August 27.—Every paper in the city is following regulations. No returns and no free copies. There is absolutely universal satisfaction and accord with the rulings.

#### General Observance in Washington

WASHINGTON, August 28.—Washington papers are generally observing the spirit of the news print conservation regulations. It has been accomplished without material reduction in number

of pages, although a two-page cut has been made where possible on certain days. Curtailment of news columns has been possible through reduction in size of heads and instructions to all editorial departments to save every inch possible. Features have been reduced, and general curtailment ordered on war activities' publicity, which is especially heavy in Washington, as most of the organizations have headquarters here.

#### Curtailment in San Francisco

SAN FRANCISCO, August 27.—San Francisco newspapers received War Industries Board's request to reduce consumption of news print. They complied promptly, as papers in other parts of country have done. They have eliminated certain pages and cut off free copies to advertisers and employees.

#### Pittsburgh Papers in Line

PITTSBURGH, August 28.—All Pittsburgh newspapers are complying fully with regulations of War Industries Board concerning curtailment of news space and other economies in news print.

#### Great Saving in Louisville

LOUISVILLE, August 28.—All the Louisville newspapers are complying strictly with the War Industries Board's advice respecting subscription rates, returns, exchanges, free copies, etc., and reduction in reading matter. Stoppage of returns and the establishment of the two-cent basis on August 1, and the recent reduction in news, is saving a very large amount of news print paper, probably more than the 15 per cent. desired, although circulations on the new basis are practically as large as before.

#### St. Louis Papers Ahead of Schedule

ST. LOUIS, August 28.—The newspapers of St. Louis are more than complying with the regulations of the War Industries Board regarding the curtailment of news space and other economies in news print. The average reduction in news matter in the daily newspapers has been more than 15 per cent. The curtailment in the Sunday newspapers of 20 per cent. began on August 18, two weeks prior to the date set under the Donnelly regulations. All return privileges are eliminated and waste cut out. St. Louis newspapers are more than 100 per cent. patriotic in this matter.

#### Boiling Down News in Indianapolis

INDIANAPOLIS, August 28.—Indianapolis newspapers are complying with all Government regulations in regard to news space and other economies. All are boiling down their news stories and telling things in fewer words. None has curtailed advertising, but all continue to take all advertising as usual. All have adopted Government regulations as to elimination of waste in circulation, cut off all exchanges, and abolished returns. Richard Smith, managing editor of Indianapolis News, said that instead of placing limitations on news space the Government should have ordered elimination of unnecessary features, such as fashions.

#### New Paper Mill in Canada

QUEBEC, August 29.—The Brown Corporation, pulp and paper manufacturers, which have a number of mills throughout Canada and the United States, are about to start work on a \$20,000,000 paper mill at La Tuque, where they already have a large pulp mill.

#### Sharon Herald A. B. C. Audit is Out

CHICAGO, August 26.—The A. B. C. audit for the Sharon (Pa.) Herald has been released by the Audit Bureau of Circulations.

## PAPER PLEDGES ISSUED BY PRIORITIES BOARD

Manufacturers and Consumers Must File Them at Once or Be Cut Off from Supplies on October 1

WASHINGTON, August 30.—The Priorities Division of the War Industries Board, in deciding to place manufacturers of pulp and paper on the preferred list, has provided that they execute and forward the pledge of co-operation given below and obtain from their customers a similar pledge.

The pledge, which each manufacturer must file with the Priorities Division, is as follows:

Place .....  
Date .....  
Priorities Division, War Industries Board, Washington, D. C.

The undersigned hereby pledges itself: (1) To cooperate with the Conservation Division and the Pulp and Paper Section of the War Industries Board to economize in the use of pulp, paper, printing ink, and printers' rollers, and all products manufactured therefrom, and in the use of transportation facilities; (2) to cause and procure others, so far as lies within its power, to exercise all possible economy and conservation in the use of such products; (3) not to furnish such products to any dealer for resale, or to any consumer for use until such dealer or consumer shall first pledge in writing its cooperation with the undersigned in carrying out the letter and spirit of this pledge, or thereafter should such dealer or consumer fail so to cooperate.

Signed .....  
Position .....

The pledge which each manufacturer must receive from each customer to whom he furnishes his product for resale or for use is the same as the manufacturers', except that it is addressed to the mill. Otherwise the customer cannot be supplied with paper.

The instructions to paper mills from Thomas E. Donnelly, chief of the Pulp and Paper Section of the War Industries Board, accomplishing the pledge notice are as follows:

"Consumers whose annual requirements do not exceed one ton do not sign the pledge.

"In addition to executing the pledge to the Priorities Division, each manufacturer is directed to make the following condition a part of each sale of paper, and to thoroughly inform each customer of the condition by printing it on bills of sale, invoices, letterheads, etc.:

"All sales of paper by us are made with the express understanding that the purchaser will observe the Government's rulings with respect to the use of paper, one of which is that it must not be wasted."

"In order to comply fully with the spirit of this pledge, each manufacturer should actively and continuously impress upon his customers the fact that the failure to practice economy will lead to the withdrawal of any or all priority privileges, without which the supply cannot be maintained."

Failure to return these pledges to the proper addressees before October 1 will result in the stoppage of all supplies.

#### Butte Bulletin Asks Paper Permit

BUTTE, Mont., August 28.—The Butte Bulletin, claiming the "copper interests are trying to put an independent newspaper out of business," to-day wired the War Labor Board for permission to purchase print paper. The Butte Paper Company, the Bulletin said, refused to sell it paper, saying it was under such instruction from Thomas E. Donnelly, Chief of the Pulp and Paper Section of the War Industries Board.

The Bulletin's telegram was addressed to Chairman Frank P. Walsh, of the War Labor Board. The Bulletin recently changed from a weekly to a daily, announcing its intention before August 12, when the Montana Defence Council issued an order prohibiting such changes during the war.

## WILL RESUME PAPER INQUIRY IN CANADA

Commissioner Pringle Will Hold Further Hearings Next Month—Pulp and Paper Exhibit Will be Shown in Toronto

OTTAWA, Ont., August 30.—Commissioner Pringle has stated that it will be necessary to resume the taking of evidence in connection with the inquiry into the cost of newsprint, but that there will be no public sittings before September.

The accountants' inquiry into the cost of production at the mills has been practically completed. The evidence to be taken in September will have relation to production cost and the matter of adjustment of differentials arising out of the higher prices received by mills selling their product in the United States.

It is expected that Commissioner Pringle will hold a special sitting to further inquire into the news print situation in the course of a few days. The figure named by him of \$2.85 will expire at the end of the present month, but there is no indication that it will not be continued for some time yet.

The new freight rates went into force on Canadian roads this week, and it is stated that the augmented charges will add about seventy-five cents per ton to the cost of delivery to publishers. It is computed roughly that, on the paper used in the Dominion, the increase will mean nearly a million and a half dollars annually.

The action of the United States War Industries Board in setting about to cut down the amount of reading matter of daily and Sunday papers is favorably commented upon by the manufacturers in Canada who feel that while the press has been complaining bitterly about the high cost of news print, nothing has been done by the publishers in the way of conservation or economy of this commodity, which is being used as if the supply was unlimited and cheap as in the early part of 1914.

#### Will Exhibit in Toronto

The Canadian Pulp and Paper Association has decided to make an exhibit at the Canadian National Exhibition, to be held very shortly at Toronto. The exhibit is being arranged by A. L. Dawe, of Montreal, secretary of the Canadian Pulp and Paper Association, and it will include a display of all the makes of paper and paper products produced by Canadian pulp and paper mills.

That the Canadian pulp and paper industry is becoming a more and more important one is shown from the latest Government figures. For the fiscal year ended March 31 last, Canada exported \$71,755,000 worth of paper, pulp, and pulpwood. This compares with \$52,924,000 for the previous fiscal year, and \$36,141,000 for the fiscal year ended March, 1916. This growth has taken place despite the alleged Government interference in the matter of fixing prices. Those closest in touch with the industry predict that exports for the coming year will range from \$85,000,000 to \$100,000,000.

## FOUR PAGES DAILY AND EIGHT ON SUNDAY

A. N. P. A. President Predicts Such Sizes If War Keeps On—Advertising Space Much More Valuable and Government Should Buy It

MILWAUKEE, August 24.—"If the war keeps on much longer newspaper readers will have to get used to a four-page paper during the week and an eight-page paper on Sunday," said Frank P. Glass, of Birmingham, president of the American Newspaper Publishers Association, in an address on "Government Regulation of Newspapers" before members of the City Club.

Pointing to the shortage of news print paper, fuel, and labor, Mr. Glass said that the press of this country must practice the strictest economy if it wants to exist and keep on with the patriotic work it is doing. He is a member of the War Service Committee and came directly from Washington, where he conferred with Federal officials on the paper and fuel questions.

"Newspapers are a great aid to the Government by keeping up the morale of our soldiers at the front and the workers in the factories," said Mr. Glass. "For that reason the Government has put newspapers in Class I, Section E, among the essential industries."

Mr. Glass pointed out that with the curtailing of sizes, advertising space is more valuable than ever before, and showed that the British Government paid for advertising one-thirty-second of all the money received from the sale of war bonds, whereas the American Government did not spend a cent to advertise any of the war loans because the American newspaper proprietors willingly contributed all the space necessary. Mr. Glass said.

"English merchants already have created a large fund to be used after the war to increase the sale of British goods in America," said the speaker. "English merchants realize the great importance of advertising in peace times as well as during war times."

"American merchants must do the same thing if they hope to increase their sales of goods after the war. If they do not, English merchants will be able to dispose of a great amount of their goods in America, thus reducing the amount of American-made goods sold in this country."

"The Sunday newspaper has been like a department store. It has had a department for every reader. But now that the Government has ordered a cut of at least 15 per cent. in daily issues and 20 per cent. on Sunday, readers will have to get used to a smaller paper."

#### No Stalks Paper Until War Is Over

DALLAS, TEX., Aug. 29.—The Cotton Stalks Fiber Company of Texas, which proposed to organize the Cotton Stalks Paper Company and erect at Dallas a paper mill to manufacture paper from the fiber in cotton stalks, corn stalks, and other similar material found in abundance in Texas, has decided to drop its project for the duration of the war because the Government would not put it on the priority list to receive machinery and supplies. The proposed company was to have a capitalization of \$1,000,000, and of this amount \$120,000 had already been subscribed. It was voted that the money paid on stock subscription should be refunded to the subscribers.

# GOVERNMENT'S PROGRAM FOR CONSERVATION OF PAPER NOW PRACTICALLY COMPLETED

Special Regulations Issued Covering Curtailments Required of Publishers of Periodicals, Magazines, Mail Order Publications and Country Editions of Metropolitan Dailies—  
War Industries Board Does Not Guarantee Paper Supply, But in Emergencies Special Consideration Will Be Given to Those Who Have Economized

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, August 29.

THE War Industries Board completed this week the first phases of its programme of paper conservation, in the announcement of the curtailment expected of the publishers of agricultural publications.

A definite programme has been outlined for every group of publishers, and the Board now will observe the operation with a view of making the necessary readjustments, here and there, which doubtless will be suggested. This has been true of nearly all of the tentative plans of the Government in other industries where programmes of conservation have been adopted.

Thomas E. Donnelly, Chief of the Pulp and Paper Section of the War Industries Board, is receiving numerous letters from newspaper and other publishers touching the new programme. Mr. Donnelly has been away from Washington much of this week, to attend to personal affairs in Chicago, so that no accurate gauge of the sentiment of publishers is possible in this issue of EDITOR-PUBLISHER.

It is understood, however, that the response of the publishers has been spontaneous and thoroughly in accordance with the wishes of the Government. Some editors have suggested changes which might be made, but even in these instances the point is kept in the foreground that such are personal views, and that they are ready to be sacrificed, if the majority of the publishers, agreeing with the War Industries Board, are inclined to think otherwise.

Despite the fact that most papers have been "cutting to the bone" for more than a year, owing to the news print shortage, editors report they are able to effect further economies in space by having the heads of every editorial department count inches in the length of stories.

Notices received at the War Industries Board show that some papers have carried notices of the curtailment in the gross amount of reading matter, while the majority of publishers have made the cuts without visible effect upon the size of their papers or any inference to the readers that they are getting a reduced amount of copy.

## For Country Editions of Dailies

Following the announcement of the regulations to govern daily and Sunday papers in the larger cities and towns and the country weeklies, the Pulp and Paper Section issued the rules to govern the publication of weekly, semi-weekly, and tri-weekly editions of metropolitan dailies, and for the "mail order" weeklies. This was followed by the programme for magazines and other periodicals the announcement covering "all periodicals except newspapers and agricultural publications." Special regulations covering agricultural papers were issued this week.

The regulations covering country editions of metropolitan dailies and the "mail order" weeklies follow the same general lines of the programme laid down for city and country papers. The paper allotment follows:

"Country editions of metropolitan dailies, published either weekly, semi-weekly, or tri-weekly, and 'mail order' weeklies, shall reduce their tonnage of paper used 15 per cent. over the tonnage used during the six months, January 1, 1918, to June 30, 1918, inclusive, this regulation to become effective September 9, 1918.

"Any publisher whose circulation has increased by legitimate methods an unusual amount over the average circulation for the six months, January 1, 1918, to June 30, 1918, may present his case for special consideration."

## No Guarantee of Supply

Then followed the restrictions against the so-called wasteful practices, to which statement was added:

"The Pulp and Paper Section does not guarantee to the publisher an adequate supply of paper after the above curtailment is put into effect. The supply of paper depends entirely upon the limitation of coal, supplies, transportation, and labor, and conditions may arise where the demand for war products will require an additional curtailment. If such conditions arise, special consideration will be given to those publishers who have established themselves upon the most economical basis."

This was the first indication in any of the formal announcements of the Board that publishers could not be assured of sufficient paper to meet their needs under the proposed curtailment, and no particular significance is attached to it beyond the fact of common knowledge that every publisher realizes the future still is very much of a gamble.

## Rules for All Periodicals

The regulations to govern all magazines and periodicals, except agricultural papers, follow:

The following regulations shall be effective for weekly periodicals September 15, 1918; for bi-monthlies and quarterlies which are put on sale subsequent to October 2, 1918. If for mechanical reasons it is impossible to put these regulations into effect on the above dates, a concise statement of reasons must be sent by letter to this office as soon as possible,

## Weights of Paper

No periodical shall use in its production any paper heavier than the following basis:

News .....	24x36	36
Machine Finish .....	24x38	45
Super Calendered for body	25x38	50
Super Calendered for Col- or Work .....	25x38	70
Coated for body or inserts	25x38	70
Cover—Only of sufficient weight to properly protect publication and not to exceed 25x38-100 coated, or 25x38-90 super.		

All stocks on hand heavier than the above weights may be used and computed as of the above weights in figuring the tonnage allowed.

If any publisher desires to substitute super calendered for coated, or news for super or machine finish, the use of heavier weights than the above schedule will be considered by this office.

Each publisher shall figure the total tonnage he would have used during the year July 1, 1917, to June 30, 1918, inclusive, had he used body and insert paper of the weight he actually used, provided it did not weigh more than 100 pounds for coated and 90 pounds for super calendered. From this amount, he will deduct one-half of the tonnage represented by Items 1, 2, 3, 4, 5, and 6, of the suggestions printed below. He will be allowed hereafter this last amount less ten per cent. as his average tonnage.

This saving may be accomplished by a further reduction in weight, by cutting the number of pages, curtailment of circulation or in any other way the publisher chooses, and the tonnage may be used for reading matter, advertisements or circulation as the publisher chooses.

This tonnage will be apportioned by issue, but any publisher may use more or less than the average tonnage in any issue, provided the total tonnage in any six months is not exceeded.

The Board's regulations to govern trade books, copyright reprints, toy books, juvenile, and non-copyright books are based in the first instance on a reduction of 25 per cent. in the number of new titles from the average of the three-year period, July 1, 1915 to June 30, 1918. The point has been made that this rule means a curtailment of "authors rather than books," as the restriction does not apply to the number of reprints of existing titles. The tonnage reduction in paper is 25 per cent.

The regulations for book publishers are not to be retro-active and therefore do not apply to books, etc., already in process of manufacture and published prior to October 1, 1918.

## Discussion in the House

Discussion of the curtailment of newspapers reached the floor of the House of Representatives during this week when Representative Walsh, of Massachusetts, protested against what he termed two flagrant violations of the privileges accorded members of extending their remarks in the Congressional Record. Mr. Walsh has been a persistent objector to the "leave to print" privilege.

His attack in this instance was directed against Representatives Treadway, of Massachusetts, who prepared a campaign document out of extracts from numerous speeches he had made in the House, and Blanton, of Texas, who reviewed his recent success in the primary.

The discussion served to call attention to the growing number of Government publications. Chairman Barnhart, of the Printing Committee, declared such publications were financed out of the appropriations for the departments sponsoring them, and could be controlled only in that way.

## WATER POWER NEED INCREASES DAILY

Government Fuel Administration Points to Shortage of Bituminous Coal to Urge Passage of Bill Advocated By Newspaper Publishers

WASHINGTON, August 16.—The necessity of expediting water-power legislation is shown by a statement issued from the Fuel Administration showing the shortage of production of bituminous coal. The Water Power bill is the unfinished business in the House, and will be taken up for immediate consideration after the House reconvenes for business on the 19th of August.

The Fuel Administration's statement, in part, about coal, follows:

The output of bituminous coal in the United States declined approximately 1 per cent. during the week of July 27, according to reports received by the United States Fuel Administration from the United States Geological Survey. The output for the coal year to date is about 15,000,000 net tons short of the country's requirements. The production (including lignite and coal made into coke) for the week is estimated at 12,802,000 net tons, a decrease compared with the week preceding of 121,000 net tons, but an increase over the corresponding week of 1917 of 1,471,000 net tons, or 13 per cent.

The average daily production is estimated at 2,134,000 net tons, as against 2,154,000 net tons during the week of July 20 and as compared with 1,839,000 tons during the week of July 27, 1917.

This week's output is 9 per cent. behind the average weekly output required during the balance of the summer months to make up the deficit to date. The difference between the summer requirements and that specified for the balance of the coal year is occasioned by the necessity to ship practically all lake coal during the summer months and 50 per cent. more tidewater coal to New England during the summer than in the winter.

Production to date is approximately 15,000,000 net tons behind the schedule, and in order to meet all requirements as outlined by the United States Fuel Administration it will be necessary that the output of coal during the last of the summer months—August and September—shall exceed 14,000,000 net tons per week, 714,000 net tons, or 5.5 per cent. in excess of the record week to date.

The average daily requirements have been ascertained by the United States

Fuel Administration to be as follows: For the summer months, April 1 to September 30, 2,100,000 net tons; for the winter months, October 1 to March 31, 1,970,000 net tons. For the entire coal year, April 1, 1918, to March 31, 1919, there must be a daily average of 2,035,000 net tons.

Anthracite shipments increased slightly during the week, the total movement amounting to 40,942 carloads as against 40,664 carloads during the previous week.

#### Secretary McAdoo Sees Need of Water Power

Secretary McAdoo said recently on his return to duty in the Treasury Department and the office of the Director-General of Railroads, that his observation of the vast resources of water power during the two months he had been absent from Washington since the close of the last bond campaign, has impressed him with the idea of electrifying the railroads of the United States.

If the Government were to continue the administration of the railroads of the country for any prolonged period, he said, he would be in favor of resorting to the use of electricity just as far as it could be practically employed.

Notwithstanding the great development throughout the country of water power properties, there remained, Mr. McAdoo said, a tremendous empire of power yet to be harnessed and turned to account in moving the industries and the transportation of the American people.

This power, now almost entirely the property of the United States, could be commandeered with a cost slight in comparison with a cost slight in comparison with the advantages to be derived from it. This, in view of the continually troublesome problems connected with the supply and distribution of the coal necessary in manufactures and to heat homes and city apartments, was a consummation that sooner or later would be forced on the country by absolute necessity.

Secretary McAdoo said that for the present nothing could be done toward substituting water-power for coal-produced steam, but it might come as a plain matter of necessity while this war was on. It would first be desirable to keep up the volume of manufacturing power and then it would be required to relieve terminal needs. Ultimately electricity would be principally employed in moving freight and passengers and first of all in simplifying terminal problems.

The fact that the topography of the country was relieved by its many mountain ranges, all abounding in streams that would provide power, was a guarantee of the practical distribution of current in the sections, that were now forging rapidly forward in manufacturing importance.

#### Relief from Thralldom of Coal

Some of the virgin ground of manufacturing development, such as the South along the Atlantic seaboard, especially invited the consideration of this plan to relieve the country from the thralldom of coal mining and shipment, according to Mr. McAdoo. He held that even if there were no such great necessity to conserve our coal supply, the fact that transportation limits the available power of our coal would of itself justify transforming many of our railroads to electrical systems.

The Secretary suggested that probably electrification would be actually un-

dertaken while the Government had control of the railroads, and that the problem would be attacked at the most favorable points in the country where the static value of water was most obvious and the cost of making the change from steam to electricity would be comparatively slight.

The saving in cost of subsequent operation, he said, would be such a convincing demonstration that electrification as a general policy would be demanded by public opinion. The incidental economy to be obtained from the use of electricity for manufacturing and transportation by use of water power would come at first in the saving of labor, Mr. McAdoo explained. Then the fuel needs of the people could be fully met by the labor released from producing coal for manufacturing plants and the railroads. This, in itself, he said, would be a very large justification for embarking in the experiment of electrification, if it could be called an experiment in the face of the numerous private electric plants operated by water power with such success and such economy.

The history of the work of the Government in the great system of reclamation in the arid West, Mr. McAdoo thought, amply supported the expectation that the Government could put through the conservation of water power for the needs of manufacturing and transportation and the welfare of the people in their homes.

WASHINGTON, August 21.—The Administration Water Power bill has been taken up for consideration in the House. The importance of water-power legislation to conserve the natural resources for the next generation at the same time that adequate provisions is made to meet the tremendous war needs, was emphasized by speakers on both sides of the House. The imperative necessity for additional power for war industries at a time when the manpower is so much depleted was emphasized by Secretaries Houston, Baker, and Lane, at hearings before the special water-power committee.

A new bill, H. R. 12776, has been introduced by Representative Sims for the immediate control of all water power in the United States, and the utilization of power obtained from same, for the war period, is receiving the consideration of the Administration.

#### PAPER ACUTE IN MEXICO, TOO

##### Government Raises Import Tax—El Democrata to Suspend

MEXICO CITY, August 27.—A decree issued by the Carranza Government substitutes for the tax of 12 centavos, gold, per kilogram on print paper imports a 30 per cent. tax in kind. The former tax was about 34 per cent. of the market price of paper in Mexico.

El Democrata, the leading pro-German periodical in the republic, published to-day a full-page announcement stating that it was about to cease publication because of the difficulties in securing paper and ink.

#### Will Hear Paper Labor Case on Sept. 11

WASHINGTON, August 29.—The National War Labor Board has postponed until September 11 the hearing in the case of the news print paper industry workers. This action was taken because of the absence from Washington of C. A. Crocker and T. M. Guerin, comprising the section of the board which has had the case in charge.

## ITALY HAS BIG PAPER MAKING INDUSTRY

### Business Increased Since War Started— Expects to Be in Position to Supply Own Market with Raw Materials

Commerce reports, coming from United States Consular Agents in Italy, disclose the following facts regarding the paper-making industry in that country:

"It is estimated that the Italian paper industry uses 40,000 horsepower, much of it hydroelectric, but requires about 150,000 tons of foreign coal for heating and drying, and is dependent upon foreign manufacturers for much of its machinery. A considerable amount of raw materials for manufacturing, except rags, and most accessories, such as felts, rosin, kaolin, and coloring materials, come from abroad in normal times. Three factories in Italy—at Ferrara, Mantua, and Cattanzaro—produce cellulose. Their total output is 10,000 tons per year, whereas in 1914, 90,000 tons were needed to supply the trade. The production of paper within the country in 1914 was variously estimated at 250,000 to 280,000 tons, of which only a small quantity was exported. The industry is one of the most important in the Florence district, forty-two mills being engaged in it. They are located in all the provinces of the district, except Reggio-Emilia and Forli. Seven are devoted exclusively to the manufacture of paper by hand and two to making sensitized paper. The industry was not particularly prosperous before the war, as manufacturers were handicapped by foreign competition, particularly that of Germany and, in a lesser degree, of Austria; but, in spite of this, there was a continuous growth in the number of plants and output. Thirty years ago there were no wood-pulping machines in Italy; in 1914 there were more than 100, which furnished 60,000 of the 70,000 tons required by the trade, most of it from poplar trees especially planted to supply this industry. During the war, although there has been a scarcity of paper in Italy, exports of printing and cigarette paper have continued, principally because prices were too high for the Italian market.

"Some progress has been made during the war in the manufacture of felts, wire netting, and some other accessories. A movement is also on foot to have Italian manufacturers specialize in paper made from rags and from straw. If this succeeds, the Italian market in such papers can be supplied from raw materials within the country. In Italy, before the war, 68 per cent. of all raw materials used in paper-making was of foreign origin. About 480 tons of paper-making machinery were imported in 1914."

#### PEAT CAN'T BE USED FOR COAL

##### Experiment in Paper Mill Proves a Failure.

BOSTON, August 29.—Charles Sumner Bird, of Walpole, Mass., formerly owner and publisher of the Boston Advertiser and Boston Evening Record, after many months of experimenting with peat as a substitute fuel product for coal in his paper factory, declares he is absolutely convinced that it is useless. He advises against spending any more of the State's money in experimenting with this product until a study has been made of the experience in other countries.

While admitting that peat has been found to be a practical substitute for coal in Ireland, Mr. Bird maintains that its production in this country would be impracticable.

"I am not an expert in peat," says Mr. Bird, "but I have had some experience in its use. Some years ago I constructed in our paper mills steam-producing furnaces of 700 horsepower to prove the commercial value of peat, which was available in large quantities from a near-by bog. At that time we burned thousands of tons, part of the time unmixed and part of the time mixed with varying proportions of bituminous coal.

"The experiment, lasting months, was a dismal and costly failure.

"In no country of the world has peat proved a commercial success except in Germany, where, in one or two locations, through extraction of by-products in connection with fuel value, it has been to a moderate degree a financial success."

## UNIVERSAL SERVICE STAFF NOTES

### Runyon Will Cover War for U. S. Clients—Jackson News Added to List

#### —Manager Hargreaves Gets Hero Son's Croix de Guerre

Damon Runyon, noted as star all-round writer and long connected with the Hearst newspapers, has gone to Europe as a war correspondent for the Universal Service.

George T. Hargreaves, general manager of Universal Service, has just received from the French Government the Croix de Guerre with which his son Paul was decorated shortly before he was killed in action last June.

Edgar A. Waite, bureau manager at San Francisco, has been transferred to the New York office of the Universal News Service. L. C. Roberts takes his place on the Coast.

John K. Murray has been added to the staff of the Washington bureau.

H. H. Stansbury, of the Washington staff, is the proud father of a new baby boy.

The Jackson (Mich.) News has been added to the growing list of Universal Service leased-wire clients.

E. J. Davies is now in charge of the Pittsburgh bureau of Universal Service.

Robert Welles Ritchie, noted war correspondent, traveller, and novelist, will join the staff of Universal Service abroad shortly. He is scheduled to cover operations of the French army.

William H. Johnson, of the New York office, has entered the United States army. He is one of the principals in "Yip, Yip, Yaphank," the show put on at the Century Theatre by Camp Upton soldiers.

### New San Antonio Paper on September 1

SAN ANTONIO, August 29.—The Express Publishing Company, publisher of the San Antonio Daily Express, and which is preparing to establish an afternoon paper, the first issue to appear about September 1, has announced that Joseph Emerson Smith, at present managing editor of the Daily Express, will be managing editor of the afternoon paper, to be known as the Daily Evening News. Mr. Smith will also exercise general supervision over the Express, but J. D. Grant will be managing editor of the Express, and will have immediate charge of its editorial departments.



## N. Y. NEWSPAPER AD MANAGERS ADOPT STANDARD OF PRACTICE

### Big Step Forward Is the Result of Organization of National Association—Comparative Argument in Soliciting to Be Discouraged

SINCE the organization of the National Association of Newspaper Advertising managers last June in Chicago, many important plans have been in the stage of development by its officers, and the first and possibly the biggest advanced step ever taken by a group of metropolitan newspapers was the adoption of a "Standard of Practice" for advertising departments by the New York division of the association, at a luncheon-meeting held at Delmonico's on Wednesday.

A committee, consisting of Hal Fink, of the Herald, and Robert E. Cornell of the World, which had been appointed to draft a resolution incorporating recommendations for a "Standard of Practice" suggested the following, which was unanimously adopted:

#### For Ethical Competitive Methods

"That the advertising staffs of the affiliated newspapers be instructed that the province of each member is pri-

tising Clubs of the World, at Toronto, in 1914.

"It is the duty of the newspaper:

"(1.) To protect the honest advertiser and the general newspaper reader as far as possible from deceptive or offensive advertising.

"(2.) To sell advertising as a commodity on the basis of proven circu-



HARRY A. AHERN, President.

marily and fundamentally THE SELLING OF ADVERTISING. With this thought foremost, the reflected attitude of all newspaper solicitors will be essentially toward the development of increased interest and space-consumption as affecting newspaper advertising with attendant ameliorated conditions and standardized, ethically competitive methods.

"That your association—fully recognizing the weakness of a considerable portion of the solicitation of many salesmen of newspaper advertising as devoted in wasteful time and effort to an intensive comparison and generally-accepted unfriendly discussion of competitive newspapers' circulation class, rates, service to advertisers, etc.—by word and action seek to discourage and eliminate such practices.

"That substituted therefor, in the drafting of an authoritative Standard of Practice, shall be made imperative with the advertising staffs of the Association's affiliated newspapers, that the integrity of such newspapers' rate cards be recognized and that such attitude be continually reflected in the relations of solicitors with advertisers. That the publishers' sworn statements be accepted as the standard of information for affiliated newspapers' circulation.

"As a general code of ethics, your committee recommends also incorporation of the following resolution adopted by the Newspaper Departmental at the Convention of the Associated Adver-



W. MCK. BARBOUR, Vice-President.

lation and the service the paper will render the manufacturer or the mer-



FRED TRIMM, Secretary-Treasurer.

chant; and to provide the fullest information as to the character of such circulation, and how procured.

"(3.) To maintain uniform rates, according to classifications, and to present these rates, as far as possible, on a uniform card.

"(4.) To accept no advertising which is antagonistic to the public welfare.

"(5.) To effect the largest possible co-operation with other newspapers in the same field for the establishment and maintenance of these standards."

The luncheon-meeting turned out to be an excellent form of round-table discussion and many questions of importance to the New York newspapers were talked over. President H. A. Ahern, of the New York Evening Post, who is also the president of the National Association, presided. It was decided to hold meetings on Tuesdays hereafter and to send out invitations to advertising managers of newspapers within a radius of 25 miles of New York to attend the next gathering.

One more officer was added to the association. Howard Davis, of the American, was elected to the executive committee. The other executive committee members, elected two weeks ago, are Benjamin Butterworth, of the Times, William F. Reynolds, of the Brooklyn Standard Union, R. H. Cornell, of the World, and J. M. Boyle, of the Telegram.

Harry A. Ahern, of the Evening Post, is president, William McK. Barbour, of the Globe, is vice-president, and Fred Trimm of the Evening Journal is secretary-treasurer.

President Ahern brought up the matter of advertising managers attending the meetings of the New York City Publishers' Association to discuss advertising with their chiefs. Instead of this, it was suggested by L. B. Palmer, secretary of the Publishers' Association, that any question of advertising might be taken up with individual publishers before meetings, which would accomplish the same purpose.

The matter of admitting advertising managers of cities and towns outside the suburban zone was laid on the table to await action of the national body.

Those present at the meeting were: H. A. Ahern, Evening Post; Robert H. Cornell, New York World; Hal Fink, Evening World; T. F. Burns, Evening Mail; P. B. Trimm, Evening Journal; John Barry, Evening Post; Howard Davis, New York American; J. M. Boyle, Evening Telegram; Davison Brown, Evening Journal; William Oakley, New York American.

The next meeting of the New York Association will be held on September 10 at Delmonico's.

The National Association has called a meeting in Chicago, for October 8, when complete organization will be effected.

#### Col. McCormick's New Command

Col. Robert R. McCormick, of the Field Artillery Service, and who has been in active service from the beginning of the war, is in Washington. It is said that he will be immediately assigned to the command of an artillery regiment now in training here, but soon to see active service abroad. Col. McCormick is one of the owners and editors of the Chicago Tribune.

#### Son Dead in France

BOSTON, Mass., August 18.—Word has been received by E. A. L. Hill, of Reading, a Boston newspaper man, that his son, Private Stanwood E. Hill, is dead in France from spinal meningitis. Private Hill was a conductor on the Boston & Maine Railroad at the outbreak of the war and enlisted in the Fourteenth Railroad Engineers. He had been in the battle zone for nine months.

## CASUALTIES ARE NOT BEING WITHHELD

### Gen. March Assures Senate Military Committee That Reports Are Without Foundation—Scattering of Men Only Cause of Delay

WASHINGTON, D. C., August 29.—Members of the Senate Military Committee have been assured by General March that stories of great unpublished American casualties overseas were wholly false, and that all casualties among the Expeditionary Forces were given to the public as promptly as the cables could transmit them.

The subject of casualties was brought up by the Senators, who said they had received many letters from persons professing to have complete information that was being withheld. General March explained the system under which the families of men mentioned were notified as quickly as the cables could be checked and the complete lists transmitted to the newspapers for publication. To avoid giving the enemy information as to the casualties on a given date or as to the identity of units, the names are divided among the daily lists for the papers, but no name is withheld.

General March told the Committee that because wounded Americans had been taken to widely scattered hospitals, many of them being brigaded with Allied troops, considerable difficulty was being experienced in compiling the lists.

#### Canadians Home from England

The delegation of Canadian newspaper men who have been in England and France for the past two months to witness the war operations as the guests of the British Government, returned home this week. The party was made up of the following: W. A. Buchanan, M. P. Lethbridge Herald; Frank Carrel, Quebec Telegraph; Noel Chasse, Quebec L'Evenement; J. S. Douglas, Toronto Mail and Empire; W. R. Givens, Kingston Standard; M. R. Jennings, Edmonton Journal; W. F. Kerr, Regina Leader; E. H. Macklin, Manitoba Free Press; Oswald Mayrand, Montreal La Presse W. R. McCurdy, Halifax Herald; Aif Miller, London Free Press; W. C. Nichols, Vancouver Province; E. Norman Smith, Ottawa Journal; A. G. Penny, Quebec Chronicle; R. L. Richardson, Winnipeg Tribune; Fernand Rinfret, Montreal Le Canada; Chas. Robillard, Montreal La Patrie; J. Adjuitor Savard, Quebec Le Soleil; F. D. L. Smith, Toronto News; W. J. Southam, Hamilton Spectator; J. L. Stewart, Chatham World; John Weld, London Farmers Advocate, and J. H. Wood, Calgary Herald.

#### Three Newspaper Men Killed

Two New York Sun men are reported as dead in the casualty lists this week. They are Lieut. Conrad Crawford and Lieut. Quincy Sharpe Mills.

Lieut. Franklin Fox, formerly with the Boston Herald, the Philadelphia Public Ledger, was killed on August 23 in an aeroplane accident in France.

#### New Owner in McAlester

MCALISTER, Okla., August 29.—Fred G. C. Owles, of Wisconsin, has purchased a half interest in the Daily News-Capital, and will succeed George Held as business manager. Gus Tinch, of Tahlequah, Okla., has been appointed managing editor.

## AIRCRAFT REPORTS CAN'T GO ABROAD

Secretary Baker Fears Giving Certain Statistics to Enemy and Mailing Is Stopped Despite Inconvenience to Newspapers

WASHINGTON, August 28.—Despite the fact that no prior instructions had been issued, the Postal Censorship Board has ordered that copies of newspapers and all other publications publishing the Senate report on the aircraft situation shall not be allowed to go out of the country because Secretary of War Baker believes certain statistics therein would be information of value to the enemy.

While the Secretary of War ruled against particular parts of the report being circulated outside the United States, however, the enforcement of the ban was not under his direction. When informed that the order had been so carried out as to cause the maximum inconvenience and without prior notification to the newspapers, Secretary Baker said:

"I had nothing to do with the manner of the enforcement of the censorship order. I was asked whether I objected to any portion of the Senate sub-committee's report going out of the country. I replied that I did not think that any of the figures contained in the report dealing with the number of planes should go abroad, for military reasons. I interposed no objection to any other part of the report."

It was ascertained that when the Secretary, in response to the inquiry made him through official channels indicated what he thought should not be sent to foreign readers of American newspapers, steps were taken in several directions to respect his wishes, and particularly through the Censorship Board in the Post Office Department, of which Robert L. Maddox, former Superintendent of the foreign mails, is Chairman.

Newspapers have been having similar trouble with war pictures that Government officials fear may likewise give military information to the enemy. A great many editions carrying such photographs have been stopped from going out of the country by the postal censors.

### Notification System to Be Inaugurated

As a result of the confusion a more effective system of notifying editors when official documents contain matter not to be permitted to leave the United States is being arranged by the War Department. This statement was authorized to-day by the War Department. There is no intention on the part of the Military Censor of lifting the ban on the aircraft data, and many newspapers having heavy foreign mail circulation have been required to lift the censored matter from their editions.

The Military Censor takes the position that the Senate report contained valuable information for the enemy, and the fact that the report was an official public document spread on the pages of the Congressional Record does not alter the situation.

The War Department's position is that the Senate report was for the information of Congress and the American people, but that under circumstances will foreign circulation be permitted on the numbers of machines started or abandoned, the number now in use by the American army, whether

of French or American make, and the time of starting or increasing the number of planes to be manufactured in the future.

### Senate Assails Censorship

The action of the Postal Censorship Board was assailed by the Senate yesterday by Messrs. Weeks and Lodge, of Massachusetts, Poindexter of Washington, Brandegee of Connecticut, and Penrose of Pennsylvania. Senator Weeks even proposed to put before the Senate Printing Committee the question of whether or not the Congressional Record would be stopped from overseas postage because the aviation report was printed in that publication, but he postponed his motion until another day.

Senator Weeks said in his speech:

"I consider it my duty to bring this matter to the attention of the Senate because it directly concerns the report of the sub-committee. While the financial side of it is not of the first importance, it means that there is a mass of junk in every post office in the country. The newspapers which were going abroad in their regular course had many thousands of dollars' worth of postage on those papers and, of course that will be a total loss.

"Naturally, the press published this report and without any notice, contrarywise, this action was taken at 11:30 o'clock, after the morning papers were on the presses.

"I am not confident that there is not authority for this, but it seems to me most drastic and ill-advised, and intended to prevent certain information from getting into the enemy's hands, when everybody knows that information published in the press and Congressional Record is well known to the enemy or will be, and there cannot be any force to that argument."

Senator Brandegee commented on the fact that the report was printed in the Congressional Record.

"If," Mr. Brandegee wished to know from the Printing Committee, "the Congressional Record is sent abroad to a soldier—I send it myself—he may be captured, and the Record would fall into the hands of the enemy. Why, then, is not the Record barred from foreign mails? And if it is not why then are the newspapers?"

"Does not the wording of the telegram imply that the purpose of the Government is to conceal from the soldiers what the enemy already knows?" was suggested by Senator Penrose.

"The purpose is plain," interjected Senator Lodge. "If material appears which the Government says can't be sent abroad, that will tend to make every newspaper refuse to publish the matter. The only people in the world who are interested in the subject and do not know about the aircraft business are the American people. The condition is perfectly well known to our Allies and our enemies.

"All important newspapers send copies of their editions to Europe. If publication of this matter prevents their going abroad, costs them money, loss of postage, and all that, they will omit the matter and it will never reach the American people. That, it seems to me, is the real trouble."

Senator Weeks said he thought undoubtedly that the Congressional Record would come within the postal order. He moved that the telegrams be referred to the Printing Committee along with the requests already mentioned.

Senator Thomas of Colorado asked that the business of the draft bill be not interrupted, but Senator Penrose remarked:

"If this policy is to be followed, what's the use of debating anything here? If publicity, when it becomes disagreeable to certain officials of the War Department, is to be prohibited in every newspaper, magazine, and letter, we might as well adjourn the Senate to-day and let the War Department run the war in secret session."

In New York it was not until several hours after publication that the local post office notified the newspapers that editions containing the aircraft report would not be accepted for mailing to territory outside of the United States, but there was no interference with domestic circulation. Post office officials say they have no further rule for future publications of the sort.

## BROADER POLICY AS TO NEWS OF THE NAVY

Secretary Daniels and Admiral Benson Establish More Intimate Relations with Newspaper Men, Revealing Plans and Operations

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, August 28.—A forward step for the establishment of more intimate working relations between the navy and the newspapers has been taken by Secretary of the Navy Daniels and Admiral William S. Benson, the chief of operations.

The naval chiefs have decided upon a policy of the utmost frankness with the press, and have put their views into active practice by revealing to the group of Washington correspondents who cover the State, War and Navy Departments the utmost intimate affairs and plans of the naval establishment.

This action was an outgrowth of the recent criticism of the navy arising from the operations of German submarines in American waters. Persons unfamiliar with the scope of the navy's part in the war have been impatient over the continued raids on fishing smacks, schooners, and similar small craft, and have demanded the instant sinking of the U-boats. From this has grown a feeling on the part of many editors that the navy should take the public into its confidence relative to the anti-submarine measures now in operation.

Admiral Benson is particularly anxious to obtain a complete understanding with the newspapers, but, as he explained, it is not possible to disclose the programme of naval operations.

### Admiral Benson's Views

"The Secretary and myself are agreed that the navy has nothing to hide from the press, and we are anxious to disclose any and everything we are doing for the information of your editors," he told the correspondents. "We believe we have done a good job in the navy, but by the very nature of naval operations we are not permitted to disclose what we have done or are doing. It is true, no doubt, that much of what we are doing is known to the German Naval Staff, but we cannot place ourselves in the position of assuming they know certain things, and accordingly disclosing facts they do not possess."

Admiral Benson then disclosed to the correspondents the whole story of what the navy is doing. He gave numbers, places, and details in a convincing story

of the navy's work in the war; answered every question without equivocation, and had his aides dig up facts which never had been given to the public, and which were withheld by the correspondents from their stories.

When he had completed his presentation of facts, Admiral Benson said:

"Now, I have told you everything that I recall as having a bearing on our work. The navy has nothing to conceal from the press. We have made some mistakes, of course, and are apt to make others. We do not resent criticism of them, but we do want to feel that when circumstances arise the leading newspapers will be armed with definite and official information on which to base their discussions of our work."

Admiral Benson praised the American newspapers for their observance of the voluntary censorship, which he held to be one of the greatest things of the war. There have been very few violations of the censorship, although one or two stories printed recently have overstepped the bounds. In both of these instances the correspondents have brought them to the attention of the Secretary of the Navy to have the offenders warned.

### Lieut. McKee Recovering from Gas

Samuel McKee, one of the editors of the New York Morning Telegraph, has received word from his son, Lieut. Samuel McKee, jr., saying that he has been gassed while fighting in the Marne battle with the New England division, and that he is in a hospital recovering from the effects of mustard. Lieut. McKee is in the 104th Infantry of the New England Division.

### Receiver for Paper Company

Thomas H. Baskerville has been appointed receiver for the Paper Products Corporation of America, with headquarters at 141 East 25th Street, New York, dealing in pulp and paper products. The petitioning creditors are the West Virginia Pulp & Paper Company, the Port Huron Sulphite Paper Company, and the Scientific Engraving Company.

### Defiant Turkish Editor Is Here

Smith Gourdji Bey, former president of the Ottoman Official News Agency, is now a resident of New York city. This Turkish newspaper man is credited with sacrificing millions of dollars for his ideals. He scorned German bribes and fled to America, abandoning property worth 2,000,000 marks. The Germans offered him 160,000 a year to spread their propaganda, but he refused.

### Newspaper Souvenir

The Oklahoma Daily Oklahoman presents to its friends a paper knife of unique design, the handle of which is embellished with a picture in brass of the home of the paper.

### Mauger Was on the Farm

DES MOINES, Ia., August 21.—Martin Mauger, advertising solicitor for the Register and Tribune, has returned to his desk after a ten-day vacation in the southern part of the State. His face gives the usual signs of farm life.

### New Editor in Regina

REGINA, Sask., August 29.—A. M. Raymond has become news editor of the Post, coming here from the Toronto Star.

## FLOYD GIBBONS TALKS TO NEWSPAPER MEN

New York Press Club Tenders Reception to Wounded War Correspondent of Chicago Tribune, Who Warns of Hun "Peace Drive"

Floyd Gibbons, war correspondent of the Chicago Tribune, who went over the top with the marines at Château-Thierry, and was wounded, spending unforgettable hours lying prone in No Man's Land, was tendered a reception by the New York Press Club on Wednesday evening.

Exactly two weeks before the war correspondents who cover the various fighting fronts in France had given Mr. Gibbons and Martin Greene, of the New York Evening World, a dinner in Paris. In referring to this occasion, Mr. Gibbons says: "If anything occurred on the fighting lines that night, from the sea to the Alps, Americans had to depend upon the official communiques for the news—for every correspondent was in Paris."

Mr. Gibbons talked "shop" to the New York newspaper men, recalling numerous droll incidents of his work in France. He also called attention to what he considers to be the greatest danger now threatening the Allied cause in America—the prospective German "peace drive." He warned his fellow-newspaper men to be prepared to fight this menace to the limit, and to defeat German purposes here at home as effectually as Hun military effort is being defeated in France. Mr. Gibbons has come home for a "rest," during which he will fill many engagements as a lecturer, presenting the case of democracy versus autocracy from the standpoint of the "doughboy" on the firing lines. He is a speaker of fine gifts, understanding the fine art of linking the grave and the humorous.

Among the stories told by Mr. Gibbons in his talk at the Press Club was one concerning Secretary Baker's visit to France. "The Secretary wore the first derby hat that had been seen on the western front in four years," he said. It seems that preparations had been made to receive the Secretary of War at a certain village in France in which is located a college of instruction for American staff officers. A company of our troops awaited his arrival. When a big touring car was observed coming down the road at high speed this guard of troops was lined up at attention to receive Mr. Baker. When the car arrived its occupant was found to be Wales, of the International News Service. Another car was sighted and the process was repeated. This car brought Major Frederick Palmer, the press officer. The officer in command then lost interest, and when Secretary Baker finally arrived he received no attention whatever at the hands of the military guard. Mr. Gibbons referred to the fine impression made everywhere in France by Mr. Baker because of his democratic manner and geniality.

Mr. Gibbons referred to the daring and initiative of the American correspondents at the front, and cited instances where these men had faced deadly perils in their pursuit of news. Lincoln Eyre, he said, had dared death in helping to care for American wounded. Junius Wood, of the Chicago Daily News, had gone over the top with the troops. H. G. Wales, of the I. N. S., had gone over the German lines in an observation airplane. These instances, he explained, were merely typical of the work the correspondents are doing all the time.

## Corn Belt Farmer to Des Moines

DES MOINES, Ia., August 27.—The Corn Belt Farmer is moving to Des Moines, from Waterloo, and will take quarters in the People's Popular Monthly Building. The paper will be printed on this magazine's press. The first issue to be published from the Des Moines plant will be the September number, although it will be a matter of a month or six weeks before the offices are completely transferred. Officers of the Corn Belt Farmer state that there is no change in management, ownership, or representation. The move is for the sole purpose of improving press and mailing facilities and to centre their large volume of Iowa circulation in the first and second zones. Paul B. Talbot will continue in charge of advertising, as well as occupying the chair of publisher pro tem, until Capt. Harry B. Clark returns from active service in the army.

## Buffalo Correspondents Organize

BUFFALO, N. Y., August 29.—Nearly 100 correspondents of the Buffalo Evening News, representative of the News territory in western New York, Pennsylvania, and Ontario, attended an editorial conference in the Hotel Statler last week, and in addition to offering suggestions for improving their service to the paper and the paper's usefulness to its readers, listened to addresses by Edward H. Butler, editor and publisher, and John D. Wells, managing editor, and formed the Buffalo Evening News Correspondents' Association. The officers are: President, B. H. Snover, Albion; vice-presidents, C. J. Shults, Gowanda; R. C. Hill, Cuba; T. E. Brundage, Lockport; J. J. Maney, Batavia; John Ray, Bridgeburg, Ont.; Ross Knapp, Smethport, Pa.; secretary-treasurer, Mrs. Nancy Hamilton Ebenezer.

## New Weekly Paper for Greeks

A new weekly newspaper for Greeks in the United States has appeared in New York city under the title of "The Liberal." It is a four-page paper, two pages of which are printed in English and two in Greek. Its object is to promote American ideals among Greeks. It is hoped eventually to make a daily paper of it. State Senator Robert R. Lawson, of Brooklyn, is president of the Philoetheros Printing & Publishing Association, Inc., which publishes the new American-Hellenic newspaper at 1358 Broadway. Other officers are: Harrison C. Glone, vice-president and counsel; John Panagouloupoulos, treasurer; Michael Theodoropoulos, secretary; Nicholas G. Sakellarios, editor, and Z. Ch. Zafirides, business manager.

## Glausen Hurt by Trolley

While attempting to board a Brooklyn trolley car Saturday afternoon, James Glausen, war editor of the New York American, was squeezed between the side of the car and an iron pillar adjoining the car tracks, receiving contusions of the back. He was taken to the hospital temporarily, but later he left unassisted for his home.

## Little Left All to Son

SCRANTON, Pa., August 24.—The will of the late Richard Little, publisher of the Scrantonian, disposes of an estate of \$200,000. The widow is given the entire income until her son, Richard Jr., becomes twenty-one years of age. He is then to be given the entire stock in the publishing company held by his father.

## All Worth Knowing About Elkhart

ELKHART, Ind., August 29.—On the recent occasion of the Elkhart Truth's moving into its \$30,000 new home and to recapitulate for Elkhartans and point out for outsiders the reasons why Elkhart is so good a place to live in, the Truth editorial staff gathered up enough facts to fill a splendid "New Home Souvenir" booklet that has been given country-wide distribution. The Truth's enterprise has elicited general commendation and has furnished its city with about the best bit of advertising it has ever enjoyed. The Truth is owned by Andrew H. Beardsley and Carl D. Greenleaf. Tom H. Keen is editor and managing editor and Harry Sibbet is business manager.

## Harry Vought Convalescing

Harry D. Vought, former newspaper man and now secretary of the New York Railroad Club, secretary-treasurer of the Central Railway Club, and secretary of the Master Boiler Makers' Association, has been a patient of St. Mary's Hospital, Orange, N. J., for the past six weeks, where he has undergone two very serious and dangerous operations. His recovery for a time was very uncertain. Mr. Vought's friends will be glad to know that the terrible ordeal through which he passed has ended in his convalescing, and it is hoped within the next ten days it will be possible to remove him to his home, 295 Orange Road, Montclair, N. J.

## New Ad Manager in Aberdeen

ABERDEEN, Wash., August 24.—Otis D. Hall, for years advertising manager for the World, has severed his connection with the paper to enter business for himself, having formed a partnership with H. M. Blodgett, in the Aberdeen Printing Company, a commercial printing concern. Mr. Hall's resignation has led to a reorganization of the World staff. L. B. Phillips, for some time Mr. Hall's assistant, has been named advertising manager, and Bert McKern, for years a member of the World mechanical staff, has been appointed manager of the job printing department.

## Oil Trade Papers Reorganized

HOUSTON, Tex., August 28.—Directors of the Gulf Publishing Company, publisher of the Texas Oil News of Houston and Dallas, have accepted the resignation of F. B. Mitchell as president and business manager, who resigned to enter the officers' training camp at Fort Hancock, Ga. R. L. Dudley, who has been vice-president and editor for nearly two years, was made president. He will continue to act as editor and also will take over the duties of business manager. C. E. Girten was elected vice-president and C. E. Lane was added to the board of directors.

## Private H. B. Guest Shot in Arm

OTTAWA, Ont., August 27.—Advices received here state that Pte. H. B. Guest, a former member of the Ottawa Press Gallery, has been wounded in action in France. Pte. Guest sustained a gunshot wound in the elbow. Previous to enlisting Pte. Guest was the Ottawa representative of the Montreal Daily Mail and the Montreal Evening News. His relatives reside in Winnipeg.

## Providence Tribune Representatives

The representation of the Providence (R. I.) Tribune has been resumed by Ralph R. Mulligan, of New York, and C. J. Anderson in Chicago.

## NORTHCLIFFE HOST TO JOURNALISTS

Criticises Secrecy of the British Censorship and Says that Every Pacifist Paper in Great Britain Is Subsidized

LONDON, August 21.—Lord Northcliffe entertained at luncheon on August 16, a number of the visiting Canadian, Australian and American newspaper men, who are here as guests of the British Government. Besides the editors there were present the Earl of Reading, British Ambassador to the United States; Premier Hughes, of Australia; Premier Massey, of New Zealand, and Premier Borden of Canada, the Australian, Canadian, and New Zealand, High Commissioners and a large number of other prominent citizens of the Dominions.

In toasting his guests, Lord Northcliffe said that the way the Colonials had been coming over to help the old country was one of the most touching things in history. Lord Northcliffe criticised the secrecy of the British censorship, by reason of which, he said, the world had never realized the magnitude of Great Britain's silent efforts. The best proof of what Great Britain had done, he continued, existed in the casualty lists, which the censor did not permit to become known to the people of Great Britain or her allies. The Germans knew the extent of the British losses to a man, he said.

Lord Northcliffe concluded by saying that every pacifist newspaper in Great Britain was subsidized.

## Dingwall Remembered Employes

MILWAUKEE, Wis., August 31.—The late Alexander W. Dingwall, former Milwaukee newspaper man and at the time of his death a New York theatrical man, left an estate of \$1,000,000. W. M. Goddard of New York, Mr. Dingwall's secretary, was bequeathed \$5,000. A bequest of \$2,000 was made to William Downes, who is described in the will as "my faithful employe." About \$20,000 was left to Henry N. Cary, Chicago, with directions to distribute it among various friends of Mr. Dingwall. The remainder of the estate was bequeathed to relatives.

## Adventist Paper Claims a "Beat"

PROVIDENCE, R. I. August 29.—The Western Daily Sun claims to be the first paper in the country to tell the story last Sunday of the great victories on the French front, the capture of 36,000 Germans and hundreds of guns, the news being told in print from twelve to fourteen hours earlier than in any other community in the country. The reason for this is that the paper is conducted as a Seven-Day Adventist paper and is printed every afternoon in the week except Saturday.

## Lieut. Sampers Wounded

Lieut. Harry P. Sampers, who is a son of J. H. Sampers, editor of the Courier des Etats-Unis, of New York, has been shell-shocked a second time. Lieut. Sampers is a 1917 Plattsburg graduate. He was shell-shocked the first time last May. He is now in a base hospital behind the American line.

## Gardner Cowles Is in Colorado

DES MOINES, Ia., August 17.—Gardner Cowles, publisher of the Register and Tribune, is taking an outing with his family and relatives at Estess Park, Colorado.

## NEWSDEALERS BACK DOWN ON "STRIKE"

But the Tribune Will Organize Its Own Delivery System, at \$1.20 Per Hundred, Under Berthold Yokel's Direction

The strike threat of New York newsdealers, told of last week by the EDITOR-PUBLISHER, because of objections to the prices of New York newspapers, failed to materialize, and, likewise, the boycott instituted against the Hearst newspapers petered out completely in a day or so, when the other publishers of city newspapers refused to supply the boycotters with papers, with the cooperation of the American News Company, and the Mayor began to cancel dealers' licenses. Last Friday the dealers decided to back down in their demands, and are now handling all publications as usual.

One important development of the situation is that it has led to the New York Tribune's deciding to organize its



BERTHOLD YOKEL.

own delivery system. As told last week by The EDITOR-PUBLISHER, the Tribune met the demands of the dealers and reduced its dealer price from \$1.40 to \$1.20 per hundred copies. Immediately the American News Company, the principal distributor of New York newspapers, declined to handle the paper at the lower figure, which left the Tribune to its own resources.

The Tribune has decided to take matters into its own hands, and, with its own delivery, will maintain the \$1.20 price.

The new method of delivery is to take effect Monday, September 2, if all arrangements can be completed by that time. If the plans require further perfection, deliveries will probably be continued by the present distributors, the American News Company, until everything is in readiness at the Tribune office.

Berthold Yokel, formerly circulation manager of the New York American, has been appointed assistant to George Gernor Rogers, general manager of the Tribune, and has been placed in charge of circulation and allied departments connected with the sale and distribution of the New York Tribune.

Nicholas Meyer, former manager of the Interborough News Company, will devote his entire attention, under the direction of Mr. Yokel, to the equip-



## Western Canada Circulation Managers in Recent Annual Convention at Edmonton

Front row, left to right—F. E. Henderson, Vancouver Province; R. K. Leitch, Edmonton Journal; J. F. Sweeney, Winnipeg Free Press; A. J. Hilliker, Calgary Herald; G. S. Porter, Saskatoon Star; T. H. Kay, Medicine Hat News.

Back row, left to right—A. G. Gowen, Winnipeg Free Press; J. A. McNeill, Edmonton Bulletin; W. A. Scott, Calgary Albertan.

ment of the service as it pertains to the wagons, machines, drivers, etc., to carry out this task.

Both these men are expert in their lines, and say they will leave no stone unturned to place the Tribune in the hands of the trade in competition with the American News Company, which is the general distributor for nearly all New York morning newspapers.

The new price announced by the Tribune includes a free delivery, without service charges, to the trade. Considerable interest is excited in this venture, because the task is an enormous one to be undertaken by one newspaper—the present deliveries in the morning being made at joint expense, all papers bulking their commodities in the different runs and utilizing the same equipment for the service.

## ATLANTA PAPERS GO TO FIVE CENTS

Sunday Editions Will Sell for Seven Cents—First Step in Movement That May Soon Be Countrywide

ATLANTA, Ga., August 26.—Both Atlanta afternoon newspapers, the Journal and the Georgian, announced today that, effective September 1, the street sale price will be increased from three to five cents for the daily edition and from five to seven cents for the Sunday editions. Yearly subscriptions will be advanced about \$1.75.

The Constitution, the only morning paper, remains at five cents for daily editions, but Sunday editions will be increased to seven cents, with an advance in subscription rates corresponding to the new rates of the afternoon papers.

### Newsdealers Must Be Licensed

EAST ORANGE, N. J., August 29.—Final action will be taken on September 9 by the City Council on an ordinance requiring all newsdealers to obtain a license from the Mayor, for which they must pay \$5. The ordinance is described as drawn "for the purpose of revenue." Provision is made for revocation of any license in case German language or other publications tending to incite sedition are sold during the period of the war, the judgment being left to the Mayor solely. The ordinance contemplates no punitive action for past offenses, according to Councilman Frank B. Colton.

## ALL BALTIMORE "P. M." PAPERS 2 CENTS

The Sun Has Made Four Increases in a Year and a Half with No Material Circulation Loss

BALTIMORE, August 26.—All three of Baltimore's evening newspapers—the News, Star, and Evening Sun—to-day announced an advance in price from one cent to two cents, due to the mounting cost of white paper and general charges of newspapers.

Speaking of the price situation to the EDITOR-PUBLISHER, Paul Patterson, business manager of the Baltimore Sun, said:

"This means that all Baltimore dailies will be two cents everywhere. The Sun will continue to have a combination carrier rate for its three issues at 25 cents a week.

"If you recall, the Sun for a number of years was working on the Kansas City Star plan of 13 papers for 10 cents a week and this price was in force until February, 1917. Since that time the Sun has made four increases in the carriers' prices—first making the weekly carrier rate 13 cents and then jumping the first of January of this year to 15 cents, with the retail price one cent a copy for both issues. From June 10, the morning Sun was made 2 cents a copy in the city and the carrier rate was pushed up to 20 cents a week, and now another 5 cents is to be added to it on September 1. "It is very gratifying that these first three increases have been made without any loss of carrier circulation. We are confident that the new rate will make no material difference."

### Higher Rates on Wood Pulp

OTTAWA, Can., August 29.—The Railway Board has ordered an increase in the through commodity rates on wood-pulp from Bromptonville, Que., to Fort Frances, Ont., to 33½ cents. This gives the railways the benefit of the recent increase of approximately 20 per cent. in freight rates on this particular commodity. The judgment explains that the Fort Frances Pulp & Paper Company, owing to the increased demand for news print for papers published in Western Canada and to a lessening in its supply of pulpwood on account of low water in the Rainy River, has been compelled to buy pulp from Eastern mills.

## AIRSHIP DELIVERY TO COME AFTER WAR

Canadian Circulator Predicts Revolution in Distribution of Newspapers—Believes Use of High-Power Machines Feasible—Will Enlarge Radius

G. S. Porter, circulation manager of the Saskatoon (Sask.) Daily Star, in the course of his talk at the recent convention of the Western Circulation Managers, held at Edmonton, Alberta, predicted that in the after-war period the great dailies would utilize aeroplanes for the quick distribution of newspapers in distant territory.

He referred to the air mail service lately established between Washington and New York as the forerunner of greater developments in this direction. He does not believe that the great fleets of air machines are to be scrapped after the war, but that they will be used in the transportation of mail in all of the progressive countries.

He forecasts the time when afternoon papers can be distributed on the day of publication within a radius of several hundreds of miles, and without other than a reasonable added expense. He sees in the aeroplane the solution for the newspapers of western Canada of the problem of quick distribution over great distances.

### 3-CENT PRICE IN CONNECTICUT

Twenty Dailies Now at That Figure or Soon Will Be

WATERBURY, Conn., August 29.—The following resolution has been passed by the Daily Newspaper Publishers' Association of Connecticut:

"Resolved, That under present conditions of newspaper making the members of the D. N. P. A. of Connecticut believe that it will not long be possible for Connecticut daily newspapers to maintain two cents as the standard retail price per copy, and prudent management requires that prices shall be advanced as soon as possible to three cents per copy."

And the following Connecticut daily newspapers, hitherto selling at two cents, have signified their intention of going to three cents, at the time indicated:

Waterbury Democrat, September 1.  
Waterbury Republican, September 1.  
New Britain Record, soon.  
Naugatuck News, in early fall.  
Danbury News, later in year.  
New London Day, later in year.  
Ansonia Sentinel, in early fall.  
Torrington Register, in autumn.  
Norwalk Hour, September 1.  
South Norwalk Sentinel, September 1.  
Bridgeport Post, about September 1.  
Bridgeport Telegram, about September 1.  
Bridgeport Standard-American, about September 1.

The following Connecticut daily newspapers are already selling at three cents a copy:

Hartford Courant.  
Hartford Times.  
Hartford Post.  
Meriden Journal.  
Waterbury American.  
New Britain Herald.  
Willimantic Chronicle went to three cents August 5.

### Sunday Paper Started in Franklin

FRANKLIN, Pa., August 28.—The Evening Herald has established a Sunday edition, with United Press Service.

## ADVERTISING HAS SOLD WESTERN UNION SERVICE TO PEOPLE

Under Progressive Policy Instituted by Theo. N. Vail the Big Corporation Utilized the Magic of the Printed Word  
—Results Have Been Amazing

By H. R. DRUMMOND.

SEVEN years of constant, constructive, educational advertising in newspapers, magazines, and booklets, has proved to be one of the best investments ever made by the Western Union Telegraph Company.

Advertising is a branch of the business of telegraphing that, for years, was considered utterly aside from any worthy consideration, but has been applied so successfully that there is no longer any doubt as to the advisability of large corporations going after business through this medium of appeal.

### What Advertising Has Done for the Western Union

Some data and statistics regarding the results obtained will prove of practical value to advertising men, as well as a good selling argument in inducing other big companies to get business this way. Theodore N. Vail is the man who formulated an advertising policy for the Western Union.

The figures given here are all authentic, and come from the annual reports issued by the Western Union Telegraph Company. However, these reports do not refer in any way to advertising as being a part of the programme, and this article is intended to link the progress noted to the reason for that progress.

From its very start, the Western Union Telegraph Co. was a corporation run by "practical" men, corporation men, men who bulled their way through things, wedded to their business, wedded to their company, loyal, bull-headed, narrow-minded, and hide-bound.

The president of the company, whoever he might be, could harken back to the day when he left school, half-educated, and started in as a messenger boy. He could trace his progress through the trying days of his "ham" experience when he was learning the difference between a dot and a dash. He could remember when he was a regular operator, a chief operator, a wire chief, a manager, a superintendent, and so on up. His success had been made by the successful conservation of everything entrusted to his care. He had been a slave-driver with men; he had kept wages at the lowest possible point; he had taken all "complaints" under advisement, and permitted them to lie dormant until they died. He had saved money for the corporation. Saving money, keeping expenses down, always working for the company had made him successful.

It had also made him narrow. He imagined that, because he was uncompromising, because he was always looking for the best of it, that the public was the same way.

And those under him were men who had come up through the same channels. They were just as narrow, just as hide-bound, just as desk-tied as he was.

These men were practical, all right, practical operating men; but it is hard, indeed, for a practical man to visualize.

Precedent was followed, because precedent showed itself good.

### The Rate of Growth

The Western Union Telegraph Company was organized in 1856. Twenty years later the business showed that the company had 183,832 miles of wire, had 2,250 offices, handled 18,729,567 messages, and had a revenue of \$10,034,983.

The next twenty years of progress, 1876 to 1896, grew from those healthy figures so that there were 826,929 miles of wire, 21,725 offices; they handled 58,

760,444 messages, and the gross revenue was \$22,612,736.

And the next decade showed a satisfactory growth. In 1906 there were 1,256,147 miles of wire, 24,323 offices, they handled 71,487,482 messages, and the gross revenues were \$30,675,654.

In 1910 there were 1,429,049 miles of wire, 24,825 offices; they handled 75,135,405 messages, and the gross receipts were \$33,889,202.

This very satisfactory growth was accomplished without any advertising, and naturally advertising was looked upon as one of the business evils which, happily, the Western Union Telegraph Company was not subjected to.

The year 1910 saw a change in the higher-ups in the Western Union Telegraph Company. Younger men, men who had not "worked up" from the messenger service, were given charge of things. They were men who had been out of the telegraph business and realized that there are other things to be thought of.

They fell for the wiles of the seller of advertising service, and started a campaign of advertising, possibly as a try-out.

### Selling Service to the People

The business was given to N. W. Ayer & Sons, of Philadelphia, and, instead of being a perfunctory propaganda, merely to eat space, was an educational campaign, intended to show the world at large just how the telegraph could be used.

Old heads in the telegraph business sneered at the copy. It was, in its last analysis, merely telling things they already knew. What was the use in taking up space and spending money telling the obvious?

You see, these old-timers did not look far enough away from their desks to realize that there are lots of people in this world who cannot tell a dot from a dash, and who do not know as much about telegraphy as does the man, who makes a life work of it.

They did not understand that, in the older days, the appearance of a messenger boy at a home meant one of two things, a birth or a death. Telegrams, for the general public, meant either great joy or great sorrow.

There was "soliciting" in the old days, of course. "Good fellows" who could drink hard, who could tell "spicy" stories and "mix" particularly with grain men and race-horse men, and people who must necessarily use the telegraph wires in the natural course of their business, but the idea of "creating" any business was too far out of the question to merit any consideration.

And the advertising campaign was launched in 1910. Paraphrasing the first telegram ever sent, "What Hath Advertising Wrought?"

During the first seven years of advertising the number of offices increased

from 24,825 to 25,466, which was small, comparatively speaking, but the number of messages increased from 71,487,482 to approximately 125,000,000.

Seven years of advertising produced an increase in business equal to seventy-five per cent. of the business produced by fifty-four years without advertising, and the receipts were \$76,995,511, which is nearly two and one-half times the amount derived from fifty-six years of non-advertising business.

There is a change in the advertising policy for 1918. The educational advertising is abandoned, and merely "good will" advertising substituted, and the appropriation has been materially reduced, not because it don't pay, but because the Western Union Telegraph Company is so overtaxed with business that the officials are trying to stem the tide, and not create any more business.

From 1876 to 1910, thirty-four years, without advertising, the business increased \$23,854,219, and in seven years, 1910 to 1917, with advertising, it increased \$43,106,309.

### How Advertising Helped

Of course, advertising alone did not do this; that is, not all of it. But advertising, coupled with the right kind of salesmanship, and the improvement of the service, did it.

Time was, and not so many years ago, either, when a telegraph operator, applying for work, would have to go on the "extra list" and, in big offices like New York, Chicago, Buffalo, St. Louis, Kansas City, and other big distributing centres, or "relay offices," he would have to show up early in the morning and "sign up" on a waiting list, taking his turn for an hour or two hours' work, or, if lucky, perhaps get in a full day, until, in the course of events, if he did not starve first, he might get a regular job.

And \$75 a month was good pay, too. And in those days a regular operator had to know not only how to telegraph, but also how to adjust instruments and many things not dreamed of today.

Now, if a man can telegraph, and he shows up at any of these offices, and consents to go to work, he is graciously received by the chief operator. He is asked what kind of work he prefers, how much money he will be willing to accept for his time, and how many hours he will consent to give to the company, at so much per hour. There is plenty for him to do.

All of which goes to show that big corporations, when they find their soul, and when they advertise, and couple that advertising with real salesmanship and service, can make advertising pay, and pay big.

Advertising put the officials of the Western Union Telegraph Company to thinking, to merchandising their service, and led to the application of the "special sale" idea in the telegraph business.

In the old days, when night came, the business dwindled until most big offices were practically clear of "blacks," or day messages, around ten o'clock, and the "red," or night messages, were generally cleared up so that, by one o'clock there were merely desultory messages here and there, and everybody went home except the few men who were on the "late night" force.

Then came the "special sale" messages, the "day letters" and the "night letters" at reduced prices, and now the big trunk wires are busy twenty-four hours a day.

Oh, yes, it pays big corporations to advertise.

This advertising idea was started by Theodore N. Vail, and was kept up by Newcomb Carleton, who succeeded Mr. Vail as president, and is under the personal supervision of J. C. Wellever, vice-president, in charge of the commercial department.

It would be absurdly superfluous to remark, en passant, that these gentlemen know what they are doing, and how it should be done. The statistics given above demonstrate that.

### Could Issue an Army Tennessean

NASHVILLE, Tenn., August 30.—Orby Hudson, chief editorial writer of the Nashville Tennessean, left this morning for Camp Zachary Taylor at Louisville, Ky., where he will enter the officers' training camp of the field artillery corps. It is the boast of the Tennessean that with the more than thirty members of its force on the other side, including the owner of the paper, ex-Senator Luke Lea, it could easily issue a French edition without calling in extra help. The staff would include two editors, a managing editor, a city editor, a State news editor, several reporters, a number of linotype, and press men.

### Father and Son Go to War

WALTER, Okla., August 28.—Following in the footsteps of his seventeen-year-old son, who enlisted in the United States army a few weeks ago, F. C. Maxwell, editor and publisher of the Coton County Democrat, has enlisted at Fort Logan. Mrs. Maxwell will continue publication of the paper while her husband and son fight for liberty, and she announces that the paper will be devoted largely to the interests of the men in the service.

### Putting Ashland on the Map

ASHLAND, Ky., August 28.—The Independent, claims to be the fastest growing small city evening daily in Kentucky. It recently went on the United Press leased wire circuit and thus gave Kentucky two cities having leased wire news service. The other city is Louisville. The steel and chemical industry has given Ashland a marked growth within the last eighteen months, and the Independent has more than doubled its circulation.

### Morley in Government Service

WASHINGTON, August 29.—Felix M. Morley is now assistant editor of the United States Employment Service Bulletin. He was formerly with the Philadelphia North American Bureau in Washington. Eugene M. Pharo has succeeded Mr. Morley as assistant to Mr. McSweeney, chief of the North American Bureau.

### Dexter Could Not Wait

LEWISTON, Me., August 29.—A first-class reporter was lost and undoubtedly a good soldier was gained when Daniel S. Dexter, of the Lewiston Journal staff left Tuesday morning to attend an officers' training school at Camp Lee, Va. He did not have to go. He was squarely in class four in the draft.

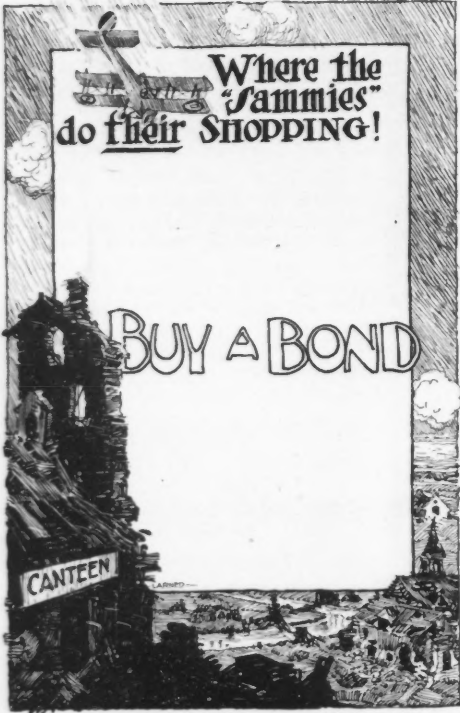
### Minnesota Firm Incorporates

LONE PRAIRIE, Minn., August 29.—The Todd Tribune Company, of this town, has filed articles of incorporation with the Secretary of State. The authorized capital stock is \$15,000, and the officers are Frank Weishair, president; J. A. Shaver, vice-president, and E. D. Paquin, secretary.



# MAKING THE News-Courier PAY

SMALL-SPACE 4th. LIBERTY LOAN ADVERTISING for The AVERAGE MERCHANT. by W. Livingston Larned.



A whimsical comparison of shopping methods—the complacent civilian, who comes and goes, down quiet streets, as always, and the Sammie, who must dodge shells as he makes for a canteen in a dismantled French house. A portion of the copy space to be used by local merchant for exploitation of his own store and how it is performing a patriotic function.

"IT'S hard work convincing our local merchants that they should advertise regularly," observed the Advertising Manager, as he handed the O. K.'d proof of The Surprise Store half page to the office boy, "worse than pulling teeth."

"War?" queried the Business Manager.  
 "Well, that may have something to do with it. But the trouble is more deep-seated," said The Ad-Man, "they figure it isn't really necessary, in any event. Do you know what the A. & K. store man said to me this morning? 'We come in only because we want to help support our home town newspaper. It's a duty. And you folks are good Democrats. When people hereabouts want groceries, real groceries, they know where we are and come to us. It isn't necessary to advertise to get 'em.'"

**Thinks It a Charity**

"What was your answer?" inquired The Business Manager.

"I talked for a half hour, and didn't make a dent. He was absolutely obdurate. Every time I send for copy over there, it embarrasses me. I know he considers it one of his pet charities. He advertises in the News-Courier exactly as he would subscribe to a picnic fund or a church fair. And that's pretty much the trend with a lot of others."

"The mail-order catalogue makes some of them sit up and take notice," went on The Business Manager. "Breen, the jeweller, refused to use even single-column space until mail-order stuff cut his trade in half. The Postmaster told me that 600 big four-color cover catalogues landed in this town in one month."

"Breen is using electros sent out by the manufacturers, isn't he?" suggested The Ad-Man.

"Yes, but it's good material. Up to the minute. I rather admire the way one ring house drove it's truth home. It pointed out to Breen that the line of trade-marked rings were being nationally advertised in a list of nineteen monthlies and four big

**FOREWORD**

Although written in story form, these articles are built upon fact and are intended as the basis of actual operation in any newspaper office. The News-Courier is a supposititious sheet. It really stands for ANY medium-sized daily or weekly. The objective of the stories is a practical and constructive one, and the various illustrations shown have been prepared for actual use. They find their first publication in THE EDITOR AND PUBLISHER. The subjects selected will be timely.

national weeklies, and that people were sure to demand that line. The dealer electros were a link in the chain, and told the public where it could obtain the line. Breen will use double-column space every day, beginning next week."

**Neglect Small Merchant**

The Advertising Manager drummed his desk with a blue pencil. Finally he said:

"We are apt to be busy for three weeks now. The Fourth Liberty Loan is coming along and the various publicity committees are sending out portfolios to be used by local merchants. Some mighty handsome pictorial ads, too."

"Just one trouble with the scheme," was the answer, "pages and half pages. Big space; expensive space. The small merchant appears to have been overlooked. A heavy percentage simply can't afford to go into it on that schedule. There's one other point I'd like to bring out. The fusing of a man's own business with the Liberty Loan argument and patriotism, has not always been as successful as it



Buy a Bond TO SUPPORT THE BOYS Fighting WITH FOCH.

BE A DOLLAR-STRATEGIST

Small space advertisement adaptable to almost any advertiser's needs. The copy comparison should be made that, nowadays, every one must be a dollar-strategist, must plan far ahead, and wisely, in order that personal and Government needs may both find expression. Every Liberty Bond is back of the wonderful army that we are sending to help that master-strategist, Foch.

might be. The Government would secure greater cooperation if the plate matter only gave the small merchant a fighting chance."

"I don't think I quite get you," admitted The Ad-Man.

"Well, we will take the grocer out on Mill Town Road. I have talked with him and I KNOW that two-col. space, three times a week, is as much as his business will stand. He's on the outskirts; there's a limit to what he can talk about, what he can actually sell. You know what a time we had starting him at all. The neighborhood appeal, the farm trade, etc. If, during this Fourth Liberty Loan drive he had a series of illustrated double-columns, split fifty-fifty, part patriotism and part telling why wise buying of groceries helps lend money to the Government, THEN our friend would be serving a double purpose. He could AFFORD a Liberty Loan campaign because it would preach the gospel of duty and the doctrine of wise grocery buying. Understand?"

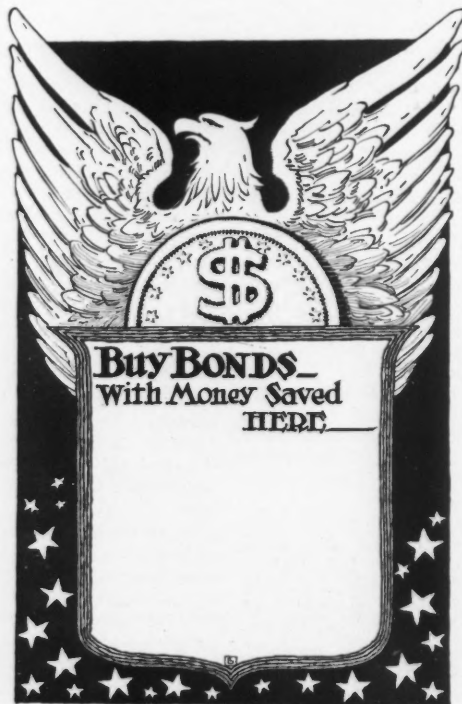
**Need Local Atmosphere**

"Absolutely," assented the Ad-Man, "there's a question, too, whether making up a batch of Liberty Loan matter and sending it out promiscuously is 100 per cent. efficient. Every section of the country has its own marked peculiarities. What might bring results in one territory would not bring results in another. I'm a believer in 'local atmosphere' in newspaper advertising. In fact, I sometimes think that if a plan is arranged for a State or a string of towns, the man who is devising the copy should pay a visit to those sections and study both the people and their moods. Say, why can't we get up some Liberty Loan material of our own; just for our town?"

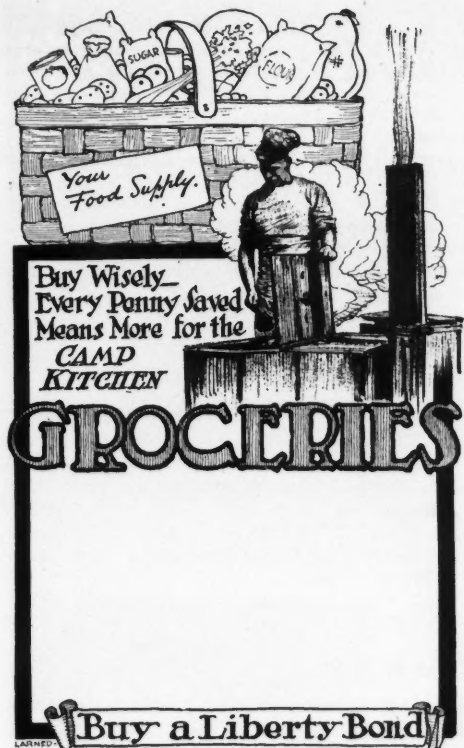
"There are mechanical difficulties, and—"

"Let's overcome them; as an experiment."

"I suppose we could draw upon our local engraving-house artist. It's not so much a matter of fine art as homely truths. They need not cost much."



Merely a striking and uninvolved display for small space. The text to be a frank statement by the advertiser and an exploitation of his wares. Liberty Bonds can be bought very often with what we save by purchasing frugally from a dependable source.



A Liberty Loan design for two or three-column space, for use by progressive grocer who wishes to fuse patriotism with timely salesmanship. The copy might well suggest that every dollar saved in buying groceries wisely and economically means more money for Uncle Sam's military table.

"I have been thinking for a long while," said the Ad-Man, "that we do not engage in enough constructive, creative material for home consumption. We leave it either to the manufacturer who sends out plate matter, or to the job office and the merchant himself. We should constantly create new and better reasons WHY these stores in our town should advertise . . . reasons why they can't afford NOT to advertise. It isn't enough to supply space and type and a printing press. This is a day of large collaboration. Everybody else is doing it to increase business, why not the newspaper? We can use a good, small-space grocery Loan ad."

The Business Manager smiled.

"Which brings us squarely face to face with producing the goods. DO we possess the necessary creative ability that we have been mentioning? It's an applied gift. Desire does not always bring it out. What are the working tools of Liberty Loan publicity?"

**Apply Horse Sense**

"Patriotism . . . Hun cruelty . . . why it is NECESSARY to loan money to the Government at this time," responded the Ad-Man. "Genius can side-step to make room for horse sense. Suppose we analyze the situation. If a certain store gives dependable merchandise at fair prices, if you can always be SURE of what you buy there, if stocks are fresh and popular lines carried, then it is a public duty for people to encourage and patronize that grocery. I'd say we should tell the housewife, and the man, too, that frugality in purchase means the ability to do things with surplus. Pennies certainly count up, and Liberty Bonds are bought with saved pennies."

"It's a question of our old friend the Market Basket again," said the B. M. "Frugal buying means more for the Government and more for Liberty Bonds—more for all concerned. In a few lines of well-chosen text, the merchant can go on to state that it is possible to buy wisely at his shop. Moreover, he can also say, truthfully, that people should buy with care. They should pick stores and values with more than ordinary discretion. These are times when the pennies count. The more a housewife saves in her daily shopping, the more surplus she will have to invest in bonds. It is not undignified for a merchant to make this statement, either. The appeal to patriotism is a just and logical one under the circumstances."

"I see your scheme," commented the Ad Manager, "in this design and copy you divide the space fifty-fifty with the grocer and the Government. A merchant can feel that he is making a bid for patronage and pushing the bond drive at the same time."

"Exactlv." was the response, "when we have our illustration drawn up, we will show a big market basket and then, just to give the ad. a war-time flavor, why not make a pen-and-ink drawing from a photograph of a typical camp kitchen with an army chef on the job? People should understand that money invested in Liberty Bonds helps feed some regiment. I want you to run across to Stevens & Adams and show them the idea. Explain it; go into detail; sketch out your idea. I think they will want a three-column rather than a two."

**Get After Banks**

"There are seven banks in this town, and they do not advertise as regularly as they should," said the Ad-Man. "Of course, they have access to numerous cut-service schemes, but the material is not as bright as it should be. Can't we get up something for them?"

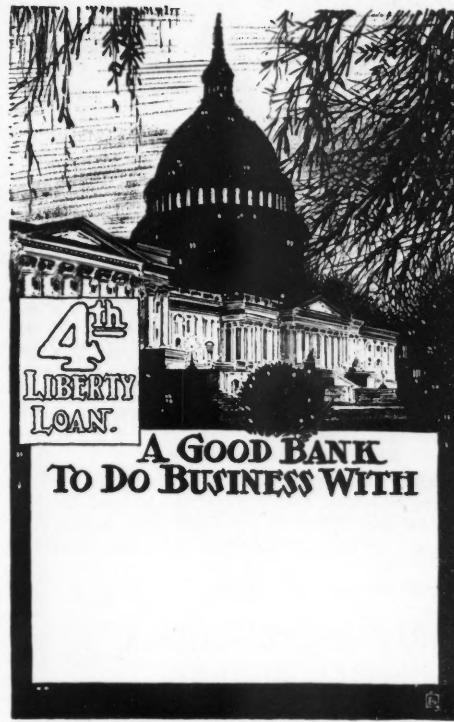
"The Federal Reserve is issuing a booklet of timely, illustrated ads. every little while, is it not?" demanded the B. M.

"And the members of that chain of banks are sending for the electros," admitted the Ad-Man, "but I think I can sell something to the other fellows if it is good enough."

"Our banks should dwell particularly upon the value of these bonds as an INVESTMENT," declared the Business Manager. "During the last drive there was a tendency for them to use any old picture that came along. When money is loaned to the Government, you can be mighty certain of that loan. The entire resources of the most wonderful country in the world are back of every bond. All that Washington is and all that Washington stands for are woven into the very texture of this investment. I suggest that the banks show a picturesque view of the Capitol building, rather than the U. S. Treasury, because it is really better known and stands for MORE than the other. In a caption say that the individual is doing business with this—the greatest, strongest bank there is. The text should be plain, blunt reason-why argument."

**Cut Out Conventionals**

"The trouble with most plate-matter bank material is its sameness and commercialism," went on the Ad-Manager. "I tried to interest the local banks in a set of electros last winter, but I didn't raise a whimper of enthusiasm. What's more, I couldn't blame them. Bank electros are made up of



An advertisement primarily for banks but could be used for any institution or retail business. Text to explain that an investment in Liberty Bonds is as sound as the very States that make up the Union. The Government is pledged to give money and interest both, in the spirit of a great free people, as crystallized at Washington.

bronze lions leading over borders, massive ornamental mortises, and pictures of bags of money. The bankers are sick of the sight of them. We should have some general ads of an illustrated character; ads that, while they boost the Fourth Loan, have enough pep to interest any shopkeeper. What you said a while ago strikes me as the groundwork of the entire proposition—money must go further than ever before, despite the fact that a dollar doesn't buy as much as it did a little while ago. People should deal with the right shop; deal where they can be doubly sure of value received. That appeal should win the dealer and the public alike, provided it is put on a patriotic basis. The dollar and the eagle on the dollar are certainly live topics these times."

"And right there we have a simple, direct theme for one of our small-space designs," exclaimed the Business Manager. "Enlarge upon the dollar and spread your eagle out behind it: then spangle her all over with stars. It will make an eye-catcher of the sort you can't get away from. And I think it only fair to our little merchant that we devote the headline to HIM. 'Buy Bonds with Money Saved HERE.' I rather fancy that if he is a conscientious storekeeper, he will be willing to make this promise and live up to it. I happen to know of several cases where frugal housewives have actually saved a penny here and a penny there, from shopping money, and bought bonds with them. That is the one element we have not had in any of our past Liberty Loan publicity, where said publicity is paid for in full by the local merchant. More and still more of them would come in, I think, if we show them how it operates. Those who have said they can't AFFORD to contribute space will have no leg to stand on."

**A Canteen Appeal**

"I believe in the negative appeal," suggested the Ad-Man. "Nothing makes people shell out dollars like reminding them of the damage that has been done and the atrocities their money must help put an end to. An English officer told me a rather pathetic story of the way THEY do shopping on the Western front. The canteens are set up in old, shell-torn houses and amid terrible desolation. When a chap wants a package of 'fags' or an extra ration of sweets, he goes dodging down a barrage-slashed road, and dives into any available canteen. The shopper in our quiet towns might think this all over."



Pounding out dollars and ammunition, pictorially presented as an "eye-catcher." As in others of this series, the merchant's copy is to tell why it is that frugal buying means more money for Liberty Bonds. Incidentally he may explain how it happens that his own store provides this type of service.

As a matter of fact, we have been asked to sacrifice little or nothing as yet. We haven't scratched the surface of possibilities in this respect. There's an illustrated ad for us in that canteen shopping idea, and it fits in logically with any merchant's copy."

"When I buy bonds I think of them as munitions of war," said the Business Manager. "Each little fifty helps put a case on a shell or keeps a steam drill on the move. And we must keep pounding out the dollars with as much regularity as they are pounding out ammunition. It amounts to one and the same thing. Again I insist that the very life of this small campaign of ours should be wise buying, that there may be MORE to spend for bonds. Every man should be a sort of dollar-strategist—a Foch of the household. That's it! We should be to our own resources, in war times, what a Foch is to an allied army. We should plan and scheme, and resort of every known piece of strategy, in order to help our Uncle Samuel."

"Are we to prepare the copy for these ads in the office?" asked the Ad Man.

#### Let All Help

"Don't think it's necessary," retorted the B. M. "Every merchant I ever knew had a sneaking idea that he was a born copy writer. It's human to lean a trifle in that direction. By stimulating the

imagination of our prospect and giving him the drift of the copy, we can probably make him do satisfactory things himself. Make him feel that he is the daddy of the ad; so that he has put a great deal of himself into it. It has been my experience that men will stand by a proposition when they have assisted in creating it. The free electrotypes the merchant receives are complete in every detail save the insertion of a name-plate at the bottom. Therefore the merchant is not particularly interested. There is no part of HIM in that slice of metal. But you let him dash off a Liberty Loan appeal of his OWN and he'll buy a hundred extra copies of the paper and send marked pages to every one he knows. It's something HE thought out; something HE did. Our Liberty Loan campaign is apt to make a bigger success if we allow these merchants to deliver their own patriotic speeches. And if they hesitate, then coax them, encourage them, give them confidence."

"It will mean a lot of trouble," mused the Ad Man.

#### Take the Trouble

"What of it," his companion answered rather hotly. "We have been entirely too self-satisfied and complaisant in this department of yours. We have supplied white paper and let it go at that, never

realizing that 50 per cent. of our possible trade doesn't know what advertising means or HOW to go about it. If I want to sell a man a cream separator, I demonstrate the mechanics of the thing. I prove my case right before him. I have a sectional view diagram of my separator and I clearly establish its kinks and curls. You fellows who sell newspaper advertising space wait for the ad to come in, or solicit it in a purely superficial way, with a notebook full of circulation figures. Give the average business man a GOOD REASON to advertise and follow that up with a physical expression of it, and he's apt to become a customer. These are days of advertising curtailment, paper shortage, Government restriction, and a great many other clumsy problems. It's necessary to begin constructive salesmanship, and I'm not sure but what it will prove invaluable training to all of us. We need it."

"Interesting work, too," nodded the Advertising Manager.

"Sure it is," smiled the B. M. "Just you wait. I have some big things planned for the year. We'll make this old paper hum before we're through with it. . . . we'll do it by being of invaluable, constructive help to our advertisers. And that's building to endure."

## WORLD ESTABLISHES A SERVICE BUREAU

Through Its Merchandising Department National Advertisers Will Be Aided in Winning New York Market—Divides City Into 123 Villages

The New York World has established a merchandising department, through which advertisers will be aided in winning the Greater New York market. There would be nothing particularly impressive in this announcement were it not for the fact that in developing the plans for this department the World has departed from the beaten paths of newspaper service bureaus, and has succeeded in so simplifying the complex Greater New York market that it becomes as understandable to the national advertiser as a country town.

In fact, the World's merchandising department has divided the five Boroughs of New York city into 123 villages, each mapped and analyzed in so painstaking a manner that the national advertiser, in planning his canvass for dealer-distribution, may concentrate his efforts in the districts which offer the natural markets for his goods.

This work has required a great amount of labor and expense on the part of the new department, involving actual analysis of each and every block in the big city, and the preparation of maps on which are indicated by key colors and other devices the nature of the block in question—whether residence or business, or both—and the approximate average incomes of the people living there, based upon the rentals paid, etc.

On these maps yellow indicates sections in which annual incomes, as indicated by rentals paid, range from \$4,000 up; red, from \$1,500 to \$4,000; green, \$1,500 down. Farm houses, factories, public buildings, churches, and schools are shown.

This system of maps is supplementary to the statistical information which the World has gathered concerning the 123 villages comprising the greater city. This information includes names and locations of every dealer in each district, covering every line of business. It also includes exact data as to the circulation of the morning,

evening, and Sunday World in each district, showing the percentage of distribution to the number of homes.

The plan for rendering service to the advertiser who seeks to enter this market, or to improve his distribution in it, is simple.

A manufacturer, for example, plans to invade the New York market with a new breakfast food. An examination of the World's market maps will enable him to decide in what particular sections he desires to secure the largest dealer-distribution. The World's Merchandising Department furnishes his salesmen with separate groups of index cards showing the addresses of dealers in these districts who handle such products. The salesmen visit these dealers, carrying with them copies of the contract for advertising space which the manufacturer has made with the World, indicating the amount of space to be used and the schedule on which it is to be used; proofs of the ads themselves, and data as to the proportion of families in that section reached by the World. The dealer thus is made to understand that the advertising is to reach his own customers, who will expect him to carry the commodity thus advertised.

B. C. Chapman, manager of the new department, is justifiably enthusiastic about its prospects for rendering highly useful service to national advertisers as well as developing a great volume of new business for the World. The exhaustive surveys of the city, made under his direction, have established, he believes, beyond question the "quality" of the World's circulation, the distribution in the better localities showing, in proportion to the number of families, a much higher percentage than in the poorer districts.

#### Runyan Now with Y. M. C. A.

NASHVILLE, Tenn., August 28.—Ralph Runyan, formerly editor of the Tennessee and American and who has been in charge of publicity for the State Council of Defence for the past several months, has gone to Durham, N. C., to take charge of the publicity work for the Y. M. C. A. in the State of North Carolina. Mr. Runyan's good work in Tennessee for the Council of Defence attracted the attention of the North Carolina managers of the Y. M. C. A. campaign to raise funds with which to continue its great work for the soldiers in this country and overseas.

## NEWSPAPERS PUSH "TRADE MARK" GOODS

Fifty-five Illinois Publications Join in Starting Co-operative Service to Place Advertised Goods on All Local Dealers Shelves

CHICAGO, Ill., August 23.—A newspaper and merchandising service that has as its aim the actual placing of trade-marked articles on the retailer's shelves before an advertising campaign is launched has been organized and plans completed to make the State of Illinois a unit of distribution. Under the name of the Newspaper Merchandising Service Company, and with offices in the Marquette building, Chicago, this organization has already linked up fifty-five newspapers in as many leading towns throughout the State.

These dailies have entered into co-operative agreements to maintain a practical merchandising sales department, made up of experienced traveling specialty salesmen who actually sell the manufacturer's trade-marked articles to the retailers in these fifty-five cities. The Newspaper Merchandising Service Company will contract, bill and collect for these fifty-five newspapers as a unit.

Frank R. Hammett, well-known in advertising circles throughout the Central West and until recently connected with the advertising department of the Chicago Herald, is at the head of the new organization.

The following Illinois papers are co-operating in the plan:

Alton Telegraph; Aurora Beacon News; Beardstown Illinoisian Star; Belleville Advocate; Belvidere Republican; Bloomington Pantagraph; Cairo Citizen; Canton Register; Carbondale Free Press; Centralia Sentinel; Champaign Gazette Clinton Public; Danville Commercial News; Decatur Herald; De Kalb Chronicle; Dixon Telegraph; Du Quoin Call.

East St. Louis Journal; Edwardsville Intelligencer; Effingham Record; Elgin Courier; Freeport Journal Standard; Galena Gazette; Galesburg Republican Register; Harrisburg Register; Jacksonville Journal; Joliet Herald News; Kankakee Democrat; Kewanee Star-Courier; La Salle Tribune; Lincoln Star; Litchfield News Herald; Macomb

Journal; Marion Republican; Mattoon Journal Gazette.

Metropolis News; Monmouth Atlas; Morris Herald; Mt. Carmel Register; Mt. Vernon Register; Murphysboro Independent; Ottawa Republican Times; Pana Palladium; Paris Beacon; Peoria Journal-Transcript; Peru News-Herald; Pontiac Leader; Quincy Herald; Rockford Star; Rock Island Union; Springfield News-Record; Streator Independent-Times; Taylorville Courier; Urgana Courier; Waukegan Sun.

#### He's Now Sergeant John Waugh

John Waugh, who formerly ran the elevator in the New York Press Club, is now Sergeant John Waugh, of the United States army. The young man left the Club to go to California and was in that State when the war broke out. He was the owner of two moving-picture houses, and in a fair way to attain wealth. He, however, sold out and enlisted, and is now on his way to France. He made a call at the Press Club this week while stationed at Camp Mills.

#### Keeping Captain Moulton Busy

BOSTON, August 30.—Capt. Harold F. Moulton, a former member of the editorial staff of the Lynn Item, is one of the busiest officers at Camp Devens just at present. He is commander of the 40th Depot Brigade. Besides his regular duties of looking after the training of 250 men in the rookie school, he is acting in the capacity of a boss carpenter, directing the construction of a supply room, carpenters' shop, and a tailor shop under the present company barracks.

#### Polish Editor Called to Washington

MILWAUKEE, Wis., Aug. 28.—John A. Wedda, formerly a reporter on the Milwaukee Sentinel and advertising manager of the Kuryer Polski, Milwaukee Polish daily, has been called to Washington to serve in the publicity department of the Polish Division of the Bureau of Public Information.

#### Le Vine Joins Optical Unit

PITTSBURGH, Pa., August 20. — Harry Le Vine, former sports editor of the Dispatch, has enlisted in the optical unit of the Medical Corps which was recently organized in Philadelphia for over seas work.



# WAR NEWS BUREAU OF Y. M. C. A. CONDUCTED ON NOVEL LINES

**Matter Is Submitted to Newspapers Only When Its News Value Is Unquestioned—Tribute to Work by Former Member of EDITOR AND PUBLISHER Staff**

By CARL H. GETZ, United States Marine Corps.

I WANT to tell the story of how America is being informed about what the Y. M. C. A. is doing to help win the war. I want to tell that story because it is the story of a news bureau fundamentally different from any other bureau of its kind. I use that word "news" advisedly. In name only is it a publicity bureau.

When war broke out in 1914 the Young Men's Christian Associations in the belligerent countries immediately began to engage in relief work. When the United States entered the war the American Y. M. C. A. made it its job to help win the war for the United States and her allies. The Government shouldered important responsibilities upon the "Y. M."

## Public Appreciates Work of the Y. M. C. A.

Army and navy officers and Government officials to-day frankly admit that when the Y. M. was commissioned

Mott, the publicity possibilities in the "Y." war work, and told them it was their duty to let the people know what the organization was doing.

They gave Mr. Shipp the job of carrying out his own plans. He did it. First, he chose as his associate Charles T. Heaslip, prominent on the Red Cross

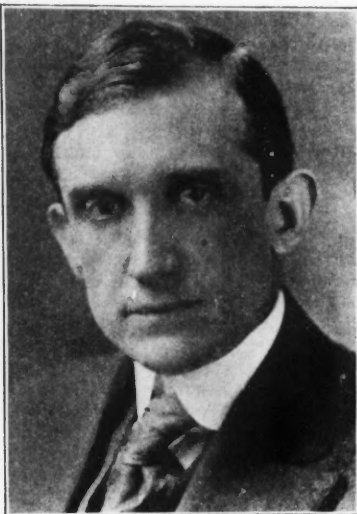


CHARLES T. HEASLIP.

to do certain things they had no idea of the rapidity with which those responsibilities would grow and the extent to which they would expand. To be specific: When the American Y. M. began its war relief work it was believed that 1,500 men would be the maximum number of men needed to carry on the work which it was outlined to do here and overseas. To-day there are nearly 4,000 men in this country alone and more than 3,500 overseas in the Y. M. C. A. service. And 4,000 more men will be sent to France by September 1. Another example: In its first drive for money the Y. M. asked for \$35,000,000, and the patriotic, generous American public contributed more than \$50,000,000. It was believed that sum would prove adequate for a long time. The Y. M. is to-day preparing for a fall drive in which \$100,000,000 will be asked. And, of course, it will get it.

The Y. M. C. A. had been doing great work ever since the war began, but its story had never been told. To Thomas R. Shipp, of Washington, D. C., belongs the credit for pointing out how this could be done.

Mr. Shipp, chosen by the American Red Cross to organize its first war publicity, perhaps on account of what he had done for several other large national organizations, had been in charge of the publicity for the Y.'s \$35,000,000 campaign last year. At the close of that drive, which, by the way, brought in \$50,000,000, Mr. Shipp pointed out to George W. Perkins and Dr. John R.



THOMAS R. SHIPP.

publicity staff and a trained publicity expert. These two men began by choosing real newspaper workers as their assistants. Such men as Clarence Budington Kelland, Maximilian Foster, William Merriam Rouse, W. K. Towers, E. A. Batchelor, all well known to newspaper and magazine editors, were sent abroad. They are the men who are telling the story of the "Y." workers in the war zone to-day. Their instructions were to "get the news!"

Then Mr. Shipp, as director of several of the war publicity campaigns, smileage, library, war council, and others—placed Mr. Heaslip in full charge of the news bureau, and is now acting as publicity counsel in the plans for the campaign for \$100,000,000.

### Not Press Agents, But Reporters

Sources of news in this country were cultivated. But it was insisted that after all the real, big story must come from France.

The stories began to come in by cable, telegraph, and mail. And right here is where the department met its test. To his associates Mr. Heaslip constantly cautioned: "Remember, you are all newspaper folks. Don't forget that. It's news, not publicity that's wanted. We're not press agents; we're reporters assigned to cover the Y."

Before any story was sent out it had

to stand the test. Would it stand on its own legs as news? Now and then a story would come along with the attached memo that such and such a newspaper would be glad to print this because it would be willing to help the Y. M. C. A. That story was killed unless it contained real news. No appeal was ever made to any newspaper to carry a story merely to help the "Y."

Of course, the Y. M. is always grateful for the news stories about it which are printed, but every story is offered with explicit understanding that the story is submitted strictly upon its merits as news. And right there is where the news bureau of the Y. M. made hundreds of newspaper and magazine editor-friends.

Both Mr. Heaslip and Mr. Shipp have insisted that when a city editor received a story from the Y. M. he must be informed exactly about the distribution of that story. If the story is given to one newspaper in a city, the city editor, of course, would be told that. If the story was offered to all evening newspapers, the city editor would be told that. If the story was sent to all newspapers, the city editor would be so informed. The point is that never is the city editor given any opportunity to think that any one is trying to deceive him into believing that the story he has in hand is worth more than it actually is.

### Working Policy of Bureau

Now, to give you an idea of the way in which the bureau works: First of all, daily newspapers are served with a mat service. This is frequently accompanied by pictures. Then there is a mat service. These mats vary from one, two, three, four-column, half-page, and full page in size. This service is confined largely to foreign stuff, is always illustrated, and contains no propaganda. It is strictly news. These mats are sent to one newspaper in each city, and the mat-mailing lists are such that all papers which wish to be served can be.

A division of the bureau handles magazines. Articles written by staff correspondents overseas are frequently submitted to magazines. Opportunities are given to members of magazine staffs to obtain their own articles. This division is flexible and adjusts itself entirely to the needs of the magazines.

Another division confines its attentions to the needs of the religious press. Another to the rural press. Another to the newspaper syndicates. Another to news motion pictures. Another to photographs. And so on. There is an art director who supervises layouts to be used in illustrating stories for mat use. He also superintends the getting of drawings and paintings and sketches for magazine covers, inserts, and so on. Then there is an advertising manager with his department and its subdivisions. This should be enough to indicate the comprehensiveness of the work of the bureau.

When Mr. Heaslip accepted the appointment as director of the bureau he did so with the understanding that he would be allowed to run his department without interference. And that's exactly what he has done. In a sense he has organized a staff of newspaper reporters and magazine writers, placed them in an office in the building occupied by the National War Work Council of the Y. M. C. A., has sent some of them abroad, and given them a standing assignment to cover the organization.

### Editors Interested in Bureau Service

It would be a great object-lesson for any editor to read some of the letters

in the files of the news bureau. For example, complaints are received now and then that release dates are not observed by competing newspapers. Those letters are significant. Newspaper syndicates have asked for options on stories written by Y. M. staff representatives overseas. In reply to them Mr. Heaslip has said that all must necessarily be treated alike. All would have an equal opportunity to use what material is available. Of course, what material was syndicated was handled in each case exclusively.

Through error in distribution editors at times have failed to get copy. And almost every time letters have been received asking why. That's something to think about.

The night city editor of one of the New York morning papers was in the office of the news bureau of the War Work Council one day.

"I haven't been getting any stuff from you recently," he remarked to Mr. Heaslip. "What's the answer?"

"That's because we haven't anything worth while to send you," was Mr. Heaslip's reply.

"Well, what do you know about that?" the city editor continued. "I always thought departments of this kind sent out stuff whether they had anything or not."

Not the Y. M. news bureau.

All of this work has been done with the hearty support and close cooperation of the publicity committee of the Y. M. C. A. National War Work Council of which Bruce Barton, former editor of *Every Week Magazine*, is chairman.

The day of the press agent is passing. The high cost of print paper and the increased costs of newspaper production are eliminating the free space grabber. But such bureaus as the Y. M. C. A. are conducting to-day are necessary, I believe. They save newspapers money.

It would give Pain,  
To a Pacifist Paper,  
Or a Pro-German Organ,  
To Have to Run The  
Ellis Sunday School Lessons.

For the militant and virile  
Spirit of Patriotism  
And Righteousness,  
Which Springs from the Bible,  
Is Mirrored Faithfully  
By This Timely Treatment  
Of Eternal Truth  
In The Light of Today's News.

Sincere, Sane, Sympathetic,  
Religious Literature,  
Without Sectarianism  
Or Shop-Talk,  
Stimulates The Ideals  
Of Patriotic Men and Women.

THE ELLIS SERVICE  
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1. A "Different" Sunday School Lesson.  
2. The Religious Rambler.

## NEW YORK ASSOCIATION OF CITY EDITORS ORGANIZED HERE

Officers and Directors Chosen and Campaign for Membership Launched—George Creel and William G. Shepherd Address Delegates—Next Meeting at Syracuse

THE New York Association of City Editors was organized at a meeting held at the Hotel Majestic, New York City, on last Saturday and Sunday. The new organization will be affiliated with the National Association of City Editors. Clyde P. Steen, president of the national body, presided at the New York meetings, and in spite of the handicap of a small attendance of editors succeeded in launching the new association successfully.

Some notable addresses were made at the Sunday session, the speakers including George Creel, Chairman of the Committee on Public Information; William G. Shepherd, the famous war correspondent of the United Press; Mrs. Clara Sears Taylor, of the publicity bureau of the Department of Labor, and Edward Percy Howard, president of the New York Press Club. At the Saturday afternoon session: Guy Emerson, Director of Publicity for the Liberty Loan in the New York District, made a brief talk on the press work being done for the forthcoming loan, and at the banquet in the evening, Frank A. Vanderlip and Judge William H. Wadhams addressed the editors.

### Officers and Directors of the New York Association

M. F. Sammons, of the Utica Observer, was chosen president of the New York Association; A. B. Bishop, of the Ithaca News, vice-president; Walter F. Hines, of the Gloversville Leader-Republican, secretary, and William D. McNamara, of the Beacon Journal, treasurer.

The board of directors consists of President M. F. Sammons, James H. Gayler, Albany Evening Journal; S. F. Head, Buffalo Inquirer; C. A. Hess, Brooklyn Eagle, and Kenneth Lord, New York Sun.

The next meeting of the Association will be held at Syracuse, some time in January or February, the date to be decided upon later. Meantime, the officers plan to conduct a lively campaign for membership, in the hope that a majority of the city editors of the State will become active in the work of the organization, thus aligning New York with Ohio, Pennsylvania, Indiana, Illinois, Michigan, and other States in which the local organizations are already thoroughly representative of the craft.

President Steen, in his address on Sunday, outlined the aims and purposes of the organization, emphasizing the present need for cooperative effort among city editors in all matters relating to ethics, standards of practice, and coordination of effort in helping to win the war.

A feature of the New York meeting was a letter from Mayor Hylan, who took occasion to charge that a majority of New York newspapers were controlled by the interests, and were devoted to aiding and covering up the work of profiteers. The New York newspapers gave generous space to this effusion, and Mr. Vanderlip, at the banquet on Saturday night, commented upon it in a caustic way, remarking that, if the Mayor's charges against the integrity of the press were well founded, he would migrate to Russia.

### Mr. Creel on Craft Organization

George Creel, in his address at the Sunday session, paid a glowing tribute to the loyal and zealous efforts of the newspaper men of the country to develop and maintain a spirit of national unity of purpose in the war. He urged the propriety and usefulness of organizations of city editors, pointing out that these associations could serve the same high ethical purposes achieved by the bar and medical associations, establishing standards of practice which would become binding upon all members of the craft who aspired to recognition among their fellows.

Mr. Creel stated that it was his hope that this organization of city editors might be extended, unit by unit, until every State in the Union should be included, and that the membership should be so representative that, when the Government had a special message for the people, it might be given through these associations with the assurance that it would reach every citizen. At the present moment, he believed, the most important service possible for the city editors of the country to render would be the stamping out of what he termed "the German whisper"—the rumor-monger, who circulates misleading stories of disasters, of imaginary scandals. He anticipates special activity on the part of these "whisperers" in connection with the expected German "peace drive," and he suggested that city editors make especial efforts to run down rumor-merchants, and to demand the exact sources of their "information."

Mr. Creel reminded his hearers that we are living in a period of major events, that we are witnessing feats of heroism in battle such as the world has never before known, and that America is justifying by great deeds of valor and sacrifice the ideals upon which her national life are based. Editors, he contended, must fight against a spirit of peevishness and whimsical fault-finding, and aid in keeping the morale of the people keyed to the high pitch of the firing lines.

### First Firing Line Right Here

William G. Shepherd, who has covered war news for the United Press on every fighting front in Europe, told briefly of some of his experiences in Germany, Austria, and Russia. He impressed upon the editors that the front line of battle was not in Europe, but here—that it stretched across the editor's desk and across the dinner-tables of the people, and that the fighting which must eventually free the world from the menace of Germanism must be done here at home, just as surely and just as thoroughly as in that second fighting line in France, where our boys are offering the ultimate measure of devotion.

Mrs. Clara Sears Taylor spoke interestingly of the press work of the Department of Labor, and of the staff of newspaper workers who were trying to furnish to the newspapers vital "spot news" in regard to labor problems in war work. She invited the editors to call upon her and her associates for any special work they could do in the way of covering news in Washington,

which had to do with labor matters, promising the fullest efforts to serve.

Guy Emerson announced that a feature of the advertising campaign for the fourth Liberty Loan would be a signed advertisement by the President of the United States, which would be sure to attract world-wide interest.

At the close of the sessions there was a general expression of confidence in the assured growth of the New York State Association of City Editors, and President Steen received many congratulations upon the effective work he had accomplished in getting the wheels of organization moving.

## ASKS EDITORS TO USE MORE LABOR NEWS

Clara Sears Taylor, of Department of Labor, Explains Purposes of New Publicity Division—Live Matter to be Offered Newspapers

Clara Sears Taylor, of the Information Service of the Department of Labor, in her address at the convention of city editors in New York on Sunday, told of the early life of Secretary Wilson, and of how he had gained the viewpoint of the laboring man through swinging a pick in a coal mine for twenty-seven years. This apprenticeship to life was followed by service as a lumber-jack, switchman, and engineer.

Mrs. Taylor followed her interesting story of Secretary Wilson's career before he entered public life, with a description of the aims and purposes of the new Information and Education Service of the Department, under the direction of Roger W. Babson.

"This service has been organized," she explained, "for the purpose of lessening industrial disputes, and diminishing their severity, by propaganda which will get simultaneously into the consciousness of both the employer and the employee. Every story written in the Publicity Division is to be written

with a view to strengthening the morale of the laboring man. What Mr. Wilson wishes to do is to establish a feeling of understanding between the capitalist and the laborer, which will make possible for us to reach the pinnacle of success in production at the present time, in order to send munitions and essentials to the other side, and at the same time to keep us clothed and fed, and also make possible conditions in the reconstruction period. In other words, he is doing everything in his power to preserve industrial peace, and smooth out the path of operation for war work.

### Asks for Co-operation of Editors

"We are sending out the stories of which I have spoken to you, in a weekly service, which will give news of each of the divisions of the Department of Labor. The spot news, which will be absorbed by the wires, is being handled by the Committee on Public Information, through Mr. Cheney, a well-known Chicago labor writer. But there is so much which is not live news, but which is at the same time of the greatest value as feature, and also as educational propaganda, that we are asking you to read this material. We are asking you to at least give it a chance. The columns which will be sent to you in galley sheets will include those stories which we pick out from the Labor Statistics Bureau, the Children's Bureau, the Naturalization and Immigration Bureau, the War Labor Board, War Labor Policies Board, the United States Employment Service, which is controlling unskilled labor; Training and Dilution Service, which aims to fill places of skilled men with those who have no experience, but yet give no shock to industry; the Investigation and Inspection Service; Conditions of Labor Service; Women in Industry; the Housing Service, and the Civilian Insignia Service.

"I can assure you that we will endeavor to send you nothing which will have no news value. Each member of (Continued on page 20)

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

**Permanent weekly industrial pages among non-regular advertisers.**

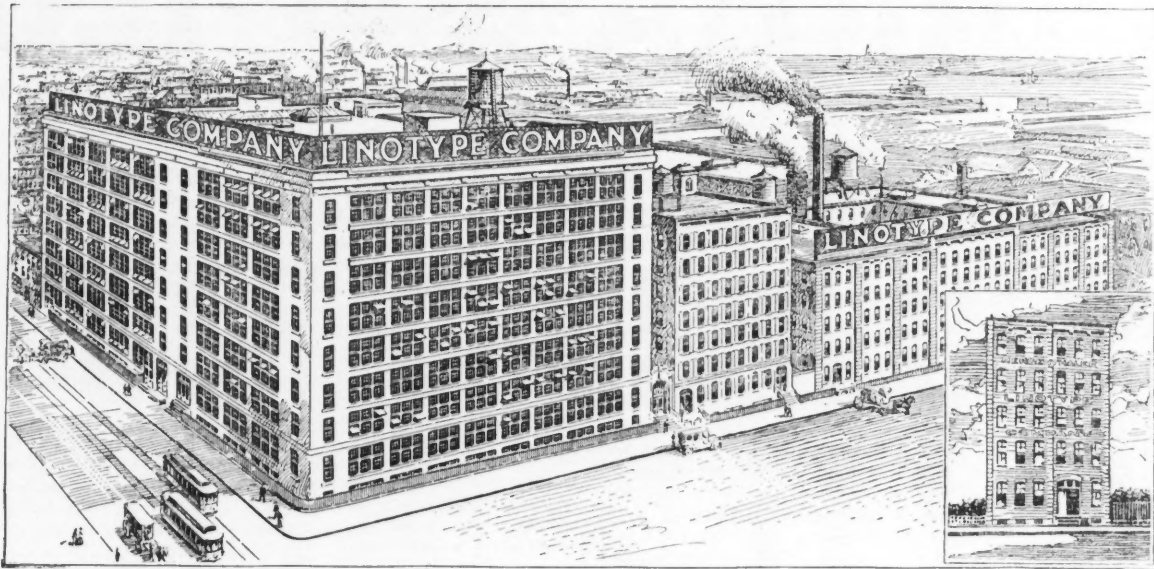
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**All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.**

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# "HEADLINES OF THE WAR" SUM UP AMERICAN AIMS AND PURPOSES

## Judge Wadhams Tells City Editors How Phrases Often Made History—"Win the Next War Now" Is Jurist's Suggestion for National Slogan

JUDGE WILLIAM H. WADHAMS, of the Court of General Sessions, who has but recently returned from a trip to the fighting fronts, where he was the guest of the British Department of Public Information, addressed the convention of city editors in New York on Saturday night on the subject of "Headlines of the War."

Judge Wadhams has long held a foremost place among New York jurists as a brilliant orator and a man of broad vision. In his address to the city editors he sustained this high reputation, and brought from the battle fronts in France a message of good cheer and of grim determination in the Allied ranks to fight this conflict through to a decisive verdict.

### "You Are the Guardians and Makers of Public Opinion"

"I am glad," said Judge Wadhams, "of this opportunity to meet with the editors who have gathered in convention at this period of the nation's trial to take counsel how they may add to that sum total of thought and action which makes the nation's strength."

"You are the guardians and makers of public opinion, which is the ultimate arbiter among free, self-governing people, and you make that public opinion for better or for worse. The educational influence of the press is greater than that of all the schools and universities in the country. You tell us of world-end doings and what is happening next door; you bid us 'good morning' and 'good night.' You guide the direction of our first thoughts in the morning and suggest the subjects for our reflection in the leisure hours of the evening. You determine what is important or unimportant in the busy rush of current events, placing various degrees of value upon news. In your editorials you praise and condemn, cajole, mock, and advise, and with headlines you arrest the most listless eyes, flagging attention. These headlines epitomize thought, summing up the story in a phrase.

"It is of headlines that I would talk to-night, headlines of the great human tragedy that is taking place in this world of ours, for the story of great purpose and achievement is often summed up in a phrase. All wars have had their headlines. The first aspirations of the colonists for independence were summed up by Patrick Henry in the headlines, 'Give me liberty or give me death.' Many others crowd your memory: 'We have only just begun to fight'; 'Government of the People, by the People, for the People'; 'Damn the torpedoes'; 'You may fire when you are ready, Gridley.'

"While these headlines bring to our minds the achievements of our own beloved country as a basis of the promise of even greater accomplishments, we should not be unmindful of the great achievements of our valliant allies. 'England expects every man to do his duty' might well be set again as a headline for British achievement in the present struggle."

Judge Wadhams then told of his visit to England and France, and of the impression made upon him by the personal devotion of the people of our allied nations to the great cause. He expressed the hope and confidence that America would meet the supreme test with the same courage and fortitude.

"Every man and woman in England," he continued, "is doing a duty at home or abroad for the war. Every private automobile is turned in for Government service. Every great house is donated

for war work. A million women are busy in the factories."

### "We Are Ready Now"

Judge Wadhams referred to his visit to the Grand Fleet, and of the perfect accord existing between the British and American navies. Admiral Sims, he said, upon his arrival with our first fleet of destroyers in England, wrote the headline of our navy for the war—"We are ready now!" This has become, he said, a current phrase in England.

Judge Wadhams described his visit to the ghostly city of Rheims—a city whose deadly silence is broken only by the scream of shells and the crashing of buildings. In front of the great cathedral he found workmen removing the famous statue of Joan of Arc. Rheims, he said, had become a ghastly monument to the sacrilege and devastation of the Huns.

The motto of Verdun, he said, had become the supreme headline of the war—"They shall not pass!" The Judge told of the first fight of the American troops for liberty on European soil—that in which the New England Division met and defeated selected shock troops at Seichprez. One of the men said to him: "No Man's Land used to be neutral territory, but we have made it American!" He described his visit to the Rainbow Division boys in Lorraine, ten miles from Metz. He met and greeted the boys of the famous fighting regiment of New Yorkers. The Rainbow Division, he said, had saved Paris through stopping the onrush of the Germans at the point of their greatest advance on the Marne.

### Headline That Is Making History

"One man, speaking for America," said Judge Wadhams, "leads the thought of the world! The greatest task and the greatest opportunity in the history of the world has fallen to the President of the United States. The future welfare of mankind is in his keeping. With a vision to see and a courage to declare he has proclaimed a new era for the world. . . . Making it clear that democracy must be free from attack, he wrote a great phrase—a headline that stretches across the pages of history—"The world must be made safe for democracy."

The President's proposal for a League of Nations, to assure the future peace of the world, and of its ready acceptance by the leaders of the Allied nations, were outlined by Judge Wadhams.

"May I," he said in conclusion, "venture to add a headline to sum up our present duty and our purpose for the future? The headline which I suggest is, 'Win the NEXT war NOW!'"

# ASKS EDITORS TO USE MORE LABOR NEWS

(Continued from page 18)

my staff is a trained newspaper man or woman. We have no staff members who have not been regular reporters on the local staff of newspapers, and also editors on responsible papers, so you see that they really should know how to distinguish news.

"If at any time you think we are using white paper to no advantage, I wish you would very freely and frankly tell us so. If there are stories which you consider should not be taking up valuable space, if you will let us know, we will profit by the criticism. We really wish to be of service to the newspapers of this country, and to that end I am asking you to treat this division exactly as if it were a ripping good correspondent at Washington for your own special use.

"If you telegraph us, I can assure you that your telegram will meet with an instant and hearty response. If you wish some information, and wish it to be exclusive, if you will state this, and it is possible for us to give you that information exclusively, we will do so; that is to say, if the idea is yours and yours alone, we will respect your scoop. Do not be afraid to call on us for any kind of information, because if we haven't it in our files, and it relates to labor, then we should have it there, and

after you have used it exclusively, it will be in our reference library, which we are endeavoring to make the liveliest and most useful morgue that any newspaper office ever knew."

### 9th Coast Guard Starts a Paper

The 9th Coast Artillery Regiment of the New York State Guard has started a paper in New York city called "The 9th Coast News" to further the war aims of the nation in every way possible. Copies of the little journal will be forwarded to former comrades now in service overseas. The staff includes John Clyde Oswald, publisher; Sergeant Raymond N. Hyde, business manager; Frank W. Nye, advertising manager; Sergeant J. G. Phelps Stokes, secretary and treasurer; Corporal William Barrett Cass, editor, and Travis Hoke, associate editor.

### N. Y. City Railway Starts a Paper

The Interborough Rapid Transit Company in New York city has started a newspaper of its own, called the Subway Sun, in order to present its affairs to the public. President Theodore B. Shonts is the editor. For some time past the company has been using posters extensively on its car windows—to inform the public about transit problems. The posters, however, did not give the I. R. T. opportunity to say as much as it has wanted—hence the founding of the newspaper.

## Do You Know The San Francisco Daily News?

The record of growth is extraordinary. Remembering that 97% of The Daily News circulation is within the city of San Francisco and its suburbs, please note these figures of circulation, given in The Daily News' sworn reports to the government for the last eight semi-annual periods:

Oct. 1, 1914. . . . .	33,572	Oct. 1, 1916. . . . .	53,096
April 1, 1915. . . . .	42,653	April 1, 1917. . . . .	52,630
Oct. 1, 1915. . . . .	46,168	Oct. 1, 1917. . . . .	53,073
April 1, 1916. . . . .	47,814	April 1, 1918. . . . .	55,063

For the first six months of 1918, the absolute net paid daily average circulation of The Daily News was. . . **57,358**

In the period covered, only one other of the five San Francisco daily newspapers showed a circulation gain, and this was less than one-fourth the gain shown by The Daily News. Three of the papers showed losses, including both afternoon competitors of The Daily News.

The Daily News offers no premiums to subscribers, nor other similar inducements.

In advertising The Daily News has shown corresponding gains.

In 1914, The Daily News printed **1,341,438** agate lines of advertising.

In 1915, it printed **1,800,414** lines of advertising, a gain over the year 1914 of. . . . . **34.2%**

In 1916, it printed **2,073,344** lines of advertising, a gain over the year 1915 of. . . . . **15.1%**

In 1917, it printed **2,268,280** lines of advertising, a gain over the year 1916 of. . . . . **9.4%**

In the first six months of 1918, it printed **1,224,058** lines of advertising, a gain over the corresponding period in 1917 of. . . . . **6.7%**

The San Francisco field cannot be covered by ANY advertiser without

## THE DAILY NEWS

340 Ninth Street

San Francisco, California



## URGES EDITORS TO PUT LIBERTY LOAN MATTER ON FRONT PAGE

Guy Emerson Suggests That Bond-Selling News Stories and Inspirational Editorials Be Played Up—More Intensive Appeal Needed for Success of Fourth Loan

**G**UY EMERSON, Publicity Director for the Liberty Loans in the New York Federal Reserve District, talked informally to the city editors at their convention in New York last Saturday on the task of coöperation involved in the forthcoming bond selling campaign.

"During the past year and a half," said Mr. Emerson, "I have come in close contact with newspaper men, and as a result there are a great many things I should like to talk to you about."

### Must Speed Up for Fourth Liberty Loan Campaign

Mr. Emerson paid a high tribute to newspapers for their magnificent coöperation in the Liberty Loan campaigns, and said: "Knowing as I do somewhat from the inside the difficulties which have confronted the newspapers of America, and the sacrifices which they have met in devoting themselves to Liberty Loan and other great war activities, I come before you in a very humble spirit. I do not come to ask for anything. Everything we have asked for from the press we have obtained, and more too.

"I want to talk over with you the vision behind all this work and the possibilities that exist for doing better the tremendously fine work that has already been done so well. I want to ask you whether we can do anything to *speed up!*

"We are trying, in the Liberty Loan campaigns, to sell bonds. But, strangely enough, the news and the editorials and the advertising do not dwell on Liberty Bonds very much. They do not dwell on the financial aspects of the war. They dwell rather on the fighting that our boys are doing in France and on the sea. A man picks up his paper almost any day and on the front page he reads of his own friends doing the same lusty, breath-taking things that make up the fabric of old sagas. He reads every morning an epic of heroism and sacrifices and red-blooded human achievement. He turns over this page and sees a war advertisement in which these very men are pictured in action.

### The Fire on the Altars of the Nation

"It is not the appeal to selfishness that sells Liberty Bonds. It is the appeal to men and women as an integral part of America—America inspired by the determination to win this great fight. In so far as they feel themselves a part of this war, they will buy and sacrifice to the limit. But argue with them as much as you like about the future and the 'rainy day' and it leaves them lukewarm. The great consuming fire of war and death and victory to come is the only fire on the altar of this nation to-day. It is the only basis for selling the greatest bond issues the world has ever seen.

"Our first problem is to keep the morale of the people right, no matter how hard the sacrifices may become. Our aim in the Fourth Liberty Loan is not so much to get wider publicity as it is to get more intensive publicity. We have had some good Liberty Loan advertising. The copy for the Fourth Loan, we believe, is 100 per cent. better than the copy was for the Third Loan. The President has written us an ad for this loan. We are going to aim for supremely good advertising, because the people demand it. Here, too, newspaper men may help. Some of our best ads for the new loan have been written by newspaper men. The editor of a great

New York daily, with a keen and trenchant style, has written the standard pamphlet to be used in the campaign which begins next month

"You have all realized the need of having men at the front who can see the heart of things, who can see behind the facts, and who can tell what they have seen. Some of the most brilliant writing that has ever been done has appeared on the front pages of American newspapers. Now and then there has been an editorial which has penetrated to the very heart of the war and stimulated people to get into the fight and stay in until it is won.

"But I have a vision that when the need is great more can be done. When newspaper men come to our office they do not come as outsiders to be handed the product of a press agency. We are trying to help them to get what they want, in the way it is wanted and at the time it is wanted. Any city editor who has a particularly brilliant man on his staff would please us best by assigning his best man to our story, with instructions to read our copy and then throw it away if so inclined and write it all over again in his own way.

### Front Page Must Be Enlisted

"If Liberty Loan stories on the front page help to sell Liberty Bonds—and there can be no question that they do—then it must follow that super-stories will sell more bonds because they will tell the war more deeply. The city editor who wants to help the Government most will aim to get from time to time on the front page a story about the Liberty Loan which will fairly scream—a story full of pictures and ideas and images which a man or a woman will bear in mind for weeks.

"And so with editorials. Once in a while an editor has the vision of this power for service and will feel himself moved to write an editorial which will stir the very silent depths of things. He should put that editorial in a box on the front page. I realize that the front page is the place for news. But in war times if an editorial can be written which has this great fundamental power to move men and women there is every reason why it should be put on the front page.

"It is not the President's business to write advertisements; but he has written an advertisement for the Fourth Liberty Loan because he recognizes the need of focusing the attention of the whole American people on this campaign, a campaign which I have no doubt he visualizes not as a financial transaction, but as an operation in mobilizing the spirit of a people, a bringing about of coordinated action, shoulder to shoulder, from one end of the country to the other. When the President writes an ad it is an exceptional thing. But in this war we must do exceptional things; and putting a ringing editorial on the first page is the kind of excep-

tional thing I would suggest to you as tending to help shorten the war."

## CITY EDITORS' HEAD IS GOOD FARMER

President Kroh of Pennsylvania Organization Entertains on His Country Estate—Advocates Trade Papers as Best Text Books

**PITTSBURGH, Pa., August 14.**—Hubert R. Kroh, manager of the Pittsburgh bureau of the United Press Associations and recently elected president of the Pennsylvania City Editors' Association, is the busiest of war gardeners. He can be seen every day after office hours cultivating potatoes and a coat of tan

their families have been entertained during the summer. Large picnics were held there on Memorial Day and the Fourth of July.

Mr. Kroh has some very definite ideas regarding equipment for newspaper success. He believes, with George M. Reynolds, who stated lately in the American Magazine, "that everybody who angled for success in a profession should read the trade journals devoted to their business or profession." He tells the story that a very good book agent came South while he was engaged on a Southern daily and sold all the fellows in his office a set of O. Henry's works, claiming these were the newspaper man's textbooks. "Just a talking point got all the boys to sign up for the works, and, although they are good to read, how much better it would have been if the same agent had sold us all the five trade papers," Kroh says.

Mr. Kroh is no believer in unionizing the editorial rooms, but he is an ardent advocate of better conditions for the editorial workers. Recently when a resolution was introduced in the Pittsburgh Press Club proposing that a 25 per cent. increase in salaries be asked for from the newspapers for the editorial staffs, Mr. Kroh, although by the plan he advocated would gain the least advance in salary, proposed that only a 10 per cent. raise be asked for men already getting \$45 or over, and the increase gauged so that men getting \$20 or less would receive a 40 per cent. increase.

His opinion was based on the fact that a man on \$45 a week can manage to get along, but the fellow on \$20 has no chance, and needs at least a 40 per cent. raise, even if unmarried, to come out even.

Mr. Kroh has been Pittsburgh manager of the United Press Associations for five years, and before this war was, with the Asbury Park Press, Trenton True American, Philadelphia North American, Atlanta Constitution, and Pensacola Journal.



HUBERT R. KROH.

in his war garden at Ingomar, a suburb of Pittsburgh.

There are sixty-six acres in the estate, and the house is situated on a hill in the centre of a seven-acre orchard. This has been made into a picnic grounds, at which many editors and

## Used Newspaper Presses

Goss "Straightline" Sextuple Three Deck Four Plate wide Presses  
RUNNING SPEED PER HOUR

50,000 4-6-8-10-or-12-page papers  
25,000 14-16-18-20-22-or-24-page papers  
12,500 28-32-36-40-44-or-48-page papers.

Goss "Straightline" Octuple Press Four Deck Four Page wide Presses.

RUNNING SPEED PER HOUR

with two folders  
50,000 4-6-8-10-12-14-16-page papers  
25,000 18-20-22-24-26-30-32-page papers

with four folders  
100,000 4-6-or-8-page papers  
75,000 10-page papers.

Goss "Straightline" Five Deck Press.

Latest improved high-speed machine, equipped with two modern high-speed folders. Patent plate lock. Raised Plate cylinders, and other improvements.

RUNNING SPEED PER HOUR

72,000 4-6-8-10-12-14-16-18-and-20-page papers  
36,000 22-24-26-28-30-and-32-page papers.

Twelve-page Duplex Flat Bed Web Newspaper Presses prints and folds 4-6-8-10-or-12-page papers.

Scott Two Roll Two Page-wide Press.

Prints and folds 2-4-6-8-10-12-or-16-page papers at speed of 12,000 per hour. All products folded to half-page size.

If interested in any of the above machines, write for further particulars.

**WALTER SCOTT & CO.**  
PLAINFIELD, N. J.

NEW YORK OFFICE  
1457 Broadway  
at 42nd St.

CHICAGO OFFICE  
Monadnock Block

# To The British Advertising Men:

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## A Response

New to the war and not yet acquainted with its supreme trials we naturally turn with open ears and hearts to expressions from you.

So much of grit, of confidence, of ready understanding are shown in the messages of your advertising men to ours that no tidings of military gain have given us greater inspiration and just optimism.

When you sent those messages you did a great, big, helpful thing.

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## American Association of Advertising Agencies

OFFICE OF THE NATIONAL EXECUTIVE SECRETARY

Metropolitan Tower    ::    ::    ::    New York

American Ass'n of Advertising Agencies embraces and comprises following Councils: Western Council, New England Council, Philadelphia Council, Southern Council, New York Council.

## WINNING IN BATTLE FOR CLEAN ADS

Vigilance Committee of A. A. C. W.  
Makes Vast Inroads on Double Stand-  
ard of Newspapers, Merle Sidener  
Tells San Francisco Convention

Clean and truth-telling advertising has received a great impetus during the year, according to Merle Sidener, chairman of the National Vigilance Committee of the A. A. C. of W., who says:

"During the last year business has been battling against its enemies at home as our army fights the forces of organized brutality abroad. Inefficiency and indifference have been beaten back. Waste and extravagance have lost ground. Dishonesty and fraud have been forced to retreat.

"The righteous forces of business have allied themselves for more effective fighting, and the National Vigilance Committee of the Associated Advertising Clubs has had an important place on the front line.

"New Government departments have taken position at points especially needing strong offensive support, and national business organizations have marshalled their forces in harmony with the big war-winning programme.

### Fight on Important Sector

"The truth-in-advertising division has operated on one of the most important sectors, fighting directly against dishonest and corrupt sales methods. We are able to offer to the Government a trained and experienced force in this line of fighting. Our years of preparation have proved their value.

"The newspaper publishers' regiment has distinguished itself during the year. Its members have made heavy sacrifices individually in taking up arms against the promoters of highly speculative enterprises. And the work of recruiting has been especially noteworthy, many newspapers enlisting and taking the unwritten oath of allegiance to clean advertising.

"The regiments of national magazines, agricultural papers, trade periodicals, religious press were already more nearly on a war footing before the year began, and they have not wavered in their militant loyalty. There has never been any question as to which way the battle was going in the sections held by these units.

"The organized national advertisers fight shoulder to shoulder with the clean mediums, and the intelligence department of the National Vigilance Committee has rounded up a number of enemy aliens who have sought to don the uniforms of legitimate national advertisers.

"The strongest drive of the year has been against the misleading advertising of stock in highly speculative enterprises. This drive has been especially directed at all promotions and, with the cooperation of the newspapers, the guns of many of these marauders have been silenced. Not only has honest business thus been served, but many thousands of dollars have been saved for investment in Government securities that otherwise would have been diverted into the pockets of unscrupulous promoters.

"Our patrolling parties have at the same time cleaned out short sections of enemy trenches occupied by unfair retail advertisers, fake hand schemers, blue-sky law evaders, classified advertising sharks, makers of false value statements, and scores of others whose

deceptions have systematically undermined confidence in advertising.

"It has been a year of accomplishment. But the war against corruption in business is not over. The National Vigilance Committee is enlisted for the duration of that war."

## BRITISH EXPERT BUILDS CIRCULATIONS NOT DREAMED OF HERE



EDWARD HULTON.

E. Hulton & Co., of London and Manchester, publish more newspapers, judged by aggregate circulation, than any other house in the British Isles. While still a young man, Edward Hulton, president of the concern, succeeded to the publishing business founded by his father, and he has built for it an immense business. He founded four important dailies, four leading Sunday papers, and a popular weekly.

Edward Hulton has the reputation in British newspaper circles of never having made a failure. Having built up the largest publishing business in the provinces, he turned his attention to London. The Daily Sketch, a popular daily picture paper, first published at Manchester, had already topped the circulation of all papers published outside the metropolis. Mr. Hulton planned to print it simultaneously in Manchester and London. In the latter city he leased a plant which seemed to critics too big for his needs. Yet, so rapid was the progress of the Daily Sketch that he soon had to erect a new building to house it. Almost before this building was completed he launched the Illustrated Sunday Herald, which commenced with over 1,000,000 circulation. Next he purchased the Evening Standard, a London two-cent evening paper which was falling into decay, and turned this semi-failure into a big success. Its circulation to-day is greater than that of all other evening two-cent papers combined.

As a circulation builder, Edward Hulton has a unique reputation. His Manchester daily paper, the Daily Dispatch, has easily the largest circulation of any provincial morning journal. The Evening Chronicle has a similar record among the provincial evening papers. Four papers owned by him, Daily Dispatch, Illustrated Sunday Herald, Sunday Chronicle, and Empire News, each sell around 1,000,000 copies per issue. The combined circulation of the Hulton newspapers exceeds 5,500,000.

Although Mr. Hulton's reputation as

a business builder stands high in publishing circles, he himself is best known to the general public as a sportsman. On several occasions he has won the Waterloo cup, the blue ribbon of the coursing world. As a race-horse owner, he has won the Derby, the Oaks, the Gimcrack Stakes, the Cambridgeshire, all classical races, and a host of minor ones. Naturally the man who has headed the list of winning owners, or been in the first three for a number of years, is something like an idol in the greatest sport in the country and the world.

The war has temporarily halted Mr. Hulton's activities, but he is still young enough to justify the expectations of his friends, who confidently look forward to his achieving even bigger things in the future.

### 20 PER CENT. A. A. C. W. REFUND

#### New Mark for Liberality Set by San Francisco

SAN FRANCISCO, August 22. — Seven hundred and sixty San Francisco firms and individuals that subscribed to the A. A. C. W. convention funds are to receive back 20 per cent. of their contributions. This represents the unexpended portion. Announcement to this effect was made yesterday at the headquarters of the San Francisco Advertising Club.

A refund of 10 per cent. was made at the St. Louis convention last year, but San Francisco's subscriptions were twice as large in percentage and there are many more names on the list. This record-breaking success is attributed largely to the work of two men during the many months of preparation—Samuel P. Johnston, president of the San Francisco Advertising Club, and Frank

H. Abbott, jr., director-general of the Club's convention board.

In addition to the actual work of the convention, the Club workers, under Johnston and Abbott, took a prominent part in securing for San Francisco the first complete exhibition of the Government's Allied War Exposition, which is to tour the country.

### WILL CONDUCT WAR EXPOSITION

#### Chicago Advertising and Newspaper Men Serve on Committees

CHICAGO, August 29.—At a recent meeting of the publicity committee of the Allied War Exposition, to be held in Chicago September 2 to 15, committees were appointed as follows:

Advertising finance—Henry Schott, A. D. White, Philip Lennon, Louis Bruch.

Special features—Sam Gersten. State Street—I. R. Parsons.

Outdoor advertising and publicity—W. D. McJunkin.

Modern Trade Association—B. W. Clifford.

Circularization—Phillip Lennon. Newspaper and advertising promotion—E. S. La Bart, H. L. Pickard.

Association of Commerce Trade Extension Committee—William H. Rankin.

Moving Pictures—P. L. Shaffer, Aaron Jones.

Theatre programme—C. W. Riley.

#### Dan O'Connell Leaves for Camp

WASHINGTON, August 28.—Daniel E. O'Connell, who has been acting news editor of the Washington Star, owing to the illness of John B. Smallwood, left Washington this week for a camp in Alabama under the call to the army.

## The Press

PHILADELPHIA

FIRST

in Display Advertising Gains for

JULY

195 Columns

the largest increase of any Philadelphia newspaper. The Press still leads all other Philadelphia morning papers with the largest gain for seven months of 1918, the total being 956 columns.

The Wise Advertiser is Keeping His Eye on "The Press"

GILMAN & NICOLL

1103 World Building, New York 1030 Tribune Building, Chicago



# SELLING to the SOUTH

by advertising in daily newspapers!

Having last year produced nearly \$6,000,000,000 worth of farm crops out of a total of \$13,500,000,000 for the *whole* United States, the South naturally is a liberal buyer for both farm and home. It is taking on agricultural machinery, farm implements and all kinds of new utilities to brighten up and make life within and without, more comfortable and enjoyable.

And the planters and farmers pass the prosperity along to their *townspeople*, that is, they make their purchases in *town*, which keeps the towns up with the procession. Merchants are buying up-to-date office equipment to save on labor and procure greater efficiency in the business; and pianos, phonographs, automobiles, "pretty clothes and things" for their families.

The families, by the way, are regular readers of the daily newspapers and put a name to the things they order—the name they see advertised bravely and truthfully in the newspapers they read.

At the bottom of prosperity is always *crops*. Crop prospects are good. Cotton is *high*.

There are *many* army camps, cantonments and government operations that add to the buying activities. Taken altogether they are making for big purchasing in the South.

Better start advertising now and get your share of the trade.

		Net Paid	2,500	10,000
		Circulation	lines	lines
<b>ALABAMA</b>				
Birmingham Age-Herald	(M)	22,516	.07	.05
Birmingham Age-Herald	(S)	31,604	.08	.06
Birmingham Ledger	(E)	40,504	.07	.07
Birmingham News	(E)	47,000	.07	.07
Birmingham News	(S)	54,000	.08	.08
Mobile News Item	(E)	7,993	.03	.03
Mobile Register	(M)	17,997	.04	.04
Mobile Register	(S)	24,802	.05	.05
Montgomery Advertiser	(M)	19,723	.05	.04
Montgomery Advertiser	(S)	21,782	.06	.05
<b>FLORIDA</b>				
Jacksonville Metropolis	(E)	17,723	.04	.04
Jacksonville Times-Union	(M&S)	32,714	.055	.055
Pensacola Journal	(M)	5,385	.0172	.0172
Pensacola Journal	(S)	6,500	.0172	.0172
<b>GEORGIA</b>				
Atlanta Georgian	(E)	62,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
*Augusta Chronicle	(M&S)	11,321	.035	.025
Augusta Herald	(E)	12,029	.03	.03
Augusta Herald	(S)	11,203	.03	.03
Columbus Ledger	(E)	7,000	.035	.018
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,307	.04	.04
Savannah News	(M&S)	14,037	.04	.03
<b>KENTUCKY</b>				
Louisville Courier-Journal	(M)	41,078	.1250	.07
Louisville Courier-Journal	(S)	61,815	.15	.09
Louisville Times	(E)	57,372	.10	.08
Louisville Herald	(M)	55,786	.07	.07
Louisville Herald	(S)	48,562	.07	.07
<b>LOUISIANA</b>				
New Orleans Times-Picayune	(M)	65,500	.10	.10
New Orleans Times-Picayune	(S)	81,250	.12	.12
New Orleans Daily States	(E)	41,267	.08	.06
New Orleans Daily States	(S)	62,141	.10	.10
New Orleans Item	(S)	80,288	.12	.12
<b>NORTH CAROLINA</b>				
Asheville Times	(E)	8,710	.025	.02
Charlotte Observer	(M)	13,696	.055	.03
Charlotte Observer	(S)	17,826	.065	.04
Greensboro Daily News	(M)	12,753	.045	.035
Greensboro Daily News	(S)	18,219	.06	.04
Winston-Salem Sentinel	(E)	7,084	.02	.02
<b>SOUTH CAROLINA</b>				
Charleston American	(M)	11,151	.0286	.0178
Charleston American	(S)	11,151	.032	.0215
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	22,456	.05	.05
Columbia State	(S)	23,990	.05	.05
Greenville News	(M&S)	9,620	.03	.025
Spartanburg Jour. & Car. Spartan	(E)	5,337		
Spartanburg Herald	(M)	3,751	.03	.03
Spartanburg Herald	(S)	6,548		
<b>TENNESSEE</b>				
*Chattanooga News	(E)	20,686	.035	.035
Chattanooga Times	(M)	26,341	.06	.06
Chattanooga Times	(S)	21,682	.06	.06
Knoxville Sentinel	(E)	23,279	.05	.04
Knoxville Journal-Tribune	(M)	25,000	.04	.04
Knoxville Journal-Tribune	(S)	81,185	.12	.10
Memphis Commercial Appeal	(M)	118,359	.14	.12
Memphis Commercial Appeal	(S)	46,078	.07	.07
Nashville Banner	(E)	53,000	.08	.08
*Nashville Tennessean	(M)	20,000		
*Nashville Evening American	(E)	50,000	.08	.08
*Sunday Tennessean & American	(S)	40,000		
<b>VIRGINIA</b>				
Newport News-Press-Times-Herald	(M&E)	12,320	.025	.025
Newport News Daily Press	(E)	7,024	.025	.025
Norfolk Ledger-Dispatch	(S)	46,998	.07	.06
Richmond News Leader	(E)	39,401	.08	.06
Roanoke Times	(M&S)	10,567	.04	.035
Roanoke World-News	(E)	9,918		
Government Statements April 1, 1918. *Publishers' statement.				

## TO RELIEVE PRESSURE ON MERCHANTS

Farmers, Doctors, and Lawyers to Be Asked to Contribute to Advertising Fund for Fourth Liberty Loan in Colorado—Editors to Donate Space

That the editors of Colorado disapprove of the present plan of advertising Government Bonds, and that in the campaign for the Fourth Liberty Loan some changes in the plans for securing donations are to be made, is asserted by Alva A. Swain, Publicity Director for Treasury Department Activities in that State.

In a letter to THE EDITOR-PUBLISHER Mr. Swain says:

"Your editorial, 'Making Progress but Slowly,' strikes the nail squarely on the head. Sooner or later the Federal Government must come to the knowledge that advertising space is a commodity, and that it should be paid for the same as any purchasable product.

"I have handled the publicity work for all Treasury Department activities in Colorado this year. We tried the scheme of having the newspapers take these prepared advertisements and sell the space to their regular advertisers, using these prepared advertisements as copy. It did not work. The advertisers got the ideas that the editor was selling his own patriotism.

"Just now we are being deluged from New York and Washington with the prepared advertisements for the Fourth Liberty Loan. I recently sent a questionnaire to every editor in Colorado on this very subject, and out of the 426 editors, 425 disapproved the present plan of presenting Government bonds to our people.

"This time, instead of having the editors and other newspaper men try to sell their space for these advertisements, I have asked the Liberty Loan County Chairmen to raise an incidental fund sufficiently large to pay for whatever advertising they deem necessary, and in almost every instance the papers have agreed to donate inch for inch for that paid for, in addition to the news stories and editorial columns they will give.

"I have asked the County Chairmen, in raising their fund, to stay away from the business men, who are called upon to furnish most all of these funds, and to solicit the lawyers, the doctors, the farmers, and other citizens who are not always being poached to pay Government bills.

"After all, the newspaper people themselves are responsible for this situation. If we were a unit in presenting the matter to the Government, we could get it changed in a very few months.

"I feel I have a right to make this criticism of the Government's policy, because I understand that Colorado stands first in inches of display advertising, lines of reading matter, and lines of editorial, per capita, on the third Liberty Loan drive and in the War Savings campaign. In other words, our editors gave more space per capita than the editors of any other State in each of these drives, and yet, all but one opposes the present policy of the Government in asking that either the editors donate their space or that charity collections be taken from among our citizens to pay for it. It would be just as fair and no more humiliating to Government officials to ask them to work for nothing or to send themselves or special committees around raising a fund to pay their salaries."

## AD CLUB ANNOUNCES COMMITTEES

Indianapolis Organization Has New Verse to Patriotic Song America

INDIANAPOLIS, Ind., August 18.—Paul Richey, president of the Advertising Club of Indianapolis, has appointed the following committees for the year:

Advisory—P. S. Florea, Ernest Cohn, Clarence Weaver, C. H. Burlingame and Carl Hunt. Program—Merle Sidener, O. T. Roberts and Noble Praigg. Membership—Harry Britain, Frank E. Chance and Jesse Hanft. Publication—A. L. Billingsley, George W. Stout, and M. G. Lipson. Publicity—Carl Hunt, R. L. Jenne and Miss Emma Pearce.

The Club has adopted a new verse for "America," and the members sing it at each Wednesday luncheon meeting. It runs thus:

God save our splendid men,  
Bring them safe home again,  
God save our men.  
Make them victorious,  
Patient and chivalrous,  
They are so dear to us,  
God save our men.

## FIXED PRICES UPHELD IN NEW JERSEY

Newark Chancellor Holds If Article Carries Conditions of Sale, Set Price Is No Violation of Trust Laws

NEWARK, N. J., August 24.—Fixing by the manufacturer of standard price for an article is legal, Vice-Chancellor Lane holds in a decision in Newark in the suit of Robert H. Ingersoll & Bro. to restrain Hahne & Co., department-store owners of Newark, from selling Ingersoll watches at less than the standard price without removing the trade name and manufacturer's guarantee. He held that the fixing of a standard price, if the article contained a notice of the conditions under which it might be sold by the retailer, was not a violation of the Sherman or Clayton acts. He said the United States Supreme Court, in his opinion, had not passed on the "precise situation presented here." He conditionally took issue with a decision of ex-Justice Hughes on price-fixing.

"If the learned Justice meant that all restraints were void at common law, I think he was mistaken," the Vice-Chancellor stated. "But, be that as it may, it is now well settled that restraints which are reasonable, in the absence of the statute, are valid. It is also well recognized that a person has a property interest in his trade name and good-will, and will, even in the absence of the statute, be protected against injury to that trade name and good-will. This right has in this State been, as above indicated, recognized by statute."

## First N. Y. False Ad Law Conviction

Greenhut & Co., of New York, were fined \$250 in Special Sessions on August 23 for false and misleading advertising. This is the first conviction under the State False Advertising law. Greenhut's advertised "men's fine hand-tailored suits for \$18.50." Complaint was brought against the company by the American Fair Trade League before the firm went out of business. Two tailors testified that the suits were not hand tailored. Before the company, which is now in process of liquidation, can settle its affairs, all charges have to be disposed of, and the fine was paid promptly.

# The War After The War

There's going to be a lot to do in this old world after the war.

There's going to be so much to do in this country that is being left undone while the fight is on that we will be put to the test to cope with peace activities as we are now with war activities.

Needless to enumerate the things we're not doing, building and making, that we would be doing were we not warring for civilization.

Needless to point to the scanty stocks of every kind of merchandise—every necessity, every luxury—and they're growing scarcer daily!

And think of the rebuilding of France and Belgium and Russia—it's our job after the war!

The war after the war will be a war of competition for labor, for materials, for contracts, for a share of the unexampled prosperity that will follow this war as sure as sunshine and peace.

What, Mr. Advertiser, are you doing in preparation? Are you planning, laying foundations, keeping your working organization as nearly intact as possible—are you, above all, keeping your trade-marks alive and protecting your past investments in publicity?

## Employ New Jersey's Leading Newspapers to Perpetuate Publicity:

Paper	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,336	.0207
Atlantic City Press (M) Union (E).....	13,135	.0350
Camden Courier (E).....	11,300	.025
Elizabeth Journal (E) (A.B.C.).....	16,339	.0318
Hackensack Record .....	5,072	.0178
Newark Sunday Call (S).....	51,981	.11
Newark Star-Eagle (E).....	53,913	.10
Morristown Record (E).....	3,925	.0107
Passaic Herald (E).....	6,614	.015
Passaic News (E).....	7,627	.0215
Paterson Call (M).....	13,824	.0321
Paterson Press-Guardian (E).....	11,107	.03
Paterson Sunday Chronicle (S).....	8,534	.03
Perth Amboy Evening News (E).....	7,505	.018
Plainfield Courier-News (E).....	7,427	.0215
Union Hill (Weehawken) Hudson Dispatch	14,000	.02

Theodore S. Fetting Advertising Agency, 314 Kinney Building, Newark, N. J.



“One Vast Picture  
of Trade Activity”—

THAT IS

# NEW ENGLAND

¶ And behind this picture lies a vast amount of orders for outside merchandise of every kind, made possible because the workers in the picture are receiving more money than ever before in New England's economical history.

¶ 85% or 5,000,000 of New England's 7,000,000 people are classed as urban—therefor possible buyers of standard trade-marked brands manufactured for city trade.

¶ REACH BEHIND THE PICTURE—your share of this vast trade is awaiting you. The surest and cheapest way to reach it is to advertise in these

## STANDARD NEW ENGLAND DAILY NEWSPAPERS

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
<b>MASSACHUSETTS</b>				<b>MAINE</b>			
Boston American ..... (E)	380,291	.40	.40	Portland Express ..... (E)	22,970	.0	.045
Boston Advertiser and American ..... (S)	321,483	.35	.35	Portland Telegram ..... (S)	17,952	.045	.035
Boston Globe ..... (ME)	277,151	.30	.30		40,922	.105	.080
Boston Globe ..... (S)	316,790	.35	.35	Population, 762,787.			
Boston Herald-Journal ..... (M)	252,822	.30	.30	<b>VERMONT</b>			
Boston Traveler ..... (E)				Barre Times ..... (E)	7,249	.017	.0143
Boston Post ..... (M)	497,125	.45	.45	Burlington Free Press ..... (M)	10,304	.025	.0179
Boston Post ..... (S)	354,706	.35	.35		17,553	.042	.0322
Boston Record ..... (E)	50,650	.15	.15	Population, 361,205.			
Boston Transcript ..... (E)	47,794	.18	.18	<b>CONNECTICUT</b>			
Fitchburg Sentinel ..... (E)	5,587	.02	.015	Bridgeport Post-Telegram .. (M&E)	38,870	.0850	.07
Lynn Item ..... (E)	13,150	.036	.046	Bridgeport Post ..... (S)	10,311	.04	.025
*Lynn Telegram-News .. (E&S)	16,000	.04	.04	Hartford Courant ..... (MS)	21,256	.06	.05
Lowell Courier-Citizen .. (ME)	18,145	.035	.035	Hartford Times ..... (E)	31,339	.06	.06
Salem News ..... (E)	18,949	.05	.04	Meriden Journal ..... (E)	4,897	.025	.0143
Springfield Union ..... (MES)	30,742	.09	.06	New Haven Times-Leader .. (E)	18,978	.04	.035
Worcester Gazette ..... (E)	30,123	.07	.05	New London Day ..... (E)	9,977	.0285	.025
				Norwich Bulletin ..... (M)	9,508	.04	.02
Massachusetts totals .....	2,623,737	3.1362	3.0286	Waterbury Democrat ..... (E)	7,086	.017	.017
Population, 3,605,522.				Connecticut totals .....	152,222	.3605	.2663
<b>RHODE ISLAND</b>				Population, 1,114,756.			
Pawtucket Times ..... (E)	23,840	.06	.04	Government Statements April 1st, 1918.			
Providence Bulletin ..... (E)	52,966	.10	.10	*Publisher's Statement.			
Providence Journal ..... (M*S)	34,050	.075*09	.075*09				
Providence Tribune ..... (E)	28,089	.07	.06				
Woonsocket Call-Reporter .. (E)	10,247	.0357	.0214				
Rhode Island totals .....	149,192	.3206	.2965				
Population, 591,215.							

**KNOWING THE "OTHER FELLOWS" BETTER**

**Big Benefit Derived from Closer Acquaintanceship of "Upstairs" and "Downstairs" Forces, Shown on Salt Lake Telegram**

SALT LAKE CITY, AUGUST 26.—A few evenings ago the Telegram editorial staff gave a dance and cabaret show with the business office force as guests and issued a page miniature of the regular Telegram as the souvenir of the occasion. The benefits to be derived from such closer acquaintanceship of the business and editorial departments of newspapers were explained to THE EDITOR-PUBLISHER by Frank Goodcell, managing editor of the Telegram, who said:

"In all my 21 years' experience as a newspaper man it is the first time I ever heard of the editorial bunch so honoring the payroll chasers. But we all feel better and now know that the fellows downstairs are regular human beings. Of course, our wives and some others were present and we had a whale of a time."

The miniature Telegram included all the regular Telegram features. For instance there was the "war map" of the editorial room, with the copy desk labelled "Headline Heights," the city editor's desk labelled as "Dreams," and Managing Editor Goodcell's office called "the Pill Box"—Just why Mr. Goodcell does not know, except that it is small and modest. Then, there were the "Heartitorium," "The Sandman Story," "The House of Whispers," etc.

**WAR IS A "TONIC" TO WEEKLY PUBLISHERS**

**Learning Better Business Methods from the War Industries Board, President of North Carolina Press Association Avers**

ASHEVILLE, N. C., August 27.—Discussing "The Future of the Country Weekly," president Noah M. Hollowell told the North Carolina Weekly Press Association, in session here, that the war has proved to be a tonic in the business offices of the weeklies. The editor of the French Broad Hustler, of Henderson, said that publishers are learning better business methods under the tutelage of the War Industries Board.

Miss Beatrice Cobb, of the Morganton News-Herald, reported the action of the North Carolina Press Association in regard to legal advertising and the weekly papers agreed to co-operate in this matter. It was also decided to follow the instructions of the War Industries Board in regard to cash subscriptions after October 1.

The association closed its one-day session with the election of the following officers: Noah M. Hollowell, Hendersonville French Broad Hustler, president; Tobias Larson, Waynesville Carolina Mountaineer, vice-president; Miss Beatrice Cobb, Morganton News-Herald, secretary-treasurer.

The next quarterly meeting will be held in Asheville on November 22.

**Sparrow Is in Naval Reserve**

NASHVILLE, Tenn., August 21.—Hugh Sparrow, sports editor of the Nashville Banner, has left as a naval reservist for training station at New Orleans, La. His successor has not yet been named.

**J. L. HOUSTON, JR. GOES TO CHICAGO DROVERS' JOURNAL**



J. L. HOUSTON, JR.

CHICAGO, August 27.—J. L. Houston, jr., has just left the Chicago American to become assistant manager of the Drover's Journal. Mr. Houston, previous to his connection with the American was assistant business manager of the Chicago Evening Post, gained his early newspaper training on the Omaha World and was thereafter connected with the Clover Leaf publications for ten years.

During the three years he was with the American, he acted as manager of the mail subscriptions department, where his efforts were attended with marked success. His friends, of which he has a host, predict for him a generous measure of success in his new position.

**Tablet Honors Employees at War**

MINNEAPOLIS, Minn., August 29.—In honor of employees from various departments of the Journal who have gone to war, a bronze tablet bearing fifty-three names has been placed at the entrance of the Journal building. The tablet is surmounted by the figure of a fighting eagle. "The following named employees of the Minneapolis Journal have answered the call of their country and enlisted for service," the honor roll reads. Following the long list of names was the quotation from President Woodrow Wilson, "The right is more precious than peace. We shall fight for the things which we have always carried nearest our hearts. To such a task we dedicate our lives." Eleven more names are to be added to the fifty-three, bringing the current total to sixty-four. The eleven additions are: Schuyler Bullard, Moses C. Jones, Andrew Julin, Montford F. Branch, M. W. Mottler, James G. Fletcher, Ronald G. McEachern, Gustave A. Schillberg, Harold L. Sill, Gordon W. Wraggett, and Felix J. Chate-lain.

**Liberty Loan Committee Chairman**

In preparation for the Fourth Liberty Loan, George deB. Greene, chairman of the Advisory Trades Committee of the New York Rainbow Division, has appointed committee chairmen. Charles Scribner will act for the Committee on Publishers, Printers, and Bookbinders, and A. G. Paine, jr., of the New York and Pennsylvania Company, will act for the Paper Industry Committee.

If

She Were Completely Hemmed In by Fleets and Armies

There Would be no Shortage of any necessity in

**ILLINOIS**

She has sufficient for her own 6,250,000 people—and for many millions beside, not alone in foods and food stuffs but in nearly all the items of trade, manufacture and commerce.

But—

No such necessity exists, and the facts are that Illinois products—raw and manufactured—have a large share in feeding and supplying the world with what it eats, wears and uses, while—

Over six million industrious, well to do Illinois people buy of all the world the things which Illinois does not to any great extent produce.

**Have You Anything to Sell?**

Then sell it where the market is ready, where the money is plentiful and where the newspapers are such that they will move your goods.

Bring on your goods. Here are the newspapers that will sell them.

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	15,855	.04	.04
Bloomington Pantagraph (M).....	16,637	.035	.035
Chicago American (E).....	326,998	.42	.38
*Chicago Herald-Examiner (M).....	305,230	.32	.28
*Chicago Herald-Examiner (S).....	520,208	.53	.46
Chicago Journal (E).....	110,641	.24	.21
Chicago Daily News (E).....	386,775	.43	.43
Chicago Post (E).....	55,477	.25	.12
*Chicago Tribune (M).....	417,805	.50	.35
Chicago Tribune (S).....	606,111	.60	.45
Elgin Courier (E).....	7,857	.02	.02
Freeport Journal-Standard (E).....	6,170	.015	.015
Galesburg Evening Mail (E).....	9,147	.015	.0178
Moline Dispatch (E).....	10,147	.025	.025
Peoria Star (E).....	22,470	.045	.035
*Quincy Journal (E).....	9,001	.02	.02
Rock Island Argus (E).....	6,400	.015	.015
Springfield State Register (M).....	25,000	.035	.035
Sterling Daily Gazette (E).....	5,195	.017	.017

Government Circulation Statements April 1, 1918.  
\*Publisher's Statement.

**OF INTEREST TO CIRCULATORS**

CHARLES GIBSON, for many years superintendent of carriers at the El Paso Post Office, has been appointed assistant circulation manager of the El Paso Herald. Fred Schneider, a former carrier, has been made superintendent of Herald carriers, and Paul Herbert, another ex-carrier, is now in charge of the mailing lists. J. J. Mealy has become superintendent of Herald newsboys.

THE DES MOINES REGISTER has made an advance in the carriers' rate outside of the city, and everything seems to be going along in a very satisfactory way with no loss of circulation. Plans for new prices on mail subscriptions to the Register and Tribune have not yet been decided upon.

CHARLES CROWE, for years a city carrier on the Des Moines Register and Tribune, who enlisted in the navy, has been made managing editor of "The Outpost," a paper published monthly in Baltimore for the benefit of the sailors located at Naval Academy Rifle Range in Annapolis. The first issue carried a splendid first page drawing and many character cartoons produced by Crowe himself.

R. E. PESWICK has become identified with the travelling roadmen force of the Des Moines Register and Tribune.

ELMER G. WENDLING, circulation manager of the Portland (Ore.) Evening Telegram, has enlisted in military service and will be stationed at Camp Hancock. His successor has not been chosen.

L. A. VANCE, circulation representative of the Indianapolis News, whose home is in Kokomo, Ind., has been visiting for the past ten days with friends and relatives in Des Moines, Ia. He was formerly connected with the Des Moines Register and Tribune.

L. F. MARTIN, former country circulation representative for the Des Moines Register and Tribune in north-eastern Iowa, enlisted in the Tank Service some time ago and is now located with his regiment at Gettysburg, Pa. He writes that everything is coming fine, and to forward his best wishes to the boys in the game through the columns of THE EDITOR-PUBLISHER.

THE QUINCY (Ill.) JOURNAL on August 19 increased its subscription rates from 12½ cents to 15 cents in the city and from \$3.50 to \$4 by mail. W. H. Hunt is the Journal's circulation manager.

JEROME M. NEWMAN, formerly of the Brooklyn Daily Eagle, circulation department, has recently arrived overseas and is in the accounting department of the Chief Quartermaster's office. Newman enlisted in the Quartermaster Corps last March.

WILLIAM LAW has left the mailing room of the St. Paul Daily News for military service. He is the fifty-eighth employee of the News to join the army or navy.

**N. Y. ADVERTISING MEN PLAY GOLF**

Perry, Whitlock, Saunders, and Stevens Among Prize-Winners

A variety of events occupied the attention of the members of the Metropolitan Advertising Golf Association of New York, in their third one-day event of the season over the Baltusrol links on August 23. A. C. Perry, with 82, won the low gross award in the morning, while Vincent Whitlock, with 96-18-78, took first net, and F. S. Newberry, with 99-20-79, finished second. Whitlock also won the War Savings Stamp competition.

In the afternoon M. Saunders was a double winner. His 99-22-77 won him the first net award, and also led in the Savings Stamp event. S. C. Stevens, 98-18-80, had second low net. G. B. Martin, the Glen Ridge champion, captured the gross award with 86.

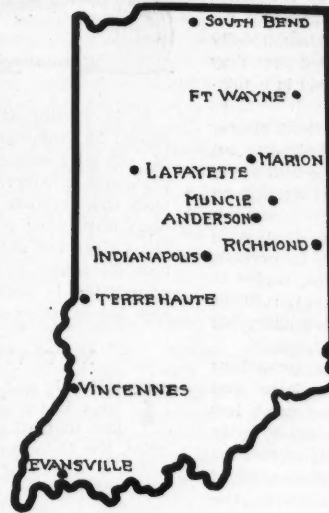
A prize was offered for the best selected eighteen out of thirty-six holes, and Donald Parker, of Garden City, tied with H. Y. Barrow, of Plainfield, for the gross with 82. G. T. Hodges took the first net with 84-10-74, and S. C. Stevens, 88-12-76, was second. Hodges and T. Melroy, with 82-14-68, led in the best-ball competition. A putting contest was also scheduled, which resulted in a tie between G. B. Martin and D. L. Hedges, with 30.

It was a War Savings Stamp competition, with a prize for best gross score and first and second net score prizes in each division.

**Paul Tewksbury Wins Taylor Trophy**

BOSTON, August 24.—Paul Tewksbury yesterday won permanent possession of the Gen. Charles H. Taylor trophy by defeating Eddie Lowery in the final round of the Boston Press Club golf tournament at the Wollaston Golf Club by a score of 4 up and 3 to play. It was Tewksbury's third successive victory in the annual competition.

**Facts on the 11 Chief Buying Centers in INDIANA**



INDIANA has unsurpassed transportation facilities for the concentration of raw materials and for the quick distribution of manufactured goods. Steam railroads and electric lines radiate in every direction from the state capital, Indianapolis. Direct connecting lines run from the hub of the state to every important distributing center in the state—any can be reached in a few hours. Each is the buying center of a populous and prosperous section, where nationally advertised goods are bought in immense and increasing quantities.

Facts and figures on the eleven chief buying centers are given below. Study them carefully—each center represents a big potential market for your goods.

**Here is a Fund of Live Sales Data**

**ANDERSON.** Pop. 30,000. Pop. within trading radius 75,000. Center of banner farming community. 35 miles N.E. of Indianapolis. 3 steam roads; 3 electric lines. Steel mills, automotive parts factories and nearly a hundred other thriving industries. 7,000 industrial employees; a weekly payroll of \$225,000. Bank resources \$16,000,000. Two city papers—Bulletin and Herald—fully cover the city and county. Bulletin, evening; circulation 5,992; 5,000-line rate, .01857. Herald, morning; circ., 5,427; 5,000-line rate, .0125.

**EVANSVILLE.** Pop. 76,078; Pop. 77,483. On Ohio River 195 miles below Louisville. Important railroad center. Six steam roads; five electric lines; extensive manufacturing plants, including tools, structural iron, stoves, flour, glass, cotton, machinery and lumber. Center of large coal field and rich agricultural region, producing wheat, corn and tobacco. City and territory thoroughly covered by Courier, morning and Sunday editions; circ., M., 19,660; S., 15,709. 5,000-line rate, .035.

**FORT WAYNE.** Pop. 76,183; Allen Co. Pop., 100,000. 148 miles S.E. of Chicago. Eight railroads and five electric lines enter city. Three large railroad shops employ nearly 4,000 men. Other plants include big foundries and machine shops, electrical works, knitting mills, car wheels, overalls and shirt-waist factories; pianos, oil tanks and many other industries. Surrounded by fertile farming district and hardwood timber section. City is enjoying great prosperity. One morning and Sunday paper—Journal-Gazette—circ., M., 28,304; Sun., 23,000. 5,000-line rate .04.

**INDIANAPOLIS.** State Capital, 60 miles from U. S. center of population. In geographic center of manufacturing of U. S. Largest inland city. Pop. 300,271. More than 2 million people within 3 hours' ride. 17

steam roads, 13 electric lines. Seven automobile factories; mammoth Ford plant. Extensive manufacturing plants of all kinds, many filling war orders. Large grain trade; 33,000 earloads handled last year, value \$75,000,000. Numerous flour mills and packing houses. Big stockyards. State offices and large educational institutions. 1917 bank clearances were \$684,058,764, a gain of 22 per cent. over 1916. Experiencing unparalleled prosperity. Two leading papers: News, evening, circ., 117,403; 5,000-line rate .14. Star—morning and Sunday; circ., M., 88,475; S., 102,329. 5,000-line rate: M., .11; S., .14.

**LAFAYETTE.** 63 miles N.W. of Indianapolis. City pop., 26,000. 60,000 Pop. in 25-mile radius. 4 steam roads, 3 electric lines. Important railroad shops. 9 banks, total deposits \$12,500,000. 89 manufacturing plants made goods valued at \$20,000,000 in 1917. Center of fertile grain raising country; dairying, stock raising. Important grain and stock market. State agricultural college—Perdue. 1,000 soldiers now here training. Two daily papers, Journal and Courier, thoroughly cover city and suburban towns and rural routes. Journal—morning, circulation 10,041; 5,000-line rate .02143. Courier—evening, circulation 7,147; 5,000-line rate .015.

**MARION.** 70 miles N. of Indianapolis; city pop., 30,000; pop. of trade territory, 60,000. 4 steam railroads, 3 electric lines. 48 thriving industries, making rubber goods, electric novelties, motors and trucks—stoves, furniture, etc. Over 5,000 employed in factories; monthly payroll \$325,000. Annual bank deposits \$6,000,000. Savings \$1,000,000. Center of fertile farming, fruit and stock raising district. Marion's foremost paper is the Leader-Tribune, every morning. Circ., 8,140. 5,000-line rate, .0215.

(To be continued)

**Advertise NOW In These Leading Indiana Papers**

	Circulation	5,000-line rate
Anderson Bulletin .....	(E) 5,992	.01857
Anderson Herald .....	(E) 5,427	.0125
Evansville Courier .....	(M) 19,660	.04
Evansville Courier (S) .....	15,709	.04
Fort Wayne Journal-Gazette .....	(M) 28,304	.04
Fort Wayne Journal-Gazette .....	(S) 23,000	.04
Indianapolis News .....	(E) 117,879	.15
Indianapolis Star .....	(M) 91,343	.11
Indianapolis Star .....	(S) 112,305	.14
Lafayette Courier .....	(E) 7,667	.015
Lafayette Journal .....	(M) 10,041	.02143
Marion Leader-Tribune .....	(M) 8,140	.0215
Muncie Press .....	(E) 9,547	.01786
Muncie Star .....	(M) 24,858	.0425
Muncie Star .....	(S) 14,516	.0425
Richmond Item .....	(M) 7,584	.0175
Richmond Palladium .....	(E) 10,619	.025
South Bend Tribune .....	(E) 16,935	.03
Terre Haute Star .....	(M) 26,724	.04
Terre Haute Star .....	(S) 19,253	.04
Terre Haute Tribune .....	(E) 25,068	.04
Terre Haute Tribune .....	(S) 19,829	.04
Vincennes Capital .....	(E) 3,346	.01071

Government statements April 1st, 1918.

Prepared by RUSSELL M. SEEDS ADVERTISING CO., Indianapolis, Ind.

Those who know  
**THE PHILADELPHIA RECORD**  
say it is  
*Always Reliable*

# EDITORIAL

## CURTAILMENT REGULATIONS APPLY TO ALL NEWSPAPERS ALIKE

**B**ECAUSE of the fact that the regulations of the Pulp and Paper Section of the War Industries Board concerning the curtailment of space for news and text matter bear lightly upon small daily newspapers some publishers have assumed that they do not apply to their papers at all. This is a mistake. The regulations do apply to all.

Newspapers of eight pages, in which text matter averages less than fifty columns, are required to cut that average 5 per cent. The rule would still apply if but twenty columns a day, or even less, were given to news and text matter.

As to the regulations concerning the elimination of waste by discontinuing subscriptions in arrears, sample and promotion copies, gift copies, copies to advertisers (except one copy for checking), returns, etc., these apply to all daily newspapers alike, big and little.

It is absolutely necessary that all publishers should comply with these regulations in letter and in spirit. The reason is simple: News print has been placed on the list of essentials by the Priority Board, and this action—assuring a supply of fuel for the mills—has served to rescue the newspapers of the country from what has appeared to be the greatest menace to their existence that has ever confronted them. The War Industries Board, however, cannot tolerate the use of fuel for the manufacture of paper which is to be used wastefully. It is merely a common-sense proposition. Priority in shipments is accorded only to essential industries—and waste is not necessary either in the conduct of an essential industry or in the consumption of its product.

The publisher who wastes a pound of news print wastes a pound of coal. He wastes the labor required to mine and ship the coal, and that required to manufacture and ship the paper. War needs have formulated ironclad laws for industry—and the first of these is that for preventing waste of labor and materials. The habit of wasting must be broken—completely, effectually broken. Publishers have no option in the matter. It is mandatory.

The weeks intervening between now and October 1 are weeks of practical probation for all publishers. If they shall comply fully with the requirements, and the consumption of news print shall be cut down 15 per cent., as specified, the situation may be greatly relieved. If they fail, the War Industries Board will probably take the matter into their own hands and enforce the necessary restrictions in the use of paper. Arbitrary allotment of news print would logically follow. This would entail real hardships on many publishers. It is possible to forestall such measures.

Publishers of small dailies must not rest under the delusion that the big newspapers only are concerned in this matter. It is the concern and the responsibility of all alike.

### MR. COLVER'S NOTABLE ARTICLE

**T**HE special article on the necessity of continuing national advertising campaigns during the war period, written for THE EDITOR-PUBLISHER by Hon. William B. Colver, chairman of the Federal Trade Commission, and featured in the issue of last week, has attracted wide interest and comment.

Demands from advertising agencies for extra copies of that issue have been so great that it has been necessary to order reprints of the Colver article to meet the need. Agency men see in it the strongest and most convincing brief yet presented in behalf of a policy of sound business sense in regard to war-time advertising.

Chairman Colver's contention that only a small part, if any, of advertising expenditure is properly chargeable as a current item of sales expense, and that advertising expenditure is, in reality, a permanent investment, hence a capital charge, strikes at the heart of the whole matter.

He points out that the creation of good-will means the development of a sort of spiritual asset in business, and that this asset will be seriously jeopardized through an interruption to advertising.



It is significant and gratifying that this view should be promulgated by the man who is, through his official position, in closer touch with the trade problems of American manufacturers, and likewise with the demands of the war upon our industries, than any other official in the Government. That Mr. Colver has ably outlined for American business men the course to follow in the matter of war-time advertising is conceded by all who understand, in any degree, the economic situation of to-day.

### NO GOVERNMENT GUARANTEE

**T**HE Pulp and Paper Section of the War Industries Board makes it plain that, in establishing regulations for the conservation of news print, the Government does not undertake to guarantee a supply of paper to publishers.

In the event of the necessity for the further restriction of output, because of fuel or transportation conditions, however, it is intimated that special consideration may be given to those publishers who shall have put into effect the fullest possible economies. It is merely applying common-sense to a public policy, and will meet with general approval.

Advices to the EDITOR-PUBLISHER from many cities indicate that newspapers are observing the new economy regulations in spirit and letter. This observance has, apparently, worked but little hardship thus far, and it may be safely assumed that the desired curtailment in news print consumption will be made—perhaps exceeded.

The paper manufacturers are cooperating with the Government in pledging their customers to a strict compliance with the established economy regulations. The publishers are cooperating by putting into effect the prescribed economies and curtailments. Thus it is to be hoped that war conditions may not require further drastic economies—but if these should become necessary the Government will find publishers ready to make still greater sacrifices.

### A QUESTION OF NEWSPAPER ETHICS

**J**OHAN F. HYLAN, Mayor of New York, sent a letter to be read at the convention of New York State city editors, held here a few days ago, in which he stated that practically all of the large newspapers, especially in New York, "are controlled by the special privilege-seeking interests." He asserted that the people had little regard or respect for the truthfulness of these papers, classing them with gossip mongers and trouble makers. He contended that "this shaken confidence and the belief that the press is controlled to a great extent by those who are profiteering in the necessities of life is causing great and serious unrest among the people."

The Mayor's letter was long, and all of it was in the tone and vein indicated by the phrases quoted. The New York daily newspapers, or most of them, printed it—in spite of the fact that news space, in these days, is at a premium.

When a public man sees fit to launch an attack

upon the integrity of newspapers it nearly always happens that the newspapers accord him space in which to air his views or his grievances. Is this required by the best ethics in newspaper making? THE EDITOR-PUBLISHER does not believe that it is.

In the first place, such attacks upon the press as this one just made by Mayor Hylan are usually without the slightest basis of truth. As every newspaper man knows, very few newspapers have ever been controlled by privilege-seeking interests—and no newspaper under such control ever amounted to anything in influence or prestige. Why should such a wild indictment as this Hylan letter be treated as a matter of news and accorded space which might well be used for patriotic purposes?

Why should an editor, having labored long to win and hold the faith and confidence of his readers, permit that faith and confidence to be assaulted in his own columns by any public man who chooses to call in question the integrity of newspapers? It is not enough to contend that such attacks answer themselves, and that intelligent people are only amused, or moved to pity, by them. The real effect of such baseless attacks is to leave in the public mind a serious question as to whether there may not be, after all, some truth in the allegations.

Why not refuse to be the channel of communication for those who attempt to weaken the influence and to malign the aims and purposes of newspapers? Has not an editor the same rights to decide as to what is relevant and proper for publication in his newspaper as a judge exercises in admitting and in excluding evidence in a case in court?

### "MAKING THE NEWS-COURIER PAY"

**T**HE Larned series of practical articles on developing advertising for daily and weekly newspapers, under the general title, "Making the News-Courier Pay," the first instalment of which was announced for next week's issue, is inaugurated this week instead. The date has thus been set forward because of the timeliness of the suggestions in the initial article for Liberty Loan advertising, and for the further reason that, in the instalments to follow, other timely lines of advertising are discussed and illustrated. In the next issue the matter of developing local advertising for school supplies will be the theme of the text and illustrations, with "Canning" to follow.

W. Livingston Larned, who is the art director of the Ethridge Association of Artists, is generally conceded to be the most prolific creator of high-class advertising illustrations in the country. The impress of his genius is seen wherever graphic advertising is conspicuous. He produces advertising copy in which text and picture are always strikingly linked, carrying the advertising message home to the eye and the mind with unerring aim.

The Larned series in THE EDITOR-PUBLISHER will bring to the advertising managers of newspaper each week a rich budget of ideas and workable material. The immediate problem of newspapers is to increase advertising revenues. To accomplish this the rates must be raised and the volume increased. Mr. Larned will show advertising managers the way to increase volume through developing intensively inactive lines of local advertising, creating business which will stick by helping the advertiser to get results.

**T**HE suggestion made in a recent article in THE EDITOR AND PUBLISHER by David Morton for a central news clearing house for handling—editing, cutting, coordinating—the copy now sent direct to newspapers by the publicity men of the Washington governmental departments and bureaus, has met with much favor. The Louisville Courier-Journal devotes a leading editorial to a discussion of the plan, and urges that it be considered in the national interests.

**D**ON C. SEITZ, business manager of the New York World, is the author of a volume of poems, issued by Harper & Brothers, entitled "Farm Voices." In these little classics of whimsical verse Mr. Seitz reminds one of Riley—yet the Hoosier poet never produced so comprehensive an anthology of farm life as Mr. Seitz presents.

August 31, 1918, Volume 51, No. 12.

EDITOR AND PUBLISHER

Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, editor; W. D. Showalter, managing editor; John F. Redmond, news editor.

Editorial Staff: Walter Sammis, Hugh H. Thomson,

H. R. Drummond, M. E. Pew.

London: Valentine Wallace.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: C. B. Cory.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

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

Canadian, 50c.

Entered in the New York Post Office as second-class matter.

PERSONALS

**E.** W. B. MORRISON, formerly editor of the Ottawa Citizen, is now a major-general in the Canadian forces overseas. Gen. Morrison went over as a colonel, but has been promoted twice because of his good work, and now is in command of all the Canadian artillery at the front.

George A. McAneny, executive manager of the New York Times, is spending his vacation at Lake George, N. Y.

James J. Smith, publisher of the Birmingham (Ala.) Ledger, is in New York and stopping at the Hotel Martinique.

J. E. Trower, advertising manager of the Pittsburgh Post and Sun, has fully recovered from a three weeks' illness.

J. F. Snively, business manager of the Des Moines News, has returned to his desk after a pleasant vacation trip through the East. Most of his time was spent with friends in Toledo, Cleveland, and Columbus, where he was formerly connected with the Scripps McRae papers.

Frank Goodall has resigned from the Providence Journal staff and has become associated with a desk position with the Boston Herald. Eugene J. O'Connor, jr., has left the paper to become engaged in war work at the Charlestown Navy Yard in Boston.

John Towner Frederick, of Moorhead, Minn., publisher of the Midland, was in Des Moines last Wednesday and was entertained at Luncheon by the executive committee of the Iowa Press and Author's club and by Mr. and Mrs. F. W. Weitz.

H. Z. Mitchell, a Bimidji (Minn.) newspaper man, has been commissioned a major in the Minnesota State Guard and assigned to command the Twenty-first battalion.

H. O. Bishop, a Waco, Tex., newspaper man, has gone to Washington, D. C., to represent the Waco Chamber of Commerce there and to engage in newspaper work.

Lieut. Cranston Williams, editor of the Americus (Ga.) Evening Times-Recorder, has arrived safely in France. Lieut. Williams is said to have been the first editor of a daily newspaper in Georgia to volunteer his services to his country.

George A. Obernauer, of the Buffalo Evening News, and a sergeant in Company A, 309th Infantry, now in France, has been ordered to Paris to attend an officers' training school.

Coyle C. Ticher has resigned as head artist of the Minneapolis Tribune to become an apprentice seaman at Great Lakes Training Station. His friends presented him with a wrist watch. He was a frequent contributor to the Red Book, Green Book, and Century Magazine. Algot Swanson moves up to Ticher's position, with T. R. Ziesmer as the new addition to the art department.

Mrs. W. H. Hunter, widow of the former managing editor of the Minneapolis Tribune, has gone to Washington to be secretary to Harold Knutson, Congressman from the Sixth District, Minnesota. She was at one time librarian on the St. Paul Pioneer Press-Dispatch.

Herman Garnjost, a Brooklyn (N. Y.) Eagle man, has been commissioned a second lieutenant while serving in France and is now attached to the Forty-second Division.

Russell Haight, of Chappaqua, N. Y., reputed at one time to be the youngest editor in the State, has enlisted in the infantry, and is going to fight the

**MRS. SCHWAB gave me the slogan for the ship-building programme. It was, "Less talking—more caulking."—Charles M. Schwab.**

Boches. When fourteen years old he founded the Chappaqua Bulletin.

A. R. Kreichbaum, who has been engaged in newspaper work in Beaumont, Tex., for the past six years, has moved to St. Louis to take up work on a lumber-trade paper there.

J. S. Wiley has resigned the editorship of the Pine Bluff (Ark.) Commercial to enter the Y. M. C. A. overseas service.

Earle A. Meyer, formerly with the St. Louis Globe-Democrat, and lately field manager for the Ozark Oil & Gas Company, with headquarters in Springfield, Mo., has joined the navy.

Corporal C. R. Parker, a former Brooklyn (N. Y.) Eagle employee, has been wounded while serving in France with the Ninth Infantry.

Lieut. Douglas J. Peck, a former Buffalo (N. Y.) Courier man, has arrived safely overseas.

Charles J. Tobin, president of the Albany (N. Y.) Argus Company, has been elected Albany district deputy for the Knights of Columbus.

WEDDING BELLS

Miss Zelda Sears, a former Western newspaper woman and now a well-known figure on the New York stage, was married recently in Norwalk, Conn., to Louis C. Wiswell, a theatrical manager. Mrs. Wiswell was born in Brockway, Mich., and as a girl worked as a reporter on the Fort Huron Times and was engaged in newspaper work in Chicago until 1894. She is of Italian parentage and appeared as a star in "The Nest Egg."

Miss Lillian Rosenthal, a member of the Los Angeles Herald staff, and Alexander T. Sokolow, a well-known attorney, have been married.

Miss Marjorie S. David, society reporter of the Scranton (Pa.) Republican, and J. Graydon Brown, ofinghamton, N. Y., who is now with the colors, have announced their engagement.

Miss Amy Kingsland Pennington, of New York, associate editor of the Literary Review and Writers' Bulletin, and Capt. William S. Harriman, of the United States Shipping Board, are to be married in Montreal this month.

Harold K. Seymour, automobile advertising manager of the Little Rock (Ark.) Gazette, and Miss Nancy Nicholson have been married.

Big Railroad Post for Estes

DALLAS, Tex., August 30.—Jack H. Estes, former well-known newspaper man of Dallas and Galveston, has been appointed general agent for the Federal Railroad Administration with headquarters in St. Louis. Mr. Estes will have jurisdiction over the railroads of the southwestern district.

Thompson Joins St. Paul News

ST. PAUL, Minn., August 30.—M. W. Thompson, for six years assistant advertising manager of the Dispatch-Pioneer Press, has joined the advertising staff of the Daily News of that city.

Miss Michaud's Rest Season

ST. PAUL, Minn., August 26.—Miss Florentine Michaud, society editor of the Daily News, is indulging in her annual "loaf."

Lieut. Hornaday Wounded

DALLAS, Tex., August 29.—Lieut. W. C. Hornaday, former reporter on the Dallas Evening Journal, has been slightly wounded in France, according to a cablegram received by his father, W. D. Hornaday, of Austin, head of the division of publicity and lectures of the University of Texas School of Journalism. Lieut. Hornaday is a member of the Rainbow Division and is the first man represented by a star on the service flag of A. H. Belo & Company, publishers of the Dallas Morning News and allied newspapers, to be wounded, although there are now more than sixty stars on the service flag.

Hearst Sues Mt. Vernon Officials

MT. VERNON, N. Y., August 28.—The Star Publishing Company has filed suits against fourteen city officials for \$100,000 damage each, arising from the recent city ordinance barring the sale of the Hearst papers. The complaint asserts that the city officers are "unlawfully contriving and intending to hinder and prevent plaintiff from carrying on its lawful trade." It is said that the Star Publishing Company has asked Corporation Counsel Esser to make an arrest for the violation of the ordinance forbidding the sale of the banned papers so that it can be tested on habeas corpus proceedings.

Sacred Heart Review Suspends

BOSTON, August 26.—The Sacred Heart Review has suspended publication. This weekly was founded by the late Mgr. O'Brien, of East Cambridge, many years ago. A few weeks ago there was a reorganization and the Right Rev. Mgr. Edward F. Hurley was elected president. Mgr. Hurley announced that the decision to discontinue the paper was reached only after all means to make it pay had been exhausted.

Omaha Reporters Exempted

OMAHA, Neb., August 29.—Newspaper reporters of this city have been declared immune from the "work or fight" draft regulations by Draft Board No. 5. The test decision came in the case of Earl G. Jones, a police reporter, who was held by the board to be engaged in an essential occupation.

Expediate News of Soldiers

WASHINGTON, August 22.—Delivery of letters from chaplains, members of the American Red Cross, and others to families of American soldiers killed overseas, recounting the circumstances under which the men died, is to be expedited under a plan announced by Gen. Pershing. Hereafter such letters will be marked with a small cross, so that they can be distinguished immediately and promptly forwarded to the Adjutant-General's office in France. After verification of the deaths by the casualty section, they will be forwarded to the addressees.

Loan Conference Dates With Editors

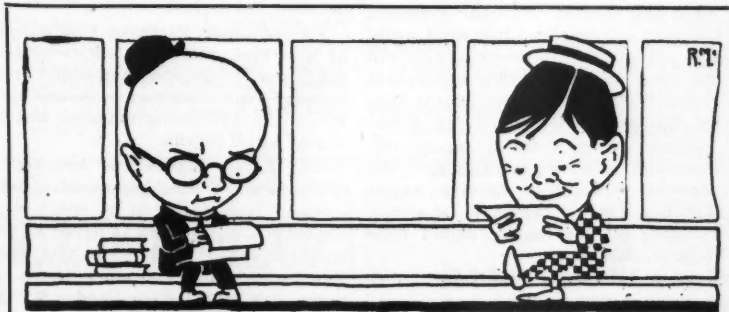
ST. LOUIS, Mo., August 29.—State chairmen of the Fourth Liberty Loan Organization for the Eighth Federal Reserve District, who met in St. Louis last Thursday, have decided on the following dates for conferences with editors of newspapers on publicity matters: Arkansas, Little Rock, September 6; Indiana, Evansville, September 11; Kentucky, Louisville, September 16; Illinois, St. Louis, September 9; Missouri, St. Louis, September 13; Tennessee and Mississippi, Memphis, September 20; southern Illinois is in the St. Louis district.

Old Catholic Paper Dies

The recent suspension of the Freeman's Journal, of New York, one of the oldest Catholic weekly papers in the United States, leaves the Cincinnati Catholic Telegraph (1831), the Boston Pilot (1836), and the Pittsburgh Catholic (1846) the sole survivors of the many Catholic papers begun in the first half of the Nineteenth Century. From 1806 to 1911, there were 550 Catholic publications started.

Baby Son for Earl Leach

DAYTON, Ohio, August 29.—Earl Leach, telegraph editor of the Journal, is the father of a new baby son. Mr. Leach was formerly city editor of the Springfield Sun.



The Rochester Herald has signed a contract for The Haskin Service for One Year

## TIPS FOR THE AD MANAGER

WEIL, BIOW & WEILL, 116 West 32d Street, New York, is now placing advertising of the Walton School, Singer Building, New York, formerly placed by the A. R. Elliott Agency.

MCKIM AGENCY, Montreal, is putting on a campaign for the Canada Paint Co.

ERWIN & WASEY, 58 East Washington Street, Chicago, will make up lists during October for the Robbins & Myers Co.'s electric motors and fans. E. H. Clarke will represent the advertiser.

CHARLES H. FULLER CO., 623 South Wabash Avenue, Chicago, will make up newspaper lists during the next thirty days for William S. Price, Inc., Adams, N. Y., maker of hernia appliances and proprietary remedies. L. A. La Fountain is in charge for the advertiser.

CHARLES KAUFMAN & BROTHERS, 230 South Market Street, Chicago, manufacturer of young men's clothing, will make up lists during the next thirty to sixty days for an extensive advertising campaign to be placed direct.

LORD & THOMAS, Mellers Building, Chicago, will make up lists during the next thirty days for the Dart Truck & Tractor Corporation, Waterloo, Ia. Milo D. Herron, sales manager, is in charge for the advertiser.

WOOD, PUTNAM & WOOD, 111 Devonshire Street, Boston, will make up lists during October for an advertising campaign on "Peerless Union Suits" for men, made by the Peerless Knitting Mills Company, Mattapan, Mass.

C. H. TOUZALIN AGENCY, 5 North Wabash Avenue, Chicago, will make up lists during October for a campaign on artificial ear drums made by the Wilson Ear Drum Company, Louisville, Ky. George H. Wilson, president, will be in charge for the company.

FREEMAN AGENCY, Mutual Building, Richmond, Va., now placing additional advertising in newspapers and magazines for the C. F. Sauer Company, Richmond. The above agency is also placing a series of advertisements for the F. S. Royster Guano Company, Norfolk, in farm papers.

ROGERS-BRETT-BAKER COMPANY, Guardian Building, Cleveland, O., has secured the account of the Ferguson Company, standardized industrial buildings, Cleveland. The above agency will also place business in Ohio newspapers during September for the William Taylor Son & Co., Cleveland, dry goods.

SMITH, DENNE & MOORE AGENCY, Toronto and Montreal, is handling a big advertising campaign for the Ames-Holden-McCreedy Company, Montreal, including all the leading dailies from coast to coast.

DESBARETS AGENCY, Montreal, is at work on a "Thrift Campaign" for the Dominion Government. This is a prelude to the next Victory Loan Campaign. The "Thrift" advertising will appear shortly in all Canadian publications and will run into a good deal of space.

CANADIAN ADVERTISING AGENCY, Montreal, is putting out a line of attractive copy for the Canadian Consolidated Rubber Company, Montreal. The advertising, which has to do with rubber belting, will appear in morning newspapers throughout the country.

CORMAN-CHELTENHAM AGENCY, 19 West 44th Street, New York, is placing large copy in newspapers for Mennen's "Kora Konia" Powder, made by the

Gerhard Mennen Chemical Company, Newark, N. J., heretofore almost exclusively a magazine and car advertiser.

HOTT'S SERVICE, 120 West 32d Street, New York, is placing advertising in magazine sections of newspapers for the Frank E. Davis Company's canned lobsters, 19 Central Wharf, Gloucester, Mass.

WYLIE B. JONES AGENCY, Binghamton, N. Y., placing orders with newspaper comic sections for the W. J. Thompson Company's movie camera, 615 West 43d Street, New York.

THERE'S-A-REASON AGENCY, Battle Creek Mich., is renewing contracts with Western newspapers for the Postum Cereal Company's "Grape-Nuts," "Postum," and "Post Toasties," made in Battle Creek.

WILLIAMS & CUNNYGHAM AGENCY, 111 Fifth Avenue, New York city, is placing 48-inch 4-time orders with Vermont newspapers for the American Tobacco Company's "Lucky Strike" brand.

DOSS RUBBER & TUBE COMPANY, Atlanta, Ga., is reported to be making elaborate plans for a nation-wide advertising campaign on its puncture-proof inner tubes and automobile casings. The advertising will start in Atlanta newspapers, and will keep pace with the expansion of the business until the Doss products have attained national distribution. T. J. Davis, vice-president of the Doss Company, will have charge.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, are now placing advertising for the Drexel Institute, Philadelphia.

The above agency will probably make up a list in October for a campaign on "Sanl-Flush" Powder, made by the Hygiene Products Company, Canton, O.

CARL M. GREEN COMPANY, Free Press Building, Detroit, now has the account of the Autocall Company, Shelby, O.

BROOKE, SMITH & FRENCH AGENCY, Detroit, has secured accounts of the Fruehauf Trailer Company, Detroit; the Arco Company, Cleveland, and the Duplex Truck Company, of Lansing, Mich.

FRANCIS T. SIMMONS & Co., Chicago, glove importers, have purchased the Marathon Underwear Company and added a new line of women's underwear known as "Athleta," which will be extensively advertised.

FEDERAL SNAP FASTENER CORPORATION, of New York, just organized, is preparing plans to advertise nationally three brands of snap fasteners. George Gallow is the advertising manager and in charge of all details.

THE RETAIL MERCHANTS ASSOCIATION of Brownwood, Tex., has raised a fund of more than \$2,000 to be spent in a campaign of advertising designed to extend the trade territory of this city. Newspaper space and other forms of advertising will be employed. W. A. Roussel, advertising manager, is in charge of the campaign.

PHILIP KOBBE COMPANY, 151 Fifth Avenue, New York, placing advertising for Theodore Audel & Co.'s "Marine Engineers' Guide, 72 Fifth Avenue, New York.

MITCHELL AGENCY, Plymouth Building, Minneapolis, is starting fall schedules in newspapers for the Northwestern Knitting Company's "Munsingwear Union Suits," Minneapolis.

MOSS-CHASE AGENCY, 170 Franklin Street, Buffalo, N. Y., is now placing advertising for the Pleasant Valley Wine Company's "Great Western Champagne," made in Rheims, N. Y.

SCHECK AGENCY, 9 Clinton Street, Newark, N. J., is advertising "Flor de Mendel" cigars for Mendel & Co., 212 East 99th Street, New York city.

FRANK SEAMAN, INC., 461 Eighth Avenue, New York, is placing contracts and copy with New Jersey newspapers on "Nut Margarine," made by the Kellogg Products Company, Buffalo, N. Y.

SPAFFORD ADVERTISING COMPANY, 10 Post Office Square, Boston, is placing 2,028-line orders with newspapers for the Standard Woven Fabric Company's "Multibestos Brake Lining," made in Walpole, Mass.

## AD FIELD PERSONALS AND CLUB NOTES

CHARLES H. MOORE, of St. Paul, has come to New York to develop a financial advertising service, from which he will direct the publicity plans of several commercial banks, savings institutions, and trust companies, and will personally write advertising copy. Mr. Moore went to St. Paul from Spokane, Wash., and for two years has been chief of the editorial department of the bank advertising house of the Harvey Blodgett Company. He was born in New York State and admitted to the bar, but has long been rated a Western bank advertising man. He is widely known in the Pacific Northwest as having been successful both as a Trust officer for many years and the originator of productive bank advertising and designs. Mr. and Mrs. Moore, in their Eastward trip, went by the Great Lakes, motoring from St. Paul to Duluth and through New York State.

HOWARD C. CALDWELL, assistant advertising manager of the Haynes Automobile Company, Kokomo, Ind., has resigned to enter the navy. He is now at the Great Lakes Training Station.

THE CHARLOTTE (N. C.) AD CLUB has been formed with the following temporary officers: Leake Carraway, of Southern Public Utilities Company, chairman; C. A. Brooks, of Erskine R. Smith, Inc., secretary; Thomas C. Moose, of Ed Mellon Company, chairman of the membership committee, and Maurice D. Manning, of the Stieff Piano Company, chairman of the committee appointed to prepare constitution and by-laws.

W. E. DODGE has been appointed advertising manager for the Hart Parr Engine & Tractor Company, of Waterloo, Ia. He was connected with the circulation department of the Des Moines Register and Tribune for the past four years.

CHARLES GODDARD was the honor guest at a dinner given a few evenings ago in St. Joseph, Mo., before moving with his family to Los Angeles, where he will make his future home. He will engage in journalistic work. Goddard has been advertising manager and sales promotion superintendent for the Noyes-Norman Shoe Company since 1913.

CHARLES W. BARTON, assistant sales and advertising manager of the American Chic Company, New York, has enlisted in the Naval Aviation Corps.

PAUL E. FAUST and William Laughlin, distinguished advertising men from Chicago, were visitors in Des Moines, Ia., this week in connection with the meeting of State grocers. Mr. Faust is a member of the Mallory, Mitchell & Faust Advertising Company, and handles the advertising of Armour & Co

Mr. Laughlin is the advertising manager of Armour & Co. It is the plan of the Des Moines Advertising Club to have these men stay over for a few days visiting at the Iowa State Fair and to tell some of their advertising ideas to the club members next Tuesday noon.

R. C. SACKETT has been appointed director of publicity for the Fourth Liberty Loan in South Bend, Ind.

CHARLES F. SOUTHWARD, of Brooklyn, N. Y., well known in advertising and educational circles, has been appointed educational director for the Y. M. C. A. at Fortress Monroe. He has a son in France with the 306th Field Artillery.

D. DEAN DUDLEY, president of the Syracuse (N. Y.) Ad Club, is directing the publicity work in his city for the coming Liberty Loan.

THE IDEA THAT THE ADVERTISING for the Fourth Liberty Loan would be opened by an autograph advertisement by President Wilson was suggested, it has been learned, by Louis Blumenstock, advertising manager for Stix, Baer & Fuller Dry Goods Company, a department store of St. Louis, Mo. Blumenstock wrote to Frank R. Wilson, director of the Liberty Loan Publicity Bureau, about four months ago, opining that much money was wasted in advertising in the previous Liberty Loan campaign on incapably written advertisements and because the advertising was not planned and coordinated in advance to fill the thousands of pages which business houses through the land donated. One form of advertising that would count, he said, would be appeals written by President Wilson and others of prominence. He also suggested that one advertisement be written by a private in the trenches. Mr. Blumenstock has done some exceptionally effective advertising for the various governmental activities.

L. L. JOBE, who has been advertising manager for Marks Brothers' Dry

## Advertising Agents

**COLLIN ARMSTRONG, INC.,**  
Advertising and Sales Service,  
1457 Broadway, New York.

**FRANK, ALBERT & CO.,**  
26-28 Beaver St., New York.  
Tel. Broad 3831.

**HOWLAND, H. S., ADV.**  
AGENCY, INC.,  
20 Broad St., New York.  
Tel. Rector 2573

## Publishers' Representative

**O'FLAHERTY'S NEW YORK**  
SUBURBAN LIST  
225 W. 39th St., New York  
Tel. Bryant 6875

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6  
Months Ending April 1, 1918

**41,267 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



Goods Company, of McKinney, Tex., has resigned to accept a position as advertising manager for the Evarts Jewelry Company, of Dallas.

MAURICE OPPENHEIMER has been added to the Spokane Ad Club's "Honor Roll," having entered the service of Uncle Sam.

A. J. SARTORI, one of the active members of the Spokane Ad Club, has been elected secretary of the Washington State Jewelers' Association.

FENN H. HOSSICK, formerly advertising manager of the Nash Motors Company and with Motor, New York, has rejoined the advertising staff of the Burroughs Adding Machine Company, Detroit.

B. F. McCUTCHEON, of Chicago, has been made publicity director of the Fourth Liberty Loan campaign in the Seventh Federal Reserve District. He is a former Chicago Daily News man.

MISS LIGON SMITH, president of the New Orleans Ad Club's women's division, has moved to Boston, to be connected with the advertising staff of the Advertiser & American. She was with the New Orleans Times-Picayune.

ROBERT J. PARVIN, late sales and advertising manager of the Northern Equipment Company, Erie, Pa., is now with the Vulcan Soot Cleaner Company, Du Boise, Pa.

HOMER SHERIDAN has resigned as advertising manager of the Times Square Auto Supply Company, New York, and is back on the city staff of the New York American.

president and Joseph H. Finn will be vice-president. Others of the Nichols-Finn staff who have joined the McJunkin organization are George H. Sheldon, H. W. Gibbs, F. J. Egan, W. W. Garrison, and Jay Cairns.

ROBERT A. WALLACE, late of the Nichols-Finn Company, has become connected with the Dooley-Brennan Agency, Chicago.

THE HOOPS ADVERTISING AGENCY, of Chicago has added William G. Beard, late of the Charles Daniel Frey Company, to its staff.

ARTHUR G. HELLER, well known in the agency field through his many years as president of the Heller-Barnham Agency, and his more recent association with Merritt-Johnson, Inc., has joined the staff of the Phillip Kobbé Company, Inc., New York.

THE ARROW ADVERTISING COMPANY, of New York city, has been incorporated with \$25,000 capital by A. M. Donelan, M. Smith, and A. Sykes, of 233 Broadway.

MAJOR P. F. O'KEEFE, of Boston, director of the New England Division, American Association of Advertising Agents, was the principal speaker at Thursday's session of the thirty-fourth annual meeting of the Society of American Florists and Ornamental Horticulturists in St. Louis.

H. S. BUTLER, formerly vice-president of the Mumm-Romer Company, has become associated with the Arthur M. Crumine Company, of the same city.

**THE ADVERTISING AGENCY "SPOTLIGHT"**

LEONARD B. SHICK has resigned as art director of the Russel E. Seeds Agency, Indianapolis, and is now with the sales department of the Indianapolis Engraving & Electrotyping Company.

C. S. McELWAIN has been added to the staff of the Brooke, Smith & French Advertising Agency, Detroit. He was manager of the Robert Smith Agency, Lansing.

VICTOR F. HAYDEN has been added to the copy staff of the Henri, Hurst & McDonald Agency, Chicago. He was formerly with the Mumm-Romer Agency, of Columbus, O., and the Southwestern Advertising Company in Oklahoma City.

T. S. GAMBLE has been promoted to be head of the copy department of the Benson, Campbell & Slaton Agency, Chicago. He was in charge of the Cleveland office.

T. H. THOMPSON, of the N. W. Ayer Agency's copy department, is now engaged in the naval aircraft factory at the Philadelphia navy yard.

EDWIN STEARNS has left the Bush Advertising Service, New York, to go back with the Poster Advertising Company, of the same city.

GEORGE H. NELSON has resigned as vice-president of the Shuman Advertising Agency, Chicago, to become associated with the Western staff of Collier's Weekly.

GEORGE H. LEHMAN has left the Turner Advertising Agency staff, Chicago, to become advertising manager of the American Coöperative Publishing Company, Chicago, succeeding F. N. Davis, who has entered the army.

THE McJUNKIN ADVERTISING AGENCY, Chicago, has taken over the business of the Nichols-Finn Agency, which recently went into the hands of a receiver. W. D. McJunkin continues as

**THE MAGAZINE FIELD NEWS IN BRIEF**

Harry O. Latham has resigned as vice-president of Motor Life, New York, to become associated with George H. Burr & Co., of the same city. He will continue to be vice-president of Motor Life.

George Leigh, of the Butterick Publishing Company's advertising department, has been commissioned a lieutenant in the chemical warfare division of the army.

James A. Rice is the new Western representative of Judge, with office in Chicago.

**WILL INDUCT COURT REPORTERS**

The Army Needs Them for Special Services Overseas

WASHINGTON, D. C., August 27.—An order for court reporters who are in Class C, limited service, for overseas duty will be issued shortly. These men will be inducted into the service as privates, but will receive an addition of 5 cents per hundred words reported. Only the most efficient type of court reporters are desired for this work, and applicants must submit certificates from the court in which they served, stating that they are fully qualified for the army duties.

This is a rare chance for a young man in limited service who is experienced in court reporting, and all applicants should communicate with their local draft boards and learn the particulars of the order. It is suggested in the order that the draft boards examine their lists of classifications and notify every registrant listed as a court reporter held in limited service.

This is the era of craft organization—and the impulse to get together was never before so strong in the industry of newspaper making.

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

<b>ALABAMA</b> Birmingham ..... NEWS Average circulation for June, 1918, Daily 48,396; Sunday, 53,795. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.	<b>MISSOURI</b> St. Louis ..... POST-DISPATCH Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city. Circulation for entire year 1917: Sunday average .....\$61,263 Daily and Sunday .....194,598
<b>CALIFORNIA</b> Los Angeles ..... EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>NEW JERSEY</b> Elizabeth ..... JOURNAL Paterson ..... PRESS-CHRONICLE Plainfield ..... COURIER-NEWS
<b>GEORGIA</b> Atlanta ..... DAILY GEORGIAN AND SUNDAY AMERICAN. Circulation daily 62,537; Sunday 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.	<b>NEW YORK</b> Buffalo ..... COURIER & ENQUIRER New York City ..... IL PROGRESSO ITALO-AMERICANO. New York City ..... DAY The National Jewish Daily that no general advertiser should overlook.
<b>ILLINOIS</b> Joliet (Circulation 18,100) HERALD-NEWS	<b>OHIO</b> Youngstown ..... VINDICATOR
<b>IOWA</b> Des Moines ..... SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>PENNSYLVANIA</b> Erie ..... TIMES Wilkes-Barre ..... TIMES-LEADER
<b>LOUISIANA</b> New Orleans ..... TIMES-PICAYUNE	<b>TENNESSEE</b> Nashville ..... BANNER
<b>MINNESOTA</b> Minneapolis ..... TRIBUNE Morning and Evening.	<b>TEXAS</b> Houston ..... CHRONICLE The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.
<b>MONTANA</b> Butte ..... MINER Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.	<b>VIRGINIA</b> Harrisonburg ..... DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.
	<b>WASHINGTON</b> Seattle ..... POST-INTELLIGENCE

**ROLL OF HONOR**

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:

<b>ILLINOIS</b> Chicago ..... SKANDINAVEN	<b>GEORGIA</b> Athens ..... BANNER A gilt-edge subscription—not a mere circulation claim.
<b>KENTUCKY</b> Louisville, Ky. MASONIC HOME JOURNAL (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>NEBRASKA</b> Lincoln (Cir. 128,394) ... FREIE PRESSE
	<b>PENNSYLVANIA</b> Johnstown ..... DAILY DEMOCRAT

**R. J. BIDWELL CO.**  
Pacific Coast Representative of  
**DAILY NEWSPAPERS**  
SAN FRANCISCO OFFICE  
of the  
**Editor and Publisher**  
742 Market Street  
SAN FRANCISCO

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  
729 Seventh Ave. New York, N. Y.

## LIVE TOPICS DISCUSSED BY OUR READERS

*(Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the cooperation of our readers.—Ed.)*

### Newspapers on the One-Half Fold

OKLAHOMA CITY, Aug. 10, 1918.

THE EDITOR AND PUBLISHER:

After reading **THE EDITOR AND PUBLISHER**, in reference to the article by Arthur Brisbane, and as the Government has discontinued so many different kinds of business, especially the making of pleasure cars which put the automobile business out 100 per cent., I am of the opinion that the newspapers will be willing to sacrifice and endure the penalty, and give the Government every assistance to win the war.

I cannot see any reason why the newspapers should not consider the reduction of their size, getting a paper out on the basis of one-half fold. This will give an eight-page paper, five columns, on advertising it would be based entirely upon the line rate, being fourteen lines to the inch. This would reduce the heads and extra waste for unnecessary sized cut. A two-column cut would look as large on a five-column page as a four-column cut on an eight-column page. Another thing should be done, would be the carefully editing of all classified advertising. We know that in the majority of cases many newspapers will have at least 20 per cent. superfluous words in classified advertising. There can be a compromise on markets, and markets could be reduced accordingly, and a seven-column feature could easily be reduced to five columns without losing any effect, then we would have a page the size of the one-half fold.

A proposition like this would be something on the order of the size of the farm paper, and something like Trench and Camp, a copy of which I am enclosing. It certainly would cut the advertising down 50 per cent. and give the same revenue. The line rates would be based upon the inch or pro rata page rate. I believe that the majority of presses can print this size paper, because it is simply two pages to the present single form with the inch and one-half bar across the centre.

A convenient size and saves at least 25 per cent. in cost everywhere, advertising could be cut 50 per cent., and the reading matter would be cut about 25 per cent. Of course, it would practically take an order to put this proposition over right, and it would give us better results, would establish a war-sized newspaper, and show the Government and the people that the newspapers can do a real stunt.

J. A. MATHEWS,

Circulation Director, the Oklahoma City Oklahoman; Secretary-Treasurer, I. C. M. A.

### Ad Agency Service in War Time

CHICAGO, August 9, 1918.

THE EDITOR AND PUBLISHER:

Every once in a while we men in the advertising agency business receive something from our good customers which makes us believe that we really are an essential.

To-day I received a letter from one of our good customers stating that on account of war orders they will not be able to advertise as largely as they thought. However, from the paragraph which I quote below you will note

that they are willing and ready to pay us the same amount of money for our services as though they could carry out their present advertising appropriation, which means a service to us of approximately \$10,000 a year during the coming year:

"I expressed the belief that even though we were denied the right to advertise in the National Mediums, that there will be enough other things for you to do in publicily lines so that we could use your services quite the same, and to an extent that would deserve the same remuneration as you would get were we to carry out our campaign as planned."

WM. H. RANKIN, President.

## NEWS OF THE CLASS AND TRADE PAPERS

Edward T. ("Sam") Perry, one of New York's best known advertising men, has been appointed Western representative of Industrial Management, the engineering magazine, with headquarters in Cleveland.

Clifford DePuy, publisher of the Northwestern Banker, in Des Moines, Ia., and formerly State head of the Smileage campaign, left to take up training in the field artillery officer's training camp at Louisville, Ky.

P. L. Berverschuur has resigned from the Chicago staff of the Farm Journal, Philadelphia.

N. W. Doorly has joined the advertising staff of the Fairchild trade publications in New York after several years with Good Furniture Magazine.

Lieut. Arthur W. Wilson, formerly of Orange Judd Company, now of the 12th Field Artillery, is in France in the last camp previous to going to the firing line, according to a letter received by friends here.

John F. Carter has been added to the Chicago staff of the Farm Journal, Philadelphia. He was formerly with Doubleday, Page & Co., and the Motion Picture Magazine, New York.

A. F. Nagle, jr., has been promoted to be Eastern advertising manager of the Modern Hospital, Chicago, with headquarters in New York.

S. R. McKelvie, publisher of the Nebraska Farmer, has been nominated for Governor by the Republicans.

The Iowa Farmer, of Des Moines, has been purchased by the Farm Publishing Company, composed of C. C. Nye, W. B. Barney, W. B. Rutledge, Scott Bradford, Col. W. G. French, and other prominent Iowans.

The Associated Business Papers, Inc., will hold their annual convention in New York during October. The committee on arrangements consists of Harry Tipper, Automotive Industries; R. W. Allen, the Allen-Nugent Company; Roy V. Wright, the Simmons-

Boardman Company; John Clyde Oswald, the American Printer, and A. C. Pearson, of the Dry Goods Economist.

Office Appliances, Chicago, has appointed J. A. Gilbert to be assistant general manager. Mr. Gilbert has for some time been with this publication.

Will T. Gentz, prominently identified for years with the press and some of its foremost enterprises in theatrical and musical fields, has withdrawn from the Fox film organization to become associate editor of the Dramatic Mirror, New York.

Robert Ford has been appointed Eastern advertising representative of Oil News, Chicago, with headquarters in New York.

In line with the Government's request for economy in the consumption of paper, Farm Implement News, of Chicago, will reduce its pages on September 1

### N. Y. Herald Man Wounded

Lieut. Walter P. Chalaire, one of the first members of the New York Herald staff to enlist when this country entered the war, has been wounded while flying with the British Air Forces, to which he is at present attached. Word of this wounding came in a cable message which he sent to his mother, and in which he described his injury as "nothing but a bullet in the leg."

### Fairbrother in California.

GREENSBORO, N. C., August 27.—Col. Al Fairbrother, editor and publisher of the Daily Record, is en route to California for a much needed rest. He will visit his relatives in that and other Western States. Col. Fairbrother will be gone six or eight weeks.

### College Editor Gassed

Lieut. Harry W. Caygill, a former editor of the Columbia University Spectator, has again been wounded and gassed, and is now in a hospital near Paris. He is a resident of Mt. Vernon, N. Y.

### Van Buren Made Ad Manager

NEW ORLEANS, La., August 24.—Alfred Van Buren has been made advertising manager of the Times-Picayune, being promoted from the display advertising staff.

### Quits as Editor and Mayor

LITTLE ROCK, Ark., August 27.—J. S. Goodman, editor of the Cotter Courier, and also Mayor of Cotter, has suspended publication of the paper and resigned as Mayor. He will move to Little Rock.

## To Reach the Rich Trade of Kansas

## Topeka Daily Capital

Net Circulation  
(latest Government report)

# 34,487

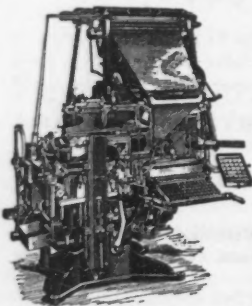
Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*  
Publisher

Member A. B. C.

# INTERTYPE

New Prices Effective August 19



F. O. B. N. Y.  
Model A, single magazine - - \$2700  
Model B, two magazine - - 3200  
Model C, three magazine - - 3500

RESULTS  
Model Z, single magazine - - 2200  
Model X, two magazine - - 2850

When side magazine unit is ordered with machine before leaving factory add \$250, to the above prices.

All prices subject to change without notice.

## Intertype Corporation

Executive Offices, 50 Court St., Brooklyn, N. Y.  
CHICAGO - NEW ORLEANS - SAN FRANCISCO

## Twelve things to Remember

- 1 THE VALUE OF TIME
- 2 THE SUCCESS OF PERSEVERANCE
- 3 THE PLEASURE OF WORKING
- 4 THE DIGNITY OF SIMPLICITY
- 5 THE WORTH OF CHARACTER
- 6 THE POWER OF KINDNESS
- 7 THE INFLUENCE OF EXAMPLE
- 8 THE OBLIGATION OF DUTY
- 9 THE WISDOM OF ECONOMY
- 10 THE VIRTUE OF PATIENCE
- 11 THE JOY OF ORIGINATING
- 12 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.

MANHATTAN PHOTO ENGRAVING CO.

251-253 WILLIAM ST. - NEW YORK CITY  
PHONES: - 1637 WORTH

## NO FALLING OFF OF ADVERTISING

Newspaper Record of July, 1918, for Eighteen Leading Cities Shows Decrease of Less Than 1 Per Cent. from Last Year

That American business men are seeing the necessity of war-time advertising, which was so strongly endorsed by Chairman W. B. Colver, of the Federal Trade Commission, in his article in THE EDITOR-PUBLISHER last week, is evidenced by the July newspaper advertising record for the eighteen leading cities of the country, which shows a falling off in advertising of less than 1 per cent. compared with the same month of last year.

The figures just compiled by the statistical department of the New York Evening Post, follow:

### Summary of Advertising by Cities

Eighteen cities listed—8 show gains, 10 show losses; 90 papers listed; 48 show gains, 42 show losses.

	1918.	1917.	
New York	7,115,970	7,190,999	75,029 Loss
Chicago	3,194,511	3,770,760	576,249 Loss
Philadelphia	4,352,298	3,739,695	612,603 Gain
Los Angeles	2,872,450	3,354,064	481,614 Loss
Baltimore	2,861,354	2,456,010	405,374 Gain
Detroit	2,702,024	2,985,682	283,658 Loss
Cleveland	2,692,125	2,612,325	79,800 Gain
Washington	2,413,672	2,255,737	157,915 Gain
Buffalo	2,049,332	1,901,699	147,633 Gain
St. Louis	2,082,778	2,356,648	273,870 Loss
San Fran.	2,050,064	2,133,894	83,830 Loss
Minneapolis	1,735,992	1,851,696	115,704 Loss
Indianapolis	1,723,495	1,898,574	175,079 Loss
Milwaukee	1,452,179	1,440,111	12,068 Gain
New Orleans	1,421,125	1,371,229	49,896 Gain
St. Paul	1,221,956	1,300,446	78,460 Loss
Cincinnati	1,099,800	901,500	198,300 Gain
Birmingham	1,250,494	1,266,594	16,100 Loss
Total	44,251,679	44,697,683	446,004 Loss

### ONTARIO PAPERS HARD HIT

Mount Forest Paper 20th Out of Business Since War

LONDON, Ont., August 26.—Nearly twenty weeklies have gone out of existence in Ontario since the war started, the latest development of this kind being the consolidation of the Mount Forest (Ont.) Representative and the Confederate.

J. A. Lambert, of the Representative, retires, and Mr. Wright, of the Confederate, assumes ownership of the new paper. Mount Forest is a town of over 2,000 population and has had two newspapers for the past thirty-five years.

There is no business in existence that has been hit any harder from a standpoint of cost of production than the newspaper.

### Ambassador Page Resigns

LONDON, August 27.—Walter Hines Page, former editor of the World's Work, and member of the New York publishing firm of Doubleday, Page & Co., has resigned as American Ambassador to the Court of St. James because of ill health. He has represented the United States here since 1913. Mr. Page has borne a heavy burden of the work of the Embassy during the war, and particularly since the United States entered the war. The Ambassador recently has been in great demand as a public speaker. While he came to London without a reputation as a public man, Mr. Page has grown steadily in popularity, particularly with the American colony, because of his democratic American ways and his approachableness.

### Party of Writers "Survey" Boston

BOSTON, August 29.—Boston entertained ten of America's best-known magazine and feature writers during one entire day last week. The delegation visited the city to make a general survey of the work accomplished in service clubs, Boston being among the cities selected outside of military and naval stations. The programme of the day was carried out under the direction of Rufus D. Smith. In the party were: Gelett Burgess, Berton Braley, Prof. William T. Hornaday, Basil King, Mrs. Gertrude Atherton, Capt. George Schriner, Princess Radziwill, Edward Hungerford, Porter Emerson Browne, and Miss Jessie Payne.

### Ensign Porter Welcomed Home

SAN FRANCISCO, August 21.—Ensign Albert J. Porter, U. S. N. R., formerly a well-known San Francisco newspaper man, has arrived home on a short leave of absence. His appearance here was the occasion for a jollification in the quarters of the San Francisco Newspaper Men's Club, of which Ensign Porter is a charter member. Porter joined the cable censor's department of the navy when this country declared war. He was later sent to Annapolis for a course of intensive training. In recent months he has been acting as assistant navigating officer of one of this country's greatest Dreadnoughts. Porter was a waterfront reporter in San Francisco.

### New Socialist Paper May Be Delayed

OKLAHOMA CITY, Okla., August 29.—It is reported here that the establishment of the Oklahoma branch of the Milwaukee Leader, the national Socialist organ published by Victor Berger, may be delayed by the ruling of the War Industries Board that no new newspapers should be launched during the war. Ground had already been purchased for a modern newspaper plant, and preparations were under way for beginning actual construction. Representatives of Mr. Berger had been at work in all parts of the State selling stock, and it is reported that most of the stock had been subscribed.

### Swiss Editors on Their Way Here

WASHINGTON, August 30.—Word was received here to-day that Hans Sulzer, the Swiss Minister, who is now on his way back to the United States, is bringing with him representatives of five of the leading Swiss newspapers to report for their people on the economic and military situation in this country.

### Gov't Takes Printing Crafts Building

WASHINGTON, August 30.—It was officially announced here to-day that the War Department has leased the Printing Crafts Building, in New York, and will consolidate under its roof all the Department offices in the city.

The transaction means, as already stated by the EDITOR-PUBLISHER, that all the big printing and advertising concerns now located in this building will have to find new quarters.

### Miss Dillon Is at Lake Vermillion

ST. PAUL, Minn., August 30.—Miss Mary Dillon, reporter of the Daily News, is enjoying a vacation at Lake Vermillion.

"Made in U. S. A." is going to be a fundamental selling argument in the advertising campaigns of the future—at home and throughout the world.

### Lieut. Harmon Not Badly Wounded

Lieut. John P. Harmon, who was wounded in action on July 19, was formerly financial advertising manager of the New York Tribune. He was a graduate of the second Plattsburgh Officers' Training Camp and went with Gen. Pershing's first contingent to France. A friend in New York has received a letter from him, saying that his injuries are not serious, and that he hopes to get back into action shortly.

### Prefers Jail to Paying Fine

VICTORIA, B. C., August 24.—Refusing to pay the \$1,000 fine imposed upon him by Magistrate Jay for having in his possession copies of his paper containing objectionable matter, W. E. Pierce, editor of The Week, has been sent to Oakhalla to serve three months' alternative sentence. Thomas R. Cusack a printer for The Week was also arrested, but paid his fine. Pierce declined offers of his friends to finance an appeal.

### H. W. Bryant "Gassed"

SAN FRANCISCO, August 29.—Harry W. Bryant, formerly with the business department of the Call, has written friends that he is in a French base hospital recovering from a German gas attack.

### Hardy Nominated for Congress

CANNON CITY, Col., August 30.—Guy U. Hardy, publisher of the Record, and president of the National Editorial Association, has been nominated for Congress by the Republicans of this district.

### Comparative Reader Interest

	Circulation
LOS ANGELES EVENING HERALD	137,707
Second Evening Paper	61,152
Third Evening Paper	43,092

The above Government statement figures show that the circulation of The Evening Herald is many thousand in excess of the daily average circulation of any other Los Angeles newspaper. The Evening Herald goes into 33,463 MORE HOMES EVERY DAY than all other Evening papers combined.  
Member of the A. B. C.

### In DES MOINES

The Register is the ONLY morning paper

The Tribune is the LEADING evening paper

Combined Paid Circulation

Over 120,000

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

23 Fifth Avenue NEW YORK Lytton Building CHICAGO

### Magazines Wanted for Soldiers

WASHINGTON, August 24.—The Post Office Department has sent out a call for more magazines of current or comparatively recent issue for the soldiers and sailors. It reminds those who wish to contribute reading matter that the arrangement whereby the Department receives magazines unwrapped and unaddressed where a one-cent stamp is affixed to the cover is still in force.

### Plan to Start Paper for the Blind

CLEVELAND, O., August 29.—A movement is on foot here to secure financial backing to start publication of a paper in Braille type for the benefit of soldiers who are blinded in the war. An appeal has also been issued for funds wherewith to print short stories in the raised type.

THE CHICAGO EVENING POST was first in total advertising gain, second in local display gain and third in total display gain among Chicago papers for 1917.

THE CHICAGO EVENING POST carried more automobile display advertising than any other evening paper in Chicago during 1917.

THE CHICAGO EVENING POST carried more Railroad and more Bank advertising than any other evening paper in Chicago during 1917.

No other newspaper in Chicago has so large a percentage of its readers among the financially able class as has

THE CHICAGO EVENING POST

54% Gain

In Net Paid Circulation Aug. 1-15 inc. 1918 compared with Aug. 1-15, 1917.

The Sunday Baltimore News

	Daily	Sunday
1918	121,211	113,438
1917	88,862	73,663
Gain	32,349-36%	39,775-54%

Frank A. Webb Advertising Manager

DAN A. CARROLL Eastern Representative Tribune Bldg. New York J. E. LUTZ Western Representative First Nat. Bk. Bldg., Chicago

VIRGINIA, MINNESOTA, with a population of 18,000, has more municipal improvement than any other town of its size in the United States.

The Daily Enterprise

Representative

ROBERT E. WARD 225 Fifth Ave. New York 5 S. Washash Ave. Chicago

## GENEROUS PUBLICITY ON FOOD

New York State Newspapers Have Devoted Many Columns to Subject of Conservation in Behalf of Government Administrator Hoover

A review of the New York State activities of the publicity bureau of the Federal Food Board has just been made public, going back to the pledge-card campaign of last fall, at which time Food Administrator Herbert Hoover inaugurated the movement for food conservation in New York State.

From the middle of last September until the present time, the Food Board states that its campaign has had the heartiest cooperation of all the dailies in New York city and all the dailies and weeklies throughout the entire State, including the foreign-language press. Very recently, in order that every section of the public might become thoroughly familiar with the rules and regulations of the Food Administration, the foreign division was added to the Publicity Bureau. Through this division the bureau is reaching more than 2,000,000 people speaking more than twenty different languages, including Yiddish, Italian, French, Chinese, Polish, Hungarian, Rumanian, and German.

Here is a résumé of the amount of space given to the cause of food conservation by the public press in New York State:

Pledge-card campaign period, for four weeks beginning September 29—New York dailies, 100½ columns, 50 editorials; New York weeklies, 40 columns, 30 editorials; out-of-town dailies, 30 columns, 15 editorials; foreign press, 6 columns; magazine press, 15 pages.

From December 7, 1917, to June 30, 1918—New York morning newspapers, 578 columns; New York evening newspapers, 377 columns.

Total news columns for morning and evening newspapers, 955.

During this period the morning and evening newspapers printed 100 editorials on subjects relating to the work of the United States Food Administration. The up-State papers devoted 825 columns of space in their news columns to the food-conservation campaign and more than three hundred editorials.

### COL. HARVEY INDICTED FOR LIBEL

Forum Letter in His Magazine Arouses New Mexicans

EL PASO, Tex., August 28.—Public feeling in New Mexico over the publication of a letter in the August North American Review, said to have borne the name of Henry Wray, of Kansas City, which used language reflecting on the people of New Mexico, has culminated in an indictment by the grand jury of Socorro County of Col. George Harvey, editor of the magazine, and Wray, charging criminal libel.

The contributed article, which has been reprinted by several of the newspapers of New Mexico, pictured the State as a hotbed of treason. Elfege Baca, an attorney, whose name figures in the Wray article, said that he intended to sue the North American Review for \$250,000.

News of the indictment was received with surprise in the office of the North American Review in New York. It was pointed out that a telegram of protest sent by Senator Albert P. Fall, of New Mexico, was published in the North American Review's War Weekly of August 17. Under the protest was the following apology by the editor: "We agree with Senator Fall that the letter ought not to have been published, and we hasten to tender unqualified apology to New Mexico and everybody in it."

The article causing the protest and indictment was not written by any member of the staff of the publication, but was a letter published in the open forum department. Senator Fall's protest was received in the office too late for publication in the September issue of the North American Review, and the first opportunity to make amends was taken when it was published in the weekly war review. A more extended apology will appear in the October issue.

### 75 Years with One Newspaper

William H. Sutton, who has spent nearly seventy-five years with the Brooklyn (N. Y.) Eagle, received congratulations on his eighty-eighth birthday on August 23. Mr. Sutton has been confined to his home for the past few days on account of a severe muscle strain recently contracted, but he is recovering very rapidly. He was born in Liverpool, England, and came here in 1840. He is a member of nineteen Masonic orders. Although he is at present acting as the fraternal news editor of the Eagle, he was employed as foreman of the composing-room during the greater part of his stay with the newspaper.

### Heroes of Canoe Tragedy

Two New York newspaper men proved themselves heroes in the Rockaway canoe tragedy that cost fifteen lives last week—one losing his life. The dead man is Ensign Edward M. Fitzgerald, U. S. N., a former New York Herald reporter. The other, John Rogan, a reporter for the Brooklyn Citizen, was in charge of one of the launches that was towing a string of eighteen canoes when they capsized. His own boat was overturned, but he rendered great aid in the work of rescue.

### Politician Shoots Editor

SHERMAN, Tex., August 29.—Because of matter referring to him, printed in the Democrat, Charles M. Spradley, candidate for Representative, shot and seriously wounded Ernest Parker, editor of the paper and local correspondent for the Associated Press. Parker will probably recover, and his assailant is in jail pending the result of his injuries and facing charges of assault to murder.

### Will Direct Loan Publicity

INDIANAPOLIS, Ind., August 30.—Walter S. Greenough, of the staff of the News, has been chosen head of the Indiana State Press and Publicity Bureau for the Fourth Liberty Loan campaign.

### Shelled by a U-Boat

PROVIDENCE, R. I., August 29.—Harold Holt, a former reporter on the Attleboro (Mass.) Sun, was on a steamer shelled by a German submarine last week off Cape Hatteras. He was not injured.

### Chenoweth Wounded in France

DES MOINES, Ia., August 20.—Orville Chenoweth, former pressman with the Register and Tribune, who enlisted at his country's call has been reported wounded in action, and is now located somewhere in France in a hospital. He was with Company B, 168th Regiment. The extent of his wounds are not known.

### An Added Iowa Fair Attraction

DES MOINES, Ia., August 27.—The Des Moines Register and Tribune has been giving visitors to the Iowa State Fair an opportunity to see its wonderful newspaper plant. Guides are furnished at different regulated times during the day to show the people through the building. The Register and Tribune moved in to its new plant on March 1.

### Cook Fishing in Minnesota

ST. PAUL, Minn., August 30.—A. H. Cook, Sunday editor of the Pioneer Press, is fishing in northern Minnesota lakes.

## Nearly 8½ Million Lines.

In eight months this year The New York Times published almost eight-and-a-half million lines of advertisements, a gain of 640,000 lines compared with the corresponding period in 1917, and, deducting situation and help wanted advertisements, a greater volume and a greater gain than any other New York newspaper. Net paid circulation daily and Sunday, exceeds 350,000.

## Buffalo News

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

## Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper?

BECAUSE

The Free Press has both quantity and quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

## 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

## The Evening Star

"One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included. Net A.B.C. Circulation 2 Cent Basis March 1st, 1918—98,714

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



Meriden Morning Record Only A. B. C. paper in Meriden, Conn.

The PITTSBURGH PRESS Has the LARGEST Daily and Sunday CIRCULATION IN PITTSBURGH Member A.B.C.

Foreign Advertising Representatives. I. A. KLEIN, JOHN GLASS, Metropolitan Tower, Peoples Gas Bldg. New York Chicago.

## Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL

225 Fifth Avenue New York

## 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

**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.

**Attention Publishers and Business Managers**

THE INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION has a membership of over 400. Among our members are several competent men who are desirous of making a change, and a few of them who are temporarily out of employment. The Association would like to have publishers or business managers to correspond with the GENERAL WELFARE COMMITTEE.

We believe they will find this an excellent way to secure the services of very competent circulation men, who are thoroughly familiar with every detail necessary during these days of economical methods.

Address J. M. ANNENBERG, Chairman, GENERAL WELFARE COMMITTEE, UNION-STAR, SCHENECTADY, N. Y.

**Business or Circulation Manager**

Trained newspaper executive has handled every department of business end in his 25 years of experience, desires change from his present position. Reason, conditions. Wants to locate East or North. Married. Number of years an officer in I. C. M. A. Address H. 846, care Editor-Publisher.

**Business Manager**

Age 46, experienced in all departments of newspaper and advertising work, wide acquaintance in Foreign Field, 12 years experience in handling and merchandising of retail stores. Will locate anywhere in United States. Prefer to develop property with view to acquiring interest. Address H. 850, care Editor-Publisher.

**Circulation Manager**

Married man, age 28, with four years experience on Southern afternoon daily in town of 15,000, wants connection with larger paper, where energy and ability will merit good salary. Record with present paper, 350 per cent. Classification 4-A, member I. C. M. A. Southern connection preferred. Address H. 848, care Editor-Publisher.

**Managing Editor**

Position as managing editor in city over 50,000 wanted by man with sixteen years' newspaper experience; seven years as managing editor; five years on one paper; now with largest afternoon paper in city of 400,000. Married; past draft age; prefer Pacific Coast. Address H. 841, care Editor and Publisher.

**Newspaper Foreman**

Young man, not in draft seeks composing room foremanship of afternoon daily. West preferred, but will consider any location. Thorough executive make-up printer. Experienced on best papers. Address H. 845, care Editor-Publisher.

**Newspaper Executive**

experienced, competent to take general charge if necessary of daily paper in city of 60,000. Good references required. Give particulars of experience and state salary expected. Correspondence confidential. Address H. 844, care Editor-Publisher.

**Advertising Man**

now employed, seeks permanent connection in Middle West. Capable of taking entire management of department or will consider proposition as combination copy writer, layout man, and solicitor. Constructive business builder of experience. Age 27; married. Address H. 840, care of Editor and Publisher.

**Assistant Editor**

of daily trade publication, and editor of weekly trade review desires to affiliate with literary paper, or magazine, or publishing house. Under present draft age. Address H. 847, care Editor-Publisher.

**Experienced Writer**

with a specialty for translations from French, Spanish, and Italian, would offer part of his time to high-class publication. Address H., 807, care of Editor and Publisher.

**Business Manager**

fifteen years' experience with one property, looking for an opportunity. Thoroughly understands the development of advertising, circulation, and the handling of an organization. Address H. 818, care of Editor and Publisher.

**Business Manager**

Draft exempt, now employed, wants to make change, for personal reasons, to paper where opportunity is given to expand on an economic basis, and where hard work, aggressiveness and ability will be appreciated. Prefer position where authority is unhampered. Married-temperate. Address H., 815, care of Editor and Publisher.

**Editor's Assistant**

Capable of light editorials, paragraphs, can also handle city desk and look after make up at liberty in ten days from date of this issue. Can do one man's work and do it well, but not two. Best of references. Address H. 820, care of Editor and Publisher.

**Advertising Manager**

Able newspaper man, having built three daily newspapers to a successful point, is available to some newspaper owner, who wants a high grade executive as business manager or advertising manager. Must be good proposition. Box No. H. 824, care of Editor and Publisher.

**Advertising Solicitor**

Experienced and competent advertising solicitor and copy writer, with good record as newspaper manager desires permanent position. On recent Third Liberty Loan drive I sold over \$2,000 agate lines of patriotic advertising to non-advertisers at the one-time rate. College man, 41 married, temperate, tactful willing worker. \$40 week and transportation. Particularly desires management of run-down daily where can get block of stock for building it up. Address H. 821, care of Editor and Publisher.

**Advertising Manager**

Able newspaper man, having built three daily newspapers to a successful point, is available to some newspaper owner, who wants a high-grade executive as business manager or advertising manager. Must be good proposition. Box H 852, care of Editor and Publisher.

**Editorial Man**

Because I do not like the section of the country I am now located in, I will consider a change 'n positions September 1. I am a high-grade news man, capable of taking complete charge of a real live afternoon paper's editorial department. I am 31 and have had eleven years' experience in all branches of the game, big and little cities. I am worth a good salary and expect it. But I'll earn every cent I am paid. Not looking for a job "for the duration of the war" but permanency in a pleasant city. Address H. 814 care of Editor and Publisher.

**Editorial Man**

Editorial or business executive available. Age 30, family of five, college man, fifteen years' experience; was managing editor now advertising manager city, 40,000. Want managing editorship, business manager, advertising manager or general manager. Salary \$2,500 or better. Address H, 817, care of Editor and Publisher.

**Editorial Executive**

and writer, now assistant editor largest daily in Eastern community of 500,000 desires change of position. Competent to take entire charge, or of any department. Address H. 819, care of Editor-Publisher.

**Business Manager**

Really good experienced executive available soon as business or general manager, assistant to publisher, or circulation manager. Could make small investment. Address H. 806, care of Editor and Publisher.

**News Service Man**

experienced, wants to leave New York. Capable of handling telegraph or sporting desk but would prefer outside work. Married, sober, and reliable. H. 836, care Editor and Publisher.

**HELP WANTED**

Advertisements under this classification, twenty cents per line. Count six words to the line.

**City Editor**

Experienced man as city editor on small seven-day morning paper in west Georgia city. Will be required to take run as reporter. Pay thirty dollars a week. Address H. 837, care of Editor and Publisher.

**City Editor**

Experienced city editor, evening paper midwest city of 35,000. Also temporary position with possibility of its being permanent for telegraph editor. Address H. 822, care of Editor and Publisher.

**Reporter**

All round newspaper reporter, who can take Associated Press phone service. Permanent position. Night work. The Observer, Washington, Pa.

**Circulation Manager**

capable of conducting contest on large daily newspaper and willing to put on one immediately on salary basis. References. Address H. 833, care of Editor and Publisher.

**Reporter**

Austin American largest circulation central Texas, only morning newspaper, only Austin member A. B. C. Official newspaper, city of Austin, full leased wire Associated Press, has opening for first-class capable reporter, and advertising solicitor who thoroughly understands writing copy and making lay-outs, etc. Write at once giving full information and lowest salary. Expenses to Austin not paid. Austin American, Austin, Tex.

**Syndicate Salesman Wanted**

A good position is now open with big metropolitan daily selling syndicate service. Man with acquaintance among publishers throughout the country and Canada. Will receive good salary from the start with advancements. All applications held strictly confidential. Send references and experiences to Box H853 care Editor and Publisher.

**FOR SALE**

Advertisements under this classification, twenty cents per line. Count six words to the line.

**Linotype**

Three Model 1 machines, with complete equipment of molds, magazines, and matrices. New Haven Union Co., New Haven, Conn.

**Linotype**

Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

**Goss Rotary Press**

Goss rotary straight-line press, prints 8, 10, 12, or 16 pages. Complete stereo outfit. In excellent running condition. Guaranteed. Address F. P. Alcorn, 47 W. 34th St., New York city.

**Goss Matrix Rolling Machine**

complete; 220-volt, direct current, Sprague motor; direct connected with rawhide gear; adjusting rod on top. Good condition. Address News, Dayton, O.

**Newspaper for Sale**

Unusual weekly near New York. Good proposition. Address No Competition, Box, care Editor-Publisher.

**For Sale—Three Model 1**

**Linotypes**

with two extra magazines, universal molds, liners and ejector blades. Buffalo Demokrat, Buffalo, N. Y.

Only daily newspaper property in city of 15,000. Annual business of \$50,000. Good equipment. Can be bought for \$35,000 with a first payment of \$10,000. Proposition R. N.

**Charles M. Palmer**

Newspaper Properties  
225 Fifth Avenue, New York

Sales  
Purchases  
Consolidations  
Appraisals of  
Newspaper and  
Magazine  
Properties

Aubrey Harwell Henry F. Cannon  
**Harwell & Cannon**  
Times Building NEW YORK

**Readers Decide**

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
37 WEST 39TH ST., NEW YORK

**The True News**

**—FIRST—**

**Always—Accurately**

International News Service  
World Bldg. New York

**Four Hoe Matrix Rolling Machines**

Equipped for motor drive and in good condition.

For sale by  
**WALTER SCOTT & COMPANY**  
Plainfield, New Jersey

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., New York City.  
Established a Quarter of a Century.

## REFORMED CANADA'S ADVERTISING

The Late R. J. Devlin Derived Idea of Individualistic Copy from Reporter-Training and a Keen Sense of Humor

Robert J. Devlin, of Ottawa, Ont., who was one of the first merchants in Canada to individualize his advertising, died in Ottawa on August 22. Back in the sixties Mr. Devlin, after coming over from Ireland, was a news writer for the London (Ont.) Free Press and then went into the fur-importing business in Ottawa and organized the R. J. Devlin Company, Ltd. A generation ago Mr. Devlin realized that he could get closer to the public by talking away from his goods, and then leading up to a punch in their favor. He did it successfully. Mr. Devlin was an observer, a philosopher, a humorist, and he combined all these faculties in the presentation of his advertising, for he himself prepared all the store's copy at that time.

Devlin's advertising was a municipal force as well. When he made up his mind that a new bridge should be built or a new pavement put down, he devoted a portion of his advertising space to advocating the measure, and happy indeed was the municipal candidate who secured Mr. Devlin's support and his assistance in a campaign. The weather was the subject of a great deal of study and correct speculation on Mr. Devlin's part. His goods were reasonable goods, and his prognostications were watched closely and were remarkably correct.

Mr. Devlin's advertisement never changed its location in the papers in a generation. Always it was top of editorial page and next editorial matter. Of recent years, his son Brian, grasped the spirit of the father's example, and the Devlin advertising still retains the timeliness, the snap, and the flavor, as well as the selling qualities, of its early days.

### OBITUARY NOTES

WILLIAM H. RIDING, for the past thirty-seven years associate editor of the Youth's Companion, Boston, died in Brookline, Mass., on August 22. Mr. Riding, was born in Liverpool, England, in 1853, came to this country when he was nineteen years old, and began his literary career on the New York Tribune, later being connected with the New York Times, Springfield Republican, and Boston Journal. He was managing editor of the North American Review from 1887 to 1899.

ARLO BATES, noted author and poet, died in Boston on August 24.

ESKER H. HALL, for many years Western circulation manager for the Saturday Evening Post, died last week in Chicago.

THOMAS PRICE, a former Moncton (N. B.) newspaper man, is dead from wounds received while fighting in the Canadian ranks on the Italian front.

### U. S. P. O. REPORT

For the period ending April 1, 1918

### The New Orleans Item

Daily .....62,141  
Sunday .....80,288  
Average .....64,733

Foreign representatives

THE JOHN BUDD COMPANY

New York Chicago St. Louis

H. T. BLACKSTONE, publisher of the Orillia (Ont.) Times, died suddenly on August 22, aged sixty-four years. He was born in Portland, Me., and went to Winnipeg in 1885, where he entered the employ of H. T. Preston, publisher of the Winnipeg Sun. When Mr. Preston sold his interest in the Sun and moved to Brantford, Ont., Mr. Blackstone accompanied him and became advertising manager of the Expositor. In 1893, Mr. Blackstone went to Orillia and bought the Times from the late Peter Murray, and which he has successfully conducted ever since.

H. S. SCOTT, for more than twenty years a member of the Toronto Globe staff and formerly engaged in newspaper work in New York, died August 20 in Chicago.

FREDERICK A. MITCHELL, who for thirty years prior to his recent retirement was associated with the editorial department of the American Press Association, in its New York office, died last week at East Orange, N. J. Mr. Mitchell was born in Cincinnati, O., seventy-eight years ago.

JOSEPH C. MAIGNE, of the O. J. Maigne Company, New York, manufacturer of printers' rollers, died August 25, at his home in Brooklyn.

PTE. IRA SNEELGROVE, who had worked on newspapers in Toronto, St. Thomas, and New Westminster, in Canada, was killed in action in France on August 8.

MRS. JULIA CLOWES, wife of Norris A. Clowes, editorial manager of the Brooklyn office of the New York World, died August 26 in Brooklyn at the age of seventy-seven years.

### SENATOR KING'S BILL UP AGAIN

Senate Again Considering Barring Foreign Language Papers

Deputy Attorney-General Becker, of New York will go to Washington on September 4 to testify before a Senate committee regarding a bill to restrict the admission of foreign language newspapers to the mails. The bill was introduced by Senator King, of Utah. Regarding his call Mr. Becker said:

"In general I have acquired a somewhat extensive acquaintance with the methods of German propaganda, and it appears to me that if the sessions of the Senate sub-committee were held in private I might properly appear before the committee to give a general outline of the investigations of this department. It would be better to appear in private session, for some of the matters of the most illuminating character must be kept confidential for the present, owing to pending criminal litigations, and for other reasons."

### Keith Visiting Colorado

DALLAS, Tex., August 24.—Wilbur Keith, city editor of the Morning News, has gone to Colorado points on a brief vacation.

### 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.

### "FOR FAITHFUL SERVICE"

Members of National Press Club Present Watch to Robert Wood

WASHINGTON, August 28.—Almost every writer, circulation, and ad man who has visited Washington and the National Press Club within the last five years knows Robert, the star waiter at the Club. He has been the mainstay of the dining-room, the ever ready friend of a man in a hurry for his lunch, and the faithful servant of nearly every member.

Robert—his full name is Robert Wood—was called for military service through the draft, a few days ago, and he departed for a training camp early this week.

Before he left some member put a little notice on the bulletin-board calling attention to Robert's expected departure, and the response netted the waiter a wrist-watch, inscribed, "From the National Press Club for faithful service"—and \$150 in money.

### Takes Over Columbus German Papers

COLUMBUS, Ohio, August 24.—The Evening Dispatch has taken over, through purchase, the mechanical equipment, good will and circulation of the three German language papers, the Daily Express and Westbote, the Semi-Weekly Westbote, and the Weekly Sonntagsgast. The Evening Dispatch will be delivered to the regular subscribers of the papers, and all unexpired subscriptions will be filed by the Dispatch. The Dispatch publishers say:

"Under the management of their former owners the papers were intensely loyal, and it is to be presumed therefore that the readers are just as

loyal. In fact, the owners voluntarily discontinued a profitable business in the interest of sincere Americanism, feeling that the time had come when there was no longer any reason why a newspaper should be printed in this city in the German language."

### Atholstan in Western Canada

MONTREAL, August 27.—Lord Atholstan, proprietor of the Montreal Star, is on a trip to the western Canadian provinces. Although the publisher of the Star has been in newspaper work for half a century this is his first trip to the Canadian West. In an interview in the West he states that he regrets having put off his visit for this length of time.

### Editor's Only Son Killed

TORONTO, Can., August 26.—Starr McMahon, the only son of T. F. McMahon, the publisher of the Richmond Hill Liberal, was killed by gunfire when the Imperial Oil Company's tank steamer Luzblanca was torpedoed off Halifax.

## Small Daily Features

which fit present space conditions:

OVER HERE—1 or 2 col.

NOOZIE—½ or 1 col.

WAR PUZZLES—1 col.

LINE FASHIONS—1 col.

SMILES—1 col. (or more).

Sample mats with pleasure on request.

## The International Syndicate Features for Newspapers

Est'd 1899 BALTIMORE, MD.

## The McClure Newspaper Syndicate

Features include

Daily Comics, Four-color Comic Mats and Supplements, Fashion and Household Services, War, Detective and General Fiction Serials, Daily Short Stories, Children's Bed-time Stories,

and Numerous Timely Star Features Such as Brand Whitlock's Story of Belgium, Baldwin's War Articles, "With Our Boys in France," by Henry J. Allen, and a Timely Weekly Humor Series by John Kendrick Bangs.

Send for Our List of Services and Prices For Your Territory.

The McClure Newspaper Syndicate

120 West 32nd Street, New York City

## Dealer Influence

See what we are doing to push advertised goods. Write for a copy of

## The Link

A business publication mailed to Boston dealers by the

Merchandising Service Department of the

## Boston American

## FOR SALE

A Scott Press with stereotype equipment; 5 linotype models, 2, 4 and 5. The property was owned by the Lynn News Company, recently taken over by the Lynn Telegram. Also Keystone Type Equipment and many fonts of the latest display type. Apply,

## LYNN TELEGRAM-NEWS

LYNN, MASS.

## Hemstreet's

## PRESS CLIPPINGS

Tenth Avenue at 45th Street  
New York

## TODAY'S HOUSEWIFE

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

GEORGE A. McCLELLAN  
President

## The Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago

H. C. ROOK  
Real Estate Trust Building, Philadelphia

# Americans Must Export

The expediency of fostering exports requires no argument. American manufacturers have had the importance of foreign trade impressed upon them by American statesmen and economists.

In the choice of a field, the decision will depend upon the absence of hampering restrictions and the presence of facilities for prompt delivery and free intercourse.

Consider Canada! There is through, all-rail transportation. Representation and distribution are easily arranged. The language of business is the same as your own. Business methods are identical with those of the United States. No change is necessary in packages or packing. Conditions are so similar to those in the United States that advertising matter requires neither alteration or adaptation.

To summarize. Canada offers the most facile market to Americans, in

<i>Transportation</i>	<i>Representation</i>	<i>Exchange</i>
<i>Credits</i>	<i>Language</i>	<i>Business Methods</i>
<i>Advertising</i>		<i>Packages</i>

Naturally, the first step in the development of a Canadian connection is to advertise, and the appended list contains the names of the most widely-read newspapers in the most populous portion of Canada.

For any information desired communicate with the Advertising Manager of any of these papers.

PROVINCE OF ONTARIO									
Population 2,523,274									
		Lines				Lines			
	Circulation	2,500	= 10,000		Circulation	2,500	= 10,000		
*Brantford Courier ..... (E)	5,093	.015	.01	Toronto Star ..... (S)	60,276	.0650	.0550		
*Galt Reporter ..... (E)	3,954	.0143	.01	Toronto World ..... (M)	41,214	.095	.06		
Guelph Mercury ..... (E)	3,581	.0128	.0085	Toronto World ..... (S)	89,614	.11	.08		
Hamilton Spectator ..... (E)	29,157	.0550	.05	*Windsor Record ..... (E)	10,373	.0275	.0225		
*Hamilton Herald ..... (E)	18,479	.04	.0350						
Kingston British Whig ..... (E)	5,859	.02	.015						
London Advertiser ..... (MN&E)	40,580	.06	.05						
London Free Press ..... (MN&E)	89,973	.06	.05						
Peterborough Examiner ..... (E)	5,194	.017	.0128						
*Sarnia Canadian Observer ..... (E)	2,400	.0172	.0107						
Stratford Herald ..... (E)	3,019	.01	.0071						
St. Thomas Times-Journal ..... (E)	9,000	.025	.0175						
St. Catharines Standard ..... (E)	7,943	.025	.015						
Toronto Globe ..... (M)	83,302	.12	.09						
*Toronto News ..... (E)	49,000	.06	.05						
Toronto Star ..... (E)	78,709	.11	.0850						

PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
		Lines				Lines			
	Circulation	2,500	= 10,000		Circulation	2,500	= 10,000		
Montreal Gazette (2c-\$6 yr.)... (M)	34,294	.0725	.06						
Montreal La Presse ..... (E)	154,905	.12	.10						
Montreal Le Devoir (2c-\$5 yr.)... (E)	20,337	.05	.04						
Montreal Star ..... (E)	110,820	.12	.1050						
Quebec Le Soleil ..... (E)	35,275	.05	.05						
Sherbrooke Record ..... (E)	10,274	.03	.0250						

\*Publisher's statement, March 31st, 1918.  
Other ratings, A. B. C., net circulation statements for 6 months' period ending March 31, 1918.

# *The Spirit of* **CO-OPERATION**

must be more generally established and practised by our newspapers before they will commence to secure any appreciable part of the advertising which rightfully should come to them from merchants and manufacturers seeking trade expansion.

Selfish attempts to secure temporary advantages over a competitor seem a favorite practice among our newspapers. Small-bore men should be replaced with those able to see beyond the day's profit.

## *As the Curtain Rises*

*upon the scene of the new developments in advertising, those able to discern the indications for the future see two big basic principles among many others which we must assimilate and practise:—*

- 1. Cut out the knocking of a competitor and boost newspaper advertising regardless of whether we get it in our own newspaper or not.*
- 2. Frankly pay the advertising agent a commission on new business which he creates for us, whether it is local or foreign.*

Let us first adopt and practise these two simple rules and we will find that our foreign business will more than double in a year. Then we will be ready to undertake still greater refinements such as the flat rate, no free notices, etc., etc.

JASON ROGERS,

*Publisher New York Globe.*

*New York, August 28, 1918.*



