



# EDITOR & PUBLISHER



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

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NEW YORK, THURSDAY, JAN. 29, 1920

Vol. 52. No. 35

## Department Store Advertisers Know

Department store advertisers are on the ground. They know conditions—they know newspapers. They check results from day to day and base their selection of media on their own proven records.

Year after year the leading dry good and department stores of Chicago have consistently used more space in The Daily News than in any other Chicago paper. Why? Because they know The Daily News produces the greatest volume of business at the minimum cost.

These advertisers base their selection of The Daily News on knowledge—not guess work; on practical results—not theoretical assumptions. Follow them.

### TOTAL AGATE LINES OF DISPLAY ADVERTISING USED BY INDIVIDUAL DRY GOODS AND DEPARTMENT STORES IN CHICAGO PAPERS, JANUARY 1, 1918, TO JANUARY 1, 1920:

	Tribune		Herald-Examiner		Post	American	Journal	
	Daily News	Daily	Sunday	Daily				Sunday
Rothschild & Co.....	551,948	58,730	264,816	39,725	243,601	22,738	333,364	278,295
Boston Store .....	459,004	11,175	174,127	63,983	163,371	20,979	227,922	288,968
The Fair .....	500,971	104,371	215,155	88,814	200,635	65,987	355,107	321,571
Mandel Brothers .....	447,473	301,436	185,866	95,534	88,683	138,751	127,268	218,854
Carson Pirie Scott & Co....	334,244	375,510	.....	164,221	.....	88,476	124,352	58,742
M. L. Rothschild.....	303,758	367,615	.....	121,470	.....	5,257	125,964	90,528
Marshall Field & Co.....	355,697	436,777	.....	329,905	.....	437,288	326,259	295,044
W. A. Wieboldt.....	318,819	1,162	85,035	1,240	80,613	.....	136,177	.....
The Hub .....	279,694	212,350	68,998	167,840	64,594	34,674	238,717	78,080
Hillman & Co.....	283,371	5,930	131,700	5,320	120,960	.....	18,574	.....
Chas. A. Stevens & Bros....	161,291	178,129	119,037	15,805	44,629	8,648	24,694	8,442
L. Klein .....	145,387	6,377	47,366	260	4,786	.....	.....	.....
Twelfth St. Store.....	105,749	.....	.....	.....	.....	.....	.....	.....
Iverson .....	90,234	.....	.....	.....	.....	.....	.....	.....
Louis Weber .....	32,291	.....	.....	.....	14,215	.....	.....	.....
Loren Miller .....	9,386	1,107	9,617	513	2,427	.....	.....	.....
Becker Ryan & Co.....	9,437	104	6,743	.....	8,608	.....	.....	.....
Total .....	4,388,754	2,060,773	1,308,460	1,094,630	1,037,122	822,848	2,038,398	1,638,524

### THE DAILY NEWS PRINTED

- 2,327,981 more lines than the next morning paper.
- 1,350,356 more lines than the next evening paper.
- 1,019,521 more lines than the next daily and Sunday paper combined.
- 1,233,351 more lines than all morning papers combined.
- 2,043,172 more lines than all Sunday papers combined.

# THE DAILY NEWS

## First in Chicago

# OHIO FIRST

**L**OOK at this list of live, up-to-the-minute communities in the State of Ohio.

The city population alone in these cities amounts to 2,500,000 people. Two and a half million city folks—good, bad and indifferent—with the good way in the lead.

These newspapers have a daily circulation of 672,434 copies. Considerable over half a million home newspapers a day—and the combined circulation may be bought for \$1.2062 per line.

In the Sunday field one may buy 453,952 copies for \$.8014 per line.

## AND IT IS ALL IN OHIO

Ohio in common with every State in the Union is a prosperous State—but prosperity is such a usual proposition in Ohio that it is more of a habit than an event, and Ohio people are used to it.

At that, Ohio is buying heavily of everything.

People with money insist upon good clothes, upon good automobiles—good everything.

Ohio manufacturing establishments insist upon the best and most up-to-date labor saving machinery.

Ohio people demand and receive daily newspapers a bit above the average—and these newspapers reach home. They are good advertising. Try them out to reach the people who buy the goods your agents handle.

	Circulation	2,500 lines	10,000 lines
Akron Beacon Journal.....(E)	31,781	.06	.06
Akron Times .....(E)	21,254	.035	.035
Bellaire Daily Leader.....(E)	4,462	.02	.0125
Cambridge Daily Jeffersonian (E)	7,768	.02	.02
Chillicothe News-Advertiser....(E)	3,081	.00714	.00857
Cincinnati Enquirer, 5c....(M&S)	64,598	.12	.12
Cleveland Plain Dealer.....(M)	177,421	.26	.26
Cleveland Plain Dealer.....(S)	205,985	.30	.30
Columbus Dispatch .....(E)	75,662	.13	.12
Columbus Dispatch .....(S)	70,492	.13	.12
Columbus (O.) State Journal (M)	53,597	.10	.09
Columbus (O.) State Journal..(S)	28,399	.10	.09
*Dayton News .....(E)	35,858	.065	.085
*Dayton News .....(S)	28,904	.045	.06
East Liverpool Tribune.....(M)	5,829	.015	.015
*Lima Daily News.....(E&S)	11,415	.03	.025
Lima Republican Gazette..(M&S)	10,103	.02	.02
Middletown Journal .....(E)	4,234	.01143	.01143
Newark American Tribune... (E)	6,178	.0179	.0179
New Philadelphia Daily Times (E)	4,379	.0129	.0129
Piqua Call & Press-Dispatch (M&E)	6,123	.025	.025
*Springfield News .....(E)	14,791	.03	.04
*Springfield News .....(S)	11,956	.03	.04
Toledo Blade .....(E)	86,033	.17	.15
Warren Daily Chronicle.....(E)	5,300	.02	.02
*Youngstown Telegram .....(E)	20,950	.05	.05
Youngstown Vindicator .....(E)	23,654	.06	.06
Youngstown Vindicator .....(S)	22,053	.06	.06

\*A. B. C. Report, October 1st, 1919.  
Government Statements, October 1st, 1919.

# WANTS PICTURES and STORIES of MEN WOMEN and CHILDREN



WHO ARE DOING NEW THINGS, OR DOING OLD THINGS IN A NEW WAY, OR DOING SOMETHING BETTER, OR IN LARGER FASHION, THAN OTHERS DO THEM.

THESE—PICTURES AND STORIES—MUST BE FILLED TO THE BRIM WITH HUMAN INTEREST. THEY MUST BE ABOUT PEOPLE RATHER THAN THINGS. THE PICTURE MUST BE OF THE PERSON WHO PLAYS THE LEADING ROLE IN YOUR STORY.

SOMEBODY IN YOUR CITY IS DOING SOMETHING NEW OR DOING IT DIFFERENTLY OR BETTER. MAYBE HE HAS BEEN DOING IT SO LONG THAT IT ISN'T "NEWS" TO YOU. IT MAY BE TO OTHER PEOPLE IN OTHER CITIES. DON'T OVERLOOK THAT.

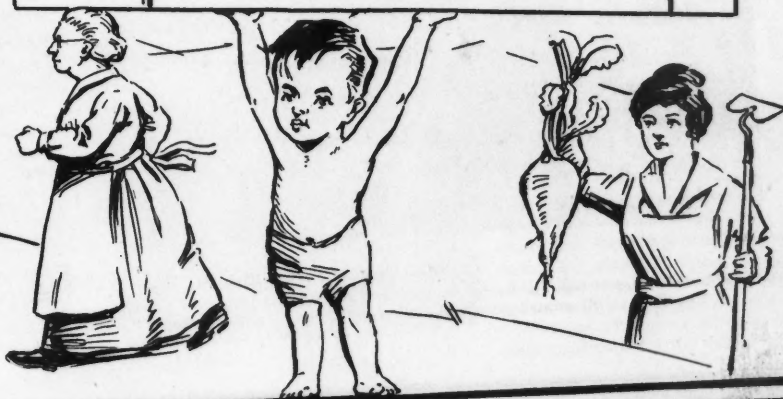
KEEP STORIES DOWN—500 WORDS IS THE LIMIT.

OF COURSE, N. E. A. WILL PAY—SPOT CASH ON ACCEPTANCE—FOR PICTURES AND STORIES. SEND THEM TO—

*The* Newspaper Enterprise Association

(A Service—Not a Syndicate)

Cleveland, Ohio





**REMARKABLE PHOTOGRAPH EXHIBITED AT POOR RICHARD DINNER**

Considerable interest was manifested by guests at the Annual Dinner of the Poor Richard Club of Philadelphia in the original composite photograph of the illustrated phrase of Philadelphia's dominant newspaper "In Philadelphia Nearly Everybody Reads The Bulletin," which was exhibited in the Banqueting Hall of the Bellevue-Stratford Hotel.

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# EDITOR & PUBLISHER



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Vol. 52

NEW YORK, THURSDAY, JANUARY 29, 1920

No. 35

## PRINTING ART ENTERS NEW ERA

AN answer to the question: What are the mechanical developments of 1919 in newspaper production? must of necessity be brief. If you add to this question: What are possible immediate developments due to the thoughts and incidents of 1919? much can be said.

We will deal with the subject in the order of the cycle of newspaper production.

**Composing Room:** Nothing new or startling has happened here. Machine composition is steadily increasing and the multi-magazine is slowly displacing the obsolete single-magazine machine. There is a growing tendency to see the value of the individual typesetting machine for special ad work tabulations, sorts, rules, leads, borders, etc. In spite of all these labor- and time-saving accessories, composing room costs are soaring steadily upward and the increased cost of labor is not the only factor contributing to this.

### Intaglio 4,000 Years Old

For many years it has been apparent to the student of printing mechanics that printing is a lost art.

That relief printing is a comparative recent development is certain. In the British Museum and in its annex, the South Kensington Museum, are specimens of intaglio plates 3,000 to 4,000 years old, and, what is most extraordinary, matrices for reproduction of these plates. To all appearance the characters and designs are engraved, but some designs, in duplicate, are so exact in every detail some method of transfer must have been used. No one has ventured an explanation how the matrices were used.

Many firmly believe that a great advancement is coming by means of a system of composition without using metallic characters or type in the production of an original from which to produce printing plates for planographic, rotogravure and relief printing presses.

### Uneven Printing Surfaces

So far in the modern art of printing metallic characters or type in some form have been used for an original composition, whether in the form of type, line bars or typewritten matter, as recently employed by the Literary Digest and other periodicals. All printers know that the chief difficulty in printing plates is a lack of an even printing surface, which requires much time to overcome before high-class printing is possible. This unevenness is due to imperfect metallic type, whether type, linebars or typewritten matter.

At present all kinds of printing presses obtain their printing plates from these imperfect metallic characters. This imperfection appears in planographic, rotogravure and relief

### Elimination of Metallic Type Predicted as Result of Successful Experiments and Practical Demonstrations in 1919.

BY CHARLES F. HART

Mechanical Superintendent, New York Times

plates. In newspaper printing these imperfections are so glaring that the result is a kind of "embossing" in lieu of real printing.

Knowing these things to be true, and knowing that the production of half-tones by photo-etching processes gives truer printing surfaces than those obtained from the metallic characters in use, some inventors have endeavored to overcome the difficulties. If pictures can be so accurately reproduced by means of photo-etching, the question arises: "Why not consider each character a picture

and let the sum total of these character-pictures become the original from which to make printing plates for planographic, rotogravure and relief printing presses?"

Such was the question Vincent F. Lake, a well known composing machine inventor, put to himself over twelve years ago. After many years' effort, he has designed machines to produce a product to be known as a "phototype product," meaning that no metallic characters are used in producing it.

He has devised means for rapidly

photographing individual characters to give any desired original in phototype form, and also means for rapidly producing printing plates for planographic, rotogravure and relief printing presses. Special attention has been given to rapid composing and automatic elimination of errors at the time of composition, and many details have been designed to give rapid automatic phototype action in justified columns. Experts, who have carefully investigated these designs, predict a great saving in cost of composition and in press output, no matter what method of printing is used.

### Time Element Too Acute

The "phototype method" dispenses with metallic characters in composition. It also dispenses with stereotyping and electrotyping, and gives in lieu thereof, even-faced photo-etched surfaces in printing plates.

No one but a dreamer would venture its utility in newspaper production at present, as the time element is too acute. To the magazine and book publishers it offers an excellent opportunity for combined economical production, and with the newspaper it may eventually lead to a slow evolution from its present cumbersome methods.

**Stereotyping:** Nothing new has been discovered. The use of the dry mat has not advanced as it should, due solely to the fact the manufacturer has not produced a mat equal to the German or English mat, and at a price not prohibitive. This must come, as the time-saving, elimination of steam tables and gas bills to heat them; the convenience of cold forms for corrections and make-overs and the much better printing obtained from plates cast from an integral dry mat, makes it almost a necessity. That the dry mat, to obtain the best results, must be made integral, and not laminated, is the real solution; apparently the American manufacturer has not discovered the proper materials.

**Press Room:** The growing circulations and size of papers the past two years have put a great strain on pressroom facilities, and the press building shops being commandeered by the Government for over two years has put the press builder so far behind with his orders, that he has no thought other than to get the work out and follow his standard design, which, by the way, has passed down through the ages like the steam roller.

One encouraging sign, however, stands out in the gloom of stagnation: two of the large press manufacturers have adopted roller bearings as a standard for plate, impression, folding and cutting cylinder. What a relief this will be to the conscientious pressman who is continually confronted with cylinder streaks



CHARLES F. HART

the moment he attempts any fast running!

Some progressive, courageous publisher, sooner or later, will let his mechanical department design a newspaper press along sound engineering lines. Practically all rotative parts chain driven, and that inferno of noise—the pressroom—will become reasonably quiet, the continual smashing of gears eliminated, better and faster printing obtained, less power used and a press more compact and accessible. A New York pressroom now has many of its important press parts chain-driven, and several unwieldy gear drives that were continually smashing the gears have been replaced with chain drives, to the great relief of all concerned.

The continuous feed conveyor is being rapidly adopted and present designs, lending themselves to practically any condition of location of pressroom and mailing and delivery room, make it a simple proposition to install.

#### Paper Reels Not Advancing

The magazine-reel is not advancing as its merits warrant. This is no doubt due to the necessity of a new building or very radical alterations in old buildings.

Two large Eastern publishers have new press equipment ordered to be installed with magazine-reels.

Quite extensive experimenting with rubber rollers in lieu of the time-honored composition rollers is going on throughout the country. At present these experiments have been mainly in fountain and distributing rollers, although in some instances form rollers have been tried. It is too early to determine their efficiency, as the first cost is so much in excess of the old type of roller that a very long life of the rubber roller is necessary to offset this.

After 15 years' rest a new cork blanket has made its appearance. This blanket is made along more substantial lines than Linoleum, Rexine and Pantasole blankets that were very extensively experimented with in 1904 and 1905. Many attempts have been made to find substitutes for rubber and felt blankets, and, luckily, the automatic blanket has dispensed with the necessity of a tympan sheet, as the present price of cotton goods would make the use of tympan very expensive.

**Rotogravure:** This form of printing is becoming so popular with Sunday magazine sections for the large daily papers that it is becoming a part of newsprint machinery equipment, although many of the publishers are having their rotogravure sections printed by commercial houses. Rotogravure development has been slow owing to the fact that it is practically impossible to get the machinery built. Although the ink cost is one-half of the ink cost when rotogravure was first introduced in this country, it is still much too high for commercial production. This can undoubtedly be overcome by the introduction of rotogravure offset. Little is known of this other than for color work, and very little of that is being done. Some extensive experiments will shortly be conducted and we will then have some idea as to the quality, efficiency and ink reduction costs of intaglio offset. If the experiments prove successful, we can look for much quicker drying, which will mean greatly increased speed.

The ink man will have to rise to the occasion and make an ink suit-

able for offset work, and the etcher also will have to produce etchings necessary to obtain equally as good results as we are now getting from the copper cylinder direct. Both these achievements should not be difficult.

#### WOMAN EDITOR IS PRESIDENT

**Mrs. Allen Elected By Colorado Editorial Association**

DENVER, COLO., Jan. 29.—Mrs. Lois Allen, editor of the Fremont County Leader, Canon City, Colo., was elected president of the Colorado Editorial Association at the annual meeting last week at the Albany Hotel. L. L. Grith of the Ordway (Colo.) New Era, was elected vice-president, and George T. Haubrich of the Weld County News, Greeley, secretary-treasurer. Fifty editors from all parts of Colorado attended. Governor Oliver H. Shoup opened the convention with an address on the subject: "What Would We Do Without the Press?" The response was made by John F. Greenwalt, manager of the Mountain States Telephone and Telegraph Company.

S. S. Sherman, general manager of the Denver Rocky Mountain News, addressed the convention on "Print Paper Prospects and Conservation." He outlined the general situation with reference to newsprint shortage, now so familiar to all newspaper publishers, and urged the vital necessity for conservation to the utmost, involving reduction in the size of papers and raising of the advertising rates.

#### Publicity Agents Organize

Forty publicity specialists this week formed an association known as the National Publicity Club, to include men and women who worked in Liberty Loan campaigns, the Red Cross drives, the United War Work campaign, United States Shipping Board and others. Publicity representatives of railroads, banks, shipping companies and other corporations are among the members. Elmore Leffingwell, who was publicity director for the Salvation Army, was elected president; Pitt B. Hand of the New York Central Railroad, vice-president; Miss Ruth Byers, secretary, and R. C. McCulloch, treasurer. In the board of directors are Larkin G. Mead, Tyler Dennett and E. A. Goewey.

#### Printers and Writers Want Raise

SCRANTON, PA., Jan. 29.—Request for a further increase in wages has just been filed with the Scranton newspaper publishers by members of Typographical Union, No. 112. The printers are now receiving \$34 days and \$37 nights. They ask for a day rate of \$45 and a night scale of \$47.50 to \$50. Members of the Newswriters' Union of Scranton also contemplate asking the publishers to agree to open up their present wage scale which has over a year to run.

#### Roberts Booking A. A. C. W. Guests

INDIANAPOLIS, Jan. 29.—More than 500 Indianapolis business men have enlisted their services for the 1920 convention of the Associated Advertising Clubs of the World, to be held here June 6 to 10. Requests for hotel reservations are already being received by O. T. Roberts, advertising manager of the Indiana Daily Times, who is chairman of the hotel committee.

Frank S. Newell has been appointed circulation manager of the Houston (Tex.) Press.

## GRAVURE ADVERTISING MADE BIG STRIDES

Newspapers in 35 States, With Three Million Circulation, Expect 1920 to Equal Unexpected 1919 Record

By AL SEIFFER,

Rotogravure Department, S. C. Beckwith Special Agency

The advertising manager of a metropolitan paper made the statement some time ago that his chief worry regarding rotogravure advertising was to diplomatically turn away the excess which he was receiving over what he could carry. While I have not heard a similar statement from advertising managers of other newspapers, I feel safe in saying that this is true in the case of many papers throughout the country.

It is only natural that during the 1919 "orgy" of spending money for advertising that rotogravure should increase. However, it was the opinion of many that prior to 1919 the quantity of rotogravure advertising was at a low enough ebb to be able to stand most any kind of an increase. Most advertising men did not see that the time was so near at hand when rotogravures would have to turn away advertisers desirous of getting their messages to the public through this medium.

#### Covers 35 States

The biggest factor in increasing the number and size of rotogravure appropriations has been the addition by many papers throughout the country of rotogravure sections. So long as advertisers were obliged to consider rotogravure as a purely local proposition the quantity of rotogravure advertising was very limited. Today national advertisers can buy 3,500,000 circulation and over, distributed quite conveniently in 35 states. Also, every addition of the rotogravure section to a Sunday newspaper meant that this newspaper would advertise the section, which kept the word "rotogravure" constantly before the advertiser.

The increase in rotogravure advertising has been felt particularly along the following lines:

Larger copy is being used, with attractive pictures, thereby taking full advantage of rotogravure possibilities. Advertisers are using rotogravure more than ever during the out-of-season months. Manufacturers of products selling to the men, as well as manufacturers selling to the women, have been awakened to the power of rotogravure advertising.

#### Local Accounts Grow

At the beginning it was largely the national advertisers who bought and used rotogravure space. Today local stores are beginning to see the light.

Were we never to look at a rotogravure paper or even look at statistics showing the amount of rotogravure advertising, we could not help escaping the fact that rotogravure is on the incline. What newspaper would spend \$50,000 advertising the addition of a rotogravure section were this not a fact? Would you find a large special agency adding a special rotogravure department and another special agency formed for the purpose of representing rotogravure sections only? Would we find any newspapers employing separate advertising managers and corps of so-

licitors for the rotogravure section alone?

It is hard to say just what increase in quantity of advertising will be made in 1920 over 1919. It is pretty safe to say this increase will not be as great as the increase in 1919 over 1918, for the reason that most papers would find it impractical, regardless of the quantity of advertising they might receive, to increase their rotogravures much above the present size. To look at most rotogravures would prove the point that unless they increase the size not much more advertising could be accepted. Once a paper gets to a point where it is publishing a 24 or 32-page rotogravure, it is going about as far as it can go, and some of our papers would find it impractical and almost impossible to publish anywhere near a 24-page section.

However, rotogravure did make unprecedented and rapid strides during 1919. It will be quite interesting to watch it during 1920.

#### QUEBEC PAPER MILLS EXPAND

**Price Brothers and Riordan Companies Plan Mills and New Towns**

MONTREAL, Jan. 29.—The growth and prospects of the paper manufacturing business in the Province of Quebec is shown by various private bills now before the legislature. One of these, which is an act to operate on the Saguenay River, plans a big extension to the business of Price Bros. Company, Limited and Sir William Price. It is intended to construct on the Saguenay River, about three miles from Chicoutimi, a model town which will accommodate 15,000 people, and in which, including mills, it is expected to spend in the next five years about \$15,000,000. Price Bros. propose to erect paper mills of a daily capacity of 500 tons and to build a modern town. The Saguenay Land Company, which is associated with Price Brothers, will build at least 300 homes.

Another private bill provides for building in the wilds of Temiskaming a model village where the employees of the Riordan Paper Company will have proper housing.

#### Waxahachie Enterprise Elects.

WAXAHACHIE, TEX., Jan. 27.—Stockholders of the Enterprise Publishing Company, which publishes the Waxahachie Daily Enterprise, held their annual election last week. Directors chosen were: Dr. C. W. Simpson, I. A. Ferris, J. Lee Penn, L. P. Quate, C. W. Kent, W. A. Ownby, A. N. Browning, J. P. Chambless and J. L. Gammon. Officers were as follows: C. W. Kent, president; J. P. Chambless, vice-president; W. A. Ownby, secretary. Mr. Ownby is editor of the Enterprise, while J. P. Chambless is manager.

#### Dallas With Lanston Company

BOSTON, Jan. 29.—Joseph J. Dallas has resigned as New England representative of the International Typographical Union to represent the Lanston Monotype Company in that territory. Two hundred friends last week tendered him a banquet.

#### New Equipment In Madison

MADISON, Wis., Jan. 27.—Remodeling of the plant of the State Journal has been completed. A new Goss press of 48 page capacity has been installed. Two new linotypes have been ordered to bring the battery up to ten.

# NOW THE REFERENCE LABORATORY

## An Intimate Description of What Is Possibly the Most Modern Information Filing System of Any American Newspaper.

BY FLOYD J. MILLER

Director Reference Department, Detroit News

It does not require the services of an octogenarian to remember the time when broken-down telegraph editors were taken care of by kindly-disposed newspapers by being shunted into a dark, dreary, cob-webby room called "the morgue," where these elderly gentlemen could sit out their last days with safety to their arteries.

It may surprise many of you, then, to hear that the Detroit News took its telegraph editor—still a young man and able with six copy readers to handle the Associated Press, United Press, International News Service, Chicago Daily

editor, news editor, telegraph editor and very often it can develop hunches which they miss, in the pressure of edition matter.

What does the modern reference department do?

It endeavors to gather and have ready for immediate reference all the information which its director and the paper's executives believe will be of use in expanding, explaining and interpreting the news stories as they reach the various editors' desks.

There are variations of the system. Probably fewer than 20 papers in the United States, however, really are developing this department to the extent and in the systematic manner necessary to obtain its full value. As long as any newspaper continues to use its "morgue" as the dumping ground for men who have slowed up or for incompetents who have failed everywhere else, it will have a department which is adequately described by its grave-like title.

### No More a Dumping Ground

But when it puts in trained newspaper men and women to conduct this work, gives them the moral and financial support and adequate space and equipment, and insists that the staff "produce," it will have something startlingly new, and which it is a sorry insult to label with the old mortuary name.

Some papers keep all photographs and cuts in the art department. We keep all these in the reference department. But we do make one division different, I believe, from that of any other newspaper. Many papers which are developing modern systems now call this de-

partment the "library." With the Detroit News, owing to the exceptional facilities of the library proper, we have two separate, but closely co-ordinated departments, the reference department and the library. The general rule is that all bound volumes go into the library.

The Detroit News library, by the way, has no parallel in the United States. Its 13,000 volumes, all bought within the last three and a half years and including absolutely none of the "junk" with which so many shelves are cluttered up, is under the supervision of a veteran editorial department man, who has three assistants.

### Only Two Places to Look

In the reference department we cover cuts, photographs, clippings and pamphlets. Simplicity governs the system of filing.

In the first place, there are only two places in which to look for material; the cut cases and the general cases.

Secondly, the keynote of the entire system is straight alphabetical filing, with no sub-groupings or other special arrangements to split up the material and cause greater confusion.

My predecessor, Harry Pence, now modernizing the Cincinnati Enquirer's system, and who started the present system of the Detroit News, explained the plan thus:

"The encyclopedia and the dictionary, which list more subjects than any other volumes, follow a straight alphabetical arrangement, without any division into departments. Simplicity, absence of confusion and speed in finding things result. The same plan is followed here."

Since that time I have inspected the plants of many newspapers, but I have seen no other plan which seemed as completely satisfactory.

Perhaps it will be a little more clear if I explain how this alphabetical arrangement works.

As an example: "Abbas, Philipp", "Aborigines", and "Absent Voting" are filed in order in the same drawer.

Under some systems it is necessary to remember that your "biographical" matter is in one part of the room, "places" in another and other "subject matter" or "miscellaneous matter", as it is called, is in other special groups.

The alphabet alone determined the arrangement of any of our envelopes in a single general file.

A tremendous advantage in this plan is that it is adapted to the use of a newspaper having a single filing case or one having two hundred. It can be expanded or contracted at will.

For reasons of its own, and which would not apply on every paper, the Detroit News files photographs and clippings together. Thus we go a step further in our plan of "everything in one place." If it is a cut, it is in the cut cases.

If it is a clipping, a photograph or a pamphlet, it is in the general cases.

If unusual size (photographs) or bulk (pamphlets) makes it advisable, material is transferred to the large photograph file or the special pamphlet file. But the record is kept by a card in the general file, so that this general file always tells what material is available, thus saving a hunt in three or four divisions.

The positive uses to which we put the reference department may be summed up under five heads:

1.—Obituaries. This was the main purpose of the old morgue, but is only a secondary function of the modernized department.

2.—Interviews. Reporters consult the files, before going after interviews, and



FLOYD J. MILLER

News Service and the paper's own bureau stories from Washington, New York and London—gave him an increase in salary and placed him in charge of what is now known as its reference department.

Something's up! What?

A new department of newspaper work has come into being. And this department is the one which today, to my mind, offers a greater opportunity for development, a larger chance for the pioneer, than any other branch of the editorial side of daily newspapers. A new specialty is being developed. Newspapers are following the example of the great manufacturing plants in setting up this laboratory, where the research for truth may be carried on side by side with the getting out of a many-edited daily.

### Developing Hunches

It was this fact which attracted me from the news room. But when I took the position I had only a general sense, rather than a distinct realization of the possibilities of and absolute necessity for this specialization,

Moreover, the Detroit News planned to go a step farther than any other paper of which we knew. The work of myself and my five assistants was to be active as well as passive. That is, we do not content ourselves with the collection, classification and filing of material to await calls, but we follow the paper from edition to edition and anticipate demands.

A bulletin in one edition serves as a hint on which I may develop a three-column follow, a character sketch, a map, diagram or art layout, based on my own knowledge of the needs of our news room and also of the material available in this department. One more head is added to the battery of the managing



The Detroit News' reference department aisle devoted to cuts, magazine and pamphlet files. Aisle on the right and one beyond (in shadow in this picture) are for clippings and photos. Door straight ahead leads to private stairway to news room (reference department is on mezzanine). Through door is seen end of library, which extends off to right. Back of steel shelving serves as wall between two departments.

get light on the interests, achievements and characteristics of the person to be interviewed. The leads thus obtained often develop front page stories from what might otherwise be mere twaddle.

3.—We want information about people more for its value in connection with some new achievement or some new public interest in them today, while they are alive, than for the single and final use in obits.

4.—Through our clippings we are able to follow the progress of any political, economic or other movement, and to present a history of this movement while it is still growing and before it is either old enough or stabilized sufficiently to be presented in bound volumes.

5.—The Detroit News believes particularly that it is the function of the present-day newspaper to explain and interpret the news, as well as merely to report it as it reaches the desks of the various editors. It has a large staff of special writers, much of whose time is spent on stories which develop the personality of some figure prominent in the day's news; or gather scattered threads of many months and weave a concise account of a labor, political or scientific situation; or use the knowledge of the past to point out the possibilities of the future regarding certain first-of-newspaper work, including at least page happenings.

#### What the Staff Does

With the uses of the material thus briefly described, we may turn to the question of the staff and what it does to gather and prepare the material. To work to the fullest advantage, the director should have had a number of years copy desk work, if not executive direction, on both local and telegraph copy.

The head of the department should have the imagination and the initiative necessary to develop new ideas. Today, more than will be the case ten years from now, he is a pioneer and must work out most of his own problems. The director is called on continually to exercise news judgment. There is no more of the automatic about his work in handling material than there is about the work of the telegraph or news editors. A sense of system likewise is indispensable.

The director should be subject to as little regular daily routine as possible, as he must be available at all times to jump to a news story or to carry out the rearrangements or subjects and material which he discovers each hour are necessary to meet changing news conditions.

#### Deciding What to Keep

The work of each member of his staff, however, may be laid out along certain definite lines. Each worker should specialize in one duty, while being familiar with all the work of the department. After the rather brief period of my own service in this line, I am inclined to believe that young women, with little or no experience in the editorial department, but with intelligence, a pretty fair education and a sense of system, are best adapted to the work. Reportorial experience, strange as it may seem, often proves a detriment.

In continually kicking the system into better shape, the head of the department finds his greatest task, at least as far as bulk is concerned. He must first decide what to keep. On our paper we index (something after the manner of the New York Times), and then file all the news in each day's paper. This includes only part of the society and sports. We also clip generously from

other Detroit papers and go over about twenty outside papers thoroughly, as well as the magazines. The general rule in the office is that nobody shall throw away anything, but send it down to me and let me pass judgment on it. The result sometimes is distressing to the nervous system, but the results are large.

Having decided what to save, one must then decide where to put it. This classification problem is vital, for on its solution depends the coherency of a system and the certainty and readiness with which material can be produced when demanded. In addition to the individuals' envelopes, we have 7,000 general subjects.

The subject "Army, U. S." has nearly 200 sub-divisions.

"Aeronautics" has half as many. So the task of deciding how to mark and where to file a story often is difficult. For it must be classified and filed so that it can be found, often when only the vaguest idea of the story sticks in the mind of the inquirer.

Glancing back over the above paragraphs, I fear I may have indicated that myself and a few other intrepid young men have just gone out in the last few months and discovered this great and hither-to unknown journalistic territory.

Far be it! Although these younger men still are pioneers, the real deep-in-the-woods pioneers were the few men who really have attempted to do something along this line in the last twenty years. But they were handicapped in many ways, principally because newspapers had not developed enough efficiency in their editorial departments to realize the vital necessity of a live reference department.

Both moral and financial support has been lacking. Now for the first time, newspapers in general are becoming awake to the situation and offering some inducements to the men and women who wish to become experts in this special line.

#### All Pioneers

Getting back again to the fundamentals of the system—there are two distinct plans of filing material.

Several papers, including the Indianapolis News, Brooklyn Eagle and St. Louis Post-Dispatch, file each clipping from their own paper in a separate envelope, about 6½ by 4 inches. The outside of the envelope contains the classification, as "Aeronautics—Atlantic Flight—NC-4," in the upper left hand corner.

To the right and under this is written a brief summary of the story, so

that it is unnecessary to look into the envelope to tell what the clipping is about.

Obviously this is an advantage, but it appears to me that this is over-specialization; that the time and labor spent are too great to pay for themselves, especially when there are so many things crying to be done.

I am a firm advocate of thoroughness, but what observation has been permitted me has indicated that the same number of workers, under a different system, can file almost 50 per cent more material. And with most newspapers the question of building up an adequate department is one whose solution will take years. There is no time to lose.

The "different system" to which I refer is the one most papers use. Envelopes ranging from 6½ by 4 to 9½ by 11½ are used, but a number of clippings are placed in the same envelope, which bears the classification and sub-classification, but does not attempt to summarize the contents.

Thus "Aeronautics-Aces," "Aeronautics-Atlantic Flight, 1919—American Entries-Photos" are some of the titles.

It is true that the small index envelope system described above saves some time in finding a clipping; but I believe this is more than counter-balanced in our system by the greater amount of material that can be filed in the general envelopes in the time saved by not devoting so much attention to each single clipping.

#### The "Different" System

The disadvantages of the large envelope system, however, are apparent. But they are so apparent that it should be possible to avoid them. Matter in the larger subjects should be divided and sub-divided constantly to prevent any envelope becoming too bulky. Bulky envelopes mean torn clippings and much work in looking for a single story. The remedy is continual sub-division.

By adopting the index system used by the Philadelphia Bulletin and the Philadelphia Public Ledger, the Detroit News has gained one advantage denied the small envelope system.

Under any filing plan there is danger that material will be lost, torn, worn out or misplaced. By indexing our paper daily (the Philadelphia plan is really an adaptation of the New York Times index) on loose leaf sheets which at the end of the year can be bound into a volume, we prevent any story being sunk without trace. Our own index, although only five months old, is of daily use in locating stories we have printed.

There are a number of other checks which go to make the large envelope system more air-tight.

A card catalogue of 7,000 cards lists the titles of all envelopes, except biographical, which obviously have only one possible place in the files. This subject list shows at a glance, without a trip to the large cases, whether there is an envelope on a certain subject or just what the wording of the classification is.

We also use the New York Times index, the International Year Book, the file of our Questions-and-Answers column man, the 13,000 books in our library and other material for checking up constantly.

#### To Triple Laurentide Capital

MONTREAL, Jan. 29.—At a special meeting to be held shortly a plan will be submitted to the shareholders of the Laurentide Company to increase the capital from \$10,000,000 to \$30,000,000, three shares of the new stock to be issued for one share of the old securities. At the present time there are \$9,600,000 of the stock outstanding, the balance, \$400,000, still remaining in the treasury, so that it will be necessary to issue \$28,800,000 of the new shares.

#### Admitted to A. N. A.

The following firms have recently become members of the Association of National Advertisers: Gulf Refining Company, William B. Akin, advertising manager, Pittsburgh; James S. Kirk & Co., Shelby C. Jones, advertising manager, Chicago; The Lamson Company, Warren Ordway, advertising manager, Boston; The London Machinery Company, Roy Louden, advertising manager, Fairfield, Ia.; The National Shawmut Bank of Boston, Addison L. Winship, vice-president, Boston.

#### New Active A. N. P. A. Members

The Erie (Pa.) Tageblatt has been elected to active membership and the Olean (N. Y.) Evening Times has been transferred from the associate to the active membership of the American Newspaper Publishers' Association.

#### I. C. M. A. Convention June 1-3

The International Circulation Managers' Association directors have changed the date of the annual convention at Buffalo from June 8, 9 and 10 to June 1, 2 and 3, the former dates conflicting with the Democratic and Republican national conventions.



Desks of 5 of the 6 workers in the Detroit News reference department. Two aisles, one where girl is filing in "A", and one at right in foreground, contain files for clippings and photographs. Third aisle, in background, is for cuts, magazines and overflow pamphlet files.



# 617 DAILY NEWSPAPERS HAVE RAISED THEIR AD RATES WITHIN PAST TWO MONTHS

## Weekday Issues, With Total Circulation of 13,351,375, Having Joint Rate of \$31.87 an Agate Line, Show Combined Increase of \$5.51 a Line—Circulations During Same Period Decrease 6.5 Per Cent.

BETWEEN November 15, 1919, and January 19, 1920, 617 daily newspapers raised their foreign general minimum space rates, and four daily newspapers decreased their rates. The net increase in the minimum agate rate is \$5.51. Of these increases the changes in sixty-four papers, amounting to .785 per agate line, are not effective until February 1, or thereafter, so that the actual increase in the minimum space rate of all our English-language daily newspapers amounts to but \$4.725 per agate line, an increase in the total rate of 6.615 per cent since November 15, 1919; 13.59 per cent since July 1, 1919, and 23.53 per cent since January 1, 1919.

During this period the net paid circulation of the English-language daily newspapers decreased approximately six and one-half per cent. On January 1, 1919, the minimum agate line rate per million circulation was \$2.15. On January 19, 1920, the minimum rate per line per million circulation was \$2.85. An increase of seventy cents, or 32.56 per cent.

In other words, the cost of daily newspaper advertising space during the past twelve months has advanced less than thirty-three and one-third per cent, in the face of increased manufacturing costs ranging from fifty to over one hundred per cent, and a newsprint shortage which has forced many publishers during the past sixty days to leave out page after page of advertising.

Compared to the increased costs during 1919 to the manufacturers and consumers of America, and the increased costs of all other forms of publicity, the increased cost of daily newspaper advertising is small.

On these pages are given in detail the actual changes in the minimum

agate line rates during the past ten weeks. In this period twenty-eight per cent of the English language daily papers, with fifty per cent of the total net paid circulation, increased their minimum rates 20.90 per cent over their previous minimum agate line rates. Three papers made two increases during this period and twenty-six included adjustable cancellation clauses as a part of all contracts.

Advertisers, agents, publishers and representatives desiring to see just what changes have been made can quickly get the facts they desire by referring to the itemized lists, arranged for their convenience by states and cities on the following pages.

"AC," following the name of a paper, indicates adjustable contract clause. The circulation figures are the net paid for the six months' period, ending September 30, 1919, as reported to the A. B. C. or to the Government. In a few cases it has been necessary to estimate the circulation which has been indicated by the abbreviation "Est." in parentheses, preceding the circulation figures. Where rates are flat an asterisk has been used to indicate the fact.

This is but one of the many important and timely compilations prepared for EDITOR & PUBLISHER by Barbour's Advertising Rate Sheets, Inc., giving to the newspaper and advertising industry the real condition of the rates and circulations. While the essence of this data is given in but a few words, and the detailed information occupies but a few columns, they represent weeks and months of tedious, trying work, in order that vital, correct facts may be available and the true costs and scope of daily newspaper advertising may be made known.

State, City and Paper	Net Paid New Rate Circulation	Minimum Effective Ag.Li.R.	Last Rate Effective	Last Min. Ag.Li.R.	Increase per Line
<b>Alabama—</b>					
Albany Decatur Daily.....	3,225	11/25/19 .0178572*	1/1/19 .0142858*	.0035715	
Birmingham Ledger AC.....	34,018	1/1/20 .08*	1/1/18 .07*	.01	
Birmingham News.....	45,343	1/1/20 .10*	7/1/18 .08*	.02	
Sunday Edition.....	48,070	1/1/20 .12*	7/1/18 .10*	.02	
Dothan Eagle (est.).....	2,440	1/1/20 .0187855*	1/1/18 .0121429*	.0066429	
Florence News.....	3,021	1/1/20 .025	3/1/19 .0178572*	.0071429	
Huntsville Times.....	2,436	12/1/19 .0178572*	5/1/19 .0142858*	.0035715	
Mobile News-Item.....	10,603	1/1/20 .04*	1/1/17 .03*	.01	
Mobile Register.....	28,423	1/1/20 .06	7/1/18 .05	.015	
Sunday Edition.....	1/700	.075	7/1/18 .06	.015	
Montgomery Journal.....	22,305	2/1/20 .06*	10/1/18 .05	.01	
Montgomery Times.....	7,642	1/1/19 .055	1/1/19 .04	.015	
Opelika News, AC.....	2,855	12/31/19 .0107143	8/1/17 .0085715	.0021429	
<b>Arizona—</b>					
Bisbee Ore.....	1,200	11/26/19 .0321429	1/1/19 .025	.0071429	
Douglas Dispatch.....	2,443	12/1/19 .0214286	10/1/18 .0178572*	.0035715	
Mesa Tribune.....	1,034	1/1/20 .025*	4/30/17 .0107143*	.0142858	
Phoenix Arizona Gazette.....	7,989	4/1/20 .05*	5/1/19 .04*	.01	
Phoenix Arizona Republican.....	10,119	4/1/20 .05*	10/1/19 .04*	.01	
Tucson Arizona Star.....	3,801	1/1/20 .025*	4/1/19 .0214286*	.0035715	
Sunday Edition.....	4,391	1/1/20 .025*	4/1/19 .0214286*	.0035715	
<b>Arkansas—</b>					
Ft. Smith Southwest American.....					
12,308	1/1/20 .04*	1/1/19 .03*	.01		
Ft. Smith Times Record.....	11,470	1/1/20 .035*	5/1/18 .025*	.01	
Hot Springs New Era (est.).....	3,504	11/1/19 .015	2/1/19 .0142858*	.0007143	
Little Rock Ark. Gazette AC.....	3,413	1/1/20 .025*	10/1/18 .02*	.01	
Sunday Edition, AC.....	48,727	1/1/20 .09*	10/1/18 .08*	.01	
Little Rock News.....	11,800	7/1/19 .03*	10/1/17 .025*	.005	
Mena Star.....	665	7/1/19 .0071429*	1/1/19 .0107143*	.0035715	
Pine Bluff Graphic.....	3,527	11/1/19 .025*	9/1/18 .0178572*	.0071429	
<b>California—</b>					
Bakersfield Echo.....	4,033	3/1/20 .03*	12/1/18 .02*	.01	
Eureka Humboldt Times.....	5,204	1/1/20 .03	3/1/17 .02	.01	
Fresno Herald.....	8,102	1/1/20 .035*	1/1/19 .03*	.005	
Los Angeles Examiner.....	77,126	12/1/19 .15*	10/1/19 .13	.02	
Sunday Edition.....	155,434	12/1/19 .25*	10/1/19 .21	.04	
Los Angeles Express.....	49,707	1/1/20 .12*	1/1/19 .10*	.02	
Los Angeles Times.....	78,175	2/1/20 .14	9/1/19 .12	.02	
Sunday Edition.....	115,951	2/1/20 .18	9/1/19 .16	.02	
Marysville Democrat.....	1,694	12/1/19 .0178572*	5/1/18 .0142858*	.0035715	
Napa Register.....	1,359	11/25/19 .0178572*	5/2/19 .0107143*	.0071429	
Oakland Enquirer.....	25,291	1/1/20 .07*	7/1/18 .06*	.01	
Oakland Tribune.....	45,019	1/1/20 .12	10/1/17 .09	.03	
Orange News.....	1,431	11/1/19 .0142858*	9/1/17 .0107143*	.0035715	
Oxnard Courier.....	1,130	1/1/20 .0178572*	1/1/18 .0142858*	.0035715	
Pomona Progress.....	2,851	1/1/20 .018	3/1/19 .015	.003	
Richmond Independent.....	2,634	1/1/20 .0214286*	12/24/18 .0142858*	.0071429	
Sacramento Union.....	8,902	1/1/19 .04*	1/1/18 .03	.01	
Salinas Index.....	1,100	7/1/19 .0107143*	1/1/19 .0071429*	.0035715	
San Francisco Journal of Commerce.....	8,450	12/1/19 .08	1/1/17 .0428572*	.0371428	
San Jose News (est.).....	2,500	11/18/19 .0178572*	5/2/17 .0142858*	.0035715	
San Luis Obispo Telegram.....	575	8/1/19 .0071429	4/1/18 .0045714*	.0025715	
Santa Barbara Press.....	3,500	12/1/19 .0214286*	4/1/19 .0178572*	.0035715	
Santa Cruz News.....	1,982	12/1/19 .0142858*	6/15/19 .0128572*	.0014286	
Santa Cruz Sentinel.....	1,950	1/1/20 .0142858*	6/15/19 .0128572*	.0014286	
Tulare Register.....	1,089	12/1/19 .0128572**	6/8/19 .0107143	.0021429	
Ventura Free Press (est.).....	1,200	1/1/20 .0142858*	1916 .0071429	.0071429	
Visalia Times.....	1,605	1/1/20 .0171429*	10/1/18 .0142858*	.0028572	
<b>Colorado—</b>					
Boulder Camera.....	1,700	2/1/20 .0142858*	10/14/18 .0128572*	.0014286	
Canon City Record.....	1,210	12/1/19 .0142858*	3/1/17 .0107143*	.0035715	
Florence Citizen.....	750	1/1/20 .0107143*	1/1/17 .0071429*	.0035715	
Fort Collins Courier.....	1,487	1/1/20 .0214286*	6/10/19 .0178572*	.0035715	

State, City and Paper	Net Paid New Rate Circulation	Minimum Effective Ag.Li.R.	Last Rate Effective	Last Min. Ag.Li.R.	Increase per Line
<b>Alabama—</b>					
Fort Collins Express.....	2,205	1/1/20 .0178572*	12/1/18 .0142858*	.0035715	
La Junta Democrat (est.).....	400	12/13/19 .0107143*	4/29/19 .0142858*	.0035715	
Sterling Advocate.....	3,000	1/1/20 .0214286*	1/1/18 .0142858*	.0071429	
<b>Connecticut—</b>					
Bridgeport Post Telegram.....	45,300	1/1/20 .11	7/7/19 .09	.02	
Sunday Edition.....	13,715	1/1/20 .06	7/7/19 .04	.02	
Bridgeport Times & Farmer.....	12,621	1/1/20 .035	1/1/18 .025	.01	
Hartford Courant.....	24,970	1/1/20 .06	7/1/18 .05	.01	
Sunday Edition.....	31,050	1/1/20 .07	7/1/19 .06	.01	
Hartford Times.....	35,092	1/1/20 .08*	8/1/19 .07*	.01	
Manchester Herald.....	3,237	1/1/20 .0175	8/1/19 .0128572	.0046428	
Meriden Journal.....	5,075	12/1/19 .02	9/1/19 .015	.005	
Meriden Record.....	6,539	11/12/19 .0228572	10/31/18 .0178572*	.005	
New Britain Herald.....	6,554	12/31/19 .02	9/1/19 .0157143	.0042858	
New Haven Journal Courier.....	15,728	1/1/20 .04	1/1/19 .035	.005	
New Haven Register, AC.....	27,406	12/10/19 .06	8/1/19 .055	.005	
New Haven Times Leader.....	15,724	2/15/20 .04	5/1/17 .035	.005	
Norwich Bulletin.....	10,127	1/1/20 .03	8/1/19 .025	.005	
Stamford Advocate.....	7,552	12/1/19 .0225	1/1/18 .0214286*	.0010714	
Torrington Register.....	3,864	2/1/20 .0178572*	1/1/20 .015	.0028572	
Waterbury Democrat, AC.....	6,661	1/1/20 .025	4/1/19 .0214286*	.0035715	
Waterbury Republican, AC.....	10,992	1/1/20 .03	1/1/19 .025	.005	
<b>Delaware—</b>					
Wilmington Every Evening.....	12,505	1/1/20 .04	1/1/19 .03	.01	
Wilmington Journal.....	17,805	1/1/20 .05	11/1/19 .04	.01	
Wilmington News.....	9,274	1/1/20 .035	1/1/19 .03	.005	
<b>District of Columbia—</b>					
Washington Herald.....	46,227	1/1/20 .10	10/1/19 .08	.02	
Sunday Edition.....	31,690	1/1/20 .10	10/1/19 .08	.02	
Washington Post.....	56,779	12/20/19 .16	9/1/18 .14	.02	
Sunday Edition.....	72,371	12/20/19 .17	9/1/18 .15	.02	
Washington Times.....	59,779	1/1/20 .16*	2/1/18 .14*	.02	
Sunday Edition.....	44,354	1/1/20 .16*	2/1/18 .14*	.02	
<b>Florida—</b>					
Clearwater Sun.....	893	12/1/19 .0128572*	3/3/19 .0107143*	.0021429	
Jacksonville Florida Times-Union.....	25,387	1/1/20 .07*	5/1/18 .06*	.01	
Sunday Edition.....	31,785	1/1/20 .08*	10/1/19 .07*	.01	
Key West Citizen.....	2,340	1/1/20 .014*	10/18/18 .0107143*	.0023857	
Lakeland Star.....	1,245	11/1/19 .0142858*	2/1/19 .01	.0042858	
Lakeland Telegram.....	1,295	11/1/19 .015*	11/22/18 .0107143*	.0042858	
Ocala Star.....	700	1/1/20 .0107143	12/10/17 .0071429*	.0035715	
Pensacola News.....	5,475	1/1/20 .03*	7/3/18 .02*	.01	
Tampa Times, AC.....	15,948	1/1/20 .04*	3/1/19 .035*	.005	
Tampa Tribune.....	18,627	1/1/20 .05	11/1/18 .04	.01	
Sunday Edition.....	23,881	1/1/20 .06	11/1/18 .05	.01	
<b>Georgia—</b>					
Americus Times-Recorder.....	1,987	1/1/20 .0178572*	8/1/19 .0142858*	.0035715	
Athens Herald.....	3,167	1/1/20 .02*	3/1/17 .0125	.0075	
Atlanta Constitution.....	46,575	1/1/20 .10	9/1/18 .085*	.015	
Atlanta Georgian.....	39,386	1/1/20 .10*	11/1/19 .09*	.01	
Augusta Chronicle.....	11,074	1/1/19 .035*	9/30/18 .03	.005	
Augusta Herald.....	13,958	1/1/20 .04*	1/1/19 .035*	.005	
Columbus Enquirer-Sun.....	4,923	1/1/20 .025	10/1/18 .02	.005	
Dublin Tribune.....	1,100	1/1/20 .0142858*	8/12/19 .0085715*	.0057143	
Macon News.....	19,603	2/1/20 .05	8/1/18 .04	.01	
Savannah News.....	20,765	1/1/20 .05	12/1/18 .04	.01	
Sunday Edition.....	22,648	1/1/20 .06	12/1/18 .05	.01	
Savannah Press, AC.....	15,357	1/1/20 .05*	10/1/18 .04*	.01	
<b>Idaho—</b>					
Boise Capital News.....	11,214	1/1/20 .035	2/1/18 .03	.005	
Twin Falls Chronicle.....	3,872	1/1/20 .03*	4/15/19 .02*	.005	
Twin Falls Times.....	3,471	8/1/19 .0215*	4/15/19 .0214286*	.0000714	

EXPLANATION OF MARKINGS: AC means adjustable contracts; \* means rate is flat; EST means circulation figures estimated; — means decrease in rates.



Table with columns: State, City and Paper; Net Paid Circulation; New Rate Effective; Minimum Ag.Li.R.; Last Rate Effective; Last Min. Ag.Li.R.; Increase per Line. Lists newspapers across various states including North Carolina, Ohio, Nevada, New Hampshire, New Jersey, New Mexico, New York, and Pennsylvania.

EXPLANATION OF MARKINGS: AC means adjustable contracts; \* means rate is flat; EST means circulation figures estimated; -- means decrease in rates.

Table with columns: State, City and Paper; Net Paid Circulation; New Rate Effective; Minimum Ag.L.R.; Last Rate Effective; Last Min. Ag.L.R.; Increase per Line. Lists various newspapers across different states like Utah, Vermont, Virginia, Washington, Wisconsin, Wyoming, etc.

EXPLANATION OF MARKINGS: AC means adjustable contract; \* means rate is flat; EST means circulation figures estimated; - means decrease in rates.

WM. WOODHEAD DROPS DEAD

Sperry & Hutchinson Publicity Chief Headed A.A.C.W. for Two Years

CHICAGO, Jan. 27.—William Woodhead, for the past year advertising director of the Sperry & Hutchinson Company, New York, and formerly president of the Associated Advertising Clubs of the World, dropped dead today while making an address in the Union League Club here.

Dealey Heads A. H. Belo & Co.

[BY TELEGRAPH.]

DALLAS, TEX., Jan. 27.—The stockholders of A. H. Belo and Company, publishers of the Galveston News and Dallas Journal and the Semi-Weekly Farm News, today named the following directors: Mrs. J. B. Peabody, Mrs. A. H. Belo, John Sealy, G. B. Dealey, Tom Finty Jr., C. E. Lombardi and John H. Lubben.

J. B. Peabody, vice-president; John F. Lubben, secretary-treasurer, and Walter A. Dealey, assistant general manager.

W. A. Potter Dies in Providence

PROVIDENCE, R. I., Jan. 28.—William Augustus Potter, identified with the Journal for more than 30 years as musical critic, died January 26 at his home in Providence, R. I. He was born in Norwich, Conn., in 1848.

Mexicans Form A. A. C. W. Branch

MEXICO CITY, Jan. 27.—A Mexican branch of the Associated Advertising Clubs of the World has been organized with Felix F. Palavacini of El Universal as president; Rafael Alducin of Excelsior, vice-president; Alfonso E. Bravo of El Heraldo de Mexico, secretary.

Women to Hear About India

"The Inner Message of India," by Dhan Gopal Mukerji, will be one of the addresses delivered at the New York Women's Press Club on its next social afternoon, January 31, at the Waldorf-Astoria. Mrs. Owen Kildare will speak on "Bolshevism And How To Combat It." Other speakers include President

Morris Cukor of the Municipal Civil Service Commission, Rev. Arthur Bruce Moss, and Mrs. Frank A. Vanderlip will speak on the proposed memorial "Victory Hall."

"Ears" Mark Post Editions

The New York Evening Post has changed the time of its editions and is now identifying the editions in the "ear" in the right-hand corner of page one. The early morning edition has been discontinued and the afternoon edition, issued at 11:30 a. m., is now the first. The Home edition goes to press at 1.30 p. m., the Wall Street edition at 3.20 p. m., the Night edition at 3.45 p. m., and the Final edition at 4.30 p. m.

Chicago News Limits Size

CHICAGO, Jan. 29.—The Daily News announced last week that hereafter they will not run over 32 pages an issue, discontinuing the pink sport sheet.

Pichon Heads Paris Press

PARIS, Jan. 27.—Stephen Pichon, former minister of foreign affairs, has been appointed president of the Syndicate of Paris Newspapers, succeeding the late Jean Dupuy.

Gay on Western Trip

Edwin F. Gay, president of the New York Evening Post, was a visitor at the Detroit News plant on January 26.

85,708,367 Lines in 89 Dailies During December

Newspaper Advertising Gains 22,552,036 Lines Over Same Month Last Year

Eighty-five million, seven hundred eight thousand, three hundred sixty-seven lines of advertising were carried by 89 newspapers in 18 cities of the United States during December, 1919, according to figures issued by the Statistical Department of the New York Evening Post. This is a gain of 22,552,036 lines over the showing of December, 1918.

Of the 89 papers listed, the only one carried as a loss is the St. Louis Republic, which suspended publication on December 3 and had showed only 48,300 lines for the month. The tabulation by cities follows:

Table with columns: City, 1919, 1918, Gain. Lists advertising lines for cities like New York, Birmingham, Chicago, Philadelphia, Los Angeles, Baltimore, Detroit, Cleveland, Washington, Buffalo, St. Louis, San Francisco, Minneapolis, Indianapolis, Milwaukee, New Orleans, St. Paul, Cincinnati, and Totals.

—greater service

Recognizing the increase in importance of the Southern field, we have opened an

**Atlanta Office**

Candler Annex Building

Telephone Ivy 4795

in charge of

**G. H. Gunst**

who is fully equipped to serve advertisers, agents and the newspapers and farm papers we represent.

**E. Katz Special Advertising Agency**

Established 1888

Publishers' Representative

New York  
Chicago

Atlanta

Kansas City  
San Francisco

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157  
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28  
15  
72  
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4,907  
3,660  
9,566  
3,491  
7,346  
7,346  
1,100  
2,104  
2,860  
5,526  
4,954  
2,722  
6,012  
6,489  
1,594  
2,000  
2,036

# PERFECTION NEWS SERVICES' AIM

## I. N. S. Leased Wire System Grew to Over 26,000 Miles in 1919

BY MARLEN E. PEW

Editor and General Manager, International News Service.

**EDITOR & PUBLISHER** requests a statement on International News Service achievements in 1919 for publication in the New Year review. All right, happily!

The I. N. S. family, numbering 422 men and women, and scattered over the entire world, wrote, handled or transmitted approximately 10,950,000 words of public information—the equivalent of 438 average size novels, or 12,166 average newspaper columns.

That's a heap of "stuff," but I. N. S. does not boast of mere volume.

During the year there were added more than 1,500 miles of leased wire to the I. N. S. system. The total wire length of the I. N. S. system now exceeds 26,000 miles. I. N. S. now maintains 24 bureaus in as many cities, in addition to hundreds of correspondents and many connections with important independent news-gathering agencies here and abroad covering every field of interest.

### Automatic Circuits

The Washington bureau, under direction of William Philip Simms, employs eighteen high-class news writers; the New York bureau, under Barry Faris, employs a staff of twenty-six men and women; there are six men in the London bureau; three men in the Paris bureau; two men at Berlin; six men at Chicago; four men at San Francisco, and so on.

During the year a total of 258 additional newspapers subscribed to I. N. S. service. Of this number 42 take the full leased wire report; the balance are new "pony" and special service clients. Some of the best newspapers in the country have contracted for I. N. S. full service during the year and service is now being sold in England, France and Germany.

Two new automatic news printer circuits, with 300 miles of wire, have been established. Our printers deliver as high as 14,000 words in 8 hours, with as perfect copy, as high speed and reliability as through Morse operation.

The cardinal rule in I. N. S. is accuracy of statement. Insofar as it is humanly possible to do so, the I. N. S. family has reported the naked truth. We want speed, good writing and thorough covering of the day's spontaneous news, but never at the expense of accuracy and nothing but disinterested reporting is tolerated.

### Honor and Honesty

Every American editor of experience is humble in the matter of maintaining perfect accuracy—news is a slippery article. The best anyone can do is to employ honorable reporters and instruct them to deliver an honest product. I. N. S. has made no severe blunder; it has attempted to deal in all candor with telegraph editors.

It has paid its way; has sought to maintain honorable relations with its rivals as with all individuals in the news field and its news achievements speak for themselves.

## A. P. ADDS 30 SOUTH AMERICAN MEMBERS

BY FRANK B. NOYES

President, Associated Press

**DURING** the year 1919 the Associated Press grew greatly in membership, vastly increased the comprehensiveness of its news-gathering facilities throughout the world, and extended its membership by the inclusion of thirty of the most important journals in South America.

With the beginning of 1920, it started its report to the Philippines. E. L. Powell of the Chicago staff, and formerly of the San Francisco staff, sailed on the steamship "Korea Maru" on January 7 for Manila, where he will open the bureau and become correspondent.

Thus, papers from Alaska to Argentina and from Manila to Havana are included in this world's largest news-gathering organization of over 1,250 members.

With the conclusion of the war, it has been necessary to broaden rather than restrict foreign news-gathering and today the Associated Press has its staff men not only once again in Germany and Austria but in many countries of Europe where before the war it was not necessary for them.

At home, at a period of many newspaper consolidations, membership continues to grow, and experience teaches us that the basic principle of our organization—mutual exchange of news among members—is an asset of utmost value to our members. No-

body is wise enough to foresee where a big news story may break. But it is a very unusual thing for a big story to break where there is not a member of the Associated Press with a staff of men ready to cover that event for the benefit of the entire membership.

Since we continue our satisfactory exchange relations with the Canadian Press, Ltd., an organization based upon the same principles of co-operation as our own, the newspapers of the entire western hemisphere are now linked in a union which knows no other purpose than the conscientious effort to report news as it happens without fear or favor, without bias and partisanship, and without any other opinion than is attributed in quotation marks to men who hold it.

Perhaps it is no exaggeration to say that the Associated Press is the most striking instance of co-operative effort extant. Although its members include publishers of papers not only in the English language, but also in Spanish, French, Italian, Portuguese and German, and although every shade of political, racial and social opinion is represented, in news-gathering they are united in the simple effort to ascertain the truth and disseminate it as expeditiously as is consistent with accuracy.

## Greater British and Imperial Cable Service Demanded by Canada

BY J. F. B. LIVESAY

Acting General Manager, Canadian Press Limited

**THE CANADIAN PRESS LIMITED**, which serves practically every daily Canadian newspaper with a news service on a mutual and co-operative basis, experienced a very successful year in 1919. Like other news agencies, increased cost entered very largely into the story of its achievement. Operating as it does some 12,000 miles of leased wire from Sydney, Cape Breton, to Victoria, on Vancouver Island, it has had to expend a greatly increased sum in wages to its telegraphers, and increased cost of living has found reflection in a general increase of salaries to the editorial staff. Nevertheless it has found ways and means, through the co-operation of all its members, to augment and improve its news service, and at the present time it is engaged in working out a more efficient service of cable news from London.

The Canadian Press Limited maintains close relations on the basis of an interchange of news with the Associated Press, and still regards the news services of the latter association as the basic ground work of its own foreign news service.

The war and its Imperial commitments for Canada, however, resulted in the opening of a new chapter of British and Imperial relationship,

and this in turn, has found its reflection in the demand of the Canadian public for an improved British and Imperial cable service.

It is this demand that the Canadian Press Limited hopes to fill. It further proposes to cement the intimate relations between Canada and the United States by opening its own bureau in Washington, D. C.

## News Feature Service By Wire Is Specialty of the Universal

BY GEORGE T. HARGREAVES

Editor and Manager, Universal Service, Inc.

**UNIVERSAL SERVICE**, pioneer news feature service by leased wire, has demonstrated in the year now closing that the newspapers of the country are fully alive to the value of a daily report of this character. Breaking new ground in newspaper achievements, Universal has found a strong and growing demand for a live and exclusive feature news product at once distinctive, important and entertaining.

Departing from the minor news fields, Universal has created a service of high-class features predicated on the happenings of the day but different in character and handling from the routine product of other press associations. Universal stories serve to illuminate, interpret and adorn the daily spot news reports.

With staffs in Washington, New York, Chicago, London, Paris, Berlin and other news centers, Universal

## U. P. Serving Nearly 100 Points by Multiplex Printer-Telegraph

BY KARL A. BICKEL

Business Manager United Press Associations

**THE** year just ended probably was productive of more vital and varied news than any similar period in the history of journalism. Among the outstanding news events were the signing of the peace treaty, President Wilson's tour of the country in support of the treaty and the league of nations, the treaty fight in the senate, the first trans-Atlantic and transcontinental flights, the adoption of the federal prohibition amendments and the great steel and coal strikes. The world struggle to restore normal social, industrial and commercial conditions presented an unique news situation, and one bristling with possibilities.

In these big events and in the handling of the day's routine the United Press established a record of speed, accuracy efficiency and foresight that made 1919 stand out as a banner year of achievement.

During the year the domestic and foreign news-gathering machinery was greatly developed and strengthened. Staff personnel was increased at home and abroad and plans for 1920 laid in anticipation of the vast flow of news that will result from the new community of interest with Europe and the portentous news situation in America.

All former records for growth in clientele and in the extension of leased wire mileage for the United Press were broken in 1919. More than 6,121 miles of wire was added to the United Press systems.

One of the notable improvements in the transmission system of the United Press was the establishment of an express trunk wire system between New York and Chicago with but one drop located at Cleveland. This trunk is probably the fastest wire operated by any press association in America. This arrangement has permitted a general reorganization of the United Press wire system resulting in the organization of a number of new state and regional district circuits affording an increased opportunity of giving each publisher a superior state service.

Close to one hundred points are now being served by the United Press via the Western Electric Company's multiplex printer-telegraph machines. This includes an all-Massachusetts circuit out of Boston, a circuit throughout the metropolitan area out of New York; and a New Jersey state circuit. A special Connecticut state service was established with a bureau at Hartford.

furnishes the utterances of the world's greatest figures on the world's vital developments.

That American newspapers are alive to the tremendous value of such a service is proved by the remarkable growth of Universal Service. Within the last six months its list of clients has been increased fully twenty percent and the prospects for the coming year are unusually promising.

(Reprinted from *The Sun*, Sunday, January 25)

## To the Readers of The Sun

Here we are again in on another consolidation, and this time some consolidation. Three and a half years ago, immediately following my purchase of THE SUN, it took over The New York Press, and consolidated it with itself.

Now it is The New York Herald that is coming in with us, a newspaper whose prestige is as wide as the world. Beginning with next Sunday's issue, (February first) THE SUN and The New York Herald will be combined in one newspaper. The title of the amalgamated paper will be

## The Sun and New York Herald

THE SUN is the oldest morning newspaper in New York. It was founded in 1833. The Herald is the next oldest morning newspaper in New York. It was founded two years later, or in 1835. Each of these newspapers has played a great part in American journalism. Each was a pioneer on different lines.

Together they overturned and revolutionized American journalism and were the pathfinders and pace-makers of our present day journalism. Each has builded bigger in its special field than any other American newspaper.

The success of the amalgamation of THE SUN and The New York Press is an outstanding record in the history of American journalism. The success of the amalgamation of THE SUN and The New York Herald ought to be immeasurably greater.

These two newspapers are of the same world, the world of intellect and law and order. And each newspaper has something to bring to the other that will make the amalgamated papers better than either has ever been on its own.

FRANK A. MUNSEY

(Reprinted from *The New York Herald*, Sunday, January 25)

## To the Readers of The New York Herald

Beginning with next Sunday's issue of the *Herald* (February 1) THE NEW YORK SUN and the *New York Herald* will appear in combination as one newspaper. The title of the combined paper will be THE SUN AND NEW YORK HERALD.

I am fully conscious that this announcement will come as a great shock to many of you, most of you in fact, who have clung faithfully to the *Herald* while other New York newspapers have been more vigorously handled, have been better nourished, and as a consequence have steadily forged ahead of the old leader in circulation and in earnings.

But in spite of this fact you have never wavered in your allegiance to the *Herald*. The reason for this, I assume, is that the *Herald* has never lost its atmosphere of refinement. A newspaper reflects the soul of the man who owns it and puts himself into it. Mr. Bennett was a man of good breeding, a man of refined contacts, a man of the world.

The *Herald* has covered as no other American newspaper has ever covered the doings of the social world, dramatic world, musical world and world of sports. Its sporting news has had a peculiar *Herald* flavor, more refined in theme and in handling than such news in other newspapers.

Because of these outstanding characteristics, the *Herald* has been an extraordinary favorite with women readers everywhere—women of education, position and refined taste. In later years the *Herald* has lacked manly vigor. It has depended largely on its specialities, whereas it should have added to these specialities more of the strength of the vigorous morning newspaper of to-day. It had these vigorous qualities in big measure in its early days and they were still outstanding characteristics of the *Herald* when its great editor and owner, the late James Gordon Bennett, was in his prime, his journalistic vision then stretching out to the furthestmost parts of the world.

Without his hand to guide it, without his genius to vitalize it, without his generous purse to finance it, it has given place in the race for supremacy. But in spite of all this the prestige and power and world fame of the *New York Herald* remain undimmed. They are an asset of inestimable value. No newspaper can be great without them.

I want to tell you, you stanch friends of the *Herald*, that I was no less unhappy than perhaps you are to-day when my analysis of the situation in the *Herald* office convinced me that it should be combined with THE SUN. I had hoped it might wisely be continued as an independent entity. If I had yielded to sentiment and pride I should have entered upon the fight so to continue it.

But pride has no place in economics. To have continued the *Herald* as an independent entity would have been in opposition to all the laws of economics, all the laws of sound business.

Its printing plant is archaic and worn to the breaking point. There is no machinery there of any practical value. A new equipment could not be installed under a year and a half, and then at a cost of \$1,000,000 and more.

THE SUN does not need the *Herald* in combination, but the *Herald* needs THE SUN. THE SUN has a wonderful mechanical equipment, enormous in size and thoroughly representative of the very last word in printing machinery. THE SUN has acres of floor space for its printing plant, for its editorial rooms and for its offices—a magnificently equipped newspaper shop in all particulars.

The *Herald* not only has no printing machinery but has no home, or will have no home in another fifteen months. The ground lease on which the *Herald* Building rests terminates at the end of April next year and then the *Herald* Building will become the property of the owners of the ground.

While THE SUN is in an impregnable strong position and does not need the *Herald* in combination, yet it cannot help benefiting from taking on the *Herald* atmosphere, the *Herald* circulation and the *Herald* prestige. The *Herald*, on the other hand, will benefit enormously from combining with THE SUN. It will have the advantage of THE SUN's fine organization and of THE SUN's great mechanical equipment. Moreover, it will get from THE SUN the vigor and energy and initiative that the *Herald* has lacked in recent years. It will get, too, as great a measure of prestige as it gives, for THE SUN's reputation for cleverness, for earnestness, for courage mounts quite as big in the aggregate as the far famed reputation of the *New York Herald*. Together, in one entity, these two newspapers ought to make one very great newspaper.

The foregoing tells you why I am amalgamating THE SUN and the *Herald*. It is a long statement, but the occasion merits it; it is your right to have this statement.

One word more and I have done. The *New York Herald*, your *Herald*, is not going to die. My purchase of the *Herald* and this merging bring it back to its own again, bring it back to the days of its youth when it was a very great newspaper, a very great force in our nation.

FRANK A. MUNSEY

# RECORD MACHINERY DEMAND

**Orders for Presses Printing Larger Number of Pages Are Overwhelming**

BY OSCAR ROESEN

THE year of 1919 has certainly been exceptional in the newspaper publishers' business, as well as in the press building industry. Ever since the signing of the armistice last November the call for new presses and new machinery has been extraordinary and as far as R. Hoe & Company is concerned has taxed their large factory to its utmost. In fact, they have at present more orders on their books now than at any one time in the history of their existence, which is over 100 years, and the orders are still coming in.

It is not only here in the United States that this prosperity exists, but their London works have had more orders than they have been able to turn out, which forces the New York works to take the overflow. At the present time they have under construction 125 large presses, none less than quadruple size, besides many magazine and rotogravure machines.

This large amount of business is naturally due to the stopping of press construction during the war, giving preference to the needs of the United States Government in building gun mounts. The extraordinary advertising, coupled with the interest taken in the news of the day on the League of Nations, Prohibition and reconstruction, has taxed newspapers to the utmost, forcing them to run a larger number of pages. Where the equipment was limited to a certain number of pages and the publishers were forced to collect, thereby reducing their pressroom capacity by half, naturally they looked for more equipment, especially for presses printing a larger number of pages.

It might be well to note that octuples, which began to be favored several years ago, seem now to be the standard machine, and in many cases publishers of large newspapers in the large cities have been compelled to run beyond 32, and in some instances up to 40 and 48 pages.

In the last 30 years there has been several periods:

First, one for four- and eight-page presses; second, one for 10 and 12 pages; third, for 14 and 16; fourth, for 24 pages, the sextuple capacity, and now, up to 32 pages, octuple capacity, with a leaning toward decuple, or 40-page capacity.

After 40 pages it seems wise to again revert to the sextuple principle, collecting for 36, 40, 44 and 48

pages, especially on afternoon editions where the time is limited. The adaptation of six-roll machines up to 48 pages, with 96 plates and six double width rolls of paper up, seems like tying up too much in one machine where time is so limited. The liability of one web breaking and causing delay makes impracticable such a large machine on an afternoon edition.

All newspaper publishers have naturally suffered on account of poor quality paper that they have to run with, especially when they are forced to go outside of their usual mills to get the surplus amount of paper required for their larger editions, taking any kind of paper that they can get. This, of course, reduces the capacity in the press room, and increases the waste, and has been a most serious feature in most press rooms.

At present it seems that the prosperity in the newspaper business, as

well as in the press building business, is bound to endure for a number of years, and the greatest question is how to get the presses finished that are on order, besides taking new orders which are continually pouring in.

In the matter of improvements—the superspeed machine now being constructed, with all the latest features of engineering embodied in them, solid steel cylinders, roller bearings, improved ink pumping devices, are giving excellent results, and although more costly to construct and sold at higher prices, the results warrant their adoption, which is shown by the fact that more than two-thirds of the presses now on order and under construction are of this type.

As stated before, the year 1920 has every prospect of being a banner year, as well as the year 1921. Some of the orders are taken for delivery in eighteen months and some in two years.

**Range of Mailing System Equipment Will Be Enlarged in 1920**

BY WILLIAM AYER MCKINNEY

THE Speedautomatic Company has since its organization, continued the business of the Cox Multi-Mailer Company. Treating the business of the two companies as a whole, this year's business shows an increase of about 60 per cent. over last year, with a very bright prospect for 1920. The demand among publishers for improved methods of mailing seems to be increasing. Especially where high speed handling of newspapers in the mail room is required an appreciation of the multi-mailer system is expressed.

In the plants of newspapers where requirements are not large enough for the Speedautomailers, which address, fold and wrap automatically, there is a keen appreciation of pasted labels, printed from Speedautomats of zinc, on which the address is written in embossed letters by the Typograph. A considerable number of installations of these smaller machines has been made during the present year.

A new feature to be offered in 1920 is mechanism to be incorporated on the standard Proofer by which envelopes can be addressed from the Speedautomats. This seems to be of considerable interest to a large number of publishers and will increase the range of the multi-mailer system.

tory building 8 stories high with 300 feet of frontage adjoining its existing establishment, and the work of erecting  
(Continued on Page 18)

## LINOTYPES NOW SET 30-PT. STRAIGHT MATTER

BY LOUIS HORNSTEIN

ALL master printers have long desired an intelligent, strictly practical, selective scheme that should eliminate the over-supply of fanciful types and equip the shop with all the truly sound and beautiful elements needed for work of the highest character. The past year saw the accomplishment of this hope in the form of Linotype typography which arms the owner of every Linotype for composition of any quality, including a use of ornament hitherto impossible except by inordinately expensive handwork.

Another important Linotype facility in 1919 was the Model 20, which makes straight machine matter of display up to 30-point, and even larger in some of the condensed faces. This expansion of machine-economy eliminates at least 80 per cent. of hand composition for display in 18-point and larger, making a great improvement in the field of head-lines, as well as advertising.

The latitude in general composition has also been extraordinarily increased by the installation throughout the country in not only large offices, but in the smaller ones, of multiple-magazine Linotypes. They have been in great demand during the past year, because the different faces and different body sizes, all quickly available to the operator, made it possible to meet the demands of increased business.

The amount and nature of the orders that passed through the Mer-

gantaler Linotype Company's establishment in 1919 were such as to demonstrate that there is a growth in the use of print which is not temporary. American business men have turned to type, not only for newspaper and periodical advertising, but for books, brochures, and other commercial literature as never before in the history of the industry. The solidarity of the conditions and the sound prospect for 1920 may be best indicated by the fact that the Mergantaler Linotype Company is adding 168,000 square feet to its present twelve acres of floor space. The addition is in the form of another fac-



Considered in the beginning as somewhat advanced in their editorial ideas, *Scripps Newspapers* have so shaped public opinion that, today, they truly represent the ideals of the majority of sound, sane, Americans.

*Scripps Newspapers* have a total circulation of practically **ONE MILLION.**

## SCRIPPS NEWSPAPERS

Foreign Advertising Department  
Union National Bank Building, Cleveland, Ohio

New York Office  
Marbridge Building

Chicago Office  
First National Bank Bldg.

Akron Press  
Cleveland Press  
Cincinnati Post  
Columbus Citizen  
Covington (Ky.) Post  
Dallas Dispatch  
Denver Express  
Des Moines News  
Evansville Press  
Houston Press  
Los Angeles Record

Memphis Press  
Oklahoma News  
Portland (Ore.) News  
Sacramento Star  
San Diego Sun  
San Francisco News  
Seattle Star  
Spokane Press  
Terre Haute Post  
Tacoma Times  
Toledo News-Bee

## JUSTIN FAIR'S NEW FEATURE

is as clever, as original, and as appealing to every class of newspaper reader as his "KWIZ" and "What's Wrong?" and "What Do You Know About America?" It is intended for Sunday papers and the trade-mark title is

**"CULTURA"**

PROOF AND PRICE UPON APPLICATION

FAIR & JEWETT, Ltd., 101 Park Avenue, New York



# When You Think of New Orleans Think of New Orleans STATES

**EVENING**


**SUNDAY**

**Because:-**

**Large Circulation  
Concentrated In The City  
Proper-Your Profitable Market**

Suburban New Orleans is too limited and scattered to cover economically.

Advertise in the Daily States and center your efforts on the city itself. Excellent opportunities for the distribution of any product. People responsive to advertising. High per capita purchasing power.

WRITE   
ADVERTISING DIRECTOR

*Want More Information?  
We'll Gladly Furnish It.*

(Continued from Page 16)

tion, which began last October, is being pushed in order to complete it as early as possible in 1920.

## Typograph Manufacturing Capacity Will Be Fifty Machines Monthly

BY C. J. JOHNSTON

THE Ludlow Typograph Company held its annual convention in Chicago, December 29, 30, 31, the members of the installation and sales forces from all parts of the country taking part in the program.

The convention showed that the Ludlow Typograph Company has just completed the most successful year in its history. Their production and sales of display type equipment to the trade surpassed all records.

The present officers of the company are: William A. Reade, president; George O. Cromwell, vice-president; H. J. Poppenhagen, treasurer; H. H. Muir directs the sales and installation forces in the western district, and C. J. Johnson is in charge in the East. Production is in charge of A. H. Hedley.

During 1919 Ludlow sales increased 800 per cent, which means, selling the capacity of the factory, or 30 Ludlow machines a month. Delivery has been good and the company has not taken orders to the point of impairing good service and prompt delivery.

With 700 satisfied users—which list is growing rapidly—the Ludlow is being proven a profitable investment for most any printing plant that has need for display type.

It has been asked, "What does the Ludlow management think of the business outlook for 1920?" The answer is but one word, "Immense."

The Ludlow manufacturing capacity is being increased to 50 machines a month, and we will sell the entire output in 1920.

## Plate-Gothic Composition Unit Newest Feature of the Monotype

BY DANIEL BAKER

THE year 1919 has been notable in the progress of the Lanston Monotype Machine Company, because during this year the new Plate-Gothic Composition Unit was completed and put on the market. This adds a most important new unit to the Monotype machine, already so flexible that the printer may start with a machine to set one face in one point-size and by simply adding additional units increase its capacity to the handling of composition in all point-sizes from 4½ to 18-point, in all measures up to sixty picas, and in every class of intricate tabular and blank form work; also casting, on the same machine, all of his leads, slugs, rules and display type for the operation of complete Non-Distribution in the hand room. The Plate-Gothic improvement is revolutionary in that it provides for machine up to 50 per cent of all the job composition now being done by hand in the commercial plant. Seven complete series of Plate-Gothic are now available and other job faces are being added.

As a culmination of six years of tedious and costly effort, the Monotype

Company has announced to the printing craft that they are now able to supply Electro Display Matrices, in Roman and Italic, of the original Caslon of the English foundry in all of the sizes from 14-point to 36-point body, inclusive, with the single exception of the 22-point body.

The year has also recorded a great advance in the Monotype System for newspaper ad composition. This system is complete, including composition for everything from 4½ to 18-point, the casting of all display type up to 36-point and the manufacture of all other material for use by the hand men.

Many other improvements and refinements have been completed or are under way, among which is a new tabular device which makes the setting of intricate box heads and reading matter in parallel columns as simple and easy to handle as plain straight newspaper and book composition. Following the policy of the company, this device can be applied to any Monotype in use, permitting Monotype owners to have the benefit of new improvements without the necessity of buying new machines.

Since the close of the war business has been greater than ever before, and, for 1920, it promises to be the largest in the history of the company. Contracts have been received for over eight hundred Monotypes for export during 1920, while domestic orders are already being booked for May and June delivery.

## Intertype Display Machine, Setting 6 to 36-Point, Is Ready

BY HENRY W. COZZENS \*

THE year 1919 will be a milestone in the success of the Intertype, both at home and abroad. A volume of business has come to us far beyond expectations, high water mark for one month's sales being reached during August, when we sold 216 machines. Repeat orders show the hold the Intertype is gaining, and the many customers which had not heretofore bought Intertypes indicate the popularity of the machine throughout the trade generally.

We highly appreciate the encouragement and support given us by publishers and printers, and we see so many evidences of the continuance of this support in increasing volume that plans are already under way to double our factory facilities during 1920.

The possibilities in the foreign field seem unlimited, and our connections in England and on the Continent are taking all the machines we can supply, and cabling for more.

During 1919 slight advances in prices have been made because of steadily increasing administrative and manufacturing costs. These increases were absolutely necessary if the business is to be carried on successfully and if the high standard of the quality set for the Intertype in design, material and workmanship is to be maintained.

During the year the largest and most notable single order written was that placed by Lord Atholston of the Montreal Star for 35 three-magazine Model 'C' Intertypes, seventeen of them with side-magazine units.

Previous to that the largest single order ever written for three-mag-

azine composing machines was that given us by the New York Times in June, 1918, for 31 Model C's and as evidence of its complete satisfaction with this great battery, the Times, in July, 1919, gave us a repeat order for four more Model C's.

1920 will see the completion and marketing of the Intertype display machine, which will be known as the Model 'D.' This machine will carry three main magazines and three side magazines in its frame, and will possess a range of work down to and including a 6-point new face and up to and including a fat 36-point bold face.

\* Mr. Cozzens died January 25, a victim of influenza, as is noted elsewhere in this edition.

## Better Delivery of Supplies But Little Price Change, Predicted

By THEODORE T. ELLIS

DURING the year of 1919 the New England Newspaper Supply Company and the New England Fibre Blanket Company practically doubled their capacity, increase in value of business being 60 per cent.

Prospects for 1920 are the best in the company's history, as our foreign trade is increasing rapidly. Deliveries will be somewhat delayed, but not as slow as in 1919. Prices will remain about the same except on rubber blankets, which will be advanced, due to high cost of cotton fabrics entering into their construction.

During 1920 we believe conditions will react slightly towards normal and 1921 will show a distinct trend

toward a new normal level, which we estimate at 60 per cent. above the 1913 level.

## Alternating Current Automatic Control System Proving Practical

BY C. F. SCOTT

Of the Cutler-Hammer Company

WE have equipped a greater number of printing presses this year than in any one previous year in our history and experienced also a very large increase in volume of sales over any previous year.

The outstanding features of the business are the universal prevalence of push-button control, on the small as well as the large equipments, and a very great extension of the alternating current system and continued demonstration of the successful performance of alternating-current automatic control, which a few years ago was thought impossible.

In the newspaper press field there is a pronounced tendency for small offices to call for the full-automatic system, which a few years ago was confined only to the large metropolitan dailies.

Among improvements which we have instituted are the successful application of the predetermined speed, push-button-controlled, alternating current system on small newspaper presses, giving practically the features of the full-automatic system, but at a lower cost and without the complications of the latter.

We have also simplified and im-

## We are Placing A Page Weekly, t.f. Leaving the DAY of publication to publisher's option

This page is the most desirable kind of advertising there is.

First, it is "local display"

Second, it is composed of space from high class manufacturers and jobbers who are not regular advertisers with you.

Third, it is published usually on Saturday in evening papers, and Monday in morning papers.

Fourth, it pulls and makes friends.

Fifth, we renew it and keep it going t.f.

Our company is composed of men long experienced in the business of increasing local display. Each man is responsible and reliable. Our methods are legitimate.

We have no "hundred percent boys"

Interested? Then write us.

## THOMAS W. BRIGGS CO.

Operating in United States and Canada

Home Office, Memphis, Tenn.

Successors to Jones-Briggs Co.

proved the double-motor drive on small newspaper equipments, and we have extended the use of the chain drive on large printing-press outfits in preference to the old gear drive.

The prospects for 1920 are excellent. Radical changes are not to be expected, owing to the great demand for standard articles, but improvements will have to be made, the general nature of which will be trade simplification, reduction of first cost, and reduction of maintenance expense to the minimum.

Owing to the great demand, deliveries are fairly long, but our facilities are such that in the now comparatively small number of cases where presses are offered for immediate delivery we can match up the delivery requirements of the motor drive with those of the presses.

### New Chicago Tribune Plant Installs Record Electrical Equipment

BY A. J. CLINE

CHICAGO, Jan. 10.—The number of motor and automatic push button control systems we have sold for newspaper presses throughout the country indicates the activity in the enlargement of newspaper plants and their recognition of the advantages of Cline-Westinghouse full automatic control on newspaper presses.

The demand for Cline-Westinghouse linotype motor drives with silent helical gear, from the small newspapers as well as the large newspapers, would indicate a greater activity this year than ever before in the composing rooms. We have done a larger business this year than ever before and have on our books orders scheduled for delivery up to late into the year 1920. One of these orders is for the entire electrical equipment for the Chicago Tribune's new plant, which was the largest order ever placed for the electrical equipment of a newspaper plant.

### Tubular Plate Rotary Press Orders Exceed Capacity of Duplex Plant

BY I. L. STONE

THE Duplex Printing Press Company has had the largest volume of business this year in its history. The 'tubular plate' rotary press has proven a great success, the demand for it far exceeding the productive capacity of work of the company.

The close of the year finds the company with orders on its books yet unfilled for more than twenty-five tubular plate rotary presses, in spite of the fact that its whole force is being largely employed on this one type of its machines. To meet the constantly growing demand for this press, the Duplex Company has erected a large extension of its works, which will easily triple its present capacity of production and which will go into operation with the opening of the new year.

This new plant will be thoroughly up-to-date in every respect and will be provided with the finest tools, and all modern facilities. With this increased capacity the company announces that it will shortly be prepared to meet the rapidly growing

demand, either in the small city or the Metropolitan field.

The company reports sales not only throughout the United States, but also in many foreign countries, including Canada, South Africa, Argentina, France, Mexico, Italy, China, Spain, Cuba, Porto Rico, Chile, Brazil, Haiti and Denmark. Large orders are now being filled for important newspapers in Paris, Rome, Copenhagen, and other foreign cities. With the opening of the new works, a large number of additional workmen will be employed.

### Many Composing and Press Rooms Adopt Mechanical Trimmers and Feeders

BY D. J. CASEY

DURING 1919 the New York office of the Miller Saw Trimmer Company installed 511 Miller machines in the Manhattan district. A great many of these machines were the well known labor saving device, the Miller Saw-Trimmed, several of which were installed in the leading newspaper and publishing houses of New York City.

The demand for the Miller feeder, on account of the shortage of labor, has been decidedly heavy. The Miller Saw-Trimmed Company, in an effort to fill orders up to date, has been working night and day at the factory and have been able to make deliveries of their equipment immediately upon receipt of order.

The business of the company has enjoyed a very healthy increase over that of the previous year and the New York manager looks for a wholesome volume of business and a healthy increase over this year during the coming year of 1920.

### Immense Amount of Foreign Orders Placed for American Presses

By G. C. ABBOTT

CHICAGO, ILL., Jan. 28.—The year of 1919 was a very busy one for the Goss Printing Press Company on account of the immense amount of orders for presses for both this country and European countries.

### Staats-Zeitung Sells Property

The New York Staats-Zeitung this week sold its four-story store and loft building at 186 William street. Two other parcels have been sold since January 1 by the paper, a six-story loft at 182 William street and a one-story building at 31 Frankfort street.

### Roy Howard Is Better

Roy W. Howard, president of the United Press Associations, who has been confined to his home in Pelham, N. Y., for the past three weeks, suffering from pneumonia, has recovered sufficiently to leave his bed. He is expected to return to active work shortly.

### Paper Issues World Atlas

The New York Commercial has just issued a new compact atlas of the world showing the old and new boundaries as determined by the peace treaty.

Share the Benefit of the Enterprise of  
"The Newspaper That Does Things"

# The New York World

Beginning January 23rd and continuing three days the World published the complete cipher correspondence between Von Bernstorff and the German Ministers, cabled exclusively to the World from Berlin. Subscribers to the World's Syndicate Service share such "beats" with the World.

Have you seen the World Syndicate's new smashing four-color Sunday magazine page?

Or have you noticed the "pep" in Maurice Ketten's comics, and the "punch" that Rehse puts in his "Everyday Movies?"

All the Features That Combine in Making the New York World Great Are Supplied to Newspapers Everywhere by the

New York World Syndicate

# FEATURES AND THEIR PART

## War Reading Is Dead—Cartoons and Comics Increase in Popularity

BY V. V. McNITT

Manager, Evening Mail Syndicate and Central Press Assn.

THE first ten months of 1919 were the most favorable, probably, that we have ever known in the syndicate business. The newspapers wanted good features to keep up reader interest, feeling a real need for something to take the place of war news.

The year was remarkable chiefly for the successful sale of personal stories of the war as related by some of its dominant figures. We found a ready demand for high-class sport page features, due to the tremendous revival of interest in sports following the war. Serials and short stories also did well in 1919, and undoubtedly will continue in high favor. Fiction is always good for a family paper.

The war period and the succeeding months have to my mind proved conclusively the enduring and paramount value of two classes of features. The first comprises cartoons and strip comics, which far surpass everything else in solid and unbreakable popularity. The other class includes special news features and correspondence by able writers, bearing on important news events.

There is an elemental appeal in pictures, which is universally felt. Pictures humanize a newspaper. During the printers' strike in Paris, when all the leading dailies combined in issuing a single four-page sheet, they reserved plenty of space in it for current illustrations. Pictures convey ideas and impressions to average minds far more graphically than is possible with text. Hence, the most effective medium for humor is the comic cartoon.

Despite the print paper shortage, or rather despite the difficulties in getting paper on account of the enormous consumption by our prosperous newspapers, 1920 ought to be a good year. There is a steady demand today for features of the first order. War material is dead, but news features on domestic affairs, the presidential campaign, and sporting events, as well as comics and woman's page material, should sell well.

## Conditions Demand Greater Care in Selection of Material

BY W. H. JOHNSON

THE New York Tribune Syndicate during the year just closed increased its feature business, and we confidently expect to double our present volume during 1920. Attractive features, like a good editorial page, give a newspaper a personality.

I do not believe the worth-while daily newspaper will, even under present distressing newsprint conditions, eliminate its features. Value considered, these features are more valuable than the space consumed. I do believe editors will exercise greater care in the selection of material. There will be less quantity buying, and more quality buying.

## KEENEST EDITORIAL JUDGMENT REQUIRED

By P. C. EASTMENT

Vice-President McClure Newspaper Syndicate

THE year 1919 has been a most successful one in the syndicate business. Syndicates, as well as sharing in the extraordinary prosperity of the newspapers, occasioned by an unprecedented amount of advertising, have had unusual opportunities to secure features of unsurpassed interest and importance. The last year of the world war, and afterward, made possible for publication features so expensive that they could be obtained only by syndicates, and through them released to newspapers throughout the country.

Toward the end of the year the shortage of newsprint hit the newspapers, and such newsprint as could be had was obtainable only at unheard-of prices. We expected, naturally, that not only would it become difficult to place new material but that there would be considerable cancellations of material already placed.

We are gratified to find, however, that while it has not been easy during the last three months to launch new services that features of compelling merit can still be placed successfully by intelligent salesmanship and that, in most cases, established features are being retained.

This condition we believe to be a distinct tribute to the judgment and common sense of publishers and editors. They realize that the shortage in newsprint cannot be met successfully by eliminating features which distinguish each paper from its competitor. It is to be presumed that every paper carries the news and handles it with reasonable efficiency. The special appeal to readers (and this applies particularly to the home circulation that means so much to the advertising columns) of one paper as against another is the features. It would be, therefore, very short sighted of editors to curtail to any great extent, during a temporary stringency in newsprint, the publication of features which have made their distinctive position in their territories.

We feel that there is every reason to expect a most successful year during 1920. We are using our best editorial judgment in the selecting and offering of features that will show absolutely the best results for the space used. We are studying the individual needs of our individual customers that we may obtain for each the greatest and most permanent returns. With this building-up policy we do not fear the effect of the shortage of newsprint.

The reduction or entire elimination of enormous scare first-page headlines in so many leading papers we consider to be a decided move in the right direction.

## Natural Reaction from War Strain Brings Demand for Humor

BY JOHN N. WHEELER.

WE have found a distinct demand for humorous features. On the whole, I should say that humor proved to be the most popular during the past year which was a natural reaction after the strain and seriousness of the wartimes.

My idea is that the feature is a fundamental of newspaper circulation. Big successes have been built on big features. I look for a relief in the newsprint situation the first of the year. Of course, much of the vast amount of advertising has been due to the excess profit tax, and I don't think this will continue after January 1st, until the advertisers ascertain whether this law will be repealed.

I believe that the feature is the basis on which the day in and day out circulation is built, and I think that conditions will adjust themselves so that there will always be a market for good features which will attract circulation daily. That has been the Bell Syndicate's experience.

DAINTY NOVELETTES  
COMICS House and Floor Plans Dot Puzzles  
and 15 other features  
Keystone Feature Syndicate  
764 Drexel Building Philadelphia, Pa.

## Syndicating Makes Highest Priced Experts Available to Smallest Papers

BY F. B. KNAPP,

Manager, New York World Syndicate

THE past year was a most successful one for the newspaper syndicates and despite the newsprint shortage there is no reason why 1920 should not be equally prosperous for the organizations supplying the newspapers of the country with features— which in circulation value have come to be of even greater importance than is the news itself in the making of the modern newspaper.

It is the very sameness of the news as printed in our newspapers that makes features of such prime importance. Much of the news today is standardized and it is the features, comics, cartoons and text, that makes a newspaper differ from its competitor. In all the agitation for the reduction in the use of news print little is heard on the subject of eliminating features. Space requirements may result in the "survival of the fittest" among comic strips and cartoons and mediocre features may go to the discard but that newspapers, which have educated their readers to the entertainment and profit that comes from well-selected features, seriously would consider giving them up is unthinkable.

Features are vital to the well-being of the successful newspaper. The most prosperous and the most widely circulated newspapers are those that use the best features. Without features a newspaper is a heavy proposi-

America's Foremost Industrial Advertising Agency

## A Baltimore Advertising Manager says:—

"The business is clean, high grade, profitable and handled without any disagreeable kick-backs of any description whatever."

Our permanent "Weekly Industrial Review" page will secure the same character of business for any newspaper.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building

BOSTON

MASS.

tion, too stupidly serious for the general American reader who has come to look for fun and entertainment as well as news information in his morning or evening newspaper.

Without the syndicates editors would be hard put to get out the good newspapers they do. Syndication of features has greatly reduced the cost of newspaper production. At the same time group purchasing makes it possible to pay the salaries which bring the best work of the best writers and artists into the newspapers.

The increasing value of the syndicate in bringing into reach of a newspaper in each town important and costly features, is now generally recognized by all publishers of intelligence and the good accomplished in the making of the great American newspaper makes it necessary that syndication should be fostered and encouraged.

**Meeting Space Needs with Increased Quality in 1920**

BY SAM T. HUGHES.

NEWSPAPER features such as furnished by the Newspaper Enterprise Association will be more widely used in 1920 than in 1919 despite the paper shortage, for the reason that this association, being a service and not a syndicate, accommodates its output to the space-needs of its members.

The paper shortage has been acute for nearly two years. Yet N. E. A. shows a clientele gain. When newspaper space grows tight because of high paper prices or reasonable advertising, N. E. A. reduces the quantity of its output, but increases the quality. Perhaps the most popular single enterprise of 1919 was our serial production of Roosevelt's letters to his children.

**Individuality and Appeal Are Especially Essential in "Tightening Up"**

BY J. D. GORTATOWSKY

WHILE the business of International Feature Service and Newspaper Feature Service, for both of which King Features Syndicate is sales agent, was much larger in 1919 than ever before, we are confident that the demand for high class features in 1920 will exceed the 1919 record. This prediction is set forth with full knowledge of present conditions.

The smaller the newspaper, the more necessary it is that habit-forming materials shall be a daily part of each issue. The "tight" newspaper loses both individuality and appeal unless it retains features which hold the reader's interest from day to day.

The demand, of course, during such times as these is for high class features. The more valuable the space in the newspaper the more necessary it becomes to specialize in quality features. The daily and Sunday comic or continued fiction story that has the highest percentage of sustained interest becomes superlatively valuable.

American newspaper publishers have not been slow in adjusting them-

selves to the condition with regard to shortage of newsprint and are turning this seemingly unfavorable situation into a beneficial one in that it is having a stabilizing influence. It is the old story of the ill-wind not blowing anyone good, for the newsprint stringency is focusing the best thoughts of publishers on the necessity for building up a stable, permanent circulation, and making that circulation pay. King Features Syndicate looks with confident eyes on the New Year.

**Opportunity for Good Service Greater Than Ever**

BY HAZEN CONKLIN.

A FEW days ago "The Inquiring Reporter" of the New York Globe asked this question of a number of people: "What do you think the newspapers could best leave out?"

Every answer was the same—"Leave out a lot of the murder stuff."

Big events and big features are always sensational, but we believe that this experience of the Globe Reporter is indicative of a growing tendency to frown at obvious attempts to manufacture sensational news from events of little importance. Space has become too valuable to waste, either on cheap news or on poor features.

In this connection it seems to us that there has never been so great an opportunity for good syndicate work as at the present time. During the next year editors will apply, more than ever, the acid test on the quality of service supplied them. In the aggregate, we do not believe that the inevitable reduction in the number of pages will materially affect the amount of space now devoted to features, although we do think that many of the larger features now running will be replaced by two or three shorter features.

Thompson Feature Service was established on the belief that the day of the blanket service is passing, and that the papers which are making the biggest strides forward are those that have preserved their individuality through the use of a wide variety of feature material.

**Publishers Recognize Feature Value as Means to Individuality**

BY ARTHUR W. CRAWFORD

THERE is no doubt that publishers have recognized the value of features and now appreciate more than ever before the unique stamp of attractiveness and individuality which the better material creates.

The present day advancement in journalism is indicated probably in no stronger degree than the popularity of our Blue Ribbon series of Short Stories. These stories were written exclusively for The Chicago Tribune by well known authors, and including the special art work, cost us approximately \$75,000. It was a new, and considering the expense, a bold venture, but to our editors there seemed no reason why the better literature should be confined to the higher priced magazines. The enthusiastic response to our offer from other editors was most gratifying.

All our features have had increased

**LUDLOW**

*sales increased over*

**600% IN 1919**

**Large papers and small papers use and like the Ludlow System best for display type**

*Here is a list of 100 representative newspapers using Ludlows—ask them all, if you like, what they think of Ludlows. They know*

- Chicago Tribune
- Newark News
- Brooklyn Standard Union
- Battleboro Reformer
- Springfield (Mass.) Republican
- Hartford Post
- Atlanta Constitution
- Louisville Courier-Journal
- Louisville Post
- Camden Post-Telegram
- Camden Courier
- Perth Amboy News
- Plainfield (N. J.) Courier
- Malden News
- Nashua Telegraph
- Allentown (Pa.) Democrat
- Scranton (Pa.) Times
- Concord (N. H.) Monitor
- Fitchburg Sentinel
- Waltham Tribune
- Waltham News
- Fitchburg Finnish Socialist
- Worcester (Mass.) Post
- New Haven Times Leader
- New Haven Register
- South Norwalk (Conn.) Sentinel
- Wilmington (N. C.) Dispatch
- Concord (N. C.) Tribune
- Charlotte (N. C.) News
- Raleigh (N. C.) Times
- Madison (Ind.) Courier
- New York Call
- Norwalk Hour
- Norwich Bulletin
- Oklahoma News
- Portland (Ore.) Journal
- Richmond News-Leader
- Richmond Times-Dispatch
- Roanoke Times-World
- Greensboro News
- Hartford Times
- Rockford Register Gazette
- Sacramento Bee
- San Antonio Light
- San Francisco News
- Schenectady Gazette
- Springfield (Mass.) Union
- Syracuse Herald
- Syracuse Journal
- Philadelphia North American
- Detroit News
- East Stroudsburg (Pa.) Press
- Asbury Park Press
- Toledo News-Bee
- New Bedford Standard
- Tulsa Times
- Twin City (N. C.) Sentinel
- New Bedford Standard
- Lansing State Journal
- Lake Charles (La.) Press
- Pontiac (Mich.) Press-Gazette
- Ithaca Journal News
- Utica Herald-Dispatch
- Utica Observer
- Elmira Star-Gazette
- Binghamton Sun
- New London Day
- New Britain Herald
- Jamestown (N. Y.) Post
- Jamestown (N. Y.) Journal
- Flushing Journal
- Portchester Item
- Mt. Vernon Argus
- La Prensa Press (N. Y.)
- Durham (N. C.) Herald
- Durham (N. C.) Sun
- Tarboro (N. C.) Southerner
- Rocky Mount Telegram
- Wilmington (Del.) Star
- Wilmington (Del.) Journal
- Waterbury Democrat
- Waterbury Republican
- Cleveland Press
- Lynn Item
- Akron Press
- Cincinnati Post
- Wilkes-Barre Times-Leader
- Liberal (Kans.) Democrat
- Brooklyn Eagle
- Memphis News Scimitar
- Decatur (Ill.) Review
- Grand Rapids Press
- Danville Commercial News
- Christian Science Monitor
- Baltimore American
- Haverhill Gazette
- Houston Post
- El Paso Herald
- Evansville Courier
- Lynchburg News

*Mail Copy of your paper for estimate cost of equipment*

**Ludlow Typograph Co.**

**NEW YORK**  
606 World Building

**CHICAGO**  
2032 Clybourn Ave.

sales. Naturally, there will be some cut in this form of newspaper contents during the coming months, but the desire to keep readers and add prestige will influence publishers to give space to features of unusual merit and proven popularity.

1919 was the biggest year in our business.

We anticipate even greater gains in 1920.

### Increasing Prosperity Means Continued Demand for Good Reading

BY H. H. McCLURE.

I AM just completing a country-wide trip, covering thirty of the principal cities, with the special purpose of studying present conditions and learning what changes in newspaper features are desirable for the coming year.

From my talks with editors and publishers I conclude that next year will see a scarcity of space, with more reduction in feature use than in news space. There will be a tendency to maintain the established features and avoid starting new ones, except that I look for the use of more women and children matter and humor.

The Associated Newspapers increased its membership last year and forecasts a larger increase in 1920.

The newsprint scarcity has been exaggerated in many cases, but no matter how serious it may be, sensible publishers will adjust themselves to new conditions.

My trip, which has taken me to practically every part of the country, leads me to look confidently for increasing newspaper prosperity.

### Big City Mat Services Are Now Available for Small Dailies

BY SAM T. HUGHES.

THE Publishers' Autocaster Service Company, which today serves rural town newspapers with an editorial and ad art service is an offshoot of the Newspaper Enterprise Association.

N. E. A. found many possible pony clients without stereotyping facilities. One day the Autocaster machine, a new invention combining metal pot and casting box in one piece, was brought to B. H. Canfield, then president and general manager of N. E. A. Mr. Canfield instantly realized the possibilities this machine opened to the rural town newspaper for twentieth century progress. Out of this realization grew the Publishers' Autocaster Service Company.

This company, which was incorporated in Ohio, purchased patent rights to the Autocaster machine and at once established an editorial and ad art mat service for rural town newspapers, dailies, semi-weeklies and weeklies. When a franchise was sold the new client was furnished with a machine and the news service followed regularly.

The service proposes to build up a profitable business by bringing twentieth century editorial progress to the rural town publishers, who have been longing for it for a long time because they know progress is profitable. Speed with news is the chief principle of Autocaster policy. This company buys the material for its editorial service exactly as if it were buying for daily newspapers.

The news photographs are purchased from the speediest newspaper photograph concerns in the country and these news pictures are mailed out in mat form to clients.

The controlling stockholder of the Publishers Autocaster Service Company is James G. Scripps, chairman of the board of the Scripps newspaper institution. The officers are: President, B. H. Canfield; vice-president, George A. Riley; secretary, J. H. Perry; treasurer, C. F. Mosher. Executives of departments: Emmet Finley, business manager; S. T. Hughes, editorial director.

### Features Are Necessary to Daily Newspaper Success

BY V. C. GARDNER

WE do not anticipate any serious reduction in 1920 in the amount of newspaper space given to features. In fact, we are looking for a record breaking year. Features are just as essential to a well-rounded newspaper as its telegraph and cable and local news. There has been a general increase in subscription and advertising rates, and in order to hold its circulation and give its advertisers their money's worth, the newspaper of today must be a better paper than at any time in history. No newspaper can make a radical cut in real features without injuring its reputation, its prestige and pulling-power.

We believe the print paper shortage will necessitate careful editing. Editors will undoubtedly scrutinize their news and feature columns very carefully, eliminating both news items

and features which are merely "space-fillers."

The United Feature Syndicate has enjoyed a gratifying business in 1919, and is looking forward to a substantial increase in 1920.

### Conservation Demands That Paper Shortage Means Space-Wasters Go in 1920 Increasing Power and Quality of Material

BY C. McD. PUCKETTE

THE market for syndicate material in the first half of 1919 was undoubtedly a very strong one; but white paper conditions began to make themselves felt in the autumn, and the present time exercise a strong influence. The Evening Post maintains a syndicate limited both in the number and character of its features, but we expect to enlarge our syndicate department considerably in the coming year. Our daily and weekly financial syndicate clients have increased in number during 1919.

I think that editors throughout the country probably will reduce their purchases of ordinary syndicate material considerably in 1920. This reduction will affect chiefly, I believe,

certain space-wasting features. Probably the syndicates will be harder put to it than ever to find salable material. But features which really are big and important and full of news are likely to succeed, as always.

BY MAXIMILIAN ELSER

THE white paper shortage will react to the ultimate good of the syndicates. It means increasing the power, pull and quality of features, no matter how good they are already. The idea is to make features so appealing to editor and to reader that even the tightest papers can't afford to be without them. It is also obvious now that the shorter a feature in comparison to its pull, the better the editor likes it. The net results will be holding down space, and boosting the quality.

That any appreciable number of papers should dispense with syndicate material does not seem at all probable. It would appear that editors and publishers, intent on putting out

Seven Sunday Newspapers published in New York City have a combined circulation

2,423,653

The New York Sunday American

has a circulation of

992,488

(net paid Nov. 14, 1919)

This is 69.3% of the combined circulation of the other Six Sunday Newspapers in New York, and is the Largest Circulation of any Newspaper in America.

Kentucky's Crops For 1919 Total \$400,751,000.00

The thirteen leading crops produced in Kentucky during 1919 will yield a total of \$400,751,000.00, according to the report just issued by the United States Bureau of Crop Estimates.

This is a gain of \$24,165,000.00, or 16% more than the valuation of the crop of 1918. Tobacco alone, according to the bureau's estimate, will bring a total of \$174,383,000.00 this year, as against \$123,715,000.00 in 1918.

Louisville is the largest leaf tobacco market in the world and has twenty-eight tobacco factories. Louisville is Kentucky's largest city, and the trading center of a large section of Kentucky.

Louisville, it is confidently expected, will show a population of nearly half a million, in the city and suburbs, under the new census.

Louisville is the center of an interurban service, covering a radius of twenty-five miles, and reaching communities with a total population of over 100,000, excluding New Albany and Jeffersonville, which have a population of 46,000, and which are for trading purposes a part of the city of Louisville.

National advertisers who wish to best reach the buying population of this prosperous section, will do well to emulate the merchants of Louisville, who give the most of their morning newspaper advertising to the newspaper with the largest morning circulation in Kentucky.

THE LOUISVILLE HERALD  
Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., N. Y. Western Representative: John Glass, Peoples Gas Bldg., Chicago. Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

THE SHAFFER GROUP

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



well balanced papers, regard syndicates pretty nearly as essential industries.

As for comparisons with 1918, the Metropolitan Newspaper Service has been functioning now for just seven months. We expect a steady consistent increase in business for 1920 over 1919, basing this estimate on the new subscriptions received while the paper stringency has been most acute. We shall of course put out a number of new features, in addition to laying before papers not already customers the merits of our present offerings.

As everybody knows, a good comic strip is the most marketable of all daily features. We also find a strong and healthy market for both serials and short stories. To date we have been doing business with eighty-seven papers, including at least one in each of the largest cities in this country and Canada, and in London.

**COLVER BEFORE CONGRESS**

**Declares Newsprint Conditions Continue Acute, Endangering Press**

WASHINGTON, D. C., Jan. 29.—Stocks of print paper at the mills in the United States and Canada are sufficient to last only four days should production suddenly be stopped, W. T. Colver of the Federal Trade Commission to-day told the House Ways and Means Committee.

The production of newsprint paper has increased only 10 per cent. in the last year, while the consumption has gone up to 24 per cent., Colver said.

"Stocks of paper are lower than in 10 years," he told the committee, "the production of print paper last year was 1,322,928 tons, while the con-

sumption was 1,705,091 tons. The stocks in the mills on Dec. 31, 1917, were only 15,369 tons, as compared with 38,998 on Jan. 1, 1917."

The Canadian Government, Colver said, through a central control of the paper production of Canada, is protecting the Dominion publishers, but has not placed any embargo upon the exportation of print paper.

**RESOLUTION NOT RETROACTIVE**

**"6-Point" Ban on Direct Advertisers Applies Only to Future Applicants**

The Six-Point League of New York has adopted a resolution to the effect that its members, the newspaper special representatives, are not in favor of granting any more direct commissions to advertisers, who, subsequent to the passage of the resolution, decide to place their accounts direct.

The resolution does not involve the recognition by the league of firms that up to now have done their business direct with publishers.

**Critchfield Executives Dead**

CHICAGO, Jan. 29.—Bayard W. Barton, vice-president and general manager of Critchfield & Co., died of influenza, and William Morton Smith, secretary of the same agency, was a victim of apoplexy during the past week.

**Brainard Plea Denied**

Clinton T. Brainard, who was convicted last week of having circulated "Madeline," an alleged obscene book, failed in the equity part of the New York Supreme Court today to obtain a certificate of reasonable doubt. Justice Platzek decided that the application was premature.

# Indiana

## Daily Newspapers

The influence of daily newspapers throughout Indiana is intensified by the civic pride and state loyalty which is characteristic of hoosiers.

Civic pride, mounting to intense rivalry, predominate throughout the State Local affairs, not only social, but in a business way, have resulted in city improvements, exceptional hotels, snappy, up-to-the-minute stores and a loyalty to home merchants, home newspapers and home trading, which has built what practically amounts to an institution.

National advertisers find singularly gratifying response to advertising placed with Indiana daily newspapers, and, by linking merchandise up with local daily newspapers and local merchants, become, in a sense local institution themselves.

	Circulation	Rate for 5,000 Lines
Elkhart Truth .....	(E) 8,353	.03
Evansville Courier .....	(M) 22,897	.04
Evansville Courier .....	(S) 20,535	.04
Fort Wayne Journal-Gazette.....	(M) 29,230	.05
Fort Wayne Journal-Gazette.....	(S) 26,000	.05
Indianapolis News .....	(E) 110,552	.18
Indianapolis Star .....	(M) 85,446	.13
Indianapolis Star .....	(S) 96,317	.18
Kokomo Dispatch .....	(M) 5,567	.015
Lafayette Journal-Courier .....	(M&E) 19,196	.05
La Porte Herald.....	(E) 3,472	.02
Logansport Pharos-Reporter .....	(E) 6,809	.02
Muncie Press .....	(E) 9,140	.03
Muncie Star .....	(M) 25,681	.06
Muncie Star .....	(S) 16,133	.06
Richmond Item .....	(M) 8,206	.045
Richmond Palladium .....	(E) 11,941	.05
†South Bend News-Times.....	(M) 11,332	.04
†South Bend News-Times.....	(E) 5,942	.04
†South Bend News-Times.....	(S) 17,530	.04
South Bend Tribune.....	(E) 16,227	.035
Terre Haute Star.....	(M) 27,334	.05
Terre Haute Star.....	(S) 19,597	.05
*Terre Haute Tribune .....	(E) 23,712	.05
*Terre Haute Tribune .....	(S) 18,884	.05
Vincennes Capital .....	(E) 1,504	.01071

Government Statements, October 1st, 1919.

\*A. B. C. Report, October 1st, 1919.

†Publishers' Statement.

# MYER'S MATRIX PAPERS

White and Red Rag for Machine Process  
Stereo Backing for Brush Process

## FOUR GRADES OF STEREOTYPE TISSUE

Felt Packing and Tail Boards

Thirty different sizes and weights of Matrix Paper carried in stock

Working samples supplied on request

## SUTPHIN PAPER CO. INC.

438 LAFAYETTE STREET  
NEW YORK CITY

## A. B. C. HAS OUTGROWN ALL EXPECTATIONS

In Six Years Interests of Publishers, Agents and Advertisers Have Been Made of Common Accord

BY STANLEY CLAGUE

Managing Director, Audit Bureau of Circulations

STEADY, substantial progress sums up the work of the Audit Bureau of Circulations during the past year. If I were to use the language of communications from advertisers, agents and publishers received in my office during the holiday season, the work of the year would be described in much more flattering terms; but here at headquarters we feel that while the year has yielded wonderful results, we are only at the threshold of realizing the results the founders had in mind when it was conceived less than six short years ago.

For I believe five or six years is a short period in the life of an institution the continued success of which means so much to the publishing and advertising world.

### Big Strides in Six Years

I believe, as I did six years ago,—but now more firmly than ever,—that the Bureau can contribute to the welfare and progress of the advertising and publishing world to an extent that few even yet realize. Its accomplishments already may be considered remarkable. It has done away with even the imaginary line between Canada and the United States, making the interests of advertisers, agents and publishers of common accord.

It has aroused interest throughout the entire world in the subject of placing advertising on a commodity basis. England, Australia, France, Holland and other countries have asked for information on how to establish Audit Bureaus of Circulation. A. B. C. record books, forms and all data necessary to the establishment of such bureaus have been gladly contributed, and the day seems not far distant when an International Association of Audit Bureaus can be formed, for mutual world-wide information.

### Has Saved 10 Years' Cost

It has saved advertisers in the United States and Canada more money than it would cost to maintain the Bureau for ten years. It has saved advertisers, agents and publishers alone, in time saved in rehearsing and listening to stories of how pure one publication is and how utterly unreliable its competitor, many thousands of dollars. For every fifteen minutes heretofore taken in solicitation concerning the merits of a publication's circulation only one is now necessary in presenting the publisher's statement and audit report of the A. B. C.

It has saved publishers money that cannot be measured, by enabling them to realize the uselessness of forced and gross circulation.

The cutting down of free copies, bulk circulation, subscription arrearages, circulation derived from questionable schemes and contests, has not only conserved advertising expenditures and made possible the use of appropriations in publications of solid worth, but it has made publish-

ers realize that they can not only The advertiser now knows that any advance in advertising rates is made because of substantial reasons for an advance, and as a good merchant he is willing to pay the advance when he knows all the facts, get real money for circulation, but a more substantial rate from the advertiser.

A few publishers still believe that the Bureau goes too far in its investigations; that the advertiser should pay the whole cost of auditing, or that their word is just as good as any bureau's findings. The number is very small in comparison with the large majority of publishers, advertisers and agents who realize that the more circulation facts are brought into the open, the greater the results will be for all concerned.

### Some Misunderstanding

Eventually these publishers will see the benefits to be derived from the association with this mutual co-operative institution. In the meantime, in the case of honest misunderstandings, this attitude is being construed as opposition, with the inevitable results. Advertisers and agents are daily realizing more and more the benefits to be derived from placing business on an A. B. C. basis. Recently nearly two thousand of the leading advertisers and agents who place business in magazines, newspapers, agricultural papers and in the business press authorized the bureau to announce that their business was placed wholly on an A. B. C. basis or that A. B. C. data largely influenced their selection of mediums. These advertisers and agents expend considerably over \$100,000,000 each year

in advertising space. Additions to the list are being constantly received.

Auditing conditions in the Bureau were never in better shape. In spite of many consolidations and discontinuances of publications, its membership is the largest in the history of the Bureau. Applications for new memberships and reinstatements are being received in constantly increasing numbers. Financially, the Bureau is in position not only to carry on its work effectively, but has a substantial reserve fund to meet unforeseen contingencies.

### Editor & Publisher's Aid

In conclusion may I take this occasion to pay tribute to two factors in the present splendid condition of the A. B. C.:

First, to EDITOR & PUBLISHER for its splendid loyalty, encouragement and helpfulness to the bureau during the past year.

Second, to the directors of the A. B. C.—the twenty-one advertisers, agents and publishers who have given freely of their time and helpful counsel in guiding its destinies without one dollar of recompense. The attendance at a regular monthly meeting of the directors shows not infrequently over ten thousand miles travelled by these directors.

In the name of the President, L. B. Jones, and the 1,366 members of the bureau, I thank both you and them.

### Elected to A. N. P. A.

The Fall River (Mass.) Herald has been elected to active membership in the American Newspaper Publishers Association.

## Oregon Forces Translation of Alien Press News

New Law, Passed at Extraordinary Session, Punishes Violation by Fine and Imprisonment

PORTLAND, ORE., Jan. 29.—No more foreign language newspapers or magazines are to be published in Oregon unless they shall contain complete translations in English of all matter printed in any other tongue. This is the gist of a measure passed at the extraordinary session of the Oregon Legislature held in January to consider emergency legislation. The bill has been signed by Governor Ben W. Olcott and has become a law.

Introduction of the measure in the Legislature was prompted by the American Legion, which has been very active in its fight on foreign-language publications. It was introduced by A. W. Norblad, State Senator from Astoria, where there has been considerable trouble with a Finnish daily, whose chief officers were convicted of sedition several months ago. The bill went through both houses of the Legislature by heavy majorities.

Under the new law literal translations must accompany all articles in a foreign tongue. They must be of the same type and as conspicuously displayed. Violation of the law is punishable by imprisonment not exceeding six months or by fine.

# While Copy Lasts 50 SHORT STORIES

From 2000 to 3000 Words Each

FOR \$50



Mats of Four Column Titles 25c Each Extra  
Mats of Four Column Illustrations 50c Each Extra

Will send these 50 stories together with our bill on one week's approval.

If stories are satisfactory, send us your check. If not return stories with bill and charge will be cancelled.

**ORDERS FILLED AS RECEIVED**

THE RIGHT TO PUBLISH STORIES PURCHASED WILL BE SOLD UNDER WRIT-  
TEN PERMISSION TO ONLY ONE PAPER IN EACH CITY

 The Sloan Syndicate, Inc. 

"SHORT STORY SPECIALIST"

1834 BROADWAY

NEW YORK, N. Y.

## Keeping Up With The Times

A FACT A WEEK

This announcement is for the purpose of making peace with the men and women of The Times who provide and direct the music news and advertising.

The Times recently bought space in the Editor and Publisher, to tell of its leadership in automobile news and advertising, and said nothing about the field of music in which The Times likewise has won leadership.

It is more than two years now since the development of The Times as the medium for music lovers began. For a long time attention was concentrated on the Thursday issue. Gradually the importance of this day to advertisers of music and musical instruments gained recognition until The Times came to carry more music advertising than any other paper in the daily field. Recently, it became desirable to add another day in each week and now Thursdays and Sundays are the issues in which the news and advertising of the music field reach almost the proportions of a special section.

The Washington Times  
WASHINGTON, D. C.



## ECONOMY HALTS RAIDS ON PAPER STOCKS

**Mills Set New Production Records During December, and Publishers Used 9,565 Tons Less Than in November**

December's figures for production and consumption of newsprint are encouraging both to its makers and users, according to statistics just made public by the Newsprint Service Bureau and the Federal Trade Commission.

The 39 companies reporting to the Newsprint Service Bureau produced 164,051 tons of newsprint and shipped 165,038 tons during December. Shipments exceeded production by 1,387 tons.

The average daily production of newsprint paper by the mills reporting for December amounted to 104 per cent. of the average daily output during the three months of greatest production in 1918, and the average for the entire year 1919 was in excess of the production during the best three months of 1918. The actual production per working day in December was the greatest of any month in 1919 except November.

Production by the United States mills reporting during the entire year 1919 was 81,292 tons, or nearly 8 per cent. greater than during the same period in 1918. Canadian production by the 15 reporting companies during this period exceeded that of the year 1918 by 66,866 tons, or more than 9 per cent., making combined production of the 39 reporting companies 148,158 tons, or nearly 9 per cent. greater than during the entire year of 1918.

Stocks during December decreased 57 tons at United States mill points and 1,293 tons at Canadian mills. This made total stocks 1,450 less on December 31, 1919, than on November 30. The total of 19,285 tons on hand at all reporting mills December 31 amounted to slightly more than three days' production.

United States mills produced 104,262 tons of standard newsprint during December, according to the Federal Trade Commission, representing an increase of 2,098 tons over November, 1919. The increase over December, 1918, was over 18 per cent.

Production of standard news by American mills for the year 1919 was 1,227,180 tons, compared with 1,125,086 tons made in 1918.

Mill stocks increased 548 tons at United States mills, the commission states, not counting 859 tons on hand at terminal and delivery points.

### Consumption Fell During Month

Tonnage used in December was 151,937 tons, 9,565 tons less than was used in November.

Publishers' stocks decreased 4,061 tons during December, which was offset by an increase of 3,572 tons in transit over that at the close of November, 1919. The 115,047 tons on publishers' hands and the 47,907 tons in transit on December 31 represented about 33 days' consumption at the existing rate of 4,938 tons a day.

The weighted average price of contract deliveries from domestic mills during December, f. o. b. mill in carloads of standard roll news was \$3.825 per cwt. The price on contract Canadian paper under the same conditions was \$3.744 per cwt. Some long-term contracts at low prices were included in the domestic average.

The weighted average market price for December on domestic purchases of standard roll news, f. o. b. mill in carloads was \$5.538 per cwt.

Imports of newsprint, all from Canada, totaled 59,263 tons during November, 1919, at an approximate value of \$3.59 per cwt., as compared with 48,409 tons in 1918, valued at about \$3.094 per cwt. during November, 1918.

Total exports during November were 6,098 tons, valued at approximately \$4.78 per cwt., as compared with 7,457 tons, valued approximately at \$4.37 per cwt. during November, 1918.

## PAPER CONTROL URGED BY MINNESOTA

**Newsprint and Americanism Chief Topics at Meeting in St. Cloud—H. Z. Mitchell, Bemidji, Elected President**

ST. CLOUD, MINN., Jan. 26.—The Northern Minnesota Editorial Association held its annual meeting here January 22-24. W. P. Kirkwood, head of the school of journalism of the University of Minnesota and editor of the farm publications of that institution, spoke on the influence of the country press on the affairs of civilized government. A. G. Rutledge of Minneapolis in his annual report urged support for the Anthony bill looking to Government control of the newsprint business. F. E. Hadley of the Winnebago Enterprise in an address said there were 12,000 foreign-language papers in the United States and there should not be even one.

W. E. Verity of the Wadena Pioneer Journal, the retiring president, was presented with a loving cup. The next convention will be held at Crosby. The new officers are:

President, H. Z. Mitchell, Bemidji; vice-president, H. P. Phillips, Mahanomen; secretary-treasurer, A. G. Rutledge, Minneapolis (re-elected); executive committee, Charles Kelly, Harry M. Wheelock and W. E. McKenzie.

## FORT FRANCES EMBARGO ENDS

**New Paper Controller Adjusts Difficulties and Papers Resume**

FORT FRANCES, ONT., Jan. 27.—"The matter has been completely adjusted, shipments will begin immediately and Western papers will receive their full supply of newsprint," was the statement made by E. W. Breadner, the new paper controller, as he left the head office of the Fort Frances Pulp and Paper Company.

MONTREAL, Jan. 28.—Winnipeg papers resumed publication in a very limited form on January 23. This was made possible through pooling a small amount of newsprint, it being felt necessary to relieve public anxiety by the issuing of some news.

The embargo on the company's export business was lifted at 6 P. M. on the 24th and the customs house officer was notified to that effect. No further information was given out by either Mr. Breadner or any of the officials of the company.

### New London Advertising Firm

London, Jan. 24.—Gude & White, Inter-Continental Advertising Service, is the name of a new agency with offices at 5 Henrietta Street, Strand, London, W. C. 2, and in Paris at 32 Rue Luis le Grand.

# I o w a

Iowa pays out over \$30,000,000.00 yearly to 30,000 school teachers with the deep purpose, to develop ability to think and apply science to all things, even to the selection and purchase of necessities, conveniences and luxuries of life.

Make your advertising appeal characteristic, for Science, the foundation of Iowa's farming success, has made thinkers of them all.

Use the daily newspapers and tell the readers what you can do for them by whatever it is you have to sell.

A territory more alive and ready to adopt and adapt is not found on the map.

Apply this to your advertising and run it in these newspapers:

	Circulation	Rate for 5,000 Lines
*Boone News-Republican.....(E)	3,287	.0143
Burlington Hawkeye.....(M)	10,008	.03
Burlington Hawkeye.....(S)	11,128	.03
Council Bluffs Nonpareil.....(E&S)	15,821	.035
Davenport Times.....(E)	23,754	.06
Des Moines Capital.....(E)	58,376	.16
Des Moines Sunday Capital.....(S)	42,226	.10
Des Moines Register and Tribune.....(M&E)	104,858	.16
Des Moines Sunday Register.....(S)	71,240	.14
*Iowa City Daily Press.....(E)	3,266	.02
Mason City Globe Gazette-Times.....(E)	9,682	.03
Muscatine Journal and News-Tribune.....(E)	7,930	.025
Sioux City Journal.....(E)	52,520	.06
Sioux City Journal.....(S)	27,725	.08
*Ottumwa Courier.....(E)	12,261	.035
Waterloo Evening Courier.....(E)	14,791	.04

Government Statements, October 1st, 1919.

\*A. B. C. Report, October 1st, 1919.

## ADVERTISING BUREAU MADE PROGRESS

Estimates 1919 National Advertising  
in Newspapers Will Amount to  
\$120,000,000—Faces Bright  
Future

BY THOMAS H. MOORE

Associate Director, A. N. P. A.  
Bureau of Advertising

THE volume of national advertising carried by the newspapers in the year 1919 just closing, will break all records. Exact figures are not obtainable at this time, but it is safe to write down that it will reach over \$120,000,000, against about \$75,000,000 or \$80,000,000 for the previous largest year.

The volume has swelled to such a point that the problem of the newspaper is no longer how to get advertising but how to find white paper to print the advertising that is flooding in from every agency in the country.

As the year closes the newspapers are facing a critical condition not only as concerns paper, but all other manufacturing costs. They are not only announcing raises of advertising rates ranging from 15 percent to 40 percent, but in a large number of instances are refusing to make rates fixed in advance for any period longer than three months.

Notwithstanding the unusual increase in rates, the volume of national advertising shows no signs of diminishing. There will be of course, readjustments in many campaigns. There will probably be changes on the parts of advertisers whose previous policy has been to use big space in one or two papers in the direction of curtailing the amount of space in these papers and increasing the number of papers on their lists. More advertising will go to the smaller newspapers and into the smaller cities. In other words there should be a better distribution of advertising which, in the end, will be of benefit both to all publishers and all advertisers.

From the standpoint of the Bureau of Advertising 1919 has been not only a tremendously busy year, but a very productive year. The Bureau has been called into consultation in many large newspaper campaigns, and has to its credit the actual development of much new advertising. It has particularly been honored in being the advisor to many Govern-

ment departments in the matter of advertising.

A year ago there was no Government advertising. This year there have been campaigns from the United States Railroad Administration; from the War Department; from the Navy Department and now at the close of the year comes another campaign from the War Department that will run well into 1920. The aggregate of the Government campaigns of paid newspaper advertising will exceed \$1,500,000.

The year has been a prosperous one for the Bureau and its close finds it with a larger membership, a larger income and a brighter future than any year in its history.

During the year the basis of membership was changed and the new dues based on advertising rates instead of population, not only brought in an increased membership but a much larger income. In addition to this they equalized the cost to newspapers and put the burden on those publishers best able to bear it.

The increase in membership has enabled the Bureau to carry out its long cherished plan to open a Chicago office at 841-842 Marquette Building, Chicago, which is just being equipped as the year draws to a close. This office will be in full running order after the first of the year and should be a material factor in the development of national business newspapers from the great middle western section of the country.

It is visible evidence that the Bureau of Advertising is rising to its opportunities and moving forward. If New Year's resolutions are in order, the Bureau's resolve for 1920 is to try and bring the volume of national advertising in newspapers to the quarter million mark. That's setting a hot pace, but these are times when the world moves fast.

### A Live Motor Stunt

HOUSTON, Tex., Jan. 24.—E. R. Millis, in charge of the Houston Sunday Post automobile section, is running each Sunday a tour to some point within a radius of 50 or 60 miles of Houston. Pictures are taken by the staff artist at this point and en route and a story illustrated with these pictures is run the next Sunday, with bits of historical lore, description of scenery and, in passing, remarks on the condition of the roads.

"Cy" Farnum, formerly a reporter for the Providence Journal, has joined the Pawtucket Times as sporting editor.

### 1919 NEWS SERVICE EVENTS

At suggestion of U. S. Government, with view to putting some order into international cable, telegraph and radio news service of the world—to bring the peoples of all nations into closer harmony and mutual understanding—the Allied nations and their associates agreed to convene an International Congress to consider the subject in all its aspects. July 17.

All Americas linked in complete news chain by extension of Associated Press co-operative membership and service to South and Central America; twelve newspapers from those continents elected. Jan. 1.

Newspapers and news services of Canada adopted "hour ahead" time change of I. S., despite refusal of Parliament to authorize it. April 1.

Marlen E. Pew was appointed editor and manager International News Service, New York. July 1.

Cross-Atlantic Newspaper Service arranged to start new news service between Great Britain and United States February 1, 1920. Sept. 1.

International News Service appointed Capt. Frank E. Mason as Berlin correspondent. Nov. 20.

Canadian Press, Ltd., at annual convention in Toronto, considered plans for consolidating with Canadian Associated Press; re-elected E. F. Slack president. Dec. 2.

Congress authorized Navy department to establish radio service between U. S., Philippines, Japan and Korea at rate of 6 cents a word. Dec. 6.

United Press completed contract with the Western Cable for a direct service from Europe to South America. Dec. 11.

### 1919 MACHINERY NOTES

Growth of newspapers because of unprecedented increase in advertising was such that the great printing machinery manufacturers of the United States found it impossible to fill all orders placed by publishers; bookings being months in advance of possible delivery. There was a sharp demand throughout the year for all sorts of newspaper equipment and supplies.

During printing tie-up in New York, causing the temporary discontinuance of many periodicals, the method of printing from typewritten photo-engraving plates was put into effect with considerable success by the Literary Digest and other magazines. Nov. 27.

Marked advances were made in telegraphing pictures through Le Roy J. Leishman invention. May 1. Philip W. Fawley invented ad man's working cabinet called "Binghamton Press Cabinet" July 15.

Speedautomatic Company purchased all assets and inventions of defunct Cox Multi-Mailer Company, Chicago. Sept. 20.

Angel Bohigas of La Nacion, Buenos Aires, visited U. S., bringing information that American methods of newspaper making and American machinery for making newspapers are steadily increasing favor in South America; also that other American gods will find an equally warm reception if they are properly advertised, sold and shipped. Dec. 20.

James A. Brown is now business manager of the Southern Marine Journal, published in Houston, Tex. Mr. Brown goes from the Houston Chronicle, where he was assistant foreign advertising manager.

# THE TULSA TRIBUNE

SUCCESSORS TO

## THE TULSA DEMOCRAT

Only Evening Daily in the "MAGIC CITY"  
of 80,000 Population

THE TULSA TRIBUNE goes into 12,000 homes  
in the city of Tulsa, out of a possible 15,000.

Total Daily Circulation A.B.C. Sept. 30, 1919 . . . 22,342 Net Paid  
Total Sunday Circulation A.B.C. Sept. 30, 1919 . . . 22,582 Net Paid

Rate—6c. per line

The Tulsa Democrat was purchased Nov. 1st, 1919, by Richard Lloyd Jones, formerly Editor and Publisher of The Wisconsin State Journal. All agencies are familiar with the unexcelled pulling power developed by The Wisconsin State Journal under the direction of Mr. Jones. That same vigor and editorial ability that made The Wisconsin State Journal the powerful medium it became, together with the co-operation of T. F. McPherson, Business Manager, who was formerly manager of the State Journal, will rapidly build a larger circulation and a more perfect service for the advertiser.

## THE TULSA TRIBUNE

will be represented in the Foreign Field by the

## G. LOGAN PAYNE COMPANY

with offices in

Marquette Building  
CHICAGO, ILL.

Kresge Building  
DETROIT, MICH.

and

## PAYNE, BURNS & SMITH, Inc.

with offices in

5th Ave. Building  
200 Fifth Avenue  
NEW YORK CITY, N. Y.

Publicity Building  
8 Winter Street  
BOSTON, MASS.

### HOW A MICHIGAN EDITOR REGARDS OUR SERVICE:

"It might be a bit of encouragement with which to start out the new year, if you knew how thoroughly pleased we are with the service you are supplying. During our newspaper experience we have purchased considerable syndicated material but none of it approached the quality that seems to be the key-note of success."

#### For the Sunday Edition

Weekly Fashion, Children's Feature and Camera News Pages; House Plans, Art Needlework and Hints for the Motorist.

#### For the Women's Page Edition

Daily and Weekly Fashions, Art Needlework, Feminine Fancies, House Plans, Helps for Home Nurse.

#### For the Business Manager

Classified Boosters, Advertising, House Plans, Hints for the Motorist, Our Phone Girls and The Ad-route.

#### For Your Comic Page

Our Own Movies, Smiles, Noozie, Wellman's Puzzles.

#### Current and Miscellaneous

Camera News Page, Pertinent Portraits, Feature Page.

#### Daily Features

Wellman's Puzzles, Smiles, Noozie, Pertinent Portraits, Fashions, Our Own Movies, Hints for the Motorist and Helps for the Home Nurse, Children's Page.

## THE INTERNATIONAL SYNDICATE

Twenty years of unflinching feature service

BALTIMORE, MD.

# LIST OF EXECUTIVES OF THE 2,100 DAILY ENGLISH-LANGUAGE NEWSPAPERS OF U. S.

First Compilation Ever Made Giving Names of Publishers, Editors, Managing Editors, General Managers and Business Managers of Dailies of All the States—Except for Current Changes, List is Substantially Accurate.

AFTER weeks of research work EDITOR & PUBLISHER is pleased to present herewith a substantially accurate list of the names of the executives of the 2,100 English-language newspapers of the United States, arranged alphabetically by states.

In the cases of many of the smaller dailies one man holds every executive position on the paper. For the sake of accuracy, in all such instances the name of such man has been repeated under the various official designations—publisher, editor, managing editor, general manager and business manager.

The compilation is of such obvious value to all who ever have occa-

sion to do business of any nature with newspapers that no comment is needed. The fact that it has been possible to assemble these names as of practically current date—by means of a system of verification through a questionnaire—is matter for satisfaction.

Of course, the accuracy of any newspaper personnel list is affected by the inevitable changes that are taking place all the time in all organizations, particularly in the offices of the larger newspapers. Yet, for all practical purposes, this list is quite as dependable as a telephone directory.

## ALABAMA

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Albany	Albany-Decatur Daily	W. R. Shelton	H. D. Harkreader			
Anniston	Star & Hot Blast	H. M. Ayers	T. R. Gordon	T. R. Gordon	H. M. Ayers	E. G. Shields
Birmingham	Age-Herald	Age-Herald Publishing Co.	E. W. Barrett	C. M. Stanley	C. M. Stanley	R. A. Mullins
	Ledger	Robert G. Hiden	Robert G. Hiden	Bradley Chester	Quimby Melton	Henry Chairsell, Jr.
	News	Victor H. Hanson	Frank P. Glass	J. E. Chappell	John L. Ebaugh	Jno. L. Ebaugh
Dothan	Eagle	W. T. Hall	W. T. Hall	W. T. Hall		W. C. Batchelor
Enfauila	Citizen	Citizen Publishing Co.	Thos. G. Wilkinson			
Florence	News	The Florence News Publishing Co.	Prentiss Blackwell		Prentiss Blackwell	
Gadsden	Journal	Journal Publishing Co.	C. A. Verbeck	W. I. Martin	A. W. McCulloch	A. W. McCulloch
	Times-News	Times-News Printing Co.	Ralph H. Marden	J. L. Meeks	J. L. Meeks	J. L. Meeks
Huntsville	Telegram & Mercury	D. C. Barrow	Roy E. O'Neal			
	Times	The Times Publishing Co.	J. E. Pierce	J. E. Pierce	J. E. Pierce	J. E. Pierce
Mobile	News-Item	Frederick T. Thompson	Barney Sheridan			
	Register	Frederick T. Thompson	Roy Garner			
Montgomery	Advertiser	C. H. Allen	W. T. Sheehan	J. W. Weisz		R. F. Hudson
	Journal	Montgomery Journal Publishing Co.	Horace Hood	C. E. Johnson	F. H. Miller	
	Times	J. B. Stern	J. C. Harrison	D. W. McIver	Wm. Berridge	Wm. Berridge
Opelika	News	Wear & Wilson	H. M. Wilson	H. M. Wilson	W. T. Wear	W. T. Wear
Selma	Journal					
	Times	F. T. Raiford	F. T. Raiford	C. A. Beach	M. H. Raiford	M. H. Raiford
Sheffield	Tri-Cities Daily	M. S. Hansbrough	M. S. Hansbrough	M. S. Hansbrough	E. H. Hartwick	E. H. Hartwick
Talladega	Home					
Troy	Messenger	S. H. Blan	S. H. Blan	S. H. Blan	S. H. Blan	S. H. Blan
Tuscaloosa	News & Times-Gazette	Tuscaloosa News Pub. Co.	Edward Doty	Edward Doty	Edward Doty	Aaron Miller

## ARIZONA

Bisbee	Ore	Hoy P. Hoy	J. T. Hoy	J. T. Hoy		Mrs. A. T. Hoy
	Review					
Douglas	Dispatch	Dispatch Publishing Co.	W. E. Adair	James Logie	James Logie	James Logie
	International	International Publishing Co.	Geo. H. Kelly	Geo. H. Kelly	Geo. H. Kelly	Geo. H. Kelly
Flagstaff	North'n Arizona Leader	Craig Pottinger	Craig Pottinger	Craig Pottinger	Craig Pottinger	Craig Pottinger
Globe	Arizona Record	Copper Belt P. & P. Co.	Jos. H. Hamill	Jos. H. Hamill	Jos. H. Hamill	Jos. H. Hamill
Jerome	Verde Copper News	Jerome News Co.	H. J. Minhinnick	H. J. Minhinnick	E. Douglas	E. Douglas
Mesa	Tribune	Mesa Mail Publishing Co.	H. D. Ross, Jr.	H. D. Ross, Jr.	H. D. Ross, Jr.	R. L. Lynd
Miami	Arizona Silver Belt	Cleve W. Van Dyke	W. J. Scott			L. M. Harmon
Nogales	Herald	H. R. Sisk	W. T. Haley			H. R. Sisk
	Oasis	The Oasis Printing House, Inc.	Allen T. Bird	Allen T. Bird	Allen T. Bird	Allen T. Bird
Phoenix	Arizona Gazette	Gazette Printing Co.	C. H. Akers	C. H. Akers	C. H. Akers	S. J. Wolf
	Arizona Republican	Arizona Publishing Co.	J. W. Spear		Dwight B. Heard	Chas. A. Stauffer
Prescott	Journal-Miner	Journal-Miner Publishing Co.	L. Abbott	L. Abbott	J. W. Milnes	L. A. Paine
Tempe	News	News Publishing Co.	C. W. Miller			C. W. Miller
Combstone	Prospector	Giragi Bros.	C. L. Giragi	C. L. Giragi	C. L. Giragi	M. Ferguson
Tucson	Arizona Star	State Consolidated Publishing Co.	B. P. Euclid	B. P. Euclid	B. P. Euclid	B. P. Euclid
	Citizen	Allen B. James	Allan B. Jaynes	A. H. Lyons	Allan B. Jaynes	C. M. Arntzen
Yuma	Examiner					
	Sun	Sun Printing Co.	J. H. Westover	J. H. Westover		J. H. Westover

## ARKANSAS

Arkadelphia	News	Roy L. Elliott	Roy L. Elliott	Roy L. Elliott	Roy L. Elliott	Roy L. Elliott
Batesville	Guard					
Centonville	Daily	Frank P. Harris	Frank P. Harris	Frank P. Harris	Frank P. Harris	Frank P. Harris
Conway	Log Cabin Democrat	Conway Printing Co.	F. E. Robins			F. E. Robins
Foreka Springs	Times-Echo	Diehl & Sullivan	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl
Fayetteville	Democrat	Democrat Publishing Co.	Dr. Chas. Richardson			J. D. Hurst
Fort Smith	Southwest American	W. E. Decker	W. E. Decker	Jack Decker	W. E. Decker	Parker M. Walker
	Times-Record	John F. D. Aué	J. F. Henry	Chas. J. Brill	John F. D. Aué	John F. D. Aué
Harrison	Times	J. R. Newman's Sons	Thos. M. Newman	Thos. M. Newman	Thos. M. Newman	Thos. M. Newman
Helena	World	World Publishing Co.	J. P. Burks	J. P. Burks	Chas. M. Young	Chas. M. Young
Hope	Arkansas Herald	J. E. Purkins & B. A. Gates	J. E. Purkins	J. E. Purkins	J. E. Purkins	J. E. Purkins
Hot Springs	New Era	John A. Riggs	Charles Goslee	C. Goslee	E. Marion Riggs	E. Marion Riggs
	Sentinel-Record	J. G. Higgins	J. G. Higgins	J. G. Higgins	J. G. Higgins	J. G. Higgins
Jonesboro	Sun	W. O. Troutt & Sons	Fred D. Troutt	Fred D. Troutt	W. A. Troutt	W. A. Troutt
	Tribune	Williams & Williams	H. Lee Williams	H. Lee Williams	H. Lee Williams	H. Lee Williams
Little Rock	Arkansas Democrat	Elmer E. Clarke	Elmer E. Clarke	W. T. Sitlington		K. A. Engel
	Arkansas Gazette	Gazette Publishing Co.	J. N. Heiskell	Fred Heiskell		Fred W. Allsopp
	News	Little Rock Daily News Pub. Co.	R. P. Robbins			T. W. Mattingly
Malvern	Record					
Memphis	Star	V. W. St. John	V. W. St. John	V. W. St. John	V. W. St. John	V. W. St. John
Newport	Independent	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson
Paragould	Press	Griffin Smith	Griffin Smith	Griffin Smith	Griffin Smith	Griffin Smith
Ree Bluff	Commercial	E. W. Freeman	J. S. Wiley	E. E. Plowman	E. W. Freeman	E. W. Freeman
	Graphic	Geo. H. Adams	A. G. Whidden	L. Flournoy	Geo. H. Adams	Geo. H. Adams
Wagoners	Post	Cunningham & McGehee	C. Cunningham	C. Cunningham	C. Cunningham	C. Cunningham

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Searcy	Citizen	J. J. Baugh	J. J. Baugh	J. J. Baugh	J. J. Baugh	B. R. Johnson
Siloam Springs	Register	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour
Stuttgart	Free Press	R. L. Metzker	R. L. Metzker	R. L. Metzker	R. L. Metzker	R. L. Metzker
Texarkana	Four States Press Texarkanian	Four States Press Co. The Texarkana Publishing Co.	H. Humphrey J. L. Wadley	C. E. Palmer J. L. Wadley	J. L. Wadley	J. L. Wadley

## CALIFORNIA

Alameda	Times-Star & Argus	Times-Star Co.	J. Sherman McDowell	J. Sherman McDowell		W. A. Grahm
Anaheim	Herald	Anaheim Herald Publishing Co.	E. J. Horsley	E. J. Horsley	E. J. Horsley	E. J. Horsley
Bakersfield	Californian	Alfred Harrell	Alfred Harrell	Ross C. Miller		Edward Benson
Berkeley	Echo Gazette Times	Gazette Publishing Co. The Berkeley Times Pub. Co., Inc.	James E. Wales James P. Koll	James E. Wales James P. Koll	J. L. Swindelle	Chas. E. Dunscomb J. L. Swindelle
Brawley	News	M. D. Witter	M. D. Witter	C. E. Wilson		
Callexico	Chronicle	Bert Perrin	Bert Perrin			Bert Perrin
Calipatria	Herald					
Chico	Enterprise Record	Enterprise Pub. Co., Inc. Richards & Duel	Florence J. O'Brien C. H. Duel	Oliver K. Posey	F. J. O'Brien	H. A. Barber R. C. Hurst
Coalinga	Record	McCollum & Mason	F. J. McCollum	F. J. McCollum		H. M. Mason
Colton	Courier					
Colusa	Sun	Colusa Sun Pub. Co.	Mrs. W. S. Green	E. M. Sheridan		Geo. W. Tompkins
Corning	Observer	T. E. Harper	T. E. Harper		T. E. Harper	
Corona	Corona Independent	G. M. Blair	G. M. Blair	G. M. Blair		G. M. Blair
Dinuba	Sentinel	J. R. Locke	R. G. Watkins	J. R. Locke	J. R. Locke	G. E. Locke
El Centro	Imperial Valley Press Progress	Merrill D. Davis Mr. & Mrs. O. B. Tout	Merrill D. Davis O. B. Tout	Merrill D. Davis O. B. Tout	O. B. Tout	Merrill D. Davis Mrs. O. B. Tout
Escondido	Times-Advocate	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans
Eureka	Humboldt Standard Humboldt Times	Standard Publishing Co. Times Publishing Co.	F. W. Gorgeson J. H. Crothers	E. S. Ballard Alfred Lindsley	F. W. Gorgeson J. H. Crothers	
Fresno	Herald Republican	G. A. & C. S. Osborn Fresno Republican Pub. Co.	Chase S. Osborn Chester H. Rowell	Jr. W. R. Garman W. A. Fitzgerald	Geo. A. Osborn Chester H. Rowell	J. Ross Williams William Glass
Fullerton	Tribune	E. Johnson	E. Johnson	E. Johnson	E. Johnson	E. Johnson
Glendale	News					
Grass Valley	Union	Union Publishing Co.	W. F. Prisk	Thomas Ingram	W. F. Prisk	Argall and Snyder
Gridley	Globe	Don B. Robb			Ella M. Robb	
Hanford	Journal Sentinel	A. D. Driver J. E. Richmond	J. L. Smith J. E. Richmond	A. D. Driver J. E. Richmond		Wm. Pike J. E. Richmond
Hollister	Free Lance	M. F. Hoyle	M. F. Hoyle	M. F. Hoyle	M. F. Hoyle	M. F. Hoyle
Holtville	Tribune	John B. Baker	Audrey W. Baker			John B. Baker
Imperial	Enterprise	Wm. J. Burtscher	Wm. J. Burtscher			D. C. Mattocks
Long Beach	Press Telegram	Long Beach Press Pub. Co. The Daily Telegram Company	W. F. Prisk F. C. Roberts	W. F. Prisk	W. F. Prisk	W. H. Hosking J. J. Penny
Los Angeles	Examiner Express Herald Record Times	M. F. Ihmsen Est. Edwin T. Earl Frank F. Barham Record Publishing Co. Harry Chandler	F. W. Eldridge E. A. Dickson E. R. Collins Burton Knisley Harry Chandler	F. W. Eldridge E. A. Dickson E. R. Collins Harry E. Andrews	M. F. Ihmsen F. W. Kellogg F. F. Barham	G. G. Young J. P. Hamilton D. G. Keeler J. C. Flagg Jacob Baum
Madera	Mercury Tribune	Ernest N. White	Ernest N. White	Ernest N. White	Ernest N. White	Ernest N. White
Martinez	Gazette Standard	Gazette Publishing Co. Contra Costa Publishing Co.	W. A. Rugg Will R. Sharkey	W. A. Rugg Will R. Sharkey	W. A. Rugg Will R. Sharkey	W. A. Rugg Will R. Sharkey
Marysville	Appeal Democrat	E. A. Forbes Est. A. W. Gluckman	Armin Nix	L. A. Smith	L. A. Smith	L. A. Smith A. W. Gluckman
Merced	Sun	Radcliffe & Houtl	Corwin Radcliffe			U. J. Houtl
Modesto	Herald	T. C. Hocking	T. C. Hocking	W. H. Killam		T. C. Hocking
Monrovia	News	Modesta News Pub. Co.	E. L. Sherman	E. L. Sherman		S. T. Morgan
Monterey	News	Monrovia Publishing Co.	Geo. A. Barry			C. F. Davis
Napa	Cypress-American Journal	Sandholdt & Brown	Sandholdt & Brown			
Oakland	Register Enquirer Post Tribune	Francis & Francis W. W. Chapin E. A. Vandeventer Tribune Publishing Co.	G. M. Francis John F. Conners E. A. Vandeventer J. R. Knowland	George H. Francis John F. Conners B. S. Sanders J. R. Knowland	C. H. Brockhagen C. H. Brockhagen	C. H. Brockhagen C. L. Robertson B. A. Forsterer
Ocean Park	Bulletin					
Ontario	Report	Ontario Publishing Co.	Crombie Allen			H. L. Allen
Orange	News	The News Press	W. O. Hart			J. F. Craemer
Oroville	Mercury					
Oxnard	Register	Oroville Register Publishing Co.	G. C. Mansfield			T. J. Powers
Pacific Grove	Courier	J. J. Krouser	J. J. Krouser	J. J. Krouser	J. J. Krouser	J. J. Krouser
Palo Alto	Post	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith
Pasadena	Times Post Star-News	Times Publishing Co. F. W. Kellogg Charles H. Prisk	Dallas E. Wood Fred F. Runyon Charles H. Prisk	Geo. F. Morrell Fred F. Runyon Charles H. Prisk	E. S. Kellogg	Norman Jensen Charles H. Prisk
Petaluma	Argus Courier	The Olmsted Co. Homer W. Wood	J. E. Olmsted Homer W. Wood	J. E. Olmsted Homer W. Wood	Homer W. Wood	J. A. Olmsted Homer W. Wood
Placerville	Republican					
Pomona	Bulletin					
Porterville	Progress Messenger Recorder	Progress Pub. Co. of Pomona, Inc. Stewart & Stuart Porterville Recorder Co., Inc.	Stevens & Richardson Harry G. Stuart John R. Bell	W. E. Stevens Robert A. Mack John G. Miller	W. E. Stevens W. E. Stevens	W. E. Stevens Harry G. Stuart Harry Lambdin
Red Bluff	News Sentinel	John G. Miller Dodson & Werlhof	John G. Miller V. H. Werlhof	John G. Miller		John G. Miller Dillon D. Dodson
Redding	Courier-Free Press Searchlight	The Courier-Free Press News Co. H. L. Moody	Walter H. Fink H. G. Moody	Fred Hurst Fred Hurst	Fred Hurst	Fred Hurst H. L. Moody
Redlands	Facts	Redlands Daily Facts, Inc.	Lyman M. King		P. W. Moore	
Richmond	Independent News Richm'd Record-Herald	Independent Publishing Co. F. J. Hulanski Mission Publishing Co.	F. S. Newsom F. F. Hulanski Guy E. Milnes	J. F. Galvin		J. F. Galvin Grover E. Milnes
Riverside	Enterprise Press	Press Printing Co.	J. R. Gabbert	J. R. Gabbert	J. R. Gabbert	J. R. Gabbert Harry W. Hamann
Sacramento	Bee Star Union	V. S. McClatchy Daily News Co. Sacramento Publishing Co.	C. K. McClatchy Guy P. Jones Ben S. Allen	J. E. Langdon	H. J. McClatchy L. H. LaRash J. S. Craig	H. J. McClatchy E. F. Parmelee W. H. B. Fowler
Salinas	Index Journal	Fred Weybret Paul P. Parker	Jo. Hetherington W. C. Lewis	Jo. Hetherington	Fred Weybret	Fred Weybret
San Bernardino	Index Sun	W. S. Conger The Sun Company	G. N. Haven R. C. Harbison	W. S. Conger	W. S. Conger	W. S. Conger Harry S. Webster
San Diego	Sun Tribune Union	San Diego Sun Publishing Co. The Tribune Co. San Diego Union Co.	W. H. Porterfield Jas. MacMullen Jas. MacMullen	George H. Thomas	W. S. Dayton Jas. MacMullen Jas. MacMullen	W. S. Dayton E. F. Parmelee E. F. Parmelee
San Francisco	Bulletin Call and Post Chronicle	R. A. Crothers John Francis Neylan M. H. de Young	R. A. Crothers Fremont Older John P. Young	Bailey Millard E. J. Gough John P. Young		B. B. Page Jacob Adler W. H. B. Fowler

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
San Jose	Examiner	C. S. Stanton	Eugene MacLean	E. D. Coblentz	J. A. Callahan	J. A. Callahan
	News	Eugene MacLean	Eugene MacLean	F. W. McKechnie	J. L. Cauthorn	J. L. Cauthorn
	Mercury-Herald	Mercury-Herald Co.	E. K. Johnston	E. K. Johnston	W. P. Lyon	W. P. Lyon
San Luis Obispo	Telegram	H. L. Baggerly	R. L. Burgess	C. L. Day	A. J. Kimball	A. J. Kimball
	Tribune	Daily Telegram Co.	C. L. Day	C. B. Huston	C. B. Huston	Bushnell Huston
San Mateo	News-Leader	Benj. Brooks	C. B. Huston	C. B. Huston	Bushnell Huston	Bushnell Huston
San Pedro	News	News-Leader Pub. Co., Inc.	John D. Bromfield	John D. Bromfield	John D. Bromfield	John D. Bromfield
Santa Ana	Register	The San Pedro Pub. Co., Inc.	F. W. Tenney	F. W. Tenney	F. W. Tenney	F. W. Tenney
	Pilot	Pilot Printing Co.	C. F. Waite	C. F. Waite	Waite Bros.	Waite Bros.
Santa Barbara	News and Independent	J. P. Baumgartner	J. P. Baumgartner	T. E. Stephenson	J. P. Baumgartner	G. C. Hamilton
Santa Cruz	Press	Thos. M. Storke	Thos. M. Storke	Lester S. Walbridge	W. F. Powers	W. F. Powers
	News	R. G. Fernald	W. C. Getty	W. C. Getty	W. C. Getty	O. W. Smith
	Sentinel	Devlin & Judah Co., Inc.	Edward J. Devlin	Edward J. Devlin	H. R. Judah, Jr.	H. R. Judah, Jr.
Santa Maria	Times	Sentinel Publishing Co.	D. McPherson	D. McPherson	C. W. Waldron	C. W. Waldron
Santa Monica	Outlook	C. H. Slater	C. H. Slater	C. H. Slater	C. H. Slater	C. H. Slater
Santa Rosa	Press Democrat	S. E. DeRackin	S. E. DeRackin	S. E. DeRackin	L. T. DeRackin	L. T. DeRackin
Stockton	Republican	Press Democrat Publishing Co.	E. L. Finley	E. L. Finley	E. L. Finley	E. L. Finley
	Independent	Santa Rosa Republican Co.	J. Elmer Mobley	E. A. Waite	L. L. Putnam	L. L. Putnam
Taft	Record	J. L. Phelps & Co.	J. L. Phelps	J. L. Phelps	C. L. Ruggles	C. L. Ruggles
Tulare	Midway Driller	Irving Martin	Irving Martin	G. E. Reynolds	Irving Martin	H. J. F. Berkeley
Turlock	Advance	Midway Driller Publishing Co.	A. M. Keene	Edmund W. Callander	Edmund W. Callander	Edmund W. Callander
	Register	Advance Printing & Publishing Co.	David L. MacKaye	John A. Rollins	John A. Rollins	John A. Rollins
Vallejo	Chronicle	Charters & Ratliff	H. A. Charters	H. A. Charters	H. A. Charters	Ratliff & Noyes
Venice	News	E. Ullberg	M. C. Mayne	M. C. Mayne	E. Ullberg	E. Ullberg
	Times	W. D. Pennycook	Arthur Kelly	Frank Savage	R. D. Pennycook	R. E. Stenck
	Vanguard	H. F. Stahl	George Roe	George Roe	H. F. Stahl	H. F. Stahl
Ventura	Free Press	Robert W. Walker	Edward W. Longan	Edward W. Longan	Martha W. Gosling	Martha W. Gosling
Visalia	Post & Democrat	A. H. Davis	A. H. Davis	A. H. Davis	A. H. Davis	A. H. Davis
	Delta	Chas. A. Whitmore	Chas. A. Whitmore	Chas. A. Whitmore	Chas. A. Whitmore	A. M. Becker
Watsonville	Parjaronian	M. M. Maddox	M. M. Maddox	M. M. Maddox	M. M. Maddox	M. M. Maddox
Whittier	Register	Piratsky & Radcliff	Jas. G. Piratsky	Jas. G. Piratsky	Jas. G. Piratsky	Jas. G. Piratsky
	News	Watsonville Register Pub. Co.	F. W. Atkinson	F. W. Atkinson	F. W. Atkinson	F. W. Atkinson
Willows	Journal	The Whittier News Co.	Rex B. Kennedy	Rex B. Kennedy	Harry C. Holdsworth	Harry C. Holdsworth
Woodland	Democrat	E. M. Sehorn	E. M. Sehorn	E. M. Sehorn	C. O. McDonnell	C. O. McDonnell
	Mail	Ed. E. Leake	Ed. E. Leake	Ed. E. Leake	Ed. E. Leake	Ed. E. Leake
		W. F. Mixon	W. F. Mixon	W. F. Mixon	W. F. Mixon	Wm. F. Mixon, Jr.

COLORADO

Aspen	Democrat-Times	Charles Daily	Charles Daily	Charles Daily	Charles Daily	Charles Daily
Boulder	Camera	Boulder Publishing Co.	L. C. Paddock	L. C. Paddock	A. A. Paddock	A. A. Paddock
Canon City	News-Herald	The Union Publishing Co.	Arthur A. Parkhurst	Arthur A. Parkhurst	H. Rusl Thompson Sr	H. Rusl Thompson Sr
Colorado Spgs.	Record	Guy U. Hardy	W. W. Emerson	J. Leo Sterling	J. Leo Sterling	J. Leo Sterling
Cripple Creek	Gazette	Colo. Springs Gazette Pub. Co.	W. W. Emerson	M. A. Ege	M. A. Ege	M. A. Ege
	Telegraph	C. C. Hamlin	C. C. Hamlin	T. E. Nowels	T. E. Nowels	T. E. Nowels
Denver	Victor Record	W. A. Kynner	Edward Battles	W. A. Kynner	W. A. Kynner	W. A. Kynner
	Express	Colorado Herald Pub. Co.	Harper Leech	C. Clogston	R. P. Scripps	G. C. Waldron
	Colorado Herald	Colorado Herald Pub. Co.	R. Nuvalle	V. Neuhaus	V. Neuhaus	V. Neuhaus
Durango	Post	Bonfils & Tammen	Bonfils & Tammen	W. C. Shepard	D. C. Bell	D. C. Bell
	Rocky Mountain News	The Denver Publishing Co.	John C. Shaffer	Frank Farrar	S. S. Sherman	S. S. Sherman
	Times	The Denver Publishing Co.	John C. Shaffer	Frank Farrar	S. S. Sherman	S. S. Sherman
Florence	Democrat	The Democrat Publishing Co.	Rod S. Day	Rod S. Day	Rod S. Day	Rod S. Day
	Herald	J. H. McDevitt, Jr.	J. H. McDevitt, Jr.	J. H. McDevitt, Jr.	J. H. McDevitt, Jr.	J. H. McDevitt, Jr.
Fort Collins	Citizen	Smith & Meek	Lynn Smith	Lynn Smith	Lynn Smith	Lynn Smith
Fort Morgan	Courier	Courier Printing & Publishing Co.	M. Emmerson	M. Emmerson	M. Emmerson	R. A. Goff
	Express	McCormick Bros.	Geo. C. McCormick	McCormick Bros.	G. C. McCormick	G. C. McCormick
Grand Junction	Times	R. B. Spencer	R. B. Spencer	R. B. Spencer	R. B. Spencer	R. B. Spencer
	News	C. E. Adams	C. E. Adams	C. E. Adams	C. E. Adams	W. Chester
Greeley	Sentinel	The Sentinel Printing & Pub. Co.	Walter Walker	Walter Walker	Walter Walker	W. A. Williamson
	Tribune-Republican	Tribune-Republican Pub. Co.	F. E. Merrill	Chas. Hansen	Chas. Hansen	Chas. Hansen
La Junta	Democrat	The La Junta Democrat Pub. Co.	J. A. Serritz	J. B. Pearce	J. B. Pearce	J. B. Pearce
Lamar	News	R. E. Wood	R. E. Wood	R. E. Wood	R. E. Wood	R. E. Wood
Leadville	Herald-Democrat	The Leadville Pub. & Ptg. Co.	H. C. Butler	H. C. Butler	F. E. Vaughn	F. E. Vaughn
Longmont	Call	Jean W. Johnson	G. W. Johnson	G. W. Johnson	L. H. Johnson	L. H. Johnson
Loveland	Times	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon
	Herald	M. A. Ellison	C. W. Turner	C. W. Turner	C. W. Turner	C. W. Turner
Montrose	Enterprise	The Enterprise Printing Co.	Lynn Monroe	Lynn Monroe	Lynn Monroe	Lynn Monroe
Pueblo	Press	C. E. Adams	C. E. Adams	G. M. Green	G. M. Green	G. M. Green
	Chieftain	The Chieftain Printing Co.	Walter L. Wilder	Walter L. Wilder	G. G. Withers	G. G. Withers
Sterling	Star-Journal	The Star-Journal Pub. Co.	J. R. Shea	Frank S. Hoag	Frank S. Hoag	Frank S. Hoag
Telluride	Advocate					
Trinidad	Journal	The Journal Publishing Co.	Geo. R. Painter	Geo. R. Painter	Geo. R. Painter	Geo. R. Painter
	Chronicle-News	The Chronicle-News Pub. Co.	F. E. Windsor	F. E. Windsor	F. E. Windsor	R. E. McClung
	Picketwire	The Robinson-Wright Ptg. Co.	Frank J. Rose	A. W. Wright	A. W. Wright	A. W. Wright

CONNECTICUT

Ansonia	Sentinel	The Emerson Publishing Co.	J. M. Emerson	H. A. Stocking	J. M. Emerson	H. F. Emerson
Bridgeport	Herald	F. R. Swift Estate	G. W. Finley	R. Howell	R. Howell	R. Howell
	Post	Post Publishing Co.	Geo. C. Waldo, Jr.	Ed. Flicker	Ed. Flicker	Ed. Flicker
Bristol	Telegram	Post Publishing Co.	Geo. C. Waldo, Jr.	Ed. Flicker	Ed. Flicker	Ed. Flicker
	Times & Farmer	The Farmer Publishing Co.	F. Tucker	F. Tucker	F. Tucker	F. Tucker
Danbury	Press	Bristol Press Publishing Co.	W. H. Miller	A. S. Barnes	A. S. Barnes	A. S. Barnes
Hartford	News	F. B. Dalton	F. B. Dalton	F. B. Dalton	F. B. Dalton	F. B. Dalton
	Courant	The Hartford Courant Co.	Chas. Hopkins Clark	Emil Gauvreau	Henry H. Conland	Henry H. Conland
Manchester	Post	The Hartford Post Pub. Co.	C. C. Hemenway	C. C. Hemenway	C. C. Hemenway	C. C. Hemenway
	Times	The Burr Printing Co.	W. O. Burr	C. L. Sherman	C. L. Sherman	C. P. Chamberlin
Meriden	Herald	The Herald Printing Co.	Elwood S. Ela	Elwood S. Ela	Elwood S. Ela	Elwood S. Ela
	Journal	F. E. Sands	F. E. Sands	E. B. Whitney	F. E. Sands	F. E. Sands
Middletown	Record	E. E. Smith	T. H. Warnock	T. H. Warnock	T. H. Warnock	T. H. Warnock
Naugatuck	Press	The Middletown Press Pub. Co.	E. S. Hubbell	Sidney W. Challenger	E. S. Hubbell	E. S. Hubbell
New Britain	News	Naugatuck News Co.	C. J. Baxter	T. W. Ahern	T. W. Ahern	T. W. Ahern
	Herald	Herald Publishing Co.	Johnston Vance	Johnston Vance	T. F. Jackson	T. F. Jackson
New Haven	Record	The New Britain Record Co.	J. L. Doyle	J. L. Doyle	I. W. Lockett	I. W. Lockett
	Journal-Courier	J. B. Carrington	N. G. Osborn	A. J. Sloane	E. T. Carrington	E. T. Carrington
Dayton	Register	John Day Jackson	John Day Jackson	Frank H. Smith	H. B. Kennedy	H. B. Kennedy
New London	Times-Leader	Wm. A. Hendrick	C. W. Pickett	H. M. Robinson	W. A. Hendrick	W. A. Hendrick
	Union	Alexander Troup	Alexander Troup	Jas. Scott	F. I. Sullivan	E. J. Sullivan
Page	Day	T. Bodenwein	S. T. Adams	W. M. Slocum	Z. Bodenwein	O. G. Andrews
	Globe	Adams & Adams	S. T. Adams	S. T. Adams	H. H. Adams	H. H. Adams
Adler	Telegraph	The Telegraph Publishing Co.	J. E. Tracy	Julian D. Moran	Julian D. Moran	Julian D. Moran

Town	Paper	Publisher	Editor	Business Manager	General Manager	Managing Editor
Norwalk	Hour	E. J. Thomas	V. W. Ferris	E. J. Thomas		
Norwich	Bulletin	Wm. H. Oak	A. W. Pearson	H. M. Briggs	W. H. Oak	Wm. H. Oak
	Record	Frank H. Pullen	Frank H. Pullen	John D. Moulton		Frank H. Pullen
South Norwalk	Sentinel	E. L. & A. L. Golden	E. E. Crowe			C. R. Baker
Stamford	Advocate	The Gillespie Bros., Inc.	Robert Whittaker	Robert Whittaker	R. H. Gillespie	R. H. Gillespie
Torrington	Register	The Torrington Printing Co.	Geo. W. Peterson		Geo. W. Peterson	
Waterbury	American	A. R. Kimball	C. F. Chapin	C. F. Chapin	A. R. Kimball	A. R. Kimball
	Democrat	Waterbury Democrat, Inc.	E. V. Maloney	E. V. Maloney	J. A. Hayden	J. A. Hayden
	Republican	Wm. J. Pape	E. R. Stevenson	E. R. Stevenson	Wm. J. Pape	I. B. Myers
Willimantic	Chronicle	The Chronicle Printing Co.	J. A. Keefe	A. B. Cunningham		A. B. Cunningham
Winsted	Citizen	The Citizen Printing Co.	L. T. Stone	I. E. Manchester	I. E. Manchester	I. E. Manchester

**DELAWARE**

Wilmington	Every Evening	Wm. F. Metten	Merris Taylor	F. K. Reybold	Wm. F. Metten	Wm. F. Metten
	Journal	Evening Journal Publishing Co.	Geo. Carter	Geo. Carter		C. J. Pyle
	News	News Publishing Co.	A. W. Cummins	Charles E. Gray	Edgar L. Haynes	

**DISTRICT OF COLUMBIA**

Washington	Herald	Walter S. Rogers			H. Suter	B. G. Bryant
	Post	The Washington Post Co.	E. B. McLean	W. P. Spurgeon		A. D. Marks
	Star	Frank B. Noyes	T. W. Noyes	R. Kauffmann		Flemming Newbold
	Times	Edgar D. Shaw	Arthur Brisbane	A. C. Marks, Jr.	E. D. Shaw	E. C. Rogers

**FLORIDA**

Clearwater	Sun	D. O. Batchelor	D. O. Batchelor	D. O. Batchelor	D. O. Batchelor	D. O. Batchelor
Daytona	Journal					
	News	T. E. Fitzgerald			T. E. Fitzgerald	
Fort Myers	Press	M. M. Milford	M. M. Milford	Frank Kellow	Frank Kellow	Frank Kellow
Gainesville	Sun	W. M. Pepper	R. W. Davis			
Jacksonville	Florida Metropolis	The Metropolis Co.	W. R. Carter	O. M. Johnson		R. A. Russell
	Florida Times-Union	Florida Publishing Co.	W. M. Ball	P. M. Ball		W. A. Elliott
Key West	Citizen	The Citizen Pub. Co. Corp.	M. B. Darnell	J. W. Cargile	M. B. Darnell	T. E. Roberts
	Journal (Eng. & Span.)	B. E. Calkins				
Lakeland	Star	L. W. Bloom	L. W. Bloom	L. W. Bloom	L. W. Bloom	L. W. Bloom
	Telegram		M. F. Hetherington			
Miami	Herald	The Miami Herald Pub. Co.	F. B. Stoneman	F. B. Stoneman	E. Taylor	E. Taylor
	Metropolis	Metropolis Publishing Co.	S. Bobo Dean		S. Bobo Dean	
Ocala	Star	Star Publishing Co.	J. H. Benjamin			P. V. Leavengood
Orlando	Reporter-Star	Reporter-Star Publishing Co.	J. C. Brossier	J. C. Brossier		R. B. Brossier
	Sentinel	Glenn & Essington	W. M. Glenn			W. C. Essington
Palatka	Post	Lois K. Mayes				
Pensacola	Journal		C. M. Robinson	Grover C. Baldwin	L. K. Mayes	
	News	Percy S. Hayes	Percy S. Hayes	Don McLellan		H. P. Neumann
St. Augustine	Record	The Record Co.	Harry Brown	Herbert Felkel	Harry Brown	Harry Brown
St. Petersburg	Independent	L. B. & L. C. Brown	L. B. Brown	L. C. Brown	L. B. Brown	L. B. Brown
	Times	Times Publishing Co.	E. E. Naugle	E. E. Naugle		C. C. Carr
Tallahassee	Democrat	T. J. Eppen		Milton A. Smith		J. K. Howard
Tampa	Times	D. B. McKay	D. B. McKay	J. E. Worthington	Chas. G. Mullen	
	Tribune	Tampa Tribune Publishing Co.	W. F. Stovall	R. W. Bentley	W. F. Stovall	J. S. Sims
West Palm Beach	Palm Beach Post					

**GEORGIA**

Albany	Herald	Herald Publishing Co.	H. M. McIntosh	H. T. McIntosh		J. A. Davis
Americus	Times-Recorder	Lovelace Eve		W. S. Kirkpatrick		Lovelace Eve
Athens	Banner	H. J. Rowe	H. J. Rowe			B. A. Juham
	Herald	E. W. Carroll	E. W. Carroll	E. W. Carroll	E. W. Carroll	E. W. Carroll
Atlanta	Constitution	Constitution Publishing Co.	Clark Howell	Francis W. Clarke	Clark Howell	E. Stow
	Georgian	T. B. Goodwin	James B. Nevin	W. M. Clemons		C. Miller
	Journal	John S. Cohen	John S. Cohen	John Paschall		Chas. D. Atkinson
Augusta	Chronicle	T. J. Hamilton	T. J. Hamilton	T. D. Murphy		
	Herald	Bowdre Phinizy	Bowdre Phinizy	E. C. Braswell		Jas. C. Harrison
Brunswick	Banner	Banner Publishing Co.	M. E. Brewster		R. B. Mahaffey	
Columbus	Enquirer-Sun	Enquirer-Sun Co.	W. H. Tucker	W. H. Tucker		M. L. Wallis
	Ledger	R. W. Page	R. W. Page	R. M. Page	W. E. Page	W. E. Page
Cordele	Dispatch	Dispatch Publishing Co.	Charles E. Brown	Charles E. Brown	Charles E. Brown	J. R. Brown
Dublin	Courier-Herald	Courier-Herald Pub. Co.	Frank Lawson	Harry Floyd		Frank Lawson
	Tribune	W. C. Allen	W. C. Allen	W. C. Allen	W. C. Allen	W. C. Allen
Griffin	News & Sun	Robert L. Duke	Robert L. Duke	C. Hammond	A. G. Jones	
La Grange	Reporter	John H. Jones	John H. Jones	A. S. Adams	Jones & Adams	Jones & Adams
Macon	News	The Macon News Printing Co.	R. L. McKenney	T. J. Simmons	R. L. McKenney	R. R. Wallis
	Telegraph	Macon Telegraph Pub. Co.	W. T. Anderson	George H. Long	P. T. Anderson	P. T. Anderson
Moultrie	Observer	Observer Publishing Co.	C. B. Allen	Grady Adams	C. B. Allen	
Rome	News	The News Publishing Co.			T. E. Edwards	
	Tribune-Herald	Tribune-Herald Co.	J. Lindsay Johnson	J. D. McCortney	Mrs. J. L. Johnson	
Savannah	News	F. G. Bell	W. R. Neal	J. P. Miller	F. G. Bell	
	Press	The Savannah Press Pub. Co.	Pleasant A. Stovall	Wm. G. Sutlive		Taylor S. Whitfield
Thomasville	Times-Enterprise	Times-Enterprise Co.	E. R. Jerger	E. R. Jerger	W. D. Hargrave	W. D. Hargrave
Tifton	Gazette	J. L. Herring	J. L. Herring	J. L. Herring		J. L. Herring
Valdosta	Times	Valdosta Times Publishing Co.	C. C. Brantley			E. L. Turner
Waycross	Journal-Herald	Jack Williams	Volvey Williams	Volvey Williams	Jack Williams	Jack Williams

**IDAHO**

Boise	Capital News	The Capital News Pub. Co., Ltd.	H. A. Lawson	R. S. Sheridan		George L. Flaherty
	Idaho Statesman	Statesman Printing Co.	Calvin Cobb	H. E. Abend	Calvin Cobb	J. C. Adams
Coeur d'Alene	Press	G. R. Scott	G. R. Scott	G. R. Scott	G. R. Scott	G. R. Scott
Hailey	Wood River Times	Wood River Pub. Co.	G. D. Wheeler	G. D. Wheeler		
Idaho Falls	Post	B. H. & C. J. Reed	B. H. Read	B. H. Read	B. H. Read	B. H. & C. J. Reed
Lewiston	Tribune	Tribune Publishing Co.	A. H. Alford	A. H. Alford		T. J. Campbell
Moscow	Star-Mirror	Geo. M. Lamphere	J. E. Nessly		Geo. L. Lamphere	Geo. N. Lamphere
Nampa	Free Press	Co-operative Publishing Co.	W. G. Scholtz	W. G. Scholtz	W. G. Scholtz	W. G. Scholtz
Pocatello	News	H. M. Sims	H. M. Sims	H. M. Sims	H. M. Sims	W. R. Webb
	Tribune	The Tribune Co., Ltd.	Charles G. Sumner	Wm. Wallin		Wm. Wallin
Twin Falls	Chronicle	Robt. H. Stevenson	Robt. H. Stevenson	D. Harold McGrath	Robt. H. Stevenson	F. Klefner
	News	Twin Falls News Pub. Co., Inc.	R. A. Read	John C. Harvey		R. A. Read
	Times	Times Printing & Pub. Co.	Chas. M. Hecker	Chas. M. Hecker	Geo. E. Hart	Geo. E. Hart
Wallace	Press-Times	Press-Times Pub. Co., Ltd.	D. F. McKenna	D. F. McKenna	D. F. McKenna	D. F. McKenna

ILLINOIS

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Alton	Telegraph	Telegraph Printing Co.	P. B. Cousley	P. B. Cousley		John D. McAdams
	Times	The Alton Daily Times, Inc.	E. E. Campbell	E. E. Campbell	E. E. Campbell	Wm. H. Murphy
Aurora	Beacon-News	Aurora Beacon Publishing Co.	W. W. Whipple	J. C. Handers	A. M. Snook	A. M. Snook
Belleville	Advocate	Belleville Advocate Printing Co.	F. E. Evans	F. E. Evans		W. W. Evans
	News-Democrat	Fred J. Kern	Alfred E. Kern	R. L. Kern	P. R. Kern	Henrietta B. Schrodi
Belvidere	Republican	Frank T. Moran	Frank T. Moran	A. F. Conklin	Joe E. Tabor	Joe E. Tabor
Bloomington	Bulletin	Brale & O'Donnell	Jas. Hart	Clarkson Faulk		J. F. O'Donnell
Cairo	Pantagraph	The Daily Pantagraph, Inc.	R. H. Crihfield	H. O. Davis		C. C. Marquis
	Bulletin		E. U. Myrick		Clyde Sullivan	
	Citizen	The Citizen Co.	John C. Fisher			John C. Fisher
Canton	Ledger	Canton Ledger Co.	A. J. Slater	A. J. Slater	H. L. Owen	H. L. Owen
	Register	Canton Register Publishing Co.	C. E. Snively	R. E. Wood	C. E. Snively	Earl Snively
Carbondale	Free Press	Free Press Publishing Co.	Mrs. J. T. Galbraith	Mrs. J. T. Galbraith		
Carlinville	Enquirer	C. J. Lumpkin	C. J. Lumpkin	C. J. Lumpkin		C. J. Lumpkin
Centralia	Sentinel	Verne E. Joy	Verne E. Joy	Verne E. Joy		H. B. Mapes
Champaign	News-Gazette	D. W. Stevick	D. W. Stevick	Chas. L. Kiser	D. W. Stevick	D. W. Stevick
	Illini (See Urbana)					
Charleston	Courier	Benjamin Weir	Benjamin Weir	Benjamin Weir	Benjamin Weir	Benj. Weir
	News	C. S. Rardin	C. S. Rardin	C. S. Rardin	C. S. Rardin	C. S. Rardin
Chicago	American	Herman Black	Wm. Curley			William Holmes
	Herald and Examiner	Illinois Pub. & Ptg. Co.	Arthur Brisbane	Walter C. Howey		Wm. P. Dunlap
	Journal	The Chicago Journal Co.	John C. Eastman	Richard J. Finnegan		
	News	Victor F. Lawson	Victor F. Lawson	Charles H. Dennis		Hopewell L. Rogers
	Post	J. C. Shaffer	J. C. Shaffer	Julian S. Mason	David E. Town	Carroll Shaffer
	Tribune	McCormick & Patterson	McCormick & Patterson	Edward S. Beck		S. E. Thomason
Clinton	Journal	B. F. Peltz	B. F. Peltz			B. F. Peltz
	Public	Clinton Public Printing Co.	Raymond Brown	Raymond Brown	Raymond Brown	Raymond Brown
Danville	Commercial-News	The Commercial-News Co.	John H. Harrison	J. S. Woodson		W. J. Parrett
	Press	Jas. H. Skewes	Jas. H. Skewes	G. T. Robinson	Jas. H. Skewes	W. E. Buckingham
Decatur	Herald	The Herald Despatch Co.	W. F. Calhoun	W. F. Hardy		F. M. Lindsay
	Review	The Review Publishing Co.	Jerry Donahue	H. C. Schaub	H. C. Schaub	R. D. Rainey
De Kalb	Chronicle	De Kalb Chronicle Pub. Co.	Frank W. Greensway			E. J. Raymond
	Independent	Tyrell Son & Newcomer	D. W. Tyrell	R. B. Newcomer	R. B. Newcomer	
Dixon	Telegraph	B. F. Shaw Printing Co.	Geo. B. Shaw			M. S. Shaw
East St. Louis	Journal	East St. Louis Daily Journal Co.	A. T. Spivey	A. T. Spivey	A. T. Spivey	E. E. Willis
Edwardsville	Intelligencer	Intelligencer Co.	C. H. Spilman			Gilbert S. Giese
Effingham	Record	B. K. LeCrone	Geo. M. LeCrone	Byron K. LeCrone	B. K. LeCrone	Byron K. LeCrone
Elgin	Courier	The Courier Publishing Co.	F. P. Hanafin	H. T. Saylor	F. P. Hanafin	
	News	Lowrie & Black Co.	R. Lowrie		L. J. Black	D. A. McKenzie
Evanston	News-Index	Bowman Publishing Co.	A. H. Bowman	A. H. Bowman	A. H. Bowman	E. R. Ladd
Freeport	Journal-Standard		James R. Cowley			D. B. Breed
Galena	Gazette	The Galena Gazette, Inc.	Edward Grimm			
Galesburg	Mail	Galesburg Mail Co.		Robert A. Chandler		Robert A. Chandler
	Republican-Register	Galesburg Ptg. & Pub. Co.	Fred R. Jelliff	Fred R. Jelliff	Geo. R. Perry	Geo. A. Perry
	Register	Register Publishing Co., Inc.		Roy L. Seright		
Hoopeston	Chronicle	Chas. W. Warner	Chas. W. Warner	Chas. W. Warner	W. W. Canipe	W. W. Canipe
	Herald	Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich
Jacksonville	Courier	Jacksonville Courier Co., Inc.	B. B. Ridgway	C. F. Doying	C. F. Doying	C. F. Doying
	Journal	The Journal Co.	J. W. Walton	W. L. Fay	W. L. Fay	J. W. Walton
Joliet	Herald-News	Joliet Printing Co.	A. S. Leckie	A. V. Leckie	A. S. Leckie	A. S. Leckie
	Standard					
Kankakee	Gazette & Democrat	Kankakee Publishing Co.		J. O. Smith		H. F. Schmidt
	Republican	Kankakee Republican Co.		Leslie Small		
Kewanee	Star-Courier	Kewanee Ptg. & Pub. Co.	L. H. Lowe	L. H. Lowe	L. H. Lowe	L. H. Lowe
La Salle	Post	T. R. McLain	T. R. McLain	E. McLain	K. J. McLain	T. R. McLain
	Tribune & Peru Press	The La Salle Tribune Co.		Wm. T. Bedford		Annette M. Carr
Lewiston	Record	W. J. Duval	W. J. Duval	W. J. Duval	W. J. Duval	W. J. Duval
Lincoln	Courier-Herald	Willard E. Carpenter	B. C. Snider			A. V. Carpenter
	Star	The Star Publishing Co.	N. L. Gordon	N. L. Gordon	N. L. Gordon	Mollie C. Lannan
Litchfield	News-Herald	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson
	Union	Murray & Richards	J. J. Murray	J. J. Murray	J. J. Murray	C. O. Richards
Macomb	By-Stander	Macomb Publishing Co.	T. L. Roark	T. L. Roark	T. L. Roark	E. G. Leander
	Journal	Journal Printing Co.	W. H. Hamline			F. W. Harris
Marion	Post	Casey & Felts	T. E. Craig		Casey & Felts	Casey & Felts
	Republican		W. O. Paisley	Oldham Paisley	W. O. Paisley	G. O. Paisley
Marseilles	Register	Floyd M. Simmons	Floyd M. Simmons			
Mattoon	Journal-Gazette	Mattoon Journal Co.	H. F. Kendall			H. F. Kendall
Metropolis	News	News Publishing Co.	A. N. Starkes	A. N. Starkes	A. N. Starkes	A. N. Starkes
Moline	Dispatch	Moline Dispatch Pub. Co.	P. S. McGlynn	P. S. McGlynn	John Sundine	John Sundine
Monmouth	Atlas	B. E. Pinkerton	L. A. Ryan	B. E. Pinkerton	B. E. Pinkerton	B. E. Pinkerton
	Review	Review Printing Co.	Hugh R. Moffet	Hugh R. Moffet		R. S. Russell
Morris	Herald	W. L. Sackett	W. L. Sackett			L. B. Sackett
Mount Carmel	Republican-Register	Mount Carmel Register Co.	D. E. Keen			A. L. Richmond
Mount Carroll	Mirror Democrat	Mirror Democrat Co., Inc.	Cal. M. Feezer	Cal. M. Feezer	F. H. Hurlless	Feezer & Hurlless
Mount Vernon	News	Mount Vernon News Co.	J. Edwin Rackaway			Chas. J. Thompson
	Register	Mount Vernon Register Co., Inc.	Maurice J. Seed	Maurice J. Seed		Norman J. Sugg
Murphysboro	Independent	Fred M. Rolens	Fred M. Rolens			A. F. Pelzer
	Republican-Era	Republican-Era Printing Co.	L. B. Sheley	F. D. Sheley	L. B. Sheley	
Olney	Mail	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount
	Review	Ed Richardson	Ed Richardson			Ed Richardson
Ottawa	Free Trader-Journal	Free Trader-Journal Ptg. Co.	W. H. Osman	Geo. Woolbert	W. H. Osman	W. H. Osman
	Republican-Times	Republican-Times Ptg. Co.	Frank M. Sapp	Frank M. Sapp	F. A. Sapp	F. A. Sapp
Pana	Palladium	L. E. Jordan	L. E. Jordan	L. E. & W. F. Jordan	L. E. Jordan	L. E. & W. F. Jordan
Paris	Gazette	J. D. & F. L. Shoaff	C. A. Jones		J. D. Shoaff	J. D. Shoaff
	News	Paris News Publishing Co.	H. P. Twyman			H. P. Twyman
Paxton	Record	H. A. Stevens	H. A. Stevens			H. N. Stevens
Pekin	Times					
Peoria	Journal	Henry N. Pindell	C. C. Stone	Chi Gamble	C. P. Slane	Carl P. Slane
	Star	Peoria Star Co.	S. A. Oakley			Louis Proehl
Peru	Transcript	Henry N. Pindell	C. C. Cheadle	F. A. Stowe	Merle Slane	Merle Slane
	News-Herald	Corwin & Corwin	Harold R. Corwin	H. R. Corwin	C. W. Corwin	C. W. Corwin
Pontiac	Leader	The Pontiac Leader Pub. Co.	L. V. Pearre		L. A. Clark	L. A. Clark
Quincy	Herald	Quincy Herald Company	C. F. Eichenauer	C. F. Eichenauer		R. M. Oakley
	Journal	H. N. Wheeler Estate	John R. Wheeler	John R. Wheeler	John R. Wheeler	Hervey A. Fry
	Whig	The Whig Company	Robert Switzer	Robert Switzer		A. O. Lindsay

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Robinson	News	F. W. Lewis	F. W. Lewis	J. D. Dyer	F. W. Lewis	J. W. Dyer
Rockford	Register-Gazette	Edgar E. Bartlett	F. E. Sterling	F. S. Edmonson	Edgar E. Bartlett	Elliott S. Bartlett
	Republic	The Republic Co.		H. B. Thompson	H. M. Johnson	H. W. Pollard
	Star	Roscoe S. Chapman	John V. Riley	John V. Riley	Roscoe S. Chapman	Roscoe S. Chapman
Rock Island	Argus	J. W. Potter Co.	H. P. Simpson		John W. Potter	F. J. Mueller
	Union	Union Printing Co.	B. C. Utecht	J. C. Watts		B. C. Utecht
Roadhouse	Record	(Note: Daily suspended Jan. 1, '20)				
Savana	Times-Journal	Times-Journal, Inc.	Conrad Bahwell	F. S. Greenleaf		F. S. Greenleaf
Shelbyville	Union	Union Publishing Co.	Wm. H. Taylor	Wm. H. Taylor	Wm. H. Taylor	Members of Firm
Springfield	Illinois State Journal	Illinois State Journal Co.	Lewis H. Miner	S. Leigh Call	L. H. Miner	Will H. McConnell
	Illinois State Register	Thos. Reese	Henry W. Clendenin	V. Y. Dallman		G. M. Clendenin
Sterling	Gazette	The Sterling Gazette Co.	D. W. Grandon	Geo. G. Grandon		D. W. Grandon
Streator	Free Press	Free Press Co.	John R. Fornot	John R. Fornot	John L. Perry	John L. Perry
	Independent-Times	Fred LeRoy	Mrs. Virginia LeRoy	Mrs. Virginia LeRoy	Fred LeRoy	M. H. Reed
Taylorville	Breeze	Frank Reed	Frank Reed	Frank Reed		Frank Reed
	Courier	L. E. Martin	L. E. Martin	L. E. Martin	L. E. Martin	L. E. Martin
Urbana	Courier	A. T. Burrows	A. T. Burrows	T. W. Rea	A. T. Burrows	C. Buchanan
	Illini	Illini Publishing Co.	S. D. Owen	C. W. Cleveland	V. L. Kannert	C. N. Henson
Waukegan	Sun & Gazette	Lake County Pub. & Ptg. Co.	W. J. Smith	W. J. Smith	F. G. Smith	F. G. Smith

INDIANA

Alexandria	Times-Tribune	Will F. Baum	Will F. Baum			Will F. Baum
Anderson	Bulletin	Bulletin Ptg. & Mfg. Co.	Dale J. Crittenberger	Dale J. Crittenberger		Thomas McCullough
Attica	Tribune	J. Frank McDermond, Jr.	J. F. McDermond, Jr.	J. F. McDermond, Jr.	J. F. McDermond, Jr.	Zelle Tracy
Auburn	Star	The Auburn Ptg. Co.	V. E. Buchanan	V. E. Buchanan		V. E. Buchanan
Bedford	Democrat	C. P. Butler	C. P. Butler	C. P. Butler		C. P. Butler
	Mail	Fred B. Otis	T. J. Brooks	F. B. Otis	Fred B. Otis	Thos. J. Brooks
Bicknell	News	F. F. McNaughton	F. F. McNaughton			
Bloomington	Telephone	W. & B. Bradfelt	W. & B. Bradfelt	W. & B. Bradfelt	W. & B. Bradfelt	W. & B. Bradfelt
	World	Oscar H. Cravens	D. C. Miller	D. C. Miller	D. C. Miller	Oscar H. Cravens
Bluffton	Banner	Banner Publishing Co.	Geo. L. Saunders	W. A. Shead	G. L. Saunders	Geo. L. Saunders
	News	D. H. Swain	D. H. Swain	D. H. Swain	D. H. Swain	D. H. Swain
Brazil	News	M. C. Lanning	R. H. Plumb	R. H. Plumb	M. C. Lanning	M. C. Lanning
	Times	Henkel Publishing Co.	Geo. H. James	James A. Raper		H. E. Potts
Clinton	Clintonian	J. W. Pierce	J. W. Pierce	J. W. Pierce	J. W. Pierce	J. W. Pierce
Columbia City	Commercial-Mail	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson
	Post	John W. Adams	John W. Adams	John W. Adams		John W. Adams
Columbus	Ledger	William Hacker	William Hacker			Donald R. Mellett
	Republican	Sarah E. Brown	Chas. T. Mitchell	Raymond S. Brown	Raymond S. Brown	Raymond S. Brown
Connersville	News and Examiner	E. W. Tatman	E. W. Williams	E. W. Williams	E. W. Tatman	D. E. Trusler
	Journal	The Journal Co.	Geo. Ryan	A. M. Smith		F. T. McCain
Crawfordsville	Review	The Crawfordsville Review, Inc.	W. E. Coons	W. E. Coons	Foster Fudge	Foster Fudge
Decatur	Democrat	The Decatur Democrat Co.	John H. Heller	John H. Heller	Arthur R. Holthouse	Arthur R. Holthouse
Dunkirk	News	G. K. Wallar	G. K. Wallar	G. K. Wallar	G. K. Wallar	G. K. Wallar
Elkhart	Review	Review Printing Co.	Fred Palmer	Fred Palmer		Fred Palmer
	Truth	Truth Publishing Co.	Tom H. Keene	Tom H. Keene		Harry Sibbet
Elwood	Call Leader	Fornshell & Carpenter	E. E. Fornshell			Fornshell & Carpenter
	Record	D. W. Callahan				
Evansville	Courier	H. C. Murphy		Howard Roosa		Percy P. Carroll
	Journal-News	Evansville Journal-News Co.	John H. McNeely	John H. McNeely		Edwin T. McNeely
	Press	F. R. Peters	E. J. Meeman	E. J. Meeman	F. R. Peters	W. C. Bussing
Fort Wayne	Journal-Gazette	Journal-Gazette Co.	Lew G. Ellingham	Avery M. Groves		W. R. Ray
	News and Sentinel	C. F. Bicknell	J. A. Greene		C. F. Bicknell	O. G. Foellinger
Frankfort	Crescent-News	Crescent-News Publishing Co.	George H. Healey	George H. Healey	George H. Healey	George H. Healey
	Times	G. Y. Fowler's Sons	W. S. Fowler	R. F. Fowler	Max Fowler	Max Fowler
Franklin	Star	W. W. Aikens	E. C. Pulliam	E. C. Pulliam		R. H. Sellers
Gary	Post		H. R. Snyder	H. B. Snyder	J. R. Snyder	J. R. Snyder
	Tribune	Gary Tribune Co.	Homer J. Carr	Homer J. Carr		Geo. R. Scott
Goshen	Democrat	Dean L. Barnhart	W. V. Fink		Dean L. Barnhart	Dean L. Barnhart
	News-Times	News Printing Company, Inc.	W. A. Moxley	O. M. Kinnison	O. M. Kinnison	O. M. Kinnison
Greencastle	Banner	Harry M. Smith	Harry M. Smith		Harry M. Smith	Harry M. Smith
	Herald	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold		Charles J. Arnold
Greenfield	Reporter	V. B. Spencer	Dale B. Spencer	V. B. Spencer	V. B. Spencer	V. B. Spencer
Greensburg	News	Braden & Hancock	Braden & Hancock	E. I. Higgs	Braden & Hancock	Braden & Hancock
	Times	The Greensburg Dem.		Smiley Fowler		
Hammond	Lake County Times	The Lake County Ptg. & Pub. Co.	P. A. Parry	P. A. Parry	R. H. McHie	R. H. McHie
Hartford City	News	James Chapman	James Chapman	James Chapman		Nelson Townsend
	Times-Gazette	Times-Gazette Co.	R. W. Monfort	H. E. Honey	Walter H. Ball	R. W. Monfort
Huntington	Herald		Walter H. Ball	Charles M. Paul	Walter H. Ball	
	Press	M. H. Ormsby	M. H. Ormsby	Dayton S. Hamer	A. J. Wilhelm	
Indianapolis	Indiana Times	Indiana Daily Times Co.	I. L. Kilgallen	J. L. Kilgallen	J. H. Lederer	J. H. Lederer
	News	Delevan Smith	Louis Howland	Richard Smith	Hilton U. Brown	
	Star	Star Publishing Co., Inc.	John C. Shaffer	Ernest Bross		B. F. Lawrence
Jeffersonville	Star	A. R. Schimff	A. R. Schimff			
Kendallville	News-Sun	Kendallville Publishing Co.			C. W. Bridenthal	
Kokomo	Dispatch	Paul Poynter	Paul Poynter		L. C. Gifford	
	Tribune	J. A. Kautz	J. A. Kautz	J. A. Kautz		J. A. Kautz
Lafayette	Courier	M. M. Pottlitzer	Herbert C. Light	H. C. Light		A. A. Mayerstein
	Journal	Journal-Times Co.	Henry W. Marshall	William H. Robertson		H. W. Marshall
	Purdue Exponent	Haywood Publishing Co.	Ray S. Bundy	Paul E. Reed	D. H. Beisel	D. H. Beisel
La Porte	Argus	Argus Bulletin Co.	J. A. Chaney	J. A. Chaney		J. A. Chaney
	Herald	H. A. Lindgren	V. W. Root	V. W. Root	H. A. Lindgren	Chas. A. Beal
Lebanon	Reporter	Lebanon Printing & Pub. Co.	J. M. Batterton			R. B. Neal
Linton	Citizen	Citizen Printing Co.	J. E. Turner	J. E. Turner		J. E. Turner
Logansport	Pharos-Reporter	Pharos-Reporter Publishing Co.	Marion Swadener	W. R. Einslie		
	Tribune	Journal-Tribune Co.	E. F. Metzger	A. S. Roberts		L. P. Denner
Madison	Courier Co.		M. C. Garber			M. E. Garber
	Herald	The Herald Co., Inc.	M. H. Cockrane			John B. Niesse
Marion	Chronicle	Chronicle Publishing Co.	George D. Lindsay	Walter Ford	D. G. Lindsay	
	Leader-Tribune	Marion Leader Co.	George D. Lindsay	E. H. Johnson	E. H. Johnson	E. H. Johnson
Martinsville	Reporter		H. J. Martin			
Michigan City	Dispatch	Francis & Faulkner	J. B. Faulkner			H. C. Crosby
	News	Robb & Misener	Chas. J. Robb			H. R. Misner
Monticello	Journal	Democrat-Journal-Observer Co.	Mabel Henke	Lawrence O. Corey	Donald J. Wickizer	
Montpelier	Herald	Lew E. Worster	Lew E. Worster	Lew E. Worster	Lew E. Worster	Lew E. Worster
Mount Vernon	Democrat	Edw. F. Alles	Edw. F. Alles	O. R. Hall	Edw. F. Alles	Edw. F. Alles
Muncie	Press	George B. Lockwood	George B. Lockwood	Wilbur E. Sutton	George B. Lockwood	Walter S. Steele
	Star	Star Publishing Co.	John C. Shaffer	Frank E. Harrold		H. F. Guthrie
New Albany	Ledger					
	Tribune	Tribune Co.	W. S. Montgomery	W. S. Montgomery	W. S. Montgomery	W. S. Montgomery



Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
New Castle	Courier Times	Courier Co.	G. Walter Ratcliffe	Jean Elliott	Jean Elliott	Jean Elliott
Noblesville	Ledger	Enterprise Ptg. & Pub. Co.	E. E. Neal	W. S. Chambers		A. L. Young
Peru	Chronicle	Arthur C. Petty	Chas. Winter	Chas. Winter		Arthur C. Petty
Plymouth	Democrat	Clay W. Metsker	R. B. Metsker	Clay W. Metsker	C. W. Metsker	C. W. Metsker
Portland	Commercial Review	Springer & Gouty	B. F. Springer	E. H. Harris	B. F. Springer	B. F. Springer
Princeton	Clarion-News	The Clarion Publishing Co.	F. R. Ewing	Roder'k S. Mundford	L. W. Denney	Geo. B. Greysby
Rensselaer	Democrat	J. C. Gorman	Owen V. Agar	J. C. Gorman	J. C. Gorman	C. I. Miller
Richmond	Item	The Item Newspaper Co.	F. S. Dodd	Curtis H. Clay	F. S. Dodd	F. S. Dodd
Rochester	Palladium	Palladium Printing Co.	Rudolph G. Leeds			Edward H. Harris
Rushville	Republican	M. Bitters Estate	A. W. Bitters	A. W. Bitters	E. A. Miller	E. A. Miller
Seymour	Democrat	C. S. Mercer	John H. Conner	C. S. Mercer	C. E. Mercer	C. S. Mercer
Shelbyville	Democrat	Democrat Publishing Co.	Wray Fleming	John D. DePrez	Jay C. Smith	John D. DePrez
South Bend	News-Times	Joseph M. Stephenson	John Henry Zuver	John Henry Zuver	J. M. Stephenson	Jos. M. Stephenson
Sullivan	Times	Poynter & McGuire	Paul Poynter			A. G. McGuire
Terre Haute	Post	Terre Haute Post Co.	R. H. Gore	Wendell Phillips	R. H. Gore	Walter Letzler
Tipton	Times	John O. Behymer	John O. Behymer	John O. Behymer		John O. Behymer
Union City	Eagle	Ramsay & O'Banion	Archib'd W. Ramsay			Ira M. O'Banion
Valparaiso	Messenger	H. F. Strother	H. F. Strother	H. F. Strother	H. F. Strother	H. F. Strother
Vincennes	Capital	The Vincennes Capital, Inc.	Geo. W. Stout	Geo. W. Stout	Geo. W. Stout	Geo. W. Stout
Wabash	Plain Dealer	The Plain Dealer Co.	C. E. Dittmer	R. H. Coate		
Warsaw	Times	Reich Williams & Sons, Inc.	Logan H. Williams		L. H. Williams	R. W. Bartol
Washington	Democrat	Boyd & Backes	S. B. East	Glen G. Cole	Glen G. Cole	Glen G. Cole
	Herald	The Gazette & Herald Co.	Chas. G. Sefrit	Chas. G. Sefrit	John T. Harris	John T. Harris

IOWA

Ames	Tribune	Tribune Pub. Co.	W. G. Williams			
Atlantic	News-Telegraph	News Pub. Co.	C. F. & E. P. Chase	C. F. & E. P. Chase	C. F. & E. P. Chase	C. F. & E. P. Chase
Boone	News-Republican	S. G. Goldthwaite	S. G. Goldthwaite	Geo. Brunton	Geo. Brunton	Geo. Brunton
Burlington	Gazette	George A. Stivers	Thomas Green			Chas. M. Morgan
Cedar Falls	Hawk Eye	W. B. Southwell	J. L. Waite	J. T. Garrett		C. M. Waite
Cedar Rapids	Record	L. E. Bladine	L. E. Bladine	Guy E. Campbell	L. E. Bladine	L. E. Bladine
Centerville	Gazette	The Gazette Co.	H. L. Marshall	Verne Marshall	J. L. Miller	
Charles City	Republican	Luther A. Brewer	Cyrenus Cole	Fred J. Lazell		W. R. Ashford
Clinton	Times	Luther A. Brewer	Cyrenus Cole	Fred J. Lazell		W. R. Ashford
Council Bluffs	Advertiser & Citizen	L. H. Henry & Sons	J. M. Beck			J. R. Needham
Creston	Press & Intelligencer	B. G. Oates	L. H. Henry	L. H. Henry	L. H. Henry	H. S. Henry
Davenport	Herald	L. M. Michelsen	T. V. Murphy			B. G. Oates
Des Moines	Nonpareil	New Nonpareil Co.	W. C. Eastland			L. M. Michelsen
Des Moines	Advertiser-Gazette	P. S. Junkin	W. R. Orchard	W. P. Hughes	W. P. Hughes	R. R. O'Brien
Dubuque	Plain Dealer	Plain Dealer Publishing Co.	P. S. Junkin			P. S. Junkin
Dubuque	Democrat & Leader	Frank D. Throop	Robt. McMaster	M. L. Burt		M. L. Burt
Dubuque	Times	E. P. Adler	Ralph W. Cram	Ralph W. Cram		Frank D. Throop
Dubuque	Capital	Lafayette Young	J. E. Hardman	J. E. Hardman	A. F. O'Hern	A. F. O'Hern
Dubuque	News	The Des Moines News Co.	Lafayette Young	W. C. Jarnigin	L. Young, Jr.	L. Young, Jr.
Dubuque	Record	Daily Record Co.	W. E. Battenfield	Harold Place		J. F. Sively
Dubuque	Register	Gardner Cowles	Harvey Ingham	W. W. Waymark	Gardner Cowles	Gardner Cowles
Dubuque	Tribune	Gardner Cowles	Harvey Ingham			E. C. McIntire
Dubuque	News	The News Publishing Co.	J. H. Wallis			W. C. Luther
Dubuque	Telegraph-Herald	F. W. Woodward	W. E. Wendt	T. R. Kelly	F. W. Woodward	F. W. Woodward
Dubuque	Times-Journal	Journal Printing Co.	Dean Taylor	O. G. Kendall	Herman Ternes	Herman Ternes
Dubuque	Journal	Journal Printing Co.	Dean Taylor	Dean Taylor	C. E. Niuekirk	C. E. Niuekirk
Dubuque	Messenger & Chronicle	Messenger Printing Co.	C. A. Roberts			
Dubuque	Democrat	The Democrat Co., Inc.	W. J. McGiffin	W. J. McGiffin	W. J. McGiffin	W. J. McGiffin
Dubuque	Citizen	E. E. Johnston	E. E. Johnston	E. E. Johnston	G. A. Benner	G. A. Benner
Dubuque	Press	S. E. Carrell	S. E. Carrell	Dale E. Carrell		S. E. Carrell
Dubuque	Gate City & Constitution-Democrat	The Gate City Co.	Walter Burton	C. F. Skirvin	C. F. Skirvin	C. E. Warwick
Dubuque	Times-Republican	The Times-Republican Ptg. Corp.	D. W. Norris	R. C. Wells		George F. Thayer
Dubuque	Globe-Gazette & Times	Globe Gazette Ptg. Co.	W. F. Muse		D. M. Conroy	A. Jeppson
Dubuque	Missouri Valley Times	R. C. Lahman	R. C. Lahman	R. C. Lahman	S. Holmes	R. C. Lahman
Dubuque	Mount Pleasant News	Charles S. Rogers	Charles S. Rogers			Warren K. Rogers
Dubuque	Union Tribune					
Dubuque	Journal	Lee P. Loomis	Ralph J. Leysen			Lee P. Loomis
Dubuque	News	James R. Rhodes	James R. Rhodes	S. W. Mitchell	James R. Rhodes	Geo. C. Bolte
Dubuque	Register	Hoyer & Robinson	Fred S. Robinson	Fred S. Robinson	H. V. Hoyer	H. V. Hoyer
Dubuque	Herald	Herald Co.	Phil Hoffman			Chas. S. Walling
Dubuque	Courier	J. F. Powell	W. H. Powell		Jas. F. Powell	Jas. F. Powell
Dubuque	Chief	Herbert L. Adams	Scott Snyder			H. L. Adams
Dubuque	Journal	W. H. Sammons	A. F. Allen	Henry E. Cody	W. H. Sammons	John B. Perkins
Dubuque	Tribune	John C. Kelly	Jno. C. Kelly	Jno. H. Kelly	Jno. C. Kelly	Eugene Kelly
Dubuque	Journal	Elder & Shannon	Orville Elder			R. E. Shannon
Dubuque	Courier & Reporter	W. H. Hartman Co., Inc.	J. C. Hartman		A. W. Peterson	
Dubuque	Times-Tribune	Wm. A. Reed		Wm. A. Reed		D. M. Place
Dubuque	Freeman-Journal	Freeman-Journal Publishing Co.	W. F. Hunter			C. H. Haeger

KANSAS

Abilene	Chronicle	P. W. Heath	P. W. Heath	P. W. Heath		P. W. Heath
Abilene	Reflector	Reflector Publishing Co.	C. M. Harger	C. M. Harger	C. M. Harger	H. W. Wilson
Abilene	News	The News Publishing Co.	Chas. Spencer	Chas. Spencer	Chas. Spencer	R. M. Davis
Abilene	Traveler	R. C. Howard	R. C. Howard	R. C. Howard	R. C. Howard	H. D. Howard
Abilene	Globe	The Globe Publishing Co.	Eugene A. Howe	J. E. Rank		N. D. Bartlett
Abilene	Gazette	Waggoner & Burnett	Waggoner & Burnett	Waggoner & Burnett	Waggoner & Burnett	Waggoner & Burnett

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Baxter Springs	Citizen	A. E. Pfremer	A. E. Pfremer	A. E. Pfremer	A. E. Pfremer	A. E. Pfremer
Beloit	Call	Adamson & Houghton	Adamson & Houghton	Adamson & Houghton	Adamson & Houghton	Adamson & Houghton
Burlington	Republican	John Redmond	John Redmond			
Chanute	Tribune	The Tribune Publishing Co.	Herbert Cavaness	H. Cavaness	W. Cavaness	Wilfrid Cavaness
Cherryvale	Republican	Will R. Burge	Will R. Burge	Will R. Burge	Will R. Burge	Will R. Burge
Clay Center	Dispatch-Republican	Clay Center Publishing Co.	F. W. Parrott			F. I. Shoaf
Coffeyville	Journal	Powell & Platz	Hugh J. Powell	Hugh J. Powell	Hugh J. Powell	Hugh J. Powell
	News & Daily Earth	A. J. Valentine	A. J. Valentine	A. J. Valentine		A. J. Valentine
Columbus	Advocate	N. W. Huston	N. W. Huston	N. W. Huston	N. W. Huston	N. W. Huston
Concordia	Blade-Empire	Ray Green	Ray Green	Roy Buckingham	L. W. Lash	L. B. Shroub
Council Grove	Guard	M. F. Amrine	M. F. Amrine	M. F. Amrine		M. F. Amrine
Dodge City	Globe	J. C. Denious	J. C. Denious		J. C. Denious	C. L. Jacoby
El Dorado	Times	Times Publishing Co., Inc.	Burns Hegler			R. A. Clymer
Emporia	Gazette	W. A. White	W. A. White			W. E. Hughes
Fort Scott	Tribune & Monitor	Tribune-Monitor Co.	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble
Fredonia	Herald	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson
Galena	Times	McNay Publishing Co.	Arthur S. McNay	Arthur S. McNay	C. H. McNay	C. H. McNay
Great Bend	Tribune	Townsley & McMullen	W. L. Townsley	John K. McMullen		John K. McMullen
Hiawatha	World	Ewing Herbert	Ewing Herbert		Rose Zimmerman	Rose Zimmerman
Hutchinson	Gazette	Gazette Printing Co.	Chester Leasure			H. W. Southworth
	News	The News Co.	W. Y. Morgan	C. H. Scott	W. Y. Morgan	R. C. Ballard
Independence	Free Press	Richmond & Richmond	A. B. Hamlin			R. D. Richmond
	Reporter	Clyde H. Knox	Clyde H. Knox	Clyde H. Knox	Clyde H. Knox	Clyde H. Knox
Iola	Register	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott
Junction City	Union	John Montgomery & Son	Harry E. Montgomery			John Montgomery
Kansas City	Kansan	A. E. Neal	A. E. Neal	Howard Payne	H. W. Bailey	Geo. N. Barnes
Lawrence	Gazette	The Gazette Co.	C. S. Finch	C. S. Finch	C. S. Finch	C. S. Finch
Leavenworth	Post	The Post Publishing Co., Inc.	Wallace F. Hovey	Wallace F. Hovey	Wallace F. Hovey	Wallace F. Hovey
	Times	Estate D. R. Anthony	D. R. Anthony, Jr.	D. R. Anthony, Jr.	D. R. Anthony, Jr.	M. E. Albright
Lyons	News	Paul A. Jones	Paul A. Jones	Mrs. E. H. Murphy		Paul A. Jones
McPherson	Republican	W. J. Krehbiel	W. J. Krehbiel	W. J. Krehbiel		W. J. Krehbiel
Manhattan	Mercury	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton
	Nationalist	Ed Shellenbaum	Ed Shellenbaum	Ed Shellenbaum	Ed Shellenbaum	Ed Shellenbaum
Neodesha	Sun	Estate of C. E. Cowdery	Chas. P. Beebe			Chas. P. Beebe
Newton	Journal	R. E. Nye	Mrs. E. Nye		R. E. Nye	
	Kansan-Republican	The Kansan Printing Co.	J. L. Napier	J. L. Napier	J. C. Mack	J. C. Mack
Norton	Telegram	Moore Bros.	Everett Moore	Everett Moore	Thos. N. Moore	Thos. N. Moore
Ottawa	Herald	R. A. Harris	R. A. Harris	W. E. Gilliland		R. A. Harris
Parsons	Eclipse	C. A. Lamb		C. A. Lamb		
	Republican	P. T. Foley	Lee Meadows	Lee Meadows	Lee Meadows	C. E. McKnight
	Sun	The Sun Publishing Co.	C. M. Reed	A. D. Murlin		Lester Combs
Pittsburg	Headlight	Moore Bros. & Hudnutt	F. W. Brinkerhoff	F. W. Brinkerhoff	J. T. Moore	J. T. Moore
	Sun	Sun Publishing Co.	F. H. Vandergrift	F. L. Vandergrift	Wm. A. Beasley	
Pratt	Tribune	The Tribune Publishing Co.	Nate E. Reece			Cecil P. Rich
Salina	Journal	Journal Publishing Co.	Joseph L. Bristow	Fred J. Ludes	Roy F. Bailey	Roy F. Bailey
	Union	J. L. Brady	J. L. Brady	Lee Haney		M. P. Shipman
Topeka	Capital	Arthur Capper	Harold Chase	Chas. H. Sessions	Marco Morrow	W. R. Smith
	State Journal	Frank P. MacLennan	Frank P. MacLennan	Arthur J. Carruth		Frank P. MacLennan
Wellington	News	H. L. Woods	H. L. Woods			John M. Pile
Wichita	Beacon	The Beacon Publishing Co.	Gov. Henry J. Allen	S. A. Coleman	Gov. Henry J. Allen	A. T. Butler
	Eagle	M. M. Murdock	M. M. Murdock	J. B. Doze	Sidney D. Long	Clyde Speer
Winfield	Courier	Courier Printing Co.	E. P. Greer	E. P. Greer	Milton A. Bangs	Milton A. Bangs
	Free Press	W. G. Anderson				

KENTUCKY

Ashland	Independent	Ashland Independent Pub. Co.	B. F. Forgey	B. F. Forgey	B. F. Forgey	B. F. Forgey
Bowling Green	News Dem. Messenger	Gaines & Grubb	Jno. B. Gaines	Jno. B. Gaines	Jno. B. Gaines	Jas. W. Grubb
	Times-Journal	Times-Journal Publishing Co.	W. J. & J. G. Denhardt	W. J. & J. G. Denhardt		W. J. Denhardt
Covington	Kentucky Post	Post Publishing Co.	Max Cook	Max Cook		W. M. McIntosh
Danville	Kentucky Advocate	Richardson & McIntyre	Rich'dson & McIntyre	W. V. Richardson	W. V. Richardson	W. V. Richardson
	Messenger	Messenger Printing Co.	J. C. Alcock	J. C. Alcock	J. C. Alcock	J. C. Alcock
Frankfort	State Journal	The State Journal Co.	Graham Vreeland	Arch Pool		Graham Vreeland
Fulton	Leader	Fulton Publishing Co., Inc.	R. S. Williams	R. S. Williams	R. S. Williams	R. S. Williams
Henderson	Gleaner	Leigh Harris	Leigh Harris	F. M. Hutcheson	Leigh Harris	Walker Smith
	Journal	Leigh Harris	Leigh Harris	J. A. Lyne		Walker Smith
Hopkinsville	Kentucky New Era	A. W. Wood	T. C. Underwood	T. C. Underwood		A. W. Wood
Lexington	Herald	Lexington Herald Co.	Desha Breckinridge	L. Q. Ball		Chas. I. Stewart
	Leader	Lexington Leader Co., Inc.	H. Giovannoli	James M. Ross	H. Giovannoli	F. B. Wachs
Louisville	Courier-Journal	Robert W. Bingham	R. W. Bingham	Barry Bullock		R. E. Hughes
	Herald	Louisville Herald Co.	John C. Shaffer	C. A. Segner	C. F. Gladfelter	
	Post	Evening Post Co.	Rich. G. Knott	Geo. R. Newman	Eugene Knott	W. W. Stouffer
	Times	Robert W. Bingham	Arthur Krock	Brainard Platt		R. E. Hughes
Madisonville	Messenger	Madisonville Publishing Co.	C. C. Givens	Woodson Browning	C. C. Givens	T. C. O'Bryan
	Messenger	Clay G. & Scott Lemon	Clay G. Lemon	Clay G. Lemon	Lemon Bros.	Scott T. Lemon
	Times	Mayfield Times, Inc.	Bert S. Berry	Bert S. Berry	Bert S. Berry	Bert S. Berry
Maysville	Bulletin	McCarthy & Altmeyer	John J. Altmeyer	John J. Altmeyer	M. J. McCarthy	M. J. McCarthy
	Independent	Purdon & Schatzmann	Purdon & Schatzmann	James Purdon		Purdon & Schatzmann
	Public Ledger	Ledger Publishing Co.	Clarence Mathews	Clarence Mathews		Clarence Mathews
Middleboro	Pinnacle News	Chas. E. Herd	Chas. E. Herd	L. H. Smalling	Lenore Herd	
Owensboro	Inquirer	L. W. Hager	L. W. Hager	Edw. O. Leigh	W. B. Hager	W. B. Hager
	Messenger	Messenger Publishing Co.	Urcy Woodson	J. M. Pendleton		Geo. M. Fuqua
Paducah	News-Democrat	The Democrat Publishing Co.	John J. Berry	Perry G. Meloan	Noel A. Berry	
	Sun	Sun Publishing Co.	E. J. Paxton	E. C. Mitchell		
Richmond	Register	S. M. Sauffley	S. M. Sauffley	E. T. Wiggins	S. M. Sauffley	S. M. Sauffley
Winchester	Democrat	Chas. B. Nelson	Chas. B. Nelson	Chas. B. Nelson	Chas. B. Nelson	Chas. B. Nelson
	Sun	C. C. Robbins	C. C. Robbins	C. C. Robbins		C. C. Robbins

LOUISIANA

Alexandria	Town Talk	H. M. Huie	R. C. Jarreau			H. M. Huie
Baton Rouge	State-Times	Chas. P. Manship	Chas. P. Manship	H. M. Blain	Chas. P. Manship	J. L. Lusk
Crowley	Signal	W. W. Duson	J. G. Gabelle	W. W. Duson, Jr.	W. W. Duson, Jr.	W. W. Duson, Jr.
Lafayette	Advertiser	A. J. Alpha	Phil J. Reilly	Phil J. Reilly		A. J. Alpha
	Gazette	Press Publishing Co.	J. Davidson	J. Davidson	J. Davidson	J. Davidson
Lake Charles	American-Press		Frank A. Smith			Frank A. Smith
Monroe	News-Star	News-Star Publishing Co.	A. G. Cook		J. W. Smith	C. E. Faulk
Morgan City	Review	King-Hannaforde Co., Inc.	Jas. L. Stansbury	C. E. King		
New Orleans	Item	Jas. M. Thomson	Marshall Ballard	Marshall Ballard		A. G. Newmeyer
	States	Robert Ewing	J. Walker Ross	J. Walker Ross	Robt. Ewing	M. Beyersdorfer
	Times-Picayune	The Times-Picayune Pub. Co.	D. D. Moore	James E. Edmonds		J. A. Van Buren

Manager	Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Ruston	Leader	S. M. Lewis	S. M. Lewis	S. M. Lewis	S. M. Lewis	Henry Mays	
Houghton	Journal	Journal Publishing Co.	D. G. Frantz	D. G. Frantz	D. Attaway	D. Attaway	R. H. Cowan
Shreveport	New American Times	Shreveport News Pub. Co.	W. S. Ingram	W. S. Ingram	Albert Witt	Albert Witt	L. A. Mailhes

**MAINE**

Augusta	Kennebec Journal	Kennebec Journal Co.	John V. Lane	John V. Lane	Charles F. Flynt	Chas. F. Flynt	
Bangor	Commercial News Times	J. P. Bass Publishing Co.	A. E. Bass	O. L. Hall	J. Norman Towle	M. Robt. Harrigan	Walter B. Reed
Bath	Journal	Frank B. Nichols	Harry C. Webber	Harry C. Webber	Frank B. Nichols	Frank B. Nichols	C. H. Prescott
Biddeford	Journal	C. H. Prescott	R. F. Wormwood	C. H. Prescott	C. H. Prescott	C. H. Prescott	
Lewiston	Sun	Lewiston Daily Sun, Inc.	Geo. W. Wood	Geo. W. Wood		L. B. Costello	
Portland	Eastern Argus Express & Advertiser Press	Eastern Argus Publishing Co.	Eli R. Russell	George W. Norton	George W. Norton	Ernest C. Bowler	Wm. H. Dow
Waterville	Sentinel	Waterville Sentinel Pub. Co.	Frank W. Manson	Frank W. Manson	Frank W. Manson	Frank W. Manson	C. A. Lewis

**MARYLAND**

Annapolis	Capital & M'r'd Gazette	Ridgely P. Melvin	Ridgely P. Melvin	George T. Melvin	George T. Melvin	Cornelius L. Wells	
Baltimore	American Star Herald News Sun	Felix Agnus	Felix Agnus	Wm. B. Clarke	Wm. B. Clarke	Wm. M. Scott	Wm. M. Scott
Cambridge	Banner	Webb & Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb
Cumberland	News Times	The Daily News Co.	W. W. Brown	W. W. Brown	W. W. Brown	Chas. W. Donnelly	Joseph B. Finan
Frederick	News Post	Gt. Southern Ptg. & Mfg. Co.	August T. Brust	Robt. E. Delaplaine	Robt. E. Delaplaine	RE&W.T. Delaplaine	RE&W.T. Delaplaine
Hagerstown	Globe Herald Mail	The Globe Publishing Co.	Leonard D. Emmert	L. D. Emmert	C. E. Whipple	L. D. Emmert	G. I. Loganbiel

**MASSACHUSETTS**

Amesbury	News	Amesbury Pub. Co.	E. J. Graves	E. J. Graves	E. J. Graves	T. F. Coffin	
Attleboro	Sun	Sun Pub. Co.	C. C. Cain, Jr.	C. C. Cain, Jr.	C. S. Cain, Jr.	J. H. Vallette	
Beverly	Times	Albert Vittum	Albert Vittum	Albert Vittum	Albert Vittum	Albert Vittum	
Boston	Advertiser American Christian Science Monitor	E. A. Westfall	E. A. Westfall	J. W. Riardan	J. D. Bogart	M. C. Priest	
Brockton	Enterprise Times	Enterprise Pub. Co.	L. E. Rich	S. Heath Rich	George M. Gifford	A. H. Fuller	Harry H. Buchanan
Chelsea	Record	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	Clarence C. Coulter
Clinton	Item	The W. J. Coulter Press, Inc.	Harry F. Hartwell	Harry F. Hartwell	C. C. Coulter	C. C. Coulter	
Fall River	Globe Herald News	Fall River Globe Pub. Co.	Chas. J. Leary, Jr.	Chas. J. Leary, Jr.	E. D. Toohill	Edward Gans	F. S. Almy
Fitchburg	News Sentinel	J. J. Devine	J. J. Devine	D. M. Travis	J. J. Devine	J. J. Devine	Frank C. Hoyt
Gardner	News	The Gardner News Co.	George H. Godbeer	George H. Godbeer	S. W. Rogers	S. W. Rogers	
Gloucester	Times	Gloucester Times Co.	Fred E. Smith	J. H. Higgins	J. H. Higgins	J. H. Higgins	
Haverhill	Gazette	Haverhill Gazette Co.	Robert L. Wright	Robert L. Wright	Robert L. Wright	James E. Moran	Wm. S. Friend
Holyoke	Telegram Transcript	James J. O'Donnell	Wm. G. Dwight	Wm. G. Dwight	Wm. G. Dwight	Wm. G. Dwight	Wm. G. Dwight
Lawrence	Eagle Tribune Telegram	Hildreth & Rogers Co.	Thomas D. Marin	George A. Mellen	A. H. Rogers	Alexander H. Rogers	Alexander H. Rogers
Leominster	Enterprise Pub. Co.	J. D. Miller Co.	Harry J. Bell	W. N. Howe	W. N. Howe	W. N. Howe	W. N. Howe
Lowell	Courier-Citizen Sun	Courier-Citizens Co.	Philip S. Marden	Philip S. Marden	Harry R. Rice	Harry R. Rice	M. H. Reidy
Lynn	Item	Hastings & Sons Pub. Co.	John H. Harrington	E. J. Gallagher	H. S. Cummings	C.H. & W.R. Hastings	C.H. & W.R. Hastings
Malden	News	Frank A. Bayrd	F. A. Bayrd	D. P. Rossiter	D. P. Rossiter	A. B. Moseley	H. F. Wilder
Marlboro	Enterprise	The Enterprise Co.	H. F. Wilder	H. F. Wilder	H. F. Wilder	H. F. Wilder	Wm. D. Leahy
Milford	News	Milford Daily News Co.	Wm. D. Leahy	Wm. D. Leahy	Wm. D. Leahy	Wm. D. Leahy	Wm. D. Leahy
New Bedford	Mercury Standard Times	Mercury Pub. Co.	Z. W. Pease	Z. W. Pease	George A. Hough	B. H. Anthony	A. G. Luce
Newburyport	News & Herald	News Pub. Co., Inc.	F. E. Smith	J. E. Mannix	J. E. Mannix	W. J. Glasgow, Jr.	E. E. Hicken
North Adams	Herald Transcript	Thos. A. Haggerty	Thos. A. Haggerty	Thos. A. Haggerty	Thos. A. Haggerty	Wm. P. Meade	J. A. Hardman
Northampton	Hampshire Gazette Herald	H. S. Gere & Sons	Collins H. Gere	Edward C. Gere	Edward C. Gere	Harriot W. DeRose	G. J. Knoll, Jr.
North Attleboro	Chronicle	North Attleboro Chronicle Co.	Joseph W. Martin, Jr.	Joseph W. Martin, Jr.	Joseph W. Martin, Jr.	Joseph W. Martin, Jr.	
Pittsfield	Berkshire Eagle	Eagle Pub. Co.	K. B. Miller	D. J. Haylon	D. J. Haylon	K. B. Miller	
Quincy	Patroit Ledger Telegram	George W. Prescott Pub. Co., Inc.	George T. Magee	Jerome H. Farris	Jerome H. Farris	Jerome H. Farris	Jerome H. Farris
Salem	News	Robin Damon	B. F. Arrington	B. F. Arrington	Robin Damon	Robin Damon	Robin Damon
Springfield	News	The Daily News Pub. Co.	John B. Callaghan	John B. Callaghan	John B. Callaghan	Asher Allen	H. N. Bowman
Stoneham	Union	John D. Plummer	Maurice S. Sherman	M. S. Sherman	M. S. Sherman	M. S. Sherman	John S. Lewis
Taunton	Enterprise	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis
Wakefield	Gazette	Wm. Reed & Sons Co.	G. D. Guthrie	Wm. H. Reed	Wm. H. Reed	F. E. Johnson	
Waltham	Item	Harris M. Dolbeare	Gardner E. Campbell	Gardner E. Campbell	Gardner E. Campbell	Gardner E. Campbell	R. B. Somers
Woburn	Free Press-Tribune News Times	Waltham Pub. Co.	A. Starbuck	A. Starbuck	Charles W. Pierce	Charles W. Pierce	James D. Haggerty

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Worcester	Gazette	G. F. Booth	G. F. Booth	J. C. DeWolf		J. H. Powers
	Post	John H. Fahey	G. T. Richardson	W. E. Cleary		G. N. Graham
	Telegram	Wm. T. Ellis	Roland F. Andrews	Roland F. Andrews		W. H. Thomas

MICHIGAN

Adrian	Telegram	Stuart H. Perry	Stuart H. Perry	J. S. Gray		L. B. Oberlin
Albion	Recorder	The Recorder Press Co.	R. T. Baldwin	W. S. Kennedy		J. E. Baldwin
Alpena	News		John E. Richards	J. E. Richards	Thos. J. Ferguson	Thos. J. Ferguson
	Enquirer & News	Enquirer-News Co.	A. L. Miller	A. L. Miller		A. C. Pfander
Battle Creek	Moon-Journal	Moon-Journal Pub. Co.	Geo. B. Dolliver	Geo. B. Dolliver		N. E. Conine
Bay City	Times-Tribune	The Booth Pub. Co.	The Booth Pub. Co.	W. H. Gustin		S. J. Armstrong
Benton Harbor	News-Palladium	Palladium Pub. Co.	S. R. Banyon	S. R. Banyon		S. R. Banyon
Big Rapids	Pioneer	Wells F. Harvey	Wells F. Harvey	Wells F. Harvey		Wells F. Harvey
Cadillac	News	Cadillac News Co.		Felix M. Church		Lee J. Young
Calumet	News	The Mining Gazette Co.	Merwin W. Youngs		John R. Pimlott	Wm. M. Lyon
Cheboygan	ribune	Cheboygan Tribune Co.	W. H. Gamble	W. H. Gamble		W. H. Gamble
Coldwater	Reporter	Horace Kitchel			H. D. Lansing	H. D. Lansing
Detroit	Free Press	The Detroit Free Press		Phil J. Reid		Wm. H. Pettibone
	Journal	The Journal Co.	N. C. Wright	O. H. Jennings		F. S. Buggie
	Times	James Schermerhorn	James Schermerhorn	James Schermerhorn	Frank E. W. Bright	
Dowagiac	News	Dowagiac Daily News Co., Inc.	John P. Norton	John P. Norton	Harry H. Whitely	Harry H. Whitely
Escanaba	Press	Escanaba Morning Press Co.	C. M. Greenway	Myles F. Bradley		W. H. Holreth
Flint	Journal	The Booth Pub. Co.	Kingsbury Scott	Harry Nichols		C. M. Greenway
Grand Haven	Tribune		A. H. Vandenberg	F. M. Sparks	W. A. Smith	
Grand Rapids	Herald	Herald Pub. Co.	W. J. Etten			M. J. Tietema
	News	A. P. Johnson	E. W. Booth	A. W. Stace	E. W. Booth	
Greenville	Call	W. B. Wells	W. B. Wells	W. B. Wells		W. B. Wells
Hancock	Copper Journal	Hancock Journal Co.	Geo. A. Sheard	A. S. Ley		W. E. Madigan
Hillsdale	News	H. J. Burgess	H. J. Burgess	H. J. Burgess		H. J. Burgess
Holland	Sentinel	N. J. Whelan	Arnold Mulder	Ben A. Mulder		Frederick Slag
Houghton	Mining Gazette	The Mining Gazette Co.	Homer A. Guck		J. R. Pimlott	
Ionia	Sentinel-Standard	Est. of J. H. Kidd	F. M. Kidd	F. M. Kidd		H. E. Spencer
Iron Mountain	Tribune-Gazette	Walter P. Hosking	Eugene Wright			
Ironwood	Globe	Globe Pub. Co.	Howard A. Quirt	Howard A. Quirt	Frank E. Noyes	Linwood I. Noyes
Jackson	itizen-Patriot	The Booth Pub. Co.	B. M. Wynkoop	G. W. Scottford		Jos. E. Noll
	News	Jackson News Pub. Co.	Ed. W. Barber	J. Harold Frank	James Frank	
Kalamazoo	Gazette-Telegraph	F. F. Rowe	J. K. Walsh	J. K. Walsh		A. E. Kettle
Lansing	State Journal	The State Journal Co.	F. A. Van Fleet	F. A. Van Fleet	Charles N. Halsted	A. E. Richardson
Ludington	News	Ludington Daily News	C. G. Wing			G. H. D. Sutherland
Manistee	News-Advocate	Harry W. Musselwhite	H. W. Musselwhite		H. W. Musselwhite	Wm. E. Smith
Marquette	Mining Journal	Mining Journal Co.	Frank J. Russell	Frank J. Russell		Albert Hornstein
Marshall	Chronicle	J. M. Moses & Sons	J. M. Moses	J. M. Moses		F. R. Moses
Menominee	Herald-Leader	Herald-Leader Co.	R. M. Andrews	B. W. Donnell		P. C. Munroe
Monroe	News	Democrat Ptg. & Pub. Co.	C. A. French	C. A. French	C. A. French	C. A. French
Mount Clemens	Leader	Leader-Press Co., Ltd.	Chas. D. Straight			Chas. D. Straight
Muskegon	Chronicle	The Booth Publishing Co.	A. E. Boswell	Archie E. McCrea		
Niles	Star-Sun	Niles Star-Sun Pub. Co.	T. J. Tormey	T. J. Tormey	T. J. Tormey	T. J. Tormey
Owosso	Argus-Press	The Owosso Argus-Press Co.	George T. Campbell			
Petosky	News & Resorter	Churchill Ptg. Co.	H. Lee North	D. H. Hinkley		C. Edson Garvin
Pontiac	Press & Gazette	Pontiac Press Co.	G. H. Gardner			H. Y. Fitzgerald
Port Huron	Times-Herald	The Times Herald Co.	L. A. Weil	L. A. Weil		E. J. Ottaway
Saginaw	News-Courier	The Booth Pub. Co.	A. R. Treanor	Michael A. Gorman		Wm. A. Rorke
St. Joseph	Herald-Press	Moore & Brewer	W. Brewer	W. Brewer		W. Brewer
Sault Ste. Marie	News	Sault News Printing Co.	Geo. A. Osborn	N. H. Hill		N. H. Hill
Three Haven	Tribune	The Tribune Co.	C. O. Monroe			C. O. Monroe
Sturgis	Journal	Mark P. Haines	Mark P. Haines	M. A. Wells		J. Fred Mayer
Three Rivers	Commercial	Wm. H. Shumaker	Wm. H. Shumaker	Wm. H. Shumaker		Wm. H. Shumaker
Traverse City	Record-Eagle	Herald & Record Co.	Austin C. Batdorff	Austin C. Batdorff		Thomas H. Fuller
Ypsilanti	Ypsilantian-Press	G. C. Handy	George C. Handy			T. O. Huckle

MINNESOTA

Albert Lea	Tribune	Albert Lea Pub. Co.	Burt May	L. S. Whitcomb		S. O. Simonson
Austin	Herald	Skinner & Ulmer	J. H. Skinner			Fred C. Ulmer
Bemidji	Pioneer	The Bemidji Pioneer Pub. Co.	E. H. De Nu	F. T. Beaver	E. H. De Nu	E. H. De Nu
Brainerd	Dispatch	The Brainerd Dispatch Co.	F. W. Wieland			F. W. Wieland
Crookston	Times	The Crookston Times Ptg. Co.	W. E. McKenzie	W. E. McKenzie		W. W. Robbins
Duluth	Herald	A. C. Weiss	S. H. Bingham	W. T. Thompson		W. F. Henry
	News-Tribune	Milie Bunnell	C. S. Mitchell	J. E. Rice		R. D. Handy
Fairmont	Martin Co. Independent	A. S. Ward	M. J. Aldrich	M. J. Aldrich	Jos. Welch	Jos. Welch
	Sentinel	Sentinel Pub. Co.	H. S. Fairley	Frank A. Day		A. M. Nelson
Faribault	News	Howard Bratton	Howard Bratton			
Fergus Falls	Journal	Fergus Journal Co.	W. L. Robertson			R. J. Underwood
Hibbing	Tribune	R. W. Hitchcock	R. W. Hitchcock	G. M. Fisher		J. G. Early
International Falls	Journal		C. B. Montgomery	C. B. Montgomery		C. B. Montgomery
Little Falls	Transcript	Transcript Pub. Co.	Ed. M. La Fond	Ed. M. La Fond		Ed. M. La Fond
Mankato	Free Press	Free Press Co.	J. E. Reynolds			
	The Daily Review	John C. Wise & Sons	John C. Wise, Jr.	John C. Wise, Jr.		John C. Wise, Jr.
Minneapolis	Journal	Herschel V. Jones	Herschel V. Jones	George H. Adams		Wm. S. Jones
	News	The Daily News Co.	W. A. Frisbie	B. W. Phillips		A. E. Flobach
	Tribune	Minnesota Tribune Co.	John S. McLain	Harry B. Wakefield	Rome G. Brown	E. P. Stewart
Montevideo	American					C. E. Mills
Owatonna	People's Press	Benjamin E. Darby	Bernard McGovern	George F. Darby		Harry B. Darby
Red Wing	Republican	Red Wing Ptg. Co.	Jens K. Grondahl	Jens K. Grondahl		Jens K. Grondahl
Rochester	Bulletin	The Bulletin Pub. Co.	H. H. Witherstine	C. J. Reiter		G. S. Witherstine
	Post & Record	The Blakely Ptg. Co.	A. W. Blakely	A. W. Blakely		Clare W. Blakely
St. Cloud	Journal-Press	Journal-Press Co.	Alvah Eastman	Alvah Eastman		John F. Gaspard
	Times	Times Pub. Co., Inc.	Fred Schlipplin	M. F. Murray		Fred Schlipplin
St. Paul	Dispatch-Pioneer Press	The Dispatch Ptg. Co.	H. T. Black	H. R. Galt		J. M. Riegel
	Reporter	S'th St. Paul Daily Reporter Co., Inc.	E. L. Ogilvie	W. M. Fisk		E. L. Ogilvie
Stillwater	News	L. V. Ashbaugh	H. B. R. Briggs			H. K. Edwards
	Gazette		W. E. Easton			W. C. Masterman
Virginia	Virginian	Virginia Pub. Co.	Geo. E. Webster	Geo. E. Webster		M. H. Montgomery
Winona	Enterprise	Enterprise Ptg. & Pub. Co.	E. C. Smith	E. C. Smith		E. C. Smith
	Republican-Herald	Repub. & Herald Pub. Co.	F. W. DeGuire	H. G. White		F. J. Rucker

MISSISSIPPI

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Biloxi	Herald	Geo. W. Wilkes Sons	G. P. Money	A. G. Osoinach	W. G. Wilkes	G. B. Cousins
Clarksdale	Register	Register Pub. Co.	G. P. Clark	F. E. Coe		G. P. Clark
Corinth	Corinthian	Klyce & Bishop	Klyce & Bishop	Klyce & Bishop	Klyce & Bishop	Klyce & Bishop
Greenwood	Democrat-Times	Greenville Npr. & Ptg. Co.	L. Pink Smith	L. Pink Smith		E. W. Smith
Greenwood	Commonwealth	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie
Gulfport	Herald	Geo. W. Wilkes Sons	G. P. Money	A. G. Osoinach	W. G. Wilkes	W. G. Wilkes
Hattiesburg	American	Howard S. Williams	Howard S. Williams	Howard S. Williams	Howard S. Williams	Howard S. Williams
Jackson	News	News Pub. Co.	Frederick Sullens	Robt. E. Conner	W. G. Johnson	
Laurel	Leader	Edgar G. Harris	Edgar G. Harris	E. E. Hoffman	Juanita Harris	Juanita Harris
Meridian	Dispatch	The Dispatch Pub. Co.	H. H. Weir			
Natchez	Star	Ralph R. Buvinger	Ralph R. Buvinger	O. C. Morgan	K. S. Buvinger	K. S. Buvinger
Natchez	Democrat	Jas. K. Lambert	Jas. K. Lambert			C. C. Goetz
Vicksburg	Herald	Herald Ptg. & Pub. Co.	J. S. McNeily	J. S. McNeily		E. A. Fitzgerald
Vicksburg	Post	J. G. Cashman's Sons	F. P. Cashman			L. P. Cashman

MISSOURI

Aurora	Advertiser	W. B. Lowry	W. B. Lowry			
Aurora	News	Combination Card Co.	M. D. Steiner	M. D. Steiner	M. D. Steiner	M. D. Steiner
Boonville	Republican	Houston Harte	A. E. Snider			
Butler	Democrat	Harry H. Henry	Harry H. Henry	R. W. Atkeson		Harry H. Henry
Cameron	News	B. B. Witt	B. B. Witt	B. B. Witt	B. B. Witt	B. B. Witt
Cape Girardeau	Observer	C. N. Burnham	C. N. Burnham	C. N. Burnham		C. N. Burnham
Cape Girardeau	Southeast Missourian	Naeter Brothers Pub. Co., Inc.	Naeter Bros.	Naeter Bros.	Naeter Bros.	W. H. Kiehne
Cape Girardeau	Sun	O. V. Whiteside	C. C. Oliver	J. P. Whiteside	H. M. Frissell	H. M. Frissell
Carrollton	Democrat	W. S. Holliday	W. R. Painter			W. S. Holliday
Carthage	Democrat	Eugene B. Roach	Eugene B. Roach	Eugene B. Roach		Eugene B. Roach
Carthage	Press	W. J. Sewall	W. J. Sewall	W. J. Sewall		W. J. Sewall
Chillicothe	Constitution	The Chillicothe Constitution Pub. & Ptg. Co.	J. E. Watkins	J. E. Watkins		C. E. Watkins
Chillicothe	Tribune	H. D. McHolland	H. D. McHolland			
Clinton	Democrat	C. H. Whitaker & Son	C. H. Whitaker, Sr.			C. H. Whitaker, Jr.
Columbia	Missourian	Missourian Ass'n, Inc.	Jas. McClain	F. L. Martin		H. W. Smith
Columbia	Tribune	E. M. Watson	E. M. Watson	E. M. Watson		J. M. Hubbell
Excelsior Springs	Call	Blood & Blood	W. N. McKinney		A. L. Blood	
Fulton	Gazette	Fulton Gazette Pub. Co.	Ovid Bell	Ovid Bell		Ovid Bell
Fulton	Sun	Sun Ptg. Co.	J. W. G. P. Johnston	J. W. Johnston	G. P. Johnston	G. P. Johnston
Hannibal	Courier-Post	J. B. Jeffries	J. B. Jeffries			E. L. Sparks
Independence	Examiner	Examiner Ptg. Co., Inc.	Wm. Southern, Inc.	Wm. Southern, Inc.	Wm. Southern, Inc.	
Independence	Jackson Democrat	C. R. Carroll		E. S. Carroll		
Jefferson City	Capital News	Capital News Ptg. Co.	Buchanan & Franklin	Buchanan & Franklin		Buchanan & Franklin
Jefferson City	Democrat-Tribune	Joe Goldman	Calvin Speedy			J. Harner
Jefferson City	Post	Joseph Sailer	Joseph Sailer			Joseph Sailer
Joplin	Globe	The Joplin Globe Pub. Co.	P. R. Coldren	Ray S. Cockran		R. E. Burns
Joplin	News-Herald	P. E. Burton	J. F. Williams			P. E. Burton
Kansas City	Journal	The Journal Co.	W. F. Craig	C. C. Cline	Hal Gaylord	
Kansas City	Post	Dr. Burris A. Jenkins	Dr. B. A. Jenkins	E. N. Smith		M. M. Levand
Kansas City	Star & Times	W. R. Nelson Est.	W. R. Nelson	R. E. Stout	A. F. Seested	A. F. Seested
Kirksville	Express	E. E. Swain	E. E. Swain	E. E. Swain		
Kirksville	News	C. C. Howard	C. C. Howard	C. C. Howard		C. C. Howard
Lamar	Democrat	Democrat Pub. Co.	Arthur Aull			Georganna Turnbull
Lexington	Intelligencer	A. W. Allen	A. W. Allen	A. W. Allen	A. W. Allen	A. W. Allen
Louisiana	Press-Journal	J. N. Bryson	I. N. Bryson	I. N. Bryson		I. N. Bryson
Macon	Chronicle-Herald	Chronicle-Herald Pub. Co.	W. R. Baker		Chas. H. Weisenborn	Chas. H. Weisenborn
Marshall	Democrat-News	Democrat-News Ptg. Co.	A. L. Preston	E. P. Barnhill		E. P. Barnhill
Maryville	Democrat-Forum	Maryville Pub. Co.	James Todd		Walter S. Todd	Ursle Crockett
Maryville	Tribune	J. F. Hull	J. F. Hull			J. F. Hull
Mexico	Intelligencer	Gale Johnston	Gale Johnston	D. H. Johnston	Gale Johnston	Junior Towne
Mexico	Ledger	R. M. White & Son	L. M. White	L. M. White	L. M. White	L. M. White
Moberly	Monitor-Index	Moberly Index Ptg. Co.	W. C. Van Cleve	C. C. Drake		W. C. Van Cleve
Monett	Times	Pearl Peters	Pearl Peters	Pearl Peters		Pearl Peters
Nevada	Mail & Post	Southwest Mail Ptg. Co.	J. H. Bean			W. L. Earp
Poplar Bluff	American	Citizen Ptg. Co.	D. H. Brown	F. M. Betz	D. H. Brown	D. H. Brown
St. Charles	Banner-News	R. M. Thomson	R. M. Thomson	R. M. Thomson	R. M. Thomson	R. M. Thomson
St. Charles	Cosmos-Monitor	St. Charles Pub. Co.	E. Lee Ronno	E. Lee Ronno	M. L. Comann	M. L. Comann
St. Joseph	Gazette	C. D. Morris	C. D. Morris	Walter D. Ladd		
St. Joseph	News-Press	Louis T. Golding	L. T. Golding	C. L. Rutt		H. A. Sprague
St. Louis	Globe-Democrat	The Globe Ptg. Co.	E. Lansing Ray	Jos. J. McAuliffe		T. M. Hollingshead
St. Louis	Post-Dispatch	Pulitzer Pub. Co.	Jos. Pulitzer, Jr.	O. K. Bovard		W. C. Steigers
St. Louis	Star	Elzey M. Roberts	Charles H. Huff	Frank W. Taylor	B. E. Bradley	M. J. Lowenstein
Sedalia	Democrat	The Sedalia Democrat Co.	G. H. Scruton			A. D. Stanley
Springfield	Leader	H. S. Jewell	R. L. Kennedy	R. L. Kennedy		H. S. Jewell
Springfield	Republican	Springfield, Mo., Repub. Co.	E. E. McJimsey	W. H. Brunkhorst		C. B. Robertson
Trenton	Republican & Tribune	W. B. Rogers Ptg. Co.	O. H. Newman	W. B. Rogers		
Trenton	Times	J. H. Miller & Son	J. H. Miller	J. H. Miller		D. L. Miller
Warrensburg	Star-Journal	Star-Journal Pub. Co., Inc.	W. C. Kapp	W. C. Kapp	W. C. Kapp	
Web City	Sentinel	Hal M. Wise	Hal M. Wise	Hal M. Wise	Hal M. Wise	Hal M. Wise
West Plains	Quill	Mills Williams & Co.	Williams Sisters			Williams Sisters

MONTANA

Anaconda	Standard	Standard Pub. Co.	C. H. Eggleston	Richard R. Kilroy		T. H. Emery
Billings	Gazette	Gazette Ptg. Co.	Walter E. Brown	Leon Shaw		Leon Shaw
Bozeman	Chronicle	Chronicle Pub. Co.	Jas. P. Bole	Chas. L. Stevens	H. H. Howard	H. H. Howard
Butte	Bulletin	Bulletin Pub. Co.	R. Smith & W. Dunn	R. B. Smith	R. B. Smith	R. B. Smith
Butte	Miner	The Butte Miner Co.	J. L. Dobell			B. E. Woolston
Butte	Post	Inter Mt. Pub. Co.	J. H. Durston	C. T. Shearer		J. H. Durston
Great Falls	Leader	The Leader Co.	E. H. Cooney	E. H. Cooney		F. M. Tenney
Great Falls	Tribune	O. S. Warden	Wm. M. Bole			L. G. Diehl
Have	Promoter & News	Dan R. Conway	Dan R. Conway			Dan R. Conway

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Helena	Montana Record-Herald	Montana Record Pub. Co.			C. H. Reifenrath	
Kalispell	Inter Lake	The Daily Inter Lake, Inc.	L. D. Spafford			L. D. Spafford
Lewistown	Democrat-News	The Democrat-News Co., Inc.	Tom Stout	E. G. Ivins		Harry E. Lay
Livingston	Enterprise	Livingston Pub. Co.	R. S. Phillips	R. S. Phillips		R. S. Phillips
Miles City	Star	Independent Ptg. Co.	Jos. D. Scanlon	C. M. Boucher		Jos. D. Scanlon
Miles City	Montanan	Independent Ptg. Co.	Jos. D. Scanlon	Louis F. Grill		Jos. D. Scanlon
Missoula	Missoulian	M. J. Hutchens	M. J. Hutchens	D. C. Batchelor		James A. Sage

## NEBRASKA

Beatrice	Express	Beatrice Express Pub. Co.	H. W. Munson	H. W. Munson		H. W. Munson
	Sun	E. M. Marvin	E. M. Marvin	E. M. Marvin		E. M. Marvin
Columbus	News	John I. Long	John I. Long			John I. Long
Falls City	Journal	A. R. Keim	A. R. Keim			A. R. Keim
	News	C. C. Davis	C. C. Davis	C. C. Davis		C. C. Davis
Fremont	Tribune	Hammond Ptg. Co.	Ross L. Hammond	C. A. Lucas	Ray W. Hammond	Ray W. Hammond
Grand Island	Independent	The Independent Pub. Co.	A. F. Buechler	A. F. Buechler		J. R. Fulton
Hastings	Tribune	Adam Breede	Adam Breede	Henry G. Smith		Lawrence T. Kohl
Kearney	Hub	The Kearney Hub, Inc.	M. A. Brown	M. A. Brown		M. A. Brown
Lincoln	Nebr. State Journal	J. C. Seacrest	J. C. Seacrest	W. O. Jones		J. C. Seacrest
	Nebr. State Jrl. (Eve.)	J. C. Seacrest	H. T. Dobbin	F. L. Williams		J. C. Seacrest
	Star	The Star Pub. Co.	H. K. Johnston	L. B. Tobin		L. B. Tobin
Nebraska City	Nebraska Press	The Press Ptg. Co.	J. H. Sweet	J. H. Sweet		J. H. Sweet
	News	News Pub. Co.	C. M. Hubner	C. M. Hubner		E. D. Marnell
Norfolk	News	Huse Pub. Co.	Gene Huse	S. H. McCaw		F. C. Asmus
North Platte						
Omaha	Bee	N. B. Updike		Taylor Kennerly		N. P. Feil
	News		Joseph Polcar		Joseph Polcar	
	World-Herald (Eve.)	W. G. Crouse	H. E. Newbranch	W. R. Watson		H. Doorly
Plattsmouth	Journal	E. H. Bates	E. H. Bates	E. H. Bates		E. H. Bates
Wymore	Arbor State	L. F. Hohensee	L. F. Hohensee	L. F. Hohensee		L. F. Hohensee
York	News-Times	York Blank Book Co.	W. E. Adair	Thos. Curran		Thos. Curran

## NEVADA

Carson City	News	H. P. Gifford	H. P. Gifford		D. V. Felesina	P. V. Felesina
Goldfield	Tribune	Tribune Ptg. Co.	V. L. Ricketts	M. A. Farrell		V. L. Ricketts
Reno	Gazette	Reno Evening Gazette Co.	D. E. W. Williamson	D. E. W. Williamson		H. H. Rosenbrock
	Nevada State Journal	Nevada State Journal Pub. Co.	J. F. Wathey	J. F. Wathey		F. W. Greer
Tonopah	Bonanza	Tonopah Bonanza Ptg. Co., Inc.	W. W. Booth	W. W. Booth		W. W. Booth
	Times	F. F. Garside	F. F. Garside			F. F. Garside

## NEW HAMPSHIRE

Claremont	Eagle	Welch & Woodman	Edwin C. Foster			Welch & Woodward
Concord	Monitor	Wm. D. Chandler	Wm. D. Chandler			
	Patriot	E. J. Gallagher	E. J. Gallagher	Wm. E. Wallace		E. J. Gallagher
Dover	Foster's Democrat	Geo. J. Foster & Co.	F. Foster	F. Foster		G. J. Foster
Keene	Sentinel	Sentinel Ptg. Co.	W. H. Prentiss		C. J. Woodward	C. J. Woodward
Manchester	Leader	Union Leader Pub. Co.	Frank Knox	Geo. E. Brown		J. A. Muehling
	Union	Union Leader Pub. Co.	Frank Knox	W. T. Nichols		J. A. Muehling
	Mirror & American	R. W. Pillsbury	E. J. Knowlton	R. M. Blood		H. S. Taylor
Nashua	Telegraph	Telegraph Pub. Co.		G. Parkhurst		B. E. Warren
Portsmouth	Chronicle	Chronicle & Gazette Pub. Co.	F. W. Hartford			W. R. Dearborn
	Herald	Chronicle & Gazette Pub. Co.	F. W. Hartford			W. R. Dearborn
	Times	James F. Driscoll	Ella Stavers	James F. Driscoll	James F. Driscoll	James F. Driscoll

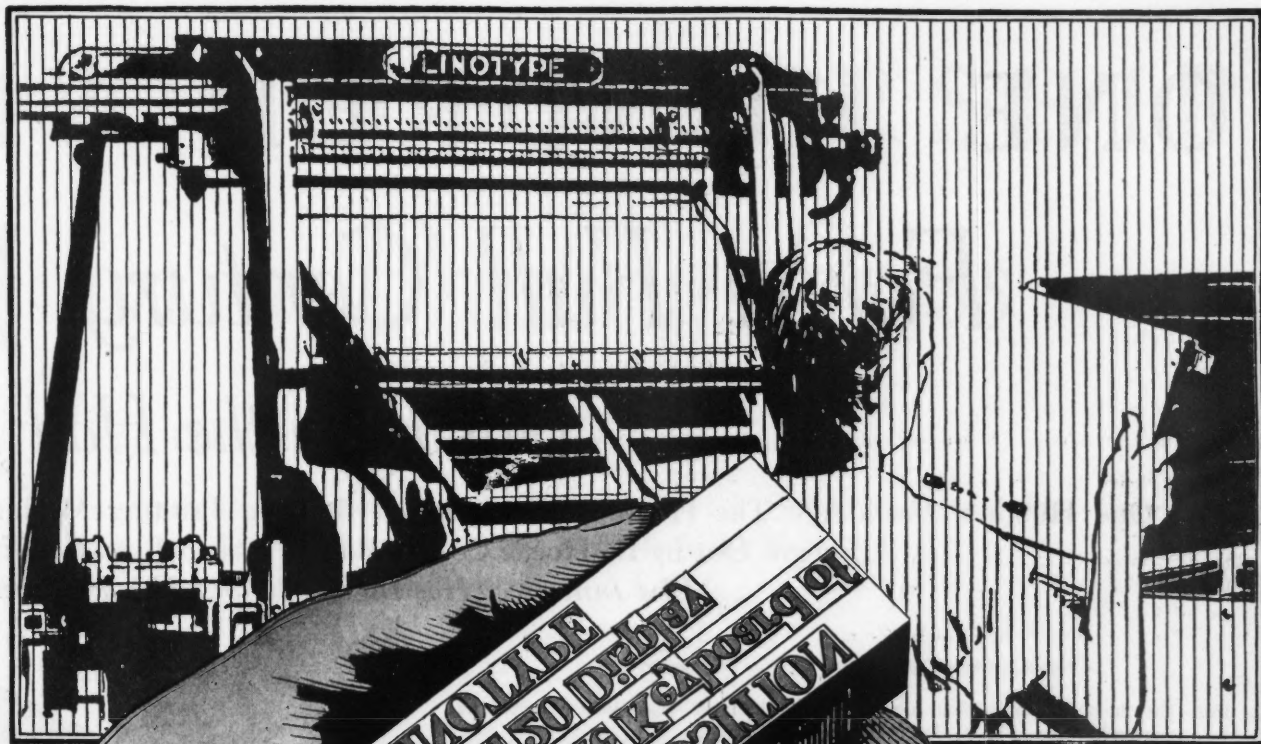
## NEW JERSEY

Asbury Park	Press	J. Lyle Kinmonth	J. Lyle Kinmonth	E. S. Longstreet, Jr.		Geo. E. Hopper
Atlantic City	Gazette-Review	Gazette-Review Co.	J. M. Healy		Harry E. Smith	Robt. E. Newsham
	Press	Press Union Pub. Co., Inc.	T. C. Walker	F. E. Croasdale		A. J. Feyl
	Union	Press Union Pub. Co., Inc.	E. Golding	F. E. Croasdale		A. J. Feyl
Bayonne	Review	C. A. Ruhlmann	L. E. Travis	L. H. Vultee		C. B. Pomel
	Times	Hyman Lazarus	H. L. Martin	H. Lazarus		S. I. Newhouse
Bridgeton	News	Evening News Co.	J. W. Richardson	W. B. Kirby		J. W. Richardson
Burlington	Enterprise	Enterprise Pub. Co.	J. H. Naylor, Ast. Ed.	J. R. Cheesman		J. R. Cheesman
Camden	Courier	The Courier Co.	B. W. Courter	G. A. Frey		G. A. Frey
	Post-Telegram	Post-Telegram Co.	U. S. Jefferys		F. F. Patterson, Jr.	W. J. Patterson
Elizabeth	Journal	A. S. Crane	A. S. Crane	G. W. Swift		E. E. Stanion
	Times	Leonard F. Sawvel	L. F. Sawvel	L. F. Sawvel		L. F. Sawvel
Hackensack	Record	Evening Record Pub. Co.	Evan G. Runner	Evan G. Runner	Evan G. Runner	Evan G. Runner
Hoboken	Hudson Observer	G. A. Seide	J. P. McCormick			G. A. Seide
Jersey City	Jersey Journal	The Evening Journal Ass'n.	Joseph A. Dear	Joseph A. Dear	Walter M. Dear	Walter M. Dear
Long Branch	Record	F. M. Taylor Pub. Co.	G. P. Wilson		B. B. Newcomb	B. B. Newcomb
Millville	Republican	W. E. Middleton	G. Doyles	W. E. Middleton	W. E. Middleton	M. F. Hankins
Morristown	Record	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson		Norman B. Tomlinson
Newark	Ledger	Lucius T. Russell	Lucius T. Russell	Lucius T. Russell		Lucius T. Russell
	News	Wallace M. Scudder	E. W. Scudder	J. W. Maynard		E. W. Farrell
	Star-Eagle	Newark Star Pub. Co.		J. P. Coakley		H. J. Auth
New Brunswick	Home News	Home News Pub. Co.	Hugh Boyd	Arthur H. Boyd		Arthur H. Boyd
Passaic	Herald	Passaic Herald Co.	E. A. Bristol	Wm McBride	E. A. Bristol	
	News	Passaic Daily News, Inc.	G. M. Hartt			J. T. Barker
Paterson	Call	Call Print. & Pub. Co.	F. A. Friedrich			G. H. Sturr
	News	News Printing Co.	H. B. Haines	H. B. Haines		J. C. Levine
	Chronicle	W. B. Bryant	J. L. Matthews	J. L. Matthews		W. B. Bryant
Perth Amboy	News	Perth Amboy Evening News Co.	J. L. Clavenger	J. L. Clavenger		D. P. Olmstead
Plainfield	Courier-News	Courier News Pub. Co.	M. F. Elderton	C. H. Frost		C. H. Frost
Trenton	State Gazette	State Gazette Pub. Co.	F. R. Dye		Owen Moon, Jr.	C. H. Baker
	Times	Times Co., Inc.	Jas. Kerney	Jas. Kerney		Owen Moon, Jr.
Union Hill	Hudson Dispatch	Thos. F. Martin	Haddon Ivins	Thos. F. Martin		Wm. Rubel
Vineland	Journal	Evening Journal		Geo. C. Ladd		Geo. C. Ladd
Woodbury	Times	Woodbury Daily Times Co.	J. Frank Wilson			J. Frank Wilson

## NEW MEXICO

Albuquerque	Herald	Central Ptg. Co., Inc.	H. B. Hening	H. B. Hening	Thomas Hughes	Thomas Hughes
East Las Vegas	Optic	Optic Publishing Co.	M. M. Padgett	M. M. Padgett		M. M. Padgett
Roswell	News	Harry Jaffa	Will Robinson			Harry Jaffa
	Record	C. E. Mason	C. E. Mason	C. E. Mason	C. E. Mason	C. E. Mason
Santa Fe	New Mexican	Santa Fe New Mexican Pub. Corp.	E. D. Johnson	E. D. Johnson	C. S. Kennedy	C. S. Kennedy

(Continued on Page 42)



Showing the ease with which magazines may be changed on the Model 20 Display Linotype. A complete change of face and body requires less than 30 seconds.

**Note Carefully:**

The illustration above shows four 30-em slugs of 30-point Linotype Bodoni Bold cast on the Model 20 Display Linotype. Aside from greater economy in the production of display composition, consider the savings effected in the handling of slugs instead of movable types. This is an important Model 20 advantage which deserves the thoughtful attention of every newspaper publisher.

**Set Your Display  
in Linotype SLUGS  
Direct from the Keyboard**

Set your display in slugs with the speed and economy of Linotype straight-matter and meet the present-day insistence upon dispatch, labor-saving, and the maintenance of high quality standard. One operator producing display direct from the keyboard of the Model 20 Display Linotype will do the work of at least three good men setting type by hand.

*Without Any Obligation Let us Analyze your Paper and Submit Facts and Figures*

**MERGENTHALER LINOTYPE CO., New York, N. Y.**

CHICAGO: 1100 S. Wabash Ave.

SAN FRANCISCO: 646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

Canadian Linotype Ltd., Toronto

*This Advertisement is Composed Entirely of LINOTYPE Material*

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Page 42

# ONE HUNDRED YEARS

## *For a Full Century HOE*

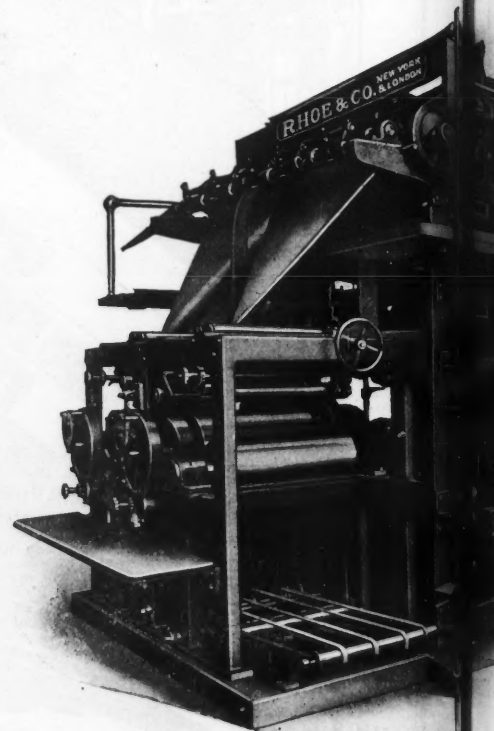
### *Has Been the Hall Mark*

One Hundred Years Ago The House of Hoe Started Building Printing Machinery. *With*  
 Brought Out by R. Hoe & Co. Practically *Every Invention and Improvement*  
*Hoe Initiative, Hoe Ingenuity and Hoe Perseverance.*

#### *Condensed Chronological History of the Newspaper Press*

- 1822—The Smith press—the first hand press in which the toggle-joint principle was employed—designed by R. Hoe & Co.
- 1827—Washington hand press introduced by R. Hoe & Co.
- 1830—First flat-bed and cylinder press ever used in the United States made by R. Hoe & Co.
- 1832—Single-cylinder and double-cylinder hand-fed flat-bed presses first made in the United States by R. Hoe & Co.
- 1845-6—Rotary, type-revolving machines, for newspaper printing, invented by Richard M. Hoe.
- 1856—Ten-cylinder, rotary, type-revolving newspaper machine manufactured by R. Hoe & Co.
- 1861—First successful curved stereotype plate in America, used by the New York Tribune, and made from machinery built by R. Hoe & Co.
- 1871—R. Hoe & Co. brought out first roll-fed continuous-printing rotary press with gathering and delivering cylinder.
- 1874—First four-page-wide newspaper press made by R. Hoe & Co.
- 1875—Rotating blade folding cylinder patented by Stephen D. Tucker of R. Hoe & Co.
- 1876—First newspaper rotary web perfecting press with rapid folding and gathering mechanism exhibited by R. Hoe & Co. at the Centennial Exhibition in Philadelphia.
- 1876—R. Hoe & Co. acquired patents for devices by which webs of paper could be turned over after being printed on one side and the reverse side presented to the printing cylinder.
- 1880—First Rotary magazine web perfecting press printing from curved electrotype plates made by R. Hoe & Co.
- 1880—Tapeless delivery introduced by R. Hoe & Co.
- 1881—R. Hoe & Co. introduced the triangular former folder thus making possible the modern high-speed newspaper press.
- 1882—First supplement-inserting press and first machine with two printing sections at right angles to each other made by R. Hoe & Co.
- 1885—Angle bars for turning webs of paper introduced and patented by R. Hoe & Co.
- 1887—Endless belt automatic paper feed control introduced and patented by R. Hoe & Co.
- 1887—Combination collecting and cutting cylinders invented and patented by R. Hoe & Co.
- 1887—First quadruple (or 32-page) press, with two folders, made by R. Hoe & Co.
- 1888—First three-page-wide press made by R. Hoe & Co.
- 1888—Automatic spring tension device for equalizing strain on paper webs, invented and patented by R. Hoe & Co.
- 1889—First sextuple (or 48-page) press made by R. Hoe & Co.
- 1889—Staggered cylinders introduced and patented by R. Hoe & Co.
- 1889—Transverse collecting introduced by R. Hoe & Co.
- 1891—Rotary wire-stapling mechanism for fast-running presses invented and patented by R. Hoe & Co.
- 1892—First newspaper press with four-roller ink distribution, for fine half-tone printing, made by R. Hoe & Co.
- 1893—First multi-color rotary press made by R. Hoe & Co.
- 1893—Hoe quadruple newspaper press given highest award at the World's Columbian Exposition.

544-546 So. Clark Street, CHICAGO, ILL.



HOE TWENTIETH CENTURY SUPERIOR  
 EQUIPMENT OF A CENTURY

*Equipped with Hoe Patented Invention of Ink*

*Hoe Presses Equipped with Ink Patent Aggregate Over*

**R. HOE**

504-520 Grand Street

109-111 Borough Road



# ARS OF LEADERSHIP

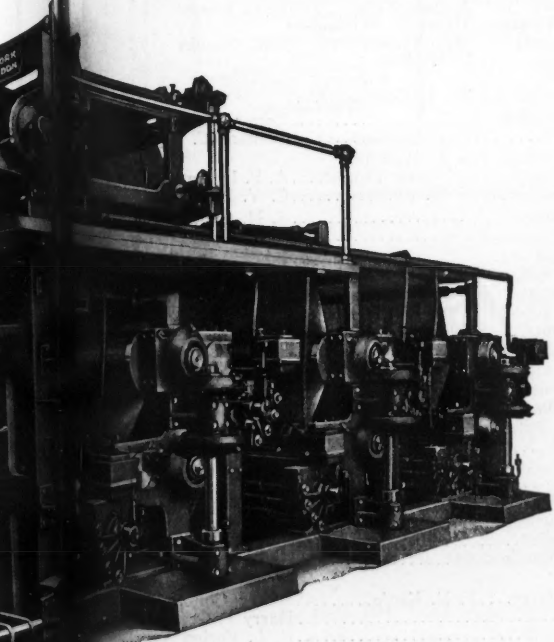
## HOE on a Printing Press

### Mark of Quality and Supremacy

... Then Every Development of Importance in Newspaper and Magazine Presses Has Been  
 ... Improvement That Has Made the Modern Newspaper Press Possible is the Result of  
 ... the Many Newspaper Press of Hoe Mechanism—What is Left?

#### Condensed Chronological History of the Newspaper Press

- 1895—First octuple (or 64-page) newspaper press made by R. Hoe & Co.
- 1895—First combination newspaper and color rotary press made by R. Hoe & Co.
- 1897—Adjustable spring-seated propellers introduced by R. Hoe & Co.
- 1897—First rotary newspaper press five-plates-wide made by R. Hoe & Co.
- 1899—Late news devices introduced by R. Hoe & Co.
- 1899—Reversible cylinder for color printing invented and patented by R. Hoe & Co.
- 1899—V paper brakes, invented and patented by R. Hoe & Co.
- 1900—Central folder design of rotary press, invented and patented by R. Hoe & Co.
- 1900—Adjustable segments for folding cylinders, invented and patented by R. Hoe & Co.
- 1901—First double sextuple (or 96-page) newspaper press brought out by R. Hoe & Co.
- 1902—First double octuple (or 128-page) press brought out by R. Hoe & Co.
- 1902—X-design newspaper press, invented and patented by R. Hoe & Co.
- 1904—Hoe Central folder newspaper press awarded Grand Prize at the Louisiana Purchase Exposition.
- 1905—First adaptation of automatic feeder to a rotary press for associating with the product previously printed covers and insert sheets, made by R. Hoe & Co.
- 1906—Tubular cylinders introduced and patented by R. Hoe & Co.
- 1907—First combination double octuple newspaper and color press, with reversible cylinders and offset rolls, made by R. Hoe & Co.
- 1908—High-speed rotary camless folder perfected by R. Hoe & Co.
- 1908—Safety locking knife box invented and patented by R. Hoe & Co.
- 1908—Automatic self-oiling boxes for high-speed presses introduced by R. Hoe & Co.
- 1912—R. Hoe & Co. perfected and introduced "Simplex" type newspaper press, designed especially for smaller city dailies.
- 1912-1919—R. Hoe & Co. first used independent horizontal nipping roller drive, independent horizontal drive for folding cylinders and independent horizontal drive for delivery fans.
- 1912—First intaglio rotary web press in the United States made by R. Hoe & Co.
- 1914—First Universal-Unit color and black newspaper press built by R. Hoe & Co.
- 1915—Hoe 12-cylinder Universal-Unit combination color and black newspaper press awarded the Grand Prize and Gold Medal of Honor at the Panama-Pacific Exposition.
- 1915—R. Hoe & Co. developed and patented automatic ink pumping mechanism for high speed newspaper presses.
- 1915—"Superspeed" rotary camless folder perfected by R. Hoe & Co.
- 1915—First "Superspeed" rotary newspaper presses equipped with ink pumps, solid steel cylinders with roller bearings, 7-inch form rollers and brakes on cylinders built by R. Hoe & Co.
- 1917-1918—R. Hoe & Co. engaged in the manufacture of gun mounts for the United States Navy.
- 1919—R. Hoe & Co. perfected and introduced improved low-type unit newspaper press with "Superspeed" folding mechanism.
- 1919—Receding margin bars first used and patented by R. Hoe & Co.



... SUPERIOR PRESS—THE MASTER ACHIEVEMENT OF A CENTURY OF ENDEAVOR.

... the Greatest Advance Since the Invention of the Angular Former.

... Already Installed or Now on Order Over Sixteen-page Sections.

# HOE & CO.

20 Grand Street, New York  
 LONDON, S. E., 1, ENG.

7 Water Street, BOSTON, MASS.

## NEW YORK

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Albany	Argus	The Argus Co.	Richard A. Douglas	John H. Griffin		
	Journal	The Journal Co.	Wm. Barnes	Arthur Lucas		Robert B. Waters
	Knickerbocker Press	The Press Co.	Amos D. Moscrif	Z. A. Stegmuller	Lynn J. Arnold, Jr.	Arthur D. Hecox
Amsterdam	Recorder & Democrat	Kline & Kline	W. J. Kline	John E. Willoughby		Gardiner Kline
	Advertiser-Journal	Advertiser-Journal, Inc.	H. J. Fowler	V. J. Callanan	H. J. Fowler	
Auburn	Citizen	Auburn Pub. Co.	Wm. O. Dapping	Wm. O. Dapping	Chas. D. Osborne	Chas. D. Osborne
	Journal	C. H. Grose	Arthur Mathers			E. F. Grose
Ballston Spa	News	R. W. Durant	W. J. Burnham	Charles V. Kihlmire	Geo. C. Curve	E. C. Hoemer, Sr.
	News	G. S. Griswold	A. J. McWain	J. J. Maney		M. R. Miller and L. W. Griswold
Beacon	Herald	Mrs. K. H. Donoghue	C. E. L. Norris	C. E. L. Norris	C. E. L. Norris	C. E. L. Norris
	Journal	Matteawan Journal Co.	M. H. Hoyt	Ferdinand A. Hoyt		Ferdinand A. Hoyt
Binghamton	Press & Leader	Jerome B. Hadsell	F. W. Spaulding	F. W. Spaulding		Ralph E. Bennett
	Sun	Binghamton Pub. Co.	G. H. Lyon			H. G. More
Brooklyn	Citizen	J. F. Frost	Andrew McLean	Solon Barbanell		D. McLean
	Eagle	Herbert F. Gunnison	Arthur M. Howe	Harris M. Crist	Herbert F. Gunnison	Herbert F. Gunnison
	Standard-Union	R. F. R. Huntsman	John A. Halton	Theodore Bosshard	Chas. F. Dodd	Herbert L. Bridgman
	Times	The B'klyn Daily Times, Inc.	John N. Harman	W. M. Oestreicher	John M. Harman	Richard C. Ellsworth
Buffalo	Commercial	Charles A. Finnegan		Harvey W. White	E. J. McCone	Raymond Bissell
	Courier	Wm. J. Conners, Jr.	Wm. J. Conners, Jr.	David S. Taylor		Wm. S. Bennett
	Enquirer	Wm. J. Conners, Jr.	Wm. J. Conners, Jr.	Gerald K. Rudolph		Wm. S. Bennett
	Express	Wm. M. Ramsdell	J. W. Greene	J. W. Greene		L. W. Wilgus
	News	E. H. Butler	E. H. Butler	John D. Wells		
	Times	Norman E. Mack	N. E. Mack	John S. V. Bowen	Thomas M. Clark	
Canandaigua	Messenger	Ontario Press, Inc.	T. C. Bradley	T. C. Bradley		George Armann
Catskill	Mail	M. Edward Silberstein	M. Edw. Silberstein	Gilbert H. Benedict		M. Edw. Silberstein
Cohoes	Dispatch	Counties Pub. Corp.		Frank S. Palmer	John H. Griffin	
	Republican	The Cohoes Republican Co.	Frank V. Kennedy		James J. Wallace	James J. Wallace
Corning	Journal	Corning Journal Pub. Co.	John L. Chatfield			Frank E. Cortright
	Leader	Edwin S. Underhill	John F. Rolfe	John F. Rolfe		
Cortland	Stand. & Homer Repub.	Cortland Standard Ptg. Co.	W. H. Clark	E. D. Blodgett		E. H. Clark
Dansville	Breeze	B. H. Knapp	B. H. Knapp	Florence Curry	J. Dana King	C. E. Knapp
Dunkirk	Observer	Dunkirk Ptg. Co.	Gerald B. Williams	Henry K. Williams	Henry K. Williams	
Elmira	Advertiser	Elmira Adv. Ass'n.	Milo Shanks	Geo. MacKenzie	Milo Shanks	Milo Shanks
	Herald	Elmira Herald Pub. Co.	Thos. Wrigley	Thos. Wrigley	F. W. Ross	
Star-Gazette		Elmira Star-Gazette, Inc.	G. S. Crandall & M. Richardson	W. J. Copeland	W. J. Copeland	
	Journal	J. H. Ridenour	J. H. Ridenour	Percival Mulliken		Lester Parmenter
Flushing	Times	Flushing Daily Times, Inc.	John E. Weier			Bernard C. Eggers
	Times	Gracey & Williams	W. A. Gracey		G. B. Williams	
Geneva	Post-Star		Roy E. Fairman	J. Irving Fowler	A. P. Irving	
	Times		F. O. Bascom	C. V. Furness	C. V. Furness	
Gloversville	Herald	The Morning Herald Co.	Fred B. Carl	Fred B. King		E. H. Cullings
	Leader-Republican	Wm. B. Collins Co.	W. F. Hine	F. L. Rogers		E. H. Mills
Herkimer	Telegram	Edward Small	Edward Small	Edward Small		Edward Small
Hornell	Tribune-Times	The W. H. Greenhow Co.		C. W. Newman		Wm. G. Masterman
Hudson	Register	Record Ptg. & Pub. Co.	Fred J. Cook	John F. Brennan		W. S. Decker
	Republican	Bryan Ptg. Co.	C. Esselstyn		Emory C. Van Loan	
Ithaca	Journal-News	Frank E. Gannett		Harry G. Stutz	John W. Baker	
Jamestown	Journal	Journal Ptg. Co.	Frederick P. Hall	James A. Clary		Henri M. Hall
	Post	Post Pub. Co.	Edward L. Allen	Edward L. Allen		R. K. Beach
Kingston	Freeman	Freeman Pub. Co.	Jay E. Klock	A. W. Hoffman		H. D. Frey
	Leader	The Leader Co.	Thos. J. Comerford	Floyd G. Edinger		
Lackawanna	Journal	Ellis-Joslyn Pub. Co., Inc.	Chas. W. Ellis	Herbert T. Ellis	Spencer C. Ellis	Mary G. Ellis
Little Falls	Times	The Crowley Co.	John Crowley	F. L. Youker		K. F. Crowley
Lockport	Union Sun & Journal	The Union Sun & Journal, Inc.	A. C. Dwyer		E. D. Corson	G. E. Fitzsimmons
Long Island City	Star	L. I. Star Pub. Co.	L. L. Smith			John T. Collins
Malone	Telegram	Redfield, Turner & Callander	Redfield, Turner & Callander		Redfield, Turner & Callander	Redfield, Turner & Callander
	Journal	Medina Daily Journal Pub. Co.	W. John Hinchey	W. John Hinchey		A. L. Waters
Medina	Journal	Medina Daily Journal Pub. Co.	W. John Hinchey	W. John Hinchey		A. L. Waters
	Herald	Thomas Pendell	Thomas Pendell	Thomas Pendell		Thomas Pendell
Middletown	Herald	Thomas Pendell	John D. Stivers	Horace A. MacGowan		Ralph B. Goble
	Times-Press	Stivers Ptg. Co.	John D. Stivers	Horace A. MacGowan		Ralph B. Goble
Mt. Vernon	Argus	F. A. Merriam		M. S. Porter		
Newburgh	News	Newburgh News Ptg. & Pub. Co.	Calvin J. Myers	Calvin J. Myers	F. H. Keefe	Harry Cohen
New Rochelle	Standard	Truman W. Greenslitt				Harry P. Greenslitt
	Star	R. L. Forbes	R. L. Forbes	R. L. Forbes		R. L. Forbes
New York	American	Walter G. Bryan	Bradford Merrill		Hugh Murray	E. L. Clifford
	Call	W'rk'gmen's Cooperative Pub. Ass'n.	C. W. Ervin	C. W. Ervin	C. W. Ervin	L. Bright
	Commercial	Russell R. Whitman	Walter B. Brown	C. R. Barth	D. D. Glassford	
	Globe & Commercial					
	Advertiser	Jason Rogers	H. J. Wright	F. B. Tainter	A. B. Chivers	A. B. Chivers
	Herald	Frank A. Munsey Co.	Josiah K. Ohl	Josiah K. Ohl		
	Daily News	R. R. McCormick & J. M. Patterson	Same	Arthur L. Clarke	W. H. Field	Geo. Utassy
	Journal	J. C. Dayton	Arthur Brisbane	John R. Hastings	J. C. Dayton	J. C. Dayton
	Mail	Paul Block	Henry L. Stoddard	Frederick M. Knowles	Paul Block	Daniel Nicoll
	North Side News	Geo. W. Markey	Geo. W. Markey	I. R. Wolf	J. K. Markey	J. K. Markey
	Post	Edwin F. Gay	Edwin F. Gay	C. MacD. Puckette	Z. L. Potter	Z. L. Potter
	Sun (Morning)	V. H. Polachek	Edward P. Mitchell	Keats Speed		
	Sun (Evening)	V. H. Polachek	W. C. Reick	Thos. Dieuaide		
	Telegram	Frank A. Munsey Co.	Snowdon H. Summers	S. H. Summers		
	Telegraph	Wm. E. Lewis	F. Price	Irving J. Lewis	J. J. Nell	J. J. Nell
Times	Adolph S. Ochs	Chas. R. Miller	C. V. Van Anda	G. McAneny	Louis Wiley	
Tribune	Ogden M. Reid	Ogden M. Reid	G. M. Smith	G. V. Rogers	Howard Davis	
World (Morning)	The Press Pub. Co.	Frank I. Cobb	Chas. M. Lincoln	F. D. White	Don. C. Seitz	
World (Evening)	The Press Pub. Co.	H. S. Pollard	J. H. Tennant	F. D. White	Don. C. Seitz	
Niagara Falls	Gazette	The Niagara Falls Gazette Pub. Co.	N. F. Maddever			A. C. Denel
North Tarrytown	Mt. Pleasant (See Tarrytown)					
No. Tonawanda	News	C. E. Hewitt	E. H. Hewitt	E. H. Hewitt	C. E. Hewitt	
Norwich	Sun	The Norwich Pub. Co., Inc.	P. L. Clark	P. L. Clark		W. H. Clark
Nyack	Journal	Charles Brace	W. E. Williams			Chas. Brace
Ogdensburg	Republican-Journal	Repub. & Journal Co., Inc.	Lynn C. Townsend			A. E. Sousouoy
Olean	Herald	Olean Herald Co., Inc.	W. L. Ostrom	Merle C. Ostrom		W. L. Ostrom & Son
	Times	M. G. Fitzpatrick	J. W. Gould	J. W. Gould	M. G. Fitzpatrick	W. S. Dodson
Oneonta	Star	Otsego Pub. Co.	H. W. Lee	H. W. Lee	H. W. Lee	F. M. H. Jackson
Oswego	Palladium	Palladium Ptg. Co.	Clark Morrison	Clark Morrison		Clark Morrison
	Times	Oswego Times Co.	J. B. Alexander	J. B. Alexander		J. B. Alexander

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Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Peekskill	News	The Evening News Co.	Robert S. Doubleday			Robert S. Doubleday
Plattsburg	Press	Sentinel Pub. Co.	Arthur J. Merrill		Wm. M. Lynch	Wm. M. Lynch
Port Chester	Item	Daily Item Press, Inc.	Thomas J. Blain	Thomas J. Blain		Allan R. Hunter
Port Jervis	Gazette	Gazette Pub. Co.	Daniel F. Cook			Daniel F. Cook
Poughkeepsie	Union	The Tri-States Pub. Co.	Fred R. Salmon		Fred R. Salmon	Fred D. Salmon
	Eagle-News	Platt & Platt, Inc.	Edmund Platt	George W. Davis		Francis W. Platt
Rochester	Star & Enterprise	The Poughkeepsie Pub. Corp.	Arthur A. Parks		Arthur A. Parks	Richard Brown
	Democrat & Chronicle	W. H. Mathews	O. S. Adams	O. S. Adams		W. H. Mathews
	Herald	Rochester Herald Co.	Louis M. Antisdale	Louis M. Antisdale	M. Bruce Potter	M. Bruce Potter
	Post-Express	The Post Exp. Ptg. Co.			Frank B. Mitchell	
	Times-Union & Advertiser	Rochester Times-Union, Inc.	Frank E. Gannett	Roy C. Kates		Erwin R. Davenport
Rome	Sentinel	Rome Sentinel Co., Inc.	A. C. Kessinger	A. R. Kessinger		A. C. Kessinger
Salamanca	Republican Press	B. B. Weber & Son	M. Weber	M. Weber	M. Weber	B. B. Weber
Saratoga Spgs.	Saratogan	John K. Walbridge	W. Howard Moody	W. Howard Moody		John K. Walbridge
	Saratoga Sun	Reginald W. Durant	W. J. Burnham		George C. Aaroe	George C. Aaroe
Saugerties	Post	The Saugerties Tel. Ptg. & Pub. Co.	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel
Schenectady	Gazette	Daily Gazette Co.	Dudley T. Hill			A. N. Liecty
	Union-Star	Schenectady Union Pub. Co.		R. A. Mowers	F. R. Champion	
Staten Island	Advance	Blanchard M. Preble	Edward H. O'Hara			Blanchard M. Preble
Syracuse	Herald	Edward H. O'Hara	Edward H. O'Hara			E. H. O'Hara
	Journal	H. D. Burrill	W. G. Miller	S. B. Whipple		W. H. Burrill
	Post-Standard	I. D. Barnum	W. P. Baker	J. F. Dunn	J. D. Barnum	R. W. Disque
Tarrytown	News	Van Tassel & Odell, Inc.	Wallace Odell			Wallace Odell
Tonawanda	North Tonawanda News	C. E. Hewett	E. H. Hewett	E. H. Hewett	C. E. Hewett	
Troy	Record	The Troy Record Co.	Dwight Marvin		David B. Plum	David B. Plum
	Times	Francis & Anderson	James H. Potts			W. B. Wilson
Utica	Herald-Dispatch	The Utica Sunday Tribune Co.	W. E. Weed	W. E. Weed		Fred H. Wienke
	Observer	E. P. Bailey & Co., Inc.	W. W. Canfield	W. W. Canfield		Thos. F. Clarke
	Press	The Utica Daily Press Co.	George E. Dunham	Hugh Hughes		W. V. Jones
Watertown	Standard	Standard Pub. Co.	George A. Glynn	Phillip Wertz	Geo. A. Glynn	N. R. Bowers
	Times	Chas. H. Congdon	H. B. Johnson			
Wellsville	Reporter	The Reporter Co., Inc.	E. W. & C. M. Barnes	E. W. Barnes		E. W. & C. M. Barnes
White Plains	Reporter	W. Lee Tuller	Walter V. Hogan	Walter V. Hogan	W. Lee Tuller	W. Lee Tuller
Yonkers	Herald	F. E. Xavier	F. E. Xavier	J. A. Brennan	F. E. Xavier	J. A. Brennan
	News	Nepperhan Ptg. & Pub. Co.	R. T. Barrett			Arthur S. Mandin

NORTH CAROLINA

Asheville	Citizen	The Citizen Co.	C. K. Robinson	J. F. Baker		P. M. Burdette
	Times	Asheville Times	W. C. Hendricks	O. L. Jones		H. Sentrees
Charlotte	News	W. C. Dowd	J. S. Miller	W. C. Dowd, Jr.		
	Observer	The Observer Co.	W. H. Harris	J. A. Parkham		A. W. Burch
Concord	Tribune	J. B. Sherrill	J. B. Sherrill	W. M. Sherrill	J. B. Sherrill	J. B. Sherrill
Durham	Herald	The Durham Herald Co., Inc.	W. N. Keener	W. N. Keener	E. T. Rollins	E. T. Rollins
	Sup	W. W. Weaver				H. R. Weaver
Elizabeth City	Advance	Herbert & Jos. Peele	Mr. & Mrs. H. & Jos. Peele	Herbert Peele	Herbert Peele	Herbert Peele
Fayetteville	Observer	Fayetteville Observer Co.		E. J. Hale, Jr.		E. J. Hale, Jr.
Gastonia	Gazette	Gazette Pub. Co.	H. A. Query	J. W. Atkins	E. D. Atkins	
Greensboro	News	Greensboro News Co.	Earle Godbey	A. L. Stockton		E. B. Jeffress
	Record	Parker R. Anderson	P. R. Anderson	C. Waynick		P. R. Anderson
Greenville	News	Greenville Pub. Co.	J. A. Arthur	J. T. Mayo		Mrs. Bessie Clark
	Reflector	D. J. Whichard, Jr.	H. B. Utley	H. B. Utley	D. J. Whichard, Jr.	N. I. Bowling
Hickory	Record	Clay Printing Co.	S. H. Farabee	S. H. Farabee	J. C. Miller	J. C. Miller
High Point	Enterprise	The High Point Enterprise, Inc.			J. P. Rawley	J. P. Rawley
Kinston	Free Press	Kinston Free Press Co.	H. G. Braxton	H. G. Braxton		H. G. Braxton
	News	Kinston Pub. Co.	C. Green	C. Green	C. Green	C. Green
New Bern	New Bernian	Hill Printing Co.	J. B. Dawson	J. B. Dawson		J. B. Dawson
	Sun-Journal	O. G. Dunn	O. G. Dunn	O. G. Dunn	O. G. Dunn	O. G. Dunn
Raleigh	News & Observer	News & Observer Pub. Co.	R. W. Haywood	R. W. Haywood		Josephus Daniels, Jr.
	Times	John A. Park	O. J. Coffin	J. E. Clark		Geo. B. Hellen
Rocky Mount	Telegram	Rocky Mt. Pub. Co.	J. L. Horne Jr.	H. W. Kendall	J. L. Horne, Jr.	P. B. Doah
Salisbury	Post	Post Publishing Co.	J. F. Hurley			J. F. Hurley
Scotland Neck	Commonwealth	The Commonwealth, Inc.	R. G. Shackell	R. G. Shackell		R. G. Shackell
Tarboro	Southerner	Bourne & Cruch	C. V. Farriss		V. H. Cruch	V. H. Cruch
Washington	News	Daily News, Inc.	Carl Goerch			Jas. L. Mayo
Wilmington	Dispatch	Dispatch Pub. Co.	P. R. Anderson	P. R. Anderson		C. E. Efid
	Star	Wilmington Star Co.	T. W. Clawson	Watson Bell		W. S. Bernard
Wilson	Times	J. D. Gold Pub. Co.	John D. Gold	John D. Gold	John D. Gold	Harvey Magette
Winston-Salem	Journal	The Journal Pub. Co.	Santford Martin	C. Scroggs		N. L. Crauford
	Twin City Sentinel	Sentinel Print. & Pub. Co.	H. R. Dwire	H. R. Dwire	Rufus Shaw	Rufus Shaw

NORTH DAKOTA

Bismarck	Tribune	Geo. D. Mann	Geo. D. Mann	Geo. Logan Price	Geo. D. Mann	Geo. D. Mann
Devil's Lake	Journal	Journal Pub. Co.	M. H. Graham		M. H. Graham	M. H. Graham
	World	E. M. Crary	E. M. Crary	E. M. Crary	Harry A. Johnson	Harry A. Johnson
Fargo	Courier-News	The Courier-News, Inc.	R. M. McClintock			G. F. McPherson
	Forum	N. B. Black	J. E. Rockwell	H. D. Paulson		N. B. Black
Grand Forks	American	Grand Forks American	Paul Greer	Paul Greer		R. P. Shwalter
	Herald	Grand Forks Herald Co.	W. P. Davies	W. P. Davies	J. F. Bacon	J. F. Bacon
Jamestown	Alert	Alert Publishing Co.	W. R. Kellogg	W. R. Kellogg		E. N. Quinby
Mandan	Pioneer	Pioneer Pub. Co.	E. A. Tostevin			E. A. Tostevin
New Rockford	Transcript	Transcript Pub. Co.	A. C. Olsen	A. C. Olsen	A. C. Olsen	A. C. Olsen
Valley City	Times-Record	P. R. Trubshaw	P. R. Trubshaw	P. R. Trubshaw		P. R. Trubshaw

OHIO

Akron	Beacon Journal	C. L. Knight	Hugh Allen	Hugh Allen		I. H. Barry
	Press	Scripps Pub. Co.	M. L. Felber	H. B. Kerr		R. A. Huber
	Times	Akron Times Pub. Co.	W. Kee Maxwell	W. Kee Maxwell		Ross F. Walker
Alliance	Review & Leader	Review Publishing Co.	R. H. Evans	F. A. Hoiles		E. C. Jenkins
Ashland	Times-Gazette	Ashland Printing Co.	W. A. Duff		F. R. Beer	F. R. Beer
Ashtabula	Star & Beacon	Ashtabula Printing Co.	J. J. Mundy	G. H. Leggett		Mrs. J. J. Parshall
Athens	Messenger	Athens Mess'g'r & Herald Ptg. Co.	F. W. Bush	F. W. Bush	C. H. Harris	F. M. McKay

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The following extract from the General Federation Magazine for December — The Official Organ of the Woman's Federation of Clubs — indicates the compelling interest and growing intelligence of women in national affairs:

"There are over 2,000,000 club women in the United States. We have had a generation of training in civic consciousness and organized work, and now we are getting the weapon of political power. Club work takes on the aspect of a sacred obligation to train ourselves and our community to wise citizenship. Remember that no community is so remote and no club so small that it is outside of this obligation."

With this determination to KNOW expressed by women throughout the country, it is very evident that daily reports of the proceedings in Chicago and San Francisco by a Woman of Dorothy Dix's popularity and ability will be read with intense interest — by women because Dorothy Dix will voice their point of view, by men because she clarifies the New Power in Politics that can not be ignored.

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Bellefontaine	Examiner	H. K. Hubbard & Co.	H. K. & M. J. Hubbard	H. K. & M. J. Hubbard	F. G. McCracken	F. G. McCracken
	Index-Republican	Index-Republican Co.	Le Roy Blessing	Le Roy Blessing	Frank Nowell	Frank Nowell
Bellevue	Gazette	Gazette Pub. Co.	A. C. Callaghan	A. C. Callaghan	M. J. Callaghan	A. C. Callaghan
Bowling Green	Sentinel-Tribune	The Sentinel Co.	S. A. Canary			Alfred Haswell
Bucyrus	Forum	Bucyrus Pub. Co.		L. M. Smith		L. M. Smith
	Telegraph	Hopley Print. Co.	J. E. Hopley			J. R. Hopley
Cambridge	Jeffersonian	The Jeffersonian Co.	H. W. Amos	H. W. Amos	T. E. Amos	
Canton	News	C. W. Ufford	J. H. Reed		C. W. Ufford	
	Repository	Geo. B. Frease	Geo. B. Frease	J. S. Wilhelm		Geo. B. Frease
Celina	Standard	F. A. Snyder	F. A. Snyder	F. A. Snyder		F. A. Snyder
Chillicothe	News-Advertiser	The News Advertiser Co.	H. H. Bennett	J. K. Hunter		O. O. Overly
	Scioto Gazette	Scioto Gazette Co., Inc.	E. S. Wenis	G. W. C. Perry		
Cincinnati	Commercial Tribune	Harry W. Brown	W. Mountfortt		Harry W. Brown	J. W. Brown
	Enquirer	Est. Jno. R. McLean	W. F. Wiley	H. M. Potter	W. F. Wiley	
	Post	Post Publishing Co.	F. W. Rostock	E. P. Fries		Maurice Levy
	Times-Star	Chas. P. Taft	Hulbert Taft	J. Garretson		C. H. Motz
Circleville	Union-Herald	C. C. Chappellear	C. C. Chappellear	C. C. Chappellear	C. C. Chappellear	C. C. Chappellear
Cleveland	News	D. R. Hanna		T. A. Robertson	G. T. Moran	
	Plain Dealer	Plain Dealer Pub. Co.		E. C. Hopwood	E. H. Baker	J. S. McCarrons
	Press	Scripps Pub. Co.	Victor Morgan	F. J. Ryan		B. Brewer
Columbus	Citizen	Citizen Pub. Co.	E. E. Cook	R. H. Jones		Chas. F. Fischer
	Dispatch	Dispatch Print. Co.	A. C. Johnson, Sr.			G. E. Fowler
	Ohio State Journal	Ohio State Journal Co.	E. S. Wilson	R. O. Ryder		W. H. Ribble
Conneaut	News-Herald	Conneaut Print. Co.	W. E. Putnam	C. E. McManus		W. E. Putnam
Coshocton	Tribune & Times-Age	The Tribune Co.	F. S. Wallace			F. S. Wallace
Dayton	Herald	Herald Pub. Co.	E. G. Burkam	H. H. Haberer		F. D. McDonald
	Journal	Dayton Journal Co.	E. G. Burkam	C. B. Greene		F. D. McDonald
	News	James M. Cox	H. Egbert	D. E. Kumler		O. Harrington
Defiance	Crescent-News	Crescent Print. Co.	L. V. Tuttle	L. O. Tustison		L. O. Tustison
	Express	W. D. Trumbull	W. D. Trumbull	W. D. Trumbull		W. D. Trumbull
Delaware	Gazette	H. C. Thomson	H. C. Thomson	W. D. Thomson		W. D. Thomson
	Journal-Herald	Journal-Herald Pub. Co.	J. D. Knowles	J. D. Knowles		J. D. Knowles
Delphos	Herald	Delphos Print. & Pub. Co.	A. J. Laudick		L. C. Laudick	L. C. Laudick
Dennison	Paragraph	The Paragraph Pub. Co.	G. C. Haverstack			G. C. Haverstack
East Liverpool	Review	East Liverpool Pub. Co.			L. H. Brush	T. S. Brush
	Tribune	East Liverpool Pub. Co.	F. R. O'Hanlon	L. H. Brush		T. S. Brush
East Palestine	Leader	C. L. Merwin	C. J. Wilkinson	C. J. Wilkinson		H. C. Queen
Elyria	Chronicle-Telegram	The Lorain Co. Ptg. & Pub. Co.		J. F. Burke		H. W. Brown
Findlay	Courier	Findlay Courier Co.	H. W. Brown		H. W. Brown	H. W. Brown
	Republican	Findlay Pub. Co.	I. N. Heminger	A. F. Hardman	I. N. Heminger	I. N. Heminger
Fostoria	Review	F. M. Hopkins	F. M. Hopkins			
	Times	Roscoe Carle	J. W. Lockhart	I. H. Williams	I. H. Williams	I. H. Williams
Fremont	Messenger	The Fremont Ptg. Co.				T. A. Dean
	News	Wrigley Bros. Ptg. Co.	M. H. Wrigley	G. A. Hoot		J. B. Wrigley
Galion	Inquirer	Inquirer Ptg. Co.	C. F. Eise	W. V. Goshorn		I. C. Guinther
Gallipolis	Tribune	W. G. Sibley	W. G. Sibley	W. G. Sibley		W. G. Sibley
Geneva	Free Press-Times	Gen'l Catalog Co.	Mrs. J. J. Parshall	R. H. Gee		
Greenville	Advocate	W. A. Browne, Sr.	W. A. Browne, Sr.	W. A. Browne, Sr.	W. A. Browne, Sr.	W. A. Browne, Sr.
	Tribune	J. M. Light	J. M. Light	J. M. Light		J. M. Light
Hamilton	Journal	Homer Gard	C. A. Leiter	Homer Gard		L. R. Hensley & G. E. Holdefer
	News	W. L. Tobey	W. L. Tobey	G. H. Hahn	W. L. Tobey	H. C. Kramer
Irononton	Ironontonian	Ironontonian Pub. Co.	H. M. Paul	H. M. Paul	H. C. Gorman	J. C. Gorman
	Register	Felton Moore	J. B. Corns	F. Moore		F. Moore
Kenton	Democrat	Kenton Democrat Ptg. Co.	C. E. Flanagan	C. E. Flanagan		C. E. Flanagan
	News-Republican	Kenton Republican Co.	E. E. Rutledge	E. E. Rutledge		E. E. Rutledge
Lancaster	Eagle	Eagle Printing Co.	E. Wetzler	E. Wetzler		E. Wetzler
	Gazette	Gazette Printing Co.	C. J. Beach	C. J. Beach		C. J. Beach
Lima	News	Lima News Pub. Co.	E. R. Leach	L. S. Galvin		L. S. Galvin
	Republican-Gazette	Repub. Gazette Co.	W. A. Campbell	D. D. Campbell		
	Times-Democrat	W. J. Galvin	J. W. Fisher			W. J. Galvin
Lisbon	Journal	Buckeye Pub. Co.	D. H. Frew	D. H. Frew		W. A. Frew
Lorain	Times-Herald	R. C. Hoiles	E. L. Bowman			R. C. Hoiles
Mansfield	News	News Printing Co.	E. S. Hiestand			E. B. Cappeller
Marietta	Journal	Marietta Pub. Co.	L. N. Harness	L. N. Harness	C. A. Harness	C. A. Harness
	Register-Leader	Register Leader Co.	T. O'Donnell	Ino. Kaiser		Ino. Kaiser
	Times	The Times Co.	F. B. McKinney	F. B. McKinney		W. P. McKinney
Marion	Star	Harding Pub. Co.	W. G. Harding	G. H. Van Fleet		W. G. Harding
	Tribune	Marion Tribune Pub. Co.	Brooks Fletcher	Brooks Fletcher	L. L. Lamborn	L. L. Lamborn
Martin's Ferry	Times	Sedgwick Ptg. Co.	A. L. & I. B. Sedgwick			A. L. & I. B. Sedgwick
Marysville	Tribune	J. H. Shearer	J. H. Shearer	J. H. Shearer		J. H. Shearer
Massillon	Independent	The Independent Co.	B. V. R. Skinner	C. E. Chidester		J. J. Bernstein
Middletown	Journal	Naegle-Auer Ptg. Co.	F. B. Pauly	F. B. Pauly		F. B. Pauly
	News Signal	Middletown News Ptg. Co.	J. Q. Baker	Paul Banker		E. R. Shafor
Mount Vernon	Banner	S. J. Dorgan	R. B. Armstrong	R. B. Armstrong	S. J. Dorgan	S. J. Dorgan
	Republican-News	Republican Pub. Co.	C. C. Jams	C. C. Jams		L. A. Culbertson
Newark	Advocate	Advocate Ptg. Co.	C. H. Spencer	F. A. Woolson	C. H. Spencer	C. H. Spencer
	American-Tribune	Newark News Ptg. & Pub. Co.	C. L. H. Long		F. S. Neighbor	
New Philadelphia	Times	Democrat Pub. Co.	I. E. Hurst	I. E. Hurst		J. E. Hurst
Norwalk	Reflector-Herald	R. C. Snyder	R. C. Snyder	R. C. Snyder		R. C. Snyder
Painesville	Telegraph	Telegraph-Republican Co.	W. C. Kegel	W. C. Kegel		W. C. Kegel
Piqua	Call	Piqua Press Pub. Co.	M. C. Speidel	G. A. Thompson		M. C. Speidel
	Press-Dispatch	Piqua Press Pub. Co.	D. L. Matchette	D. L. Matchette		D. L. Matchette
Pomeroy	News	Ralston Russell	S. Martin	Ralston Russell		Russell & Martin
Portsmouth	Times	H. E. Taylor & V. Harold	Taylor & Harold	G. M. Taylor		J. W. Gableman
St. Mary's	Leader	Leader Ptg. Co.	J. L. Sullivan	J. L. Sullivan		J. L. Sullivan
Salem	News	The Salem Pub. Co.	C. L. Smith	L. H. Brush	L. H. Brush	N. C. Cowan
Sandusky	Register	The Register Publishing Co.	E. H. Mack	Farl Wolrath		Ino. D. Mack
	Star-Journal	The Alvord & Peters Co.	R. M. Struble	R. M. Struble	R. M. Struble	J. E. Alvord
Shelby	Globe	Stambaugh & Stambaugh	R. L. Castor			J. C. Stambaugh
	News	The Sidney Ptg. & Pub. Co.	H. A. Amos	E. C. Amos	W. T. Amos	W. T. Amos
Springfield	News	G. S. Thurtle	H. Egbert	E. Morris	G. S. Thurtle	
	Sun	Sun Pub. Co.	H. F. Busey		G. V. Sheridan	L. W. Harrison
Steubenville	Gazette	Steubenville Gazette Co.	J. W. Burchinal	R. S. Miller	J. F. Nolan	Chas. Dee
	Herald-Star	Herald Ptg. Co.	C. D. Simeral	C. D. Simeral		C. D. Simeral
Tiffin	Advertiser	Advertiser Co.	U. S. Abbott			E. T. Rodgers
	Tribune-Herald	O. T. Locke & Son	Jno. P. Locke	Jno. P. Locke		J. P. Locke



# THE ATLANTA CONSTITUTION

DAILY. SUNDAY. TRI-WEEKLY.

ATLANTA, January 12, 1920.

Mr. B. Wood,  
Wood Flong Corporation,  
New York City.

Dear Mr. Wood:

The Constitution was the first Georgia newspaper to adopt the dry mat system, and after having used it for nearly a year and a half my only regret is that we did not put it in years ago.

Coincident with the adoption of dry mats we changed our column width measurement to a 12-em basis, thus enabling the Constitution to print an 8-column paper on a 68 inch roll, whereas, heretofore it took a 67 inch roll to print a 7-column paper.

By adding one inch to the roll we were enabled by the use of dry mats to get another column to the page.

Our saving in white paper, with that growing out of other economies incident to the change, netted the Constitution something like \$50,000 for the year 1919.

And, in addition to this benefit of the dry mat system, the general appearance of the paper has been greatly improved.

With best wishes, I am

Sincerely yours,

*Clark Howell*

The Atlanta Constitution, in all of its editions, uses more white paper than any newspaper in the South Atlantic or Gulf States. To the \$50,000, saved in 1919, should be added a considerable saving in freight, postage, etc.

By so cleverly taking advantage of the innumerable economies of the Wood Dry Mat in changing its size, in accelerating production and in bettering printing for its advertisers and readers, The Atlanta Constitution, has given the newspaper profession a new mark to shoot at.

WOOD FLONG CORPORATION

25 MADISON AVENUE

NEW YORK

# 1920 • ATLAS

## A Press Federation System

BETWEEN

## THE FRENCH WORLD AND AMERICA

Through its publications and newspaper service, the ATLAS-PRESS has brought home to the American business world the true significance of the French field, which consists of more than 7,000 newspapers scattered through the French World.

### The "Greater France" World Field

By speaking of the French field we mean a good deal more than just France; it includes the following countries where French is mainly spoken: Belgium, Luxembourg and Switzerland in Europe; Egypt and Tunis, Algeria and Morocco in North Africa; Asia Minor and Canada. This means 60,000,000 French-speaking people.

In addition must be added the French colonial Dominions in Africa, India, Asia, Oceania and America. This represents a population of 60,000,000 natives, living on a figurative territory as wide as the North American continent.

### The Atlas-Press Bureaus

In this huge French World field, the ATLAS-PRESS is recognized as the leading medium. By 1915, despite the restrictions of cabling, mailing and censorship, the ATLAS-PRESS had obtained a large circulation and was preparing to link itself with the American press field. The American Ambassador to France in a letter warmly commended this idea. In 1917 the first American Press Bureau started the connection in Paris, and a year later the French Press Bureau was established in New York.

### The Atlas-Press Services

The ATLAS-PRESS news services, through the connected French-American Press Bureaus, is furnishing news of interest to the American press. It endeavors to promote closer trade relations through the presentation of essential information about reconstruction opportunities in both countries. The news is handled by both American and French editors and is accurately prepared for American papers.

### The 1920 Extension Program

The ATLAS-PRESS will publish in 1920 a "Greater France" Special Number now under preparation with a circulation of over 10,000 copies.

Another publication, the American Press Book, will be issued in French, outlining the possibilities of the American field.

Three new ATLAS-PRESS Bureaus are to be organized for providing the French-American services with special information from Northern Europe, Latin America and Japan. This program will be developed within the year 1920.



# THE PRESS

# 1912

## A World Reconstruction Service

DISTRIBUTED BY

The American Press Bureau  
In France

The French Press Bureau  
In America

The AMERICAN PRESS BUREAU was started in 1917 for the entry of the United States into the World War. Since then it has gradually increased its activities and is now supplying American newspapers with a regular European news service.

Through its New York office newspapers are furnished with weekly news sheets, Paris topical letters, fashion articles with mats and photographs. In addition to the above, special articles and translations are supplied upon request.

To business houses and manufacturers the FRENCH PRESS BUREAU offers its services for obtaining first hand financial and economical information and preparing advertising campaigns in the French Press.

The AMERICAN PRESS BUREAU (Paris) is under the management of:

- EDWARD SHULER, Managing Editor
- J. BLOTTIERE, Paris Service Assistant
- J. M. CHUZIN, Country Service Assistant
- EM. CENTORE, Adv. and Feature Dept.

The FRENCH PRESS BUREAU of New York is located in the World Building situated in the heart of the newspaper district. Since its creation in 1918 it has served American newspapers and has been warmly welcomed by them as a whole. The FRENCH PRESS BUREAU is starting the reconstruction year with many new features. It has already provided news stories, special articles, financial and economical reports, translations, etc., to the newspapers, among them are:

- |                             |                                 |
|-----------------------------|---------------------------------|
| The New York Sun            | The American Red Cross          |
| The New York American       | The Columbia University         |
| The N. Y. Journal           | The Committee on Public Inform. |
| The Universal Service       | The Fourth Estate               |
| The Inter. News Service     | The Wall Street Journal         |
| The United Press            | The Editor and Publisher        |
| The Amer. Review of Reviews | The Lee Syndicate               |
| The Atlantic Monthly        | The Italian Mission in U. S.    |
| The Living Age              | The Chicago Tribune             |

The FRENCH PRESS BUREAU (New York) is under the management of:

- PAYSON H. RYAN, Managing Editor
- CHARLES A. MILLINGTON, Special Correspondent
- LEO S. DAVIS, Washington Representative
- IRVING S. MOSKOWITZ, Advtg. Dept. Secretary

From 1917 to 1919, the special French-American War Service has supplied with American news throughout French Radio and cables, the 500 French leading newspapers, including all the big organs of the Paris press.

The same service has been reciprocated with French and European news to several hundred American leading newspapers by way of the United Press and International News, this reciprocated service reaching in both countries several millions of readers.

### Leading Opinions on Records and Activities of the First French - American Press Organization IN UNITED STATES

**"YOUR GOOD WORK IN THIS COUNTRY** (United Press) "I wish to congratulate you on your good work in this country. I presume it is not necessary for me to assure you that the United Press will be glad to co-operate with you in any possible way calculated to strengthen the existing bonds between the United States and France.—ROY W. HOWARD, *President*.

**WONDERFUL RESULTS** (Editor & Publisher) "May I not add my word of commendation and congratulation upon the wonderful results you have succeeded in achieving for the French Press Bureau? You have been eternally active, increasingly alert and very keen to grasp present day trends and tendencies in the great profession we all love.—JAMES W. BROWN, *President*.

**NEW HARMONY OF OPINION** (Reviews of Reviews) "New harmony of thought and opinion and the eradication of petty national grievances among the English-speaking peoples is being rapidly fostered with the hope of closer comity between all nations, and already the French Press Bureau has sprung into being for the exchange of social, political and economic news between America and France.—ALBERT SHAW, *Editor*.

**A GREAT MORAL VALUE** (N. Y. Evening Post) "I am sure that the plan has not only a great moral value but presents a sound business opportunity as well. Nothing that I can think of would do more to help relations between France and United States.—G. VILLARD.

**WAR VALUABLE SERVICE** (International News Service) "I do know of your high capability and I learn from my associates of the valuable service you have rendered during the war period.—MARLEN E. PEW, *Editor and Manager*.

**INTERESTING ENTERPRISE** (N. Y. American and Journal) "We are much interested in your work, as we know your fine capabilities, and we are much interested in your enterprise.—BRADFORD MERRILL, *Vice-President*.

**A MASTERLY WORK** (American Red Cross) "I do appreciate what lengths you went to give the Red Cross a masterly work with the translation of the Red Cross in Belgium official report.—J. W. LEE, *Deputy Commissioner for Belgium*.

that is shakes my convictions as no one else has, and I devour all such articles as is one of the most powerful that I have read. Not that I agree with it; yet I confess  
**THE ORGANIZATION OF PEACE** (Columbia University) "This article appearing here or in Europe.—RAYMOND WEEKS, *Language Department Director*.

**FOR THE NATIONS OF THE WORLD** (The Fourth Estate) "We believe it is with efforts of this sort in organization like yours, that the nations of the world will come to know each other better.—EDWIN G. HEATH, *Managing Editor*.

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Toledo	Blade	Toledo Blade Co.	Robinson Locke	W. F. Hedrick	H. S. Talmadge	H. S. Talmadge
	News-Bee	Toledo Newspaper Co.	N. D. Cochran	F. M. Heller	W. G. Chandler	W. G. Chandler
	Times	Toledo Times Pub. Co.	Jno. D. Dun		R. C. Patterson	R. C. Patterson
Toronto	Tribune	H. P. Boyer	H. P. Boyer	H. P. Boyer	H. P. Boyer	H. P. Boyer
Troy	News	Miami Union Pub. Co.	H. A. Pauly	H. A. Pauly	A. C. McClung	A. C. McClung
Uhrichsville	Chronicle	W. H. Stoutt	W. H. Stoutt	W. H. Stoutt	W. H. Stoutt	W. H. Stoutt
Upper Sandusky	Chief	The Daily Chief Co.	C. U. Read	C. U. Read	C. U. Read	C. U. Read
	Union	Wyandot Union Pub. Co.	L. M. Newcomer	L. M. Newcomer		
Urbana	Citizen	Urbana News Co.	L. C. Hovey	L. C. Hovey	F. C. Gaumer	F. C. Gaumer
	Democrat	Gaumer Pub. Co.	E. H. Huelinger	F. C. Gaumer	F. C. Gaumer	F. C. Gaumer
Van Wert	Times	Times Ptg. Co.		John H. Collins	F. G. Owens	F. G. Owens
Wapakoneta	News	Democrat Ptg. Co.	J. W. Fisher	J. W. Fisher	A. E. Schaffer	A. E. Schaffer
Warren	Chronicle	Wm. Ritezel & Co.	F. M. Ritezel	F. M. Ritezel	Florence Van Gorder	Florence Van Gorder
	Tribune	The Tribune Co.	T. H. Deming	T. H. Deming	Z. H. Deming	Z. H. Deming
Washington C. H.	Herald	Herald Pub. Co.	Jas. H. Harper	J. H. Harper	Earl McCoy	Earl McCoy
Wilmington	News-Journal	Journal Republican Co.	Thurman Miller	T. Miller	T. Miller, C.C. Martin	T. Miller, C.C. Martin
Wooster	Republican & News		E. H. Hauenstein	A. R. Williams	Albert Dix	Albert Dix
Xenia	Gazette	The Chew Pub. Co.	J. P. Chew	E. S. Myers	J. A. Chew	J. A. Chew
	Republican	The Chew Pub. Co.	J. P. Chew	E. S. Myers	J. A. Chew	J. A. Chew
Youngstown	Telegram	S. G. McClure	S. G. McClure	R. T. F. Harding		
	Vindicator	Vindicator Ptg. Co.	F. A. Douglas	W. F. Maag, Jr.	W. F. Maag, Jr.	W. F. Maag, Jr.
Zanesville	Times-Recorder	Times Recorder Co.	W. O. Littick	C. E. Granger	W. O. Littick	W. O. Littick

OKLAHOMA

Ada	News	News Pub. & Ptg. Co.	Marvin Brown		W. D. Little	W. D. Little
Alva	Review-Courier	L. A. Wilhite	L. A. Wilhite	L. A. Wilhite	L. E. Wilhite	L. E. Wilhite
Ardmore	Ardmoreite	Ardmoreite Pub. Co.	Bert Love	Geo. H. Wyatt	Jno. F. Easley	P. A. Reison
Bartlesville	Enterprise	Bartlesville Pub. Co.	J. S. Leach	J. S. Leach	J. S. Leach	J. S. Leach
	Examiner	Examiner Co.	N. D. Wetly		N. D. Wetly	N. D. Wetly
Blackwell	News	J. M. Eisiminger	J. M. Eisiminger		J. M. Eisiminger	J. M. Eisiminger
	Tribune	Blackwell Pub. Co.	J. R. Jones		J. R. Jones	J. R. Jones
Chickasha	Express	G. H. Evans	G. H. Evans	J. E. Pool	G. H. Evans	G. H. Evans
Claremore	Progress	A. L. Kates	W. C. Kates	W. C. Kates	G. B. Brewer	G. B. Brewer
Collinsville	News	Wright & Son	W. L. Wright		C. H. Wright	C. H. Wright
Cushing	News	G. H. Bennett				
Durant	Democrat	Archibald & Story	R. F. Story	R. F. Story	G. W. Archibald	G. W. Archibald
El Reno	Democrat	T. W. & J. R. Maher and W. A. & Tom Hennessy	T. W. Maher	T. W. Maher	J. R. Maher	J. R. Maher
Enid	Eagle	Eagle Ptg. & Pub. Co.	W. M. Taylor		W. M. Taylor	W. M. Taylor
	News	The News Pub. Co. of Enid	R. G. Grassfield	R. G. Grassfield	Grassfield & Dunlap	Grassfield & Dunlap
Frederick	Leader	J. L. Newland	J. L. Newland	N. H. Lingenfelter	J. A. B. Dilworth	J. A. B. Dilworth
Guthrie	Leader	L. G. Niblack	L. G. Niblack	H. E. Darwin	L. G. Niblack	L. G. Niblack
Hobart	Democrat-Chief	Democrat-Chief Pub. Co.	J. M. Roul and Theo. Lauman	J. M. Roul and Theo. Lauman	J. M. Roul and Theo. Lauman	J. M. Roul and Theo. Lauman
	Republican	Hobart Republican Ptg. Co.	J. M. Pate	J. M. Pate	E. W. Pate	E. W. Pate
Hugo	News	Husonian Pub. Co., Inc.	L. J. Penney		L. J. Penney	L. J. Penney
Idabel	News	W. K. Barrett	W. K. Barrett	W. K. Barrett	W. K. Barrett	W. K. Barrett
Kingfisher	Free Press		Ed. Ingram			
Lawton	Times	S. Hardy	S. Hardy	L. G. Hardy	L. G. Hardy	L. G. Hardy
	Constitution	Constitution Co.	Fred B. Shepler	Fred Shepler	Fred Shepler	Fred Shepler
	News	News-Republican Co.	Jas. F. Willetts		W. H. Hanley	W. H. Hanley
McAlester	News-Capital	News-Capital Co.	L. B. Myers		Fred G. Cowles	Fred G. Cowles
Miami	Miami Distriet News	J. A. Lloyd	R. Graham			
	Record-Herald	E. P. Martin	G. T. Trail		E. P. Martin	E. P. Martin
Muskogee	Phoenix	Tams Bixby	Tams Bixby	E. K. Bixby	Joel H. Bixby	Joel H. Bixby
	Times-Democrat	Oklahoma Press Pub. Co.	C. A. Looney	B. A. Bridgewater	C. A. Looney	C. A. Looney
Newkirk	Eagle	James Herbig	James Herbig			
	Reporter	Hamlin Bros.	Jas. E. Hamlin	Jas. E. Hamlin	Jas. E. Hamlin	Jas. E. Hamlin
Norman	Transcript	Transcript-Enterprise Pub. Co.	R. H. Parham	J. J. Burke	J. J. Burke	R. H. Parham
Oklahoma City	Oklahoma News	Oklahoma News Co.	G. B. Parker	W. F. Bickford	M. G. Chambers	M. G. Chambers
	Oklahoman	Oklahoma Pub. Co.	E. K. Gaylord	W. M. Harrison	E. K. Gaylord	C. W. Boggs
	Times	Oklahoma Pub. Co.	E. K. Gaylord	W. M. Harrison	E. K. Gaylord	C. W. Boggs
Okmulgee	Democrat	Democrat Pub. Co.	G. G. Martin	G. G. Martin	F. E. Lenicke	F. E. Lenicke
	Times	Times Pub. Co.	Sanford C. Cox	Sanford C. Cox	Sanford C. Cox	Sanford C. Cox
Pawhuska	Capital	Richard Elam			J. F. Elam	J. F. Elam
Perry	Sentinel					
Ponca City	News	Richard M. Elam	C. E. Muchmore	C. E. Muchmore	C. E. Muchmore	Kenneth C. Willis
Sapulpa	American	J. D. Flynn	J. D. Flynn		Arthur M. Croke	Arthur M. Croke
	Herald	John W. Young		John H. Booker		M. T. Hubbard
Shamrock	Bulletin	J. Wiley Smith	J. Wiley Smith	J. Wiley Smith	J. Wiley Smith	J. Wiley Smith
Shawnee	News	H. G. Spaulding	H. G. Spaulding	H. G. Spaulding	H. T. Nisbett	H. T. Nisbett
Stillwater	Press	J. P. Hinkel	E. H. Brown	E. H. Brown	J. P. Hinkel	J. P. Hinkel
Tulsa	Democrat	Democrat Ptg. Co.	Vernon L. Smith	Vernon L. Smith	C. F. Colvin	C. F. Colvin
	Tribune	Richard Lloyd Jones	Richard Lloyd Jones	Vernon L. Smith	T. F. McPherson	T. F. McPherson
	World	Eugene Lorton	T. A. Latta	Otis Lorton	F. O. Larson	F. O. Larson
Vinita	Journal	W. F. Allen	W. F. Allen	W. F. Allen	W. F. Allen	W. F. Allen

OREGON

Albany	Democrat	Jackson & Cronise	R. R. Cronise	R. R. Cronise	R. R. Cronise	R. R. Cronise
	Herald	E. M. Reagan	E. M. Reagan	E. M. Reagan	E. M. Reagan	E. M. Reagan
Ashland	Tidings	Ashland Ptg. Co.	Bert R. Greer	Bert R. Greer	Bert R. Greer	Bert R. Greer
Astoria	Astorian	J. S. Dellinger Co.	J. S. Dellinger	J. S. Dellinger	J. S. Dellinger	W. F. Mannix
	Budget	Astoria Budget Pub. Co.	M. R. Chessman		L. D. Drake	L. D. Drake
Baker	Democrat	Bowen-Small Pub. Co.	I. B. Bowen, Sr.	I. B. Bowen, Sr.	Will H. Evans	Will H. Evans
	Herald	Baker Herald Pub. Co.	A. E. Tunncliffe		J. T. Beamish	J. T. Beamish
Bend	Bulletin	The Bend Bulletin	Robt. W. Sawyer	Robt. W. Sawyer	F. A. Woelfleu	F. A. Woelfleu
Corvallis	Gazette-Times	Ingalls, Springer & Moore	C. E. Ingalls		C. L. Springer	C. L. Springer
Eugene	Guard	Guard Ptg. Co.	Chas. H. Fisher		J. E. Shelton	J. E. Shelton
	Register	Register Pub. Co.	Frank Jenkins		Frank Jenkins	E. R. Gilstrap
Grant's Pass	Courier	A. E. Voorhies	Wilford Allen	A. E. Voorhies	A. E. Voorhies	A. E. Voorhies
Klamath Falls	Herald	Herald Pub. Co.	E. J. Murray	E. J. Murray	F. J. Murray	R. M. Murray
La Grande	Observer	Bruce Dennis	Bruce Dennis	Bruce Dennis	Bruce Dennis	Bruce Dennis
Marshfield	Coos Bay Times	M. C. Maloney	M. C. Maloney	D. E. Maloney	M. C. Maloney	D. E. Maloney
	Record	Record Pub. Co., Inc.	A. R. O'Brien	A. R. O'Brien	A. R. O'Brien	A. R. O'Brien

*Before the War*  
*During the War*  
*After the War*

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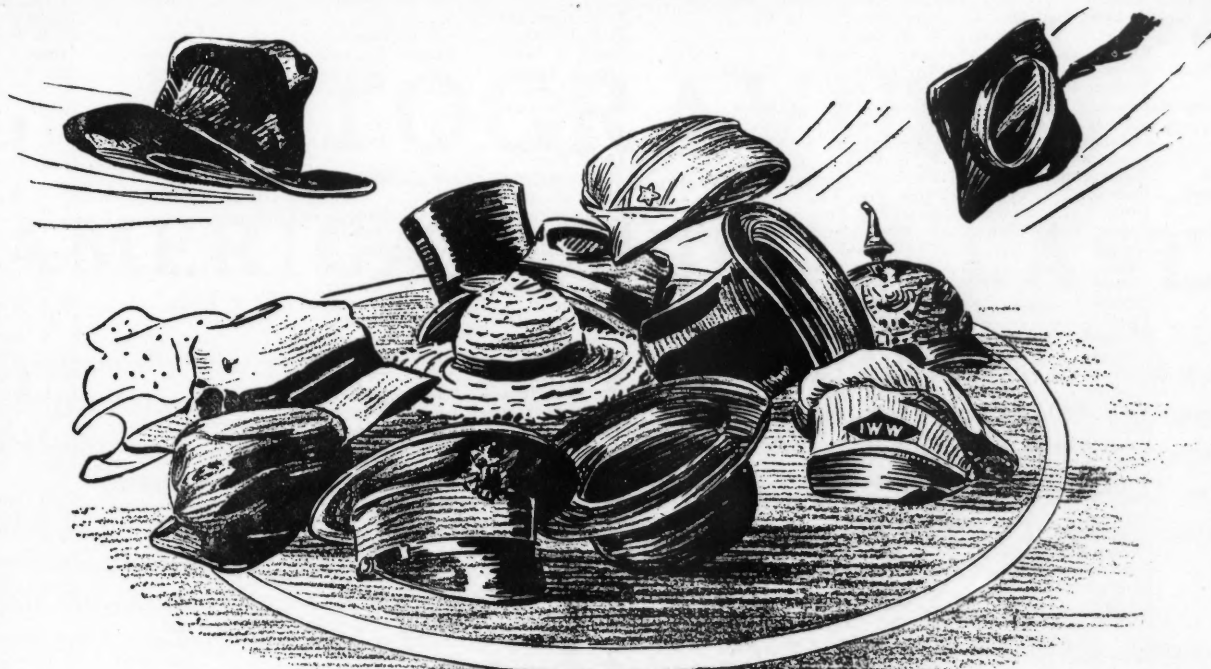
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**373 FOURTH AVENUE, NEW YORK CITY**

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Medford	Mail-Tribune	Medford Ptg. Co.	R. W. Ruhl	R. W. Ruhl	S. S. Smith	S. S. Smith
Oregon City	Enterprise	E. E. Brodie	E. E. Brodie	E. E. Brodie	E. E. Brodie	E. E. Brodie
Pendleton	East Oregonian	East Oregonian Pub. Co.	E. B. Aldrich	E. B. Aldrich	E. B. Aldrich	F. W. Lampkin
	Tribune	Tribune Co.	G. F. Gilmore	Wm. E. Lowell	C. J. Owen	
Portland	News	Portland News Pub. Co.	F. L. Boalt			W. C. Tunks
	Oregon Journal	C. S. Jackson	B. F. Irvine	Donald Sterling	P. L. Jackson	P. L. Jackson
	Oregonian	Oregonian Pub. Co.	E. B. Piper		C. A. Morden	W. E. Hartmus
	Daily Record	Multnomah Pub. Co.	H. G. Haughton			W. T. Philips
	Telegram	Telegram Pub. Co.	J. E. & L. R. Wheeler	W. T. Scott	L. R. Wheeler	G. F. Law
Roseburg	News	B. W. and B. G. Bates	B. W. Bates			
	Review	L. Wimberly	L. Wimberly		L. Wimberly	
Salem	Capital Journal	G. Putnam	G. Putnam			
	Oregon Statesman	Statesman Pub. Co.	S. A. Stone	S. A. Stone		R. J. Hendricks
The Dalles	Chronicle	C. Hedges	A. L. Bucklin			B. R. Litfin

PENNSYLVANIA

Allentown	Call	Call Pub. Co.	P. B. Ruhe		David A. Muller	
	Chronicle & News	Chronicle & News Pub. Co.	Rodney R. Iredell		Walter J. Lerch	Walter J. Lerch
	Formerly Herald	Allentown Herald Pub. Co.	C. J. Smith	C. J. Smith	Royal W. Weiler	P. W. Leiseur
	Item	Allentown Herald Pub. Co.	C. J. Smith	C. J. Smith	Royal W. Weiler	P. W. Leiseur
	Leader		Geo. R. Roth			
Altoona	Mirror	Mirror Ptg. Co.	Harry Slep	H. L. Johnston		
	Times	Times Co.	W. H. Schwartz	H. M. Sell	Milo W. Whittaker	Edward Donahue
	Tribune	Tribune Co.	W. H. Schwartz	H. M. Sell	A. D. Houck	A. D. Houck
Ashland	News	Kyler Pub. Co.	Grant Kyler	Grant Kyler	Nolan Kyler	Nolan Kyler
	Telegram	Steel Pub. Co.	A. H. Tiley	A. H. Tiley	A. H. Tiley	A. H. Tiley
Bangor	News	W. R. Grubb	W. R. Grubb	W. R. Grubb	W. R. Grubb	W. E. Grubb
Beaver	Times	The Daily Times Co.	Floyd Chalfant	E. L. Freeland		E. L. Freeland
Beaver Falls	Tribune	Tribune Printing Co.	John C. Telford	John C. Telford	John C. Telford	John C. Telford
Berwick	Enterprise	R. L. Harder	R. L. Harder			R. E. Eyerly
Bethlehem	Globe	The Bethlehem Globe Co.	H. B. Farquhar			J. M. Litsch
	Times	Times Pub. Co.	Frank McIntosh		E. D. Rice	E. D. Rice
Bloomensburg	Press	Vanderslice & Eyerly	P. R. Eyerly			C. T. Vanderslice
Braddock	News-Herald	Daily News Pub. Co.	M. Clyde Kelly	Clark W. Kelly	Clark W. Kelly	Clark W. Kelly
Bradford	Era	Era Pub. Co.	D. W. Dean	D. W. Dean		J. W. Milligan
	Star & Record	Star Pub. Co.	R. P. Hapgood	H. S. Robbins	R. P. Hapgood	
Bristol	Courier	Bristol Ptg. Co.	E. R. Roth	E. R. Roth	E. R. Roth	E. R. Roth
Brownsville	Telegraph	Brownsville Pub. Co.	Henry Baker Reiley	John J. Dodds	Henry Baker Reiley	
Butler	Citizen	The Citizen Ptg. Co.	R. L. McClure	Wm. McAlpine	Wm. McAlpine	Wm. McAlpine
	Eagle	Eagle Ptg. Co.	J. L. Wise	J. L. Wise		B. L. Wise
	Times	The Butler Times, Inc.	C. C. Heineman			A. J. Heineman
Canonsburg	Notes	The Notes Pub. & Ptg. Co.	David H. Fee	Wm. H. Fee		R. C. Potts
Carbondale	Leader	J. L. Druck	W. C. Connaughton	G. W. Smithing		C. J. Carden
Carlisle	Herald	Carlisle Ptg. Co.	H. R. McCartney	H. R. McCartney	H. R. McCartney	H. R. McCartney
	Sentinel	D. R. Thompson	D. R. Thompson	A. D. Thompson	D. R. Thompson	J. V. Thompson
Chambersburg	Franklin Repository	A. Nevin Pomeroy	A. Nevin Pomeroy	S. J. Zarger	A. Nevin Pomeroy	Robt. Bickley
	Public Opinion	Public Opinion Co.	Ross Gilbert	Ross Gilbert	Morris Lloyd	
	Valley Spirit	Valley Spirit Pub. Co.	D. A. Orr			Robt. A. Sellers
Charleroi	Mail	Mail Pub. Co., Inc.	L. E. Flint			H. E. Price
Chester	Republican	Morning Republican Pub. Co.	Chas. R. Long	Samuel E. Turner		Chas. R. Long
	Times	Sproul, Long & Wallace	Sproul, Long & Wallace			
Clearfield	Progress	Progressive Pub. Co.	G. A. Stewart	G. A. Stewart	G. A. Stewart	G. A. Stewart
	Public Spirit	Matt Savage	Matt Savage	Matt Savage	Matt Savage	R. H. McWhinney
Coatesville	Record	W. W. Long	W. W. Long	W. W. Long	W. W. Long	W. W. Long
Columbia	News	W. E. Crist	W. E. Crist	W. E. Crist	W. E. Crist	S. Smith Crist
Connellsville	Spy	Spy Pub. Co.	H. B. Clepper			C. E. Lenig
	Courier	The Courier Co.	K. M. Snyder	J. L. Gans		J. J. Driscoll
	News	Connellsville Ptg. Co.	H. R. Taylor			M. B. Pryce
Corry	Journal	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove
Danville	News	Angle & Angle	F. W. Gotwalds	Theo. R. Angle		F. Pursell Angle
Doylestown	Democrat	The Doylestown Pub. Co.	Geo. MacReynolds		Hon. Webster Grim	Alden M. Collins
	Intelligencer	The Intelligencer Co.	C. D. Hotchkiss			Oscar O. Beam
Du Bois	Courier	Gray Printing Co.	W. B. Ross	W. B. Ross		E. W. Gray
	Express	A. E. Hasbrook	A. E. Hasbrook	A. H. Hasbrook	A. E. Hasbrook	A. E. Hasbrook
Easton	Express & Argus	Easton Pub. Co.	J. H. McGrath	J. H. McGrath		J. L. Stackhouse
	Free Press	Free Press Pub. Co.	C. N. Andrews	C. N. Andrews	C. N. Andrews	C. N. Andrews
E. Stroudsburg	Press	Press Pub. Co.	R. C. Hughes			G. C. Hughes
Erie	Dispatch	Record Pub. Co.		G. W. Foster	Roy Hackenberg	
	Herald	Herald Ptg. & Pub. Co.	S. E. Holly	F. Dillon	Fred L. Weede	F. L. Weede
	Times	Times Pub. Co.			John J. Meade	
Farrell	News	Farrell Pub. Co.	B. F. Parry			B. F. Parry
Franklin	News-Herald	The News-Herald Ptg. Co.	W. P. F. Ferguson	J. B. Borland	W. W. Bleakley	George A. Fahey
Gettysburg	Times	W. L. Hafer	D. F. Ikeler	C. W. Duncan	W. L. Hafer	J. C. Sowers
Greensburg	Record	Record Pub. Co.	W. C. Henderson	W. R. May		W. C. Henderson
	Review	Greensburg Pub. Co.	E. A. Sweeney	E. A. Sweeney		W. H. Klingensmith
	Tribune	Tribune Press Pub. Co.	R. W. Herbert	Sam Morgan, Jr.	Robt. B. Herbert	Robt. B. Herbert
Hanover	Record	John L. Morrison	John L. Morrison			
	Record-Herald	Hanover Ptg. Co.	M. W. Naill	M. W. Naill		L. D. Sell
	Sun	Evening Sun Co.	C. H. Meredith	H. B. Hostetter	John T. Nace	John T. Nace
Harrisburg	News	The Patriot Co.	Dean Hoffman	V. H. Berghaus	R. M. H. Wharton	
	Patriot	The Patriot Co.	Dean Hoffman	Carl Sprout	R. M. H. Wharton	
	Telegraph	The Telegraph Ptg. Co.	E. J. Stackpole	G. M. Steinmetz		Frank R. Oyster
Hazleton	Plain Speaker	W. C. Dershuck	W. C. Dershuck	J. W. Kraft	J. R. Dershuck	J. R. Dershuck
	Standard-Sentinel	Henry Walser	L. Richards	Henry Walser	Henry Walser	Henry Walser
Homestead	Messenger	Messenger Pub. Co.	E. C. Stone			H. P. Wiggins
Jersey Shore	Herald	Herald Pub. Co.	E. F. Peterman	E. F. Peterman	E. F. Peterman	E. F. Peterman
Johnstown	Democrat	Johnstown Democrat Co., Inc.	W. W. Bailey	W. W. Bailey		F. J. Studeny
	Leader	P. J. Wilson	F. W. Church	F. W. Church		M. C. Beck
	Tribune	A. H. Walters	A. H. Walters	H. Hesselbein		W. A. G. Lape
Kane	Republican	G. Scott Smith	G. Scott Smith	Jos. L. Langdon	G. Scott Smith	W. C. Collinge
Kittanning	Simpson's Leader	Simpson's Pub. Co.	J. T. Simpson	J. T. Simpson	R. B. Simpson	R. B. Simpson
	Times	Frank M. Fries	Frank M. Fries	Frank M. Fries	Frank M. Fries	Frank M. Fries
Lancaster	Examiner	Lancaster Examiner Pub. Co.	O. G. Keller	O. G. Keller	J. R. Gilbert	R. P. Rohrer
	Intelligencer	Steinman & Foltz	C. S. Foltz	A. C. McCullough		Jno. F. Steinman
	News-Journal	Steinman & Foltz	C. S. Foltz	Herbert Krone		Jno. F. Steinman
	New Era	The New Era Ptg. Co.	C. B. Hollinger	B. S. Schindle		W. A. Schindle
Latrobe	Bulletin	Latrobe Ptg. & Pub. Co.	T. M. Whiteman	T. M. Whiteman		W. G. Metzger
Lebanon	News	Lebanon News Pub. Co.	A. B. Schropp			A. B. Schropp
	Report	Report Pub. Co.	W. R. Mark	W. R. Mark		
	Times	C. M. Bowman	C. M. Bowman	C. M. Bowman	C. M. Bowman	C. M. Bowman



## WHOSE HAT WILL COVER A PRESIDENT?

Every editor looks for kaleidoscopic changes this Political year.

—And accurate news upon political subjects is of the utmost importance in holding the interest and confidence of readers.

There will be the usual crop of “roor-backs,” rumors, colored or false reports.

Special correspondents and press agents will “keep their finger upon the public pulse,” will give grave counsel from swivel chairs—hundreds or thousands of miles distant from scenes of action.

But this is not the year for that sort of Political News.

For there have been few years when the “average citizen” has been so interested or so affected by the political situation.

The Press has a duty to perform.

Through unproved charge and untracted countercharge the average citizen feels he has lost his perspective on “Public Men.”

Just as many public men have come to feel that integrity is no defence,—that facts play but a small part in attacks made upon them.

There are sincere men in every party and this is no time to be anything but sincere Americans.

If required a World War to awaken us, as a whole, to the fact that without a sense of individual responsibility to the Community, State and Nation, there can be no representative government.

The people want facts; they deserve them—they have earned them.

The New York Evening Post is independent, neither for any party nor against any party. It is for the United States—and against anything subversive of its best interests.

The addition of features in accordance with “Post Quality” is no easy matter.

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But to select a man so sincere, so well qualified, so dependable that the New York Evening Post could say, “Go to it, you have no instructions save to be independent and to give the best there is in you”—that man must be a man indeed.

—And he is just such a man. His ability, his vision, his knowledge of human reactions and twenty years of Political study are coupled with unquestionable sincerity, plus 100 per cent. of rugged Americanism.

Mark Sullivan needs no introduction to any circle of American readers—from Maine to California.

The management of the Post is glad to let the engagement of Mark Sullivan be taken as an indication of intention.

An indication of intention to hold and merit a foremost place in public confidence—“A Newspaper You Can Trust.”

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Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Lehigh	Leader	Guy V. Morthimer	Guy V. Morthimer	Wm. Rothermel	Wm. Rothermel	Walter Fosnot
Lewiston	Sentinel	H. J. Fosnot & Son	H. J. Fosnot	Meredith Meyers	Walter Fosnot	W. A. Kinsloe
Lock Haven	Express	Lock Haven Express Ptg. Co.	F. D. O'Reilly	F. D. O'Reilly	W. A. Kinsloe	David B. Davies
Maahony City	Record-American	American Printing Co.	J. H. Kirschner	J. H. Kirschner	E. B. Rauch	E. B. Rauch
Mauch Chunk	News Times	E. B. Rauch	E. B. Rauch	E. B. Rauch	E. B. Rauch	James J. Boyle
McKeesport	News	The Daily News Pub. Co.	Jess E. Long	Jess E. Long	Jess E. Long	Jess E. Long
Meadville	Tribune-Republican	Tribune Pub. Co.	W. I. Bates	H. S. Phillips	W. I. Bates	E. H. Sackett
Mechanicsburg	Journal	Thomas Printing House	R. H. Thomas	R. H. Thomas	Estelle T. Steel	Estelle T. Steel
Middletown	Journal	A. L. Etter	M. E. Myers	A. L. Etter	Harry Holsberg	A. L. Etter
Milton	Standard	Standard Ptg. Co.	P. G. Hastings	F. G. Hastings	F. G. Hastings	P. G. Hastings
Monessen	Independent	H. R. Pore	H. R. Pore	H. R. Pore	H. R. Pore	G. C. Diehl
Monongahela	Republican	The Chill W. Hazzard Co.	G. A. Anderson	E. L. Wilson	E. L. Wilson	E. L. Wilson
Mount Carmel	Item	Item Pub. Co.	W. P. Kemble	W. P. Kemble	E. B. Kemble	E. B. Kemble
Natrona	Press	News Ptg. Co.	G. P. Schmitt	C. P. Howe	G. P. Schmitt	G. P. Schmitt
New Brighton	Beaver Valley News	F. S. Reader & Son	F. S. Reader	W. S. Reader	F. S. Reader	F. S. Reader
New Castle	Herald	The Herald Co.	C. H. Blair	C. H. Blair	Chas. E. Shull	Lester M. Sowers
New Kensington	News	The News Company	Geo. W. Conway	Fred L. Rentz	Fred L. Rentz	Fred L. Rentz
New Norristown	Star	Daily Star Pub. Co.	J. W. Cruger	J. W. Cruger	J. W. Cruger	J. W. Cruger
Norristown	Herald	Norristown Herald	I. P. Knipe	I. P. Knipe	I. P. Knipe	M. J. Wanner
Oil City	Times	Times Pub. Co.	J. J. McGinley	J. J. McGinley	J. J. McGinley	C. F. Halderman
Oil City	Blizzard	The Blizzard Pub. Co.	S. M. Rosenthal	S. M. Rosenthal	S. M. Rosenthal	E. R. Boyle
Philadelphia	Derrick	Patrick C. Boyle	F. H. Taylor	J. W. Orr	Wm. Perrine	Wm. Simpson
Philadelphia	Bulletin	Wm. L. McLean	Wm. Perrine	Chas. E. Shull	Chas. E. Shull	E. I. Bacon
Philadelphia	Inquirer	James Elverson, Jr.	Chas. H. Heustis	J. T. Custis	F. F. Forbes	Las. P. Considine
Philadelphia	North American	E. A. Van Valkenburg	H. B. Sutherland	F. F. Forbes	R. J. Beamish	I. W. Magers
Philadelphia	Press		Alden March	R. Marshall	R. Marshall	John C. Martin
Philadelphia	Public Ledger	Cyrus H. K. Curtis	David E. Smiley	Morris Lee	Morris Lee	John C. Martin
Philadelphia	Public Ledger (Eve.)	Cyrus H. K. Curtis	John P. Dwyer	John P. Dwyer	M. F. Hanson	F. H. Martin
Philadelphia	Record	The Record Pub. Co.	H. S. Richardson	Carl Lorraine	Carl Lorraine	W. T. Blair
Philadelphia	Star	Richardson & Martin	W. T. Blair	W. T. Blair	Chas. E. Albert	Chas. E. Albert
Phillipsburg	Journal	W. T. Blair	Chas. E. Albert	Chas. E. Albert	Chas. E. Albert	Chas. E. Albert
Phoenixville	Republican	Phoenixville Pub. Co.	Chas. E. Albert	Chas. E. Albert	Chas. E. Albert	Chas. E. Albert
Pittsburgh	Chronicle-Telegraph	The Newspaper Ptg. Co.	Chas. W. Kennedy	Chas. W. Kennedy	Chas. W. Danziger	Chas. W. Danziger
Pittsburgh	Gazette-Times	The Newspaper Ptg. Co.	Chas. W. Kennedy	Chas. W. Kennedy	Chas. W. Danziger	Chas. W. Danziger
Pittsburgh	Dispatch	The Dispatch Pub. Co.	C. A. Rook	C. A. Rook	C. A. Rook	C. R. Sutphen
Pittsburgh	Leader	Alexander Moore				
Pittsburgh	Post	The Post Pub. Co.		W. U. Cristman	A. E. Braun	A. E. Braun
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Pittston	Press	O. S. Hershman	O. S. Hershman	H. M. Bitner	H. C. Milholland	T. R. Williams
Pottstown	Gazette	Pittston Gazette Co.	Wm. J. Peck	Wm. J. Peck	Wm. J. Peck	Wm. J. Peck
Pottstown	Ledger	William J. Binder	Hilton S. Binder	W. J. Binder	W. J. Binder	John K. Binder
Pottsville	News	Pottstown Daily News Pub. Co.	J. Ernest Spare	W. L. Binder	W. L. Binder	A. J. Sennet
Pottsville	Chronicle	Chas. Meyers	Curtis Sterner	Chas. Myers	Carl J. Weigand	A. J. Sennet
Pottsville	Journal	Miners' Journal Newspapers	H. I. Silliman	H. I. Silliman	H. I. Silliman	H. I. Silliman
Pottsville	Republican	J. H. Zerby	J. H. Zerby	J. H. Zerby, Jr.	E. L. Clifford	E. L. Clifford
Punxsutawney	Spirit	The Spirit Pub. Co., Inc.	W. O. Smith	W. O. Smith	J. P. Wilson	J. P. Wilson
Reading	Eagle	Reading Eagle Co.	Albert N. Burkholder	Albert N. Burkholder	John W. Rauch	John W. Rauch
Reading	Herald	William McCormick	William McCormick	Clifford D. Spohn	Clifford D. Spohn	Marcus B. Eades
Reading	News-Times	The Reading Printing Co.	Olin W. Kennedy	Geo. L. Bradley	Geo. L. Bradley	G. W. Kunsman
Reading	Telegram	The Reading Printing Co.	Olin W. Kennedy	Geo. L. Bradley	Geo. L. Bradley	G. W. Kunsman
Renovo	Record	John U. Shaffer	John U. Shaffer	John U. Shaffer	John U. Shaffer	John U. Shaffer
Ridgway	Record	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.
St. Mary's	Press	Press Pub. Co.	G. A. Mohr	G. A. Mohr	I. A. Dippold	I. A. Dippold
Scranton	Republican	W. J. Pattison	John E. Barrett	Las. F. Mitchell	W. J. Pattison	Edward Cohen
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Shamokin	Dispatch	Leader Pub. Co.	Clayton S. Scott	Clayton S. Scott	Clayton S. Scott	Clayton S. Scott
Shamokin	News	News Pub. & Ptg. Co.	J. F. Hoover	J. F. Hoover	J. F. Hoover	C. C. Hoover
Sharon	Herald	The Sharon Herald Pub. Co.	Wm. B. Ramsay	Wm. B. Ramsay	Wm. S. Organ	A. W. McDowell
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Shenandoah	Herald	Herald Ptg. Co.	C. T. Straughn	T. J. Davies	T. J. Davies	B. F. Parrott
Stroudsburg	Record	Monroe Pub. Co.	A. F. Everett	N. A. Frantz	N. A. Frantz	N. A. Frantz
Stroudsburg	Times & Democrat	Stroudsburg Ptg. Co., Inc.	Chas. A. Kieper	C. L. Drake	C. L. Drake	C. L. Drake
Sunbury	Daily	Deevart & Eichholtz	W. L. Deevart	W. I. Eichholtz	W. I. Eichholtz	W. I. Eichholtz
Sunbury	Item	Farra & Brill	Harry H. Haddon	J. S. McCombs	Farra & Brill	Farra & Brill
Susquehanna	Transcript	U. G. Baker	U. G. Baker	U. G. Baker	U. G. Baker	U. G. Baker
Tamaqua	Courier	Est. of Robert Harris	John M. Harris	John M. Harris	John M. Harris	J. M. & R. H. Harris
Tarentum	Telegram	Telegram Ptg. & Pub. Co.	H. K. Hambly	H. K. Hambly	H. H. McWethy	H. H. McWethy
Tarentum	Valley News	News Printing Co.	Frank O. Stewart	Chas. P. Howe	Chas. P. Howe	Chas. P. Howe
Titusville	Herald	I. M. Bloss	I. M. Bloss	E. W. McNoll	I. M. Bloss	I. M. Bloss
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Tyrone	Herald	Tyrone Herald Co., Inc.	Claude Jones	Claude Jones	T. C. Smith	T. C. Smith
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Uniontown	Herald	The Fayette Pub. Co.	H. G. Sturgis	Fred Shean	Fred Shean	W. P. Harader
Uniontown	News-Standard	John O'Donnell	John O'Donnell	John O'Donnell	John O'Donnell	Dan O. Little
Warren	Mirror	W. T. Clinger	W. T. Clinger	W. T. Clinger	W. T. Clinger	W. T. Clinger
Warren	Times	Times Pub. Corp.	S. E. Walker	S. E. Walker	S. E. Walker	S. E. Walker
Washington	News	Emil Calman	Earl Forest	John M. Hammer	Emil Calman	Emil Calman
Washington	Observer	Observer Pub. Co.	John L. Stewart	Leon Day	John L. Stewart	John L. Stewart
Washington	Reporter	Observer Pub. Co.	John L. Stewart	M. H. Day	John L. Stewart	John L. Stewart
Waynesboro	Press	Zinck & Todd	N. B. Martin	N. B. Martin	Walter T. Todd	Walter T. Todd
Waynesboro	Record-Herald	The Waynesboro Record Co.	R. C. Gordon	Frank C. Parker	R. C. Gordon	R. C. Gordon
West Chester	Local News	Daily Local News Co.	W. W. Thomson	W. W. Thomson	W. W. Thomson	L. H. Shields
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Wilkes-Barre	Record	Wilkes-Barre Record Co.	Eugene T. Giering	J. Andrew Boyd	Guy W. Moore	Guy W. Moore
Williamsport	Times-Leader	Leader Pub. Co.	F. C. Kirkendall	E. G. Smith	E. G. Smith	John D. Williams
Williamsport	Gazette & Bulletin	Gazette & Bulletin Pub. Ass'n	E. L. Schuyler	H. R. Laird	H. R. Laird	H. R. Laird
York	Sun	George E. Graff	John E. Person	Edward F. Wolf	George E. Graff	Wm. J. N. Cox
York	Dispatch	The Dispatch Pub. Co.	W. L. Taylor	W. L. Taylor	W. L. Taylor	H. F. Eyster
York	Gazette & Daily	York Gazette Co.	Wiest & Gitt	Bernard Elssesser	Bernard Elssesser	Wiest & Gitt

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Newport	News	T. T. Pitman Corp.	B. F. Thurston	B. F. Thurston	E. A. Sherman	V. Baxter
Pawtucket	Times	Times Pub. Co.	C. R. Thurston	C. R. Thurston	Charles O. Black	Charles O. Black
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Providence	Journal	Providence Journal Co.	John R. Rathom	E. H. Kirby	John R. Rathom	G. E. Buxton
Providence	News	I. A. Hennessy	I. A. Hennessy	Jean Sabate	Jas. C. Garrison	L. A. Keenan
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Woonsocket	Call	S. E. Hudson	S. E. Hudson	A. H. Crowell	S. E. Hudson	C. W. Palmer

**SOUTH CAROLINA**

Anderson	Mail Tribune	G. P. Browne V. B. Cheshire	G. M. Glenn V. B. Cheshire	G. M. Glenn V. B. Cheshire		Paul Browne V. B. Cheshire
Charleston	American News & Courier Post	American Pub. Co. News & Courier Co. Evening Post Pub. Co.	A. C. Thompson R. Lathan T. R. Waring	A. C. Thompson R. Lathan		A. C. Thompson Chas. Robertson
Columbia	Record State	R. Charlton Wright A. E. Gonzales	R. Charlton Wright W. W. Ball	W. K. Young W. W. Ball		W. O. Boger F. C. Withers
Florence	Times	Brunson & Gardiner	M. C. Brunson			C. S. Gardiner
Greenville	News Piedmont	B. H. Peace G. R. Koester	B. H. Peace J. R. McKissick	W. Leppy J. R. McKissick	B. H. Peace G. R. Koester	N. C. Remsen G. R. Koester
Greenwood	Index-Journal	Index Journal Co.	H. L. Watson			J. S. Bailey
Orangeburg	Times-Democrat	Jas. I. Sims	H. S. & H. R. Sims	J. I. Sims		J. I. Sims
Rock Hill	Herald	Herald Pub. Co.	J. T. Fain	J. N. Benton	J. T. Fain	J. T. Fain
Sumter	Item	Osteen Pub. Co.	H. G. Osteen			H. G. Osteen
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Huron	Huronite	Bowen Pub. Co.	Geo. H. Bowen			
Lead	Call	John A. Stanley	J. A. Stanley	J. A. Stanley	J. A. Stanley	Geo. L. Beers
Madison	Leader Sentinel	J. F. Stahl F. L. Mease	J. F. Stahl F. L. Mease	F. L. Mease F. L. Mease	F. L. Mease	H. A. Stahl F. L. Mease
Mitchell	Gazette Republican	Gazette Ptg. Co. Mitchell Pub. Co.	C. W. Downey W. R. Ronald	C. W. Downey C. H. Allen	W. R. Ronald	C. W. Downey C. H. Arundel
Pierre	Capital Journal	Hipple Ptg. Co.	J. E. Hipple	J. E. Hipple	J. E. Hipple	T. M. Taylor
Rapid City	Journal	Jos. B. Gossage	Jos. B. Gossage	Jos. B. Gossage	Jos. B. Gossage	A. R. Gossage
Sioux Falls	Argus-Leader Press	The Argus Leader Co. W. C. Cook	C. M. Day E. Rowe	F. H. Monfore E. Rowe	B. C. Dow W. C. Cook	B. C. Dow F. M. Trew
Watertown	Public Opinion	Public Opinion Pub. Co.	G. B. Elliott	G. B. Elliott	A. J. Albrook	A. J. Albrook
Winner	Journal	Tripp County Pub. Co.	W. M. Keller	W. M. Keller	W. M. Keller	Ben Craven
Yankton	Press & Dakotan	Yankton Ptg. Co.	Walter Travis	W. C. Lusk	I. A. Lindstrom	M. W. Lusk

**TENNESSEE**

Chattanooga	News Times	Chattanooga News Co. Times Ptg. Co.	G. F. Milton L. G. Walker	J. B. Clark M. B. Ochs	W. C. Johnson H. C. Adler	Allen Kindel W. S. Weitzel
Clarksville	Leaf-Chronicle	W. W. Barksdale	W. W. Barksdale	Carl E. Page		Frances Osborn
Columbia	Herald	Columbia Herald Co.	Jas. I. Finney	Jas. I. Finney	W. D. Hastings	W. D. Hastings
Jackson	Sun	Sun Pub. Co.		C. Harris Brown	Jesse C. Long	Wallace Long
Johnson City	Staff	Munsey Slack	R. C. Hodge	Munsey Slack	Munsey Slack	M. Neurath
Knoxville	Journal & Tribune Sentinel	A. F. Sanford C. B. Johnson	Wm. Rule J. H. Moore	R. Kent W. L. Morgan	Fred T. Bonham C. B. Johnson	A. F. Sanford H. A. Rouser
Memphis	Commercial Appeal News-Scimitar Press	W. J. Crawford Bernard L. Cohn Memphis Press Co.		C. P. J. Mooney Geo. Morris		J. W. Hays Bernard L. Cohn
Morristown	Mail	Bruce Armstrong	E. T. Leech	Bruce Armstrong	Bruce Armstrong	J. A. Keefe Bruce Armstrong
Nashville	American Tennesseean Banner	Luke Lea Luke Lea Banner Pub. Co.		E. L. Shaub E. L. Shaub R. H. Yansey	Luke Lea Luke Lea M. B. Morton	Luke Lea Luke Lea E. M. Foster

**TEXAS**

Abilene	Reporter	Abilene Ptg. Co.	Geo. S. Anderson	Geo. S. Anderson	M. B. Hanks	M. B. Hanks
Amarillo	News	J. E. Nunn		S. M. Ramsey		
Athens	Review	Athens Review Ptg. Co.	R. T. Craig			A. M. Barnes
Austin	American Statesman	K. B. Cressey Capital Ptg. Co.	K. B. Cressey E. Travis	K. B. Cressey E. Travis	K. B. Cressey W. C. Storey	K. B. Cressey W. C. Storey
Beaumont	Enterprise Journal	Enterprise Co. The Journal Pub. Co.	W. P. Hobby C. E. Marsh	A. Jones J. E. Day	A. Jones C. H. Fentress	J. L. Mapes C. H. Fentress
Belton	News	H. B. Savage	H. B. Savage	H. B. Savage		D. F. Savage
Bonham	Favorite	Favorite Ptg. Co.	S. Spotts	S. Spotts		W. S. Spotts
Brenham	Banner-Press Messenger	Brenham Banner Pub. Co. Messenger Pub. Co.	J. L. Neu Wm. J. Tucker	Mrs. J. R. Robertson Wm. J. Tucker	Geo. Neu Henry Muller	Geo. Neu Henry Muller
Brownsville	Herald	Brownsville Herald Pub. Co.	Mrs. F. J. Wheeler	J. M. Stein		Geo. Cruhm
Brownwood	Bulletin	Mayer Ptg. Co.	Jas. C. White	Jas. C. White	H. F. Mayer	H. F. Mayer
Bryan	Eagle	A. B. O'Flaherty	C. A. Tunnell		A. B. O'Flaherty	A. B. O'Flaherty
Cleburne	Enterprise Review	Enterprise Pub. Co. Review Pub. Co.	J. R. Ransone Cecil Horne	Mrs. J. R. Ransone, Jr.		Mrs. J. R. Ransone O. H. Poole
Commerce	Journal	Hart Bros.	Sterling Hart	Sterling Hart	Sterling Hart	E. M. Moore
Corpus Christi	Caller Times	Caller Pub. Co. W. E. Pope	F. B. Harrison W. E. Pope	F. B. Harrison M. H. Gerhardt	F. B. Harrison W. E. Pope	F. B. Harrison C. B. Brown
Corsicana	Sun	Sun-Light Pub. Co.	A. A. Wortham		Lowry Martin	
Cuero	Record	Cuero Pub. Co.	J. C. Howerton	J. C. Howerton	J. C. Howerton	J. C. Howerton
Dallas	Dispatch Journal	Dallas Dispatch Co. A. H. Belo & Co.	P. C. Edwards Tom Finty, Jr.	L. W. Bailey H. C. Withers	W. C. Mayborn G. B. Dealey	F. R. Colgate W. H. Bennett
Denison	News Times-Herald	A. H. Belo & Co. Times Herald Ptg. Co.	A. Wasson-T. Finty, Jr. Tom C. Gooch	E. B. Doran Tom C. Gooch	G. B. Dealey	W. H. Bennett E. J. Kiest
Denton	Herald	The Herald Pub. Co.	Walter Brown	H. E. Ellis	J. L. Greer	J. L. Greer
Denton	Record-Chronicle	Record Chronicle Co.	W. C. Edwards	L. A. McDonald	W. E. Edwards	J. W. Bailey
El Paso	Herald Times	Herald News Co. El Paso Times Co.	H. D. Slater C. Davis	G. A. Martin I. S. Black		J. C. Wilmar
Fort Worth	Record Star-Telegram	W. H. Bagley Wortham-Carter Pub. Co.	H. N. Fitzgerald L. J. Wortham	C. G. Norton I. M. North, Jr.	J. H. Allison G. A. Carter	J. H. Allison G. A. Carter
Gainesville	Hesperian Register	Geo. N. Yates Register Ptg. Co.	Geo. N. Yates J. T. Leonard	Geo. N. Yates J. T. Leonard	Geo. N. Yates J. T. Leonard	Geo. N. Yates C. H. Leonard

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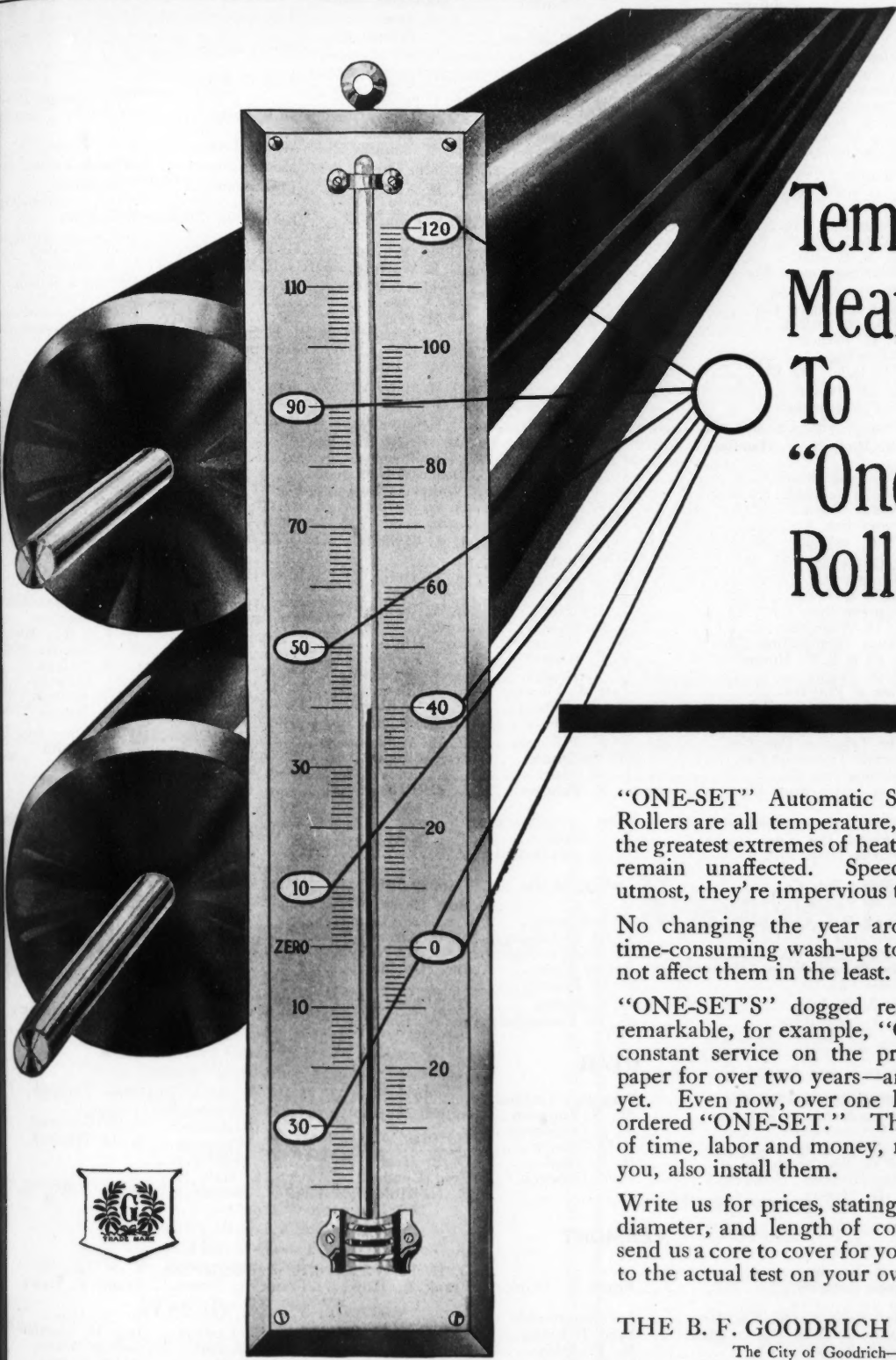
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Galveston	News	A. H. Belo & Co., Inc.	L. C. Elbert	J. F. Lubben	Lynn Walker	T. E. Gaffney
	Tribune	C. H. McMaster	C. H. McMaster	A. L. Perkins	Henry Reese	F. E. Horton
Gonzales	Inquirer	Henry Reese	Annie Reese	Roy G. Watson	L. A. Hoskins	Monroe Drew
Greenville	Banner	Banner Pub. Co.	C. C. Cantrell	Tom R. Poole	T. M. Finley	Tom R. Poole
	Herald	Herald Pub. Co.	Tom R. Poole	L. J. Thompson	M. E. Foster	D. W. Campbell
Hillsboro	Mirror	Thompson & Campbell	J. C. Butts	Max Bentley	M. E. Foster	Fred Fox
Houston	Chronicle	M. E. Foster	M. E. Foster	L. A. Hoskins	G. V. Sanders	J. H. Payne
	Post	Roy G. Watson	Roy G. Watson	G. V. Sanders	W. C. Mayborn	Monroe Drew
	Press	E. W. Scripps	P. C. Edwards	Monroe Drew	Monroe Drew	J. H. Abney
Kaufman	Herald	Monroe Drew	Monroe Drew	J. H. Abney	J. H. Abney	J. H. Abney
Lampasas	Leader	J. H. Abney & Son	J. H. Abney & Son	J. H. Abney	J. H. Abney	J. H. Abney
Laredo	Record					
	Times	Penn Pub. Co.	W. W. Gregg	J. S. Penn	J. S. Penn	J. S. Penn
Longview	Leader	D. B. Coates	D. B. Coates	G. B. Whitley	G. B. Whitley	G. B. Whitley
	Times-Clarion	G. B. Whitley	G. B. Whitley	G. E. Watford	G. E. Watford	G. E. Watford
Lufkin	News	Watford-Binion Ptg. Co.	G. E. Watford	G. E. Watford	G. E. Watford	G. E. Watford
McKinney	Courier-Gazette	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson
Marshall	Messenger	The Messenger Co.	W. A. Adair	W. A. Adair	W. A. Adair	G. W. Turner
	News	Price & Blalock	H. M. Price	H. M. Price	H. M. Price	Bryan Blalock
Mart	Herald	J. L. Spencer	J. L. Spencer	J. L. Spencer	J. L. Spencer	J. L. Spencer
Mexia	News	News Ptg. Co.	H. T. Fort	H. T. Fort	Fort Smith	Fort Smith
Mineral Wells	Index	The Index Ptg. Co.	C. W. Wilson	C. W. Wilson	C. W. Wilson	C. W. Wilson
Nacogdoches	Sentinel	G. M. Haltom	R. G. Bradfield	G. M. Haltom	G. M. Haltom	G. M. Haltom
Navasota	Examiner-Review	E. F. Blackshear	E. F. Blackshear	E. F. Blackshear	E. F. Blackshear	E. F. Blackshear
Orange	Leader	Orange Ptg. Co.	H. C. Connolly	H. C. Connolly	H. C. Connolly	H. C. Connolly
Palestine	Herald	W. M. & H. V. Hamilton	W. H. & H. V. Hamilton	W. H. & H. V. Hamilton	W. H. & H. V. Hamilton	W. H. & H. V. Hamilton
	Visitor & Advocate	Denning & Gibson	Denning & Gibson	Denning & Gibson	Denning & Gibson	Denning & Gibson
Paris	Dinner Horn	Walter E. Boyd	N. P. Jackson	Walter E. Boyd	Walter E. Boyd	Walter E. Boyd
	News	Sayers Boyd	A. W. Neville	A. W. Neville	A. W. Neville	Sayers Boyd
Port Arthur	News	News Pub. Co.	Chas. L. Shless	Chas. L. Shless	Chas. L. Shless	Chas. L. Shless
Ranger	Times	C. G. Manuel	L. A. V. Smits	C. G. Manuel	C. G. Manuel	R. B. Waggoman
San Angelo	Standard	J. G. Murphy	J. T. Elliott	J. G. Murphy	J. G. Murphy	J. G. Murphy
San Antonio	Express	Express Pub. Co.	F. G. Huntress, Jr.	A. W. Grant	F. G. Huntress, Jr.	R. J. Newton
	Light	Diehl & Brach	H. L. Brach	J. V. Brogan	J. V. Brogan	C. S. Diehl
	News	Express Pub. Co.	J. B. Butler	A. W. Walliser	F. G. Huntress, Jr.	R. J. Newton
San Benito	Light	S. D. Wasson	S. D. Wasson	Ruth T. Wasson	S. D. Wasson	M. B. Higgins
Sherman	Courier	Texas Immigration Co.	W. J. Minton	Roy Minton	Roy Minton	W. J. & Roy Minton
	Democrat	G. O. & E. C. Hunter	E. C. Hunter	E. J. Parker	E. J. Parker	E. C. Hunter
Sulphur Springs	Gazette	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs
	News-Telegram	Tate & Flowers	Tate & Flowers	R. L. Tate	R. L. Tate	J. G. Flowers
Taylor	Democrat	Democrat-Texas Pub. Co.	H. G. Willson	H. G. Willson	H. G. Willson	H. G. Willson
	Press	Taylor Press Co.	H. D. Schulz	H. D. Schulz	H. D. Schulz	H. D. Schulz
Temple	Telegram	The Telegram Pub. Co.	E. K. Williams	E. K. Williams	E. K. Williams	W. W. Stephens, Jr.
Terrell	Transcript	Terrell Transcript Co.	H. Galbraith	H. Galbraith	H. Galbraith	H. Galbraith
	Tribune	Tribune Pub. Co.	E. Y. Horn	E. Y. Horn	Fred Massengill	Fred Massengill
Texarkana	Four States Press	Four States Press Co.	C. E. Palmer	C. E. Palmer	C. E. Palmer	C. E. Palmer
	(See Texarkana-Arkansas)					
Timpson	Times	Timpson Ptg. Co.	T. J. Molloy	T. J. Molloy	S. Winfrey	S. Winfrey
Tyler	Courier-Times	Courier-Times Pub. Co.	H. A. McDougal	H. A. McDougal	H. A. McDougal	Mrs. Dolly Hand
	Tribune	Tribune Pub. Co.	Dabney White	Dabney White	Dabney White	I. C. Sanders
Waco	News-Tribune	E. S. Fentress	E. S. Fentress	Roy Christian	Roy Christian	E. S. Fentress
	Times-Herald	Waco Pub. Co.	G. Robinson	G. Robinson	G. Robinson	C. J. Glover, Jr.
Waxahachie	Light	Enterprise Pub. Co.	W. A. Oronby	W. A. Oronby	C. W. Kent	C. W. Kent
Weatherford	Herald	Herald Pub. Co.	W. A. Brundage	A. C. MacNelly	A. C. MacNelly	A. C. MacNelly
Wichita Falls	Record-News	The Record News Co.	Porter Oakes	Jno. Gould	Porter Oakes	Porter Oakes
	Wichita Times	Times Pub. Co.	B. D. Donnell	B. D. Donnell	B. D. Donnell	B. D. Donnell
Yoakum	Herald	G. C. Berken	G. C. Berken	G. C. Berken	G. C. Berken	G. C. Berken
	Times	H. A. Lindenberg	H. A. Lindenberg	H. A. Lindenberg	H. A. Lindenberg	H. A. Lindenberg

UTAH

Logan City	Journal	Earl & England Pub. Co.	Augustus Gordon	Chas. England	Chas. England	Chas. England
Ogden	Examiner	Ogden Examiner Pub. Co.	W. E. Zuppann	W. E. Zuppann	J. U. Eldredge, Jr.	A. L. Glassman
	Standard	R. C. Glasmann	D. J. Greenwell	A. L. Glasmann	A. L. Glasmann	A. L. Glasmann
Salt Lake City	Deseret News	H. G. Whitney	J. G. Cannon	H. G. Whitney	H. G. Whitney	H. G. Whitney
	Herald	Herald-Republican Co.	G. B. Heal	G. B. Heal	A. L. Fish	A. L. Fish
	Telegram	Geo. E. Hale	Fred Goodcell	Fred Goodcell	Geo. E. Hale	Geo. E. Hale
	Tribune	A. N. McKay	E. H. Holden	A. N. McKay	H. F. Robinson	H. F. Robinson

VERMONT

Barre	Times	F. E. Langley	D. H. Perry	F. E. Langley	F. E. Langley	F. E. Langley
Bennington	Banner	Frank E. Howe	Frank E. Howe	Frank E. Howe	Frank E. Howe	Frank E. Howe
Brattleboro	Reformer					
Burlington	Free Press	Free Press Association	J. L. Southwick	J. L. Southwick	W. B. Howe	W. B. Howe
	News	Burlington Daily News, Inc.	Fred T. Laing	L. F. Dow	Jno. H. Lawton	Jno. H. Lawton
Montpelier	Argus	Argus & Patriot Co.	M. F. Atkins	M. F. Atkins	George Atkins	George Atkins
Rutland	Herald	Herald & Globe Ass'n	H. L. Hindley	H. R. Barney	H. R. Barney	H. R. Barney
	News	Rutland News Co.	C. T. Fairfield	C. T. Fairfield	C. T. Fairfield	C. T. Fairfield
St. Albans	Messenger	St. Albans Messenger Co.	J. T. Cushing	J. T. Cushing	N. E. L'Ecuyer	N. E. L'Ecuyer
St. Johnsbury	Caledonian-Record	H. A. Smith	H. A. Smith	H. A. Smith	H. A. Smith	H. A. Smith

VIRGINIA

Alexandria	Gazette	The Gazette Corp.	M. T. Dwyer			
Bristol	Herald-Courier	E. Munsey Slack	E. Herschel Dove	Guy L. Smith	C. B. Dove	C. B. Dove
Charlottesville	Progress		J. H. Lindsay	B. L. Hawkins		
Clifton Forge	Review	The Clifton Forge Review, Inc.	Geo. O. Greene			
Covington	Virginian	J. L. Goodman	C. P. Jones, Jr.	C. P. Jones, Jr.	J. L. Goodman	J. L. Goodman
Danville	Bee	R. A. James	R. A. James	A. H. Taylor	H. B. Trundle	H. B. Trundle
	Register	R. A. James	R. A. James	A. H. Taylor	H. B. Trundle	H. B. Trundle
Fredericksburg	Star	Free Lance Star Pub. Co.	A. P. Rowe	A. P. Rowe	A. P. Rowe	A. P. Rowe
Harrisonburg	News-Record	Rockingham Pub. Co., Inc.	H. W. Bertram	Geo. W. Berry	Geo. W. Berry	Geo. W. Berry
Hot Springs	Day Letter	The Day Letter Pub. Co., Inc.	R. F. Beirne			W. W. Scott
Lynchburg	Advance	Carter Glass	Robt. Glass	Powell Glass	M. K. Duerson	M. K. Duerson
	News	Carter Glass	W. E. Addison	Powell Glass	M. K. Duerson	M. K. Duerson

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Newport News	Press	The Daily Press, Inc.	W. S. Copeland			L. E. Pugh
	Times-Herald	The Daily Press, Inc.	W. S. Copeland			L. E. Pugh
Norfolk	Ledger-Dispatch	S. L. Slover	Douglas Gordon	H. D. Perkins		P. S. Huber
	Virginian-Pilot	Virginian & Pilot Pub. Co.	Wm. E. Cameron	L. D. Starke	R. E. Turner	
Petersburg	Progress	Petersburg Progress Pub. Co., Inc.	C. L. Snowden	C. L. Snowden		
Pulaski	Southwest Times	The Southwest Pub. Co.				Eugene P. Ham
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	News-Leader	John Stewart Bryan	Douglas S. Freeman	Robt. M. Lynn	Allen Potts	
Roanoke	Virginian	The Richmond Virginian Co., Inc.	S. B. Woodfin	A. W. Perkins		E. C. Cherrington
	Times	Times-World Corporation	H. P. Chapman	J. C. Latimer		W. E. Thomas
Staunton	World-News	Times-World Corporation	H. P. Chapman	J. C. Latimer		W. E. Thomas
	Leader	The Leader Pub. Co., Inc.	R. D. Haislip	H. L. Opie		H. L. Opie
Winchester	News-Leader	The Leader Pub. Co., Inc.	H. L. Opie	H. L. Opie	H. L. Opie	A. F. Riffe
	Star	H. F. Byrd	H. F. Byrd	H. F. Byrd		H. F. Byrd

WASHINGTON

Aberdeen	World	W. A. Rupp	W. A. Rupp	C. J. Glasier	W. A. Rupp	W. L. Ballard
Bellingham	American-Reveille	Bellingham Pub. Co.	F. I. Sefrit		F. I. Sefrit	
	Herald	Bellingham Pub. Co.	W. C. Carver		F. I. Sefrit	E. G. Earle
Centralia	Journal	Journal Pub. Co.	A. G. Gordon	A. G. Gordon	A. G. Gordon	A. G. Gordon
	Chronicle	Centralia Print. Co.	H. L. Bras	H. L. Bras	R. W. Edinger	R. W. Edinger
Ellensburg	Hub	The Hub Printing Co.	M. E. Cue		M. E. Cue	M. E. Cue
	Record	The Record Press, Inc.	J. C. Kaynor	D. H. Dickson	J. C. Kaynor	H. E. Studebaker
Everett	Herald	J. B. Best	C. S. Coleman	C. S. Coleman	J. B. Best	J. B. Best
	Tribune	Morning Tribune Co.	A. R. Fenwick		A. R. Fenwick	J. L. Hartshorn
Hoquiam	Washingtonian	Grays Harbor Washingtonian, Inc.	C. D. McClure			Stella A. Baker
	Olympian	Western Pub. Co.	E. E. Perry	B. G. Boone	S. L. Lester	S. L. Lester
Port Angeles	Recorder	Washington Recorder Pub. Co.	B. G. Boone	B. G. Boone	S. L. Lester	S. L. Lester
	Herald	A. V. Watts	A. V. Watts	A. V. Watts		Mrs. A. E. Watts
Seattle	News	Smith & Webster, Inc.	W. D. Welsh			E. B. Webster
	Post-Intelligencer	Clark Nettleton	J. A. Wood	J. W. Gilbert		C. A. Hughes
Spokane	Star	Star Pub. Co.	Leroy Sanders	Abe Hurwitz	Leroy Sanders	F. W. Webster
	Times	C. B. Blethen	C. B. Blethen	J. L. Travis		F. D. Hammons
Tacoma	Union-Record	Seattle Union Record Pub. Co., Inc.	E. B. Ault	B. S. Coleman	E. B. Ault	F. A. Rust
	Chronicle	Spokane Chronicle Co.	H. Rising		H. Rising	T. Hooker
Walla Walla	Press	Spokane Newspaper Co.	L. D. Angevine	L. D. Angevine		L. D. Angevine
	Spokesman-Review	Cowles Pub. Co.	W. H. Cowles	G. W. Dodds	W. H. Cowles	J. F. Young
Vancouver	Ledger	Frank S. Baker		H. F. Higgins		
	News-Tribune	Frank S. Baker	C. B. Welch		C. B. Welch	C. B. Welch
Walla Walla	Times	Tacoma Times Pub. Co.	R. D. Pinkerton	R. D. Pinkerton	Leroy Sanders	M. H. Voorhes
	Columbian	Will H. Hornibrook	W. H. Hornibrook	W. H. Hornibrook		S. T. Hopkins
Yakima	Bulletin	J. G. Kelly	J. G. Kelly	L. H. Irvine	J. G. Kelly	F. G. Mitchell
	Union	E. G. Robb, B. E. LaDue, D. W. Ifft		B. E. LaDue	D. W. Ifft	
Wenatchee	World	World Pub. Co.	Rufus Woods	E. H. McPherson		W. W. Woods
	Herald	Yakima Herald Pub. Co.	J. V. Ellis			Roger Neal
Yakima	Republic	W. W. Robertson	W. W. Robertson	W. W. Robertson	W. W. Robertson	W. P. Ridgway
	Valley American	Yakima Farmer Pub. Co.	W. A. Ziegner		J. H. Green	

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 James J. Montague's Daily Verse  
 Ring W. Lardner's Weekly Letter  
 Mabel Herbert Urner's "Helen & Warren"  
 John Blake's "Uncommon Sense" Editorials  
 "Dorothy" Comic Strip—Charles McManus  
 "Louie, the Lawyer" Comic Strip—M. M. Branner

### Sport Features

Christy Mathewson's "Big League Gossip"  
 Hugh S. Fullerton's "Screen of Sport"  
 Charles Dryden's Sport Fables  
 Walter C. Hagen, Open Champion—Golf  
 W. W. Roper, Princeton Coach—Football

### Weekly Short Stories

Charles A. Van Loan, E. Phillips Oppenheim, Mabel Herbert Urner, John Taintor Foote, Achmed Abdullah.

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 JOHN N. WHEELER, President

## Newspaper Plant Appraisals

THE staff of our Company is composed of Experts of training and experience and any signed opinion of Newspaper Plant valuations issued under our seal can be accepted with the full assurance that it represents the consensus of the best judgment obtainable.

All appraisals are acceptable for a proof of loss in event of fire, placing insurance intelligently, accounting, banking and tax purposes.

Correspondence invited

## Standard Appraisal Company

HOME OFFICE  
 56 PINE STREET, NEW YORK

## WEST VIRGINIA

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Bluefield	Telegraph	Daily Telegraph Print. Co.	H. I. Shott			C. O. Stahlman
Charleston	Gazette	Daily Gazette Co.	H. H. Pfahler	H. H. Pfahler		R. L. Smith
	Mail	Walter E. Clark	R. H. Martin	C. V. Talbot		B. H. Anderson
Clarksburg	Exponent	The Exponent Co.		W. Guy Tetrick	W. Guy Tetrick	A. J. Bishop
	Telegram	Clarksburg Telegram Co.	W. L. Geppert			Herman G. Johnson
Elkins	Inter-Mountain	Herman G. Johnson	Herman G. Johnson	Herman G. Johnson		Herman G. Johnson
Fairmont	Times		Earl H. Smith			Ernest C. Scott
	West Virginian	Fairmont Print. & Pub. Co.	J. C. Herbert	J. C. Herbert		W. J. Wiegell
Grafton	Sentinel	H. H. Holt	C. P. Guard		H. H. Holt	Lee Bennett
Hinton	News	J. W. Graham	J. W. Graham	J. W. Graham	J. W. Graham	J. W. Graham
Huntington	Advertiser	Luther T. Long	Julien E. Caton	Julien E. Caton	Luther T. Long	Luther T. Long
	Herald-Dispatch	Huntington Herald Co.	Boyd Jarrell	Boyd Jarrell		W. L. Mengert
Keyser	Mineral News	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger
Martinsburg	Journal	Evening Journal Pub. Co.	Max von Schlegell			Max von Schlegell
	World	The World Pub. Co.		G. C. McKown	Francis R. Lowell	Francis R. Lowell
Morgantown	New Dominion	T. D. Stewart	R. S. Reid	R. S. Reid	E. F. Schultz	E. F. Schultz
	Post	Morgantown Post Co.	G. B. Miller		R. G. Hess	
Moundsville	Echo	S. C. Shaw	S. C. Shaw	S. C. Shaw		S. C. Shaw
Parkersburg	News	Parkersburg Pub. Co.	H. W. Magee			Hannah G. Kane
	Sentinel	Parkersburg Sentinel Co.	John W. Fischer	Chas. P. Harvey	Chas. P. Harvey	Chas. P. Harvey
Sisterville	Review	Review Pub. Co.	W. R. Keyser	A. T. Holmes		A. T. Holmes
Wellsburg	Herald	The Brooke Herald Co.	G. S. Larrimore	G. S. Larrimore		G. S. Larrimore
Wheeling	Intelligencer	H. C. Ogden	R. M. Archer			Peter C. Boyd
	News	H. C. Ogden	Lester Crowe			Howard Clark
	Register	Wm. L. Brice	C. S. Taney	M. T. Brice		Wm. S. MacDonell
	Telegraph	Geo. A. Laughlin	Robt. T. Beans		Alvin L. Winters	
Williamson	News	Thos. B. Garner	Thos. B. Garner	Thos. B. Garner	Thos. B. Garner	Thos. B. Garner

## WISCONSIN

Antigo	Journal	Berner Bros. Pub. Co.	F. L. Berner	Earle Holman		Henry Berner
Appleton	Crescent	Meyer Press	Byron Beveridge	R. J. Meyer		R. J. Meyer
	Post	Post Pub. Co.	John R. Reid	E. P. Humphrey		B. A. Sinnen
Ashland	Press	J. M. Chapple & Co.	J. C. Chapple	J. C. Chapple		K. L. Miles
Baraboo	News	Baraboo News Pub. Co.	Cole & Page	Cole & Page		Cole & Page
	Republic	S. J. Hood & G. H. Hood	S. J. & G. H. Hood	S. J. & G. H. Hood		S. J. & G. H. Hood
Beaver Dam	Citizen	F. F. Parker & Son	H. H. Parker	H. H. Parker		E. E. & H. H. Park
Beloit	News	D. B. Worthington	D. B. Worthington	W. H. Gharrity	D. B. Worthington	D. B. Worthington
Berlin	Journal	R. S. Starks	R. S. Starks	R. S. Starks		R. S. Starks
Chippewa Falls	Chippewa Herald	Herald Ptg. Co.	G. E. Dee			G. E. Dee
	Independent	A. F. Ender	A. F. Ender	A. F. Ender		A. F. Ender
Eau Claire	Leader	Eau Claire Press Co.	P. C. Atkinson	P. C. Atkinson		N. B. Nelson
	Telegram	Eau Claire Press Co.	C. W. Fiske			C. W. Fiske
Fond du Lac	Commonwealth	P. B. Haber Ptg. Co.	E. M. Jenison	P. B. Haber		A. L. Waffle
	Reporter	Reporter Ptg. Co.	C. F. Coffman		A. H. Lange	
Grand Rapids	Leader	Wm. F. Huffman	Wm. F. Huffman			Paul A. Pratt
Green Bay	Press-Gazette	Green Bay Newspaper Co.	J. H. Kline			A. B. Turnbull
Janesville	Gazette	Gazette Printing Co.	H. V. Ross		H. H. Bliss	H. H. Bliss
	News	Janesville News Pub. Co.	J. E. Jones	J. E. Jones	J. E. Jones	J. E. Jones
Kenosha	Herald	Kenosha Herald Pub. Co.	J. E. Hansell	J. E. Hansell		Larrabee & Girou
	News	W. T. Marlatt	W. T. Marlatt	R. S. Kingsley		R. S. Kingsley
La Crosse	Tribune & Leader	Press. A. M. Brayton	A. M. Brayton	M. B. Byers	F. H. Burgess	
Madison	Capital Times	Capital Times Co.	W. T. Eyjue	G. M. Peak		E. C. Homberger
	Democrat	Democrat Ptg. Co.	O. D. Brandenburg	H. Noll	F. S. Brandenburg	F. S. Brandenburg
	Wisconsin State Journal	A. M. Brayton	A. M. Brayton	E. R. Moak		I. U. Sears
Manitowoc	Herald-News	Herald News Pub. Co.	E. W. Mackey		W. F. Ohde	W. F. Ohde
Marinette	Eagle-Star	Frank E. Noyes	F. E. Noyes	E. W. Leroy		F. E. Noyes
Menasha	Record	I. H. Clough	I. H. Clough	I. H. Clough		I. H. Clough
Merrill	Herald	Merrill Pub. Co.	W. B. Chilsen	W. B. Chilsen		W. B. Chilsen
Milwaukee	Journal	The Journal Co.	L. W. Nieman	J. J. Schindler		
	The Daily Reporter	Daily Reporter Co.	J. F. Woodmansee	J. F. Woodmansee	A. R. Nolte	A. R. Nolte
	Sentinel	C. F. Pfister	E. G. Johnson	J. Poppendieck, Jr.		J. Poppendieck
	Wisconsin News	Evening Wisconsin Co.	A. Brisbane	A. O. Roysse		M. L. Anneberg
Monroe	Journal	L. A. Woodle & Son	L. A. & R. Woodle	L. A. Woodle		L. A. Woodle
Neenah	News	News Pub. Co.	Clara A. Bloom	F. M. Sherman		
Oshkosh	Northwestern	O. J. Hardy	F. C. Walker	E. F. Kennedy		O. J. Hardy
Portage	Register-Democrat	J. G. Cary	J. G. Cary	J. G. Cary	J. G. Cary	J. G. Cary
Racine	Journal-News	Journal Ptg. Co.	F. W. Starbuck	D. F. Griswold		F. R. Starbuck
	Times-Call	Call Pub. Co.	W. S. Goodland	Mat Myrup	W. Q. Goodland	J. H. Heim
Rhineland	News	Rhineland Pub. Co.	M. H. Barton	M. H. Barton		
Sheboygan	Press	Press Pub. Co.	C. E. Broughton	C. E. Broughton		
	Telegram	Telegram Printing Co.	F. A. Zufelt			F. A. Zufelt
Stoughton	Courier-Hub	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard		J. M. Hibbard
Superior	Telegram	Evening Telegram Co.	H. C. Stivers	Walter Hard	S. A. Buchanan	Clough Gates
Watertown	Times	Times Pub. Co.	J. Clifton & J. P. Holland			E. J. Schoolcraft
Waukesha	Herald	A. D. Campbell	A. D. Campbell	A. D. Campbell		A. D. Campbell
Wausau	Record-Herald	Record Herald Co.	J. L. Sturtevant		J. L. Sturtevant	E. J. Smith

## WYOMING

Casper	Herald	F. M. O'Brien	F. M. O'Brien	F. M. O'Brien		P. C. Kelley
	Tribune	Natrona Co. Tribune, Inc.	J. E. Hanway	R. E. Evans	J. E. Hanway	E. E. Hanway
Cheyenne	State Leader	State Leader Pub. Co.	R. Leigh	J. C. Thompson		R. Leigh
	Wyoming Stat. Tribune	Tribune Publishing Co.	W. C. Deming	W. C. Deming	W. C. Deming	
Lander	Post					
Laramie	Boomerang					
	Republican	Larimie Republican Co.	W. E. Chaplin	James Matheson		J. Matheson
Sheridan	Enterprise	Enterprise Pub. Co.	R. Leigh	R. Leigh		
	Post	Post Ptg. Co., Inc.	C. W. Brandon	C. W. Brandon	C. W. Brandon	C. W. Brandon



# BUSINESS, TRADE, CLASS DAILIES

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
<b>CALIFORNIA</b>						
Oakland	Inter-City Express	Inter City Pub. Co.	P. W. MacDonald		J. C. Laney	
San Francisco	Automotive News	Ramsey Oppenheim Co.	H. E. Agnew	H. E. Agnew	Ramsey Oppenheim	J. W. French
	Journal of Commerce	A. M. Lawrence		A. P. McSorley	Bruce D. Ellis	
	Pacific Builder	L. A. Larsen	J. P. Farrell			L. A. Larsen
	Recorder	Recorder Printing & Pub. Co.	A. Y. Wood	A. Y. Wood	C. L. Lewis	C. L. Lewis
<b>COLORADO</b>						
Colorado Springs	Transcript	E. H. Joslyn	E. H. Joslyn	E. H. Joslyn	E. H. Joslyn	E. H. Joslyn
Denver	Mining & Financial					
	Record	John A. Moyer	S. W. Vidler	S. W. Vidler	John A. Moyer	John A. Moyer
<b>ILLINOIS</b>						
Chicago	Drovers Journal	Drovers Journal Pub. Co.	Ward A. Neff		Arthur C. Davenport	
	Law Bulletin	Law Bulletin Pub. Co.	Chas. Gritman	Henry W. Ewing	Henry W. Ewing	Henry W. Ewing
	Municipal Court Record	Law Bulletin Pub. Co.	Chas. Gritman	Henry W. Ewing	Henry W. Ewing	Henry W. Ewing
	Nat'l Hotel Reporter	F. Willis Rice	F. Willis Rice	F. Willis Rice	F. Willis Rice	F. Willis Rice
	Racing Form	Daily Racing Form Pub. Co.	F. H. Brunell			J. B. Brunell
	National Stock Yards	porter	Reporter Pub. Co.	E. C. Rigden	H. A. Powell	H. A. Powell
<b>INDIANA</b>						
Indianapolis	Commercial	Enquirer Ptg. & Pub. Co.		Geo. G. Myers	J. Frank Hanly	Harry Nicoli
<b>IOWA</b>						
Des Moines	Record	Daily Record Co.		T. A. Versaw		E. G. McIntire
<b>KENTUCKY</b>						
Louisville	Record	Bishop (Catholic) of Louisville			Rev. Geo. W. Schuman	
<b>MARYLAND</b>						
Baltimore	Record	Mfg's Record Pub. Co.		R. H. Edmonds		
<b>MASSACHUSETTS</b>						
Boston	News Bureau	C. W. Barron	C. W. Barron	H. M. Cole		Guy Bancroft
<b>MICHIGAN</b>						
Detroit	Legal News	Detroit Legal News Co.	T. J. Kelk			S. W. Curtiss
<b>MINNESOTA</b>						
Duluth	Finance & Commerce	Finance & Commerce Co.	H. D. Maul	H. D. Maul	H. D. Maul	E. C. Maul
<b>MISSOURI</b>						
Kansas City	The Daily Drovers Telegram	Drovers Telegram Co., Inc.	Walter P. Neff	Walter P. Neff		Geo. N. Neff
	Grain Market Review	A. A. Trantwein	A. A. Trantwein			
	Western Contractor		A. J. Gilmore			
St. Joseph	Stock Yards Journal	St. Joseph Journal Pub. Co.	P. R. Manifold	Ewing Herbert		Ewing Herbert
St. Louis	Record	Daily Record Co.	H. B. Morse	H. B. Morse		H. B. Morse
<b>NEBRASKA</b>						
Omaha	Drovers Jrnl-Stockman	Journal-Stockman Co.		Bruce McCulloch		W. A. Truelson
	Record	N. O. Talbot		N. O. Talbot	N. O. Talbot	N. O. Talbot
<b>NEW YORK</b>						
Buffalo	Racing Form	Daily Racing Form Pub. Co.	F. H. Brunell			J. B. Brunell
New York	Market & Daily Iron & Steel Report	Amer. Metal Mkt. Co.	C. S. Trench	C. S. Trench		C. S. Trench
	Bond News	Chas. D. Steurer	Wm. A. Romkey	Wm. A. Romkey	Chas. D. Steurer	Wm. A. Romkey
	Bond Buyer	The Bond Buyer, Inc.	Sanders Shanks, Jr.	Sanders Shanks, Jr.	Chas. Otis	
	Commercial	Russell R. Whitman	W. B. Brown	Chas. R. Barth	Russell R. Whitman	D. D. Glassford
	Financial America	N. Y. News Bureau Ass'n.	G. J. Hurst	F. Eppelsheimer		Edw. Rascovar
	Garment News	John M. O'Connor	Donald Evans	Donald Evans	Arthur J. Lewy	Arthur J. Lewy
	Journal of Commerce & Commercial Bulletin	A. W. Dodsworth	J. W. Dodsworth	E. L. Howland		J. C. Cook
	Law Journal	N. Y. Law Pub. Co.	Geo. Chase		J. J. Cosgrove	J. J. Cosgrove
	Marine Record	Marine Record Co.	David G. Baillie	David G. Baillie	Henry D. Hooper	Henry D. Hooper
	Metal Reporter	Atlas Pub. Co.	Wm. C. Hirsch		C. H. Litschitz	Beni. Morris
	News Record	Daily Trade Record Co.	B. J. Perkins	E. Doorly		E. W. Fairchild
	Wall Street Journal	Dow, Jones & Co.	W. P. Hamilton	W. P. Barclay		Jos. Cashman
	Wid's	Wid's Film & Films Folk, Inc.	J. Dannenberg	J. Dannenberg	J. W. Alicoate	J. W. Alicoate
	Women's Wear	Women's Wear Co.	E. W. Fairchild	E. W. Fairchild		A. E. Fairchild
	Rochester	Record	The Daily Record Co.	N. B. Raymond		
<b>PENNSYLVANIA</b>						
Pittsburgh	Law Bulletin	Daily Law Bulletin, Inc.	G. J. Campbell	G. J. Campbell	G. J. Campbell	J. L. Campbell
<b>TEXAS</b>						
Fort Worth	Live Stock Reporter	Reporter Pub. Co.	R. H. McKinley	M. L. McCain, Jr.		R. H. McKinley
<b>WASHINGTON</b>						
Seattle	Produce News	S. H. Stevens	S. H. Stevens			
Tacoma	Index		V. B. Hedberg			H. H. Johnson
<b>WISCONSIN</b>						
Milwaukee	Reporter	The Daily Reporter Co.	J. F. Woodmansee	J. F. Woodmansee	A. R. Nolte	A. R. Nolte



# CANADA IS IN THE MARKET

Canada has just completed the recapitulation of the greatest commercial year in Canadian History.

Canada looking ahead, visualizes prosperity in even greater volume for years to come.

Last year's great crops must sink into insignificance in comparison to the crops which are to be grown during the next few years.

Impoverished Europe must look to Canada for tremendous tonnage of foodstuffs and raw material of all kinds.

Canada must produce more. Canada must have machinery of all kinds—more tractors—more automobiles.

Canadian people are good customers for merchandise manufactured in the United States, and Canadian daily newspapers carry the advertising message just as they carry the up-to-date news of the world's activities.

It is a good idea, in bidding for Canadian business, to study Canadian people and write your copy from the Canadian customer's viewpoints.

Canadian business is worth going after.

Canadian daily newspapers reach Canadian people.

These daily newspapers cooperate in helping National Advertisers become International Advertisers.

PROVINCE OF ONTARIO							
Population 2,523,274							
Lines				Lines			
	Circulation	2,500	10,000		Circulation	2,500	10,000
Border Cities Star (Windsor)...	(E) 12,403	.03	.03	†London Free Press.....(MN&E)	42,092	.07	.06
†Brantford Expositor .....	(E) 9,837	.025	.025	†Peterborough Examiner .....	(E) 6,456	.02	.015
Brockville Recorder-Times .....	(E) 4,225	.17857	.107	†St. Catherines Standard.....(E)	8,177	.0275	.02
Chatham Daily News.....(E)	2,512	.015	.00875	†St. Thomas Times-Journal.....(E)	9,328	.0275	.02
†Galt Reporter .....	(E) 4,334	.015	.0125	†Toronto Globe .....	(M) 87,850	.15	.11
†Guelph Mercury .....	(E) 3,875	.015	.01	†Toronto Star .....	(E) 91,176	.15	.13
†Hamilton Spectator .....	(E) 31,932	.065	.065	†Toronto Star .....	(S) 81,035	.15	.13
Hamilton Times .....	(E) 11,200	.035	.03	†Toronto World .....	(M) 33,569	.09	.06
†Kingston British Whig.....(E)	6,280	.025	.02	†Toronto World .....	(S) 90,946	.12	.09

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 (3c-\$8 yr.)...	(M) 32,661	.10	.07	†Quebec Le Soleil.....(E)	42,848	.07	.07
†Montreal La Presse (2cpercopy)(E)	143,981	.13	.11				

**Publishers' Statements.**  
 †A. B. C. Reports, October 1st, 1919.

		OHIO				
Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager
Cincinnati	Court Index	Vinton R. Shepard	Vinton R. Shepard	Wade Shepard		
Cleveland	Iron Trade & Metal Market Report	Penton Publishing Co.	J. F. Froggett			A. O. Backert
	Live Stock News	Allen S. Waltz	H. B. Hiser	Allen S. Waltz	Allen S. Waltz	Allen S. Waltz
Columbus	Business & Law Journal	The Nema Pub. Co.	L. M. Rodenfels	C. W. Wallace		
	Reporter & Legal News	F. M. Sprague	C. A. DeLay	F. L. Limpfer	F. M. Sprague	F. M. Sprague
Toledo	Legal News	The Toledo Legal Ptg. Co.				H. J. Chittenden
OKLAHOMA						
Oklahoma City	Legal News	John H. Murphy	John H. Murphy	L. G. Murphy		
Tulsa	Oil Record	Oil Record Pub. Co., Inc.	J. J. Hildebrandt	J. J. Hildebrandt		D. C. Robertson
OREGON						
Portland	Record Abstract	Multnomah Pub. Co.	H. G. Haugstein		W. T. Philips	

**A. A. C. W. DESIRES AID OF NEWSPAPERS**

**President E. T. Meredith, New Secretary of Agriculture for the U. S., Outlines Ideas for Co-operation**

**BY HON. E. T. MEREDITH**

In discussing the progress of advertising in 1920, my mind turns first to the Associated Advertising Clubs of the World, because, these days, I am thinking association work.

I am especially glad to prepare this statement because EDITOR & PUBLISHER has asked me what the newspaper can do to help promote the cause of advertising.

In 1919, we witnessed a marvelous increase in the prestige of the Associated Advertising Clubs of the World.

This growth of association prestige has been most natural. The work has become better known, and as it has become better known it has gained additional support. The business of an association is a good deal like the business of a private institution. Momentum generates still greater momentum.

**War Showed Needs**

At the same time, the growth of the prestige of this association has been aided materially by the fact that in all lines, the value of organization was stressed during the war period, and in almost as large a degree, the problems of these days following the war emphasize the necessity for organization, also.

The Associated Advertising Clubs of the World have adopted the biggest program in their history.

In their own behalf and in behalf of advertising, newspapers everywhere should get behind this work. It is a time for prompt and vigorous action.

The newspaper, which gets its bread and butter from advertising, must not forget that one of the largest factors in the growth of the advertising business has been the fact that advertising has been organized. Some months ago, I read with much interest "An Appreciation of George Batten," in which occurred the statement that Mr. Batten entered the advertising business when it was not uncommon to see such signs as:

"Beggars, peddlers, and advertising men—keep out!"

Those signs have disappeared. They are gone because the people who represent the advertising business have adopted high ideals of service. Such ideals have been fostered through the organization of the advertising business. Through this organization, the public has been educated and business men have been informed, of the fact that advertising does stand for that which is good.

There was a time when the man who had space to sell in a newspaper confined his thought with reference to

space selling to the interests of the newspaper.

But advertising men progressed as the result of education and the exchange of ideas at meetings, through advertising trade papers and in many other ways, and the space seller began to learn that his interests were so closely allied with the interests of the advertiser that a better thought for him was to know that the advertisement was not good for him to sell unless it was good for the advertiser to buy. Therefore, he became interested in the advertiser. He thought in terms of the advertiser's interests.

**The Advertiser's Interests**

But now, we have come to a third and still broader and better basis.

We realize that the interests of the consuming public must come first. Advertising space, employed in a manner which does not help the public, is not good for the seller to sell, nor the advertiser to buy. In the long run, unfavorable reaction would be the inevitable result.

Because the Associated Advertising Clubs of the World do stand for this proposition, this organization has enjoyed the support of men in high places in government, in business, in the world of publishing, and in every other field of legitimate endeavor.

It is interesting, for example, to observe that the work of this association has such support from advertisers, that we now have more than 500 Sustaining Members, who are standing behind us with their funds as well as their willingness to render direct and personal service. It is no longer unusual for a Sustaining Member to pay \$1,000 a year, or more; and one national advertiser is paying \$4,000 a year.

These members have got behind this movement on a basis of "for value received." We are making their advertising dollars go further by making all advertising more effective.

**Publishers' Co-operation**

Through our vigilance committees, which have had the strongest indorsement from advertising managers of newspapers, we are eliminating frauds from advertising. In our educational work, we are making advertising more effective. We are helping to teach the advertiser how to make the truth attractive.

Publishers should get behind this work.

They should make the policy of their papers comply with the practical idealism for which this association stands.

They should not stop short of the strictest possible compliance, simply because the things for which this association stands are things which are best for advertising, for this association merely reflects the viewpoint of the most progressive and most capable people connected with advertising today.

The newspapers should stand behind the local advertising clubs.

They should grasp every opportunity

**MUNSEY MAY LOSE ONE A. P. MEMBERSHIP**

**No Action on Telegram or Paris Edition by N. Y. Sun Owner—Four Priority Lists of Printers Being Adjusted**

The New York Herald will pass out of existence as an individual journalistic institution on January 31 and the following day, next Sunday, will appear as a part of the Sun with the consolidated name, "The Sun and New York Herald," according to the announcement of Frank A. Munsey. No plans for the future conduct of the Evening Telegram and Paris edition of the Herald have been announced by the new owner.

The consolidation of the Sun and Herald will mean the removing of one Associated Press membership in

**"THIRTY"**

The Owl Club, composed of editors and reporters of the New York Herald, will hold their annual dinner Sunday morning at 2 o'clock in the Della Robbia room of the Vanderbilt Hotel. The Owl Club is as old as Herald Square. It is only a coincidence that the Herald will at almost the same hour lose its identity as a separate newspaper. Arrangements were made for the dinner several months ago. Old Herald men will be made welcome.

the New York morning field, the Herald membership automatically lapsing when it becomes a part of the Sun.

Rumors persist that the Evening Telegram may again change hands after its Associated Press membership becomes the property of the Evening Sun. For the present at least the Telegram will be published in Herald Square. Mechanical difficulties resulting from moving and installing of new machinery would make it impossible to print both the Evening Sun and Telegram in the great publishing plant of Mr. Munsey at 280 Broadway immediately, if this was even contemplated, experts point

to give publicity to the works of the Associated Advertising Clubs of the World and of the local clubs.

They have tremendous power to help in the work of educating the public to a realization of the value and importance of advertising to the consumer.

Most of the biggest and best newspapers in this country have their shoulders to this wheel. We heartily invite the co-operation of every newspaper.

Let us make 1920 the banner year in the progress of advertising.

out. Mr. Munsey's statement, which appears in this issue of EDITOR & PUBLISHER, that the plant of the Herald one of the newspaper show places of the country, is merely a shell, was a surprise to many persons.

Among the things that Mr. Munsey secured when he purchased the Herald and Telegram is a paper contract for 17,000 tons for 1920 at 4 1/2¢ per ton for the first quarter.

Purchase of the New York Herald and Telegram by Frank A. Munsey, owner of the New York Sun, has brought one of the hardest problems before the I. T. U. that organization has ever had to deal with. It affects more than 400 men. The executive committee of "Big Six" has now been in session for several days without reaching a decision.

In 1912, the Herald and Telegram chapels were combined by request as a matter of economy. In order to do this it was necessary, to secure the consent of the Telegram chapel to maintain separate priority lists for both the Herald and Telegram and establish a third priority list dating from that time. Many members on the priority list of the Herald ranked those of the Sun and as a result of the consolidation, about 100 men of both papers will lose their positions and priority rights.

This is aside from about 60 members whom Mr. Munsey will re-employ in the Telegram, but who will lose their priority rights. Many of the rank and file members on the priority list at the Sun, it is understood, were Press men if they were not newspaper men, who outranked Sun men at the time that Mr. Munsey merged those two papers.

The I. T. U. decision in the Pressing Sun case finally ended in a court fight that was won by the union, but the case was child's play compared to this, as then there were but two priority lists with which to deal, while in this case there are four of all. No decision is expected before Sunday, when a meeting of "Big Six" has been called to receive it.

**Northern New Yorkers Elect**

WATERTOWN, N. Y., Jan. 28.—F. J. Corse of the Sandy Creek News was elected president; W. J. Allen, of Jefferson County Journal, G. A. Williams, of Boonville Herald, and C. H. Condon, of Watertown Times, vice-presidents; Floyd J. Rich, of Carthage, publican, secretary-treasurer at the annual meeting of the Northern New York Press Association today.

**Westfield Journal Quits**

WESTFIELD, MASS., Jan. 28.—The Evening Journal has suspended. The newspaper market conditions are not so favorable and one cent competition are the causes.

# PLANT CONGESTION ELIMINATED

## Portland Express-Advertiser Makes Radical Departures from Custom, Yet Retains Compactness

By W. C. JEFFERDS

line and rule caster and a Model 9 head-setting machine of the four-deck species.

As the plan illustrates, the lin-

types and their self-operating companions are set in three lines, so ar-

Each linotype is equipped with an individual motor. Individual red lights are mounted on the top of each machine used to attract the attention of the machinist whenever a machine is in need of repair. This system of call is preceded by the ringing of a bell and avoids a visit sometimes to

All of the machines. This is also called into play when the changing of a magazine becomes necessary, for the machines are equipped with fonts ranging from 5½-point to 36-point.

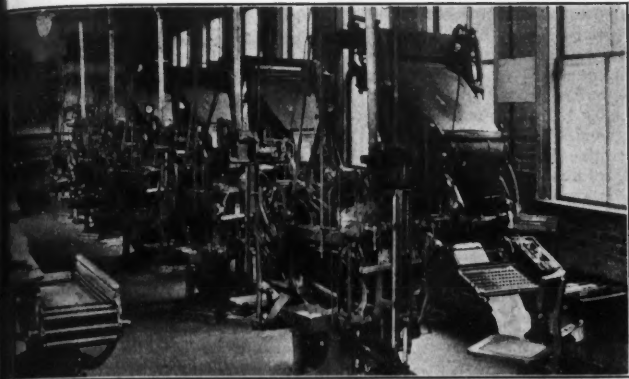
Proper lighting is provided for each frame, these being placed at the top as well as others specially shaded over the fonts in the lower section of the frames. Sufficient space is allowed for the placing of a form table between any two of the frames to facilitate the assembling of half and full-page advertisements.

The set matter in turn requires but a step or two to deposit it upon either of the two banks, news or ad, beside which are Wesel electric proof presses. The proofs made, it becomes an easy matter, by reason of a copy-carrying system, to send the proofs to the proof-reading department, which is on an unobstructed line from the correcting banks. Revise matter is removed on galleys from these banks to the make-up benches running horizontally to the copy and advertising, or otherwise referred to here, as the correcting banks.

The make-up benches, or as they are listed in the legend, corrected ad bank and corrected news bank, are situated almost end to end. To per-

(Continued on Page 70)

would undoubtedly be safe to assume that no industry in the country today demands more in the way of accuracy and dispatch than does a newspaper, and surely few there that demand as much. The coming of accuracy and dispatch in the operation of all or a part of any newspaper, providing these two essentials are developed in their purest form, culminate in but one thing—efficiency, with efficiency assuring success.



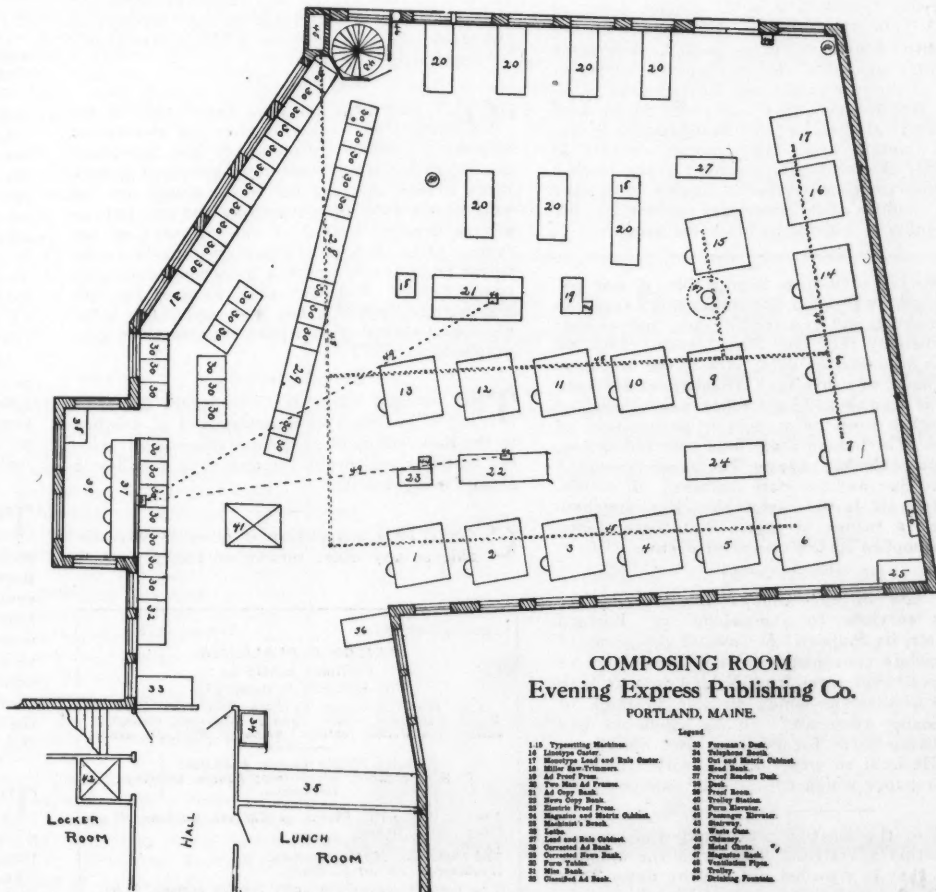
This Linotype Battery Arrangement Provides for Easy Accessibility to Machines and Minimum Loss of Time

contribute its share through the means of accuracy and dispatch for the general success of publication, the composing room must have almost unlimited facilities; must have system to properly utilize those facilities, and, most of all, must be so arranged as to make each individual unit easily accessible to the other and all to one. The Evening Express Publishing Company of Portland, Me., publishers of the Express-Advertiser and Portland Sunday Telegram, has in its modernly equipped plant what might be considered a model composing room if judged from the standpoint of efficiency. Careful study of the details of this particular department, combined with numerous tryouts, has resulted in one of the most complete and well planned institutions of its kind to be found in a plant of the same size anywhere in the United States.

### Result of Long Study

This department, as it exists today, is representative of years of study. The accompanying illustration or plan of the subject of this study, one may more easily glean an idea of what the Portland publishers believe to be, and have thus proved to be, insofar as their interests are concerned, a model composing room. Congestion of equipment has been avoided, but in a manner which still render the department com-

noteworthy feature of the layout to be found in the systematic placing of the linotypes and casting machines. Fifteen linotypes are used: one Model 1, one Model 2, five Model 4, one Model 9, two Model 14 and one Model 20. The last named is equipped with ten faces, from an eight to a 30-point, inclusive. This also includes a linotype slug and a casting machine, a Monotype



COMPOSING ROOM  
Evening Express Publishing Co.  
PORTLAND, MAINE.

- Legend
- 1-15 Typing Machine
- 16 Linotype Caster
- 17 Monotype Lead and Rule Caster
- 18 Mixer and Trimmers
- 19 Ad Proof Press
- 20 Type and Ad Frames
- 21 Ad Copy Bank
- 22 News Copy Bank
- 23 Machine Proof Press
- 24 Machine and Electric Cabinet
- 25 Machine's Bench
- 26 Table
- 27 Lead and Rule Cabinet
- 28 Corrected Ad Bank
- 29 Corrected News Bank
- 30 Form Tables
- 31 Misc. Desk
- 32 Custodian Ad Bank
- 33 Foreman's Desk
- 34 Telephone Booth
- 35 Out and Makers Cabinet
- 36 Sled Bank
- 37 Proof Readers Desk
- 38 Proof Bench
- 39 Tracing Station
- 40 Form Elevator
- 41 Powerage Elevator
- 42 Cabinet
- 43 Waste Case
- 44 Cherry
- 45 Metal Case
- 46 Magazine Rack
- 47 Ventilation Pipe
- 48 Tally
- 49 Drinking Fountain

# EDITORIAL

## ANOTHER UNUSUAL SERVICE-STUNT

THOSE who do business with newspapers will particularly appreciate the outstanding feature of this issue of *EDITOR & PUBLISHER*. This feature is a compilation of a character not before attempted. It lists the names of the chief executives—publishers, editors, managing editors, general managers, business managers—of 2,000 daily newspapers of the United States.

It would be folly to claim that a compilation of this sort is 100 per cent accurate, for changes occur every day in the staff organizations of newspapers. But the information given is the latest to be obtained and is as accurate as painstaking effort can make it.

In addition to the value of this compilation to those who have business relations with daily newspapers, and who are convinced of the advantage of direct, personal communication with the executives immediately concerned, the feature will have great interest to newspapermakers themselves. By reference to it old friends may be located. It will foster that better acquaintanceship which is so desirable among men engaged in the same line of effort.

It may be that it is better that the general public should have little interest in the individuals who make their newspapers. At any rate, that theory prevails widely. Owners prefer that the public should always think of their newspapers as institutions, divorced from personalities. But there is no good reason why newspaper executives should shirk personal relations with each other or cultivate an indifference as to "who's who" in the great field.

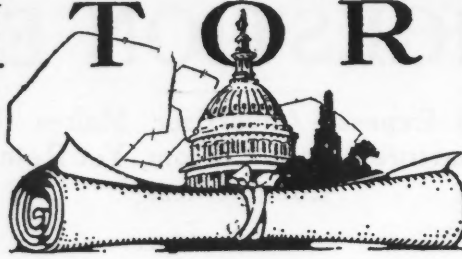
So, gentlemen of the craft, here are the names of your contemporaries throughout the country. Get better acquainted!

ONE by one the stock themes of the jokesmiths disappear. Who now thinks of imputing to our British friends a slow or a slack sense of humor? Time was when this theme always struck fire. But that time has passed. Americans have come to realize that perhaps the cleverest humor of the war period was British-made. One of the Britons who have had much to do with this revival of the old John Bull primacy in humor is Captain Bruce Bairnsfather, creator of "Old Bill," the most human soldier of the world's war. Captain Bairnsfather is paying us a visit and is finding that Americans appreciate his genius quite as warmly as his home people.

THERE is something regrettable, if not pathetic, viewed from the sentimental angle, in the demobilization of a staff of men such as that maintained by the *New York Herald*. Link by link this organization dates back to the first days of the paper, 85 years ago. Throughout all those years the traditions of the office were cherished and handed down by successive generations of workers. The human chain held true and strong. Then comes the big change. The paper is merged with the *Sun* and its staff scattered. It is life, of course. It is the inevitable. But somehow one feels a twinge of regret that these things have to happen in the course of events.

THE sale of the *Omaha Bee* recalls the long services to journalism of Edward Rosewater, its founder. He was of the group of state builders conspicuous in the development of the central west from frontier-land to that high state of civilization which we like to think of as "typically American." In his hands the *Bee* was a living force for progress and enlightenment. He built so well that his work still lives in a newspaper which enjoys wide influence.

SOME of the most interesting of the current promotion advertising deals with the amount of copy that is crowded out day by day. That sort of advertising has a news value. It is constructive, because it leads advertisers to think.



## FOR THAT BETTER BALANCE

WHAT advantage is to be won by an advertiser in "squeezing into" an issue of a newspaper which is heavily overloaded with advertising? This habit has grown until in many instances evening newspapers find it impossible to preserve a rational balance in advertising volume throughout the week.

Thursday or Friday issues, bulky to the point of unwieldiness, and of necessity hurriedly made up, carry advertising which would have greatly more force and a much surer appeal if published in an issue having a normal volume of business.

The psychology of all this is simple. It is the old urge to "follow the crowd." It recognizes the laws of the herd, the impulse to stampee. "The crowd must be right." But it is a faulty psychology. It will not stand the light. It will not justify itself by experiment or analysis.

People buy and sell every business day of the week. People are influenced by advertising every day of the week. But they do not yearn for an over-ratation of advertising on particular days and for little or none on other days. They do not live on that plan, nor buy and sell according to any such program.

E. R. Davenport, manager of the *Rochester Times-Union*, writes to ask if the plan has ever been tried of charging a higher advertising rate for Friday evening papers than is charged for other days of the week. If it has, the matter has never come to the notice of *EDITOR & PUBLISHER*. In fact, no such drastic rule should be needed in order to secure a better run of copy throughout the week. The self-interest of advertisers should be a sufficient incentive.

OUT where the sun goes down" they do the unusual so frequently that the element of surprise is somewhat discounted. The *San Francisco Ad Club* is now pushing a proposed amendment to the city charter which would provide each year a fund for advertising the city nationally—a fund to consist of one per cent. of the taxes. Only in a city where civic pride is the ruling passion could such a movement gain even consideration. But who shall forecast its failure in the city which has just captured a great national political convention—regardless of geographical factors?

THE national advertiser who leaves the matter of the days of insertion and of position to the best judgment of the newspaper's advertising manager will profit through such a policy in almost every instance.

CLASSIFIED advertising is quite as advertisable as any other service or utility.

January 29, 1920.

Volume 52, No. 35.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

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

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

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

## FIXING THE GUILT

F. R. MOSES, publisher of the *Marquette (Mich.) Chronicle* favors *EDITOR & PUBLISHER* with an original theory as to the responsibility for the newsprint shortage. Charges counter-charges have been freely made on head, the manufacturers holding the unanimous view that the fault is that of the publishers, a majority of the publishers having pretty strong convictions as to the part the manufacturers have played in the economic tragedy.

But, if the reasoning of Mr. Moses is to be accepted, the responsibility belongs to neither the manufacturer nor the consumer.

It is to be saddled squarely on to the shoulders of the Audit Bureau of Circulations! Mr. Moses stands willing to guarantee that the A. B. C. were discontinued for two years there would be a surplus of newsprint.

His argument is simple. "Every publisher tries to maintain his A. B. C. circulation year in and year out, in spite of changing conditions, in spite of the fact that in so doing he takes serious losses himself and likewise inflicts serious losses upon others and makes the newspaper business a rather hazardous occupation from the standpoint of finance," writes Mr. Moses.

To maintain circulations, Mr. Moses asserts publishers resort to various illegitimate devices such as price cutting, loading up dealers with extra supplies, etc. One newspaper in his territory he claims, sends daily to outside towns a greater number of papers of which but a small percentage are ever sold. He does not know how the plan is "camouflaged," but he is sure that it is "done by" in the A. B. C. reports in some manner.

Mr. Moses knows one publisher, he says, who is today carrying at least 500 rural route subscribers who are not in his territory and who are a dead loss to him, but he claims that he cannot afford to drop them because of the effect it would have on his A. B. C. report.

Mr. Moses, it may be safely asserted, has uncovered a wholly novel reason for the paper shortage.

Who would have suspected, until he urged the point, that the Audit Bureau of Circulations which claims to have been a potent factor in bringing about paper economies, had in reality forced upon publishers a policy of waste? It will be disconcerting news for Stanley Claggett, who feels that the policies of the Bureau have all tended to the elimination of waste circulation. It will come with something of a shock to the members of the Bureau, who realize that the A. B. C. puts a premium upon NET PAID CIRCULATION and penalizes in the eyes of advertisers all other forms of distribution.

Incidentally, it may be guessed that Mr. Moses is not a member of the A. B. C. In fact, he assures us that he never expects to be. And if his theories about the working of the organization were unassailable he would, obviously, be fully justified in holding aloof.

THE Manufacturer's Record urges strong opposition to Federal control of newsprint, seeing in such an expedient a confession on the part of publishers that they are not strong enough or wise enough to manage their own affairs when faced by economic difficulties, common to all other industries. The Record offers as a solution the routine business practice of constant readjustment of selling prices to meet changing costs of production. It believes that the newspaper business is the only line in which this rule is not already absolute.

THINGS have changed, journalistically, in many. The President was cartooned, together with members of his cabinet, the artist picturing them as zoo animals. They brought suit for libel. The court dismissed the complaint. In the days the offenders would have been dungeoned for life.

**PERSONALS**

**EDWARD J. LYNETT**, publisher and editor of the Scranton (Pa.) Times, one of the leading Democratic newspapers of the state, will be a candidate for delegate to the Democratic National convention.

**Bernard L. Cohn**, for the past five years business manager of the Memphis (Tenn.) News-Scimitar, has been appointed general manager. He started with the News-Scimitar as Sunday editor and dramatic critic, transferred to business office and climbed rapidly. **James L. Smith**, pioneer newspaper publisher, and former mayor of Muskegon, has written a history of Michigan. It will be published within a few weeks. **Clarence Rodgers** is the editor of the Janesville (Wis.) Press, a morning paper.

**A. M. Brayton**, editor of the LaCrosse (Wis.) Tribune and Madison State Journal, has recovered from a recent illness.

**Frank M. America**, who has been publicity representative for the American Cross in Europe for the past two years, has returned to Paris after a visit to New York and to his home in Buffalo. Mr. America was formerly with the Associated Press and went to London for the A. P. in 1916.

**John Gould**, former managing editor of the Wichita Falls (Texas) News-Record, has become assistant secretary of the Wichita Falls Chamber of Commerce in charge of publication. **Kenneth E. Taylor**, recently of Atlanta, Ga., has become managing editor of the News-Record.

**A. O. Roysse**, former managing editor of the Milwaukee Wisconsin News and the old Milwaukee Free Press, has become associate editor of the Manitowoc Herald-News. Mr. Roysse will take up his new duties as soon as he has fully recovered from injuries received in a fall on an icy sidewalk in Milwaukee.

**John Hourigan**, general manager of the Wilkes-Barre (Pa.) News, has resigned from the local planning commission in real estate.

**F. S. Brandenburg**, business manager of the Madison (Wis.) Democrat, is head of a new stock company which has taken over the job printing plant of the Janesville (Wis.) Gazette.

**Harold Hall**, new publisher of the Indianapolis Daily Times, has been seriously ill for several weeks.

**IN THE EDITORIAL ROOM**

**William D. Van Blarcom** has left the Houston Post for a place as "bull-eye" editor of the Fort Worth Star-Telegram.

**Joe Webb**, formerly editorial writer of the Beaumont Enterprise, is in a similar position with the Waco News-Tribune.

**Captain Paul Edwards** has resigned as automobile editor of the Seattle Times to take up a post on a trade journal. He is succeeded by **Dave Erwin**, recently returned from overseas. **William Arquatt** is assistant automobile editor. **William C. Cryor**, formerly rewrite man on the St. Louis Star, has gone to the Times as assistant city editor.

**Norman Williams**, until recently with the St. Louis Times as political editor, has joined the Chicago American. **Harry Archlow**, with the St. Louis Star until recently, has also joined the American staff.

**Arthur C. Bowman**, telegraph edi-

tor of the Detroit Times, has resigned and been appointed assistant city editor of the Detroit Free Press.

**Clarence J. Hall** of the New Bedford Standard staff is the father of a baby girl. Mr. Hall is the son of **Lemuel C. Hall**, publisher of the Wareham (Mass.) Courier.

**M. F. Judell**, formerly with the Madison (Wis.) State Journal, has left N. W. Ayer & Son, Philadelphia, to join the publicity department of the Goldwyn Distributing Company.

**Herbert Roth**, cartoonist of the New York World, and **George Worts**, magazine writer, sailed from San Francisco a few days ago on the steamer Venezuela, to study the "local color" and habits of the Japanese and other Oriental nations.

**Mrs. Graydon Brown**, society editor of the Scranton (Pa.) Republican, who has been ill for the past several weeks, is recovering and will soon be back at her desk.

**Miss Harriet Wheaton**, formerly of the Madison (Wis.) Times, is now city editor of the Janesville (Wis.) Gazette.

**Walter L. Williams**, formerly financial editor of the Minneapolis Tribune, is head of the Tribune's service department, which has completed in the past six months over 100 surveys of local merchandising conditions.

**Oscar Anderson**, for a number of years city editor of the Baltimore Star, has been appointed secretary to Governor Ritchie. **A. J. Brashear**, special writer on the Star, has been made city editor in succession to Mr. Anderson.

**Ralph H. Marden**, formerly of Burlington (Vt.) newspapers, has been appointed editor of the Gadsden (Ala.) Times-News.

**Lee Haney**, formerly of the Kansas City Star, has been made managing editor of the Salina Daily Union, succeeding **M. E. Shipman**.

**J. E. Morrow**, reporter for the Waco (Tex.) Times-Herald, has resigned to become publicity director for the Texas Chamber of Commerce, with headquarters in Dallas. Mr. Morrow succeeds **L. J. Hennessey**, who resigned to enter business.

**Arthur J. Mills** has resigned as telegraph editor of the Wheeling (W. Va.) News, on account of ill health. He is succeeded by **James Shepherd** of the News staff.

**John F. Ruppert** of the Indianapolis Star's advertising staff, has been appointed to the management of the Star's agricultural department, with **Walter E. Jenney** as agricultural editor.

**WITH THE AD FOLKS**

**Frank J. Mooney**, former advertising manager for the Hupp Motor Car Company, has been assigned to special automobile account work by the **Walter Zimmer Agency**, of Detroit. Mr. Mooney leaves the **Theodore F. MacManus Agency** to take the new position.

**Louis G. Vogel** has been appointed western advertising manager for the **American Motorist**, published at Washington. He has opened offices in Detroit, and will have charge of the territory west of Buffalo.

**John P. Derum**, formerly with Campbell-Ewald Advertising Agency, has joined the staff of the Redfield Agency, New York City.

**L. Grant Hamilton**, who was advertising manager for the former Regal Motor Car Company, has returned from France after two years in the service.

**Maxton R. Davies** has been elected vice-president of **Seelye & Brown, Inc.**,

**K. S. BALLOU GOES WITH RELIGIOUS PRESS**



**KENNETH S. BALLOU**

**BOSTON, Jan. 23.**—Kenneth S. Ballou has been appointed advertising director of the Congregational Publishing Society, publisher of the Congregationalist and almost a score of other publications connected with that denomination. Mr. Ballou was from 1912 until entering the national service, manager of the Boston office of **Bryant, Griffith & Brunson**, special representatives. Before that he was with the **Walter L. Wooden Advertising Agency** and the advertising department of **M. J. Whittall, Worcester, Mass.**

of Detroit, resigning as vice-president and secretary of the **Dunlap-Ward Advertising Company, Cleveland.** Mr. **Davies**, who is a former Detroit Tribune advertising man, recently had charge of the **Dunlap-Ward Agency's** Detroit office.

**Charles H. Plummer**, promotion manager of the **New York City Car Advertising Company**, will be the speaker at the next meeting of the **Junior Advertising Club of New York**, on January 30, at the Advertising Club, 47 West 25th Street. His subject will be "Street Car Advertising."

**W. A. Schmitt**, advertising manager of the **Regina Company, New York**, is receiving the congratulations of

his friends upon the arrival in his home of **William Charles**, weight eight pounds.

**Frank J. Zeorlin** has been appointed executive secretary of the **Spokane Advertising Club.**

**Charles J. Boyle**, of the **New York office of Paul Block, Inc.**, and **Arthur F. Thurnau**, western manager for that organization, have been elected vice-presidents. **Herman G. Halsted** continues as a vice-president of **Paul Block's** organization.

**Ralph Seward Heaton**, formerly advertising manager of the **H. & S. Pogue Company, Cincinnati**, has been appointed advertising manager of **Rudolph Wurlitzer Company**, of the same city.

**James G. Lamb**, advertising manager of the **Scott Paper Company, Chester, Pa.**, has been elected secretary of the Company's board of directors.

**Woodburn McDonald**, for many years in **Pacific Coast** newspaper work, has established an advertising agency at **Tacoma.**

**Lee Rosier** has been appointed general account supervisor and assistant to the president of the **Redfield Advertising Agency, New York.**

**J. F. O'Neill**, advertising manager of **A. A. Vantine & Co., Inc., New York**, has also taken over the duties of manager of the store's wholesale perfumery department.

**Arthur K. Barnes**, for several years with the **Armstrong Cork Company, Pittsburgh**, has become connected with **Frank Seaman, Inc., New York**, in the direction of accounts.

**J. J. Geisinger** has been appointed vice-president of the **Federal Advertising Agency, Inc., New York.**

**W. E. Conklin** of the **Literary Digest, New York**, has been elected president of the **Winter Golf League of Advertising Interests.** Other officers are: Vice-president, **Gilbert Hodges, Munsey's Magazine**; secretary, **Guy Pierce, Independent**; treasurer, **Howard Ruggles, Ruggles & Brainard.**

**H. M. Dodge** has been appointed copy chief of **Wood, Putnam & Wood, Boston.**

**William J. Bryan**, formerly with **Maclay & Mullally, Inc., New York**, has established the **William J. Bryan Advertising Agency** in **New York.**

**Facts about the Haskin Service**



The Newport News Times-Herald has signed a contract for the Haskin Service for one year

It includes the "Answers to Questions" column which is proving so popular

Frederic J Haskin Washington D C will tell you the price and plan for your paper

R.M.

# SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

## EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

### For Sale

Web, duplex, two revolution and drum presses. Paper cutters bought and sold. Warner Machinery Co., 716 S. Dearborn St., Chicago.

### Model Fourteen Linotype

For Sale—in good condition, used about four years, regular equipment except matrices. Immediate shipment. Price \$3,700 net cash f.o.b. Chicago. Address Wm. A. Angus, 720 South Dearborn St., Chicago, Ill.

### Goss Acme Press For Sale

16 pages in multiples of two. Consolidation puts this desirable press and complete retotyping outfit on market. Address Globe Gazette, Mason City, Iowa.

### For Sale

Almost new Goss Comet flat bed eight page press. Can be seen running. The Chew Publishing Co., Xenia, Ohio.

### For Sale

Goss semi-rotary printing press; prints 8-page, 7 column newspaper from flatbed using 46-inch rolls. Produces 3,000 papers complete, folded, in one hour. Can be seen in operation. A splendid buy. The William Feather Company, Caxton Building, Cleveland, Ohio.

### For Sale

Potter Angle Bar Press. 8-column 12 ems, or 7-column 13 ems. Speed: four pages, 20,000 per hour; eight pages, 10,000; with stereotype equipment. All in good condition. Bargain for quick sale. Need room. Address The Press, Evansville, Ind.

### For Sale

Cottrell two-revolution press, bed 38 x 55, two roller, rear fly delivery, air springs, back-up and impression trip, two sets roller stocks, 10 chases, speed up to 1,800. Has had good care and is in fine condition. \$300 f. o. b. Vineland. Golding job press 12 x 18 with fountain, fine condition. Horton mailer, No. 1, good condition, \$12. Evening Journal, Vineland, N. J.

## FOR SALE

Hoe Quadruple Press in fine condition. Moderate price. Address Manager, P. O. Box 35, New York City.

### For Sale

Cox flatbed perfecting press, 8 pages, 4 x 4 Columbian model, movable bed. \$500 in extra parts, extra roller stocks, chases, etc. 15 h. p. 60 cycle A. C. motor and shafting. All as it stands running in Hour pressroom. Can be delivered some time in March. A bargain. The Norwalk Hour, Norwalk, Connecticut.

### For Sale

For Sale—Duplex eight-page flatbed press, double drive, in excellent condition. In use five years on a small edition, and kept in fine shape. May be seen daily in operation. Reason for sale, twelve or sixteen-page press needed. Would consider exchange for twelve-page flatbed. Price \$4,800. Address B-573, care Editor and Publisher.

## MACHINERY

**Ingot Caster**—Hoe, gas heated; attached to metal pot, with pump, good as new, \$100.  
**Flexotype Scooper**—For drying mats flat; gas heated; good as new, \$35.  
**Paste Kettle**—Copper, on tripod; steam heated; good as new, \$15.  
**Steam Boiler**—Upright, 45 inches high, 21 in. diameter; made of heavy boiler plate; 20 tubular flues; carries 100 lbs. pressure. In use five years. Can be put in excellent condition at small expense, \$50.  
**Steam Table**—Hoe, double platen, 24 x 28, outside measurements, with same size apron; hand operated, excellent condition, \$230.  
**Job Press**— Chandler, Price, 14 x 18, motor or foot power; first-class condition, \$200.

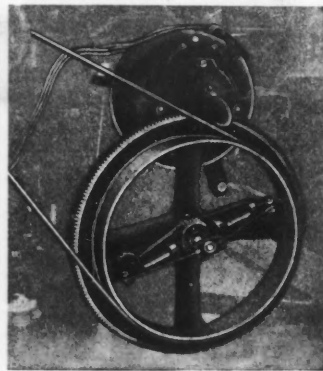
THE DAY

New London - - - Conn.

## EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

## THE CUSHMAN



### OFFSET LINOTYPE MOTOR

Has No Equal

EFFICIENCY for SERVICE

and STURDY CONSTRUCTION

We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.

Write for prices. Address:

**CUSHMAN ELECTRIC CO.**

Concord, N. H.

The following used machinery and supplies will be sold at attractive prices:

- One Dross Refining Furnace
- One Hoe Matrix Roller without drive
- One Thompson Typecaster with 110 volt D. C. motor
- One Hoe Matrix Heater (Revolving Type)
- One Hoe Stereotype Rotary Planer 110 volt D. C. motor
- 165 reams American Stereotype Tissue—19 x 24
- One Hoe Sextuple Press
- Two Wesel Electrically Heated Steam Tables, with pneumatic plungers for operating platens and form kick-out

For full details and prices, address:  
 Mechanical Superintendent  
 Louisville Courier-Journal, Louisville, Ky.

## FOR SALE

4 to 8 page Rotary Campbell Press, 7 col., 13 ems, 10,000 8-page per hour. Stereo outfit complete, except steam table and rollers. Name your offer, we will make terms; we have put in a larger outfit. **Lake County Printing Pub. Company, R. H. McHie, Mgr. Hammond, Indiana.**

## Duplex Press \$4,500

Angle Bar Cox Duplex Press for sale. Prints 2, 4, 6 or 8 7-column pages up to 6,000 hour. Guaranteed in first-class condition; now in daily operation, but is being replaced by larger press. Also Babcock Cylinder Press in good condition.

**VANDERSLICE & EYERLY**

Bloomsburg, Pa.

## EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

### FOR SALE

## Stereotype Paper

Size 18 x 23 inches

White backing 4 reams  
 Pink 8 reams  
 Tissue 9 reams

Make an Offer

## THE DAILY ARGUJ

MOUNT VERNON, N. Y.

## EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

### Wanted

Half page casting box in good condition. The Daily Independent, Murphysboro, Ill.

## MISCELLANEOUS

Advertisements under this classification thirty cents per line. Count six words to the line.

A recognized authority on machinery and supplies for newspapers, printers and allied crafts expects to make several trips throughout the U. S. annually. Would consider representing several non-conflicting lines to stimulate trade, open new accounts and earn goodwill. Service guaranteed to be invaluable. Only the highest grade material and reputable concerns considered. Address B-572, care of Editor and Publisher.

## PLANT CONGESTION IS ELIMINATED

(Continued from Page 67)

mit make-up at one time of more than a single form, five tables are constantly in position at the corrected news bank, with a like number ready for service at the corrected ad bank. Directly behind the line formed by the two banks and the active tables is a string of inactive form tables, headed and stripped ready for immediate use. Here, too, opportunity is given to proceed, should occasion demand, with the make-up of a dozen or more pages without having to leave the vicinity of the corrected matter banks.

With the make-up of a single page, whether it be news or advertising matter, or a combination of both, the form when locked has reached a point directly in the line of the elevator running to the stereotype room and when the table is taken off below it confronts the steam table. This avoids a totting of the tables about the stereotyping room. When the matrices are made the form is quickly rolled back on to the elevator and is again shot into the composing room for ultimate dissection.

To return to our subject, the composing room. The room is equipped with many modern appliances or accessories, including two Miller saw-trimmers conveniently located in the ad work department. One bank in this section of the room is given over

## For Prompt Service

## TYPE Printers' Supply Machinery

In Stock for Immediate Shipment  
 Selling Houses conveniently located

"American Type the Best in Any City"

## AMERICAN TYPE FOUNDERS

Boston	Pittsburgh	Kansas
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

## For Sale

Two Hoe Sextuple Presses with two folders. Each press produces an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rolling Machine can be shipped at once.

Walter Scott & Company  
 Plainfield, N. J.

### Take It To

## POWER

Open 24 hours out of the year  
 The Fastest Engravers  
 the Earth

Powers Photo Engraving  
 154 Nassau St., Tribune Bldg.  
 New York City

Printing Plants and Business  
 BOUGHT AND SOLD  
 Printers' Outfitters  
 American Typefounders' Products  
 Printers and Bookbinders Materials  
 of Every Description  
**CONNOR, FENDLER & CO.**  
 86 Beekman St. New York

entirely to a surplus stock of and rules; another is used especially for extra magazines, this being to any one or all of the machines on the other side of the room is the bank of the Keystone make and is handily placed in regard to news copy bank.

In this corner of the room the classified ad bank is traced steps are avoided by the position it occupies close to the mats given over to the setting of "M". Set back from the central operation is a large steel counter where, in alphabetical order, mats of foreign advertisers are (Continued on Page 71)

**CLASSIFIED ADVERTISING COLUMNS**

Through the classified columns of Editor & Publisher you may find a buyer for any mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage and which would be of real service to somebody else.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unoccupied by ads to exceed 50 words, two insertions FREE.

**Advertising Man**

Live wire, energetic, ambitious and clean-cut; age twenty-eight, unquestionable reference; twelve years' experience in newspaper game. At present advertising manager of small daily but field limited and desire to make change. Am good copy writer and convincing salesman. Know how to make friends for myself and my paper—and hold them. Can deliver the goods. Nothing less than \$40 week considered. No "specialty" insertions or "trials." I want only a permanent position with a future. Address B-570, care of Editor and Publisher.

**Successful Advertising Manager**

On a middle west newspaper of 25,000 circulation is looking for a new location in a larger field. Space on the paper where now employed increased over 50 per cent the last year in the face of three substantial increases in rates. If you are willing to pay a live man a good salary or a fair salary and a small percentage on increase in business, would like to hear from you, but I must have entire charge of the advertising department. Twenty years' experience—nearly ten years in present situation. Address B-565, care of Editor and Publisher.

**Experienced General Manager**

of daily newspaper, thoroughly conversant with all departments of newspaper making, desires to locate with growing newspaper in larger field. Preference for proposition in South demanding economical development. A No. 1 record as a result producer in advertising and circulation, top notch organizer and efficiency expert. Address B-562, care of Editor and Publisher.

**Editor**

Young man, 28, married, seeks permanent position in middle west as city or managing editor of daily newspaper. College trained and competent. Ten years on one of leading Michigan newspapers. A No. 1 reference. Give full details in first letter. Come at once. Address P. S., P. O. Box 527, Kalamazoo, Mich.

**Gravure Editor, Experienced**

is seeking change; versatile, knows photo values, and artistry; also several years Sunday editor large eastern newspaper; personal acquaintance with photo and feature syndicate managers. Nothing under \$60 a week considered. Address B-561, care of Editor and Publisher.

**Experienced Newspaper Artist**

Cartoonist and expert chalk plate engraver, desires position with large daily paper. Address B-563, care of Editor and Publisher.

**Newspaper Artist**

with reputation desires connection with good publication. Capable of handling all-around art work. Cartoons, layouts, retouching, feature, illustration, etc. Young man with a vision of sound ideas. Address B-566, care of Editor and Publisher.

**Manager**

Resourceful, capable manager, thorough knowledge of news and business departments and an extended experience in all lines of a proposition in towns of from 50,000 to 125,000. Best references. Address B-537, care of Editor and Publisher.

**Reporter**

College man with A.B. and A.M. degrees, age 24, wants job as reporter with daily of high ideals in mid-western town of about 25,000. Experience as correspondent for metropolitan dailies and editor-in-chief of best college semi-weekly in Ohio. Can write editorials. Address B-568, care of Editor and Publisher.

**Circulation Manager**

Wanted—Position as circulation manager of some newspaper in Vermont, New Hampshire or Massachusetts. Have had six years' experience in the newspaper game and was for three years circulation manager of paper previous to the one where I am now employed as assistant circulation manager. Address B-569, care of Editor and Publisher.

**Circulation Manager**

Employed at present wants to make a change. Over 15 years' experience and have always made good. References present and all former newspapers that I have been with, and have been on some of the "big ones." Prefer south or west, and city of 20,000 to 75,000. Have initiative, a good systematizer and collector. Very successful handling carrier boys, out of town agents, and crews. Am opposed to contests. I don't watch the clock but the results. Address Circulation Manager, 433 South 5th Street, Gadsden, Ala.

**Circulation Manager**

of long metropolitan experience, a producer and executive of established reputation and ability, desires a connection with large city newspaper. Available February 1. Address B-544, care Editor and Publisher.

**SITUATIONS WANTED**

**Executive Newspaper Accountant**

High grade executive newspaper accountant and cost analyst now and for the past ten years auditor for one of the largest daily newspapers in the Southwest desires to make a change for the purpose of assured advancement. Am a practicing public accountant and have C. P. A. certificate now pending before State Board of Accountancy. Offering publications must be well rated and give assurance of permanency. Address T. J. Douglass, New Oriental Hotel, Dallas, Texas.

**Conscientious Reporter**

Thirty, unmarried, ten years' experience, unemployment explainable, specialize sport, drama, motion picture page, physically perfect, anti-libel, thorough investigation into record welcomed, hustler, prefer fifty thousand city or larger; \$35, available today; do not mail wire! Address C. Edwards, Rickman, Kalamazoo, Mich.

**Auditor-Comptroller**

High-grade executive of broad practical experience as certified public accountant who likes to make a close study of newspaper accounting, desires permanent connection with some large newspaper as general auditor or comptroller. Able to assume full charge of accounting. Competent to devise and install modern cost accounting systems. Good organizer and office manager. Age 32, married. Minimum salary \$5,000. Address B-558, care of Editor and Publisher.

**HELP WANTED**

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

**Managing Editor**

for afternoon paper of 11,000 circulation in good town in Southwest. Want man who can take full charge of news department and handle his own affairs. Give particulars as to past experience and salary expected. B-508, care of Editor and Publisher.

**Wanted**

Managing editor to take charge of Sunday edition for an evening paper in a city of about 60,000 population. Address B-540, care of Editor and Publisher.

**Editor**

Paper in city of 100,000 is in need of live man under 30, who feels in his bones he can make good in editorial position after apprenticeship in field and desk. Man with ambition and vision; one who can plan and execute. Start on moderate basis. Address B-571, care of Editor and Publisher.

**Wanted**

Young man, about 22, single, to take charge of classified page of a daily of 2,000 circulation, in a Pennsylvania city of 50,000. Address, stating age, experience, references and salary expected, B, 564, care of Editor and Publisher.

**All Around Reporter**

Wanted—Good all-round reporter, young man preferred. Good pay. Chance for advancement. Evening Day, New London, Conn.

**Two Experienced Reporters**

Wanted—Two experienced reporters who can combine accuracy and industry with ability to write; \$30-\$35. L. N. Prince, Sioux City, Ia., Journal.

**Wanted—Circulation Manager**

for afternoon daily in Southwest. Circulation about 12,000. Want man who can take initiative and take full charge. Give full particulars as to past experience and salary expected, etc. We are looking for a man who can produce and him we are willing to pay well. Box B-509, care of Editor and Publisher.

**BUSINESS OPPORTUNITY**

Advertisements under this classification, forty cents per line. Count six words to the line.

**Attention, Printing Machinery Manufacturers!**

Two young men, practical men—one a practical printer, versed in all departments of the printing industry; the other an accountant (C. P. A.), want to establish an agency in Europe. Will represent typesetting machines, printing presses, etc., companies. Willing to represent one or more companies. Practical printer at present a traveling salesman for printing machine company. Address B-567, care of Editor and Publisher.

**For Sale**

Controlling interest in an old established class journal in the Sunny South. Great field; no competition. Write B-545, care of Editor and Publisher, New York, N. Y.

**FEATURE SERVICES**

Advertisements under this classification thirty cents per line. Count six words to the line.

**Hunches for City Editor**

"Tips for Local News Stories" give twenty or more ready made assignments for feature stories monthly. Suited to any city. 300 papers using. 75 cents month. Inland Syndicate, Findlay, Ohio.

**WANTED**

**A Managing Editor** for a live and rapidly growing trade journal in the marine field.

**Excellent opportunity for a good man with executive and planning ability.**

**Address AUDITOR**

**Room 400**

**20 Vesey Street, New York City**

**PLANT CONGESTION IS ELIMINATED**

(Continued from Page 70)

fully filed. At this point of vantage is also to be found the foreman's desk, which commands a view of practically every individual unit. The linotype machines are placed at just such an angle as to give the foreman at first glance the exact trend of operation.

**Melting of Lino Pigs**

Casting of pigs in the composing room ceased with the introduction of the new layout of this department and the melter once in use for this purpose is now a part of the stereotyping room equipment. All dead metal is hauled from the broken pages, the dumping bank and the saw trimmers in small trucks and turned from them into a chute running directly from the composing room to a melter in the stereotyping room four floors below, to be returned later as pigs ready for the machines.

By properly facilitating the business needs of the department, the management has in no one particular overlooked the comforts of the composing room force, which numbers about 45. Lighting of the room has been made an important adjunct. By day the room is flooded with a natural light from windows close together on three sides of the room. Artificial light when needed is provided by 25 200-watt Stransky lights so suspended from the ceiling of the room as to shed soft, brilliant rays upon the entire field.

"Smudge" from the melting pots on the linotype and casting machines is carried into the chimney by a cleverly devised piping, the machine melters being connected to the main exhaust by a single length of pipes extending from the machines in such a way as not to interfere with any of the mechanism of the lino or casters. Compressed air equipment is designed for the cleaning of the linotypes.

Other provisions are made for the care and comfort of the composing room force. Separate dress and rest rooms are fitted up for the employes;

**\$20,000 Cash**

for first payment on attractive daily newspaper property. Location must be west of Mississippi and preferably on the Pacific Coast. Proposition U. C.

**CHARLES M. PALMER**

**Newspaper Properties**

**225 Fifth Avenue, New York**

**NEW YORK STATE WEEKLY**

Old, well established paper. No competition; well equipped, including linotype. Averaged net last two fiscal years, \$4,000.00. Price \$8,000.00; one-half in cash.

**HARWELL & CANNON**

**Newspaper & Magazine Properties**

**Times Building New York**

a lunch room is also provided and is equipped with an automatic hot-water gas heater and gas stove, where the noon-day meal is prepared; sanitary drinking fountains are placed near the center of the room and a first aid cabinet is always in readiness for emergency cases, such as petty cuts or bruises. Throughout the building cards are tacked upon the walls bearing the name, address and telephone numbers of three physicians, subject to call in more urgent cases.

This room is also equipped with an outside as well as inside telephone and a private house phone service. Speaking tubes are used almost exclusively between the composing room and stereotyping room. The building is also equipped throughout with a Grinnell automatic sprinkling system in line with the general precautions taken against fire, for every utility of the composing room is constructed of steel instead of the old-fashioned wood frames and banks.

**Oil Burning Equipment**

All machinery in the plant of the Evening Express Publishing Company is generated with oil, the supply being maintained by a 4,000-gallon tank, and the average daily consumption is set at 300 gallons. This is used in generating light, heat and power. The engine room of the plant contains three boilers, two being always in use. The steam from these direct is used for light and power, with the exhaust from the engines being devoted to heating purposes.

By the foregoing we have endeavored to set forth what is intended to be a model composing room from the viewpoint of the publishers of the Express-Advertiser and Portland Sunday Telegram; showing its modern equipment, the maintenance of that equipment in line with the plan of accuracy and dispatch, and at this time at least it is filling the wants of these two publications in a manner most satisfactory.

**Dr. Dorion Dead**

Rev. Dr. E. C. Dorion, editor of Zion's Herald and a former newspaper man, died in Brookline, Mass., January 29. He was at one time city editor of the Manchester Mirror.

# AGATE vs. DISPLAY IN CLASSIFIED

IN a recent issue of EDITOR & PUBLISHER, L. J. Boughner, classified advertising manager of The Chicago Daily News, expressed the opinion that the use of display type, illustrations, borders and broken rules should be permitted in classified as great an extent as was mechanically possible on any paper.

There are other newspaper executives whose practice coincides with Mr. Boughner's belief. Others are willing to go part way and use light face type up to 36-point or larger, but do not agree that black type, illustrations and broken column rules are advisable in classified. Many others are confident that all classified should be set in agate type.

While the position of this latter group seems more logical, there are many successful classified mediums using limited display and a few with almost unlimited display. However, the fact that some newspapers are successful using display in classified is no reason for saying that they could not carry a greater volume of this business if they made their classified sections true Directories of Wants.

## Built Strength on Agate

The Chicago Daily News became a strong classified medium while using pure agate type. It has, however, in the past year permitted the use of outline type. There are some other newspapers that agree with Mr. Boughner, as is evidenced by the fact that they have opened their columns to various forms of display type. Generally speakign, however, these papers are not classified leaders in their field and the change to display type was made with the idea of creating immediate volume and not with an idea of building permanent classified.

On the other hand, many newspapers, taking advantage of the present large volume of advertising and the scarcity of newsprint, have eliminated display typography—something which they had always been afraid to do under normal circumstances.

Display and classified are two entirely different kinds of advertising—each with a separate function and purpose.

## Reader Division

People buy newspapers primarily to read the news. While they are reading the news, display advertising, with its illustrations, headlines and strong typography, attracts their attention. If the advertisements are well written they create good will or desire—depending upon the purpose for which they were written. In other words, people, generally speaking, do not buy a newspaper to read the display advertising, but are forced to read it.

Classified advertising gets attention from a different group of people and by a different method. It is as a rule or probably should be, set in small type without display features and on pages without news. Therefore, in the great majority of cases it is read only by those persons who have a want which they believe can be satisfied by reading the classified columns—people who turn there for a definite object. People do not read the "House For Sale" columns unless

## Appeal to Advertisers and Class Readers, Who Know What They Want, Is Point to Be Considered.

BY C. L. PERKINS

ARTICLE XI

they are considering the purchase of a home.

And the person who is in the market for a house will read every advertisement under that heading. Therefore the three line solid agate liner will receive just as great reader attention as the three-column advertisement with all its display. In either case it is the "copy" and not the size of the advertisement or the amount of ink used that produces the results.

The advertiser gains only two points by using large space and display type. First he gains a certain prestige with the reader. The other advantage is that the displayed advertisement is apt to be read first and first impressions may be stronger.

But the prestige created by using more space than actually needed can be gained by using single column space and agate type. An advertiser can as easily secure dominance on a page of agate type as he can on a page of displayed classified since domination is merely a matter of relative prominence. A ten-inch single column advertisement set in agate with liberal white space can be made to stand out just as strongly on an agate page as a five-inch double column advertisement, with black type and illustrations, on a display page. Therefore the only two advantages of display in classified can be gained just as effectively without the use of black type, illustration, etc.

## Against Display

Against the use of display typography there is one particularly strong argument—the fact that displayed advertising cannot be highly classified and arranged so that the reader can quickly and with the least effort find the advertisements of those persons or firms who can satisfy the particular want he is endeavoring to satisfy.

The following letter recently received by a certain newspaper gives a small advertiser's idea, and one which is reflected in the opinions of many classified managers:

"I didn't have a single applicant for the position advertised. I looked up my ad and found that you put it between a lot of large type ads, which made it very inconspicuous."

Elmer E. Strain, classified advertising manager of the Nebraska State Journal, Lincoln, Neb., writes:

"When a neighboring newspaper comes out with a full column classified ad in large type and you have the same copy but can't get it into more than a fifteen-inch space without giving the advertiser the idea that he is being stuck by paying for a lot of useless space, a fellow sort of wavers and wonders why he doesn't use that sort of make-up. Then you take a look at your classified pages and see the vast number of 'little fellows,' and you say to yourself, 'Now these are the backbone of my classified pages. These are the ads that make my Want Ad pages

honest-to-goodness pages of wants, the basic reason for the pages. It is up to me to take care of them, to classify them clearly so that they will be read. I simply cannot do this by placing an agate lower case 'a' in the back or front yard of a 36-point 'A' even if there is a rule between."

H. I. Parish, classified advertising manager of the Birmingham (Ala.) News, expresses the following opinion:

"All agate by all means. I have studied carefully the question of classified typography and I believe my conclusion for strictly all-agate composition is the most logical viewpoint. Undoubtedly this plan builds volume for the reason that it caters to the small man just as it does to the large commercial advertiser, and it is my opinion that the Want Ad section of any newspaper is distinctly a department for the masses of the people.

"Up until November of last year the Birmingham News accepted agate, 10-point and 12-point type in its classified columns. Since that time we have adhered to all agate and are now running about 165 per cent more separate ads and approximately 100 per cent more space. This unusual gain is in spite of the fact that up until March we carried double-column display pyramided upon the last classified page."

A. L. Shuman, advertising manager and treasurer of the Fort Worth (Tex.) Star-Telegram, says:

"Our rule for classified advertising is no type larger than agate, with agate caps double rate. Our experience with classified advertising is that to permit larger type on classified pages is to discriminate against small advertisers. This is our principal reason for setting our classified in solid agate."

Lee Smith, classified advertising manager of the Omaha Daily Bee, writes:

"The ideal classified page is the one wherein no type larger than agate caps is used, and no borders or cuts of any kind allowed. The classified section depending solely on the use of white space for effectiveness is the most striking example of the full meaning of the word 'classified.' It does not necessarily follow that every publication carrying want ads should immediately change their present policy to conform to this standard. This change must be brought about gradually. Competition for space is so keen that the smaller paper is often forced to use larger type to keep a representative amount of space, but space in classified does not indicate volume.

"The Want Ad pages should be so conducted that the man with an occasional two-line ad has the same chance for attention as the regular professional advertiser. The small advertiser creates volume just as much as the regular. It follows, of course, that the smaller advertiser

who gains attention will also gain results, and he is the man who MUST gain results to make a successful growing Want Ad medium. If large type is allowed the professional advertiser will dominate to the extent that the small space used will be buried."

Many newspapers compromise on the question by allowing limited display. An example of this is the Kansas City Star. R. G. Shryock, Want Ad Manager, explains the Star's policy as follows:

"No type larger than agate describes one extreme of classified make up; black face type, cuts and borders represent the other extreme. Realizing that the classified section must primarily be a Directory of Wants, but believing that some means of expressing the importance of the want should be allowed the advertiser, the Star follows the following compromise in typography:

"No black face type, cuts or borders are permitted in the classified section. All ads set single column. White space and open face type as large as 36 point is allowed. The result of the Star's plan is a clean page, easily read. It has the advantage of the pure agate page, yet gives the advertiser some range of expression. From the paper's standpoint, the use of open-face display gives an additional revenue."

W. E. Douglas, classified manager of the Atlanta Georgian-American, writes:

"Agate type over all other kinds is the very best that can be used. I became convinced of the fact during my connection with the Dallas News. The agate type not only gives the style to the pages, but it affords the small advertiser an equal opportunity to get results."

C. B. Robertson, business manager of the Springfield (Mo.) Republican, says:

"The largest type we use in our classified is ten point for which we charge double rate. I am looking forward to the day when we can eliminate anything larger than agate as I believe it will make a much more attractive section by having the type uniform."

\* \* \*

A logical conclusion is that, the use of illustrations, broken columns, borders and large black type makes efficient classification impossible and is detrimental to the small advertiser. Their use means fewer advertisements and thus fewer readers.

However, it is possible that light face type up to a certain size in single column advertisements, without borders and cuts, does not affect reader habit. The question is where to draw the line—how large can the type be without injuring the foundation of the classified section? This is of course a matter of opinion and the writer's belief is that type larger than 10 point is harmful—that a 10 point and agate combination may be very practical in some fields but that not even 10 point is essential to the selling of large space. This is proven by the fact that some newspapers using agate only secure from their professional or regular advertisers larger average lineage per advertisement than other newspapers with the most pronounced display.

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# NEWS IN BRIEF of the NEWSPAPER AND ADVERTISING WORLD

The Sacramento Bee has discontinued its custom of many year's standing of requiring members of the staff to write signed articles for the editorial page on Saturdays of each week. While the writing of such articles no longer is obligatory, those who are spurred by occasion to express their thoughts in an editorial fashion are not restrained from so doing. The main reason for breaking away from the custom was the conclusion that forced articles, to be ready at a certain time, are not always the writer's best.

Newsdealers of Albany, Troy and Schenectady, N. Y., have formed a protective association to promote the sale of local Sunday papers and to protest against the one-cent increase in price of the New York Sunday editions. George F. O'Brien was elected president, William J. Coulson, treasurer, and Matthew P. Flood, secretary.

Charles Conway Stone has become news editor of the Peoria (Ill.) Transcript, succeeding George W. Barrette, formerly city editor. The position is a new one, created for Mr. Stone, who was promoted from telegraph editor. Rurick K. Anderson was promoted from copy reader to city editor. M. M. Adams succeeded Mr. Stone on the telegraph desk.

Doris Metcalfe, formerly on the local staff, has been appointed editor of the children's section of the Winnipeg Free Press.

Miss Kathleen Randolph, until recently telegraph editor of the Nashville American, has been made telegraph editor of the Mobile News-Item.

John Ross, recently state editor of the Sioux City Journal, is now on the copy desk of the St. Paul Dispatch, succeeding H. P. McBride, transferred to the Farmer's Dispatch. Mr. McBride takes the place of E. L. Roney, who now represents the Dispatch-Pioneer Press in South St. Paul.

Benjamin Waxelbaum, for the past fourteen years connected with the New York Jewish Morning Journal, has resigned as advertising manager to take effect February 1. He will become associated with Meyer Keilson in representing Jewish newspapers and rendering service to advertisers. Their offices will be at 1400 Broadway and 77 Bowery, New York.

The annual meeting of department heads and other employes of the St. Paul Dispatch Printing Company was held on the night of January 14. Some 80 people were present. Questions relating to advertising and editorial poli-

cies were displayed upon screens and answered. J. M. Riegel, business manager, was toastmaster.

Albert F. Eaton, city editor of the Manchester (N. H.) Mirror, has been appointed publicity manager of the Irish bond drive in Manchester.

Joseph Sheahan, formerly assistant night editor of the old Chicago Herald, is now managing editor of Chicago Commerce, official organ of the Chicago Association of Commerce, under William Judson Harper, who was formerly a member of the Chicago Daily News editorial staff.

Men and women, aliens by birth, Americans by choice, are contributing letters to the New Bedford (Mass.) Standard on the theme "What America Has Done For Me." The letters, for which prizes of \$50, \$25 and five of \$5 each for first, second and third best are offered, are limited to 200 words each and the Standard devotes about two columns daily to this feature.

Clarence Eyster, circulation manager of the Peoria (Ill.) Star, and secretary-treasurer of the International Circulation Managers' Association, has just returned from a trip to Grand Rapids, Saginaw, Detroit, Dayton and Springfield, where he inspected newspaper plants to secure ideas for the new building which the Peoria Star plans to start early in March.

Through a typographical error in EDITOR AND PUBLISHER'S chronological review of 1919, published on January 15, it was noted that George Blake became circulation manager of the Kansas City Journal during the year. The item referred to Henry S. Blake, who took charge of the Journal's circulation in December, 1918, and remained until January 3, 1920, when he joined the Capper publications.

The Bremerton (Wash.) News is erecting a new building.

The Long Beach (Cal.) Telegram is erecting a two-story and basement brick building.

Urban J. Hoult has bought the half interest in the Merced (Cal.) Sun, owned by the late C. D. Radcliffe. Mr. Hoult is the partner of Corwin Radcliffe.

D. D. Dodson, Jr., and V. H. Werlhof have leased the Red Bluff (Cal.) Sentinel from D. D. Dodson and have changed it to a morning paper with the Associated Press service.

C. K. Blandin, president and general manager of the St. Paul Dispatch and Pioneer Press, presided at a banquet given last week to 63 heads and sub-heads of departments of those newspapers.

The Connersville (Ind.) Daily Examiner and the Connersville News have been merged under the name of the News-Examiner.

The Wilmington (N. C.) Dispatch has suspended its Saturday afternoon edition on account of the newsprint shortage.

Reports for the following publications have been issued by the Audit Bureau of Circulations: Fitchburg (Mass.) Daily News, Fitchburg Daily Sentinel, Portland (Ore.) Journal, South St. Paul (Minn.) Daily Reporter.

Gus Roth of the San Francisco office has been placed in charge of the Sacramento office of the Associated Press, succeeding S. D. Lientz, who resigned to enter business at Los Angeles.

George L. Smith, recently named assistant city editor of the Detroit Journal, has been appointed feature editor. C. C. McGill succeeds him.

Drew McLaughlin, formerly with the Hiawatha World, but for the past month city editor of the Salina (Kan.) Daily Union, has resigned.

J. Richardson, assistant chief operator at Vancouver, has been appointed day editor at Winnipeg and chief operator for the western division of the Canadian Press.

Steadily mounting costs of printing paper have caused The Sabeen, a "magazine for men of affairs," of which William Henry Beers is editor and publisher and Ray Williams is general manager, to appear this month printed on manila wrapping paper. The magazine, which has been

printed in small form for the past four years, starts Vol. 5 with a format 9 by 11½ inches. It also includes an announcement of new offices in Washington and London.

Junius M. Smith, automobile editor of the Charlotte (N. C.) News, and Miss Emmie Echols have announced their engagement.

Charles A. Fell, before the war make-up editor of the Atlanta Georgian, has been appointed news editor of the Birmingham News.

Edgar T. Johnston, for three years owner and editor of the Pocomoke City (Md.) Ledger-Enterprise, has been made editor of Salisbury (Md.) Wicomico News. He was city hall man for the old Bridgeport (Conn.) Standard for a number of years.

C. C. Maes, who was city editor of the Houston Post for about eight years and managing editor for the past six months, is now on the editorial staff of the Houston Chronicle.

Bertram F. Kline, manager of the New Castle (Pa.) Herald, has resigned to become publicity manager for United States Senator Howard Sutherland of West Virginia, who aspires to become President of the United States.

## The Boss says:

While others are talking about their advertising gains better than advertisers for our 1919 gain of 43.1% or 1,010,562 lines.

## The West Virginian

The Evening Newspaper  
Published at Fairmont, W. Va.  
Population 25,000—December A. B. C.  
Circulation 5,363.  
Represented by Robert E. Ward  
New York and Chicago

## Last P. O. Report

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

76,806

## New Orleans Item

Send for a copy of our \$3,000 Book of Facts and Figures concerning selling 1/2% of all the people in the United States.

Houston is the great Railroad, cotton, oil, lumber and rice center of Texas. It is one of the greatest inland ports in this country and is growing faster than any town in Texas.

## The Houston Chronicle

is the great advertising medium of all that section, reaching 50,000 people daily and over 60,000 Sunday. Representatives in New York, Chicago, St. Louis, Kansas City and Atlanta, John M. Branham Company.

## Des Moines Register and Tribune

104,858 Daily  
Morning and Evening  
71,240 SUNDAY  
Not Paid Average Six Months  
ending September 30, 1919  
Member A. B. C.

## The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



## prestige

You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.



FOR 50 YEARS A NEWSPAPER.

Charter Member A. B. C.

## MONEY IS PILING UP IN CLEVELAND

and Northern Ohio. People are making, saving and spending more than ever before. You can get a share of the good business in this imperial market by the sole use of its dominating newspaper.

## The Plain Dealer Cleveland

## Obituary

HENRY W. COZZENS, general sales manager of the Intertype Company, Brooklyn, died in St. Luke's Hospital, New York, January 25, following an operation for mastoiditis, resulting from influenza. Mr. Cozzens was widely known to newspaper publishers throughout the United States through his many years' work in the newspaper machinery field. For nine years prior, Mr. Cozzens was general sales manager of the Mergenthaler Linotype Company. He became associated with the Intertype Company four years ago as assistant to the president. He was about 55 years old and a native of Newport, L. I.

ED. D. SHINNICK, aged 65, for many years editor of the Shelbyville (Ky.) Record, died at his home there. He had been engaged in the newspaper business here since 1886, and was an active member of the Kentucky Press Association and a former president of that organization.

CHARLES C. JOHNSTONE, for 28 years on the Kansas City Star, died in Kansas City January 23, following a year's illness.

CHARLES M. WALKER, aged 65, for many years with Indianapolis newspapers and at one time editor-in-chief of the Indianapolis Times, died in that city last week.

WILLIAM A. GRAMER, aged 58, for 30 years City Hall and political reporter for the New York Globe, died January 23 in New York of bronchial pneumonia. He was ill only two days. Mr. Gramer began his newspaper career on the Springfield (Mass.) Republican. For many years he was connected with the New York World and went to the Globe in 1898. He was dean of the City Hall Reporters Association, having started that organization.

MRS. LETITIA H. ELLIOTT, mother of R. B. Elliott, Jr., of the New York American staff, died last week at South Orange, N. J.

L. G. MORGAN, who up to last September spent 38 years as editor of the Port Dover (Ont.) Maple Leaf, was burned to death in his home on January 18. The late Mr. Morgan was conceded to be one of the best English scholars and writers in Canada.

M. J. COX, veteran editor of Marcos, Texas, died January 20. He was one of the original members of the Texas Press Association and had been in the newspaper business in Texas for at least 50 years.

FERRIS H. FITCH, for many years editor of the Pontiac Post, and son of the pioneer for whom Fitchburg, Mich., was named, died in Detroit, January 21, aged 67 years. Mr. Fitch recently retired from active business.

COL. PHIL C. HOLLAND, founder and publisher of the Detective, died at his home in Chicago last week. The business is to be conducted under the presidency of Mrs. D. M. Laboissiere,

with Al Dunlap as editor and general manager.

WILLIAM L. ESPERANDIEU, aged 69, employed in the business office of the Rocky Mountain News and Denver Times, died January 20, from the effects of an automobile accident.

WILLIAM R. LESTER, aged 68, literary reviewer and art critic of the North American, died at his home in Philadelphia January 22, following a brief illness. Mr. Lester for the last twelve years was a writer for the North American, first as a music critic and then as book reviewer and art critic. He was an editorial writer for a number of years on the Philadelphia Record and later was with the Newark News.

ARTHUR CHESTER BRACKETT, aged 33, formerly telegraph editor of the Cleveland Plain Dealer, died in New York of pneumonia January 24. Mr. Brackett had been on the Plain Dealer staff for five years. He was a graduate of Brown University and began his newspaper work on the Providence (R. I.) Tribune, later serving the Springfield (Ill.) Republican and Boston Transcript. He left Cleveland last year to become night editor of the Newark (N. J.) Morning Ledger, but soon went to the New York Sun, of which he was make-up editor when he became ill.

HENRY L. EVERETT, who published Miller's Review in Philadelphia for many years, was found dead in bed at the Hotel Montgometry, in Norristown, Pa., January 20.

SERGEANT J. DIX, aged 25, formerly a member of the photographic staff of the Philadelphia North American, died in the Philadelphia Hospital January 20. Death was caused by tuberculosis which followed the effects of mustard gas received in France while he was handling a leaky shell.

JAMES W. HEMENWAY, formerly treasurer of the Boston Press Club, died at his home in Hopkinton last Friday. He worked for many years for the Associated Press. He also represented Boston newspapers and had been editor of papers in Hopkinton and Milford.

### McLean Fund for Princeton

PHILADELPHIA, Jan. 24.—William L. McLean, publisher of the Evening Bulletin, has established a scholarship fund of \$30,000 at Princeton University in memory of his son, Warden McLean, who was killed at Fort Ogelthorpe, Ga., June 29, 1917, while on duty. In making the gift, Mr. McLean provided that scholarships be given young men "preferably from schools in Philadelphia County."

### Now "Tennessean" Only

NASHVILLE, TENN., Jan. 18.—The Nashville American announced today that the paper will be known as the Nashville Tennessean in the future. The name is the same as a morning paper published by the same company.

## WHAT OUR READERS SAY

### Must Seek Government Aid

TO EDITOR & PUBLISHER: The appeal of Mr. McCormick in your issue of January 15 that publishers refrain from seeking government assistance in securing news print at fair prices suggests to me that Mr. McCormick is not speaking from the viewpoint of the country publisher. He fails to take into account the fact that some small town dailies are paying 8 cents and 9 cents a pound for their print paper; that such prices are rumors; that they are fictitious and all out of proportion to the cost of manufacture. And the publisher paying such prices has no other recourse but to appeal to the Government for a correction of the condition which makes it possible for him to be so criminally exploited by those who have news print to sell.

The metropolitan publishers all secure their print at prices based, approximately on cost of manufacture. At least they get their normal tonnage at such prices. Their newsprint costs are much less in proportion to their total revenues, and their possibilities of increased revenues are not so restricted as the country publisher's.

Is it not the Government's province to protect the country publisher, or any other representative body of business men, from the destruction of their business by methods so harmful and so inimical to the public good as the methods by which eight and nine cents a pound are being extorted from the small-town publisher?

GEORGE W. MARBLE,  
Publisher, Fort Scott (Kan.) Tribune-Monitor.

### Wants 67-Inch Rolls

TO EDITOR & PUBLISHER: A paper in this section cannot obtain newsprint and has asked me to help them out. They have tried almost everywhere and cannot get any offers. I will be glad that you send me the name of some broker in New York, or elsewhere, who keeps up with the supply, and I will have him see if he can secure a car for this party. He uses 67-inch rolls.

G. P. BROWNE, Publisher,  
Anderson (S. C.) Daily Mail.

### High Prices Propaganda

TO EDITOR & PUBLISHER: During the past two or three weeks we have received numerous quotations on print paper from various dealers, particularly Maurice O'Meara Co., 448 Pearl St., New York, and from the Interstate Pulp & Paper Co., Grand Central Terminal, New York. Most of these quotations range around 8 cents.

It appears to us that these frequent quotations at high prices are simply an organized attempt on the part of paper manufacturers to flood the market with high price quotations which are to act as propaganda and make it easier to jump to a higher basic level on April 1. Is not the subject worth investigation and perhaps notice in your publication?

UTICA (N. Y.) OBSERVER,  
E. P. Bailey & Co., Publishers,  
Prentiss Bailey.

### Who Published Electrical Numbers?

TO EDITOR & PUBLISHER: Can you tell me of any special electrical numbers being issued by either newspapers or magazines during the past year, and the names of the publications?

S. S. BOWMAN,  
McLean's Magazine, Toronto.

### Small Georgia Dailies Unite

ATLANTA, GA., Jan. 29.—The smaller city dailies of Georgia will form an association to take care of problems which are distinctively those of the

## TO REACH THE RICH TRADE OF KANSAS Topeka Daily Capital

Sworn Government Report  
for 6 Months ending Oct. 1, 1919

# 33,137

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*

Member A. B. C. Publisher.

papers of this class, it was announced at the meeting of the Eleventh District Press Association held at Quitman, Ga., this week. Daily papers that will become charter members of the new organization include those of Waycross, Thomasville, Valdosta, Moultrie, Americus, Albany, Tifton and Cordele, and probably Dublin and Brunswick. A meeting to definitely form the organization will be held some time in March at Americus.

### Back to "Returns" in Buffalo

BUFFALO, Jan. 29.—The second week of Buffalo's afternoon newspaper war was marked by skirmishes between the publishers of the four papers. The Commercial continued to accuse the other three papers of conspiracy "to force it from the streets." None of the other papers made answer to the charges. Wholesale prices of the Sunday papers have been reduced from 7½ to 7 cents. The privilege of returning unsold copies was also granted dealers, having heretofore been denied.

### Times' Loss Is \$500,000

BUFFALO, Jan. 29.—Estimates of the loss caused by the fire which destroyed the press rooms and paper storehouse of the Times are now between \$400,000 and \$500,000. The fire did not get into the mechanical and editorial departments of the building, which have been operating since the fire. The Times did not miss one issue as the result of its fire, its editions having been printed on the presses of the Evening News.

## One Way To Save Newsprint

### "Announcing a NEW Schworm-Mandel Service"

"The Schworm-Mandel Page Delivery" to agencies; safer than first class mail. DIRECT to checking dept. manager by "personal touch service." Simple in operation, and costs considerably less. No paper too big or too small to use—profitably. Write me personally, at once, in particulars of SPECIAL RATE OFFER.

George V. SCHWORM, President  
**SCHWORM-MANDEL, INC**  
NEW YORK CITY

## BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.  
Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

## Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES

## A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages  
Tuesday Music Page  
Circulation 26,660. Member A. B. C.  
KELLY-SMITH CO.  
Marbridge Bldg., Lytton Bldg.  
New York. Chicago.

The Shortest Route  
From Dealers' Shelves  
to Consumers' Homes.  
Is Via

**BOSTON AMERICAN**

301,270

Govt. Statement For Six  
Months Ending April 1st.  
This is the LARGEST home-going  
circulation in New England—a vast  
market with limitless possibilities.

## FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz,  
First Nat'l Bank Bldg., Chicago, Ill.  
Eastern Representative, Dan A. Carroll,  
Tribune Bldg., New York, N. Y.

**TIPS FOR AD MANAGERS\***

SCOTT & SCOTT, INC., 220 West 42d St., New York. Placing orders covering 2,500 to 10,000 lines in 1,200 daily newspapers for "Oil of Korein," Korein Company, Inc., New York.

A. J. SILBERSTEIN, 18 West 34th St. Handling advertising of Wilmort Manufacturing Company, Chicago; Simmons, Farrington & Co., New York; Scull & Malone Motor Sales Company, Newark, N. J.; Yankee Maid Dress Company, New York; Safety Gas Lighter Corporation, Roanoke, Va.

WALES ADVERTISING COMPANY, 141 West 36th St., New York. Handling accounts of Michelin Tire Company, Michelin Disc Wheels, Magneto Manufacturers, Edison Storage, Edison Portland Cement, Kyanize Products (Boston Varnish Company), Maccarr Trucks, Dorf Spark Plug, Holophane Automobile Lens and Lighting Units, Skat Soap, Red Devil Tools, Thomson's "Glove-Fitting" Corsets, Rengo Belt Reducing Corsets, E. Z. Garter, Bathasweet, Ostara Powder, D. & C. Flour, Harrison Memorials, Smooth-On Cements, Tagliabue Thermometers, Utica Heater Company's boilers and furnaces, Lightning Bread Knife and Atlantic Terra Cotta.

LLOYD W. YOUNG COMPANY, 1900 Euclid avenue, Cleveland. Handling account of Twin Cell Battery Company. Running newspaper and trade paper campaign for Marathon Tire & Rubber Company, Cuyahoga Falls, Ohio, on "Marathon" belts.

MCJUNKIN ADVERTISING COMPANY, 5 South Wabash avenue, Chicago. Handling advertising of Multibestos Company (formerly Standard Woven Fabric Company), Walpole, Mass.; Sentinel Alarm Company, Chicago; Imperial Player Roll Company, Chicago.

NICHOLS-MOORE COMPANY, Frederick building, Cleveland. Handling account of Common Brick Manufacturers Association, Chicago, and Hydraulic Pressed Steel, Company, Cleveland.

JACOBSON-ANFENGER ADVERTISING CO., Board of Education Bldg., St. Louis. Placing orders for St. Louis Surfacers & Paint Company, "Sur-Lin-O," Arlington Ave. and Terminal Belt Line, St. Louis.

N. W. AYER & SON, 300 Chestnut St., Philadelphia. Placing orders with newspapers for Atlas Underwear Company, "Richmond Union Suits," Piqua, Ohio; also for American Farm Bureau Federation.

BARROWS & RICHARDSON, Drexel Bldg., Philadelphia. Again placing orders with newspapers for Auto Car Company, Ardmore, Pa.

D'ARCY ADVERTISING COMPANY, International Life Bldg., St. Louis. Will place account of Coco-Cola Company, Atlanta, Ga.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Will place account

for H. Black Company, Cleveland, Ohio, "Wooltex Tailor Mades."

ERWIN, WASEY COMPANY, 58 E. Washington St., Chicago. Again placing orders with newspapers for Goodyear Tire & Rubber Company, Akron, Ohio.

FEDERAL ADVERTISING AGENCY, 6 East 39th St., New York. Placing copy with additional list of newspapers for Nucoa Butter Company, 233 Broadway, New York, and newspaper rotogravure sections for Samtags Colonial Quality, "Fashionette" Hairnets, 1200 Broadway, New York.

FISHER - RUEBEL - BROWN ADVERTISING AGENCY, 1627 Locust St., St. Louis. Placing orders with newspapers for Juvenile Shoe Corporation, "Juvenile Shoe System," St. Louis.

H. K. MCCANN COMPANY, 61 Broadway, New York. Again placing orders with newspapers for International Motor Truck Company, "Mack Truck," West End Ave. and 64th St., New York.

MCJUNKIN ADVERTISING COMPANY, 5 South Wabash Ave., Chicago. Will place advertising for Allied Packers, 28 East Jackson Blvd., Chicago.

MORSE CHAIN COMPANY, Ithaca, N. Y. Will make up newspaper lists during next 60 days. C. L. Saunders, advertising manager, will place the copy direct.

NORTHWESTERN ADVERTISING AGENCY, Essex Bldg., St. Paul. Will place account of American Gas Machine Company, Albert Lee, Minn., washing machines, camp stoves, etc.

W. A. PATTERSON COMPANY, 1 Madison Ave., New York. Again placing orders with newspapers for Franklin Automobile Company, Syracuse, N. Y.

FRANK PRESBREY COMPANY, 456 Fourth Ave., New York. Placing orders with newspapers for City of Stockholm, Sweden.

RUTHRAUFF & RYAN, 404 Fourth Ave., New York. Making contracts with newspapers for Physical Culture Magazine, 119 W. 40th St., New York.

FRANK SEAMAN INC., 470 Fourth Ave., New York. Placing orders with newspapers for Harper's Bazaar, New York.

SCOTT & SCOTT, 220 West 42d St., New York. Placing advertising for Vi-Tone Company, Lewiston, Me.

ARTHUR R. STERNAU, 907 Bailey Bldg., Philadelphia. Placing orders with some Pennsylvania newspapers for Helpert & Company, Philadelphia.

**Shay Plans Derby Paper**

BRIDGEPORT, CONN., Jan. 29.—James H. Shay, president of the Bridgeport Newswriters Equity Association, is arranging to start a paper, the Chronicle, in Derby, Conn., soon. Joseph H. Shea, late of the Bridgeport (Conn.) Post, has been working on the project.

**New Duplex in Flint**

FLINT, MICH., Jan. 29.—The Daily Journal has installed a Duplex high-speed sextuple press.

**GATHERED AT RANDOM**

Dear Roy K. Moulton:

If this is not yet a couple of days, what the heck is a year in your young life? Trustingly,

G. A. R.

Dear Marcellus Foster:

When Judd Lewis writes "holidays" what does he usually mean—Fourth of July? Wish you would tip him off to the fact that both Lincoln and Washington had birthdays in February. Sincerely yours,

G. A. R.

**Something to Blow About**

Two hundred and fifty-seven years ago it only took two weeks for a letter to make the journey from New York to Boston, said EDITOR & PUBLISHER last week in commenting on the establishment of postal service on this hemisphere.

"Dear Friend and Constant Reader" from Eau Claire, Wis., the town in which the slug line "Add Holy Junk" was circulated among the church people—and others—a few Saturdays ago by the Telegram, as recorded in these columns, sends the following:

**THE EDITOR'S LAMENT**

Inside an oaken railing the editor may sit  
And jot off bits o' sound advice  
And paragraphs of wit.

While in the press room the printers do their  
bit  
By "pieing" bits o' sound advice  
And paragraphs of wit.

And when the paper's published ye ed. goes  
in a fit  
To find his bits o' sound advice  
Are not as they were writ. —Em Phraney.

The editors of the New York Advertising Club News are offering a prize for a five-word slogan for their bright little publication, "good enough to whirl the whole club like a dingbat." Why not "Subscribe for EDITOR & PUBLISHER"? It's the great-



**JERRY ON THE JOB**  
DAILY & SUNDAY  
Is a Favorite Kid Comic of Millions  
International Feature Service, Inc.  
246 West 59th Street New York

est regular dinger for the best in journalism and advertising in the whole world today.

**Has It?**

"FULL FLOATING REAR AXLE HEAD," is the steamer across a story on the metropolitan press contributed to the Inter-Mountain Press and Printer by Charles H. Leckenby. Our office-boy says that explains everything.

**Boy, Page the S. P. C. C.**

Frank A. Munsey has certainly been acting brutal toward his latest newspaper child of adoption, the Herald, during the last few days. In public he has said "the Herald has lacked manly vigor," "its printing plant is archaic and worn to the breaking point," and many other things about the protege of his "old friend who had many ideals in common about newspaper making." Now, what does the new father say in private?

**Little Helps**

Do you know the young fellow who works for \$25 a week and who is wearing a new winter suit that cost \$85?

Do you know the man who says that the government savings certificates, liberty bonds, war savings stamps, and treasury savings certificates are too slow or too small or too old fashioned for his investments?

If you do, you know pretty well what is the matter with the United States.—Pacific Printer & Publisher.

**New Era Features**  
30 E. 42nd St., New York City  
Forty Leading Papers  
Print Our Service  
Send for our Headline History of the World War

The editor of The Pittsburgh Chronicle-Telegraph writes:  
"Owing to the shortage of white paper I have been forced to pay very close attention to the features we use. In doing this day by day I have been struck by the excellence that has been attained by the Associated Newspapers."  
"I do not believe there is any service at present that gives its patrons more for the money than you are doing. There is a wide range of features, the contributors are practically all of high rank and their product is a credit to any newspaper."  
**The Associated Newspapers**  
170 Broadway New York

**We sell newspapers features  
Our features sell newspapers\***

**METROPOLITAN NEWSPAPER SERVICE**  
432 Fourth Avenue - - - New York

\*For example: Fairchild Fashions do. Dickey's Dogs do.  
SEND FOR SAMPLES

**The True News FIRST**  
Always - Accurately

International News Service  
World Bldg. New York

**Juanita Hamel's Romantic Cartoons**

appear in the daily magazine page of

**Newspaper Feature Service, Inc.**  
241 West 58th St. New York

**\$100,000 FIRE LOSS TO NASHVILLE BANNER**



NASHVILLE, TENN., Jan. 23.—Fire originating from an overheated melting pot in the stereotyping department destroyed the building and equipment of the Banner, on January 22. The total loss of equipment is estimated at \$100,000. The amount of the Banner's insurance was \$90,000.

The entire operating equipment with the exception of the two presses in the basement was destroyed, as were the files of the paper, together with all office equipment. Subscription lists and advertising contracts were saved from the flames.

The big presses were water-soaked, but will be in operating condition shortly. The Banner appeared in all editions on time as usual today, through the courtesy of the Tennessean.

Definite decision has not yet been made as to the location of the Banner's permanent headquarters, but it is thought that the plans for a new plant, drawn several years ago, but held up on account of the war, will be followed out and a handsome new home erected on the Banner's own property at the corner of Eighth Ave. and Commerce St.

**New Detroit Agency**

DETROIT, Jan. 29.—A new advertising agency capitalized at \$25,000, operating under the name of Guy Brewster Cady and Staff, Inc., has started business here. Guy B. Cady, 125 Farmer St., Herbert D. Murray and Edward B. Turriel are the chief stockholders.

**Says Scripps Damaged Yacht**

SEATTLE, WASH., Jan. 27.—Suit to collect a total of \$39,520.52 as libel in personal from Edwin W. Scripps, well known newspaper publisher, has been filed in the United States Federal Court here by Robert Moran, ship-builder. Under the terms of the information the judgment sought represents damages inflicted upon the

yacht San Wan while it was said to have been in the possession of Mr. Scripps last summer, and the last payment upon the rental contract.

**City Editor's Mother Dead**

DETROIT, Jan. 29.—Funeral services for Mrs. Annie Glasson, mother of Rex F. Glasson, city editor of the Detroit Journal, were held here last week. Members of the editorial staff of the Journal attended.

**Negro Editors Sign Armistice**

PORTLAND, ORE., Jan. 29.—A merry war between negro newspapers of Portland has been ended, at least for the present, by the dismissal of civil

and criminal suits filed against J. A. Merriman, editor of the Times. The Times retracted handsomely for an editorial attack upon Mrs. Beatrice Cannady, associate editor of the Advocate, the opposition paper which had instituted the suits.

**Blames Philadelphia Papers**

PHILADELPHIA, Jan. 24.—The statement that Philadelphia only advertises her defects and her faults to the world because of a scandalmongering press was made today by Judge Raymond MacNeille of the Municipal Court, in addressing members of the City Business Club. The press, according to Judge MacNeille, is in a large manner responsible for the present tendencies of Bolshevism.

**Cups for County Schools**

ATLANTA, GA., Jan. 23.—The Journal will give silver loving cups as prizes for scholarships to pupils in the schools throughout Fulton County. The Journal recently announced that it would give such cups to pupils in the city schools and the present announcement extends the scope of the awards. The cups are to be given annually.

**Under War Board Rules**

COLUMBUS, GA., Jan. 29.—The Enquirer-Sun has raised local and national advertising rates from 20 to 25 per cent. and is working on the War Industries Board rules for saving paper. News service has been cut down and free copies and returns have been eliminated. No advance has been made in subscription rates.

**Wales Agency Expands**

The Wales Advertising Company, which has had offices on the fourth and twentieth floors of 110 West 40th St., New York, moved on January 29 to 141 West 36th St., where it has leased the entire twentieth floor.

**New Building in Petersburg**

PETERSBURG, VA., Jan. 29.—The Progress and Index-Appeal have let the contract for the erection of a new fireproof building, to cost about \$90,000.

**AN AUTO CENTRE**

Thousands of auto owners are to be found among the residents and visitors of the North Jersey Shore town. The annual auto show for this part of the state will be held in Asbury Park this year from March 13 to March 20. Manufacturers of automobiles and automobile accessories will do well to bear in mind that this territory is thoroughly covered by the **ASBURY PARK PRESS Evening and Sunday Editions** Member A. B. C. Standard Rate Card Frank R. Northrup Special Representative 383 Fifth Avenue, New York City Association Building, Chicago, Ill. J. L. Kinmonth, Publisher, Asbury Park, New Jersey.

When the East Reaches the West

LOS ANGELES **Evening Herald**

The greatest week-day advertising medium on the Pacific coast

**DAILY CIRCULATION 123,305**

**HEARST DIDN'T BUY MILL**

**Annual Rumor Again False When Hawley Negotiations End**

PORTLAND, ORE., Jan. 29.—Negotiations for the sale of the paper mill of the Hawley Pulp & Paper Company at Oregon City, which have been pending for several months, have been abandoned. The Hearst interests were the prospective purchasers and it was generally understood that the transaction had been all but completed. The present statement by President W. P. Hawley, therefore, comes as a complete surprise.

"The deal is now definitely off," said Mr. Hawley. "Negotiations were carried on over a considerable period, but we finally decided to decline the offer and to continue to operate the mill ourselves."

**Duplex Annex Completed**

BATTLE CREEK, MICH., Jan. 25.—The Duplex Printing Press Company has just completed an addition to its plant. It is a quarter of a mile long and 200 feet wide.

**Denver Post Starts Enlarging**

DENVER, COLO., Jan. 29.—Work on the erection of a \$250,000 addition to the Denver Post Building has begun, the excavation having been completed some time ago.

**Buckeye Meeting Feb. 26-27**

LIMA, OHIO, Jan. 29.—The Buckeye Press Association will meet here on February 26 and 27.

**The McClure Newspaper Syndicate**

supplies continuous daily and weekly services that make and hold home circulation

ALSO Big Special Features on Timely Topics by Leading Writers Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford. **N373 Fourth Ave., New York**

**Wherever You Are**

You are anxious to keep in touch with the news from home. That's why you buy

**The Pittsburg Dispatch** and know you get the "Best Always."

Branch Offices: Wallace G. Brooke, Brunswick Building, New York The Ford-Parsons Co., Marquette Building, Chicago, Ill.

**Sworn Statement Sunday Circulation New Orleans States**

Oct. 5, 1919.

Cit. ....	22,319
Country .....	14,916
	<b>37,235</b>

Nov. 9, 1919.

City .....	25,731
Country .....	17,434
	<b>43,165</b>

GAIN.....5,930

(300 ft. x 280 ft.)



"The Detroit News has more circulation in Detroit than all other papers combined."

**The Test Town of the Country for the National Advertiser Beloit, Wisconsin**

Beloit has the largest oil-engine factory, the largest wood-working machinery plant in the world. It is the disc-grinding center of the United States. It makes great paper-machines. It has a total of 30 factories. Beloit is the heart of the richest agricultural and dairy region of the continent. The people are highly educated and have \$7,000,000 in deposits in local banks. One paper—the Beloit Daily News. Circulation, 7,700. Rate, 3 1/2 cents per agate line.

## NO LOSS IS CAUSED BY PRICE RAISING

New England Association of Circulation Managers Sound Cheerful Note at Meeting—Hoy Is New President

By FENTON DOWLING  
(STAFF CORRESPONDENT)

BOSTON, Jan. 26.—The meeting of the New England Association of Circulation Managers at the City Club, on January 21, was well attended, considering the inclemency of the weather and difficulties in travel by railroad. The association membership was increased to 55 by the addition of five new members who presented themselves at the meeting. As stated in the telegraph report in



EDITOR & PUBLISHER last week, the topic uppermost in the discussion were new prices and paper-saving plans. Those present who had successfully established proper selling prices were besieged by the others for explanations of the methods employed, and considerable relief was afforded in the explanation that no perceptible losses resulted.

F. S. Hoy, circulation manager of the Lewiston Sun, in an address entitled "Open Towns vs. Closed Shops; Should There Be More Than One Agent in Towns of From 1,000 to 10,000 Population?" spoke in part as follows:

"Agents handling newsboys or other dealers cannot or will not get the same results that you can get from direct contact. Agents who handle boys cannot pay the boy enough in the first place, and therefore, even if they desire, they cannot push them as they ought to. You cannot expect the dealer to have the same interest to push your sales as you have. If the dealer hasn't the interest, how is he to stir up enthusiasm and interest in the boys? Agents in many cases have boys deliver other papers than yours and chances are even that no paper will benefit.

"On the other hand, boys handled direct get all there is in it. They get their chance at your prizes, they feel better about the paper, they are more loyal, and you know whether or not they are on their job as they ought to be."

W. S. Mitchell, circulation manager of the Portland Express, on "Best Methods for Securing Mail Subscriptions Without the Use of Roadmen," said:

"In the case of the Express, we have of late been getting away from the local happenings except in city and strictly suburban territory, and the aim of the editorial department is to get through its corps of correspondents special current as well as semi-news matter that is headed up in an attractive way. We find that this method greatly broadens our field as well as being of particular interest to our city readers. The plan has not been in use long enough to judge the full scope of its strength, but present indications are that this will be the very best means of extending our circulation into the strictly mail subscriber field."

Following is a brief outline of the subjects discussed in session aside from the papers read by some of the members, of which extracts are quoted above.

Ways for Circulation Departments to Help Meet the Critical Newspaper Paper Situation.—William E. Potter, Union, Manchester, N. H. Who Has Gone Back to the Old Method of Giving Returns?—Mail Service. Has It Improved in Past Year?—Schemes for Advertising Newspapers Other Than Through Their Own Columns. What Results Are Obtained by Advertising Your Features in Competitive Papers. Sample Copies, Their Value in Promoting Circulation. Mail Room Management. Who Has Discovered New Ways of Economizing? Of Getting Out Papers with Greater Speed?—Securing Route Boys. Who Is Having Trouble Along This Line?—House Organs. Their Value as Sales Stimulants. If you were raising your daily retail price from 2 cents to 3 cents a copy, what would you make your weekly carrier delivery rate? Yearly carrier delivery rate? Wholesale rate to newsdealers? Carriers? Newsboys?—H. K. Frickehaus, Worcester (Mass.) Telegram. Zone Postal Rate.—George H. Reynolds, New Bedford (Mass.) Standard. Best Methods for Securing Mail Subscriptions Without the Use of Roadmen.—W. S. Mitchell, Portland (Me.) Express. Special Features I Know of That Actually Produce Circulation.—J. A. McCarthy, Worcester (Mass.) Post. Simple and Accurate System for Recording Adds and Stops for Newsdealers, Carriers, Mail Lists, etc.—J. W. Nolan, Springfield (Mass.) Union. Circulation Promotion by Carriers. What prizes are being offered?—E. L. Cohan, Bridgeport (Conn.) Post. Should Newspapers Be Delivered (through salaried office carriers, or otherwise) in City or Outside Towns, at Regular Mail Subscription Rates?—P. F. Viets, Hartford (Conn.) Courant. What Can Be Done to Stop News Dealers from Charging for Papers More than the Advertised Sales Price?—C. M. Schofield, Worcester (Mass.) Gazette. Distribution to News Dealers and Carriers, Its Importance in Securing and Holding Circulation.—T. J. Farrelly, Providence Bulletin.

Frank S. Hoy, Lewiston (Me.) Daily Sun, was elected president to succeed H. M. Wheeler, Hartford (Conn.) Times. C. W. Palmer, Woonsocket (R. I.) Call, vice-president; P. V. Viets, Hartford (Conn.) Courant, secretary-treasurer.

The next meeting will be held in Boston in April.

**Reorganizing Foreign Service**  
PHILADELPHIA, Jan. 21.—John C. Martin, general business manager of the Public Ledger Company, has gone abroad to organize a new foreign service of the Public Ledger. He is accompanied by Carl W. Ackerman and Seymour B. Conger, two of the correspondents who will represent the Public Ledger in Europe. Another addition to the foreign staff is Sir George Paish, who was financial advisor to the British Government during the war. Other appointments are expected before March 1, when the new service will commence.

**Appleton Post Sold**  
APPLETON, WIS., Jan. 29.—The Daily Post has been sold to J. K. Kline, A. B. Turnbull, V. I. Minahan and H. L. Davis, all of Green Bay, and T. B. Reid and E. P. Humphrey, formerly president and secretary-treasurer respectively. Mr. Kline is vice-president and editor of the Green Bay Press-Gazette and will take active charge of the Post. He will be assisted by Mr. Davis, who is advertising manager of the Green Bay paper.

**Evansville Courier Sold**  
EVANSVILLE, IND., Jan. 24.—Henry C. Murphy, for 23 years publisher of the Courier, has sold his interest to Henry W. Marshall, principal owner of the Lafayette (Ind.) Journal-Courier. Howard Roosa, managing editor, and Percy P. Carroll, business manager, retain their interest in the paper.

**Tribune Has Own Carriers**  
TULSA, OKLA., Jan. 29.—The Tribune has inaugurated an independent carrier system as a step towards an improvement of its service to the people of the city.

**Landis to Address Iowans**  
DES MOINES, Jan. 28.—The annual meeting of the Iowa Press Association will be held here commencing February 6. Judge Kenesaw Mountain Landis of Chicago, Federal court jurist, will speak at a dinner given the editors by the Greater Des Moines committee on that date.

**Five Days a Week in Spain**  
MADRID, SPAIN, Jan. 24.—Spanish newspapers are not publishing today and will not publish tomorrow morning, under the new law which prohibits Sunday labor. The Post Office department refused to accept press dispatches or other matter intended for publication abroad, despite the protests of the correspondents, who pointed out that they had received no warning of the decision.

**Another Daily for Des Moines**  
DES MOINES, Jan. 26.—James M. Pierce of Des Moines, publisher of the Iowa Homestead and other agricultural publications, plans to publish a daily newspaper here. It will probably be a morning newspaper and publication will be started this fall, depending on the completion of a new addition to his plant.

**Webb's Plan Finds Favor**  
BALTIMORE, Jan. 29.—A great deal of attention is being given here at this time to what is called "The Baltimore Plan" of reconciling the differences of capital and labor. The idea is the conception of Frank D. Webb, advertising manager of the News, and was presented by him to the Advertising Club in a recent address previously printed in EDITOR & PUBLISHER. Various committees have been named by the club to promote interest in the plan, and through the activity of these the matter has been presented to organizations of business men, bankers and employes. The educational committee, headed by E. H. Norman, president of the Baltimore Business College, has among its members, John H. Ferguson, president of the Federation of Labor, and W. J. Chapman, president of the School Board.

The advertising committee, which proposes to raise a large fund for presenting the plan to the public through newspapers, is headed by E. Lyell Guntz. The publicity committee consists of J. Hampton Baumgartner, Ben Barber and Dwight Burroughs.

**Charter for Boston Telegram**  
LYNN, MASS., Jan. 26.—The Boston Telegram Company has been incorporated under the laws of Massachusetts with a capital of \$500,000. The incorporators are: Fred W. Enwright of Lynn, Arnold Leonard of Cambridge, and John J. Green of Somerville.

**The Dominating Force**  
In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

**The Bridgeport Post Standard-Telegram**  
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.  
FOREIGN REPRESENTATIVES  
I. O. Klein, Metropolitan Bldg., New York.  
John Glass, Peoples' Gas Bldg., Chicago, Ill.

**New Jersey's Greatest Morning Newspaper**  
**THE NEWARK LEDGER**  
For six days in the week we are alone in our field of more than a million readers, and the

**SUNDAY LEDGER**  
Takes a place among the leading publications of the country.  
Dorothy Dix Helen Rowland Associated Press

**THE PEOPLE OF NEW LONDON, CONN.**  
have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark  
The NEW LONDON TELEGRAPH  
JULIAN D. MORAN, Pres. and Mgr. Representatives  
Payne-Burns & Smith, New York—Boston  
J. Logan Payne Co. Chicago—Detroit

**NEW HAVEN REGISTER**  
NEW HAVEN, CONN.  
27,405 Average  
Paid Circulation DAILY & SUNDAY  
Nearly twice as much as its nearest competitor.  
IT COVERS THE FIELD!

**The Congregationalist**  
reaches weekly over twenty thousand of the most loyal members of that denomination. It enjoys the distinction of being the oldest religious paper in the country.  
14 Beacon St. Boston

**The Pittsburg Press**  
Daily and Sunday  
Has the Largest CIRCULATION IN PITTSBURG  
Member A. B. C.  
Foreign Advertising Representatives  
Metropolitan Tower, People's Gas Bldg.  
I. A. KLEIN, JOHN GLASS,  
New York, Chicago

**Perth Amboy, N. J.**  
Most Rapidly Growing City in East  
Thoroughly Covered by the  
**Evening News**  
Member A. N. P. A., A. B. C., A. P.  
Reasonable requests for trade information given prompt attention.  
F. R. Northrup, 303 5th Avenue  
New York City

## MEREDITH IN CABINET

## A. A. C. W. Chief Named Secretary of Agriculture, Succeeding Houston

Washington, D. C., Jan. 27.—President Wilson today announced the appointment of E. T. Meredith, publisher of Successful Farming, Des Moines, and president of the Associated Advertising Clubs of the World, as secretary of Agriculture, succeeding David F. Houston, who becomes Secretary of the Treasury in the place of Carter Glass, editor of the Lynchburg (Va.) News and Advance, now a member of the U. S. Senate.

## Advertising Agencies Merge

The Dorland Advertising Agency, with offices in New York, Buenos Aires, Atlantic City, London and Paris, and Caxton Advertising, Inc., have consolidated under the name of the Dorland Agency, Inc. The officers are as follows: Senator Walter E. Edge, chairman of the board of directors; Barret Andrews, president; Clyde S. Thompson, vice-president; Austin Healey, vice-president; Henry H. Creske, vice-president; A. E. Oakes, treasurer; R. A. Porter, secretary.

## Leases Whole Building

JEFFERSON CITY, Mo., Jan. 28.—The Capital-News has leased the entire building in which it is now located. The first and second floors and basement will be occupied by the enlarged plant. The first issue of the Missouri State Journal, a weekly newspaper, was issued this week from the plant of the Capital-News. W. R. Hollister is publisher and William T. Gray managing editor.

## Plan Weekly Syndicate

PROVIDENCE, R. I., Jan. 23.—Walter B. Norton, formerly manager of the Visitor, a local Catholic paper, and Frank A. Chapman, former circulation manager of the Evening Tribune, have purchased the Olneyville Weekly Times. It is the intention of Mr. Norton and Mr. Chapman to eventually acquire all the weekly papers of the State and consolidate them.

## Increase Applied to Auto Ads

In the advertisement of the Jersey City Journal in the January 22d issue of EDITOR & PUBLISHER it was implied that the 70 per cent. increase mentioned applied to total lineage, whereas it referred only to the increase in automobile advertising. The Journal's total lineage increase for 1919 over 1918 was actually 30 per cent.

## Amarillo News "Bombs" Texas

AMARILLO, TEX., Jan. 29.—The Daily News last week "bombed" towns in the Panhandle with copies of the current issue thrown from an airplane by Sumner M. Ramsay, managing editor.

## Mrs. de Koven Gets Estate

The will of Reginald de Koven, the composer and music critic who died of heart disease in Chicago on January 16, provides that the income from the entire estate shall go to his wife for life and then to their

only child, Mrs. Ethel de Koven Hudson. The will was filed for probate in the Surrogate's Court, New York, on Tuesday.

## New Southwest Loop for "A. P."

OKLAHOMA CITY, OKLA., Jan. 29.—The Associated Press has established a state wire in Oklahoma for its various clients in this state. The "A. P. trunk" to the Southwest was cut here and a loop put in connecting the Tulsa, Okmulgee, Shawnee, Ardmore and other subscribers with this city. The new wire has increased the staff here and makes this city the chief center of news outside of Kansas City, for the southwest. Heretofore Oklahoma State news has been relayed from Kansas City.

## Newsboys Charge 2 Cents Extra

BOSTON, Jan. 29.—Newsboys in Lynn are placing an extra charge of 2 cents per week for delivery service to customers. Circulation men in that city profess to know nothing of the practice, but it nevertheless has been placed in operation, with a resultant decrease in suburban sales.

## Rumely Trial April 13

The trial of Dr. Edward A. Rumely, charged with making a false statement to the Enemy Alien Property Custodian concerning the ownership of the New York Evening Mail, has been postponed from February 23 to April 13.

## Changes His Mind

Charles W. Hanna, whose appointment as circulation manager of the Erie (Pa.) Herald was announced last week, informs EDITOR & PUBLISHER that "for various reasons he declined the position and is now with the circulation department of the Philadelphia Record."

## Sentinel Raises Prices

KNOXVILLE, TENN., Jan. 29.—The Sentinel has advanced its subscription rate from 12 to 15 cents a week by carrier and agents in nearby towns. Its street sale price has been raised from 3 to 5 cents a copy and the mail rate is now: 3 months, \$2; 6 months, \$3.75; 12 months, \$7.

## Brainard Will Appeal

C. T. Brainard, president and treasurer of Harper & Bro., New York, will appeal from the decision of the Special Sessions court, whereby he was convicted last week of publishing an immoral book.

## New Press in Binghamton

The Binghamton (N. Y.) Press has placed an order with R. Hoe & Co. for a superspeed octuple press.

## Ad Agency Dissolved

The Caldwell-Burnet Corporation, New York, an advertising agency specializing in foreign trade, has been dissolved.

The amalgamation of the two leading progressive Jewish newspapers of New York

**THE DAY**  
and  
**THE WARHEIT**  
brings into being the most powerful advertising medium in the Jewish field.



The National Jewish Daily

## LIBEL VERDICT REVERSED

## Actual Damages Only Count, Rules N. Y. Court of Appeals

Albany, N. Y., Jan. 27.—An important legal point on the fixing of libel damages is involved in the reversal by the Court of Appeals here today of the \$25,000 verdict that had been awarded to Magistrate John F. Corrigan of New York in his suit against the Bobbs-Merrill Publishing Company and George Bronson Howard, an author. The action was sent back for retrial.

The verdict was reversed on the ground that the jury was without right to award punitive damages against the publishing company and should have confined its verdict to an amount in keeping with the actual damages suffered by the plaintiff. The publishing company withdrew the book causing the suit from circulation after it had been advised of the libel.

## Twelve Department Stores

In the list of advertisers in the Philadelphia Bulletin, printed in that paper's announcement in EDITOR & PUBLISHER of January 22d, two illuminating and necessary figures were omitted from the line "Department Stores" through a typographical error. Twelve Philadelphia department stores are included among the Bulletin's advertisers.

## Rochester Newswriters Elect

ROCHESTER, N. Y., Jan. 28.—Arthur P. Kelly of the Post-Express has been elected president of the Rochester Newswriters Club for the coming year. Other officers are: Vice-president, George B. Snell, Times-Union; secretary, Albert J. Moss, Democrat and Chronicle; treasurer, Albert M. Flannery, Times-Union.

## Don Martin's Body Home

The body of Don Martin, the New York Herald's war correspondent, who died in Paris soon after the armistice was signed, was returned to the United States on the French liner Savoie, which arrived here from Havre Tuesday.

## Agency Changes Name

Chicago, Jan. 24.—Benson, Gamble & Slaten is the new name of the Benson, Campbell & Slaten Advertising Agency.

## Jewish Paper in Kansas City

KANSAS CITY, Mo., Jan. 24.—The Kansas City Jewish Chronicle has made its appearance here with Nathan J. Gould as managing editor and E. R. Jacobs as business manager.

## Oklahoma City Prices Up

OKLAHOMA CITY, OKLA., Jan. 29.—The Daily Oklahoman has increased its subscription rates, effective February 1,

as follows: By carrier, 18 cents per week, 75 cents a month and \$9 per year; by mail, and to newsdealers in the State, 20 cents per week, 85 cents per month, \$10 per year; the Sunday Oklahoman will be 8 cents.

## Leonard Writing Daily Feature

Baird Leonard, formerly of the New York Morning Telegraph, is writing a daily and Sunday feature for release through Fair & Jewett, Ltd., New York.

## OBITUARY NOTES

MRS. KENT COOPER, wife of the Associated Press traffic chief, died in Brooklyn on January 25 of pneumonia.

DR. CYRUS TOWNSEND BRADY, minister and author, died in Yonkers on January 23 of pneumonia, aged 59 years.

JOSEPH A. CUNNINGHAM, aged 32, formerly with the Brooklyn Daily Eagle, died in Brooklyn last week.

WILLIAM B. WADDLE, formerly with the Mobile Register and the Mobile News-Item, died in that city recently, aged 48 years.

DARWIN C. PAVEY, for many years in newspaper work in New York State and the Middle West, died in Somerville, Mass., a few days ago.

JOSEPH LAMONT GAVIT, son of John P. Gavit, formerly managing editor of the New York Evening Post, and a nephew of Thomas W. Lamont, owner of the Post, died in Englewood, N. J., last week of typhoid fever. He was on the editorial staff of the Harvard University Crimson.

CHARLES F. MIRICK, for ten years church editor of the Detroit News, died on January 27.

## U. S. Feature Service, Inc.

423 World Building,  
New York, N. Y.

The kind of service you've been looking for. Over three hundred and fifty newspapers, well distributed throughout the United States, use our service, due to all around efficiency and a liberal policy.

Rotogravure Supplement in preparation.

Join Us and Enjoy Our Quality Service for Newspapers.

## Randolph W. Madison

SPECIAL WESTERN REPRESENTATIVE  
OF

## Editor &amp; Publisher

ROOM 218

SUPERBA BUILDING

520 BROADWAY

LOS ANGELES, CALIFORNIA

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

## After-War Finance

During this reconstruction period, it is imperative that business men have at their command reliable information concerning the financial situation at home and abroad.

The Annalist, published every Monday by The News York Times Company, is a weekly magazine of finance, commerce and economics, giving American business men information more necessary and vital at this time than ever before.

## THE ANNALIST

10c a copy \$4.00 a year

**PREMIUMS**  
That Are Real Subscription Producers  
**S. BLAKE WILSDEN**  
Manufacturers and Publishers  
Representative,  
1006 Heyworth Building  
29 E. Madison St. CHICAGO

## SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522		Circulation	2,500 lines	10,000 lines
Attleboro Sun.....(E)	4,512	.025	.0125	
Boston Advertiser and American.....(S)	353,988	.40	.40	
Boston American.....(E)	301,270	.42	.42	
Boston Globe.....(ME)	282,172	.35	.35	
Boston Globe.....(S)	327,924	.45	.45	
Boston Post.....(M)	407,787	.45	.45	
Boston Post.....(S)	342,524	.35	.35	
Boston Record.....(E)	40,392	.15	.15	
Boston Transcript.....(E)	32,837	.20	.20	
Fall River Herald.....(E)	9,439	.025	.025	
Fitchburg Daily News.....(E)	5,525	.01785	.01785	
Fitchburg Sentinel.....(E)	7,973	.02857	.025	
Haverhill Gazette.....(E)	13,791	.035	.025	
†Lynn Item.....(E)	14,855	.05	.04	
Lynn Telegram-News.....(E&S)	16,015	.04	.04	
Lowell Courier-Citizen.....(M&E)	16,975	.045	.045	
New Bedford Standard-Mercury.....(ME)	26,622	.06	.06	
Salem News.....(E)	18,505	.06	.05	
Worcester Telegram.....(M&S)	33,570	.12	.09	
MAINE—Population, 762,787				
Bangor Daily Commercial.....(E)	14,426	.035†	.025	
Portland Daily Press.....(M&S)	14,092	.03	.03	
Portland Express.....(E)	23,674	.07	.05	
Portland Telegram.....(S)	21,942	.06	.045	
NEW HAMPSHIRE—Population 500,510				
Concord Daily Patriot.....(M&E)	4,130	.025	.015	
†Manchester Union-Leader.....(M&E)	25,375	.08	.05	
RHODE ISLAND—Population 652,335				
Newport Daily News.....(E)	6,260	.033571	.029286	
Pawtucket Times.....(E)	23,365	.06	.05	
Pawtucket Valley Daily Times (Arctic).....(E)	2,230	.021429	.021429	
Providence Bulletin.....(E)	52,274	.135	.135	
Providence Journal (M* S)	31,702	.08*.12	.08*.12	
Providence Tribune.....(E)	25,877	.08	.07	
Westerly Sun.....(E)	4,309	.02	.015	
†Woonsocket Call-Reporter.....(E)	12,158	.04	.03	
VERMONT—Population, 361,205				
Barre Times.....(E)	6,678	.0225*	.0175	
Burlington Daily News.....(E)	7,890	.02	.02	
Burlington Free Press.....(M)	10,921	.035	.035	
†Rutland Herald.....(M)	7,626	.025	.025	
St. Johnsbury Caledonian & Newport Record.....(E)	2,230	.013	.013	
CONNECTICUT—Population, 1,114,756				
Bridgeport Telegram-Post.....(M&E)	45,294	.115	.11	
Bridgeport Post.....(S)	13,715	.065	.06	
Hartford Courant.....(MS)	25,746	.06	.05	
†Hartford Times.....(E)	35,092	.08	.08	
New Haven Register.....(E&S)	27,405	.07	.06	
New London Day.....(E)	10,493	.0357	.03	
New London Telegraph.....(M)	4,830	.0128	.0128	
Norwich Evening Record.....(E)	3,339	.025	.015	
†Norwalk Hour.....(E)	3,364	.021429	.021429	
†Stamford Advocate.....(E)	7,552	.03	.0225	
Waterbury Republican.....(M)	10,992	.035*	.025	
Waterbury Republican.....(S)	11,425	.035*	.025	
Government Statements, October 1st, 1919.				
†A. B. C. Statement, October 1st, 1919.				
*Rate on 3,500 lines.				
†Rate on 3,000 lines.				

To Mr.

# N. E. Man:

If you would have your goods **KNOWN** in New England, advertise them in the newspapers,—circulation over 2,000,000 daily!

By Reports

## Monthly Purchases

are **Up** in New England, nearly **250%** and the demand for **KNOWN** goods exceeds the supply!

ALL national wares are not known—SOME very meritorious specialties have YET to make their bow to the New England purchasers! NOW is the time of YOUR Life to break in. Tell the merits of your goods in the papers, and BOOST your trade marks while the boosting pays the biggest rewards.

The papers listed above, can make you **RICH**, if used skilfully, advertising your goods.

# *The New York Globe*

## *Demonstrates the Extraordinary Pulling Power of Its Advertising in Rather Unusual Ways*

**A** WEEK or so ago Alfred W. McCann, the Globe's Pure Food Expert, offered his readers in The Globe a car-load of granulated honey in sixty pound tins at 23 cents a pound.

¶ Within three or four days he had received checks and cash amounting to over \$32,000, paying for 140,000 pounds of the honey—over four car-loads of it.

¶ People might be expected to rush for honey at 23 cents a pound in small packages, 1 to 5 pounds, but here came nearly 2,500 purchasers of a 60-pound tin apiece, at \$13.80 to each customer.

¶ They had no chance to see samples, for the honey was not in New York. They had faith in The Globe and Mr. McCann.

¶ And the prettiest part of the story still remains to be told.

¶ By reason of the offer the price of honey in the New York market dropped, and Mr. McCann is using the profit to buy about 15,000 pounds of honey for free distribution among the orphan asylums and day nurseries of New York.

MEMBER  
A. B. C.

**THE NEW YORK GLOBE**

JASON ROGERS, Publisher

180,000  
A DAY



