



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America
1864 1919

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

Weekly: \$3.00 a Year; 10c. Per Copy

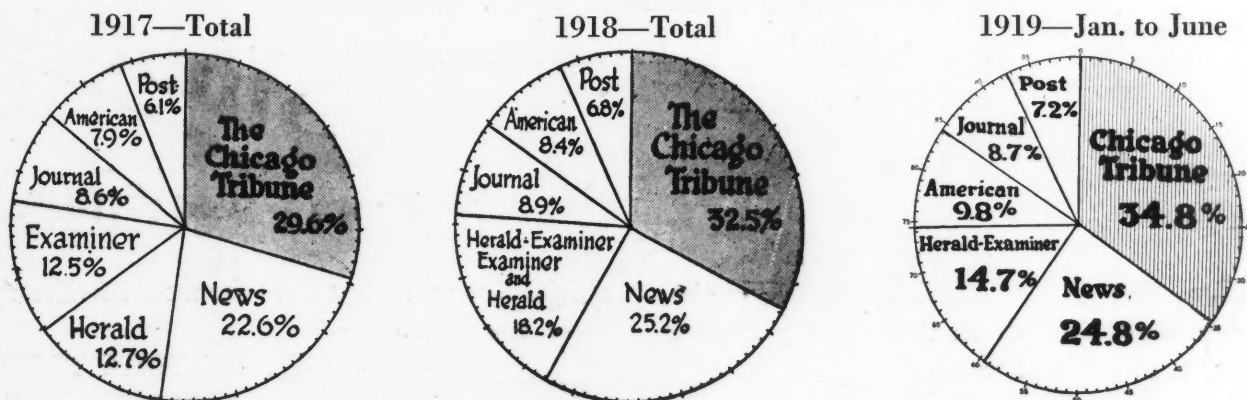
NEW YORK, THURSDAY, JULY 24, 1919

Vol. 52, No. 8

Chicago Tribune Advertising in Other Newspapers

The Chicago Tribune wishes to give credit to the thirty newspapers in which it has been running full page ads for their share in bringing about the splendid increases shown below:

Each of these charts shows the total advertising printed during a certain period in all Chicago newspapers. Note that The Chicago Tribune has carried a larger proportion of the total each year until now out of every three pages of advertising in Chicago, one is in The Tribune and the other two are divided among the remaining five newspapers.



We know that advertising pays newspapers as well as department stores and we intend to continue advertising The Chicago Market and The Chicago Tribune.

We know that the more every other newspaper advertises itself and its market, the better it will

be for all newspapers, including The Chicago Tribune.

We wish Chicago Tribune advertising to run (as far as possible) in newspapers that believe in advertising, and that express that belief by advertising.

We are ready to discuss our fall campaign with progressive newspapers which both buy and sell advertising.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Gimbel Brothers

HEARN

James McCreery & Co.

Lord & Taylor

R.H. Macy & Co.

Saks & Company

Stewart & Co.

Stern Brothers

Wanamaker's

WORTH

ABRAHAM AND STRAUSS
BROOKLYN

B. Altman & Co.

Arnold, Constable & Co.

Best & Co.
BLOOMINGDALES

BONWIT TELLER & CO.

Frederick Loeser & Co. INC.

Franklin Simon & Co.

Gidding

OPPENHEIM, COLLINS & CO.

THESE TWENTY LEADING RETAIL STORES use a total of 407,110 lines of advertising space in New York morning (excluding Sunday) newspapers in the month of June.

OVER A QUARTER of this total lineage was used in the New York Tribune—more than in any other newspaper.

The reason THE NEW YORK TRIBUNE carries more daily advertising from these twenty leading department stores and retail shops is because THE NEW YORK TRIBUNE'S circulation is the highest grade—per thousand, possible to reach through any New York morning newspaper.

THE NEW YORK TRIBUNE reaches the class of people—the men and women who understand and appreciate the better class of things in life—those who live the better sort of lives: people who not only have stand-

ards to live up to, but have the means to live up to those standards.

TRIBUNE	106,698	lines
SUN	90,054	"
TIMES	82,165	"
WORLD	79,886	"
HERALD	40,939	"
AMERICAN	7,368	"

THE NEW YORK TRIBUNE guarantees the truth of EVERY advertisement it publishes—giving an endorsement immensely valuable, and insuring every advertiser having company of which he need not be ashamed. June, 1919, was the biggest month in advertising in

the history of THE NEW YORK TRIBUNE, 755,138 agate lines—being a gain of 439,598 agate lines or 139 1/4% over June, 1918.

New York Tribune

MEMBER OF A. B. C.

MEMBER OF A. B. C.

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



THE SMITHSONIAN INSTITUTION

RECOGNIZES N. E. A. AS AMERICA'S GREATEST
NEWSPAPER SERVICE ORGANIZATION

By invitation of the Smithsonian Institution and The Universal Film Manufacturing Co., Edward M. Thierry, N. E. A. staff writer, will accompany the Smithsonian African Expedition through darkest Africa.

This expedition sailed July 12th under the leadership of Dr. Edmund Heller, probably America's greatest naturalist, and will penetrate the mysterious unexplored interior of Africa in the interests of science and education.

But one newspaper concern could be represented and naturally N. E. A. was selected.

Our clients, exclusively, will receive Thierry's marvellous stories and pictures of animals, human life and nature at its wildest.



Write or wire

THE NEWSPAPER ENTERPRISE ASSOCIATION

(A Service—Not a Syndicate.)

CLEVELAND, OHIO

Getting Increased Distribution IN Philadelphia

Influencing the dealer and the consumer is best brought about by regular advertising in Philadelphia's dominant newspaper.

Dealers stock and push articles that are strongly and regularly advertised; they don't pay much attention to the things that the public don't ask for.

Philadelphia's 392,000 dwellings and 16,000 manufacturing places comprise a big market that needs constant cultivation because it pays big dividends to the advertiser.

Dominate Philadelphia

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

The Bulletin

*Net Paid Average
for June*

447,401

*Copies
a Day*

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



EDITOR & PUBLISHER



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

Vol. 52.

NEW YORK, THURSDAY, JULY 24, 1919

No. 3

SAYS WILSON CONCEDED RIGID WAR CENSORSHIP TO SAVE EUROPEAN ALLIES FROM DOWNFALL

Charles H. Grasty, Noted War Correspondent of New York Times, Tells EDITOR & PUBLISHER That While Restrictions on Publicity Were Paralyzing to English-Speaking Countries, They Were Necessary to Save Shell-Shocked Nations from Demoralization

[Mr. Grasty, who is treasurer of the New York Times, returned from Europe recently with President Wilson's party, after having achieved an international reputation as a brilliant writer and interpreter of events during four years' service as a war correspondent, was asked by EDITOR & PUBLISHER to relate some of his experiences in the war zone and at the Peace Conference, of particular interest to our readers. Here follows his reply, illuminating not only as regards the censorship, but the personalities of the leaders on whom depended the fate of the Allies' cause, the staunch support given the President's war policies by Viscount Northcliffe, social unrest in Great Britain, and other matters of keen, present interest to the press of the United States. —EDITOR'S NOTE.]

BY CHARLES H. GRASTY.

YOU ask me for my most interesting experiences.

At the top stands my experiences with American soldiers. I went over on the boat with General Pershing and saw him deliver to the almost exhausted French the American message of comradeship and hope.

I watched him develop step by step into a great force—perhaps the greatest single personal force in the war. He is a typical, fearless, aggressive, patriotic American.

It is no reflection on the other participants to say that the war couldn't have been won without North Americanism (always include the Canadians with the North Americans. They belong there, and Currie was one of the greatest generals in the war).

"Best Soldiers in Europe"

But even above my experiences with the generals whom I admired so much, I put my experiences with the soldiers. I saw the first of them land at St. Nazaire on June 28, 1917. They were raw material then. I saw the 16th Infantry march through Paris on the following 4th of July. They were splendid fellows, but still raw material. I saw them in training around Gondrecourt and there was not much difference.

But they were coming. Their full hitting power was shown at Cantigny on May 28, 1918, just in time for the Marne, and from then on they were the best soldiers in Europe. Once some of them got good, they all responded to that spirit of competition characteristic of North Americans.

A few weeks ago, at the Pershing Stadium in Paris, I saw a picked battalion

of American soldiers that outclassed any I had ever seen. And when I spoke to General Pershing about them, he said:

"I have just finished reviewing 1,800,000 American soldiers. No one ever doubted the high qualities of American youth as human beings; I want to speak of them as soldiers. I don't believe such soldiers ever existed before.

"Mind, I am speaking as a West Pointer. At the end of the war, the American army had so many corps d'elite that it was difficult to count them."

I had a chance to talk with Marshal Foch several times. He always said that

soldiers from his already thin front and send them to Italy.

I went with them, and never was demoralization and consternation tranquilized by such a comparatively small force as by them after Caporetto.

It was Painlevé who put in that great general, Pétain, after the failure of the Nivelle offensive in April, 1917, when the army was almost in a state of mutiny and the French civilian morale at low water mark. Pétain brought the army back.

I was much at Versailles during the fight to put a generalissimo in command. The support of that fight by Lloyd George against natural, narrow,

much difference in continental communities, but it was paralyzing to English-speaking countries. We depend on public opinion to shape public policy.

Our public lacked information before the armistice and never caught up afterward, though the censorship was relaxed. Then we were always afraid of giving Germany some kind of an edge by telling too much. It was a most difficult position.

The President himself was obliged largely to waive publicity which would have saved him much embarrassment in America. The shell-shocked countries of Europe couldn't have stood it under their fragile systems. Every government of Europe would have fallen. So the President had to grin and bear it.

British Politics

I had the pleasure of meeting King George, an amiable and self-dwying monarch who saved his monarchy by his sacrifice and energy, and who is now sending his heir among the masses to meet advancing Democracy half way.

I saw much of a still more powerful potentate, Alfred Harmsworth, Viscount Northcliffe, who is such a hustler that thousands of English think him American by birth.

He helped the President at every turn until a serious illness temporarily retired him.

Lloyd George is the greatest of all politicians in a political civilization in which public men are all statesmen and must be politicians.

British Social Unrest

People go to the House of Commons to see Lloyd George fall, but he always falls on his feet. As a matter of fact, there is no one in sight to succeed him, and so a radical minister presides over a rather Toryish government—an inverted pyramid, but it will topple some day.

There is a lot of rebellion loose in Britain, but it will never come to Bolshevism. There will be a slow revolution that will change economic conditions and throw off the oppression of social autocracy in the freest of the political democracies. There won't be such really beautiful aristocrats or such pitiful lower classes, but the average will be higher.

In many ways, Americans and British are the same breed. We will get on together. But we mustn't sweetheart each other. Neither will stand it. In America we will best keep friends with the healthily selfish British by looking

(Continued on page 55)



CHARLES H. GRASTY (SECOND FROM RIGHT) LEAVING FRENCH HEADQUARTERS AFTER A CONFERENCE WITH GENERAL FOCH.

the best that could be done was to hold for the Americans. He made good in that forecast.

The French Leaders

Marshal Joffre, whom I interviewed, impressed me as a great philosopher and thinker whose moral and intellectual leadership brought out the best qualities in the French. Clemenceau is a great character, made to order for the last quarter of an hour as Joffre was for the first.

I admired Paul Painlevé, who fell, partly at least, because he was a mathematician and not an orator. I happened to be with him at the War Office when he made the life-saving decision to take

home opposition is a thing that must always be remembered in his favor; but Wilson's support, though easier to give, must be acknowledged as the chief factor.

How Wilson Aided

General Bliss co-operated with extraordinary ability, and perhaps he, too, was necessary to the success of the effort.

One doesn't know where to stop in talking of the war; after the armistice the unfolding of events was less interesting and a mighty hard job for representatives of the press.

The war censorship was overdone. The lack of information didn't make so

HOLD PRICES OF BOOKS AS ADVERTISING

Publishers Protest, but Will Abide by Post Office's Ruling that Reviews Mentioning Costs Are Chargeable with Higher Postage Rates

In spite of written protests from publishers of New York City newspapers, the Post Office Department has declined to recede from its recent order classifying all book reviews, in which prices are mentioned, as advertising and are chargeable as such with the second-class zone rates of postage prescribed for such matter.

It now seems that the department will be permitted to enforce its ruling without a contest in the courts, which at first was considered a possibility. Opinion of legal counsel is said to be that, while the ruling may be unsound and arbitrary and one that sets a dangerous precedent, the question immediately at issue is not important enough to warrant costly and long-drawn-out litigation.

All of the New York City newspapers that print book reviews, including the Times, the Tribune, the Sun, the Evening Post and the Brooklyn Eagle, have discontinued printing prices, and notice to this effect has been sent to all members of the American Newspaper Publishers' Association.

The Post Office's Reasoning

The final ruling of the Post Office is contained in a letter addressed to Postmaster Patten, of New York, by A. M. Dockery, Third Assistant Postmaster General. It reads:

"Referring to your recent communication transmitting one from the publishers of 'The New York Times Book Review' with further reference to the classification under act of October 3, 1917, of reviews of books appearing in that publication, I have to say that the entire question to the propriety of regarding as advertising matter under the law cited, book reviews which include the prices of the books, has been gone over very carefully in the light of the statements and information presented.

"The ruling with respect to the classification of reviews giving prices of books is in harmony with the course that has been followed for many years in the application of the postal laws and regulations governing second class mail matter.

"As pointed out in previous correspondence, it has always been the practice to regard as advertising, write-ups, puffs and commendations of articles advertised for sale in a publication. When a publication consisted largely of such matter it came within the proviso of the law, Act of March 3, 1879, embodied in section 412, Postal Laws and Regulations, prohibiting the entry as second-class matter of publications 'designed primarily for advertising purposes,' and was consequently denied such entry.

"When such write-ups of articles advertised in a publication formed only an incidental feature as compared with the publication in its entirety, the matter, although advertising, nevertheless, had no effect on the second-class mail privilege of the publication, nor, prior to the date the act of October 3, 1917, became effective, on the rate of postage applicable thereto, the same rate being chargeable on both the advertising and non-advertising portions.

"Under the act of October 3, 1917, which fixes a higher rate of postage on the advertising portion of a publication, all advertising must be considered, regardless of whether it is paid for or inserted free, and must be charged with postage at the zone rates applicable to the advertising portion.

Prices Only Affected

"In view of the foregoing, there would appear to be some reasons for regarding all book reviews as advertising matter chargeable with the second-class zone rates of postage prescribed by the act of October 3, 1917, for such matter. Nevertheless, for the present, where the books reviewed in a publication are selected by the publisher or editor thereof, and the reviews are inserted exclusively for the information of its readers and not in connection with any understanding or agreement with anyone interested in the sale of the books, the reviews will be regarded as matter other than advertising, for the purpose of determining the postage chargeable on the publication, provided the prices of the books are not given and the reviews are otherwise free from features tending to give them the appearance of being designed to promote the sale of the books.

"It is believed that after giving this matter further consideration in the light of the foregoing, the publishers will agree that the ruling regarding it is entirely reasonable, equitable

Waldo's Appreciation of International Number

Capt. Richard H. Waldo, secretary of the Inter-Allied Games Committee, Paris, formerly general manager of the New York Tribune, writes to EDITOR & PUBLISHER from Paris:

"I have received a copy of the beautiful international edition of EDITOR & PUBLISHER of May 22. May I add my congratulations to the many you must have received?"

"If special numbers could contain as a rule matter of such extraordinary interest as that with which this issue is filled, the advertiser would willingly pay tall premiums for inclusion. I have spent many hours in reading the records and stories; the end is not yet. My experience in London and here has perhaps made the matter of more than ordinary interest, but it seems to me that anyone interested in Peace and Publicity—and truthful Publicity must fortify Peace—will have a fresher vision as the result of your extraordinary accomplishment."

and in harmony with the intent of the act of October 3, 1917, and that they will find it feasible without detracting from the news value of the book reviews appearing in 'The New York Times Book Review' to omit the prices of the books from the reviews. The publishers' co-operation in this respect will be helpful and greatly appreciated.

"A copy of this letter is inclosed for delivery to the publishers when bringing the foregoing to their attention."

Publishers' Ground of Protest

The particular letter of protest to which reference is made in the foregoing letter by the Third Assistant Postmaster General was one addressed to P. B. Gavin, Acting Chief of the Bureau of Second Class Mail of the New York City Post Office, by Louis Wiley, business manager of the New York Times, which read as follows:

"Your suggestion that the price in reviews of books classifies them as advertising, seems a misinterpretation of the postal regulations, since it could not have been the intention to inject a monetary value into a purely news practice and deprive readers of essential information.

"The Book Review has nothing to do with advertising. Reviews are presented entirely for the benefit of readers. The price is necessary for proper judgment as to the relative value of a book. For instance, a subscriber who is a student of a particular science would scarcely be interested in a book on the subject if it were addressed to popular appeal, for it would have slight technical value. The higher the price, the more the review would indicate that the book addressed itself to advanced seekers of knowledge.

Not Considered Advertising

"Neither book publishers nor readers consider prices quoted as advertising. Book publishers frequently neglect to supply prices to editors, and the review department is compelled to telephone publishing houses for such information. The publishing of prices has become an institution, practiced from the beginning of book reviewing. Nothing is advertising unless the space occupied is sold or paid for directly or indirectly. There is no emolument for such reviews for newspapers from book publishers.

"Reviews are written regardless of the good or bad influence on advertising. As proof, in the last issue of the Book Review, attached, are marked criticisms showing adverse judgments, though the very books themselves are advertised in the same issue, one in the opposite column on the facing page.

"We suggest, before final action is taken on the question of the elimination of prices from book reviews, that the Post Office Department reconsider the matter or permit publishers to meet the post office officials for the purpose of proving to their satisfaction that the reviews in 'The New York Times Book Review' have no advertising relationship."

The U. S. Railroad Administration proposes to spend approximately \$135,000 this year in an advertising campaign to make known the agricultural, resort and industrial possibilities of Florida.

YANKEE SCRIBES DINE BRITISH AT PARIS

Speeches and Clever Cabaret Brighten Feast of Peace Conference Correspondents—Swope and Oulahan Preside at Festivities

(SPECIAL CORRESPONDENCE)

PARIS, July 3.—The complimentary dinner by the American newspaper correspondents attending the Peace Conference, to the British newspaper men on the same mission, has been voted one of the particularly bright spots in the seven months' sojourn in Paris of the men serving the English-language newspapers of the world.

This particular dinner differed radically from the conventional banquet. There were few speeches, while the cabaret program was long and varied, and left never a dull moment during the whole evening.

Jazz by Doughboys

The toastmaster of the occasion was Herbert Bayard Swope, who presided happily and gracefully. On behalf of the American hosts, Richard V. Oulahan, well-known head of the New York Times Washington Bureau, made a speech that boosted his reputation for post-prandial oratory. From the English guests there were delightful talks from George Adam of the London Times, Sidney Dark of the London Daily Express, George Mair of the British Government Press Bureau, and Gordon Knox of the London Morning Post.

From this point onward and for some time previous and also in between a delightful vaudeville program enlivened the dinner.

If any feature stood out beyond others, it was the Scrap-Iron Jazz Band, affectionately dubbed the Scrap-Iron Jazzeros, composed of seven American doughboys. Their playing took the meeting by storm at the outset and they finished strong in the shank of the evening.

Insistent demands from the guests brought forth Fred Ferguson of the United Press, who sang "Poor Boy," winning extended applause.

These Were Present

The complete list of American journalists who attended the dinner included:

Elton F. Shepard, New York Evening Mail.
Lincoln Eyre, New York World.
Charles S. Smith, Associated Press.
J. C. McDonald, New York Herald.
Arthur Sweetser, Peace Commission Press Bureau.
William G. Shepherd, New York Evening Post.
Fred Ferguson, United Press.
H. E. Beechler, Newspaper Enterprise Association.
Herbert Adams Gibbons, Harper's Magazine.
Richard V. Oulahan, New York Times.
Herbert Bayard Swope, New York World.
Lawrence Hills, New York Sun.
Roginold Wright Kauffman, New York Tribune Syndicate.
N. A. Mokarzel.
William P. McDonald.
Frederick Moore, New York Tribune.
L. S. Kirtland, Leslie's Weekly.
Burge McFall, Associated Press.
Herman Bernstein, New York Herald.
Florence O'Neil, Pittsburgh Dispatch.
Albert M. Bruce, New York Tribune.
Willmot Lewis, New York Tribune.
Robert J. Prew, International News Service.
George Peel, French Press Bureau; Wade Chance.
Elmer Roberts, Associated Press.
W. L. Thompson, Universal News Service.
Lloyd Allen, Western Newspaper Union.
Paul Mowser, Chicago Daily News.
J. T. O'Brien, Philadelphia Public Ledger.
S. B. Conger, Associated Press.
Julian Harris, New York Herald.
Dewitt Mackenzie, Associated Press.

The following from the London Times shows the spirit that was promoted by the dinner:

"One of the most impressive manifestations of the extremely cordial relations which have ex-

isted throughout the Peace Conference between American and British Delegation was the dinner given on Sunday night in honor of British journalists accredited at the Peace Conference by American newspaper men in Paris.

"Nearly every newspaper of importance in the English-speaking world was represented, together with all the great news-gathering agencies. With the possible exception of the luncheon given by Lord Northcliffe to the journalists of the British Empire in Printing House-square last August, it was perhaps the most notable gathering of the English-speaking press ever brought together.

"In all the speeches very great stress was laid on the importance of the united efforts of the British and American press to bring about a community of thought between English-speaking peoples as the best, indeed the only, means of ensuring that they stand together whenever the occasion arises. Hope was expressed that it would be possible to make the Anglo-American Press dinner an annual event, so as to perpetuate the many friendships formed between British and American correspondents during the long peace negotiations."

WALTER C. JOHNSON WINS PROMOTION

Rewarded for Splendid Work as Business Manager of Chattanooga News—Kindel and Akers Head Business and Circulation Departments

CHATTANOOGA, Tenn., July 23.—At a meeting of the directors of the Chattanooga News Company, Walter C. Johnson, who has been business manager of the News, was promoted to the office of general manager, and W. Al-



WALTER C. JOHNSON

len Kindel, formerly business manager of the Pensacola (Fla.) Journal, was elected business manager and a director.

Mr. Johnson for years has been secretary-treasurer of the Southern Newspaper Publishers' Association and was acclaimed by the recent Asheville convention of that body as "the best secretary-treasurer any association ever had." He is a tireless worker and has friends and admirers everywhere.

Mr. Kindel is a native of Tennessee and served his apprenticeship in newspaper work on the Nashville Banner, and before going to Pensacola was with the Asheville Citizen and Columbia Record.

J. H. Akers, formerly of the Greensboro (N. C.) Record, is now circulation manager of the News and was also chosen a director.

Other officers elected were George F. Milton, Jr., secretary and news editor, a position he held previous to the war, and Gus S. Currier, treasurer.

The reportorial department of the News is now in charge of George H. Butler, who a short time since returned from the service.

Contracts for a \$2,000,000 cotton warehouse at Dallas have been awarded.

WOMEN'S INVASION OF LARGER NEWSPAPER FIELD SHOWS WINNING RESULTS

Mrs. Helen Rogers Reid of New York Tribune Puts in a "Man's Day" at Her Desk Before Hurrying Home to Romp with Little Son and Daughter—Her Department Shows Unusual Business Gains

"The men are bright, but the women are brighter."—Frank Dilnot in the conclusions made by an Englishman on America.

WOMAN'S part in the journalism of America started with the work of the helping wife in the printshop of the country publisher, in an age that is not yet entirely "past" for all sections of the nation. Principally because she knew all about clothes—women's clothes—and the lighter things of life belonged in her sphere—women later found a place "doing society" for the big dailies.

Graduation from society to sobs was easy and natural on the bigger dailies, but as a general thing, especially in metropolitan journalism, that was the top niche of ambition. In the business office women's work was largely clerical.

It is true that in the smaller cities some women did attain higher executive positions, and some through long-time family ownership became directing heads, but on the New York dailies men managed to hold their own until November 1, 1918.

Then, along came Mrs. Helen Rogers Reid.

Directs Important Department

Mrs. Reid is now an important part of the New York Tribune. In fact, her responsibilities for the new and potent punch that has been put into the aggressive business activities of that traditionally great journal stand first when you consider a "greatest advertising gain," which is claimed for the first six months of 1919.

Now, there may be no connection between getting business for a great metropolitan daily and feeding a flock of white leghorn hens, but it gives a hint of the manner of woman who is advertising director and secretary of the Tribune, for it is an established fact that chickens of the variety mentioned are the world's leading experts in egg production and assure results.

Up in Westchester county there is a highly productive farm where white leghorns for eggs, Rhode Island reds for table, and pure-bred Guernsey and Holstein cows for butter and milk are the owner's pride. It is Mrs. Reid's playground and its management is her principal recreation, but it is run for results—on the theory that satisfaction with life comes from attainment.

Was Well Trained in Business

Early last September, Mrs. Reid took up seriously the work of learning something about the newspaper publishing business by becoming a daily student in the business office. Early in November she became advertising director, and at the annual meeting of directors in January, this year, was made secretary of the association.

The foregoing paragraph carries her own story of her business activities during the last ten months, and right from the start of this interview, which she was making every effort to dodge, it was very plain to be seen that it would not do to leave the telling entirely to her.

Mrs. Reid entered the offices of the Tribune well versed in the ways of earning a living—which was in no way necessary in the present incident—and with a pretty thorough knowledge of big business, gained as treasurer of the Suffrage Party in New York State. Her part of the "big business" was management of the financing.

"Which," she remarked, "was a pretty thorough education."

only starting. We now have one woman on the soliciting staff of the Tribune who is making a success, and I believe it is a work that should receive the consideration of other women seeking a business career.

"I have found that the man or firm that is in the market—or should be in the market—for advertising space does not care whether he is transacting business with a man or a woman. It does

undertaking. This applies to the newspaper, as well as the steamship line, railroad or bank. For this reason I think there should be broad understanding between the editorial and advertising departments, as well as the circulation and advertising or editorial departments.

"I realize that the advertising and editorial departments of many newspapers have been separated and kept apart by mutual suspicion. That is wrong and is against the best interests of the newspaper as a whole, and prevents complete success.

Commissions Abolished

"News, of course, should be handled on the basis of news value, and advertising should be sold on merit, and merit only, but between the two departments I believe there can be co-operation that will bring about the success of the entire undertaking. While it is true that stories have been printed or suppressed because of business connections, it is also true that good news stories have been penalized because of their business connection."

"I" does not enter into Mrs. Reid's discussions of the activities of the Tribune in her department. "We" is the dominant note in her conversation on the attainment of results. One radical change has been made by her department in handling accounts since she took charge. Except in the classified branch, all commissions have been abolished, and no solicitor has what are commonly called "my accounts."

"By placing every person on a salary basis and abolishing all commissions we have a better spirit and better comradeship among the men and women in our department. Display of feeling over closing accounts does not exist.

"Working in complete co-operation now for greater business, it is possible for all to assist in paving the way for one of our number to close a contract for the profit of all, for no contract belongs to any one man.

"The results show, I think, in our totals for the first six months of the year, when we made the second largest advertising gain of sixteen New York daily newspapers."

The New Reform

"The future in advertising holds wonderful things for the doer," continued Mrs. Reid, "for the great reforms have only started. This is especially true in financial advertising. We have already reached the era of clean advertising, and the new attainment must be human copy—copy that will have the same interest for the newspaper reader as the news story that makes him an irregular or regular subscriber. This is something that the advertiser must be brought to understand if we are going to make the space we sell worth the cost and a profit to him."

Not a bad start and rather high ideals for the only woman director of an advertising department of a great metropolitan daily, for it must be remembered that although Mrs. Reid, as she puts it herself, "works a regular man's day," has other interests. She is a trustee of

(Continued on Page 26.)



MRS. HELEN ROGERS REID.

Mrs. Reid was born at Appleton, Wis., and attended school there before coming East to enter Barnard College. While attending college she did some clerical work and tutoring. After graduation she took up secretarial work, which she continued until her marriage in 1911 to Ogden Mills Reid, editor of the Tribune and president of the Tribune Association—in all a training that should cause many women to give some consideration when she says:

"The newspaper field holds many wonderful opportunities for women, and this is especially true in the advertising branch, where modern development is

not matter which. The buyer demands facts, and there is a place for the person who can present them in a proper and forcible manner."

Believes in Co-operation

Mrs. Reid says that she finds the advertising department of the Tribune "completely absorbing" and has no desire to enter into the activities of other branches of the work. She has very pronounced views, however, on understanding between all departments.

"Any business to succeed must function with complete understanding, and co-operation must prevail in every un-

CROSS-EXAMINATION OF FORD ENDS

Plaintiff Says One Purpose of Suit Is to Make Newspapers Stick to Headlines in Stories That Follow—Memory Often Fails

MT. CLEMENS, Mich., July 23.—Cross-examination of Henry Ford prosecutor in the million dollar libel suit against the Chicago Tribune, on trial here, was completed at noon yesterday after seven days of rapid-fire questioning. The wealthy automobile manufacturer was recalled to the stand by his own counsel today.

Before leaving the stand Mr. Ford was given an opportunity to explain a number of things for which Elliott G. Stevenson, counsel for the Tribune, had put him on the gridiron, and he also explained his war work for the American and British Governments.

Tires of Argument

Early in his cross-examination Mr. Ford said, to stop argument, he would admit he was an "ignorant idealist." He asserted that statements contained in the "flivver patriotism" despatch that he would not retain jobs for soldier employes going to the Mexican border or care for their dependents were not authorized by him.

He denied having opposed enlistments in the National Guard and said that he approved of Lincoln's expression that a man who discouraged others enlisting was worse than the enemy who killed a soldier in battle, but added that Lincoln spoke in the midst of war and the same thing did not apply to a country only preparing for war.

Mr. Ford testified that one of his reasons for bringing the present suit was to make newspapers stick to their headlines. He said that he seldom read more than the headlines and that it was principally the headline "Ford Is An Anarchist" which caused the present suit, admitting there was no further mention of the word "Anarchist" in the body of the editorial.

Wants Correct Headlines

Mr. Ford expressed as his belief that the bankers and newspapers got us into war. He said that the voyage of the peace ship was arranged by peace advocates and his only part was the financing. He admitted that he no doubt told New York newspaper men that there was no sense in building dreadnaughts that were only good to bottle up in Kiel Canal or the Orkney Islands. He said that he had talked over the question of rewriting the Bible, to make it clearer of understanding, with C. A. Brownwell at the latter's suggestion.

The plaintiff said he had never been affiliated with any anarchist society and had never been in conflict with City, State or National Government. He denied having personally received a letter from the Tribune in reply to his final demand to retract the editorial complained of, in which it was set forth that Mr. Ford had not been accused of "throwing bombs or overthrowing Government," which was his definition of an anarchist.

"Can't Remember" Many Points

Mr. Ford refused to read while on the witness stand to dispel the impression that he could not read. He testified that he could read but that he is a slow reader and at present is suffering from hay fever which would probably cause him to make a botch of the attempt, he said.

Mr. Ford testified that, outside of his immediate family, his best friends are

Editor-Generals May Be Seated in Canadian Parliament

OTTAWA, Ont., July 24.—Two of Canada's distinguished editor-generals are reported to be in line for Parliamentary honors. Major-General Sir David Watson, K. C. B., who in private life is editor of the Quebec Chronicle, is expected to go to the Senate, while Brigadier-General Victor W. Odlum, C. B., D. S. O., who before going overseas was engaged in newspaper work in Vancouver, B. C., is likely to be appointed to the Cabinet, representing British Columbia.

General Watson first went overseas in September, 1914, as lieutenant-colonel commanding the 2nd Canadian Infantry Battalion. In July, 1914, he organized the 4th Canadian Division, which he took to France and remained in command until the end of the war.

General Odlum is a "ranker," having advanced to his present rank from that of a private in the ranks. He began his allegiance to Mars in the South African war, when as a youth of eighteen he enlisted and went through the campaign. Afterwards, he entered newspaper work. When the Great War broke out, he gave up the managing editorship of the Vancouver (B. C.) World to enlist as a lieutenant, and from that time his rise has been meteoric. He went overseas as second in command of the 7th Canadian Infantry Battalion, of which he later became commander, with spectacular success. Early in 1916 he was made a brigadier-general, and given command of the 11th Canadian Infantry Brigade.

General Odlum was wounded three times, and for his notable services was honored by the C. B., C. M. G., and D. S. O. with bar.

Generals Watson and Odlum were honored on their return to the capital by a luncheon tendered by the Cabinet.

Thomas A. Edison and John Burroughs, and it was intimated that one subject that the plaintiff knows a great deal about is birds.

In answer to a great number of questions asked him, as regards statements and interviews, he replied that he could not remember. He credited many of them to his "peace secretary," Delavigne, whom he said he had authorized to "get the facts" and present them as coming from Mr. Ford.

DETROIT NEWS IN LONDON

Opens British Office to Provide Better European News Service

The Detroit News has opened a London office to give Detroit a better service of European news. At present, Jay G. Hayden, formerly at Washington for the News, but more recently covering the peace conference, is in the London office. He is shortly coming home, however, and the London post will be held by William K. Kelsey, who is now at Washington for the News. Mr. Kelsey and his family sail on the Caronia on August 9 from New York.

H. W. Lyman, formerly engaged in newspaper work at Walla Walla, Wash., has joined the reporting staff of the Portland Oregonian.

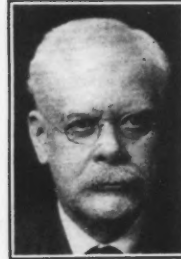
QUALITY CIRCULATION CALLED MISNOMER

Mid-Westerner Denies There Are "Class Readers" in Local or Small City Field—Papers Must Go Into Homes—Defends Premiums

By J. K. GROOM.

Manager National Advertising Aurora Beacon-News

During the recent meeting of the Audit Bureau of Circulation in Chicago, someone sprang the old gag about "quality of circulation."



J. K. GROOM.

Men talk and write glibly about this or that evil, and they use the word "papers" without specifying what kind of papers, with the result that everybody gets the impression they mean "newspapers," and so the newspapers constantly get the worst of it. Even when specifically naming "newspapers," they talk or write with metropolitan newspapers in mind, but most folks think about "local" or so-called "country" papers.

There's no such thing as quality circulation in the local newspaper fields, and it always arouses my ire when I hear men talking about "quality," meaning or leaving open to insinuation that they mean, local newspapers.

Must Have Home Circulation

Now be it known that in small or medium sized cities there is no such thing as "class" among the readers of newspapers.

First, because such papers must be "family" newspapers, or they cannot "get by." A paper that is not decent enough to get into the homes of such a community as a welcome daily visitor cannot exist at all—such papers are not sold on the street to men and then thrown away.

Nearly everybody in this country can read and does read the local newspapers if they do not read anything else. Where there are more than one paper, they do not all read the one to the entire exclusion of the other. That is not because they divide themselves into "classes," but because one appeals to some and another to others.

About 88 per cent. of the people subscribe for one paper only. They do not need both, and it being necessary to conserve their financial resources buying two papers seems to them like a waste of money.

Small Per Cent Read Two Papers

The other 12 per cent. are what an advertiser would call "better class," because of its superior buying power. But these people desire to "stand in" with the papers and have the erroneous idea that they can do so by subscribing for them—so they take both.

Now, with your "better class" taking both papers and all the rest of the folks being about on a level, how under the sun can you figure any "quality circulation" for an advertiser?

Premiums were also mentioned in the A. B. C. discussion.

I could mention off-hand a number of the best papers in the country that established themselves by the use of premiums. Advertisers just naturally fall over each other to get into some papers that have built up their splendid

clientele by the use of premium offers.

If premiums do not win out the paper soon subsides. If they do win the paper ceases to use them because it has no longer any need for them. Neither the one or the other ever stops using them on account of having climbed to the vaunted high moral plane so often professed, nor because of fear of the critics, who threaten to not use papers that get circulation that way. The use or non-use of premiums is determined by the cold-blooded business proposition of "does it pay?"

Premiums as Business Builders

We used premiums for three or four years for the purpose of building up our circulation. The plan worked, and then some ten years ago we stopped using them because we did not need them any longer.

The main purpose of premiums is to get people who take a rival sheet to try the paper using the premiums in the hope that after reading it awhile they will like it well enough to continue it permanently. If the publisher makes a good enough paper he accomplishes his object, and in local fields that is exactly what they do.

JASON ROGERS WINS AT GOLF

Gets Smith Trophy at Asheville Convention Tournament

ASHEVILLE, N. C., July 22.—An impromptu golf competition was organized among the newspaper and advertising men attending the conventions here, for a trophy presented by Harry Dwight Smith, of Fuller & Smith, Cleveland, over the links of the Asheville Country Club.

Eight players entered as follows: Stanley Resor, president of the J. Walter Thompson Company; Paul E. Faust, Mallary, Mitchell & Faust, Chicago; Major Jesse S. Matteson, of the Gundlach Agency, Chicago; W. L. McLain, of the W. L. McLain Company, Philadelphia; Lincoln B. Palmer, manager of the American Newspaper Publishers Association; Jason Rogers, publisher of the New York Globe; Victor H. Hanson, publisher of the Birmingham News, and G. Logan Payne, the Chicago special agent.

Aside from the fact that several of the players were handicapped through using hired clubs, and that one of the agents succeeded in hitting another agent with a golf ball through a badly sliced shot everything passed off happily.

The scores were:

Jason Rogers	45, 44 = 89-11 = 78
Major Matteson	45, 49 = 94-13 = 81
Victor H. Hanson	50, 50 = 100-18 = 82
G. L. Payne	46, 50 = 96-13 = 83
L. B. Palmer	51, 54 = 105-20 = 85
Paul E. Faust	54, 47 = 101-13 = 88
Stanley Resor	59, 60 = 119-16 = 103
W. L. McLain	61, 60 = 121-16 = 105

Summer Journalism Study

MADISON, Wis., July 23.—Five courses in journalism will be given in the summer session at the University of Wisconsin, beginning on June 30 and continuing until August 8. The Daily Cardinal, the students' paper, will be published three times a week during the summer session. Students in journalism will be given practical experience on the Cardinal and on the three Madison daily papers.

James M. Lee Writes New Book

"Opportunities in the Newspaper Business," is a new workbook that experienced newspaper men as well as beginners will find interesting. It is written by James Melvin Lee, director of the Department of Journalism of New York University.

Selling Newspaper Space Over the Hibachi

Story of the Curious Experiences of an Advertising Man in Dealing with Oriental Customs

By ALFONSO JOHNSON, Business Manager, The Japan Advertiser

TO be a successful salesman of newspaper space in Japan, one must have all the qualifications required in the United States, and in addition he must have more patience and more tenacity and a considerable daily capacity for tea.

Tea drinking is the national pastime in Japan, and he who would sell newspaper space must learn to drink tea while sitting on a cushion on the floor. Balancing one's self on one's legs while squatting on a cushion and holding a tea cup at the same time is quite a trick (for an American) but the trick must be acquired for it is one of the preliminaries to talking business. The advertising man must also remember to have his socks darned regularly, for he must remove his shoes before entering the Japanese-style office.

Chilly Business Office

In cold weather the business office, like the Japanese home, has only the hibachi to furnish heat. At best one can warm only his hands over a hibachi, which is a small box or brazier containing a few pieces of charcoal in a bed of ashes.

English is a popular language in Japan. American and British papers have many Japanese subscribers. The Japan Advertiser, the largest foreign daily in Japan, has thousands of Japanese readers; in fact, it would be impossible to publish a 10-page daily, with a 12- or 14-page Sunday edition, if the circulation was limited to foreign residents. Nearly all the high-class Japanese read English, and as they are the people who have the purchasing power in Japan, advertising in the foreign press is very profitable to Japanese merchants, especially those handling foreign goods. The better class of Japanese are becoming modernized rapidly, and the demand for foreign goods is increasing by leaps and bounds.

The work of the American business manager of a foreign newspaper in Japan is highly interesting and strenuous. He must take care of all the foreign merchants, and he must also call on nearly all the Japanese firms even though such firms have no one who can speak English. The Japanese businessman feels that he is being complimented if he or his business is important enough to justify the foreign business manager in calling on him personally when there are four or five Japanese solicitors in the field.

Want Special Attention

Even if the manager of the store or firm cannot speak English he likes to have the foreigner along with the Japanese solicitor, who also interprets. The manager then feels that he is getting special attention and the lowest price. Many Japanese who will not attempt to speak English understand much of it. If the merchant can speak English he will insist on dealing directly with the American—it is only human nature to want your intellectual attainments recognized. I know English-speaking Japanese merchants who advertise extensively but will not talk business with a Japanese salesman of

space even though that salesman has been trained in America and speaks excellent English. They will deal only with a foreigner.

I have four Japanese solicitors, all of whom speak English and wear foreign clothes at work. Three of them learned their salesmanship in actual practice in the United States. The fourth has never been out of Japan; and though he is a poor salesman, from an American viewpoint, he is the best man to handle Japanese firms who still cling to all the old Japanese customs and refuse to be modern in business dealings. Many managers of even large progressive firms like to sit and talk about the weather and drink tea before getting down to business. Firms which a

seller of magazine space would call on, lucent white paper. There is no stove or radiator, only the hibachi; there are no chairs or sofas, only cushions on the floor; there are no pictures on the wall, only a kakemono (a scroll picture) and perhaps a vase of flowers. A Japanese girl comes in, bows and arranges the cushions near the hibachi. We sit down on our feet on the cushions, and if we have not already done so, we then present our cards and receive the merchant's in return. Quite often the merchant's card will have Japanese on one side and the English translation on the other. The merchant, in Japanese, welcomes us, hopes we are well, remarks about the weather or the cherry blossoms and indicates whether or not he can speak English. If he can I get the signal and I join in at

convince him of the advisability of advertising, but we cannot convince him that now is the time—we must call again. We then talk some more on general topics and perhaps make a definite date for our next call. Being ready to depart, I shake hands with our prospect, for he knows that is foreign style and he expects me to be a true foreigner, but my Japanese assistant bows politely and after many words of thanks for his time and courtesy says "Sayonara."

We are then ready to put on our shoes and go to the next prospect. We must call many times before we can expect a contract. Regardless of how low or how high our rates may be the Japanese merchant expects a discount; he wants to buy advertising space as he buys and sells all his goods—by bargaining. It isn't a question of price but a matter of getting a less price than that first asked. This does not hold true with the large firms which deal internationally, but it is true of all small dealers whose business is local or confined to Japan.

Pay in Advance

If I have received a contract for one year, I suggest that we will give a 10 per cent. discount for cash in advance and quite often the cash is produced. I know of some newspapers in the United States that would be glad to collect their advertising revenue promptly at the expiration of a year's contract, not to mention a year in advance.

Working through an interpreter is slow at the best, but selling advertising space to a Japanese merchant who wants you to call many times is especially trying on an American accustomed to dealing with business firms who know that time is money.

Japan, as a country, is old but her commercial and industrial career is yet young and advertising has not reached the high plane of efficiency and honesty that it has in the United States.

Two Newspaper Men "Blimp" Victims

CHICAGO, Ill., July 23.—Earl H. Davenport, publicity agent for the White City Amusement Park and a former Chicago sport writer, was instantly killed, and E. H. Horton, a morning newspaper photographer, was seriously injured, when the great "blimp" of the Goodyear Tire & Rubber Company burst into flames here Monday and crashed through the skylight of the Illinois Trust & Savings Bank. It is believed Horton's injuries will prove fatal. Ten other persons were killed and 70 were injured.

Day Joins Fentress and Marsh

BEAUMONT, Tex., July 23.—James E. Day, for several years managing editor of the Des Moines News, has accepted a similar position with the Journal, this city. The Journal is owned by E. S. Fentress and Charles Marsh, formerly business manager and editor of the Des Moines News.

Richmond, Va., has organized a \$1,000,000 housing corporation.



Mr. Johnson and his assistant in conference with T. Okuda, managing director of a great, modern department store at Tokyo.

however, or firms upon which representatives of the papers in the United States call are very progressive and well-informed on advertising. Such firms have modern offices, and one must deal with them as he would with big business firms in America. I am speaking here only of the small merchant or small importer who still does business in the Japanese way; and the salesman of newspaper space finds hundreds of such firms on his daily rounds.

Daily Routine

Leaving the office in the morning with one of my Japanese solicitors, I call rikishas, the "Pull-man" cars of the Orient, and my assistant outlines our route. Arriving at a retail store, the front of which is entirely open, we step inside and the proprietor greets us with the Japanese salutation, which is really a low bow, and asks us to sit down on the low stools. The stools are on a cement floor somewhat lower than the rest of the floor, which is covered with tatami,—thick, soft mats of straw. If we are invited to follow the merchant to his private office we must remove our shoes before stepping up onto the tatami. The tatami serves as carpet, chairs, sofa, bed and table and must not be soiled by dirty shoes.

The private office has for walls sliding lattice frames covered with trans-

lucent white paper. There is no stove or radiator, only the hibachi; there are no chairs or sofas, only cushions on the floor; there are no pictures on the wall, only a kakemono (a scroll picture) and perhaps a vase of flowers. A Japanese girl comes in, bows and arranges the cushions near the hibachi. We sit down on our feet on the cushions, and if we have not already done so, we then present our cards and receive the merchant's in return. Quite often the merchant's card will have Japanese on one side and the English translation on the other. The merchant, in Japanese, welcomes us, hopes we are well, remarks about the weather or the cherry blossoms and indicates whether or not he can speak English. If he can I get the signal and I join in at

By that time our hands have been warmed—over the hibachi—and I am warmed up for business—over the hibachi—but first we must dispose of the tea which the girl has just brought in. I dispose of it without much effort on a cold day, for Japanese tea is warm, sometimes hot. In August, however, a little tea goes a long way.

Tea—Then To Business

The preliminaries being disposed of in fifteen or twenty minutes, we start talking business. The merchant will probably agree with us that we have the proper medium for reaching prospective customers and he wants to advertise and our prices are right—but "Please come again." Even if he is ready to advertise he will insist that we come again. There is no hurry, and he wants to think it over. We may fully

RAISE RATES TO MEET ZONE LAW TAX

Many More Publishers of Newspapers Compelled to Increase Subscription Prices to Cover July 1st Second Class Postage Jump

A third list of daily newspapers that have changed their subscription rates to cover the July 1st increase in second class postage, enacted by the Postal Zone Law, has been compiled by the Publishers' Advisory Board, New York. Supplementing the first two lists, printed in EDITOR & PUBLISHER of June 12 and July 3, respectively, the additional publications are as follows:

By States

Austin (Tex.) American.	
In Texas	\$7.00
Elsewhere	10.00
Burlington (Iowa) Hawk-Eye.	
In Iowa, Illinois and Missouri	\$5.00
Elsewhere	6.00
Oklahoma City Daily Oklahoman.	
In Oklahoma	\$7.50
Elsewhere	12.00
Des Moines (Iowa) Evening Tribune.	
In Iowa	\$5.00
Elsewhere	6.00
Des Moines Register.	
In Iowa	\$5.00
Elsewhere	6.00
Flint (Mich.) Daily Journal.	
In Michigan	\$4.00
Elsewhere	5.00
Fort Worth (Tex.) Record.	
In Texas and Oklahoma	\$5.50
Elsewhere	7.50
Frankfort (Ind.) Morning Times.	
In Indiana	\$3.00
Elsewhere	4.80
Houston (Tex.) Chronicle.	
In Texas and Oklahoma	\$7.00
Elsewhere	9.00
Oklahoma City News.	
In Oklahoma	\$4.00
Elsewhere	5.00
Oklahoma City Times.	
In Oklahoma	\$5.00
Elsewhere	8.40
Quincy (Ill.) Daily Herald.	
In Illinois, Iowa and Missouri	\$4.00
Elsewhere	7.00
Quincy Whig.	
In Illinois, Iowa and Missouri	\$4.00
Elsewhere	7.00
Seattle (Wash.) Star.	
In Washington	\$5.00
Elsewhere	9.00
Tipton (Ind.) Daily Tribune.	
In Indiana	\$3.50
Elsewhere	4.80
Tulsa (Okla.) Democrat.	
In Oklahoma	\$6.00
Elsewhere	7.80
Tulsa Morning Times.	
In Oklahoma	\$3.50
Elsewhere	5.00
Two Zone Basis	
Ablene (Kan.) Reflector.	
In the County	\$4.00
Elsewhere	5.00
Beaver Falls (Pa.) Evening Tribune.	
In Beaver County	\$3.00
Elsewhere	5.00
Bloomington (Ill.) Daily Bulletin.	
Zones 1, 2 and 3	\$5.00
Elsewhere	6.00
Bradford (Pa.) Era.	
Zones 1 to 6	\$5.00
" 7 to 8	6.00
Canton (Ill.) Daily Register.	
In the County	\$4.50
Elsewhere	5.00
Corning (N. Y.) Daily Journal.	
Zone 1	\$4.00
Elsewhere	4.50
Davenport (Iowa) Democrat.	
Zone 1	\$4.00
Elsewhere	6.00
Dowagiac (Mich.) Daily News.	
Zones 1 and 2	\$3.00
Elsewhere	4.00
Fremont (Ohio) News.	
Zone 1	\$4.50
Elsewhere	6.00
Grand Rapids (Mich.) Herald.	
Zones 1, 2 and 3	\$4.00
Elsewhere	6.00
Huntington (Ind.) Herald.	
Zones 1 and 2	\$4.00
Elsewhere	5.00
Marysville (Ohio) Tribune.	
In the County	\$3.00
Elsewhere	5.00
Miami (Okla.) News.	
Zone 1	\$4.00
Elsewhere	5.00
Morgan City (La.) Daily Review.	
Zone 1	\$4.00
Elsewhere	5.00
Muscataine (Iowa) Journal.	
Zones 1 and 2	\$4.00
Elsewhere	5.00
Omaha (Neb.) Daily News.	
Zones 1, 2, 3 and 4	\$4.50
Elsewhere	7.80
Santa Barbara (Cal.) Morning Press.	
In Santa Barbara Co.	\$6.00
Elsewhere	7.20
Scranton (Pa.) Republican.	
Zones 1 to 3	\$6.50
" 7 to 8	7.00
Taylorville (Ill.) Daily Breeze.	
In Christian County	\$3.00
Elsewhere	4.00

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



"So Boss! Git over there."

If it should be your good fortune to be passing by a certain farm in Lincoln, R. I., around milkin' time and hear those more or less musical words of the farmyard just get out of your automobile and walk right up to the man behind the cow and introduce yourself.

One hundred chances to one the man who utters the words will be Vincent Bernasconi, who draws pictures for the sporting page of the Providence Evening Bulletin, and who also gets his name on the front page of the Journal now and then under a cartoon.

The gentle reader knows him by the name of "Berni." When the correspondent of EDITOR & PUBLISHER sought him out for his picture he had to ask him his name, because all the newspaper men of Providence know him as Berni.

If there is anything Berni (we still insist on calling him that) likes above drawing pictures it's farming. When one visits his spacious grounds he need not ask if he is prosperous. The surroundings indicate that. Berni likes his pigs, he likes his hens and ducks and geese, he likes all his domesticated animals that go to make up his "farm zoo."

Does he like to dig in the dirt? Visit his cellar. There's the answer.

Berni first saw the light of day over in Birmingham, Eng., where he graduated from an art school. England either wasn't big enough nor were there the opportunities, Berni doesn't say, to hold him, so he came over to America.

Since seeing the high lights of this country he has painted, done advertising cartooning, program work and whatnot in addition to carrying on his farm, which he says he wouldn't give up for the world.

Berni joined the staff of the Bulletin about two years ago and made good from the start. While he is busy with his various enterprises he found time to embrace Masonry, takes a keen interest in his lodge and informs us he rarely misses a meeting. He is also a member of the Pen and Pencil Club of Rhode Island.



VINCENT BERNASCONI

Waterloo (Iowa) Times-Tribune.		Bethlehem (Pa.) Times.	
Within 50 miles of Waterloo	\$4.00	Zones 1 and 2	\$5.20
Elsewhere	6.00	" 3 and 4	6.00
Watertown (N. Y.) Daily Times.		" 5 and 6	7.00
In Jefferson, St. Lawrence and Lewis	\$5.00	" 7 and 8	8.00
Counties	6.00	Fall River (Mass.) Independent.	
Elsewhere	6.00	Zones 1 and 2	\$5.00
Three Zone Basis		" 3 and 4	6.00
Defiance (Ohio) Daily Crescent.		" 5 and 6	7.00
Outside of Defiance, in Ohio, Indiana and	\$3.00	" 7 and 8	8.00
Michigan	4.00	Five Zone Basis	
East of Mississippi River (except above	4.00	Kenia (Ohio) Daily Gazette.	
states)	5.00	In Greene County	\$3.50
West of Mississippi River.	5.00	Zones 1 and 2	4.00
Richmond (Ind.) Palladium.		" 3, 4 and 5	4.50
Within 30 miles of Richmond.	\$2.00	" 6 and 7	5.00
In Indiana (except above) and Ohio.	3.00	" 8	5.50
Elsewhere	5.00	Kenia Daily Republican.	
Warren (Ohio) Daily Chronicle.		In Greene County	\$3.50
In the County	\$4.00	Zones 1 and 2	4.00
In Ohio (except County)	5.00	" 3, 4 and 5	4.50
Elsewhere	6.00	" 6 and 7	5.00
Four Zone Basis		" 8	5.50
Allentown (Pa.) Chronicle and News.		Six Zone Basis	
Zones 1 and 2	\$5.00	Hastings (Neb.) Tribune.	
" 3	6.00	Zones 1, 2 and 3	\$4.00
" 4, 5 and 6	6.50	" 4	4.50
" 7 and 8	7.00	" 5	4.55
		" 6	4.65
		" 7	4.85
		" 8	5.00

TO WELCOME FOREIGN CORRESPONDENTS

Rules Will Not Allow Their Membership in Congressional Press Gallery, but Chairman Karger Extends Invitation; Will Accord Privileges

WASHINGTON, July 23.—The rule of the Press Galleries of Congress which restricts membership to resident correspondents in Washington has necessitated the denial by the Standing Committee of the application of 50 correspondents of foreign papers, most of them having offices in New York.

Gus J. Karger, correspondent of the Cincinnati Times-Star, chairman of the Standing Committee, replying to the application submitted by Percy S. Bullen, secretary of the Association of Foreign Correspondents, has stated the inability of the committee to extend membership to the members of the association, but has assured Mr. Bullen that the foreign correspondents will be accorded every facility and courtesy of the Press Gallery whenever their work requires their presence in Washington.

Mr. Bullen stated in his letter to Chairman Karger that he was writing in behalf of about fifty foreign correspondents. He enclosed the formal applications of eight for membership and stated that others would file individual letters. A total of ten were received. They were from Arthur Plottier, of the Paris Daily Le Matin; Frank Dilot, the London Daily Chronicle; W. W. Davies, Buenos Aires La Nacion; Andrea Ferretti, L'Idée Nazionale, Rome; Henri Collin Delavand, manager of the American branch of the Havas Agency; Edward Rasovar, the Central News, Ltd., of London; Percy C. Bullen, the London Daily Telegraph; Felice Ferrero, the Corriere Della Sera, of Milan; F. W. Mordaunt Hall, the London Daily Sketch, and P. W. Wilson, the London Daily News.

Lexington (Ky.) Herald.	
Zones 1 and 2	\$6.00
" 3	6.50
" 4	7.00
" 5	7.50
" 6	8.00
" 7 and 8	8.50

Complete Zone Basis	
Hartford (Ind.) City News.	
Zones 1 and 2	\$5.00
" 3	5.50
" 4	6.00
" 5	6.50
" 6	7.00
" 7	7.50
" 8	8.00

Hartford (Conn.) Courant.	
Zones 1 and 2	\$8.00
" 3	8.75
" 4	9.25
" 5	9.50
" 6	9.75
" 7	10.25
" 8	10.50

Indianapolis (Ind.) Star.	
Zones 1 and 2	\$6.00
" 3	6.25
" 4	6.50
" 5	6.75
" 6	7.00
" 7	7.25
" 8	7.50

Springfield (Ohio) Sun.	
Zones 1 and 2	\$4.54
" 3	4.96
" 4	5.20
" 5	5.32
" 6	5.44
" 7	5.56
" 8	5.80

Smith Made a Vice Consul

BRIDGEPORT, Conn., July 21.—Frederick N. Smith, war correspondent and well-known newspaperman, has been named vice-consul to Genoa, Italy. He covered the early Italian part of the war for American publications, returned and went to France with the 76th Division as a lieutenant. Since his army discharge he has been with the Middletown Press. Mr. Smith was editor of the Bridgeport Telegram at one time and later managing editor of the Lynn (Mass.) Telegram.

WISCONSIN DAILIES AT WAUKESHA

Meeting of League Well Attended—Publishers Urged to Advertise Their Papers—Editor & Publisher Service Warmly Praised

(BY STAFF CORRESPONDENCE)

WAUKESHA, Wis., July 19.—The Wisconsin Daily League, representing 29 daily papers published in 29 cities outside of Milwaukee, held their quarterly meeting here today at Fountain Inn. The meeting was promptly called to order by the president, J. L. Sturdevant, of the Wausau Record-Herald, and the opening address made by O. W. Hopkins of the State University. Mr. Hopkins pointed out the agricultural possibilities open to advertisers through daily newspaper advertising, emphasizing the fact that Wisconsin, among other things, is an excellent State for the development of the finer breed of swine and cattle. He urged that the publishers solicit the advertising of the various stock breeders' associations.

University Ready to Help

As an aid to the publishers, he told of the willingness of the university to at all times supply data showing the many implements and supplies continually needed by the business farmer.

The next speaker was Justin F. Barbour, president of Barbour's Advertising Rate Sheets, Chicago, who made a short address on the value of standardization in all branches of newspaper publishing and who pointed to the statistical information appearing in *EDITOR & PUBLISHER* as an example of what standardization in the presentation of advertising rates and circulation had made possible. From these tables, Mr. Barbour said, it was instantly possible for manufacturers and national advertisers to determine the costs and circulations of our English Language Daily Press.

What Wisconsin Papers Offer

Citing Wisconsin as an example, Mr. Barbour pointed out that the 49 daily papers published there reached 462,876 people everyday, to say nothing of their families, and that a 5,000-line campaign could be run in each and every one of these papers at a cost of but \$5,743.22.

Previous to the election of the Waukesha Herald to membership, upon its receiving second class mailing privileges, A. D. Campbell, the editor and general manager, told of establishing this paper but four months ago, and of its rapid

Editor Envis Tramp

"Uncle Bill" Schooler, editor and publisher of *The Commonwealth*, a weekly published at Somerset, Ky., frankly tells his readers in a recent issue that he is undecided whether to continue the harassed existence of a country publisher or take to the open road as a common tramp. His conclusions are set down in an editorial in which he tells an "unappreciative public" that if he never writes another line for his paper they can draw their own conclusions as to what happened. Regarding a tramp he met on the "open highway," he writes:

"The price of gasoline has no terrors for him. He doesn't have to take a bath unless he wants to. He can be his own lazy, independent self while we must keep up the eternal bluff."

Journalists Touring Belgium Are Warmly Entertained



PARTY AT ZEEBRUGGE HEARING OF THE WAR OPERATIONS OF THE GERMANS AND BRITISH; INSETS SHOW PARTY ON RUINS OF A CHURCH AND WITH CARDINAL MERCIER

PARIS, July 8.—A party of 110 foreign journalists, representing nearly every allied and neutral country of the world accredited to the Peace Conference, have just returned to Paris after a week's journey through Belgium as the guests of the Belgian press.

A most comprehensive study was made of Belgium by the entire party, due to splendid arrangements by the

Belgian press. As a result, Belgium's part in the war and the consequent suffering of her population and the damage to property are very thoroughly understood.

The party, while in Brussels, visited the Hotel de Ville (City Hall), where they were received by Burgomaster Marx, "the Fighting Mayor." At the Archbishopric there was a meeting with Cardinal Mercier, the prelate whose courage aroused the admiration of the

world, and one of the valued souvenirs of the trip is a group photograph with the cardinal in the center.

At Zeebrugge the engineer of the port explained in detail the war operations of the Germans and the audacious attack by the British naval forces in April, 1918.

Visits were also made to Seraing, Dixmude, Dinant and many other points. Careful inspection was made of the ruined and pillaged factories.

HOUSTON'S AD CLUB IS BUSY

Besides Getting Ready for New Orleans It Assumes More Work

HOUSTON, Tex., July 22.—"On to New Orleans" is the Houston Advertising Association's slogan and, together with the other civic organizations of the city, it is perfecting plans for the getting-together a large delegation to attend the A. A. C. W. convention.

The Advertising Association is one of the big, live factors of this city. Always alert and ever ready to further anything known to be for the good of the community, the members have pledged themselves to aid in the campaign for new members for the Chamber of Commerce to make possible the creation of a highway department; to aid in raising funds for the establishment of a much needed charity hospital for Houston; and are also planning to take care of a delegation of at least 400 persons expected in this city en route to the A. A. C. W. J. B. Westover is president of the association.

Jack Barrows, recently of Denver Times, has become editor of "A. R. C. Rays," the Mountain States Red Cross magazine.

progress. What he has done in Waukesha, can and should be done wherever daily newspapers are published, he declared.

Before the Herald was launched, Mr. Campbell and his associates secured contracts from enough local merchants to insure the success of his venture from the start. With few exceptions, all contracts were written on a basis whereby the advertiser must use a minimum amount of space each day, in addition to which one-twelfth of the space specified must be used each month.

He further said that the minimum rate was 25 cents per inch and that the paper now has a net paid circulation of 2,000, with subscription rates at 12 cents per week, 50 cents per month and \$5 per year.

Editorial Organizations

In discussing the advisability of the League advertising in trade papers, Mr. Sturdevant remarked that there was no question but publishers, who derive their income from advertising, do not advertise their papers to the extent that they should.

A very important subject was brought up by Mr. Brandenburg, of the Madison Democrat, who read from a speech by the head of the State University of Journalism, in which the professor advo-

cated the organization of editorial men.

In closing Y. M. Hammett, Chicago, told of his success with the Newspaper Merchandising Service Company, under which 55 Illinois papers last year secured through his organization more than 11,000 inches of business never before in their papers. He told of his plans to extend his service to Wisconsin after which 18 of the publishers joined the Wisconsin service.

R.R. MEN AUTHORIZE DAILY PAPER

Would Be Part of New Political Labor Party—Want Complete Plant

DENVER, July 23.—A resolution calling for erection and establishment of a brotherhood printing plant for printing the organization magazine and other union records was adopted yesterday at the convention of the Brotherhood of Locomotive Firemen and Enginemen in session here. Cost of the plant was limited to \$100,000. It probably will be located in Cleveland.

The convention adopted resolutions approving the order of Railway Conductors' plan to form a political labor party embracing the railway brotherhoods, with a rider providing for a daily paper to be owned by the party.

GAIN SPACE WITHOUT INCREASING PAPER'S SIZE, ADVISES EXPERT

News Print Conservation and Over 14% More Room on Each Page Assured by Column Change—Cost Trifling in Comparison to New Revenue Possibilities.

By EMIL G. MYERS.

THE war has been responsible for conservation in many lines of industry. The newspaper business along with other endeavors, has come in for its share of savings. Still there is a vast opportunity for cutting cost to a point which will mean increased profits to countless numbers of newspaper publishers all over the United States.

At this time, when display advertising is increasing in volume to such an extent that there is hardly a newspaper in the country which is not pressed for space to accommodate it, the vexacious question of how to secure more white space to accommodate this advertising becomes more perplexing.

Possible to Stop Losses on Extra Advertising

Often a publisher has sufficient advertising for one additional page, but not enough for two. Since he can only increase his paper by multiples of two pages at a time, he runs the additional page of advertising at a loss. Frequently also it means extra press work to put on two additional pages.

Change Easy on Weeklies

This article is directed at the country weekly newspapers, particularly those publishing the popular six-column quarto size. To them the problem of finding more space to accommodate a few more columns of advertising each week, as well as to give the reader a commensurate amount of news matter, is a most serious question. And yet they have the solution of it within their grasp. I refer to the 12-em column. By changing over to this measure, there is hardly a six-column quarto but what can accommodate an additional column, making their paper seven columns to the page. In an eight-page paper this would give them eight additional columns, or more than one full page additional space.

In most country weekly offices, the chases are large enough to accommodate two pages, with an inch and a half crossbar down the center. Paper size is 30 x 44. This leaves a generous margin on the outside edge as well as on the inside fold, which is practically wasted. By changing from 13 ems to 12 ems, and using 4-point column rules instead of the standard 6-point rules, 6½ picas in width are saved. By cutting the center crossbar of the chase down to 5 picas, and reducing the outside margins accordingly, the remaining 5½ ems are gained. Thus, seven columns are accommodated where only six columns could be handled formerly.

Readers Are Pleased

The question naturally arises: "What will we do with national advertising cuts?" As a matter of fact, most national advertising plates are on the basis of a 12-em column. In rare instances, it might be necessary to shave down a cut a trifle in order to accommodate it in a 12-em column, but the savings and increased space afforded under the 12-em measure are so vast as to more than offset any slight disadvantage accruing from oversize plates. Then, too, national advertising agencies are even now making provisions for 12-em columns, and besides, they are at all times ready and willing to cooperate with newspapers generally.

Naturally, country newspapers are slow to take up any radical change, fearing the effect it would have on their readers. As a matter of fact, the 12-em paper is in every way a big improve-

ment over the 13-em measure. The narrower columns are easier to read, and the appearance of the paper generally is much more pleasing from a typographical standpoint. No publisher who is really progressive will overlook an

gives a quarter inch margin all around, and makes what we believe to be a neater paper than the old; gives our readers the same amount of news the six-column paper would allow, and gives us 22.8 per cent. more advertising capacity each week than the old paper permitted of. This space in a year will amount to \$1,622.40 more gross revenue, figured at the rate of 15 cents per inch.

"In our office last year we printed twenty extra pages (over the 8-page minimum), which, figured at 15 cents per inch, amounts to \$360. Deducting this from the \$1,622.40 capacity made possible by the change, it can be seen that we can handle \$1,222.40 more advertising this year than last year, and at the same time save 5 per cent. of paper. All of which was done at a cost of \$50 for new material."

To obtain \$1,622 additional gross revenue at an outlay of \$50 is surely one of the best investments any publisher can make. Another thing, the 12-em paper is bound to become a universal enterprise, especially after newspaper readers generally are favored with papers of this measure, and publishers appreciate its advantages.

Applies as Well to Dailies

There are also in the larger cities a number of newspapers published, which are still printing the seven-column size. To them the matter of increased space has been even more of a bugaboo than to the country weeklies. Yet to change to an eight-column paper seemed out of the question, principally because rotary



FACSIMILE OF A 12 EM COLUMN PAGE.

opportunity such as this to increase his profits and to shave down his costs.

To date, only three or four weekly newspapers have had the temerity to change from a 13- to a 12-em measure, but all of them found the change very beneficial, and none of them has had a complaint from any of its readers.

One Publisher Notes Saving

John N. Stonebraker, publisher of the Carrollton (Missouri) Republican-Record, has this to say regarding the change he recently made from a 13- to a 12-em column:

"We cut our 13-em column to 12 ems; used 4-point column, head, and advertising rules, had the center bar of our quarto chases planed down to five picas wide, used midget quoins on the lock-up, and printed a seven-column paper on the same 30 x 44 sheet that we had been printing our six-column paper on. This

presses are not so flexible that one can jump at will from a seven- to an eight-column paper.

However, the course for this is just as simple as for the small town papers that use flatbed presses. They can cut their columns from 13 ems to 12 ems, and by cutting down their inside and outside margins secure enough space to add an additional column, which will give them eight columns in the space which formerly accommodated but seven columns. Thus, in a 16-page paper they would carry 16 additional columns, or the equivalent of two entire pages more space. A 12-page paper would give them 12 additional columns, or a page and one-half more space.

Of course, in the case of newspapers using rotary presses, a slight change will be necessary on the press, principally on

DROP PINK WRAPPER POSTAL SCHEME

Many Newspaper Publishers Objected Because of Additional Cost, or Supplies of Regular Stock on Their Hands

The Post Office Department has withdrawn its recent suggestion to newspaper circulation managers that pink mailing wrappers be used on newspapers to readily identify them and facilitate their dispatch by mail handlers.

Word of this is conveyed in a circular letter sent by the Second Assistant Postmaster General to superintendents of Railway Mail Service, reading as follows:

"Referring to circular letter relative to pink wrappers on daily papers, please advise all publishers in your division that the request to use pink wrappers on daily papers was intended solely as a suggestion, in order that daily papers might be readily identified where there were large quantities to be handled in post offices situated at long distances from point of mailing. Thus they would continue to receive, as in the railway mail service, letter mail treatment through to delivery to addressee.

"In view of the objection by a number of publishers to the use of pink wrappers, you will advise them that the suggestion is withdrawn."

James McKernan, circulation manager of the New York World and president of the International Circulation Managers' Association, said that many publishers had opposed the proposed innovation; some because of the greater cost of the pink paper, as compared with the kraft paper in present general use; and others either because they had a large supply of the kraft on hand, or had made contracts for its delivery.

"I also pointed out to members of the I. C. M. A., who wrote me about the Post Office Department's suggestion," said Mr. McKernan, "that it was merely a suggestion and not an order and that therefore there was nothing to prevent other users of the mails from expediting the handling of their own mail by the same means."

HAS 50 YEARS' SERVICE

Major Fitzmaurice Has Worked from Compositor to Newspaper Owner

PROVIDENCE, R. I., July 20.—Major Fitzmaurice has just celebrated his 55th anniversary in newspaper work. At present he is the westerly correspondent for the Norwich Bulletin. He is 67 years of age.

The major first entered the business when 11 years old in the composing room of the New London Evening Star. With three other men he established the New London Telegraph, of which he acted as managing editor, business manager and eventually sole proprietor. About 14 years ago he sold the newspaper and has since been employed by the Norwich Bulletin.

the ink fountain, and some minor changes on the stereotyping machinery. In any event, the entire expense will be negligible.

Only Small Changes Necessary

The matter of making the change in the composing room is of small moment. It will be necessary only to change mold liners on the Linotypes, and perhaps the side sticks of the chases will have to be planed down a half inch or more to accommodate the additional column.

This is conservation of a kind that shows results immediately. It means dollars returned for every cent expended to make the change, and the writer believes that when 12-em newspapers become more universal that there will be even a larger newspaper reading public than at the present time.

URGES HOME-TOWN ADVERTISING IN LOCAL NEWSPAPERS

Expert Outlines Paid Campaign for Towns with Something Good to Sell—Says They Should Strive to Become Nationally Known

BY CHALMERS LOWELL PANCOAST.

NOW that there is a great movement for rebuilding destroyed French towns, the same kind of a movement should be extended to include American towns. For many need to be reconstructed, aroused and advertised as well as those in foreign countries.

American towns have not suffered from destructive armed forces, as have French towns, but a worse fate has befallen thousands of good American towns. They have suffered from the indifference and negligence of their own citizens.

Every American Town Has Something to Advertise

Every American town, no matter how dead or alive, how large or small, should advertise in its own local newspaper, and in its neighboring newspapers. If a town really becomes wide-awake to its great opportunities for growth and development, it will quickly see this vision of advertising. How do I know it would be profitable for towns to advertise?

Well, here's the story:

While on a train in Connecticut recently I met a wide-awake manufacturer who was looking for a factory site. We both happened to be headed for the same town, and he wanted information on a great many points. He wanted facts which that town should have been advertising. He wanted to know what its advantages were. And these advantages should have been given publicity so that it would not have been necessary for this prospective factory-locator to go out and hunt for facts.

One Town That Lost

When we reached a certain town the factory man bought a local newspaper, but there wasn't a word in the paper about the town's industrial and civic advantages. Here was a buyer, but the selling points about the merchandise were being concealed, or at least they were not to be easily found.

This town had a Chamber of Commerce, but no local office. The president of the organization was out of town, and the secretary was a book-keeper in an office which required all his time. He didn't know much about the town, as he was a newcomer, and then, "it was best to see the president."

The man who was seeking a location for his factory—the man who could have brought into the town a thousand new residents—increased the revenue of every business concern in the city—caught the next train out of town. He could not find out what he wanted to know, and he was disgusted.

Only Local Advertising Needed

This town lost an opportunity for growth and development. Why?

Lack of advertising in its own local newspapers.

This town is a fair example of thousands of other towns in the United States.

They have something big to offer to the world—but they don't sell it—not even to the people in their own town. This little experience set me to thinking. If that town belonged to me, what would I do with it?

A town is no different from any other business that has some valuable commodity to sell.

Now, this town had a good newspaper, a commercial club, and 20,000 inhabitants. If I were president or secretary of the Chamber of Commerce of this town I would organize for action.

Every member of the club would be pumped full of enthusiasm for his town. It would be the duty of every business man to go out and sell this town to its own people. Make them come across

is not the kind that brings big results.

What any town needs is a regular day-in-and-day-out advertising campaign, built on an attractive presentation of the selling points of a town. When the Commercial Club has raised a town advertising fund the business-like thing to do is to contract for space in the local paper first, and use enough space to make the business story of the town register with the residents of the town first.

Every Day Work Counts

The campaign should begin in the local newspaper, because a town's own people need advertising to all the time to keep them continually boosting for their town. Then, when the campaign has started to secure results for the town, it should be extended to newspapers in other towns. A mighty attractive series of advertisements can be written about any town.

The town that the prospective factory locator left in disgust had more to offer than the average town. First, it had good factory sites—with a low cost in

and homes. The town had a prosperous and well-to-do appearance. It had enough life, and attractive features, to appeal to the average factory-worker seeking a home where his children would have every advantage of education and culture.

Yet nobody knew this. And if they did they were keeping it quiet. Only a careful observer visiting the town would see all this valuable advertising material going to waste. There was enough "copy" running loose in that town to run a full page advertisement once a month, and a quarter-page advertisement every day, in the local paper for a long time.

If the average Commercial Club, Board of Trade, or Business Boosters' Association, would look at town advertising as a vital necessity in building up their town, they would get somewhere with greater ease. But instead of going at it as they would if it was their own private business, they hold a get-together meeting, talk loud and nice about their town and expect the local newspaper man to run a nice, big-type story about it on the front page—free—and that is just what it is worth. What the outsiders want are facts stated in a business-like way, not camouflaged with high school oratory.

Newspaper Is Voice of Town

The local newspaper is the voice of the town in which it is published. It is the daily representative or salesman of that town. The people in the outside world judge a town by what they read in its newspaper, and there is where any town campaign must start.

After the Chamber of Commerce has contracted for enough space to tell the town's advertising story so that it will get across big, they should also purchase enough copies to distribute them to passengers on all through trains, trolleys or automobiles. If they haven't nerve enough to go that far, then provide for newsboys to offer the papers to all visitors or passers-through. A well-presented newspaper always interests a stranger. But, most important of all, is the fact that the daily story in the local newspaper will soon have everybody in the town talking and boosting as they never did before.

Next, get the town people working in connection with the newspaper campaign. In other words, get every citizen interested in scattering the advertised story of the town.

Newspapers Will Help

The campaign can be called a "Pass-It-On" publicity movement. At the bottom of each advertisement a notice to all citizens to clip the advertisements from their newspaper, and send them in every letter mailed to friends, with instructions to pass them on to some one who might be interested in what the town has to offer. If they don't write letters, then mail the entire paper to some friend. At the end of the year the newspaper can publish an honor roll of the names of people who have brought business to the town through their efforts along this line.

Any editor who happened to be treated to a surprise like a real paid-for town advertising campaign would certainly respond with a series of snappy stories that would brighten up the entire campaign.

The advertising-town is always a live town. People want to live in a town that is growing—that is wide-awake, up-and-doing every minute.

There is no limit to the developments of a "Pass-It-On" campaign, once it gets in full swing. If the advertising copy appears every day in the local

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PLANNING CLEVELAND A. A. C. W. REPRESENTATION



AS befitting its close to 1,000 membership, the Cleveland Advertising Club is planning to send a record-breaking delegation to the coming New Orleans convention of the Associated Advertising Clubs of the World.

The accompanying picture shows L. G. Dickey, secretary, and C. W. Mears, president, at their desk in the club office, snapped while making arrangements for the Southern trip. President Mears, who is general advertising manager of the Winton Automobile Company, is on the left and Mr. Dickey is on the right of the picture.

As a factor in developing new ideas the Cleveland Ad Club membership is one of the most potential in the city. Many of the members are also Rotarians, or belong to the City Club, the Kiwanis Club, the Chamber of Commerce, Builders' Exchange, Real Estate Board, Gyro Club, Electrical League, and other similar civic or other organizations.

The headquarters, in the basement of the Hotel Statler, are among the most elaborate of any commercial organization in Cleveland. Spacious offices and a large assembly room, used Wednesdays and Fridays for noon luncheons, is a gathering place for several hundred of the liveliest advertising specialists in that section of the country.

The club makes it a point during the luncheon season to invite notable speakers, and some of the best known authors, editors and publicists of the country and Europe have addressed it during the past year. Noon luncheons are attended by from 200 to 400 members.

with enough cold cash to secure a year's good advertising campaign in their local newspaper. They owe it to their town.

There is no more reason why a newspaper should support a town's advertising campaign, alone, than any other business should do it. Advertising a town is the business of every man getting his living out of that town. There are plenty of newspapers that do donate columns for free-town boosting material every year, but I've never yet known one whose efforts were appreciated as they should be. Another thing: free space is never worth more than it costs. Occasional puffs and nice flowery things said about a town is not advertising. It

power and taxes. It had good retail stores, judging from the interesting window displays along the main street.

Picking a Live Town

One of the easiest ways of sizing up a town is to look for nationally advertised goods in the windows of local stores. If you find the merchants handle up-to-date, advertised merchandise, you can rest assured the town people are demanding the best quality of merchandise. Regardless of the fact that the Chamber of Commerce seemed to be taking a siesta, this town seemed alive and inclined to be progressive in its school buildings, public library, churches

CO-OPERATIVE ADVERTISING PLAN HOLDS FINE POSSIBILITIES

**Specialized Campaigns, Handled by Home Office Staff, Often
Develop New Accounts Which Stick—Real Service
Must be the Primary Aim.**

By J. B. KEENEY.

DURING the past two years co-operative advertising campaigns have been developed more thoroughly than before the American publisher began to feel the effects of war. Loss of advertising space due to the forced curtailment of the merchant's expenditures, prompted the publishers to seek new sources of advertising income.

The development of new territories, hitherto unadvertised lines of business and certain non-advertising professions, presented an opportunity for the use of co-operative publicity.

There Are Many Forms of Co-operative Advertising

Co-operative advertising campaigns are varied. Each effort has its own particular features, difficulties, opportunities for success and possibilities for failure. Solicitors and publishers are as much responsible for these successes and failures as the advertisers themselves.

Through careful consideration of local conditions it may be possible for some publishers to develop this class of advertising in his community without losses so frequently resulting from poorly conducted soliciting campaigns.

The "Special Edition" kind of co-operative advertising is perhaps the oldest variety. Unfortunately it has not improved with age. As most every publisher knows, the special "crews" which usually solicit these editions, work on a commission basis.

Speed and all other kinds of promises are their principal characteristics. The results are too frequently bad for the publisher who must remain in town and make good these wild promises of the solicitors who are soon "lost in the woods" gunning for new game.

Trade Pages Must Be Nursed

Special editions should be conducted by the regular advertising staffs of the publications contemplating such editions. This method may take longer but the fact that the solicitors are regular staff men, sure of their weekly salary (plus, perhaps, a commission on the extra business), prevents the men from making impossible promises to the advertisers.

When a publisher is forced to spend his profits making good promises of extra copies, reducing bills because of exaggerated rates and giving extra insertions because contracts were signed on promises of increased circulation figures and impossible positions, the Special Edition idea produces more enemies than dollars for the publisher.

"Co-operative Trade Pages" are good only when given careful attention throughout their entire run of six months or a year.

"Fillers" for Saturday

The writer recalls a grocery store campaign conducted by the neighborhood stores in a city of about 135,000 population. Ninety-four "corner grocers" united in an educational campaign to overcome the effect of the chain store growth which was expanding throughout that territory. The campaign was profitable for the publisher because it developed a source of income that had been previously considered barren of possibilities.

The advertisers felt the good effects of the effort and several of the stores, after a few months, developed into regular advertisers in other columns of the paper.

The newspaper that started the campaign did not renew it. A rival pub-

every six months or year.

If publishers only stopped to realize how simple it is to get this business and hold it after the first contract, they would assign this work to one of their regular staff and save the commission.

The fact that these pages are easy to renew is due to the character of the advertisers, usually the largest and most reliable manufacturing houses in the community. The firms are so large and the advertising costs are so small that long before the year is past, payment of the bill becomes an established part of advertiser's monthly business and receives very little attention.

The "Sub-dealer" pages are not as common as some forms of co-operative advertising campaigns. They usually put in their appearance around Automobile Show season. In localities where the car has several sub-agents in nearby

In the case of a furniture house in Central New York which inserted a twelve-page section of this character during the opening of a new addition to its establishment, 18 of the 42 firms solicited by the dealer, responded with space contributions of sizes from ten inches to a half page.

Through this co-operation on the part of the retail merchant and the firms from which he purchased his stock, the readers of the paper were startled to see a twelve page section appear in one of the regular editions. The idea was a success from every point of view and the cost to the retailer was very small.

In the same city a few months later a stationery house which previously had never used larger than a sixty line advertisement in the local newspapers, inserted a six page announcement. In this case seventeen of the thirty-six manufacturers approached on the subject of co-operative publicity effort, contributed more than 70 per cent of the space.

Serving the Small Merchants

Big business was secured by this firm during the anniversary week and one order secured directly through the "edition" brought more profits than the entire cost of the edition to the retailer.

In such editions the entire space is charged directly to the retail advertiser. He in turn secures his money from the factories which either contribute their check or allow the cost of their space to be deducted from the next order of merchandise placed by the dealer.

The advertising man of the newspaper does all the work in connection with these editions.

"Neighborhood" co-operative advertising campaigns are becoming more profitable and popular than ever before. In one large New Jersey city where a few years ago such advertising was practically undeveloped even in a small way, at present one of the largest and most prosperous newspapers of the locality is spending much time and money in building up this class of publicity.

One section of the city, located some distance from the real shopping center contributes an average of one page to the advertising columns every Friday. During the holiday season two pages each week were quite common.

Regular Calls Necessary

This kind of co-operative advertising requires constant attention and careful solicitation. For weeks and months a representative of the newspaper must call regularly upon the merchants in the territory being developed. He must become familiar with the needs and desires of the merchants of that section. His work is more difficult than that of the man on the down town assignments.

The chief arguments presented by the merchants are the reasons why the newspaper advertising is only good for the downtown department store. The solicitor who knows his business compares his proposition with the department store publicity. He compares the composite page of the neighborhood with the department store advertisement. The shoe dealer represents the shoe department of the downtown adv., furniture dealer is similar to the furniture department. The general effect is a department store advertisement of an entire neighborhood.

In time such co-operative advertising as this can be developed into a big factor in the columns of the progressive newspaper. It is profitable when finally developed and lasting when properly cared for by the right kind of a solicitor.

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SHUN PAO ENTERTAINS EMIL SCHOLZ AT TEA



EMIL M. SCHOLZ, formerly publisher of the New York Evening Post, who is touring the Orient, stopped recently in Shanghai, and while there paid his respects to the staff of Shun Pao, which is printed in Chinese. The next day's issue of the paper made mention of his call, and a literal translation of the item, which was headed, "A Record of a Visit to Our Plant by American Newspaperman," follows:

"Yesterday afternoon at five o'clock, Mr. Emil M. Scholz, formerly publisher and one of the former proprietors of the New York Evening Post, paid a visit to our plant. He was soon welcomed with tea and refreshments by our manager, L. Z. Sze, and Messrs. P. K. Chu and Tong Ching Yuen and T. B. Chang acted as ushers.

"There were also J. B. Powell, chief editor of Millard's Review; J. E. Doyle, of the China Press; George Sokolsky, of the Shanghai Gazette; A. G. Loehr, American vice-consul; A. R. Hager, president of the Advertising Club of Shanghai; Y. S. Tsao, the former Chinese consul-general in London, and others, who all visited the different departments of the paper. As a token of a remembrance a picture was taken. It was until seven o'clock that the party began to dismiss with pleasure."

lication secured the second contract.

In all such campaigns as these the publishers should figure on spending the greater part of the first year's profits to develop the advertisers associated with the plan. In most cases they are not "seasoned" advertisers and it requires close attention and service to hold them. They must be constantly reminded that the plan is a good one. Otherwise they lose interest and seldom renew their contracts.

"Manufacturers" or "Industrial" pages are well known to all publishers. They act as fine "fillers" on Saturday or other days when the department store and general advertising is light.

They are composed of small "cards" or announcements, usually occupying five or six columns, and two or three columns of readers. The "Free Lance" solicitors who usually produce these pages get a liberal commission and find it a simple matter to renew contracts

towns, the automobile man of the news-representative of some particular motor paper is able to sell \$5, \$10 or \$15 space by phone or letter to each of these sub-dealers.

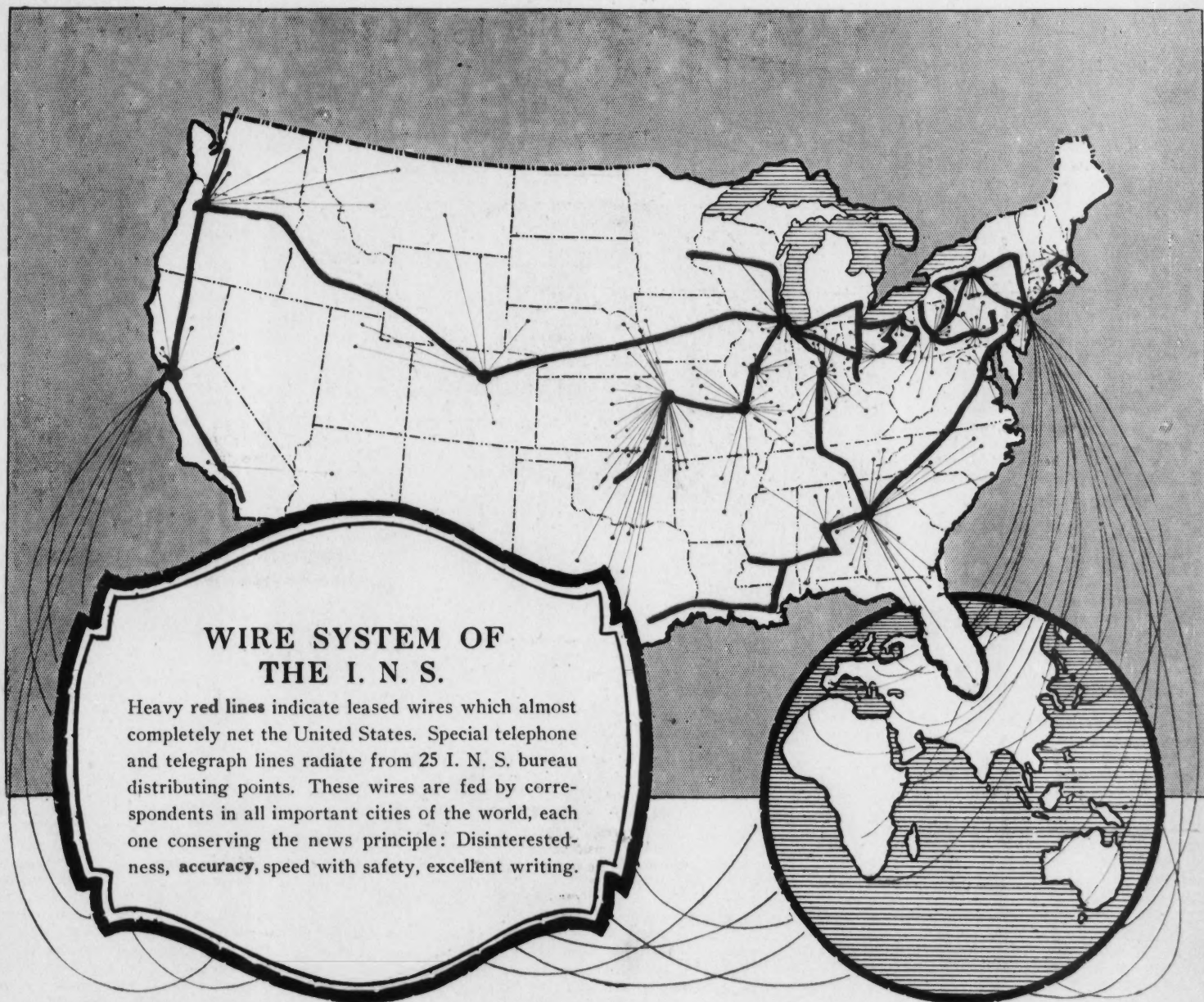
This extra space is clean profit and good new business. It helps the small sub-agent and gives the automobile distributor much more space through which he "swamps" his competitor who can not afford such large advertising when he is forced to pay for all of his publicity from his own pocket.

Localized Advertising for Manufacturers

"Anniversary" and "Grand Opening" co-operative editions are the least expensive to solicit and usually develop into entire sections of the paper. Every line is paid for.

Solicitation for this space is through a series of letters written on the stationery of the advertiser contemplating the special edition.

VAST WIRE SYSTEM OF THE INTERNATIONAL NEWS SERVICE



Publishers of evening and Sunday newspapers are respectfully requested to study this huge wire system with reference to their respective news problems.

The I. N. S. is growing rapidly both in numbers of subscribers and in the esteem of editors who handle its reports day by day.

The sound rules of good journalism are applied to I. N. S. reports. Editors trust the I. N. S. when it speaks, not because of any pretention but because of its enviable record for accuracy.

I. N. S. news matrices are unequalled both for selection and printability.

INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, President.

MARLEN E. PEW, Editor and Manager.

1020 WORLD BUILDING, NEW YORK CITY

Some of the VICTORY

in presenting a satisfactory press report lies in the literary style of the writers who contribute to it.

International News Service not only tells the news rapidly and accurately, but its important stories are brilliantly written.



PRODUCTS

Exclusively devoted to the interests of evening and Sunday newspapers.

Full leased wire system covering the United States.

Excellent telephone and wire services for "pony" clients.

News mat and proof service.

Special feature service.

Whatever the editor's need may be the I. N. S. can ably supply it.

84 NEW CLIENTS

16 new full leased wire evening service clients have contracted with I. N. S.

3 new full leased wire Sunday morning service clients have contracted with I. N. S.

20 new "pony" service clients have contracted with I. N. S.

45 new clients have signed with I. N. S. for special matrice and proof service.

TELEGRAM

International News Service
1020 World Building
New York City

Your account written by Mr. Prew from Paris today on the Victory Celebration is one of the most graphic descriptions we have ever received over wires. A piece of real literature.

(Signed) G. F. MILTON,
Pres. News Pub. Co.,
Chattanooga, Tenn.

Every patriotic American heart thrilled at the news of the gorgeous Victory Parade in Paris, and every American editor knows that the story, ready for first editions everywhere, that Robert J. Prew sent to I. N. S. was incomparably the best account of that historic event.

Many International News Service clients have wired appreciative compliments. We have framed in the Arc de Triomphe one

such message from a discriminating publisher.

The International News Service is able to present great news in a great way because of its vast resources.

Its leased wire system spreads like a net over the United States. Its clientele is a satisfied, highly pleased, body of important afternoon and Sunday newspapers. Its policy calls for news disinterestedness, accuracy, speed with safety and able writing.

INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, President.

MARLEN E. PEW, Editor and Manager.

1020 WORLD BUILDING, NEW YORK CITY

POLACHEK APPOINTED SUN PUBLISHER

Assumes Duty August 1—Ervin Wardman Retains Vice-Presidency and W. C. Reick Will Give Attention to News Department, as in Past

Victor Polachek, for more than twenty years in the service of Hearst newspapers and who a month ago resigned as publisher of the New York American, will become publisher of the New York Sun and the Evening Sun, August 1. Since leaving the American, Mr. Polachek has been on a fishing trip in Maine. A letter accepting an offer made him by the Sun and the Evening Sun was received Tuesday.

W. C. Reick, who was majority stockholder of the Sun publications when Frank Munsey bought them, and who has since been right-hand man to Mr. Munsey in their management, devoting his attention principally to the news departments of the two papers, will continue his activities along the same lines as before. Ervin Wardman, who is now vice-president and publisher, will relinquish the latter title, but it is understood that the scope of his authority also will remain unchanged.

Mr. Polachek was born in New York City and from the time he began as a copy reader on the old New York Morning Journal, rose steadily in the Hearst service. He became publisher of the New York American in 1918, having for three years previously been assistant general manager of the Hearst newspapers.

ALBERT ROMEIKE WINS

Court of Appeals Rules He Has Right to Use Name

The Court of Appeals of the State of New York has just affirmed, with costs, the judgment in favor of the defendant in the injunction suit brought by Henry Romeike, Inc., vs. Albert Romeike & Co., Inc. In dismissing the complaint for the injunction, Mr. Justice Dowling said:

"It would be difficult to find a case of alleged unfair trade competition where the record is as barren of any evidence of fraud, false representation or unfairness as the one now under consideration.

"Nor is there any effort made to show confusion as to these two corporations, save by evidence which is either valueless, incompetent or suspicious. If the defendant had been guilty of using any unfair trade devices, it should have been easy to prove it, in view of the ingenuity resorted to in the effort to create evidence."

The court sustained the contention of Albert Romeike that he had the absolute right to use his own name in his own business or in the name of a corporation in which he was a stockholder.

Kentucky Paper Burned Out

(BY TELEGRAPH)

MARION, Ky., July 22.—The plant of the Crittenden Press was destroyed by fire here early today with a loss of \$6,000; insurance of \$3,000 was carried by the owner. J. S. Hogard was recent purchaser of the paper. The fire spread quickly to other buildings of the business section and the flames were not checked until the damage amounted to \$25,000.

Larke and Cornell to Europe

George H. Larke, assistant business manager, and Robert H. Cornell, of the national advertising department of the New York World, will sail Saturday on the "Aquitania" for London and Paris to arrange European advertising representation for the World. They will be gone about three weeks.

All American and British cable censorship was lifted last evening.

NEWSPAPER MAKERS AT WORK



RICHARD J. FINNEGAN

THE cherished idea of the last generation of newspaper men that one must of necessity go from paper to paper over a period of years before he is a really seasoned news man is most beautifully exploded in the example of Richard J. Finnegan, managing editor of the Chicago Daily Journal. "Dick" Finnegan, as all the mid-western profession knows him best, is a one-job man. For years past he has filled that job completely.

His boyhood ambition was to be a good newspaperman, and he set about attaining it in thorough fashion. While still a youngster in school, he devoted his vacations working as office boy for the old Chicago Chronicle. There he learned that the library is the most important part of any newspaper office and he studied its utilization through three summer holidays. He handled a newspaper delivery route in the early mornings through the year, attended the old West Division high school until 2:30 each afternoon, and then reported at the Chronicle office for work. Frank Rowley was then managing editor of the paper. Lacking any sizeable volume of advertising, the Chronicle sought to fill much of its space with letters from subscribers and the handling of these became one of Mr. Finnegan's main duties.

Finally, one vacation time, he was given opportunity to write space copy. The afternoon of the terrible Iroquois Theatre fire he happened to be the only reporter in the local room. That was his grand chance for distinction and Dick Finnegan seized it. He managed to penetrate to the frightful top gallery of the theatre and the story he wrote of what he saw there won him a permanent place on the paper's reporting staff.

Later he transferred to the old Chicago Inter-Ocean and served as a reporter for two years. It was at this time that he began to study law nights, and in order to do this he again shifted to the reportorial staff of the Chicago Daily Journal which, as an afternoon paper, left his evenings free. He has remained with the Journal ever since, covering general assignments, labor and the city hall run as a news man; rising to automobile editor; then being sent to cover state legislative sessions as Springfield correspondent.

It was while covering labor that Mr. Finnegan began the study of the convict labor system, especially as applied to road work in Colorado. This led to his appointment as chairman of the Good Roads Commission of the Chicago Motor Club, and while filling that office he called the first Good Roads state convention in Illinois, which drew an attendance of delegates from automobile clubs, civic chambers of commerce, women's organizations and members of legislature. From this was evolved Illinois Highway Improvement Association, whose first secretary was Mr. Finnegan, and which today has resulted in the campaign for the \$6,000,000 bond issue now assured.

Later Mr. Finnegan was appointed a member of the Dixie Highway Commission by Governor Dunn, and reappointed by Governor Lowden. He was Democratic candidate for Congress from the 10th congressional district in 1910; was appointed a member of the Cook County Jury Commission by the judges of the county in 1911, serving three years. He became city editor of the Chicago Journal in 1914, and managing editor two years later.

Mr. Finnegan's birthplace was less than five blocks distant from his present offices in the Journal building. He is married and has three children; likes to work at his desk right out in the local room where he is surrounded by his "boys"; is an active member of both the Iroquois and the Chicago Motor clubs.

Dinner to Floyd Parsons

A testimonial dinner will be tendered Floyd W. Parsons by the Editorial Conference of the New York Business Publishers' Association, at the Automobile Club, at 12:30 noon, July 25.

Army Publication Suspends

The Cro, the official publication of the central record offices of the American troops in France, has been discontinued. It was edited by Francis Sinclair, a graduate of the New York University School of Journalism.

BOSTON PAPERS GRANT WRITERS INCREASE

Recognize Union and Give Minimum Wage Scale—Publishers' Control of News and Editorial Policy Guaranteed by Union—Lynn Next

(BY TELEGRAPH)

BOSTON, Mass., July 22.—The news writers of Boston, at a mass meeting this afternoon, ratified a new wage scale as drawn up by the Boston Publishers' Association.

The publishers drew up the agreement after they had been assured by the wage conference committee of the writers' union that that body was prepared to recommend for adoption any plan that might be devised which would give the publishers the continued undivided control of the editorial and news policies of the papers.

The question of the recognition of the union has been definitely settled and the publishers will meet the representatives of the union at any time on any question.

The Agreement

The Publishers' memorandum as ratified follows:

1.—Union affiliation and activities shall not constitute cause for discrimination or a change in the present friendly relations and customs of the profession. ("Present customs" is held to mean the continuance of vacations, time off, liberty to do other work on their own time as at present, etc.)

2.—District men, members of the union, who devote their entire and exclusive time to one office, and who have had not less than three years' experience on a daily newspaper shall be paid not less than \$30 per week.

3.—Reporters, news writers and staff photographers, members of the union, other than district men or correspondents, who have had three years or more practical experience as such on a daily newspaper and who devote their entire time to one office shall be paid not less than \$38 per week.

4.—Desk men, editorial writers, and re-write members of the union, who devote their entire time to this class of work in one office, and who have had not less than three years' experience on a daily newspaper, shall be paid not less than \$45 per week.

This agreement is to take effect as of June 6, that is, the wages called for date back to that date.

Two Papers Have No Agreement

The new scale gives a large majority of the Boston news writers a 25 per cent. increase over their present wages and represents an increase of approximately 40 per cent. over the wages paid last July.

The only daily newspapers in the city not directly concerned in the agreement are the Boston Transcript and Christian Science Monitor.

These two papers have no agreement with any labor organization, but have always made it a rule to meet or exceed the union scale in dealings with their employees. It is therefore expected that this policy will be carried out in the case of the news writers.

The Union committee is expected to direct its attention next to Lynn, where a 100 per cent. organization is reported to have been effected. The publishers in that city have already been presented with a proposed scale, which is the same as that in Boston with certain additional clauses inserted to meet local conditions.

FORTY NEWSPAPER MEN ELECTED TO SIXTY-SIXTH CONGRESS

Many of Them Are Still Active in Harness—List Includes Senators Hitchcock, Capper, Owen, McCormick, Warren, and Many Members of the House

WASHINGTON, July 23.—Forty members of the Sixty-Sixth Congress in preparing their autobiographies for the Congressional Directory have directed attention to the fact that they are entitled to the distinction of being or having been newspapermen, but several graduates of the profession failed to mention their service.

Many still are active publishers; others were publishers at one time or another in the past, but not a few boasted of having been active newsgatherers.

President of N. E. A. Holds Seat in Congress

From California, Representative Charles H. Randall, of Los Angeles, makes a brief but broad claim to fame by a simple reference to the fact that he is a "newspaper editor and publisher."

Representative Henry Z. Osborne, also of Los Angeles, goes to greater lengths to establish his connection with the profession. After describing his service in the Civil War, Mr. Osborne stated:

"After the war worked several years as printer in New York, Cincinnati, Memphis, New Orleans and Austin, Tex.; was New Orleans correspondent for Chicago Tribune from 1873 to 1878, and reporter and writer on New Orleans papers; in latter year (1878) moved to the live gold mining camp of Bodie, Cal., where for six years was editor of the Bodie Daily Free Press; was editor and publisher of the Los Angeles Evening Press for 13 years, 1884 to 1897."

Representative Guy U. Hardy, a new member from Colorado, wrote that in 1895 he purchased the Canon City Record and "has since been engaged in the publishing business, is at present editor and publisher of the Canon City Daily and Weekly Record and the Colorado Press." He is president of the National Editorial Association.

Delaware Represented

Delaware's single member of the House, Caleb R. Layton was editor of the Union Republican, of Georgetown, Del., from 1897 to 1905.

Senator Medill McCormick, of the famous Chicago Tribune family, dismisses his business career in three words, "writer and publisher," while Senator Harry S. New, of Indiana, son of the founder of the Indianapolis Journal and connected with that paper for many years, makes no reference to his journalistic career.

Senator Arthur Capper, of Kansas, describes his newspaper career in some detail. After obtaining an education in the common schools of Garnett, Kan., he said he learned the printing trade on the Garnett Journal, went to Topeka in 1884 and became a typesetter on the Topeka Daily Capital, "of which he is now owner and publisher." He shifted from the printer's case to the reporter's beat and soon to the city editor's desk.

Former Reporters

"In 1891," the Senator continued, "he went to New York and was a reporter on the New York Tribune, and in 1892 was in Washington as special correspondent." Senator Capper, incidentally, is the only member of the Congressional Press Galleries to later find a seat on the floor of the Senate. He purchased the North Topeka Mail in 1893, a venture he describes as "starting in business for himself." The paper was a weekly which Capper later combined with the Kansas Breeze. A few years later he purchased the Topeka Daily Capital and other publications.

Representative Homer Hoch, of Marion, Kan., described himself as an editor and lawyer.

Riley J. Wilson, a member of the

House from Louisiana, was editor of the Catahoula News from 1898 to 1904.

Willfred W. Lufkin, of Massachusetts, was a newspaper correspondent.

James A. Gallivan was a political reporter on Boston papers for many years.

Joseph Walsh, another former newspaperman in the Bay State delegation in the House, also was a reporter.

Representative Charles A. Nichols, of Michigan, graduated from the local room of the Detroit News to a seat in the House, while Louis C. Cramton, also of Michigan, still is an active newspaperman as publisher of the Lapeer County Clarion.

Frank E. Doremus, of Michigan, was a newspaperman at one time.

In the Minnesota delegation, Representative Harold Knuston, Republican "whip" in the House, said he is a newspaperman by profession, having published the Royalton Banner and the Foley Independent.

Former Speaker Champ Clark's experience as a country editor and William L. Nelson's long association with the Bunceton Weekly Eagle give the Missouri delegation two members of the craft.

Representative Carl W. Reddick, of Montana, failed to mention his service on the Winnemac (Ind.) Republican and the White Pigeon (Mich.) Journal.

A Big Trio

Senator Gilbert M. Hitchcock, of Nebraska, established the Omaha Evening World in 1885 and now is publisher of the Omaha Morning, Evening and Sunday World-Herald.

Senator George H. Moses, of New Hampshire, was editor of the Concord Monitor for 19 years, and Senator Walter E. Edge, of New Jersey, who retired as governor of that State to enter the Senate, founded the Atlantic City Press and later purchased the Atlantic City Evening Union, both of which he published while conducting an advertising agency which attained an international status.

Edmund Platt, of Poughkeepsie, and William H. Hill, of Johnson City, are the newspapermen in the New York delegation. Mr. Platt began as an editorial writer on the Superior (Wis.) Evening Telegram. Since 1891, he has been engaged in publishing the Poughkeepsie Eagle, which had been owned by his family since 1828. He became editor of the paper in 1907, upon the death of his father. Through the purchase of the News-Press in 1915, the name of the paper was changed to Poughkeepsie Eagle-News. Mr. Hill is editor of the Johnson City Record.

The Non-Partisan member from North Dakota, John M. Baer, is a cartoonist and writer.

Senator Warren G. Harding, of Ohio, has been a publisher in Marion since 1884.

Three Ohio members of the House are newspapermen. Charles J. Thompson, of Defiance, was publisher of the Defiance Express for 13 years. He purchased it as a weekly in 1889 but made it a daily five years later. He was a printer on the Wapakoneta, O., Bee in 1876 and publisher of the Anderson, Ind., Herald in 1884.

Representative Simeon D. Fess, of Yellow Springs, Ohio, was editor of World Events from 1903 to 1907.

William A. Ashbrook, of Johnstown, Ohio, began the publication of the Johnstown Independent when he was 17 years old and he still is publisher of that paper.

Owen and Ashurst on List

Senator Robert L. Owen, of Oklahoma, like Senator Henry F. Ashurst, of Arizona, dismissed his newspaper associations with a brief reference to work as an editor.

Everette B. Howard, of Tulsa, Okla., who was born in Kentucky, stated that he began life as a printer and newspaperman.

Representative Charles N. McArthur, of Portland, Ore., was a reporter on the Morning Oregonian and in the Portland office of the Associated Press prior to 1903.

In the Pennsylvania delegation, Representative Anderson H. Walters, is editor and publisher of the Johnstown Tribune; Representative J. Hampton Moore, of Philadelphia, was court reporter on the Public Ledger and now writes a Washington letter to the Philadelphia Evening Public Ledger, and Representative Ben K. Focht is editor of the Lewisburg Saturday News, a position he has held since he was 18 years old. Representative M. Clyde Kely is the principal owner and editor of the Braddock Daily Herald.

James F. Byrnes, representing the Aiken, S. C., district was an editor for several years, while Harry L. Gandy, of Rapid City, S. D., who was engaged in newspaper work in northern Indiana for several years now is one of the publishers of the Wasta Gazette in South Dakota.

Representative Joseph Jefferson Mansfield, of Columbus, Tex., established the first newspaper ever published in Eagle Lake, Tex., and later was editor of the Colorado Citizen of Columbus, Tex.

Sutherland and La Follette, Too

Representative Frank L. Greene, of Vermont, was a reporter on the St. Albans Daily Messenger in 1891 and became editor of that paper in 1899.

Representative Albert Johnson, of Washington, now publisher of the Daily Washingtonian, at Hoquiam, Wash., worked on the St. Louis Globe-Democrat, Washington Post, New Haven Register, Tacoma Daily News and Seattle Daily Times.

Senator Howard Sutherland, of West Virginia, became a newspaperman after leaving college in 1889, editing a paper at Fulton, Mo.

Senator Robert L. LaFollette, of Wisconsin, continues as the directing force in the publication which bears his name.

Jaime C. De Veyra, one of the resident commissioners from the Philippine Islands, was one of the founders of El Nuevo Dia of Cebu, the first Filipino paper published advocating freedom for the islands.

Carpenter Off for the N. E. A.

CHICAGO, July 23.—The Inland Daily Press Association and the Illinois Daily Publishers' Association have appointed Willard E. Carpenter, publisher of the Lincoln (Ill.) Courier-Herald, to represent them at the coming meeting of the National Editorial Association in the Northwest.

SCENERY IS LURE IN SELLING NORTHWEST

In Its Advertising, Pacific Tourist Ass'n Uses Beauties of Nature as Attractive Packages in Which to "Wrap Up" Many Natural Resources

Have you ever considered wrapping a great, rich section of a nation in an attractive package and selling it by means of advertising?

"Countless manufactured products have thus been successfully commercialized and good will of untold value established for them, so why shouldn't it be applicable to our commodity?" argued the advertising experts of the Pacific Northwest

Tourist Association back in the early part of 1917. It certainly sounded plausible, so an experimental advertising campaign was laid out and it has proved remarkably successful.

In speaking about it recently, Herbert Cuthbert, executive secretary of the tourist organization, said:

Describing Natural Resources

"During the past two and a half years we have been actually selling the Pacific Northwest in an attractive package. What do we mean by selling the Pacific Northwest? We mean that we sell those things that are in the Pacific Northwest.

"Because our association is known as the Pacific Northwest Tourist Association it does not follow that we cater only to the tourist, and that he is the ultimate object of our endeavors. Primarily we seek to interest the tourist, but underlying all our efforts is the one great object of selling the Pacific Northwest and all that it is to new settlers, new manufacturers, new residents, new investors.

"Our great object is to spread broadcast the fact that Oregon, Washington and British Columbia form a territory that is richer in natural resources than any other part of this continent. Our advertisements all contain attractive and alluring scenes of the Pacific Northwest. The only criticism that I know that has been made of our advertising came from a materialistic gentleman who thought that our advertisements were too descriptive, too scenic and were not chiefly composed of the facts in relation to our natural resources which I have just given you.

"But if we gave only such facts in our ads. the great bulk of the people would never read them. It is like the sugar coating on a pill. They have to be made palatable."

Birmingham-Glenn Wedding Tomorrow

Ernest F. Birmingham, editor of the Fourth Estate, and Miss Mae Catherine Glenn will be married tomorrow evening at 9 o'clock at Harperly Hall, 1 West 64th street, New York. Miss Glenn is the daughter of Dr. and Mrs. James Sheppard. Mr. Birmingham established the Fourth Estate twenty-five years ago and has been its directing head and principal owner ever since.

Jack Shields, of the Houston Chronicle, took a trip in an airplane in the interest of the publicity campaign for recruits for air service, and wrote an account of his trip for the newspaper.



HERBERT CUTHBERT.

CHICAGO AD AGENCIES BUY BIG SPACE

Liberal with Newspaper Copy in Telling Stories of Helping Clients to Succeed Through Advertising—Advocate Printed Word Protection

CHICAGO, July 22.—For five or six months past quite a number of Chicago advertising agencies have been using space liberally in local morning and afternoon newspapers, advertising to the business men the theories behind their respective businesses and the forms of service which the agencies respectively are prepared to render.

The Burnet-Kuhn Advertising Co., 39 South La Salle street, is using small single-column space, forcefully emphasizing the kinds of selling copy they create. The Erwin & Wasey Company, using larger two-column space, is conducting their personal campaign along similar lines, but the copy tends to the epigrammatic and always is couched in politely confidential phraseology. One recent advertisement, for example, says:

"We confess that we invite an unusual degree of co-operation from the advertiser, in the belief that his experience is invaluable to our decisions to his problem." Both agencies utilize the single-thought, single-sentence copy idea.

Methods of Success Advertised

The William H. Rankin Company, 104 South Michigan avenue, is using full single-column space for their "Brass Tacks" copy series, which goes into striking details of their service, organization facilities and methods by which they have achieved success for various of their nationally-familiar clients. A single testimonial story of a client is told in each advertisement. The copy is given as nearly the typographical appearance of regular editorial copy as possible.

Possibly, however, the most unusual campaign of the kind now being conducted locally is that of the Mallory, Mitchell & Faust Agency, 189 West Madison street, which directs the attention of prospective advertisers to some entirely new phases of advertising and of the agency business, while at the same time, more or less directly benefiting the publishers of every paper used.

"There are today two missing links in advertising," states Paul Faust, secretary and treasurer of Mallory, Mitchell and Faust, Inc., in explaining the idea behind his company's campaign, "and neither of them are to be found in advertising itself. Neither do they lie in the careful, scientific preparation of advertising copy. Neither in the painstaking analysis of a product to ascertain those points which lend themselves most suitably to advertising results.

The Missing Points

"The first and greatest of these two missing points is one quite generally recognized by sales executives in all lines of business the country over. This point is that every advertiser should himself take his entire sales organization and not only impress every member with the importance of its advertising, but should show every salesman how to utilize that advertising campaign personally to increase sales.

"Up to this time salesmen as a whole have continued functioning almost altogether upon the old-fashioned price, terms and dating basis. They may have been told and more or less impressed with the fact that their firm was spending a great deal of money on co-oper-

ative advertising, but their actual understanding of it went no further than that generality. Hence, whatever efforts the comparative few of them did make toward calling dealers' attention to the campaign was done in a haphazard, half-hearted way.

Now Beyond the Formative Stage

"Advertising today has got beyond the purely formative, experimental stages. The practical value of media to reach and influence the public no longer is questioned by anyone, so the old problem of "educating" is largely done away with. Business men nowadays know, as well as we agency men, that the consumer will see and read their published copy. The precise and economical and logical expenditure of their money has been made a comparatively simple and safe matter through reports of the Audit Bureau of Circulations.

"Guesswork has been eliminated; the element of chance and publishers' hokum reduced to a minimum. There now remain just two things needful for the effective agency to do: (1) to define the advertiser's exact need, and (2) to show him how best and quickest to meet that need. It is these two things which constitute the key-note of our present campaign in the newspapers.

"Utilization of Advertising"

"Mallory, Mitchell & Faust devised the phrase 'utilization of advertising' to express the need of the day in publishing affairs. We aim to meet the common complaint of manufacturers that they cannot persuade their salesmen to work in close conjunction with their advertising departments. We have divided our campaign in 'chapters,' running nine or ten pieces of copy to each.

"Our first chapter undertook to show advertisers how the value of their present advertising may be multiplied in assisting to reduce sales expense, if properly utilized by the selling organization; to show sales managers how they can actually gear advertising to sales by salesmen, jobbers and dealers. Its fundamental idea is the more intelligent use of whatever advertising a firm may be doing; of making our service directly reflect all the fine, promising talk in the conference room that day we first signed up the client.

Factory Investment Protection

"The second chapter of our campaign, now just begun, is directly more specifically at the manufacturers themselves, pointing out the necessity of thoughtful advertising to protect their factory investments and to make business expansion safe for them.

"The benefits of this policy to the publisher are obviously that it makes his paper far more effective to his advertisers than ever it was under the old system of buying a certain amount of space, preparing good copy and letting it go at that. If the utilization of advertising idea is literally carried out, it will mean that complete results will be obtained from media, where hitherto surface results only have been obtained."

Must Give Up His "Throne"

BRIDGEPORT, Conn., July 23.—President George Finley, of the newly formed Press Club, must soon resign for he is to become managing editor of the Bridgeport Sunday Herald, succeeding Alfred S. O'Brien, resigned. The club's constitution prohibits those with executive authority in newspaper offices from holding office. Leo M. Pasquin, vice-president, will probably succeed to the chair. Mr. O'Brien is to ally himself with William R. Bull, bond salesman in the city.

"EDDIE" IS NOW SIR EDWARD MORRISON OF CANADA

THEY called him "Eddie" when he started; to Canada's fighting men he will always be "Dinky," but personal valor has caused King George to make him Major-General Sir Edward Whipple Bancroft Morrison, C. B., C. M. G., D. S. O., of all Canada.



MAJ.-GEN. SIR EDWARD MORRISON

Canadian newspapermen played their part full well during the four and a half years the Dominion was under arms—at the front and at home. They "carried on" in a way that contributed no mean part in the final crushing of the Central Powers, but of the many distinctions won by Canada's newspaper representatives that contributed by Major-General Morrison, as commander of the Canadian Corps Artillery, and one of the world's foremost authorities on guns and gunnery, is among the best.

General Morrison's military training began in his early days of newspaper work, in Hamilton, Ont., when he made soldiering his hobby. His conferees of those days recall that many a battle he fought alone in the countryside adjoining the city.

Then came the Boer War, and "Eddie" Morrison was into it heart and soul. After South Africa had become a part of the Empire the Major-General Morrison to be returned to Ottawa, as managing editor of the Citizen.

Just a couple of years before the Huns over-ran Belgium, Morrison visited Germany and perceived the enormity of the German war machine. He submitted to the War Office a report that made a good many of the heads "take notice," and on coming back to Canada he persistently warned the Dominion that conflict with Germany was inevitable. As a result he was dubbed "the war editor," by non-believers.

Meanwhile he gave up newspaper work to become director of Canada's artillery. When the war cloud broke, he went overseas in command of the First Brigade, Artillery, C. E. F.

At Ypres, with a limited number of men and guns, Morrison did what is now a matter of history. From that time on, each successive engagement in which the Canadian gunners figured was a repetition of the first action, and he climbed from a lieutenant-colonel in command of a brigade to major-general, commanding the entire artillery force of Canada.

Canada's "father of the guns" is a quiet, little, rather stern-looking man, with steel-grey eyes and a stubby, thick moustache. Absolutely fearless and efficient to the "nth" degree.

Starting Agency in Rochester

ROCHESTER, N. Y., July 20.—Augustus B. Hone and William McLoud are starting an advertising agency in this city. Both men are well known in the local field. Mr. Hone was secretary of the merchants' retail council of the Chamber of Commerce, and Mr. McLoud has been with the Kellogg Toasted Cornflake Company and the Bates Advertising Company.

An advertisement in EDITOR & PUBLISHER'S "Equipment Page" brings quick results.

FRIENDS HONOR HARRY FIRST

Noted Circulator Tendered Testimonial Luncheon by Admirers

A group of New York friends of Harry E. First, circulation manager of the Methodist Book Concern, with headquarters in Cincinnati and Chicago, and who is also in charge of circulation of the Methodist Advocate, tendered him a testimonial dinner at the Hardware Club on Tuesday, while he was on a brief visit to the city.

Those present were: Ernest Schoiz, of the Crowell Publishing Company; James McKernan, president of the I. C. M. A.; Sam Booth, of the Globe; Jack Kelly, of the Metropolitan Magazine; James Wright Brown and Fenton Dowling, of EDITOR & PUBLISHER.

Mr. First is one of the foremost authorities in the United States on postal service, a former president of the I. C. M. A., and an honorary and life member of the Railway Mail Association.

CORRECTION FOR BELOIT NEWS

Circulation and Advertising Rate Figures Higher Than Tables Show

Since its April 1st circulation statement to the Audit Bureau of Circulations of 6,362, with flat advertising rate of 2 cents per line (as given in the circulation and advertising rate tables printed in this issue of EDITOR & PUBLISHER), the Beloit (Wis.) Daily News has reached a net paid circulation of 7,250 and is charging 2½ cents per agate line, according to D. B. Worthington, its publisher.

The correction arrived from Mr. Worthington after the plates were cast, and it was impossible to include it in the tabulation.

SACRAMENTO SUMMER ACTIVITIES

SACRAMENTO, Cal., July 22.—J. Earl Langdon, managing editor of the Sacramento (Cal.) Bee, has gone to the mountains on a vacation. Leslie Davies, assistant city editor, is in the Yosemite. L. A. P. Eichler, owner and publisher of the Auburn (Cal.) Herald, is subbing on the Bee copy desk during the vacation season. Miss Helen Nathan is back at work following study at the University of California.

B. C. Irwin has resigned from the editorial staff to accept a position with the Sacramento County Tax Assessor.

Arden Adams, assistant telegraph editor, left to become editor of the Merced (Cal.) Sun. Before departing for his new field Adams was married to Miss Phyllis Cramer, daughter of a prominent Sacramento banker.

Walter S. Tyler has returned from Virginia and points in the East with his bride, who was Miss Mae Katherine Lavinder of Roanoke.

Reviving Des Moines Press Club

DES MOINES, Ia., July 22.—The Press Club, which suspended during the war, is being reorganized. Officers have been elected as follows: President, Sam Smith, Capital; vice-president, L. R. Fairall, Register; secretary, Olin Archer, News; treasurer, Rodney Selby; directors: Louis H. Cook, L. E. Wood, Carl K. Stewart. Meetings will be held the first Monday of each month.

Toledo Blade's Gain 1,953,355 Lines

A copy error in the recent advertisement of the Toledo Blade, in EDITOR & PUBLISHER, showed that newspaper's advertising gain for the first six months of 1919, over the same period of 1918, to have been 593,355 lines. In reality the increase was 1,953,355 lines.

SERVES ADVERTISERS IN GREAT BRITAIN

Unique Society Nearly 20 Years Old
and of Small Membership Collects
Data, Works for Higher Ethics
and Exchanges Experiences

By HERBERT C. RIDOUT,
LONDON EDITOR, EDITOR & PUBLISHER

BRITISH advertisers are in possession of a society that has done excellent work in the protection of their interests, but for some strange reason its membership, although it includes some of the largest advertisers in the country, amounts to only about 150 instead of ten times that number.

The society is the Advertisers' Protection Society Ltd., with offices at 35 New Broad street, London E. C. 2, and to my knowledge it has been in existence some twenty years. At a hazard, I am inclined to attribute the comparative non-success of the society to the fact that though its members are advertisers they do not advertise. It is true that most commercial advertisers receive circulars from them during each year, but the "boosting" looked for in such a body seems lacking. As the current annual report shows, it is quite evident that the society is doing good work, but without an extended membership it has not the power to achieve its ideals.

Optimistic on Future

The report of the society for the past year affords an interesting review of the current situation, and indicates a complete optimism in the future. It holds that advertising is likely to increase greatly in volume.

Paper restrictions are practically abolished. Periodicals will be able to print as much advertising as they can get, and now, it is claimed, is the time for advertisers to criticise more closely than ever the prices and values of the spaces that are offered to them.

That is where the society should be indispensable to any advertiser who desires to spend his money judiciously. There is no item in the accounts of a firm in which a leakage is likely to be so large, and at the same time so difficult to detect, as the item of "advertising." The function of the society is to disseminate such information among its members as will enable them to discover and stop such leakages. War inflation of prices has been far too rife during the past three or four years, therefore it is highly necessary that advertisers should form themselves into a strong and active force and so protect their vital interests, which are constantly being threatened.

For example, advertisement rates were considerably put up during the war, principally on account of the paper shortage, and again rose owing to cost of labor and paper. Circulation figures were withheld, and undoubtedly sales in a large number of cases were reduced, so the advertiser was penalized in every way.

Very little information is forthcoming from publishers as to their sales at the present time, or as to any reduction in rates even though paper is now coming forward enabling more pages to be added, with consequent revenue.

No doubt publishers will hold on to all they can get, therefore it is more necessary than ever that advertisers should organize and discipline themselves into a power that can exact fair play and justice.

That the society has rendered valuable service to its members in the past is sufficiently proved by the fact that it has

scores of over ten years standing, and a dozen or more who date back to the foundation of the society in the closing years of the nineteenth century. During the last twelve months some thirty-five more have been added to the list, while only one has resigned.

The work done by the society during the year under review has not been of a sensational order. The unsettled conditions that have prevailed have prevented

that, but much useful work has been figures greater pressure still is necessary. That pressure could be exerted effectually if the society numbered about 300 or 400 members instead of about 150, as it does. Actually, in my view, the membership should be nearer 1,000.

One reason for the lack of extension in the Advertisers' Protection Society lies in the fact that in its earlier years it worked quietly with the object of es-

AD CLUB SHOWS HOW TO BOOM A CITY

Live Neosho (Mo.) Organization Proves
That in These Days of Automobiles,
Advertising Can Draw Business
for Any Merchant

Already famous through the co-operative efforts of its business men to bring new trade to town, Neosho, Mo., has taken another stride in the same direction, recently having begun to buy full-page advertising space in a newspaper of Joplin, Mo., which is a much larger city, to tell people what Neosho offers them as a trading center. The purpose was not to get trade out of Joplin, but from territory which might be served either by Neosho or Joplin.

Business men of Neosho, through the advertising club of that enterprising city, became aware of the fact, some time ago, that in these days when nearly every farmer has an automobile, trade can be drawn from a greater radius by any merchant, or any group of merchants who will go after it. At the last monthly "sales day" held by the Neosho Advertising Club, which followed the first of the advertisements in the Joplin newspaper, customers came as far as forty miles.

While using full pages in the Joplin newspaper, the merchants continue, of course, to employ similar space in Neosho papers, and they also reprint the advertisements appearing in Neosho, and mail them to a list of 6,000 prospective customers. The cost of all such advertising is equally distributed among the business houses directly participating. For example, the cost of the Joplin page was \$62.50. The thirty advertisers, sharing the space paid \$2 each, the advertising club paying the balance.

In the meantime, the members of the advertising club had been making a careful study of advertising at their club meetings, to make their advertisements more effective, and in the club, also, they have exchanged ideas relative to better merchandising methods, thus enabling themselves to "back up" their advertising to the fullest possible extent.

The plan has already been adopted by several other communities, both larger and smaller than Neosho, where advertising clubs have been organized to handle its operation. Frequently, business men from other communities have gone to Neosho to investigate the plan at first hand. Business men of Clarksville, Tenn., under the leadership of a banker of that community, recently decided to make a personal investigation of the Neosho plan with the purpose of adopting it, and merchants of Blair, Neb., are now contemplating similar action.

The honorary executive committee of the society consists of: W. B. Warren, Burge, Warren & Ridgeley, Ltd.; A. Bond Hickisson, John Bond's Crystal Palace Marking Ink; J. A. South, John Steedman & Co.; C. Brunning, Lewis, Liverpool, Manchester and Birmingham; W. E. Catesby, J. P. Catesbys, Ltd.; Dr. G. E. Dixon, Capsuloids, Ltd.; A. W. Fisher, J. Pullar & Sons, Ltd.; J. A. Kenningham, Condy & Mitchell, Ltd.; F. A. Lawman, Parke, Davis & Co.; Alec Nathan, "Glaxo;" Fred A. Oetzmann, Oetzmann & Co., Ltd.; Dr. John J. Pillely, Mellin's Food, Ltd.; John Prosser, Molassine Company, Ltd.; D. Reynolds, Goodall, Backhouse & Co., Leeds; Russell Rummey, Ridge's Food Company; P. Sparks, Boots, Cash Chemists, Ltd.; John C. Umney, Wright, Layman & Umney, Ltd.; Edward H. Willmott, Ashton & Parsons, Ltd.

AN OUTPOST OF DEMOCRACY ON TOP OF THE WORLD



ONE of the bright spots in life for the United States and British soldiers who are fighting the Bolshevik up near the top of the world has been a little four-column American newspaper that has overcome many seemingly unsurmountable obstacles and bolstered morale, even now and then causing a hearty laugh, along the snow banked fighting front of northern Russia.

The American Sentinel was born at Archangel on December 10, last, and has been issued weekly since. It is financed principally by the American Red Cross Mission. Capt. Roger Lewis, a former newspaper man who was attached to the mission and Reed Lewis, the Archangel representative of the American Committee of Public Information, decided that it was possible to establish the paper after the British had given the task up as impossible because they could not find the necessary type.

The Americans spent two months combing the Russian print shops of the Archangel district for English type and finally gathered enough to start publication. It was voted the worst "pie" bunch of type ever thrown under one roof.

Now, however, the American Sentinel is a going paper with a wide circulation and no advertising. It is true though it is not even now unusual to see Italic F, of 12-point G popping out more or less miscellaneous among the 10-point type, in which most of the columns are set.

The Sentinel features news of the army such as minstrel shows, dances and communications from soldiers in the field, but it also prints the news of the outside world and "from home" so far as it is able to secure it. The Sentinel has become a regular and necessary army ration and goes forward to the scattered units in the northern wilderness just like ammunition, bully beef and cootie powder.

The difficulties that the mechanical force, which was recruited from the convalescent hospital and is assisted by Russian girls, had to overcome were many. In the very beginning it was discovered that there were no printers' tweezers in Archangel. This handicap was only mastered when the American officer commanding the local hospital heard of the matter and sent over a pair of surgical tweezers.

It has been related in the Sentinel that a day or two after one of the printers had set himself to work to "un-pie" a mess of type which they hoped to use in part to get out the first issue of the paper sent the following communication to the editor:

"You can't expect me to set up a phunny column without any ephs or quays or dgays. I quicque right here. It's bad enough having to phish our kind oph type out oph this Russquie stuphph but iph it isn't there when you get it, I'm phinished. And that's no dgoque."

done and the foundations have been laid for much more.

A great improvement in the direction of cleaner advertising can be seen in many British periodicals. Undesirable advertisements, however, are still far too numerous and their banishment is one of the reforms the society is continually working for.

Circulations can be examined and criticised more justly now than during war time, and it must be remembered that the "net sale" is the one factor which must be kept in view in every case. If an advertiser does not know that, he does not know what real value any periodical is to him. To obtain these

publishing itself, but that reason exists no longer. With the membership it has it is already representative of British advertising interests, as may be seen from the list of its officers.

The president is Sir William P. Treloar, of Treloar's Carpets.

The vice-presidents are: Lord Leverhulme, Lever Bros., Ltd.; Sir Jesse Boot, Boots, Cash Chemists, Nottingham; Sir Woodman Burbidge, Harrods, Ltd.; Sir Thomas R. Dewar, Dewar's Whisky; Sir Thomas Lipton, Lipton, Ltd.; Sir Herbert J. F. Parsons, "Phosferine;" Sir Hedley F. Le Bas, Caxton Publishing Company, Ltd.; Cyril Haslam and H. Gordon Selfridge, Selfridge Store.

First in Its Unrivalled Field as a Producer of Business!

The Hartford Times.

Hartford, Conn.

is clearly first in its field because open minded space buyers have found it to be far and away the best business bringing proposition in the commonwealth.

Its 36,000 three-cent circulation is all home circulation—and the most sure-to-produce-circulation buyable.

Over a Million Gain in Lineage

The record for the first six months of 1919 shows The Times carried a total lineage of

5,433,739

A Gain Over 1918 of 1,065,067

The Times has no Sunday edition.

Compared with the lineage of the second Hartford paper, six days against six, the record shows The Times led by nearly

2,000,000 lines or over 57 per cent. Six days against seven it led the second paper by 588,174 lines. In foreign business, six days against seven, it led by over 200,000 lines or over 27 per cent.

Times rates are much higher than those of the second paper, otherwise these volume figures would carry little significance, for as every space buyer knows, volume alone is not difficult to secure.

Follow the example of over 100 national advertisers and concentrate on THE TIMES. You will get something for your money if you do.

KELLY-SMITH COMPANY

New York
Marbridge Bldg.

Representatives

Chicago
Lytton Bldg.



EDITOR & PUBLISHER

Q & A

Service Department

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

Q.—The cost of operating a newspaper, as you know, has been increasing along with the cost of all kinds of service and commodities and I am anxious to know whether publishers generally are advancing their advertising rates. If they are, upon what grounds—increased cost of operating or increased circulation?

Are we justified in asking an advance? Our circulation is 80,000 daily and the minimum local rate where an advertiser guarantees to use one-quarter page daily is 8 cents daily and 8½ cents Sunday.

The minimum foreign rate for 5,000 lines is 10½ cents. Our rate has been raised one cent a line each year for the past three years. H. R.

A.—The tendency in the newspaper fields is all in the upward direction, as witness the following:

We have just finished summarizing the A. B. C. and Government circulation figures of 1,648 evening newspapers as of April 1, 1919, and we find that they have a combined circulation of 18,026,323 and a joint combined advertising rate of \$44.29½ per line.

Contrasting these figures with the Government statement and A. B. C. figures as of October 1, 1918, we find that the 1,647 evening newspapers listed in that compilation had a combined circulation of 18,373,904 and a joint combined agate line rate of \$42.42.

In other words, the April 1, 1919, figures show a decrease of 350,000 evening circulation and an increase in rate of something over \$1.75 per line.

Our figures show that there are four evening newspapers in the state of Ohio having a circulation between 50,000 and 100,000. The total combined circulation of the four is 316,673 and the average per paper 79,168. The joint rate for the four is 46½ cents per agate line. The average rate per line per thousand for the Ohio newspapers is .0014684.

The average rate per line per thousand for evening newspapers in the central group of States—Illinois, Ohio, Michigan, Indiana, Wisconsin, Iowa—having a circulation between 50,000 and 100,000—is .0013422.

Whereas the average rate per line per thousand for newspapers of that particular class—50,000 to 100,000 circulation—for all of the newspapers throughout the entire United States is .0015778.

In other words, in Ohio, four evening newspapers of this particular class have a little better rate than the Central group, but the average rate for Ohio, .0014684, is less—considerably less—than the average rate for newspapers of this class throughout the United States.

Our judgment is that you are entitled to a higher rate and we think you will agree with us if you will carefully study the list of English daily newspapers with circulations and minimum 5,000 agate line rate, that appear in this issue of EDITOR & PUBLISHER. We have listed 503 morning newspapers; 1,648 evening and 505 Sunday newspapers, and have summarized the information by States with population and in classes.

We are inclined to think that the following information may be helpful to you:

A leading daily of Texas reports to us that the present advertising rate is 54 per cent higher than it was in 1914; while the circulation had grown 29 per cent and actual cost of production has increased since 1914 over 45 per cent.

A leading Iowa daily had circulation of 46,000 in 1914 and an advertising rate of 6 cents per line. The circulation now is 60,000 and the rate 8 cents, to be advanced soon to 10 cents. The cost of production has increased 6 per cent since 1914.

A leading Southern paper has increased rate only 1 cent per line since 1914; the circulation increase was from 53,000 to 61,000 in the same period of time.

A leading Washington daily reports its rate per line per thousand of circulation is now less than in 1914, explaining it by increased revenues from circulation and volume of advertising.

Your line of about ¼ of 1 cent per thousand of circulation is low. Compare it with other papers whose rates we have noted.

Increased costs of production are sure to force advance in ad rate in due time. It is proper, we think, to justify such advances on both increased circulation and the increased publishing costs.

The subject of newspaper rates held the attention of the Southern publishers for an entire morning session at their recent Asheville convention. It was brought out that a year or two ago national advertisers were trying to buy newspaper circulation on the basis of 1/6 of a cent per line per thousand. Finally one of the members introduced a motion with the idea of getting some concrete results from the discussion to the effect that the association would go on record as favoring a rate of 1/5 of a cent per line per thousand of circulation. This was unanimously voted down. The consensus of opinion was that every publisher was a law unto himself in the matter of fixing rate, and that he, alone, should be the judge as to what was fair and equitable rate for his space. That was the prevailing view.

It seemed to be the unanimous opinion that there was absolutely no likelihood of reduced costs. The trend and the tendency is all in the other direction with numerous indications of higher for editorial and other unorganized employees of the newspaper business.

It is our belief that under present conditions it is possible for you to get a higher rate—and we say this in the knowledge that your Government statement for October 1, 1918, showed a paid circulation of 78,222, whereas your April 1 Government statement for 1919 shows a paid circulation of about 76,605.

First on the Ground

First in the Air

THE BROOKLYN DAILY EAGLE

is now conducting an experimental airplane delivery on Long Island.

In New York City the New York Times, the New York World, and the Brooklyn Daily Eagle were the three leaders in volume of advertising for the first six months of 1919.

A. B. C. MEMBER

Meriden, Conn.

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

93% of the entire circulation of

The Meriden Morning Record

is delivered in these two towns

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

About 75% of the high class national advertisers who use Meriden newspapers advertise in The Record EXCLUSIVELY in this city.

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

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

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

The Times-Picayune Building New Home Made Necessary by Increased Business

THAT New Orleans is forging ahead; its business men wide awake to their opportunities, and the people of this section appreciate a clean, fearless newspaper, is shown by the ever increasing business of The Times-Picayune, in both circulation and advertising.

Its circulation is larger now than last year at this time, when war was raging and interest in the outcome was at white heat. New presses have been ordered to relieve the overload, and take care of a still greater circulation that lies within its grasp.

Its advertising patronage is 50 per cent greater than last year. Notwithstanding the fact that nothing but clean advertising is accepted, more than 42 per cent of the total ad-

vertising carried by the three New Orleans newspapers this year was placed in The Times-Picayune.

To take care of the business that is being offered, both circulation and advertising, The Times-Picayune is building a new home for the exclusive use of the newspaper. High prices of building materials and operations have not been permitted to stand in its way.

Co-ordinating the newspaper with the home life of the people, as well as with the commercial interests of this section, through service that has taught them all to believe what it prints, brings to The Times-Picayune the largest and best clientele of readers and the greatest advertising patronage any newspaper here enjoys.

No national advertiser can reach the purchasing power of this section without using The Times-Picayune.

If any national advertiser wants additional service through trade investigations or otherwise, write to The Times-Picayune.

THE TIMES-PICAYUNE

South's Greatest Newspaper

National representatives: CONE, LORENZEN & WOODMAN

New York

Chicago

Detroit

Atlanta

Kansas City

A.A.C.W. WILL FEATURE DAILY NEWSPAPERS

Round Table Discussion Covering Three Half-Days Arranged for New Orleans Convention—Aim to Increase Space Value

The better and more profitable use of the newspaper as an advertising medium, both for local and for national advertising, will be considered in a round-table discussion, covering three half days, at the annual A. A. C. W. convention, to be held in New Orleans September 21 to 25.

At the sessions of the Newspaper Department of the advertising convention, publishers of newspapers and users of newspaper advertising space will seek methods for making the space of the newspapers of still greater value.

"The increase in the use of newspaper space by national advertisers," says a statement issued from the Association headquarters, "is one of the most striking developments of the times. Many national advertisers who used no newspaper space only a few years ago, are now placing most of their advertising appropriations through newspapers, and they have believed that this was especially valuable by way of co-operating with local retailers handling their goods. "Newspaper men and others attend-

ing the Newspaper Department at the September convention are interested not only in ways for letting the advertiser know the advantages of using newspaper space, but are equally concerned with any plan which will make this advertising space of greater value."

Walter G. Bryan, publisher of the Atlanta Georgian-American, as chairman of the Newspaper Department, has general charge of the building of the newspaper advertising program for the convention.

BEAUMONT ENTERPRISE GAINED

Error Made in Transmitting 1919-1918 Advertising Figures

Transposition of figures in transmission made the Beaumont (Tex.) Enterprise show a loss in every classification, in the table of gains of Southern newspapers for the six months period ending June 30, 1919, printed on page 8 of the EDITOR & PUBLISHER for July 17, whereas the Enterprise gained in all but classified.

The Enterprise printed a total for first six months of 1919 of 2,920,078 in comparison with 2,487,744. In local display the figures were 1,585,962 for 1919, as compared with 1,438,612. The foreign advertising totaled 903,581 for 1919, against 606,610 in 1918. The classified record was 430,535 in 1919 in comparison with 442,522 in 1918.

—personal and printed salesmen

Mr. Advertiser—would you employ personal salesmen if they could not sell goods?

Would you permit your salesmen to create a demand that you could not supply?

Would you try to sell goods where freight rates are prohibitive?

Now consider the facts squarely.

Advertising is part of your sales force. Why let it run wild in a scattered endeavor to create a demand where your goods are not on sale?

Assign advertising to a specific territory just as you do men.

Localize your advertising in daily newspapers. Plan to do some dealers a lot of good rather than to do a lot of dealers little good.

Logical? It is irrefutable.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

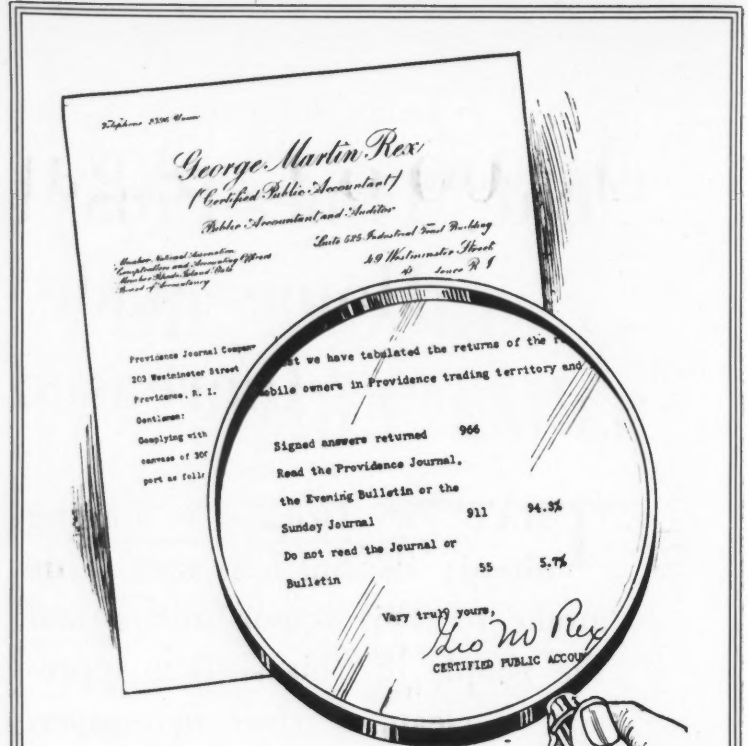
Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

From Printers' Ink, issue of March 27, 1919.



Over 94%

of the Automobile Owners in Providence trading territory

READ THE

Providence Journal

DAILY AND SUNDAY

OR THE Evening Bulletin

—indisputable evidence of the dominance and influence of these great newspapers, and of their supremacy for automobile and automotive accessory advertising.

The Journal and Bulletin carried over 70% of all the automobile advertising in all Providence newspapers during the first six months of this year.

19½c a line weekdays and
10c a line Sundays buys
their combined circulation.

THE PROVIDENCE JOURNAL COMPANY

CHAS. H. EDDY CO.
Representatives

New York

Boston

Chicago

1,306,802 Agate Lines Gained

BY

THE CINCINNATI ENQUIRER

Covering thoroughly the rich and populous territory of Cincinnati's metropolitan district of more than 700,000 population, THE ENQUIRER has been tested and NOT found wanting by hundreds of Advertisers who sought commensurate RETURNS and RESULTS with a comparatively nominal outlay of expense.

The average retailing establishment of Cincinnati is a progressive and thorough-going organization. All

its stores do a tremendous retail business and Cincinnatians are kept prosperous through the diversity of manufacturing interests and neighboring great agricultural capacity.

Evidence of this great prosperity has been reflected in THE ENQUIRER'S advertising columns by Local Merchants and National Advertisers during the past SIX MONTHS of 1919 and enabled THE ENQUIRER to outstrip its contemporaries in the volume of advertising space gained.

For the Six months ending June 30, 1919, THE ENQUIRER Gained over the corresponding period of 1918 the huge total of

1,306,802 Agate Lines

The Per Cent of increase in lines for the Six months ending June 30, 1919, over 1918, compared with other local papers, is further proof of THE ENQUIRER'S dominance:

THE ENQUIRER, gain in %	38.5
2nd paper, gain in %	25.7
3rd paper, gain in %	25.6
4th paper, gain in %	12.7

Modern, Progressive, Wide Awake, THE ENQUIRER continues in the front rank because it renders to every Advertiser "SERVICE"

THE CINCINNATI ENQUIRER

CINCINNATI, OHIO

Acknowledged Leader of the Great Middle West.

Foreign Advertising Representatives

I. A. KLEIN, Metropolitan Tower, New York

JOHN GLASS, People's Gas Bldg., Chicago

R. J. BIDWELL CO., 742 Market St., San Francisco, Calif.

Northern New Yorkers in Prosperous Period

But They Are Warned That Newspapers Must Be Conducted More Efficiently to Be Profitable

(BY TELEGRAPH)

MASSENA, N. Y., July 22.—Enthusiastic forecasts of excellent business and a congenial get-together marked the meeting of the Northern New York Press Association here last Friday and Saturday.

Interesting talks were given by G. F. Darrow, of the Ogdensburg Advance; Williston T. Manley, Canton Plain Dealer; Charles M. Redfield, Malone Evening Telegram; F. T. Swan, Potsdam Herald Recorder; Fay C. Parsons, Cortland Standard, and F. D. Corse, Sandy Creek News.

C. A. Willard, of the Boonville Herald, described his conception of an efficient and practical newspaper plant layout. C. H. Skelton, president of the Central New York Press Association, was one of the guests of honor, and gave a talk from which optimism and cheerfulness emanated. He said that if the newspapers of the country are conducted efficiently, and an effort is made to cut out the parasitical growths, there should be bigger profits for the publishers this year than ever before.

F. D. Corse, president of the association, responded to an address of welcome on the part of Massena residents.

Aluminum in its application to the newspaper composing room was explained by Manley P. Northam in a trip of inspection to the Massena Aluminum Works.

A picnic was one of the features of the program.

WOMAN INVADES LARGER NEWSPAPER FIELD

(Continued from Page 7.)

Barnard College, and each evening she must hurry home to romp with two little Reids, a boy and girl.

While she enjoys yachting and frequently accompanies Mr. Reid on sailing races on Long Island Sound, her recreations, except her children and her farm, are few.

And she is proud, very proud of the fact that last year she led New York State in potato raising, with a crop of nearly 200 bushels to the acre.

Obituary

WILLIAM W. ATWILL, for many years connected with the advertising department of Emery, Bird & Thayer, Kansas City, died recently, aged 47 years.

REV. N. R. PITTMAN, associate editor of the Word and Way, a Baptist paper, Kansas City, is dead.

RUTH POTTER, daughter of Capt. W. D. Potter, formerly manager of the San Francisco Chronicle's classified advertising company.

JOHN FORBES, formerly of the old Fort Scott (Kan.) Monitor and who moved to Fort Scott 50 years ago in a prairie schooner, died last week.

MRS. DALE ROGERS, wife of the advertising manager of the United Iron Works, Kansas City, died recently, following an operation.

FARRELL F. O'DOWD, a Civil War correspondent and for many years a stenographer in the City Court, New York, died at Freeport, N. Y., July 19, aged 54 years.

EDWARD V. MURPHY, of Washington, D. C., for many years official reporter of the United States Senate, a director of the Mergenthaler Linotype Company, and vice-president of the National Typographic Company of Washington, is dead, aged 76 years.

HENRY S. MOORE, for 35 years publisher of the West Philadelphia Advocate, died recently, aged 70 years.

MRS. JULIA HAMMILL GILLESPIE, formerly editor of the Cullman (Ala.) Tribune, died recently at Madisonville, Ky.

JOSEPH W. SUMNER, formerly with the Brooklyn Daily Eagle's circulation department, died July 13.

DR. MICHAEL A. WALSH, well-known in Providence, R. I., a few years ago as editor of the Providence Visitor, died July 18.

Charlotte Reporter Flies Over City

CHARLOTTE, N. C., July 21.—How a city in North or South Carolina looks from the sky was told in the Observer for the first time recently following a trip in an airplane over Charlotte and Camp Greene by Brock Barkley, of the Observer staff. In addition to the description of the view of the city, the sensations experienced by the human body on its first trip up helped fill four columns of space.

Neil-Mellin Marriage

SAN FRANCISCO, Cal., July 21.—Oscar H. Neil, editor of the Escalon (Cal.) Tribune and one time candidate for Governor of Washington on the Prohibition ticket, was married here a few days ago to Mrs. Augusta Mellin, of Berkeley. Mr. Neil has edited and published newspapers in Minnesota, Washington and other States.

New Agency in Detroit

DETROIT, July 22.—The Howard-Gray Advertising Agency has started business in this city with Percival S. Howard, Hubert L. Garfield and William T. Gray as founders.



FRANCES McDONALD

Witty, sympathetic, practical, and written in this Author's best style

"WHY DOESN'T HE PROPOSE?"

has carried the country by storm. A feature that is as clever as its title.

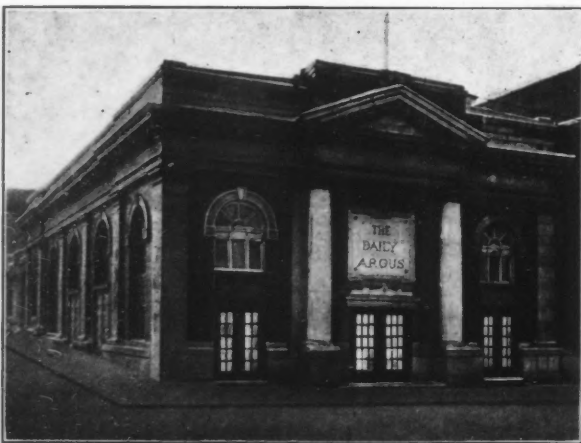
Three times a week, about 500 words.

Released by

*Thompson
Signature Service*

No. 443
Fourth Ave.,
NEW YORK

The New Home Owned and Occupied by the Daily Argus



FOUNDED 1892

The Daily Argus

(STILES & MERRIAM, INC., PROP.)

Mount Vernon, N. Y.

A 100 Per Cent Newspaper in

A 100 Per Cent Suburban City

THE ONLY DAILY NEWSPAPER PUBLISHED IN MOUNT VERNON

IT GOES INTO PRACTICALLY EVERY WORTH WHILE HOME IN THIS ENTIRE SECTION AND MOUNT VERNON CANNOT BE COVERED WITHOUT USING THE DAILY ARGUS

34 Newspapers are published in Westchester County, New York. The Daily Argus is **THE ONLY ONE**, a member of the Audit Bureau of Circulations.

A. B. C. Audit for year ending April 1, 1919—6,931.

Mount Vernon is a city of over 42,000 population, and there is a tributary territory of 30,000. It is unquestionably one of the richest buying areas in the country. The city, itself, has 14 public schools, 3 parochial schools, 4 private schools, 36 churches, a library of 40,000 volumes, 80 miles of paved streets, 3 electric railroads, main trolley lines, etc.

FOREIGN ADVERTISING AGENT, GEO. B. DAVID & CO.,
171 Madison Avenue, New York City.

Complete in Every Detail

The BRIDGEPORT Sunday POST

conforming with its policy of combining the biggest organizations in the newspaper field with the best there is to be had, has added a four-page section of

ROTOGRAVURE

Space may be procured in the foreign field in this choice section through the

GRAPHIC NEWSPAPERS, Inc.

450 Fourth Avenue

NEW YORK

BRIDGEPORT POST

(Evening)

Bridgeport Standard-Telegram

(Morning)

Bridgeport Sunday Post

CONNECTICUT'S FORMIDABLE COMBINATION

JOHN GLASS
Peoples Gas Building
CHICAGO

SPECIAL REPRESENTATIVES

I. A. KLEIN
Metropolitan Tower
NEW YORK

BRIEFS

THOMAS W. LAMONT, OF J. P. MORGAN & Co., and owner of the New York Evening Post, has returned to his business desk after an absence of several months in Europe, as a special representative of the Treasury Department and as financial advisor to the American Peace Delegation.

REV. WILLIAM WALLACE ROSE, OF Bridgeport Post and Standard staff and pastor of the Universalist Church of the Redeemer, has accepted a call from First Universalist Church of Rochester, N. Y.

WHEN SIDNEY W. CHALLENGER LEFT to become managing editor of Middletown Press, July 22, his associates on Bridgeport Post presented him with a traveling bag and brief case.

OKLAHOMA CITY AD CLUB HAS launched an "On to New Orleans" campaign, and several hundred dollars already have been contributed towards defraying delegates' expenses.

SCHENECTADY (N. Y.) UNION-STAR has adopted eight-column page.

DALLAS ADVERTISING LEAGUE WILL establish permanent club rooms. An assistant secretary will probably be employed and an advertising library started.

FORT WORTH AD CLUB MEMBERS WERE guests of Chevrolet Motor Car Company and the Beck Motor Company at Chevrolet plant, Fort Worth, last week.

STEPS ARE BEING TAKEN BY KANSAS City Ad Club to bid for the next meeting of A. A. C. W.

TULSA AD CLUB PLANS TO MEET expenses of delegates to the A. A. C. W. in New Orleans.

JOHN TAYLOR OF STRATFORD HAS joined Bridgeport (Conn.) Post staff.

"FUZZY" WOODRUFF HAS LEFT Atlanta Georgian to do publicity work for a motion picture company.

PAUL WAKEFIELD IS BACK TO WORK on Houston Chronicle, after 19 months overseas with army intelligence department.

NEWSPAPER EDITORS ARE LARGELY responsible for rapid growth of American Legion in Kansas, according to announcement from Legion headquarters.

CHICAGO WOMEN'S ADVERTISING CLUB has elected Mrs. Irene Sickel president.

MID-SUMMER MEETING OF INDIANA Republican Editorial Association will be held at Magnesia Springs on August 1.

PRIZES WERE SO PLENTIFUL AT ONE-DAY golf tournament of Metropolitan Advertising Golf Association of New York City that fully half of seventy-odd contestants were rewarded with tangible proof of their prowess.

SANFORD JARRELL WILL LEAVE TOPEKA Capital, August 1, to become traveling man for Rock Island Magazine, at Chicago.

L. H. DURST, ASSISTANT STAFF CORRESPONDENT at Fort Worth for Dallas Evening News, will sail, August 1, for Constantinople, to resume former position with Roberts College.

A. L. PRESTON, WHO RECENTLY SOLD Moberly (Mo.) Daily Index, has returned to Marshall, Mo., to resume connection with Democrat-News.

R. K. PHILLIPS, OF THE WEATHERFORD Democrat, and H. L. Moseley have purchased Eastland (Tex.) Oil City News and will operate it as daily.

KANSAS CITY JOURNAL HAS INSTALLED two Morkrum printing instruments in its telegraph department.

NATIONAL TRACTOR SHOW, JUST closed in Wichita, had an 8-page daily as one of features. It was published by a staff of seven representatives of Oliver Chilled Plow Company.

CONSTANTLY INCREASING DEMAND FOR courses of newspaper writing in Kansas high schools has manifested itself in enrollment of many school teachers in journalism courses and by many calls for graduates of state university journalism school, according to Prof. L. N. Flint.

H. Z. MITCHELL, EDITOR BEMIDJI Sentinel, has been elected to executive committee of Minnesota Editorial Association, succeeding late Frank J. Meyst of Minneapolis. President Asa M. Wallace of Sauk Center is representing association on commission to codify printing and publication laws.

NEW DEPARTMENT OF ADVERTISERS' Protective Bureau, Inc., has been formed in Kansas City to investigate advertising mediums and report on their standing and character.

MRS. ANDREW V. BARBER, WIFE OF "Dad" Barber, cartoonist on Bridgeport (Conn.) Sunday Herald, herself "Bab Vickery" special writer, rescued a woman from drowning, July 12.

DINNER TO NEWSPAPER MEN MARKED opening of new Hotel Fort, Des Moines, July 15.

SAMUEL B. EPSTEIN, OWNER FRANKLIN Jewelry Company, Indianapolis, is fined \$50 and costs and sentenced to 10 days in jail for obtaining money under false pretenses through advertising.

WILL OF DR. ABRAHAM JACOBI BEQUEATHS \$300,000 to his daughter, Mrs. George McAneny, wife of executive manager New York Times.

LEONARD CARROLL, FORMERLY OF STARS & Stripes and brother of Stuart Carroll, circulation manager of the S. & S., has returned from overseas.

EDWARD C. TONER, PUBLISHER ANDERSON (Ind.) Herald, and his wife and young daughter were severely injured when automobile was struck by delivery truck.

COLLEGE OF THE CITY OF NEW YORK announces summer course in proof-reading for men and women, to last five weeks.

DAVID J. LUSTIG, WRITER AND THEATRICAL critic for Bridgeport (Conn.) Times, has resigned to do vaudeville and scenario writing in New York.

KANSAS HISTORICAL SOCIETY HAS issued list of 142 newspapers and periodicals published of state. The society has complete file of these papers, aggregating 55,000 volumes.

MISS MADELINE VOIGHT OF CLEVELAND has started campaign to entertain National Amateur Press Association when it meets there, July, 1920.

Orlando, Florida

The Mecca of the South, rightfully called the "City Beautiful." The Northerner's Paradise, the Westerner's Ideal, the Easterner's Delight. The home of the South-rner.

A city conceded to be the leading spirit of Inland Florida. County seat of Orange County and head of the Citrus Belt. Surrounded by thousands of acres of orange groves, truck gardens and stock farms; it represents a cosmopolitan market the like of which is difficult to equal.

Foreign Advertising Agencies should not overlook this important trade center when making up schedules.

Orlando has a trading radius of 50 miles, aggregating 50,000 people.

THE EVENING REPORTER-STAR

Orlando, Fla.

is the oldest and best established daily and weekly in Central Florida.

IT GOES INTO THE HOME.

April Circulation Statement 2,175. 1876-1919. New York Representative American Press Ass. 225 W. 39th St.

The Reporter-Star Publishing Co., Inc., Orlando, Fla.

THOMAS F. STURGESS, FOR THIRTY years connected with Omaha newspapers, has resigned to enter the insurance business.

WILMINGTON CHAMBER OF COMMERCE is planning monthly magazine to advertise city and its industries.

SCHENECTADY NEWSPAPER PUBLISHERS and I. T. U. have agreed to raise of \$4 a week for printers, making scale, day, \$29; night, \$32.50. Contract runs to December 15, 1920.

A "SWAP COLUMN" IS A NEW FEATURE of the Buffalo Times classified advertising pages.

BALTIMORE POLES HAVE STARTED monthly magazine, in their own language, called the Traveler. Frank Markiewicz is editor and publisher.

GREENSBORO (N. C.) DAILY NEWS, upon recent opening of O. Henry Hotel, in that city, home of late author, issued an "O. Henry Edition," devoted to career of beloved writer.

FRED CAREY HAS BECOME EDITOR OF THE Nebraska Leader, Omaha paper of Non-Partisan League.

RALPH H. MITCHELL HAS LEFT PORTLAND Oregonian to become assistant to managing editor Denver Times and Rocky Mountain News.

J. HAMMOND JOHNSON HAS LEFT MINNEAPOLIS Tribune for copy desk of St. Paul Pioneer Press.

CHARLES BURNLEY, MARKET EDITOR OF St. Paul Dispatch-Pioneer Press, has resigned to start paper of his own and become secretary of East Side Commercial Club. His successor is Louis McKenna.

LAWRENCE BOARDMAN HAS LEFT St. Paul Daily News to enter the service of the Northern Pacific Railroad.

PERCY HALSTEAD IS SHIFTED FROM "night side" copy desk of St. Paul Dispatch-Pioneer Press to the "day side."

PORTLAND (ORE.) NEWS HAS BOUGHT building site and will erect 2-story building.

STUEBENVILLE (OHIO) GAZETTE, A Democratic daily, has been sold by H. H. McFadden to John S. Nolan, former member State Liquor License Commission.

INDIANAPOLIS NEWS HAS INCREASED salaries, ranging from \$2.50 to \$5 a week throughout business, circulation and editorial departments. New increased wage scales were negotiated recently for mechanical departments.

CAMP SHERMAN NEWS, A DAILY, WILL discontinue publication, July 31.

VISITING NEWSPAPER MEN AND ADVERTISING men at National Tractor Show in Wichita, Kan., July 14-19, were guests at dinner given by Wichita Eagle and Capper Publications.

MCJUNKIN ADVERTISING AGENCY HAS moved New York office to 450 Fourth avenue.

British Publishers Here

Pomeroy Burton, managing director of the Harmsworth Publications and a former American newspaper man, is among the British publishers who have arrived in this country within the last few weeks. His stay will be of short duration and is a business trip entirely. Other visitors now in this country are John R. Scott, general manager of the Manchester Guardian, and A. G. Wise, general manager of the Melbourne Herald.

C. M. Reed Visits New York

Clyde M. Reed, owner of the Parsons (Kan.) Daily Sun and private secretary to Governor Henry J. Allen, who incidentally is owner of the Wichita Beacon, was in New York for a visit this week. He left for home Tuesday evening.

Put The Clarksburg Telegram on Your List for Fall and Winter Advertising

Get Your Share of Business from Prosperous West Virginia

SOME FACTS ABOUT CLARKSBURG

POPULATION—35,000. (Mostly white, native-born Americans.)
BANK RESOURCES—\$18,255,557.23.
POSTOFFICE RECEIPTS, 1918—\$138,530.26.
WHOLESALE AND JOBBING HOUSES—Twenty-five.
FACTORIES—Many kinds, representing—
Investment, \$15,000,000.00.
Employees, 7,500.
Annual payroll, \$9,000,000.00.
RAILROAD passenger and freight receipts, exclusive of coal and coke, \$4,000,000.00 annually.

Telegram Maintains Supremacy in Clarksburg

The Telegram published 105% more foreign advertising than the other Clarksburg paper during the month of June, 1919, and gained 39% over its own high record for the same month of the previous year.

ADVERTISING RATE—Display, run of paper, flat, 2c line to February 1, 1920; 2½c. line thereafter.

Member West Virginia Select List

J. J. DEVINE, Clarksburg, W. Va.

General Foreign Advertising Representative

New York Office 103 Park avenue
MACQUOID AGENCY
Member Audit Bureau of Circulations
Chicago Office 1411 Hartford Building
A. R. KEATOR

IMPORTANT CIRCULATION AND RATE DATA COVERING DAILY NEWSPAPERS

Editor & Publisher and Barbour's Advertising Rate Sheets, Inc., Present Semi-Annual List Showing in the Most Concise Form, the English Language Daily Papers Published in the United States July 1, 1919; Their 5,000 Agate Line Space Rate and Their Net Paid Circulation for the Six Months Period Ending March 31, 1919

Table with columns: State, Population, Number of English Language Dailies, Total, Total net paid Circulation, Minimum agate line rate, Number Sunday papers, Total Sunday circulation, Sunday minimum agate line space rate, A. B. C. Morning, Net Paid Evening, Circulation Total, Sunday

ON July 1, 1919, there were 2,151 English language daily newspapers published in the United States, with an average net paid circulation for the six months period ending March 31, 1919, of 27,975,127.

Five thousand agate lines of space could be run in each and every one of these papers, reaching undoubtedly the entire English-reading buying population of the United States for \$335,173.36—a cost of but 1 1/2c. per person to reach, through either 5,000 lines in one insertion (more than two solid pages); through ten printed messages of 500 lines each, or through fifty weekly messages of 100 lines each, the men and women, and their families, who purchase these 27,975,127 papers daily.

All Can Profitably Use Papers

Regardless of the manner in which the space is used, it must be evident that every worth-while product for family use or consumption can be profitably sold through daily newspaper advertising.

While this statement covers all of the morning and evening papers of the nation, the relative cost of territorial campaigns covering a number of States, a single state or a city with its trading radius varies little.

An analysis of the resume shows by states, and gives the total for the nation, of the population as estimated by the Government July 1, 1918; the number of morning, evening and the total number of daily papers; the morning, evening and total circulation; the morning, evening and total 5,000 agate line space rates; the number, circulation and 5,000 agate line space rates of daily papers with Sunday issues, and a complete analysis of A. B. C. morning, evening and Sunday net paid circulation.

The detailed analysis which follows gives clearly this information as well as indicating whether or not the rate is flat; whether the minimum space rate is based on less than 5,000 lines; on more than 5,000 lines, or whether the minimum rate is based on insertions, instead of the total volume of space.

Fifteen Less Now

Comparing this resume with that appearing in the January 18 issue of EDITOR & PUBLISHER, there are 2,151 daily papers now as against 2,166 then, a drop of 15. The entire net change occurred in the morning papers where we have but 503 now, as against 519 on January 1. In the evening field, the net increase is one.

In circulation there was a total for the six months period ending March 31, 1919, of 27,975,127, as against 28,625,041 for the six months' period ending September 30, 1918—a loss of 669,914—322,333 in the morning papers and 347,581 in the evening papers. The gain or

loss in each state varies but a small percentage from the preceding figures, and there was but one State that made a gain in excess of 50,000—New York, which gained 137,912. This slight drop in circulation, representing but 2 1/2 per cent, is not in a sense a loss but a readjustment due to the ending of the war. During the last few months preceding the signing of the armistice, and especially in October and November, the Allied victories were so frequent that people naturally bought papers containing the latest favorable news. Considering this fact, the slight difference at this time is not as great as might be expected.

Cheapest Form of Publicity

It is not possible to make an accurate comparison of rates for the reason that the preceding figures were based on the minimum space rate, while these figures are based on the 5,000 agate line space rate. Though there is a drop of 669,914 in circulation, and an agate line in all the papers, on a 5,000-line basis, costs \$6.40 more, the actual difference, were the comparison on the identical basis, would be very slight—certainly less than 5 per cent. Considering the increase during the past six months in practically every line of business, and the increase in rates in other form of media, the increase in daily newspaper space is in keeping with its cost—the lowest of any form of printed publicity.

In the Sunday field, that is the Sunday editions of daily papers, the general

conditions are somewhat the reverse, for there is a net increase of 2 papers; and a gain in circulation of 561,137. While it is true that the rate is \$3.26 per line greater, the difference between the minimum space and the 5,000 agate line space rate must be taken into consideration as well as the increase of more than 500,000 in circulation.

In this resume we have not only shown the total daily A. B. C. circulation, but have shown the division in the morning and evening fields. While there is a slight drop in daily circulation, as there is in the circulation of all the papers, the decrease in A. B. C. circulation is much less in proportion than on the dailies as a whole, and is an indication of the continual increasing desire among publishers, agents and advertisers for A. B. C. figures. With the Sunday papers an increase is shown, though this increase is slightly less in proportion than that of all the Sunday papers.

Will Be Analyzed Weekly

From these figures, many other interesting facts and analysis will be made, and, in keeping with its policy, EDITOR & PUBLISHER will present from week to week articles further analyzing and interpreting these figures.

An important revision and analysis, according to population, will appear in the August 7 issue. This will be different than any analysis yet made and of great interest to every one interested in daily newspapers.

See additional tables on pages 30-36.

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES. WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

Table listing newspapers by state (Alabama, California, Colorado, Connecticut, Delaware, Florida, Georgia) with columns for Net Paid Circulation, 5,000 Agt. Line Space Rate, and newspaper name. Includes sub-sections for California, Colorado, and Georgia.

For Explanation of Key-Letters and Markings See Foot Note on Page 36

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES. WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919.

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Table for GEORGIA-Continued. Columns include City, Newspaper Name, Net Paid Circulation, 5,000 Agt. Line Space Rate, and other details.

Table for IDAHO. Columns include City, Newspaper Name, Net Paid Circulation, 5,000 Agt. Line Space Rate, and other details.

Table for ILLINOIS-Continued. Columns include City, Newspaper Name, Net Paid Circulation, 5,000 Agt. Line Space Rate, and other details.

Table for INDIANA. Columns include City, Newspaper Name, Net Paid Circulation, 5,000 Agt. Line Space Rate, and other details.

Table for INDIANA-Continued. Columns include City, Newspaper Name, Net Paid Circulation, 5,000 Agt. Line Space Rate, and other details.

Table for IOWA. Columns include City, Newspaper Name, Net Paid Circulation, 5,000 Agt. Line Space Rate, and other details.

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IOWA—Continued
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

LOUISIANA—Continued
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MASSACHUSETTS—Continued
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

KANSAS
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MAINE
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MICHIGAN
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

KANSAS (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MARYLAND
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MICHIGAN (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

INDEPENDENCE
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MASSACHUSETTS
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MICHIGAN (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

INDEPENDENCE (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MASSACHUSETTS (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MICHIGAN (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

INDEPENDENCE (continued)
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MASSACHUSETTS (continued)
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MICHIGAN (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

INDEPENDENCE (continued)
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MASSACHUSETTS (continued)
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MICHIGAN (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

INDEPENDENCE (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MASSACHUSETTS (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MICHIGAN (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

INDEPENDENCE (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MASSACHUSETTS (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MICHIGAN (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

LOUISIANA
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MASSACHUSETTS (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

MICHIGAN (continued)
Table with columns: Name, Type, Circulation, Net Paid, 5,000 Agt. Line Space Rate

For Explanation of Key-Letters and Markings See Foot Note on Page 36

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Table with columns for State (e.g., NEW YORK, OHIO, NORTH CAROLINA, NORTH DAKOTA, OREGON, PENNSYLVANIA), Newspaper Name, Circulation, and Rate. Includes sub-sections like 'NEW YORK—Continued', 'OHIO—Continued', etc.

For Explanation of Key-Letters and Markings See Foot Note on Page 36

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES.

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919.

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PENNSYLVANIA—Continued		Net Paid Circulation	5,000 Agt. Line Space Rate
Beaver	*Times (R)	4,203	.015
Beaver Falls	Tribune (R)	5,071	.0142858*
Berwick	Enterprise (R)	.0085715*	
Bethlehem	Globe (R)	6,766	.025
	Times (R)	2,991	.0142858*
Bloomsburg	Press (B)	6,311	.02*
Bradock	News-Herald (R)	2,100	.0125*
Bradford	Era (B)	3,623	.01
	Star and Record (R)	3,917	.0142858*
Bristol	Courier (R)	1,975	.0142858*
Brownsville	Telegraph (R)	2,105	.0107143*
Butler	Citizen (B)	6,198	.0128572*
	Eagle (R)	8,343	.0142858*
	Times (R)	2,300	.0092858*
Canonsburg	Notes (morning also) (E)	2,364	.0107143*
Carbonale	Leader (R)	3,478	.05
Carlisle	Herald (R)	1,330	.0071429*
	Volunteer (B)		
	(The Volunteer is the morning edition of the Herald.)		
	Sentinel (R)	2,825	.0107143*
Chambersburg	Franklin Repository (B)	4,561	.0107143*
	Public Opinion (B)	4,740	.0135715*
	Valley Spirit (R)	1,070	.0121429*
Charleroi	Mail (R)	.0071429*	
Chester	*Republican (B)	2,705	.01
	Times (R)	11,399	.025
Clearfield	Progress (R)	3,136	.025*
	Public Spirit (R)		
Coatesville	Record (R)	5,285	.0178572*
Columbia	News (R)	2,417	.0107143*
	Spy (R)	2,309	.0142858*
Connellsville	*Courier (R)	16,436	.015*
	News (R)	4,181	.0107143*
Corry	Journal (R)	2,671	.0107143*
Danville	News (B)	2,415	.0142858*
Donora	Herald (R)	2,744	.0107143*
Doyelstown	Democrat (R)	2,900	.0071429*
	Intelligencer (R)	4,007	.01
Du Bois	Courier (B)	3,050	.0142858*
	Express (R)	3,300	.0085715*
Easton	*Express & Argus (R)	11,718	.02*
	Free Press (R)	15,455	.0285715*
East	Press (B)	1,655	.0107143*
Stroudsburg	Dispatch (A)	9,874	.025
Erie	*Dispatch (M)		
	Sunday Edition (M)	18,775	.025
	Herald (M)	19,468	.025
	Times (M)	29,826	.06
Farrell	News (R)	2,000	.0142858*
Franklin	News-Herald (R)	3,708	.025*
Gettysburg	Times (R)	3,431	.0107143*
	Record (R)	3,783	.0085715*
	Review (B)	4,695	.0107143*
	Tribune (R)	4,210	.0085715*
Greenville	Record (R)	1,503	.0107143*
Hanover	Record-Herald (R)	2,790	.0085715*
	Record (B)	3,520	.0121429*
	Sun (R)		
Harrisburg	*News (R)	126,190	
	*Patriot (B)	120,820	
	Telegraph (R)	128,819	.045
Hazleton	Plain Speaker (R)	7,616	.02*
	Standard-Sentinel (B)	7,390	.02*
Homestead	Messenger (R)	.0128572*	
Huntingdon	Journal and New Era (R)	.0071429*	
Indiana	Gazette (R)	.0107143*	
Jersey Shore	Herald (B)	1,059	.0071429*
Johnstown	Democrat (R)	10,505	.03
	Leader (R)	8,001	.02*
	Tribune (R)	24,434	.04*
Kane	Republican (R)	2,350	.0085715*
Kittanning	Simpsons' Leader (R)	3,750	.0085715*
	Times (R)	2,410	.0107143*
Lancaster	Examiner (R)	4,621	.0121429*
	Intelligencer (E)	22,018	.05*
	News Journal (R)	10,821	.0357143*
	New Era (R)	4,042	.0107143*
Latrobe	Bulletin (R)	8,349	.0178572*
Lebanon	Report (R)	5,015	.015*
	Times (B)	.0085715*	
Lehigh	Leader (R)	1,215	.0071429*
Lewisport	Sentinel (R)	5,202	.01
Lock Haven	Express (R)	2,732	.0142858*
McKeesport	News (R)	11,460	.0321429*
Mahanoy City	American-Tribune (R)	2,590	.0142858*
	Record (R)	2,550	.0107143*
Mauch Chunk	News (R)	2,126	.0107143*
	Times (R)	.0071429*	
Meadville	*Republican (R)	17,339	.0142858*
	*Tribune-Republican (B)		
Mechanicsburg	Journal (R)	.0178572*	
Middletown	Journal (R)	1,337	.0057143*
Milton	Standard (R)	3,403	.0178572*
Monessen	Independent (R)	.0092858*	
Monongahela	Republican (R)	2,863	.0107143*
Mount Carmel	*Item (R)	13,372	.0178572*
Natrona	Press (R)	412	.0085715*
New Brighton	Beaver Valley News (R)	1,529	.0107143*
New Castle	Herald (R)	8,227	.0185715*
	Star (R)	113,411	.025
New Kensington	Star (R)	.0142858*	
Norristown	Herald (R)	3,277	.0178572*
	Times (R)	18,543	.025
Oil City	*Blizzard (R)	3,104	.0107143*
	Derrick (B)	15,860	.0242857
Philadelphia	Bulletin (R)	457,977	.45*
	Inquirer (B)	171,273	.30
	Sunday Edition (M)	344,288	.40
	North American (B)	143,459	.25
	Sunday Edition (M)	197,810	.30
	Press (B)	134,969	.12
	Sunday Edition (M)	195,385	.20
	*Public Ledger (R)	113,024	
	*Public Ledger (B)	184,404	
	Sunday Edition (M)	113,710	.25
	Record (B)	117,651	.25
	Sunday Edition (M)	125,758	.25
	*Star (R)		
Phillipsburg	Journal (R)	1,490	.0107143*
Phoenixville	Republican (R)	2,900	.0107143*
Pittsburgh	*Chronicle Telegraph (R)	190,260	
	*Gazette Times (B)	179,328	
	Sunday Gazette Times (M)	181,691	.125
	Dispatch (B)	155,873	.09
	Sunday Edition (M)	155,402	.16
	Law Bulletin (Court News) (B)		
	Leader (S)	80,438	.10
	Live Stock Journal (R)		.0285715*

PENNSYLVANIA—Continued		Net Paid Circulation	5,000 Agt. Line Space Rate
Pittsburgh—	*Post (B)	174,739	.09
Cont:	*Sun (R)	173,092	.12
	*Sunday Post (M)	1104,506	.19
	*Press (R)	1116,209	.14
	*Sunday Edition (M)	1112,112	.14
Pittston	Gazette (R)	3,737	.0178572*
Pottstown	Ledger (R)	.0142858*	
	News (B)	16,306	.0171429
Pottsville	Chronicle (R)	.014286*	
	Journal (R)	8,126	.02*
	Republican (R)	110,797	.0328572
Punxsutawney	Spirit (R)	4,000	.0128572*
Reading	*Eagle (R)	131,911	.06*
	Sunday Edition (M)	121,578	.06
	Herald (R)		
	*News-Times (B)	16,036	
	*Telegram (R)	16,176	
Renovo	Record (R)		.0071429*
Ridgway	Record (R)	2,733	.01
St. Mary's	Press (R)	950	.0071429*
Sayre	Times (R)	.0128572*	
Scranton	*Republican (B)	125,433	.07
	*Times (R)	136,751	.07
Shamokin	Dispatch (R)	3,890	.0142858*
	News (R)	3,786	.0178572*
Sharon	*Herald (R)	14,548	.0142858*
	Telegraph (R)	15,019	.0171429
Shenandoah	Herald (R)	4,034	.0142858*
	Sunday Edition (M)		
Stroudsburg	Record (R)		.0089286*
Sunbury	Daily (R)	3,612	.0178572*
	Item (R)	3,394	.0128572*
Susquehanna	Transcript (R)	1,000	.0107143*
Tamaqua	Courier (R)	3,200	.0178572*
Tarantum	Telegram (R)	1,743	.0107143*
	Valley News (R)	1,406	.0085715*
Titusville	Herald (B)	4,772	.0142858*
Towanda	Record (R)	5,496	.025*
Tyrone	Herald (R)		.0107143*
Uniontown	Genius (R)	6,498	
	Herald (B)	9,767	
	News Standard (R)	5,672	.0142858*
Warren	Chronicle (A)	2,682	.0107143*
	Sunday Edition (M)		
	Mirror (R)	3,127	.0142858*
	Times (R)	14,018	.0178572
	News (S)	4,220	.015*
Washington	*Observer (B)	19,513	
	*Reporter (R)	14,440	
Waynesboro	Record-Herald (R)	3,057	.0142858*
West Chester	Local News (R)	11,926	.03*
Wilkes-Barre	News (R)	11,537	.02*
	Record (B)	116,707	.03
	Times-Leader (R)	119,068	.04
Williamsport	Gazette and Bulletin (B)	11,664	.02*
	Sun (R)	116,110	.035
York	Dispatch (R)	13,899	.03*
	Gazette and Daily (B)	14,555	.03*

RHODE ISLAND

Arctic	Pawtucket Valley Times (R)		.0157143*
Newport	Herald (B)		.0157143*
	News (R)	6,230	.0257143*
Pawtucket	*Times (R)	23,812	.045*
Providence	*Bulletin (R)	155,300	.12*
	Journal (B)	29,875	.075
	Sunday Edition (M)	145,322	.10
	News (R)	85	.035
	Tribune (R)	26,725	.07
	Sunday Edition (M)	112,305	.07
Westerly	*Sun (T)	14,222	.015*
	Sunday Edition (M)	14,345	.015
Woonsocket	*Call and Reporter (R)	11,888	.03

SOUTH CAROLINA

Anderson	Mail (R)	4,693	.0178572*
	Tribune (C)		.0178572*
Charleston	American (B)		.025*
	Sunday Edition (M)		.025*
	News and Courier (B)	110,560	.03
	Sunday Edition (M)	112,302	.03
Columbia	*Post (R)	112,413	.03*
	Record (R)	113,791	.03
	Sunday Edition (M)	111,763	.03
	State (B)	124,157	.05
	Sunday Edition (M)	124,429	.05
Florence	Times (R)	.0142858*	
Greenville	*News (B)	110,054	.03*
	Sunday Edition (M)	18,547	.025
Greenwood	*Piedmont (R)	18,189	.025*
Rockhill	Index-Journal (S)	5,245	.02*
Spartanburg	Herald (D)	16,248	
	*Journal (R)	14,420	
	Sunday Herald (M)	17,307	.03
Sumter	Item (R)	1,588	.0107143*
Union	Times (R)	2,890	.0142858*

SOUTH DAKOTA

Aberdeen	*American (D)	15,039	.0214286*
	Sunday Edition (M)	15,532	.0214286
Deadwood	News (R)	4,726	.015*
	Pioneer-Times (C)		.0107143*
Huron	Telegram (S)	550	.017143*
	Huronite (R)	2,921	.0157143*
	Sunday (M)		
Lead	Call (R)	1,510	.0128572*
Madison	Leader (R)	856	.0042858*
	Sentinel (R)	695	.0071429*
Mitchell	Gazette (R)	2,600	.0178572*
	*Republican (R)	13,872	
	*Republican (D)	11,376	
	Sunday Edition (M)	15,304	.02
Mobridge	Tribune (R)		.0071429*
Pierre	Capital-Journal (R)	726	.0085715*
Rapid City	Journal (C)		.0321429*
Sioux Falls	*Argus-Leader (R)	115,934	.04*
	Press (D)	18,571	.0214286
	Sunday Edition (M)	110,514	.0214286
Watertown	News (R)	1,959	.0178572*
Winner	Public Opinion (C)	5,061	.02*
Yankton	Journal (C)		.015*
	Press and Dakotan (R)	1,978	.0142858*

TENNESSEE

Chattanooga	*News (R)	116,848	.04*
	Times (D)	130,173	.06
	Sunday Edition (M)	126,610	.06

TENNESSEE—Continued		Net Paid Circulation	5,000 Agt. Line Space Rate
Clarksville	Leaf-Chronicle (R)	2,050	.0164286*
Columbia	Herald (R)	2,001	.0157143*
Jackson	Sun (U)	4,161	.02*
Johnson City	Staff (U)	5,360	.0178572*
Knoxville	*Journal and Tribune (B)	123,461	.045*
	Sunday Edition (3 mos. statement) (M)	120,594	.045
Memphis	*Sentinel (R)	123,783	.045*
	*Commercial Appeal (B)	189,209	.12
	*Sunday Edition (M)	118,089	.15
	C		

THE MOST MOMENTOUS NEWS- PAPER FEATURE IN THE HIS- TORY OF JOURNALISM

GENERAL LUDENDORFF'S INTIMATE AUTHENTIC CLOSE-UP HISTORY OF THE GERMAN EFFORT TO DOMINATE THE WORLD WRITTEN BY HIMSELF IS THE GREATEST CIRCULATION BUILDING NEWS-FEATURE BEAT EVER OBTAINED FOR THE NEWSPAPERS IN THE WORLD'S HISTORY.

The German side of the war has been shrouded in mystery, and up to the present time no one who knows has spoken. Now, Ludendorff—the man who conceived, planned and carried out the most colossal military campaigns and who directed the most stupendous military machine in the world's history—tells the whole story.

Shortly after the signing of the Armistice, General Ludendorff went to Sweden, taking with him a tremendous mass of records and a large staff of assistants. From these records and his own knowledge and experience, he, personally, has produced this amazing document—one for which the whole world is waiting.

We know so much about our own defeats. Germany was so silent about hers that it seemed at times as if the balance of victory was all on her side. But Ludendorff discloses the real condition of Germany just before the war, and gives credit and places blame where he—(and Germany)—believes it belongs. He tells also when and where the German plans miscarried and the military crises through which the Central Powers passed, all unknown to the allied world.

Ludendorff's story will be complete—the history of every great battle and campaign. It will not deal with disjointed

LUDENDORFF'S OWN STORY

events, but will lay bare, without fear or favor, the whole German side of the war. It will not be a justification, but a history for all time.

THE LARGEST CASH ADVANCE EVER PAID IN THE HISTORY OF THE PUBLISHING BUSINESS WAS MADE FOR THIS MANUSCRIPT. Some of the greatest expert judges of book and newspaper material were sent by the McClure Newspaper Syndicate, Sir George Hutchison, the great English publisher, and Lord Northcliffe to Stockholm to read the manuscript. They unanimously reported that it was THE GREAT STORY OF THE GERMAN SIDE OF THE WAR for which the whole world has been waiting and that its appeal will be universal.

We have obtained the serial rights for the United States and Canada—Lord Northcliffe, for England and the British Empire. The book will be brought out simultaneously here, in Germany, France, Scandinavia, Great Britain and the British Empire, Spain, Italy, and practically every civilized country.

The German story of the First Battle of the Marne is sure to be a revelation. The German side of Ypres, Arras, the Aisne, Cambrai, Verdun, the Somme, the Russian, Italian and Rumanian campaigns will thrill the world as Ludendorff tells it.

No other great and compelling figure of the German military machine has survived. von Hindenburg, von Kluck, von Falkenhayn, Mackensen were favorites of the moment and passed out. Ludendorff's star rose constantly higher and never set till the whole German scheme was smashed. He is the one big, outstanding genius of all Germany's campaigns.

FEW PAPERS CAN BOAST THE FOLLOWING OF ALL NEWSPAPER READERS IN THEIR TERRITORY. BUT

LUDENDORFF'S OWN STORY

NO MATTER WHAT OTHER PAPER THEY BUY, EVERY READER IS GOING TO BUY ALSO THE PAPER WHICH PRINTS LUDENDORFF'S STORY.

LUDENDORFF'S STORY WILL STIR UP MORE CONTROVERSY AND EDITORIAL COMMENT THAT ANYTHING CONNECTED WITH THE GREAT WAR THAT HAS YET BEEN, OR WILL BE, OR CAN BE PUBLISHED. The opposition papers are sure to advertise editorially several times each week the paper which carries this story.

This is the first time in the history of journalism that the first publication of so momentous a work has been obtained for the newspapers. No magazine will carry one word of Ludendorff's story. Book publication will not be made until the story is at least half completed in the newspapers.

The newspapers alone will tell the world first and exclusively what none but those in the innermost circles of the Central Empires have been permitted to know. Their's will be the opportunity to lay bare the German side of the conflict to all the world.

Only one paper in each territory can obtain this feature. Territories are already closing rapidly. New York, Boston, Pittsburg, Chicago, St. Louis, Toronto, San Francisco, Los Angeles, Seattle, Cincinnati asked us our terms before our announcement was made, and closed immediately at our price. Numerous other territories are now negotiating.

There is not a moment to be lost. Quick action by wire for option and terms is the only sure way to be able to give your readers THE MOST MOMENTOUS NEWSPAPER FEATURE THAT HAS EVER BEEN PRODUCED IN THE HISTORY OF JOURNALISM.

GENERAL LUDENDORFF'S CLOSE-UP HISTORY OF THE GERMAN EFFORT TO DOMINATE THE WORLD

will be released in daily instalments of about 2,500 words each, beginning Monday, August 25th. Before our first announcement and because they asked for option we have already closed with the

NEW YORK WORLD	BOSTON POST
CHICAGO DAILY NEWS	CINCINNATI ENQUIRER
TORONTO STAR	SAN FRANCISCO EXAMINER
ST. LOUIS POST DISPATCH	LOS ANGELES EXAMINER
PITTSBURGH GAZETTE TIMES	SEATTLE STAR
LOUISVILLE COURIER-JOURNAL	

and numerous other papers are negotiating and are closing hourly.

**ONLY ONE PAPER IN EACH TERRITORY CAN RUN THIS
STORY**

Quick action is the sure way to secure it for your paper.

WIRE OR LONG DISTANCE PHONE, AT ONCE

(First Page Cablegram to New York World Wednesday, July 23.)

LUDENDORFF'S BOOK IS EAGERLY AWAITED

Intimate Knowledge of Kaiser's Part in War, and Estimate of Allies Expected to Be Set Out.

Copyright, 1919, by The Press Publishing Co.
(The New York World).
(Special Cable Despatch to The World.)

LONDON, July 22.—The approaching publication of Gen. Ludendorff's book on the great war, throughout the main part of which he was the

dominating German military figure, is arousing tremendous interest here. For he alone can throw authoritative light on many obscure episodes of the highest importance in judging not only of the German military system at work, but of those of the different Allied countries to which he was opposed.

Nobody can speak with more intimate knowledge of the real part played by the former Kaiser both in triumph and adversity and on the relations between the German civil and military power in times of crisis, for Ludendorff virtually became dictator

in the most crucial period of his country's fortunes. His estimate of the capabilities of the Allied military leaders as viewed from the enemy's experience of their work and achievements should be highly instructive when allowance is made for the critical hostility of their most formidable antagonist.

Above all, Gen. Ludendorff's book is expected to provoke a storm of controversy on many points; controversy which must be fruitful in startling revelations. In short, Ludendorff is in a position to write the book of the war, and, it is understood, he has done so.

THE McCLURE NEWSPAPER SYNDICATE

373 FOURTH AVE., NEW YORK

NEW SCALES SIGNED WITH PRESSMEN

Newspapers in Chicago, Detroit, Cleveland, Toledo, Indianapolis, Tacoma, Boston and Other Cities Grant Higher Wages to Employees

The International Printing Pressmen and Assistants' Union of North America reports to EDITOR & PUBLISHER the following new agreements and scale changes negotiated with newspaper publishers:

Indianapolis, Ind.—Journeyman members of the web branch, awarded \$5 a week additional to former scale, retroactive, from November 4, 1918, to September 10, 1918, with \$2 a week raise on September 10, 1919, and \$1 a week more on September 10, 1920, besides an additional war bonus of \$3 a week, dating from September 10, 1918, until six months after end of war with Germany. Fly boys were awarded an increase of \$4 a week. Six hours were made a day's or night's work on Independence, Labor, Thanksgiving and Christmas days unless these happen to fall on a Friday or Saturday. A callback on these holidays was raised to \$2 instead of \$1.

Tacoma, Wash.—Web branch increase for foremen and journeymen on day shift \$2 a week and on night shift of \$2.50 a week. Apprentices, who received \$8 to start and \$1 increase every six months, given a raise of \$4 a week for beginners with \$3 additional for second and third year, \$3 more for fourth year and \$3 additional for fifth year. A seven-hour day was established and additional holidays added which call for a five-hour day on January 1, February 22, Memorial day, July Fourth, Labor day, Columbus day, November 11, Thanksgiving and Christmas days. Day crews called in for extras after 8 p. m. to be paid not less than one day's pay.

Holyoke, Mass.—Increase \$3 a week.
Huntington, W. Va.—Increases \$5.50 a week for foremen and cylinder pressmen, \$4.50 for platen pressmen, \$7.50 and \$9.50 for rotary web pressmen, and \$2.50 for assistants.

Toledo, Ohio.—Increase \$3 a week.
Sioux City, Ia.—Bonus of \$2 to \$3.50 a week.
Springfield, Mass.—Web end increase \$6 to \$12 a week for journeymen.

Waco, Tex.—Increase \$5 to \$6 a week for cylinder pressmen, \$4 for platen pressmen, \$2 for cylinder feeders and \$4 to \$5 for web pressmen.

Lawrence, Mass.—Increase \$6 a week for commercial pressmen, \$4 to \$5 for web pressmen, and \$5 to \$7 for apprentice pressmen.

Savannah, Ga.—New agreements with newspapers carry increases over wages paid last September of \$5 a week for foremen and \$2.50 for journeymen on evening papers. Contracts for the flatbed end give increases up to \$7.50 a week over wages paid in September, 1918, scale for offset pressmen is \$35 a week for one press.

Belleville, Ill.—Increase \$3 a week, except pressmen one pony cylinder with one job press, one cylinder press, one job press—\$2—and one Auto press or one steel die embossing press—\$1.

Evansville, Ind.—Increases of \$2.50 a week for cylinder pressmen, \$5 to \$6 for platen pressmen, \$3 for cylinder apprentices and feeders, and setting a scale of \$35 a week for offset pressmen—most members are receiving \$1 a week over scale.

Raleigh, N. C.—New flatbed and web agreements with increases of \$5 to \$10 a week for cylinder pressmen, \$5 to \$7 for cylinder apprentice pressmen, \$5 for cylinder feeders, \$4 to \$10 for platen pressmen, \$10 for offset pressmen, \$5.50 to \$9.50 for web pressmen on morning papers and \$6 for web pressmen on evening papers.
Oakland, Cal.—Increase \$3 a week.

Wilkes-Barre, Pa.—New agreement fixes scales for offset pressmen, platen pressmen and cylinder feeders, and carrying an increase of \$2 a week for cylinder pressmen, \$2 to \$4.50 for cylinder apprentices.

El Paso, Tex.—The Times has increased journeymen \$4.30 to \$5.80 a week. In addition members are receiving a war bonus of 50 cents a night, making wages \$5 a night for first journeymen, \$4.75 for all others.

San Diego, Cal.—Increase \$3 a week for cylinder foremen, apprentices and feeders, and platen journeymen, \$2 a week for cylinder journeymen, platen foremen, apprentices and feeders, and \$1.50 a week for automatic pressmen. Web has received a voluntary increase of twenty-five cents a day.

Wichita, Kan.—Increase to Web pressmen \$1 a week for foremen, \$4 for colormen and \$3 for other journeymen. Colormen and journeymen receive an additional bonus of \$1.

Niles, Mich.—Increase of \$2.50 a week for cylinder pressmen and \$2 for platen pressmen and cylinder feeders.

Waterbury, Conn.—Increase \$3 a week.

Waterloo, Ia.—Increased as follows: Cylinder pressmen, running two cylinders, \$2 a week; pressman in charge of magazine press under foreman, \$1.50; newspaper web pressmen, \$1.50; journeymen newspaper web pressmen, \$2; all others \$1 a week, except offset pressmen who received no increase.

Jamestown, N. Y.—Increase \$3 to \$4 a week for cylinder pressmen, \$4 for cylinder assistant pressmen, \$5.50 for platen pressmen, \$4 to \$7 for platen feeders, \$3 to \$5 for web pressmen and establishing a scale of \$30 a week for offset pressmen.

Oshkosh, Wis.—Increases \$4 a week for cylinder pressmen, \$5.50 for cylinder assistants, \$7 for platen pressmen, \$6 for platen assistants, \$2 for web pressmen, and an additional increase of \$1 a week for all on January 1, 1920.

Ardmore, Okla.—Increase of \$6 to \$7 a week for cylinder pressmen, \$4 to \$5 for platen pressmen, \$4 for cylinder and platen feeders, also established scales of \$32 a week for offset pressmen, \$33 for web press foremen and \$27 for web press journeymen.

Gary, Ind.—Increase \$5 a week for cylinder pressmen, \$9.50 for platen pressmen, \$7 for cylinder feeders, \$3 for platen feeders, \$10.50 for web pressmen, \$12 for assistant web pressmen, and establishing a scale of \$35 a week for offset pressmen.

Atlantic City, N. J.—Increases \$7 a week for cylinder pressmen, \$4 to \$5 for platen pressmen, \$2 for platen feeders and \$1 for web pressmen.

Richmond, Ind.—Increases \$3 to \$5 a week for pressmen and \$3 to \$4 for feeders.

Charleston, W. Va.—Increase \$11 to \$12 a week for flatbed end, \$10 for web end and establishing an offset scale of \$35 a week.

Muskogee, Okla.—Flatbed and web branches increased.

Reno, Nev.—Increase \$3 a week for all.

Tulsa, Okla.—Scale for men in charge of a press \$6 a day, for journeymen at \$5 a day, agreement provides for an additional man on each press and also for a seven-hour night.

Boston, Mass.—Increase of \$1.17 a day for web pressmen in charge, \$1.06 a day for journeymen, and an increase of 30 to 45 cents an hour for overtime on Saturday nights and Sunday runs.

Cleveland, O.—Web pressmen receive 15 per cent. increase, making wages for men in charge \$6.32½ a day and for journeymen \$5.46¼ a day. Men working more than one shift receive time and one-half after first shift and men called back within eight hours receive time and one-half for all work performed on call back, but not less than a maximum day's or night's pay to be paid.

Chicago.—New arbitration agreement gives increases of \$3 1-3 cents a day and \$2 additional for Saturday nights.

Detroit.—All bonuses to web pressmen discontinued from June 16, 1919, and in place of these the wages have been increased over the scale in old agreement to \$6.33¼ a day for men in charge of color press, \$6 a day for men in charge of black press, and \$5.50 a day for other journeymen. This makes increases over former scale \$8.50 a week for men in charge and \$7 for other journeymen. Apprentices receive increases over former scale of \$11 a week for the first year and \$7.50 a week for the last four years.

Los Angeles.—Increase \$6.50 a week for web pressmen, men in charge and journeymen, \$6 for tenstonmen, \$9 and \$9.50 for apprentices.

Milwaukee.—Journeymen web pressmen scale raised from \$1 to \$4.58½ a day.

Seattle, Wash.—Web pressmen awarded an additional increase of \$1 a day, making wages \$2 a day over scale or \$7.50 a day for men in charge of press and \$7 a day for journeymen.

Salt Lake City, Utah.—Increase of 75 cents a day to web pressmen, making wages \$7 a day or night for men in charge, \$5.75 for other journeymen on day shifts and \$6 on night shifts.

New I. T. U. Scale in Bozeman

BOZEMAN, Mont., July 24.—A new agreement by newspaper publishers and the I. T. U., provides for the following scale: Newspaper, day—Handmen, operators, \$5 per day. Night—Handmen, operators, \$5.50 per night. Eight hours day or night. Increase, \$3. In addition to above the contract provides for the payment of a bonus of 50 cents per shift over the scale, the discontinuance of which is to be referred to local arbitration in event agreement cannot be reached through conciliation.

The New York Times

Sunday Edition

THE basic advertising rate for the incomparable Sunday edition of The New York Times is 55 cents an agate line. This is a rate of one and one-tenth cents for each 10,000 of circulation, almost half the rate per 10,000 circulation that prevailed five years ago. Considering the quality of The Times' circulation, this is probably the lowest newspaper advertising rate in the world.

The sale of the Sunday edition of The Times, 500,000 copies, gives to it one of the greatest Sunday circulations of any newspaper in the world. It is distributed to readers in 5,000 cities and towns, going into every state in the Union.

The Sunday edition of The Times includes:

Magazine Section, printed in rotogravure, which provides information of a high literary quality concerning the most interesting and enduring phases of American life.—Advertising rate 85 cents a line.

Rotogravure-Picture Section, consisting entirely of pictures, illustrating the most striking activities of the world.—Advertising rate \$1.50 per agate line.

In six months of this year the Sunday edition of The New York Times excelled every other New York newspaper in volume of advertising.

There is nothing in the newspaper world to be compared with the Sunday edition of The New York Times—in quality of news and pictorial features—in circulation or advertising.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET

NEW YORK CITY

TIPS FOR THE AD MANAGER

BERRIEN COMPANY, 19 W. 44th street, New York. Placing orders with newspapers for Street & Smith.

CALKINS & HOLDEN, 250 Fifth avenue, New York. Placing 185-1. 3 col. orders with some Pennsylvania newspapers for Pierce-Arrow Motor Car Company.

CHAMBERS AGENCY, Inc., Maison Blanche building, New Orleans. Sending contracts and copy to newspapers in South and Central West for "Grapico."

WENDELL P. COLTON COMPANY, 165 Broadway, New York. Making contracts with newspapers generally for Durham Duplex Razor Company.

COWEN COMPANY, 50 Union Square, New York. Placing tryout campaign with some Pennsylvania newspapers for Lorillard Tobacco Company.

WILLIAM F. DOBBS AGENCY, Danbury, Conn. Reported will make up lists during August using newspapers for Kerr Chemical Company.

M. P. GOULD COMPANY, 60 W. 35th street, New York. Placing experimental campaign with newspapers in six cities for Hunyadi Jaños.

A. W. ELLIS COMPANY, 40 Central street, Boston. Placing 1-in. 4-t. orders with some Pennsylvania newspapers for James D. Crowley.

CHARLES H. FULLER COMPANY, 623 S. Wabash avenue, Chicago. Again making contracts with newspapers for F. A. Stuart Company.

E. J. GOULSTON AGENCY, 18 Tremont street, Boston. Placing orders with newspapers for Burgess, Lang & Co.

GUNDLACH ADVERTISING COMPANY, 122 S. Michigan avenue, Chicago. Reported will make up lists of newspapers during the next sixty days for Farmer Burns' School of Wrestling.

H. WALTON HEEGSTRA, 25 E. Jackson Boulevard, Chicago. Reported will make lists of farm papers during August for Empire Manufacturing Company.

A. P. HILL COMPANY, People's Bank building, Pittsburgh. Placing orders with some Ohio newspapers for Jersey Cereal Food Company.

W. S. HILL COMPANY, Vandergift building, Pittsburgh. Placing orders with some New England newspapers for Goldine Manufacturing Company.

HOYT'S SERVICE, 116 W. 32nd street, New York. Again making contracts with newspapers generally for Piso Company.

WYLLIE B. JONES AGENCY, Binghamton, N. Y. Making contracts with newspapers for Dash Balm Company.

LIBERTY ADVERTISING AGENCY, 147 Fifth avenue, New York. Making contracts with newspapers for Postum Cereal Company.

MACMARTIN AGENCY, Security building, Minneapolis. Will probably make list during August for La Crosse Tractor Company.

MARGON-ROBINSON COMPANY, Lincoln building, Louisville. Reported will make list of newspapers during next thirty days for Peasler-Gaulbert Company.

REDFIELD & FISHER AGENCY, 34 W. 33rd street, New York. Placing orders with newspapers for A. B. Norwalk Company.

JOSEPH RICHARDS COMPANY, 9 E. 40th street, New York. Placing orders with some Pennsylvania newspapers for Liggett & Myers Tobacco Company.

RUTHRAUFF & RYAN, 404 Fourth avenue, New York. Places the advertising for Electro Importing Company.

RUSSEL M. SEEDS COMPANY, 330 University Square, Indianapolis. Placing orders with newspapers for Burrell-Dugger Company.

MERRILL ADVERTISING AGENCY, Wilton, Conn. Has started to place the advertising of the Hotel Empire, New York, payable in room accommodations; also placing advertising of hotels in Boston, Philadelphia, Pittsburgh, Detroit and Chicago; placing the advertising for the Ozo Company, of Wilton, Conn., on a new drink called "Ozo."

SHERIDAN, SHAWHAN & SHERIDAN, 30 E. 34th street, New York. Placing orders with newspapers for Bethlehem Motors Corporation.

TRACY-PARRY COMPANY, Lafayette building, Philadelphia. Making contracts with some Middle West newspapers for High Rock Knitting Company.

STROH PRODUCTS COMPANY, Detroit. Advertising a new soft drink called "Mattay-Cola." This concern was formerly the Stroh Brewing Company.

R. H. McKinney at Chicago

R. H. McKinney, of J. P. McKinney & Son, special representatives of New York and Chicago, is temporarily in charge of the firm's Chicago offices at 122 South Michigan avenue.

Gompers to Aid A. A. C. of W.

Samuel Gompers, president of the American Federation of Labor, has accepted a place on the program of the convention of the Associated Advertising Clubs of the World at New Orleans, September 21 to 25, as a participant in a conference which will undertake to determine, first, the terms upon which the employer and employe can agree and thereby insure increased production, and, second, what advertising can do to help promote such an understanding.

Berger Case Near End

WASHINGTON, July 21.—Victor Berger's right to sit in the House as Representative from the Fifth Wisconsin District, after his conviction on charges of disloyalty, was taken up today for final determination by a special Elections Committee, with his counsel, Henry F. Cochems of Milwaukee, again challenging the right of Congress to exclude him.

A. B. C. Meets in N. Y. Tomorrow

The monthly meeting of the board of directors of the Audit Bureau of Circulations will be in New York Friday.

CO-OPERATIVE ADVERTISING POSSIBILITIES

(Continued from Page 14.)

"Specialty House" pages are similar to the "Neighborhood" pages in many respects. The work of developing the contracts is quite the same and there have been instances where the newspaper retailed at least 50 per cent of the advertisers as regular patrons after the "Specialty House" page was discontinued.

As in all cases where co-operative advertising is used, the success of the plan will depend upon the sincerity of purpose, care in preparation and co-operation between publishers and contributors of space throughout the entire campaign.

Appoints Cone, Lorenzen & Woodman

The Madison (Wis.) State Journal, recently acquired by the Lee Syndicate, will hereafter be represented in the national advertising field by Cone, Lorenzen & Woodman.

The building permits for Norfolk in May totaled \$1,000,000.

The **FIRST** effective means of securing distribution of nationally advertised food products

FIFTY of the leading **GROCERY STORES** of Worcester, Mass. (more are being added daily) **AGREE TO STOCK** and display **THE GOODS** of any manufacturer who advertises them in

THE WORCESTER TELEGRAM

These Worcester Grocers are taking their own medicine, for they have contracted to use a total of

52 PAGES OF ADVERTISING IN THE TELEGRAM

The first page of which was published July the 12th. The advertising the grocers are doing is designed to bring trade to their counters—to keep old friends and customers and to win new customers and make friends of them.

This advertising preaches the gospel of Dependable Service and Dependable Good—**ADVERTISED GOODS**. Underlying the whole effort is a foundation supplied by the character of fifty or more of Worcester's reputable business men.

If you would lessen **SELLING RESISTANCE** in Worcester County—if you would open the doors of Worcester's finest Grocery stores to your products—if you would engage the efforts of the leading stores of the city in your behalf—

IF YOU WOULD SELL MORE GOODS IN WORCESTER

communicate at once with

THE WORCESTER TELEGRAM

PAUL BLOCK, INC.,

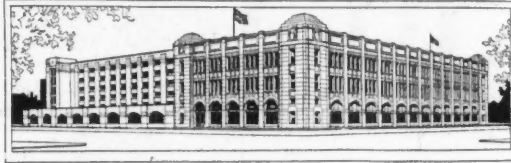
representative

NEW YORK

CHICAGO

BOSTON

DETROIT



Home of Detroit News and Its Paper Storage, Adjoining

Again First in America The Detroit News

The advertising records for the first six months of 1919 show that The Detroit News has again come into its own as the heaviest carrier of paid advertising in America.

This achievement is the best possible proof of the striking prosperity of "Detroit, the Dynamic," the thorough, concentrated circulation of The News in Detroit and its extraordinary lead over all competitors. The news has over double the city circulation of its nearest competitor, and practically treble that of the next paper. The Sunday News has over 40%

greater city circulation than its only Sunday competitor.

So many advertisers appreciate the effectiveness and economy of placing all or the greater part of their campaigns in The Detroit News that it has completely outclassed all local competitors in advertising lineage and has also exceeded every other paper in America.

Note the following list. As far as it is known, each paper is the heaviest carrier of advertising space in its respective field. These figures have been secured either from the newspapers direct or from the July number of The Advertising Age.

OBSERVE THE DETROIT NEWS' POSITION

Seven Day a Week Field Leaders Which Exceeded 7,500,000 Lines, January 1, to June 30, 1919

	Lineage	Detroit News Lead
Detroit News.....	11,771,284	
Pittsburgh Press.....	11,659,592	111,692 lines or .96%
Chicago Tribune.....	10,794,549	976,735 lines or 9. %
Los Angeles Times.....	9,114,994	2,656,347 lines or 29.14%
New York Times.....	8,797,937	2,973,347 lines or 33.79%
Cleveland Plain Dealer.....	8,459,025	3,312,259 lines or 39.16%
Philadelphia Inquirer.....	8,111,770	3,659,514 lines or 45.1 %
St. Louis Post-Dispatch.....	7,937,320	3,813,964 lines or 49.06%

Six Day a Week Field Leaders Which Exceeded 5,500,000 Lines, January 1, to June 30, 1919

	Lineage	Detroit News Lead
Detroit News.....	8,634,986	
Pittsburgh Press.....	8,351,084	283,902 lines or 3.38%
Indianapolis News.....	7,786,718	848,268 lines or 9.65%
Chicago News.....	7,712,310	922,676 lines or 11.96%
Philadelphia Bulletin.....	7,431,477	1,203,509 lines or 13.93%
Cleveland Press.....	7,410,452	1,224,534 lines or 16.52%
Newark News.....	6,930,990	1,703,996 lines or 24.58%
Norfolk Ledger-Dispatch.....	6,500,942	2,134,044 lines or 32.83%
Toledo News-Bee.....	5,998,566	2,636,420 lines or 43.95%
Buffalo Evening News.....	5,893,758	2,741,228 lines or 46.5 %

THE DETROIT NEWS

The Advertisers' Exceptional Opportunity

"Always in the Lead"

*Note—The Baltimore Sun, 12,585,629 lines; Kansas City Star and Times, 10,949,084 lines, and St. Paul Dispatch and Pioneer Press, 8,134,980 lines, are not included in the above list, as their week-day lineage is the aggregate of two editions per day and largely consists of the same advertising duplicated and carried over from the morning to the evening edition or vice versa; in other words, including Sunday, 13 editions per week are added together instead of 7, which makes comparison with other daily newspapers impossible.

SHOULD USE FULL POWER OF PRESS IN DEFENCE OF ITS RIGHTS

Concerted Campaign of Education to Maintain Fair Postal Rate
Would Have Forced Just Legislation, T. F. McPherson
Tells Inland Publishers.

NEWSPAPERS have not used the power and influence of their great circulations with any degree of consistency in self defense when occasion arose in the past, T. F. McPherson, business manager of the Wisconsin State Journal, declared at the recent meeting of the Inland Daily Press Association. Continuing his address, which was on "The Power and Influence of Newspapers," he said:

"If when we were fighting to maintain a fair postal rate, a campaign of education had been carried on through the columns of every newspaper, thoroughly informing the public as to the facts in the case, public opinion would have operated to force just legislation.

Co-operation as an Aid to Propaganda

"Publishers constantly confronted by local prolems often find it difficult to concentrate upon questions that affect the industry generally. If the Inland Daily Press Association had a secretary whose remuneration was such as to make it profitable for him to devote all his time and energy to Inland interests the time of this officer could be directed when necessary to creating propaganda for release in the papers of all members.

Would this method of fighting for our rights enable the association to have such publicity prepared by a man who could by virtue of consultation with legal talent and close personal study of proposed legislation vital to publishers' interests swing public sentiment in our favor?

Would Set Good Example

One publisher expressed the opinion that the idea of newspapers employing a press agent would be considered ridiculous by the public. Personally, I can't agree with that viewpoint. On the contrary, I think it would indicate to intelligent space buyers that publishers placed such value and faith in the power of their organs as to warrant the additional expense of employing specialists to prepare the copy when important publicity campaigns are launched.

There is a firm conviction in my mind that were a system devised by the Inland Daily Press Association that would enable publisher members to adopt a standardized form of monthly analysis of their business, copies of same to be filed with a designated authority of this association and available for reference, many of us would be amazed to find that we have a long, long way to travel to reduce our properties to a cost producing level with that under which many of our fellow publishers operate.

Passing up the detail let us focus our attention upon the big question: What is the earning capacity of a newspaper property with relation to its power and influence in its field?

Truth Now Essential

Do you agree with me that the greatest newspaper in a given field is that newspaper which wields the greatest educational force therein?

Do you believe as I do that the American people will no longer support a newspaper that leaves it to them to discover what is false and what is true and that the people want the newspaper that will ferret out the truth for them and give them the truth?

Do you agree with me that to publish false statements about trade commodities is to lose the confidence of the people and that to print the truth about trade commodities often leads to barren advertising columns and serious financial losses over varying periods of time?

If you do believe these things which my experience has taught me are true, you will also realize the tremendous business responsibility of the newspaper in this extremely commercial era.

Founded on Democracy

My conception of the building of a vast power and far reaching influence for a newspaper is to establish the policy of the newspaper on a profound belief in democracy.

The work of the newspaper then is to reach, educate and uplift the average man. To do this the newspaper must reach both the educated and the uneducated. It must cultivate a reading habit all the way from the primer stories to the highly important stories and the complex consideration of state affairs and fundamental problems of life.

The trend of the modern American newspaper is distinctly toward *Service*. And no man is fit to go into the newspaper game today unless he is inspired with a patriot's purpose and a soldier's courage and determination, all others are unfit. If we are to have a better America, a cleaner America, a happier and more prosperous America it is to come through the service of the American newspaper.

BOOK ON SOUTH JUST OFF PRESS

Filled with Facts and Is Ready for Free Distribution

"The South of 1919" is the title of a book of facts and figures on the Dixie-land of today that has just come from the press and is being distributed throughout the country by the Southern Newspaper Publishers' Association. The book is filled with valuable information and ought to be on file in every advertising office. Under the title of "The Rejuvenated South" the opening chapter deals with comparisons of the bank deposits of Southern cities with cities of equal size in the East and West, greatly to the favor of the South.

Industry, agriculture, live stock raising, mineral production, manufacturing, lumbering and the various other activities of the South as well as the work of such organizations as "Pig Clubs" and "Girls Canning Clubs" are dealt with under separate heads. Following a general survey each State is taken up separately and the work concludes with a list of the membership of the Southern Newspaper Publishers' Association with a word about the advertising possibilities below the Mason-Dixon line.

Matthew Gray, formerly of the Birmingham Press, has joined the Troy (N. Y.) Times staff.

Believes Pulp Paper Life Can Be Prolonged Indefinitely

ST. PAUL, July 23.—Dr. Warren Upham, the archaeologist of the Minnesota Historical Society and in his day a geologist of note, speaking as a scientist, says he will not believe the wood pulp is so perishable until he has positive evidence. He refers to insects, etc., that are found intact after burial millions of years in the rocks, and seems to think that if wood pulp paper is properly protected it may last indefinitely.

Dr. Upham expressed this view on the oft-expressed opinion of library experts that 50 years hence will see the ordinary newspaper files of today only a little pile of "pathetic dust." This is the maximum life lease given the wood pulp print paper now and for a generation past in use.

RUMELY QUERY ABROAD

Testimony Will Be Taken in Switzerland for Former Editor

A request of counsel for Dr. Edward A. Rumely, former editor and proprietor of the New York Evening Mail, for the appointment of a commission to take testimony of nine witnesses at Berne, Switzerland, in behalf of his client, has been granted by Judge Smith of the Criminal Branch of the Federal Court at New York City. Dr. Rumely is soon to be tried on the charge of having made a false return to the Alien Property Custodian regarding the ownership of the Evening Mail.

Secretary Glass for Governor?

WASHINGTON, D. C., July 23.—Secretary of the Treasury Carter Glass, who owns the Lynchburg News, may run for Governor of Virginia next term, as a stepping-stone to the United States Senate, according to a report here.

Wilmington Aims to Check Signboard Invasion

New Administration Plans to Draw Up Protective Ordinance, Therefore Lacking—Newspapers Prosper

WILMINGTON, Del., July 21.—War against unsightly billboards, which has been waged here for several years, is beginning to bear fruit. Because there are no municipal regulations, except those applying to the erection of buildings, the billboard mania has run wild here, with the result that large signs are stuck up all over town, some of them ornamental and in keeping with good taste, but many of them just the reverse. And, to make matters worse, some have been erected on the roofs of buildings in such a manner as to cause doubt as to their stability.

Now, however, the city has a new administration and it promises results. The new city solicitor is already making a study of the subject in other cities, with a view to drawing up a protective ordinance.

Notwithstanding this rush to billboard advertising the newspapers here are almost overtaxed with advertising, which is heavier now than ever before.

Martin Le Chance, formerly of the Troy (N. Y.) Record, has joined the staff of the Albany (N. Y.) Knickerbocker Press.

The Leaf-Chronicle

Published at Clarksville, Tennessee,

the center of a rich agricultural and great dark tobacco growing section, is SUPREME in its field.

Established 1808, it is still growing. Member Associated Press and Southern Newspaper Publishers' Association.

Advertisers cannot get the cream of the business of this favored section except through the medium of

The Leaf-Chronicle

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

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

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

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

Representative sent anywhere upon request.

John B. Gallagher Company

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

The DUPLEX

Speed

Reliability

Economy

FLAT-BED WEB PRESSES

Model B

High-Speed Flat-Bed for larger dailies—
5500-6000 per hour, 4, 6 or 8 pages.

Model D—4, 6, 8 or 10 pages.

Model A

Small, light, less expensive, for small daily
or weekly paper. All advantages of the
Model B except the high speed. 3500 per
hour, 4, 6 or 8 pages.

"TUBULAR-PLATE" PRESSES

For the Stereotype Field.

"They Double the Product"

of any other type of rotary
press, plate for plate and
running at the same speed.
Built 2-page wide or 4-page
wide, as preferred.

SOME RECENT PURCHASERS

"Our Customers Write Our Ads"

Duplex High-Speed Flat-Bed Presses

Unless otherwise noted, is eight-page press.

Washington, Indiana.....*Democrat*
Santiago, Cuba..... * * *
Tampico, Mexico..... * * *
Tampico, Mexico..... * * *
Seattle, Washington.....*North American Times*
Santa Rosa, California.....*Republican*
Louisville, Kentucky.....*Masonic Home Journal*
Dublin, Georgia.....*Courier*
Fredericksburg, Virginia.....*Free Lance*
Ionia, Michigan.....*Sentinel*
Goshen, Indiana.....*Democrat*
North Attleboro, Massachusetts.....*Chronicle*
Cleveland, Ohio.....*Polish Daily News*
Morristown, New Jersey.....*Jerseyman*
Waynesboro, Pennsylvania.....*Press*
San Juan, Porto Rico..... * * *
Waltham, Massachusetts—(12 page).....*Tribune*
Nashville, Tennessee.....*Baptist Publishing Co.*
Gijon, Spain.....*Noroeste*
Lewistown, Montana—(12-page).....*Democrat News*
Antofagasta, Chile—(10-page)..... * * *
Winchester, Kentucky.....*Democrat*
Santo Domingo, Haiti..... * * *
Richmond, Kentucky.....*Register*
Blackwell, Oklahoma.....*News Sun*
Annapolis, Maryland.....*Capitol*
Corsicana, Texas—(12-page).....*Sunlight*
Buenos Aires, Argentina..... * * *
Lewiston, Idaho—(12-page).....*Tribune*
Monessen, Pennsylvania.....*Independent*
Okmulgee, Oklahoma.....*Chieftain*
Youngstown, Ohio.....*Romanul Co., Inc.*
St. Augustine, Florida.....*Record*
Lawton, Oklahoma.....*News*
Lawton, Oklahoma.....*Constitution*
Shanghai, China..... * * *
Laramie, Wyoming—(10-page).....*Republican*
Vancouver, Washington.....*Washingtonian*
Prince Rupert, B. C.....*News*
Centralia, Wash.....*Chronicle*

Duplex Tubular-Plate Presses

Unless otherwise noted, is sixteen-page equipment.

Hazleton, Pennsylvania.....*Plain-Speaker*
Pernambuco, Brazil..... * * *
Pernambuco, Brazil..... * * *
Alexandria, Louisiana.....*Town Talk*
Copenhagen, Denmark—(32-page equipment, full-speed octuple capacity)
Berlingske Tidende
Rome, Italy—(32-page equipment, full-speed octuple capacity).....*Il Tempo*
Rome, Italy—(32-page equipment, full-speed octuple capacity).....*L'Epoca*
Muscatine, Iowa.....*Journal*
Paducah, Kentucky.....*Sun*
Sterling, Illinois.....*Gazette*
Danville, Illinois—(24-page Tubular).....*Commercial News*
Paris, France—(64-page Tubular Plate outfit—equivalent of two octuples in
high-speed capacity or four quads).....*Nouveau Temps*
Wichita Falls, Texas.....*Times*
Johnstown, Pennsylvania—(24-page Tubular).....*Democrat*
Bethlehem, Pennsylvania—(20-page Tubular).....*Times*
Dubuque, Iowa.....*Catholic Printing Co.*
Racine, Wisconsin—(20-page Tubular).....*Racine Journal*
Olean, New York.....*Times*
Cape Girardeau, Missouri—(12-page Tubular).....*Republican*
Johannesburg, South Africa—(24-page press, added to 24-page Tubular now
in use, making total of 48-page, or double sextuple in full-speed ca-
pacity).....*Argus Printing and Publishing Co.*
Port Huron, Michigan—(16-page press, duplicating present press, making
32-page Tubular equipment, full-speed octuple capacity).....*Times-Herald*
Lexington, Kentucky—(4-page unit).....*Herald*
Beloit, Wisconsin—(4-page unit).....*News*
Richmond, Virginia—(Two 8-page units added to present presses, making
two 3-page outfits in use).....*News-Leader*
Lewiston, Maine—(4-page unit).....*Sun*
New Haven, Connecticut—(4-page unit).....*Times-Leader*
Logansport, Indiana—(4-page unit).....*Pharos Reporter*
Alliance, Ohio—(4-page unit).....*Review*
Battle Creek, Michigan—(8-page unit, making 24-page press in all)
Enquirer-News
Windsor, Ontario—(8-page unit).....*Star*
Rockford, Illinois—(4-page unit).....*Republic*
Bloomington, Illinois—(4-page unit).....*Pantagraph*

DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN

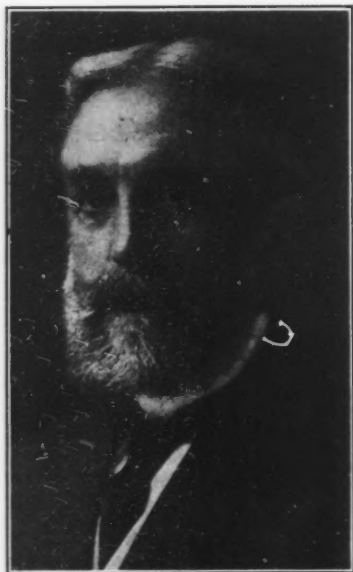
Eastern Office: World Building, New York

CYRUS CURTIS FETED BY LONDONERS

British "M. P." Declares American Newspaper Men Responsible for U. S. Entry Into European War—Pledge to New Friendship

By HERBERT C. RIDOUT,
London Editor & Publisher.

LONDON, July 3.—Cyrus H. K. Curtis, proprietor of the Philadelphia Ledger, Saturday Evening Post, etc., was feted July 1 in the old house of Dr. Samuel Johnson, in Gough Square, at a tiny thoroughfare off London's newspaper avenue, Fleet street. Banquet given by



CYRUS H. K. CURTIS

Cecil Harmsworth, M. P., and a number of eminent newspaper men, including John Walter, Wickham Steed, both of the London Times; Major-General E. D. Swinton, "eye-witness" and part inventor of the tanks.

Cecil Harmsworth (a brother of Lord Northcliffe) said that they welcomed Mr. Curtis because his newspapers were deservedly held in the highest respect and admiration throughout the world of journalism. They paid their tribute especially to him because of the very great influence he had in America and because he threw its whole weight of his influence to the support of the Allied cause from the day that the war began.

Bonds Must Never Be Broken

It was unanimously agreed that there has been established a great friendship all must see that it is never broken again.

Among the wise maxims of Dr. Johnson was: "A man, Sir, should keep his friendships in constant repair. Mr. Curtis' hosts declared they must see to it that the friendship between this country and the United States is kept in constant repair.

It was pointed out that in looking through the press one could not fail to observe that already, since the date of the armistice, causes of difference had arisen between some sections of the people in this country and some sections of the people in the United States. There were honest misapprehensions on one side and the other, and there were dishonest misrepresentations. There were old sores that some eager spirits would unwisely open up afresh.

Those present agreed that it is for them to take care that they exercised influence on public opinion to obviate and defeat such misapprehensions to the largest extent in their power.

Mr. Curtis, whose reception was one that augurs well for the future relationships between British and American journalists, said that if there is any difference of feeling between the people of the United States and England, he did not know of it, but that it was a question which had been brought to his attention since he had been in England a number of times.

Henry Wickham Steed, editor of the Times, in his address said it had been his privilege to be brought into touch with the American Mission to promote Peace in Paris. He has come to feel strongly that the future peace of the world depends in the first degree upon the continual growth of the inter-comprehension which has sprung up between the two chief branches of the English-speaking race; upon the constant effort all must make to appreciate the point of view of one or the other; and to give each other the benefit of any doubt on question that may arise.

Closer Understanding Needed

Mr. Steed said:

"It is impossible for the majority of Englishmen ever to regard the American people as foreigners. We might, however, get nearer to understanding them if we extended to them the courtesy and took the same pains to comprehend them as we took with the people of France and of Italy.

"For many generations Americans had been regarded as poor and distant relations. Latterly they had been regarded as wealthy relations, animated by a spirit of enterprise we did not always share. But if we came to realize the place of the United States in the world, their number, resources and material wealth, we should come nearer to understanding them. The chief element in the American people is their great undifferentiated idealism."

Mr. Steed said he once had to explain to a French audience that the attitude of the Englishman in his moments of ordinary tranquility bore no relation to his attitude in a moment of crisis, and it was the latter action that counted most. It was this difference which had obtained for Englishmen, with people who did not understand them, the character of hypocrites; yet it was not hypocrisy, for hypocrisy presupposed conscious inconsistency.

So with Americans—their great fundamental characteristic of idealism is somewhat less prominent in ordinary circumstances than their great commercial attributes. And it was this which made some people say it was only the dollar that counted.

That was a fundamental fallacy, said Mr. Steed. When they approached the question of the war, there was no calculation of interest or canny reckoning of what was to their advantage, but only a great wave of idealism which Mr. Curtis had done so much to create.

Sandusky Star-Journal Building

SANDUSKY, Ohio, July 23.—The Star-Journal has let contracts for the erection of its new home, expected to be ready for occupancy February 1. It will be a handsome four-story structure, at the southwest corner of Jackson and Market streets, and will be one of the most complete newspaper plants in the State, erected not only to meet present needs but for the future greater Sandusky.

Missourians to Meet in September

KANSAS CITY, Mo., July 23.—The annual meeting of the Missouri Press Association will be held at Springfield September 25-27. J. W. Stonebraker of Carrolton, Mo., is president.

Discuss Relations Between Printers and Publishers

Messrs. Southam and Ross Explain to Canadian I. T. U. What Higher Wages Mean

OTTAWA, Ont., July 23.—The relations between Canadian publishers and compositors were discussed at a meeting here of the Ontario and Quebec Typographical Unions' Conference, the delegates to which were welcomed by several prominent citizens, including P. D. Ross, proprietor of the Journal, and W. M. Southam, head of the Citizen.

They recounted how all disputes between Ottawa newspapers and compositors during thirty years had been settled by arbitration, to the satisfaction of both parties. Mr. Ross drew attention to what a wage increase actually meant to a newspaper, saying that a \$2 or \$3-a-week increase to compositors meant a great deal more than what it might appear to represent, necessitating, in fact, an upward revision of all salaries, as a matter of fairness to the whole staff. In the aggregate, it amounted to many thousands of dollars a year.

James Hogan, second vice-president of the International Typographical Union, said the union had found a solution for radicalism, Bolshevism and "I. W. Wism." He urged the necessity of doing everything possible towards obtaining a greater measure of efficiency and also for still closer co-operation.

An Opportunity for America to become the Authority on South America

The Right, Title, Interest and Copyrights in the publication known as

The South American Year Book

(Great Britain's Encyclopedia on South America) is

FOR SALE

An opportunity for North American publishers or exporters to become the Disseminators of Authoritative South American Statistics and other Information from the American, instead of the British, viewpoint.

For Particulars address AMERICAS,

Box A805 Editor & Publisher

Billy Birch of the old San Francisco Minstrels used to tell how he paid a visit to the North Woods, where great trees grew only two feet apart, and of how deer with horns twenty feet wide went dashing about through the forest.

And when Dave Wambold asked him how the deer managed to do this, Billy replied "That's the deer's business"

If you want to "cover Long Island," do not use the Standard Union.

But if you want to cover Brooklyn, then we can help, because 97 per cent of the circulation of the Standard Union is sold in Brooklyn.

NEW YORK STATE

10,646,989 people.

76 Cities of over.....	5,000
51 Cities of over.....	10,000
38 Cities of over.....	15,000
22 Cities of over.....	25,000
10 Cities of over.....	50,000
5 Cities of over.....	100,000
3 Cities of over.....	200,000
1 City of over.....	5,000,000

- 50,326 Square Miles.
- First in Population.
- First in Manufacture.
- First in Assessed Valuation.
- First in Apple Production.
- First in Potato Production.
- First in Hay Production.
- First in Onion Production.

- 52,038 Tobacco Dealers.
- 29,758 Groceries and Delicatessen.
- 8,815 General Stores.
- 5,480 Retail Shoe Stores.
- 3,959 Garages and Repair Shops.
- 3,920 Retail Dry Goods Stores.
- 4,515 Retail Druggists.
- 3,793 Retail Hardware Dealers.
- 3,163 Auto Accessory Dealers.
- 675 Sporting Goods Dealers.
- 378 Department Stores.

The total population of the cities represented in this list is 7,157,506 people—over 67 per cent of the population of New York State.

This, remember, is merely the urban population, the "town folks" reached every day by this list of daily newspapers.

There is no other place on earth having but 50,326 square miles, where any such market can be found—or a market anywhere equalling this one.

A daily newspaper-campaign cooperative with local dealers in this territory will quickly popularize any meritorious line of merchandise and it is well known that New York approval means nation wide approval.

The percent cost of intense cultivation of New York state is lower than that of any other territory—first because of the preponderance of population, and second because of the unexcelled transportation facilities, enabling one to make better time.

Try New York State as a splendid field for intensive daily newspaper advertising and be quickly convinced that this is the logical, economical and satisfactory way for National Advertisers to link up with local merchants and get results.

Don't ask the retailer to do all the cooperating. Do the cooperating yourself. Play the game HIS way. Don't try to force him to play it YOUR way—for he will not do it.

Your local dealer gets HIS customers through using his own home town newspapers. Go to his people through the same channel, and you will forge a strong link in the chain that will bind your customers to you.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)...	33,559	.07	.07
Albany Knickerbocker Press (S)...	43,957	.07	.07
Albany Sunday Telegram	27,959	.05	.05
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
*Brooklyn Daily Eagle (E).....	46,902	.18	.18
*Brooklyn Daily Eagle (S).....	69,046	.18	.18
*Brooklyn Standard-Union (E)....	53,264	.15	.15
*Brooklyn Standard-Union (S)....	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier & Enquirer (S)....	115,359	.17	.15
Buffalo Evening News (E).....	103,634	.16	.16
Buffalo Evening Times (E).....	56,861	.10	.10
Buffalo Sunday Times (S).....	71,435	.10	.10
Elmira Star-Gazette (E).....	25,889	.06	.05
Glens Falls Post-Star (M).....	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)..	6,245	.03	.02
Ithaca Journal (E)	6,791	.025	.025
*Jamestown Morning Post (M)....	9,131	.025	.02071
*Mount Vernon Daily Argus (E)...	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M).....	305,241	.50	.41
New York American (S).....	947,270	.75	.65
New York Globe (E).....	179,906	.39	.36
†New York Herald (M).....	107,642	.40	.36
†New York Herald (S).....	107,642	.50	.45
New York Evening Journal (E)....	675,118	.75	.75
New York Post (E).....	32,369	.25	.20
New York Sun (E).....	194,695	.39	.36
†New York Sun (M).....	117,414	.39	.36
†New York Sun (S)	117,414	.39	.36
†New York Telegram (E).....	190,681	.342	.315
†New York Telegram (S).....	190,681	.246	.225
New York Times (M).....	350,598	.50	.485
New York Times (S).....	500,000	.55	.5335
New York Tribune (M).....	108,011	.32	.28
New York Tribune (S).....	108,011	.32	.28
New York World (E).....	355,069	.50	.48
New York World (M).....	334,513	.50	.48
New York World (S).....	569,762	.60	.576
Niagara Falls Gazette (E).....	12,454	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E).....	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E).....	17,660	.08	.04
Syracuse Journal (E).....	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E).....	3,640	.0178	.0178
*A. B. C. Statements April 1st, 1919.			
Government statements April 1st, 1919.			
Total Circulation			6,914,295
2,500 Line Rate.....			10.2097
10,000 Line Rate.....			9.4766
†Seven-day average.			

VIRGINIANS ENDORSE LEAGUE OF NATIONS

At Annual Convention in West Point, L. E. Pugh Elected President—Will Meet Again in November to Form a Daily Section

WEST POINT, Va., July 18.—Unanimous indorsement of the League of Nations was voted by the Virginia Press Association this afternoon. This action, with the election of the following officers, closed the annual convention:

L. E. Pugh, of the Newport News Press, president; James C. Latimer, of the Roanoke Times, secretary-treasurer; W. R. Kennedy, of the Lexington Gazette, chaplain; R. A. Anderson, of the Marion News, member of the executive committee of the National Editorial Association; R. A. James, of the Danville Register, chairman of the Daily Section.

The invitation of Newport News to hold a special session in that city at a date to be fixed in November was unanimously accepted.

At the next meeting it is hoped to complete the organization of the Daily Section as well as to attend to business of importance to the publishers of the State.

Executive Committee

President Pugh announced the following executive committee for the ensuing year: J. L. Hart, of Farmville; M. T. Harrison, of Bedford; George B. Keezell, of Harrisonburg; W. A. Land, of Blackstone; A. P. Rowe, of Fredericksburg.

Ashby Land, of the Wakefield Enterprise, and Carl Tomlinson, of the Southside Sentinel, Urbanna, were elected to membership.

At the morning session Attorney-General John R. Saunders delivered an address on "Tidewater Virginia." W. S. Copeland, C. J. Campbell and others urged the resumption of exchange lists, it being the consensus of opinion that the interests of the State could thus be drawn closer together.

Mrs. B. G. Robinson-Martin delivered the historian's address. In the future she will report her historical matter to the president who will include the same in his annual address.

After an interesting discussion the report of the finance committee increasing the weekly paper dues from \$3 to \$5 per year, and the daily paper dues to \$8 per year, was adopted.

Resolutions were also adopted urging the re-creation of the print paper committee, and urging the establishment of departments for linotype instruction at Virginia Polytechnic Institute, Blacksburg; the College of William and Mary, Williamsburg; and the Virginia School for the Deaf and Blind, at Staunton.

Chairmen of Districts

To take the place of the minutes of the association it was voted to issue a quarterly bulletin carrying information regarding the association and its activities.

Approval was also given to the organization of the newspapers of the congressional districts into district branches for the discussion of business interests.

Chairman for the various districts were elected as follows:

First, A. P. Rowe, Fredericksburg Star.
Second, Norman R. Hamilton, Portsmouth Star.

Third, A. W. Perkins, Richmond Virginian.

Fourth, W. A. Land, Blackstone Courier.

Fifth, R. A. James, Danville Register.
Sixth, M. T. Harrison, Bedford Democrat.

Seventh, George W. Berry, Harrisonburg News-Record.

Eighth, B. M. Bushong, Standardsville Record.

Ninth, J. A. Whitman, Wytheville Enterprise.

Tenth, Heirome L. Opie, Staunton Leader.

This afternoon the members of the association were taken on an automobile tour of the industries of West Point, and tonight they were the guests of Mr. and Mrs. Crosby Thompson, at "Overlook," where a fish fry was enjoyed.

Interesting the Motorists

FALL RIVER, Mass., July 23.—The Herald has added an automobile section Saturdays, combined with the regular day's feature. Last week three pages were devoted entirely to automobile news and advertising. The page also contained a detailed description of a one-day tour. Each week during the summer season one of these maps will be reproduced.

Strikes Rich Oil

EASTLAND, Tex.—S. F. Ballentine, not long ago a \$40-a-week reporter for the El Paso Herald, has struck rich oil on property he owns here and now is estimated to have an income of \$100,000 a month.

RECENT A. B. C. REPORTS

CHICAGO, July 24.—A. B. C. reports have been issued for the following newspapers: Cedar Rapids (Ia.) Evening Gazette, Galveston Daily News, Long Branch (N. J.) Daily Record, Middletown (N. Y.) Times-Press, Newburgh (N. Y.) Daily News, New York Call, New York Jewish Daily Forward, New York Herald, Asbury Park (N. J.) Press, Boston American, Boston Morning Evening and Sunday Globe, Boston Post, Boston Transcript, Boston Morning Herald and Journal, Evening Traveler and Sunday Herald, Boston Sunday Advertiser and American, Lexington (Ky.) Leader, New Bedford (Mass.) Standard and Morning Mercury, Urbana (Ohio) Daily Democrat, Xenia (Ohio) Gazette and Republican, Little Rock (Ark.) Democrat, Little Rock Gazette, Meadville (Pa.) Tribune Republican, Springfield (Ohio) Daily News, Springfield Sun, Taunton (Mass.) Daily Gazette, Wheeling (W. Va.) Intelligencer, Wheeling News, Wooster (Ohio) Daily Republican.

N. Y. Circulators Choose Watertown

The fall meeting of the New York State Circulation Managers Association will be held in Watertown, October 20 and 21, according to an announcement of the board of directors.



The Best Rotogravure Section in America

A Complete 16-page "Movie" Magazine
Free Every Sunday With

THE PHILADELPHIA

RECORD

Circulation—Exceeding 140,000—Advertising Rates
40c per Line—Yearly Contracts, 30c per Line

Representative Newspapers

in

New York (*Telegram*)

Boston (*Globe*)

Philadelphia (*North
American*)

Baltimore (*Sun*)

Washington (*Post*)

Cleveland (*Plain Dealer*)

will run as a leading Sunday feature
in August and September:

LIFE AFTER DEATH

Do the Dead Communicate
with the Living?

YES

Sir Arthur Conan Doyle

Sir Oliver Lodge

James Hyslop, Ph.D., LL.D.

(Secretary of the American Society
for Psychical Research)

NO

Rupert Hughes

Sinclair Lewis

PERHAPS

Booth Tarkington

Harvey J. O'Higgins

Ollah Toph

There will be eight full-page illustrated articles, release dates running weekly. Each article may be used as a whole, or subdivided for daily use. No series with a wider human appeal than this was ever assembled. Territory is closing rapidly, but yours may be open. For terms communicate, preferably by wire, with the—

METROPOLITAN
NEWSPAPER
SERVICE

432 FOURTH AVENUE
NEW YORK CITY

Frank B. Elser, Maximilian Elser, Jr.
Editor. General Manager.

URGES FINDING COST PER SUBSCRIBER

Chairman of S. N. P. A. Paper Committee Sees No Prospect of Pre-War News Print Price and Says Publishers Must Act Accordingly

In a report just made to the members of the Southern Newspaper Publishers' Association, Charles I. Stewart, chairman of its paper committee, says "while there is reason to look for a reduction in the price of news print, there is no hope that anything approximating pre-war prices will result," and suggests that "every publisher make a very close calculation of news print and postage cost per subscriber, compare this with his subscription rates" and be governed in his rates and paper consumption accordingly.

The Newsprint Situation

Mr. Stewart's report follows:

"The paper market is undoubtedly much softer than it was a few months ago. Every publisher is doubtless aware of this fact, since there have been frequent offerings on the open market at prices nearly as good as the best contract prices.

"In some cases publishers can buy paper now at less than the contract price. There is a general impression that paper will be lower when the time comes to make contracts for 1920. Coal is more abundant and cheaper and the labor conditions are very much better than they were a year ago.

"The price of chemicals entering into newsprint manufacture, advanced by war conditions, must soon return to normal pre-war prices. These things should result in a material reduction in the cost of production, which seems to foreshadow a lower price.

"The big demand for advertising space has not, perhaps, caused an increased demand for newsprint much more than absorbing the consumption lessened by the falling off in circulation following the cessation of hostilities, but the prospect that the demand for newsprint for the fall of 1919 and for 1920 will be greater than ever before.

"While there is reason to look for some reduction in price, there is no hope that anything approximating pre-war prices will result. The publishers, therefore, are confronted with reasonable certainty that the price of paper will continue high.

Greater Demand Coming

"There is no indication that any other element of newspaper cost will show a material decline. On the contrary, the tendency is for costs to increase. This makes it important for newspapers to maintain subscription rates, particularly for mail subscriptions. Unless Congress interferes, after July 1, the first zone second class rate will be 1½ cents per pound on 50 per cent increase as compared to the rate in effect prior to July 1, 1918.

"The increased bulk of the average paper, due to increased advertising, makes certain a marked increase in the newsprint and postage cost to the individual subscribers. Newspapers which under the War Board rules were able to hold their paper within a size—making it possible to hold the newsprint consumption down to 75 pounds per subscriber—will probably find it necessary now to consume 100 pounds per subscriber.

"An increase of 25 pounds of white paper at 4 cents per pound, and increase of the postage rate to \$1.50 on the first of July, will mean an increase, beginning July 1, of \$1.75 per year per subscriber

Sent \$575,000 Worth of Tobacco to Soldiers in France

MONTREAL, Que., July 23.—During the war, the Montreal Gazette's tobacco fund for Canadian soldiers overseas became somewhat of an institution and a recently-issued booklet contains an interesting résumé of the work.

The fund operated continuously for 195 weeks, or nearly four years—the longest period of any similar newspaper fund in America—and during that time tobacco and cigarettes worth, at Montreal retail prices, approximately \$575,000 were sent overseas. This supply consisted of 25,000,000 cigarettes, 500,000 packages of smoking tobacco, 6,674 pipes and 4,122 pouches and lighters. All of the shipments crossed the ocean safely.

The Gazette gave a weekly subscription to the fund and bore all costs of operating, while the Canadian tobacco companies supplied their product at a price little higher than actual cost. The Department of Militia and Defence co-operated to the extent of forwarding the tobacco as military stores, thus saving cost of transportation and permitting the entire amount collected to be devoted to the purchase of tobacco.

in the cost of newsprint and postage, with the same price for newsprint last year and this year. In other words, with a consumption of 100 pounds of paper per subscriber the newsprint and postage cost alone will be \$5.50 per year.

100 Lbs. Per Subscriber

"While some of the Southern papers consume more, others consume less, and it will probably be found that the newsprint consumption of the membership of our association will average about 100 pounds per subscriber. The seven-day papers in the larger cities will, of course, run considerably above this. It follows, therefore, that very few newspapers at the prevailing subscription rates will be able to get out of their subscribers more than the cost of newsprint and postage. Many of them will fail unless there is a marked advance in subscription rates, to secure from the subscriber enough to pay the newsprint and postage bills.

"I suggest that every publisher make a very close calculation of the newsprint and postage cost per subscriber and compare this with his subscription rates.

"Notwithstanding these conditions, there is a tendency to return to the reckless methods prevailing prior to the War Board's regulations. The smaller newspapers are forced into policies they would prefer to avoid because this appears to be the only means by which to meet the competition of the cheap papers put out in the larger cities.

"This appears to be one of the big problems confronting Southern publishers and one to which I believe very serious attention should be given. If the Southern association should be able to establish and maintain a fair circulation price, if it accomplished nothing else, it would fully justify itself."

Starts Free Milk and Ice Fund

WINSTON-SALEM, N. C., July 22.—A free milk and ice fund for the babies of needy families has been started by the Sentinel. More than \$1,000 in contributions already has been received from readers.

THAT most insidious and palatable apple which opened the eyes and stimulated the industry of our remote ancestors, could not have been more tempting and luscious, nor grown amidst more romantic and beautiful surroundings than the apples of West Virginia! And this season promises a big crop.

In fact, the harvest here generally is excellent in prospect—and then—

There will be fine spending at all the trade centers, with something over for investment.

Down here a little timely advertising in the daily newspapers will bring big returns.

Study the map of West Virginia.

Start with these papers, which are read at home and passed around:

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Martinsburg		
*Telegraph ... (M)	5,463	.02142	†Journal (E)	3,249	.0129
Charleston			Moundsville		
‡Gazette (M)	11,410	.03	*Echo	1,730	.0115
‡Gazette (S)	11,700	.02	Parkersburg		
†Mail (E)	9,336	.025	*News (M)	6,239	.02
Clarksburg			*News (S)	6,239	.02
†Telegram (E)	7,864	.02	†Sentinel (E)	6,695	.017
†Telegram (S)	8,351	.02	Wheeling		
After Feb. 1st, 1920....	.025	line (flat).	†Intelligencer . (M)	10,139	.0325
Fairmont			†News (E)	14,749	.04
*W. Virginian . (E)	5,192	.02	†News (S)	17,800	.05
Grafton					
*Sentinel (E)	2,275	.014	*Government statement, April 1, 1919.		
Huntington			†A. B. C. statement, April 1, 1919.		
†Advertiser ... (E)	8,524	.02	†Publishers' statement, April 1, 1919.		
†Herald-Dispatch (M)	11,165	.02			
†Herald-Dispatch (S)	11,599	.02			

Read Up on West Virginia!

EDITORIAL

FOR SPACE BUYERS

EDITOR & PUBLISHER presents in this issue a list of the daily newspapers of the United States, published in the English language, with figures showing their average net paid circulations (according to A. B. C. reports and Government statements) for six-months period ending March 31, 1919, and their 5,000 agate line advertising rates as in effect July 1, 1919.

This feature may be advantageously compared with the list of English language dailies printed in the EDITOR & PUBLISHER for January 11, giving circulation figures as of October 1, 1918, and minimum advertising line space rates as of January 1, 1919.

This immensely valuable information is made easily available to the profession, by whole-hearted co-operation of EDITOR & PUBLISHER and Barbour's Advertising Rate Sheets, Inc. It will afford an authoritative guide to space buyers, advertising agencies and national advertisers, generally in planning national and localized advertising campaigns for the Fall.

With these lists as a basis, the matter of computing costs of advertising by States and sections is simplified. Their publication serves the interests of buyers of advertising quite as effectually as the interests of publishers. In the last analysis, these interests, are entirely mutual.

The time was when many of the agencies contended that the placing of campaigns in the newspapers involved so much trouble and expense that usual commissions did not justify the service required. Dependable information about circulations and rates, covering all of the dailies of the country, was almost impossible to obtain. EDITOR & PUBLISHER and Barbour's Advertising Rate Sheets, Inc., have changed this situation through making such information available to all. This service to advertisers and publishers will be continued, with semi-annual revisions of the facts and figures.

THE NATIONAL GAME

MOST healthy-minded men like baseball. Yet even a confirmed "fan" will admit, if you pin him down to frankness, that the newspapers carry more baseball news and gossip than he finds time to read—and that much of it is trivial and foolish.

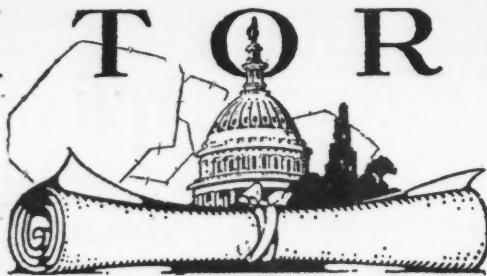
There is a tradition that newspapers must print a great volume of matter about baseball—and that tradition shows no signs of weakness on account of either old age or of its unsoundness.

The average reader of a newspaper does not fail to notice that, often, news events of "spot" interest and importance are treated inadequately, while a page is given over to baseball. He sees, too, a direct relation between these two facts. Space is limited—and some things must be minimized. He notes that the real news usually suffers in order that the baseball stuff may be padded out to make a "showing" with those who are interested in the game.

EDITOR & PUBLISHER believes in baseball and in the wisdom of printing baseball news. But it is proper to urge that baseball gossip and piffle should not occupy space sorely needed for news and features of infinitely greater public interest and value.

Editors should analyze their papers for the express purpose of comparing the news value of the baseball gossip with matter which has had to be either cut to the bone or left out in order to accommodate such matter. A little cold-blooded consideration along this line will serve to bring about better balanced news policies.

THE space grafter urges upon the editor the "news value" of the advertising matter which he offers for free publication. The same argument will apply to almost every paid advertisement appearing in a daily newspaper. All good advertising has news value. Some advertising may even contain news which the editor might have been glad to use and pay for, if we assume that the advertiser had employed a press agent to bring it to his attention. No part of an editor's education is more important than a knowledge of where to draw the line—and he is generally safe if he draws it against the press agent.



NEWSPAPER ADVERTISING RATES

NATIONAL advertisers are to be congratulated. Not the fact that, despite the enormous increases in the costs of publishing, they are now paying—generally speaking—a lower rate per line per thousand of circulation for newspaper advertising space than in 1914.

This statement is based upon reports made to EDITOR & PUBLISHER by some of the leading big-city newspapers. The situation thus revealed, it may be safely said, does not apply to any other product or service. That leading newspapers should be able, notwithstanding steadily mounting costs, to sell advertising at a lower rate per thousand of circulation than five years ago must be classed among the economic miracles of the times.

The facts as to three representative American newspapers, the New York Times, Washington Star and Atlanta Journal, will illustrate prevailing conditions as to increased costs of production and circulation growth, and afford ground for wonder as to how it has been found possible by these newspapers to not merely maintain basic advertising rates, but to actually lower them.

In 1914 the circulation of the New York Times, daily and Sunday, averaged 246,118; for the six months ending March 31, 1919, the average was 393,178. The rate for run of paper in 1914 was 40 cents an agate line. The present rate is 50 cents an agate line for the daily and 55 cents an agate line for the Sunday issue, this increase covering an increased daily average circulation of 147,060.

The white paper bill of the Times, due both to the advanced cost of newsprint and to the larger amount necessary to take care of the circulation growth, has increased about 300 per cent since 1914. The payroll of the mechanical department, including printers, pressmen and stereotypers, has increased more than 100 per cent in the same period. The advertising rate has advanced 25 per cent in five years, while the circulation has increased 55 per cent and the costs of publishing, as to two major items, have advanced 100 per cent and 300 per cent, respectively.

The Washington Star, in 1914, charged 15 cents an agate line daily and 10 cents an agate line Sunday. This rate was based on a daily average circulation at that time of 66,080. The present rates are 17 cents an agate line daily and 13 cents an agate line Sunday, and the circulation for the six months ending April 1, 1919, averaged 102,235.

Thus, an increase of 13 1/3 per cent in the daily rate covers a circulation gain of 54.7 per cent. The increase in the Sunday rate has been 30 per cent, covering an increased Sunday circulation of 65.6 per cent. In 1914 national advertisers received 4,405 circulation for each cent of daily line rate and 4,985 for each cent of Sunday line rate. At present they receive 6,014 circulation for each cent of daily line rate and 6,352 circulation for each cent of Sunday line rate.

The Star finds that, in five years, the cost of newsprint has almost doubled, and the total cost of news-

paper production has increased approximately 50 per cent. In spite of these facts, the basic cost of space to advertisers has been actually reduced 36.5 per cent daily and 27.4 per cent Sunday. The Star accounts for this surprising situation by the increase in circulation revenue and the volume of advertising carried.

The Atlanta Journal's circulation in 1914 was 53,000, and the minimum advertising rate was 8 cents an agate line. The circulation under the last Post Office report was 61,575, and the rate is now 9 cents an agate line. The actual cost of publishing the Journal in May, 1919, was 66 2/3 per cent more than the cost of publishing in May, 1914.

Thus it will be seen that, while national advertisers themselves have been forced by economic conditions to increase the selling prices of their products to keep pace with mounting costs of manufacture and distribution, they are now profiting through a lower basic rate for advertising than they could secure five years ago.

EDITOR & PUBLISHER will not be accused of partisanship in the interests of newspapers when the assertion is made that no other commodity is now selling at so low a rate, considering cost of production, as advertising space. The facts cited substantiate this claim. That present low rates are economically sound is open to serious question—but the fact that they have been generally maintained in the face of conditions to which all other manufacturers bow in submission is undeniable.

If labor costs continue to increase, as seems imminent, it requires but a minor gift of prophecy to foresee drastic advances in basic advertising rates by all newspapers. In fact, the trend is already upward, as evidenced in the figures shown in EDITOR & PUBLISHER rate lists as of July 1, 1919, compared with January 1, 1919. The increase in that period has been slight, but it is significant. The moral for national advertisers is plain: When facing a rising market, buy early!

AMERICANIZATION THROUGH THE PRESS

THE Inter-Racial Council and its co-ordinated organization, the American Association of Foreign Language Newspapers, are attempting in a big way to Americanize our foreign born residents through first Americanizing the foreign language press.

The supporters of this movement are men of dominance in the business world—such men as Gen. Coleman Du Pont and Col. William Boyd Thompson. The Inter-Racial Council hopes to strengthen the foreign language press in its fight against Bolshevism and anarchy. The related organization hopes to turn a large volume of national advertising to these newspapers, thus aiding in making them not only prosperous but vehicles for educating their readers to the value of American-made products.

The people who are directing this allied work invite helpful suggestions. EDITOR & PUBLISHER begs to offer one.

It should be made possible, at the earliest moment, for the foreign language newspapers of the United States to receive the news service of one of the big press associations. The Associated Press, the United Press and the International News Service treat news in the American way. They are impartial, independent, progressive. By using such a news service, without alteration in translation, a foreign language newspaper would become, inevitably, a real force for Americanization, developing the American viewpoint and attitude toward events.

This would involve no attempt to control the editorial policies of such papers. Their editors should be wholly free, in the American way, to interpret and comment upon news and affairs. It would simply place them in line with the English language newspapers so far as the treatment of news is concerned—and this would be a great achievement.

"ADVERTISING is largely an American idea," says J. W. Sanger, a commissioner of the U. S. Bureau of Commerce. Nobody will quarrel with the statement. And most Americans will feel that this idea has been a pretty handsome contribution to the progress of the world.

July 24, 1919 Volume 52, No. 8

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; Dan F. Miller, News; Ben Mellon, Features.

James Wright Brown, publisher.

J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Coss.

San Francisco: R. J. Bidwell.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

PERSONALS

IN THE EDITORIAL ROOM

Major-General Sir David Watson, editor of the Quebec Chronicle, following his return from overseas after an absence of nearly five years, at a civic reception was officially welcomed by citizens and afterward presented to the city a flag given him by the Commune of Abscon, a French town which his troops liberated from German rule in October of last year. He was also honored by the Garrison Club, which presented him with a silver loving cup.

Charles H. Grasty, treasurer of the New York Times and formerly editor and publisher of the Baltimore Sun, addressed the Baltimore Rotary Club last week on experiences in Europe as war correspondent.

Victor Morgan, editor of the Cleveland Press, has declined a job. Following the recent two-day street car strike and a tentative settlement certain matters were to be arbitrated. The city council selected Mr. Morgan for the work, but he promptly turned down the honor.

Capt. F. W. Parker, of the 56th Pioneer Infantry, who returned to his home in Portland, Me., two weeks ago, after service with the Army of Occupation in Germany, has become superintendent of the U. S. Senate stationery department in Washington, D. C. Before entering the army Captain Parker was city editor of the Portland Daily Press.

Miss Edna N. Taylor has returned from France, where she did war work, and rejoined the news staff of the Wilmington (Del.) Every Evening.

Lieut. Timothy A. O'Toole has resumed his duties as sports editor of the Wilmington (Del.) Sunday Star.

"Billy" Guard, formerly a Baltimore newspaper man, later with the New York Times and now with the Metropolitan Opera Company, has been visiting the scenes of his early labors in Baltimore.

Oscar Cesare, of New York, cartoonist for the New York Evening Post, and Mrs. Cesare are spending the summer in Asheville, having bought a home there. Mrs. Cesare is the only child of the late O. Henry, the famous North Carolina writer. She has spent a great part of her life in Asheville.

Miss Mae Muller, of New York, a writer for the Hearst newspapers, and John Carter, wealthy medicine manufacturer of Anniston, Ala., were married recently.

Miss Fannie Rivers, of Houston, and J. C. Sanders, of the Tyler (Tex.) Morning Tribune, were married July 13.

Mrs. Kate Upton Clarke, a former member of the Brooklyn Eagle staff and Brooklyn Institute lecturer, is now an LL.D., by virtue of an honorary degree conferred by Wheaton College.

Edward Logan, formerly of Buffalo, has returned to the editorial staff of the St. Louis Republic.

Curtis Vinson of the Galveston (Tex.) News and Miss Clarice West Moore of Wallasey, Cheshire, England, were married in Houston last week. The marriage is the culmination of a romance begun in England in 1918, where Mr. Vinson was stationed on board the U. S. S. Stockton.

Edith Knight Holmes, editor of the women's clubs section of the Portland Oregonian, was married to Joseph Adams Hill on June 25.

John Kelly, well-known New York ship news reporter, and Miss Martine Brevier, of the Navy yeomanette force, have been married.

David J. Davies, city editor of the

Pittsburgh Dispatch, was married to Miss Norma Maier, of the Dispatch circulation department, July 9.

Howard Underhill Archer, editor and manager of the Rye (N. Y.) Chronicle, and Miss Elsie A. Mason, of Hornell, N. Y., were married July 12.

Miss Betty Adler has gone to Europe as a special representative of the Lee Syndicate of Newspapers. She is a sister of E. P. Adler, publisher of the Davenport (Ia.) Times.

IN THE BUSINESS OFFICE

A. E. Braun, vice-president of the Pittsburgh Post and Sun Publishing Company, has been elected vice-president of the American Window Glass Machine, American Window Machine and Window Glass Machine Companies.

A. J. McFaul, advertising director of the St. Paul Dispatch-Pioneer Press, was given a surprise dinner by his staff at the St. Paul Hotel.

George F. Goldsmith, Jr., of the New York office of the Philadelphia Public Ledger, is at Atlantic City on his vacation.

Edward R. Ellis, of Boston, has been appointed New England representative of the Messenger of the Sacred Heart, of New York City.

Joseph J. Lane has been appointed New England manager of the Red Cross Magazine, with office in the Little building, Boston.

A. J. Putnam, of the Muskogee (Okla.) Phoenix advertising department, and Miss Margaret Thornton, of Dallas, Tex., were married July 13.

Thomas A. Barrett, for many years at the head of the advertising department of the National Farm Power papers in New York, is now managing the publishing work on the American Agriculturist and New England Homestead. J. W. Hastie takes the title of Eastern advertising manager of the National Farm Power.

Miss Marie Magee, for several years connected with the advertising force of the St. Paul Dispatch-Pioneer Press, has resigned to take up work for the livestock department of the Minnesota state government.

Bert Dunlap, for years connected with the Twentieth Century Farmer at Omaha, Neb., is now with the Kansas City Journal Company in the management of the Missouri and Kansas Farmer.

David W. Howe, for two years a Scribner's Magazine representative in New York State and Southern territory and recently with the New York Tribune since his return from overseas duty in the air service, has joined the advertising department staff of the Syracuse Post-Standard.

WITH THE AD FOLKS

Al. L. Baumgartner, president of the Thompson-Koch Advertising Agency, Cincinnati, runner-up in the Ohio State Golf Championship in 1917, has just captured the championship of the Hyde Park Country Club, putting up a new club course record with 68. He also won the long distance driving contest with a drive of 330 yards straightaway and won the approaching contest.

George D. Briggs, formerly of Chicago Daily News Record, has been appointed publicity manager of Strong, Hewat & Co., New York.

William Ketnick has joined the staff of the Allardt Theatrical Advertising Company, Chicago.

Derby Brown has been appointed director of production for Wood, Putnam & Wood Company, Boston.

Charles F. McCahill has become a partner in the Tucker Advertising, New York, resigning as manager of the sales

PRICE HAS LIVED UP TO HIS OPPORTUNITIES

PROGRESS is measured by opportunity, and many a publisher of a small-town newspaper has done quite as well in his field as his brother in a larger city has done in his.

Take Thomas C. Price, for instance, he owns and publishes the Lincoln County News at Fayetteville, Tenn., which has a population of about 5,000. One ought to have practical experience in the mechanical department to run a newspaper in a town of that size, and Mr. Price is full equipped. He worked for ten years with the Methodist Publishing House at Nashville, in the composing room, beginning when he was fifteen years old. Then he ran a linotype machine for Marshall & Bruce Company for six years. After that he worked on the Nashville Banner for three years, when he bought the Lincoln County News and blossomed out as an editor and publisher.

He has trebled the circulation of his paper since he took hold, and last year did a business of more than \$15,000. Besides that, he has served as president of the Middle Tennessee Editors' League. That means he has lived up to his opportunities.



THOMAS C. PRICE.

service department of the Boston Herald, Record & Traveler.

Dewey Pinsker is now on the Joseph Richards Company staff, New York.

A. L. Green has resigned as manager of advertising and promotion for the Burgess-Nash Company, Omaha, to become connected with the Modern Farm Utilities Company, in the same city.

Norton Mattocks is the new advertising manager of the Klearflax Linen Rug Company, Duluth.

George D. Wilcox has started an advertising service in Detroit after overseas air service. He was formerly ad-

vertising manager of the Republic Motor Truck Company, at Alma, Mich.

H. P. Fluhart of the Okmulgee (Okla.) Times has been made advertising manager of the John H. Moore Motor Agency of Okmulgee. Mr. Fluhart is said to be the first advertising man in Okmulgee to devote his full time to a commercial position.

Edward Lloyd Schoen of Chicago has been appointed advertising manager for Schloss Bros., clothiers, Indianapolis. He formerly was connected with the advertising departments of Chicago newspapers.

L. V. Schneider has resigned from the staff of the Indianapolis News to become Indiana publicity director for the Universal Film Manufacturing Company.

William F. Blaha of Chicago has become copy chief of the Coolidge Advertising Company, Des Moines.

Paul Ayers Rockwell, formerly of the Massengale Agency staff, Atlanta, is on the high seas on his way home from France. A bullet in his shoulder put him out of the fighting and he took up newspaper correspondence.

Samuel M. Goldberg, New York City, publishers' special representative, will celebrate on August 11 the 25th anniversary of his entrance into the advertising business. He started with Henry C. Hall on the Christian Standard, Detroit.

Harris N. Pickett has become advertising manager of the Ohio Trailer Company, Cleveland. He was formerly advertising and assistant sales manager of the General Asbestos & Rubber Company, Charlestown, S. C.

Ralph Barstow has left Rochester, N. Y., for Greenfield, Mass., where he assumes the duties of sales promotion manager for the Greenfield Tap & Die Corporation.

Albert Warner has left the Albany Knickerbocker Press to do special work in the editorial department of the Troy Record.

David Tewksberry, editor of the Ketchikan Times, has returned to Seattle, and is now on the copy desk of the Seattle Post-Intelligencer.

John L. Travis, managing editor of the Seattle Times, is spending his vacation motoring about the highways of the State.

C. B. Blethen, editor, and Joseph Blethen, publisher of the Seattle Times, have returned from a short business trip to California.

"The Flint Daily Journal has signed a contract for the Haskin Service for one year."

This service creates good will.

GROUP ADVERTISING EFFECTIVE ABROAD

American Manufacturers Should Use It Overseas to Establish Good Will and Overcome Prejudice, Motor Export Manager Suggests

By P. S. STEENSTRUP

General Manager General Motors Export Company

The passing of the Creel bureau on July 1 marked the end of the official activities of our Government in promoting American publicity in foreign fields. Shall private enterprise continue the work which our Government found desirable and effective in giving our overseas friends a better conception of our ideals, purposes and activities during the war period, or shall we grant foreign competitors the exclusive use of the power of "group" or "pool" advertising in foreign fields?

The value of this and other forms of publicity in the United States is generally recognized. The growth of advertising of all kinds since the Armistice has been remarkable. One prominent American publisher is reported as having rejected millions of dollars' worth of advertising because his printing equipment was inadequate to handle the large volume of business offered.

Foreign Field Neglected

Never before in the history of American business has the power of publicity been so generally acknowledged or so liberally employed in the United States. Even the Government has shown its acknowledgment and appreciation of the excellent results accomplished by advertising during the war by recently expending with satisfactory results \$184,352 in a campaign for recruits for our new army.

Unfortunately, the very general recognition by American business men of the power and effectiveness of advertising in this country has not brought a correspondingly greater appreciation of the possibilities of advertising in the overseas field. True, a few of our larger manufacturers are conducting rather extensive overseas campaigns, and the American export publications have recently enjoyed considerable increase in their advertising patronage, but few concerted efforts have been made by large advertisers or groups of advertisers to systematically and intensively develop the foreign field.

Prejudice to Be Overcome

The possibilities of "group" advertising, sometimes called "pool" advertising, a plan offering great possibilities for promoting the sale of, and building good will for, American products abroad, seem to have been entirely overlooked by American manufacturers, although this method of building good will and developing business for certain industries is already extensively and effectively employed by British advertisers. That other countries are awakening to the appreciation of the possibilities of this form of advertising is proved by the fact that Brazilian coffee growers recently started an advertising campaign in this country, backed by an appropriation of one million dollars, to increase the demand for and consumption of their product.

If "group" advertising can be effectively and profitably employed to increase the demand for and the use of certain products in this country, why should it not be even more effective in promoting the sale of American products abroad? American products will not only encounter world competition in the

foreign markets, but in certain sections of the globe more or less well defined prejudices exist against American products and American methods. What more effective method could be used to overcome these sales impediments than good "group" advertising?

The motor car business overseas is in its infancy and the rapidity and extent of its development will depend largely on the employment abroad of those aggressive publicity and sales methods which have been so successful in building the business in the United States to its present huge proportions.

The possibilities of a "pool" advertising campaign abroad to increase the use of American motor cars are alluring. The field is the largest ever presented to an advertising man, and the purpose is to increase the usefulness, the wealth, and the happiness of the people of the entire world through rapid economical transportation.

A "pool" campaign could be supported by placing a uniform assessment on each car exported or by taking a percentage of the net value of each car exported for the advertising fund. The benefits from the campaign accruing to such manufacturer would be in proportion to the number of cars which he exported and to his share in the cost of the campaign, while the industry as a whole would be greatly benefited.

THIS COLLEGE PROFESSOR STARTED AS PRINTER



PROF. ROBERT W. JONES

From a country newspaper office printer's case to a university professorship has been the career traveled in 18 years by Robert W. Jones, who is now a member of the faculty at the University of South Dakota, at Vermillion, as director of the course in journalism.

Professor Jones holds three University degrees, A.B. and LL.B. from the University of Missouri, and A.M. from the University of South Dakota. He also has an honorable withdrawal card from the International Typographical Union dated August, 1905. He has been reporter, copy reader and city editor of various daily papers in Missouri, for eight years was a special correspondent of the St. Louis Globe-Democrat and has been professor of journalism at the University of South Dakota the last three years.

Earl C. Donegan, editor, and William Steinke, cartoonist, of Bridgeport Post, are flying in connection with their newspaper work.

ILLINOIS

205 Miles Wide.
380 Miles Long.
56,665 Square Miles.
6,152,257 People.
\$3,905,321,075 Assessed Valuation

Annual Production

\$2,000,000,000 Manufactured Products.
880,000,000 Steel Products.
400,000,000 Meat Products.
418,000,000 Bushels of Corn.
244,400,000 Bushels of Oats.
57,590,000 Tons of Coal.
30,400,000 Bushels of Wheat.
18,500,000 Barrels of Petroleum.
13,500,000 Bushels of Potatoes.
5,111,000 Hogs.
3,438,000 Tons of Hay.
1,500,000 Tons of Coke.
1,315,000 Beef Cattle.
988,000 Sheep.

Illinois Has

250,000 Farms.
18,026 Factories.
12,216 Miles of Railroad.
35,100 Tobacco Dealers.
19,500 Grocers and Delicatessen Dealers.
6,650 General Stores.
3,700 Shoe Stores.
3,600 Hardware Stores.
3,200 Drug Stores.
3,000 Garages and Repair Shops.
2,800 Auto Accessory Dealers.
2,000 Dry Goods Stores.
425 Sporting Goods Stores.
304 Department Stores.
73 Cities over 5,000.
32 Cities over 10,000.
25 Cities over 15,000.
16 Cities over 25,000.
5 Cities over 50,000.
1 City over 2,500,000.

What more could any one ask for a try out territory? It is all there. And the Illinois daily newspapers listed here are "on the job" to help manufacturers and retailers.

Illinois is SOME state.

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

Total Circulation 1,892,449. Rate per line, \$2.3304.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

ADVERTISING MEN ARE "APOSTLES OF TRUTH"

Present Demand of Public Is for Honesty in Print—Success of Profession in War Activities Proves Its Value in Reconstruction

SPOKANE, Wash., July 22.—The advertising man is a "regenerated apostle of truth," according to George A. Phillips, president of the Spokane Ad Club,

"History tells us that the book agent, the quack medicine man and the cure-all artist were among the first and most aggressive advertisers to take advantage of printed mediums." Mr. Phillips says, "The purchasers of advertising in those days were impatient for results. So the 'advertising man' resorted to high-pressure methods of appeal to bring quick results.

The Days of Old

"The most flagrant statements were made, the most unreasonable exaggerations were indulged in, to attract attention, without any regard for the truth. The public rebelled at these ridiculous methods, putting the 'advertising man' in the same category as the common liar and the quack.

"Then there came a demand for common sense, honesty, and truth in advertising, and sound principles were laid down for the guidance of ethical advertisers. Nowadays, the right type of advertising man carefully analyzes every statement before putting it into print.

"The results of the war activities of advertising men demonstrate their value to their flag and their country. Their ability in aiding the government during war proves that they can aid immensely in the activities of reconstruction.

Censoring Public "Schemes"

"The Spokane Ad Club has organized a 'Publicity Bureau' within the club, consisting of ten advertising men, all members of the club, served by a paid secretary. This bureau co-operates with other civic bodies and the newspapers in handling all publicity for public enterprises, carefully avoiding the giving of assistance to any publicity to private undertakings.

"For example, this bureau handled the publicity for all the Liberty Loans, the Red Cross, and United War Work funds. It conducts publicity for patriotic and community events, and for the promotion of community improvements, including good roads, public buildings, and hospitals. It is a central point from which is distributed reliable information concerning all these matters of common interest.

"The Bureau standardizes publicity and practically eliminates misstatements. It forms a governing body through which the talent of every advertising man in the community is made available.

A Serious Responsibility

"The advertising man who joins in reconstruction work is assuming a serious responsibility. He must bear in mind that reconstruction means that something of value has been broken down and that he is engaged in rebuilding for better ideals, not only in the business fabric of the country but the social, moral, and patriotic strength of the country.

"The almighty dollar has been reduced in rank and superseded by good citizenship. These are heroic days, and the value of the advertising man as an aid in reconstruction is no greater than the value of the man, personally.

"The late Theodore Roosevelt said

that no nation could be great unless its sons and daughters have in them the quality to rise level to the needs of heroic days. He added that 'this heroic quality is but the apex of a pyramid, of which the broad foundations must solidly rest on the performance of duties so ordinary that to impatient minds they seem commonplace.'

"The moral is: Be truthful in advertising."

FROM RURAL PAPER TO HEARST MANAGER

James A. Callahan, who, as EDITOR & PUBLISHER lately had the pleasure of announcing, was recently made business manager, as well as advertising manager of the San Francisco Examiner, received his first advertising experience at Wa-



JAMES A. CALLAHAN

seca, Minn., about eighteen years ago. He left there to enter the publicity department of the Bell Telephone Company of Minneapolis, Minn., and was appointed advertising manager. After three years in that position, Mr. Callahan went to Grand Forks, N. D., as advertising manager of the Times, and when that paper was merged with the Evening Herald he became advertising manager of the Morning Herald & Evening Times.

Mr. Callahan's next step was his return to Minneapolis in 1912 to accept the position of assistant advertising manager of the Minneapolis Journal. He continued in that capacity until 1916, resigning to become advertising manager of the San Francisco Examiner, which position he held when Mr. Hearst appointed him to act also as business manager.

"Cal"—as he is familiarly known—although now weighted down with the well-known arduous and multifarious duties of business manager, continues to exercise direct supervision of the advertising department of the Examiner.

C. A. McCulloch in Big Transaction

CHICAGO, July 22.—Charles A. McCulloch, a former newspaper man who has been connected at various times with the Tribune, Post and Journal, has, in association with J. Ogden Armour and John R. Thompson, purchased the Parmelee Transfer Company from John C. Shaffer, owner of the Evening Post and Indiana Star League Newspapers, and John J. Mitchell.

WISCONSIN!

"A STATE OF MIND"

PERHAPS it will be news to you that Wisconsin built a line of ocean ships for the war that would stretch out two miles stern to bow.

One Wisconsin yard alone delivered to the Emergency Fleet Corporation during 1918, twelve ocean carriers of 3,500 tons dead weight each.

Fifteen other vessels between 3,100 and 4,200 tons were also produced, in other yards, and tugs, patrol-boats, and submarine chasers galore.

Yes, Wisconsin is a *manufacturing* state as well as an *agricultural* state; above all, it is a "STATE OF MIND."

If you have something that deserves to be bought and will advertise it in the daily newspapers, of course, Wisconsin will buy it.

In Wisconsin the "word to the wise" can be best said in the dailies:

Papers

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E).....	*6,037	.025
†Green Bay Press Gazette (E).....	11,011	.025
Kenosha News (E).....	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee, Wisconsin-News (E).....	*62,000	.10
Milwaukee Journal (E).....	113,830	.14
Milwaukee Journal (S).....	93,830	.14
Milwaukee Sentinel (M&E).....	81,752	.11
Milwaukee Sentinel (S).....	67,162	.11
Racine Journal News (E).....	7,666	.025
Sheboygan Press (E).....	6,693	.0214
Superior Telegram (E).....	15,152	.035
Wausau Record-Herald (E).....	5,353	.01785

Government Statements, April 1, 1919.

*Publisher's Statement, April 1, 1919.

†A. B. C. Statement, April 1, 1919

CIRCULATION NOTES

The ticket scalpers did not have a chance to do business with the happy newsboys who were the guests of the Portland (Me.) Express-Advertiser at the big Robinson Circus, for the medium of admission was an indelible stamp on the back of the right hand of each of the youngsters.

As the result of successfully greeting the R-34 British trans-Atlantic airship, in an airplane when it recently arrived at Mineola, L. I., the Brooklyn (N. Y.) Daily Eagle expects shortly to deliver newspapers by air to towns on Long Island, as an experiment to test the practicability of such a permanent service.

The Portland (Me.) chief of police is working on a plan to revive the effect of the old ordinance regulating the sale of newspapers on the streets by newsboys, charging that children from five to 10 years of age are being allowed to sell the papers without the slightest semblance of regulation of any kind.

"When the circulation manager's away the assistants will play." This parody on the old adage came particularly true in the office of the Phoenix (Ariz.) Republican recently while Oliver King, circulation manager was attending the I. C. W. A. meeting in Buffalo, and the assistants' playing took the form of a one-day drive for subscribers. The result was that the Republican's circulation climbed 135 in the one day. Ray Kane and Harry Orcutt carried out the drive all by themselves, with one solicitor and the paper's carrier boys as the drive workers.

An "Aerial Extra" of the Topeka State Journal was thrown from an airplane over the city July 10 by W. G. Clugston, a staff member. It was the first newspaper to be so circulated to Topekans.

C. E. Story, city district manager for the Des Moines Register and Tribune, is spending a two weeks' vacation on the shores of Lake Michigan.

Earl R. Foster, circulation manager of the Des Moines News, has been visiting the Scripps McRae papers in Cleveland, Columbus and Cincinnati.

Fifty carriers of the Indianapolis Star were taken for a week's outing to Webster Lake as a reward for excellent service throughout the past year. This was the sixth outing party of carriers.

L. C. O'Brien, formerly with the Indianapolis News, Cincinnati Times-Star, St. Louis Star and San Antonio Express, is now in charge of the reorganized circulation department of the Okmulgee (Okla.) Times.

When the Providence (R. I.) street car men went on strike last week, the newspapers were set to handle the circulation situation. In place of sending bundles via the electric cars, automobiles were used. One paper used a motorcycle to carry papers, while another pressed a motorcycle into use for reporters.

Through a newly perfected plan the Baltimore morning newspapers are saving several hours in their deliveries on the Eastern Shore where they have a

very large circulation, which heretofore was reached by trains up to Wilmington and thence back along the peninsula. Now the papers are bundled into auto trucks, which carry them to Annapolis, from which they are ferried across the Chesapeake Bay and distributed by the trucks.

To keep in touch with the newsboys the Des Moines Capital furnished Dave Fidler, street circulator, to the General Newsboys Club for one week as boxing instructor. Fidler is known as the leading newsboy boxer of the middle West. The annual outing of the Des Moines newsies was held recently at "The Ledges," near Boone, Ia., the State camp of the Boy Scouts. To show their appreciation of the outing the newsies dug an immense well for the camp grounds, which now furnishes the camp with fine drinking water.

The Des Moines Sunday Capital is now printing the two outside pages of its rotogravure in green ink. It also carries a peach colored sporting section each Sunday, which is in keeping with its "peach sports edition" on the daily Capital. Both have been very popular with the readers according to Messrs. Leggett and Ward, in charge of the country and city circulation departments, respectively.

The Houston Chronicle's picture gravure section last Sunday featured the local Boy Scouts organization and it proved a very popular edition. A full page was given to the local troops and showed them in all their activities. The "Inquiring Reporter" column also continues to maintain high interest. Every day the reporter asks five persons chosen at random, in his rounds of the streets, a leading question, sometimes on a topic of the day, sometimes on rather personal matters, as for instance, what would you do if you were a boy again? The replies are published.

The "Daily Laugh Column" is a popular innovation on the Houston Chronicle. Contributions are accepted and, if of sufficient merit, the contributor is paid \$1.

Fred M. Smith, formerly of the country circulation department of the Des Moines Capital, has become circulation manager of the Fargo (N. D.) Courier-News.

The Buffalo Times held a "Kids' Day" at Erie Beach, July 14. A coupon from the Times was good for a free round trip to the resort for any schoolboy or girl under 14 years. A prize baby show has also made a decided hit for the Times with Buffalo people.

The Portland (Ore.) Journal promoted an automobile excursion from Portland to Vancouver, B. C., for the annual convention to the Interstate Realty Association, July 18, 19 and 20.

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

About 100 realty dealers and their families were guests.

In the Atlanta Sunday American of July 13 there appeared a new department which readers will see regularly in the future unless Atlanta Boy Scouts start things they can't finish and they have never done that yet. The youngsters will write their page, work for it and, with only the technical assistance of a newspaper man, will edit it themselves.

The Atlanta Georgian has published the Peace Treaty complete and distributed it in connection with all editions of Thursday.

The Metropolitan News Company entertained the circulation managers of Greater New York at dinner in honor of the opening of its new building at 47-53 Chrystie street.

Vernon S. Batty, circulation manager of the Gloversville (N. Y.) Leader-Republican, has succeeded F. Ernest Hinckley as circulation manager of the Gloversville Morning Herald.

The Schenectady (N. Y.) Union-Star is conducting a six weeks' circulation campaign, offering four automobiles and 48 other prizes. Ten per cent cash commissions are given all who fail to win a prize.

The Fall River (Mass.) Evening Herald issued a Welcome Home edition July 3, consisting of 36 pages of interesting text and advertising. The general manager, Edward Gans, formerly of EDITOR & PUBLISHER, has been treating the people of Fall River to a succession of newspaper stunts of the up-and-going kind.

Louis Silverman, 15 years old, a St. Louis newsboy, won the Missouri University scholarship in competition with three other high school graduates. He will enter the department of engineering. The scholarship carries with it an allowance of \$150, payable in installments, the first year.

Jane Marie Hall, of the circulation department of the Omaha-World-Herald, was married to Dan J. Harmon, Jr., July 1.

Bert Bowman has resigned as country circulator for the St. Paul Dispatch-Pioneer Press to handle western circula-

tion of the Metropolitan Magazine. He and P. W. Blake, former city circulator of the Omaha Daily News, will establish an agency under the Rhoads-Warfield Company of Omaha and cover Minnesota, Wisconsin, northern Iowa and eastern South Dakota.

Ralph Pryne, formerly in temporary charge of circulation for the St. Paul Dispatch-Pioneer Press, has been transferred to what is known as the New Business branch of the advertising department of those papers.

John A. McNeil, former circulation manager of the Bridgeport (Conn.) Evening Herald, and Mrs. McNeil will spend the summer in St. Louis and the winter in California.

The St. Paul Dispatch-Pioneer Press offers a trophy to the playground winning the greatest number of points in a field meet to be held in August, and a medal to the boy or girl winning the highest number of points in each of ten classes. The papers co-operate with the city Department of Parks and Playgrounds. Four thousand youngsters will contest.

Stuart Carroll, circulation manager of the Stars & Stripes, will continue in Paris for some time, where he is engaged in the publishing business.

Simmons Heads Georgians

MONROE, Ga., July 17.—The Georgia Press Association closed its convention today by electing the following officers: President, J. Kelly Simmons, McRae; W. G. Suttive, Savannah Press, first vice-president; C. D. Rountree, Wrightsville Headlight, second vice-president; Ernest Camp, Monroe Tribune, third vice-president; C. E. Bennis, Butler Herald, secretary; J. J. Howell, Cuthbert, treasurer; and Hal M. Stanley, Dublin, corresponding secretary. It is the 17th term in office for Mr. Stanley, who is also state labor commissioner. Next year's meeting will be held at Carrollton.

Paper Cost Experts Meet Tomorrow

The executive committee of the Cost Association of the Paper Industry will hold a meeting at the New York headquarters, 18 East 41st street, on July 24, at 10 A. M.

Photogravure Advertising
25c line

8 page supplement
Every Sunday

**Des Moines
Sunday
Register**

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

try-out market

The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through

THE
INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

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

U. S. P. O. Report

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

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

The
**Pittsburgh
Post**

has the second largest morning and Sunday circulation in Pittsburgh.



MAKE MANY PROTESTS ON N. Y. STATE MAIL

Farmers, Business Men, Private Citizens and Post Office Employes Lay Complaints Against Service Before Department Investigators

SALEM, N. Y., July 23.—Hearings conducted here this week in the investigation of rural mail delivery conditions resulted in an avalanche of complaints by farmers and employes of the postal service. Farmers from several points in Washington county complained that they were without mail delivery for three or four days at a time.

Rural delivery carriers declared they were unable to cover the routes assigned them by the postal department.

Inspector Dow heard the complaints, and announced he will forward his report to Washington.

Hundreds of newspaper editors, civic leaders and private citizens attended the hearing at Hudson Falls, July 16, and heard of the woefully inefficient system in vogue in post offices in that vicinity. Mr. Dow listened to the complaints, making notations, and promised that all would be investigated and reported to the postal department.

Woeful Inefficiency

One of the most striking incidents of the hearing was the testimony of a resident of the Cambridge section, who said that often at 8 o'clock at night the carrier passed his house, bound for the post office at Cambridge after his day's delivery work was completed. The post office was 7 or 8 miles away from that point and the carrier still had the mail he picked up during the day. This was bad enough in the summer, with excellent weather conditions, but under the present plan the man will be obliged to go over the same route in the winter, with even greater delays.

Resignations of postmasters, carriers and other agents of the postal department were general throughout the section, witnesses testified. Since May 1, when the present working conditions were placed in operation, scores of carriers have quit, and in many cases "doubling up" has been practiced, with the result that conditions were even worse, with one man doing several men's work.

Maine Publishers Entertained

PORTLAND, Me., July 17.—Members of the Maine Daily Newspaper Publishers' Association held their quarterly meeting at Bath, yesterday, as guests of Frank B. Nichols, publisher of the Daily Times. The publishers were taken in automobiles to New Meadows Inn, where they enjoyed a shore dinner. Later, they made an automobile tour of the city.

THIRD WAR MEDAL AWARDED TO MAJ. ADLER FOR GALLANTRY

Major Julius O. Adler, 306th Infantry and of the New York Times management, was decorated again Monday for gallantry in action, when Col. A. Sapelli,



MAJOR JULIUS O. ADLER

Italian Colonial Troops, representing King Victor Emmanuel of Italy, pinned the coveted Italian War Cross upon his breast.

The citation shows that the King himself recommended the award of the cross to Major Adler, "although you did not fight on Italian soil, but distinguished yourself gallantly in action for the common cause."

Major Adler said he had no idea why he should be decorated, unless the King had reference to "that little affair outside of St. Juvin."

Major Adler also has the Distinguished Service Cross and the Croix de Guerre.

Col. Wilber E. Wilder, commandant of the New York Recruiting District, bade Major Adler farewell as a soldier and bade him take into civilian life the admirable qualities he had displayed as a soldier, of which the Colonel and the army, he said, are very proud.

Major Adler is a nephew of Adolph Ochs, publisher of the New York Times.

A. O. Reinhart Retires

HAZELTON, Pa., July 23.—A. O. Reinhart retired from the Plain Speaker organization yesterday after 21 years' service.

PREMIUMS

That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

PRES. WILSON CONCEDED TO SAVE ALLIES

(Continued from Page 5.)

out for ourselves, just as they do, God bless 'em.

Preparedness for U. S.

Particularly, we must have just as big a navy as they or anybody else has. We owe that to our self-respect, as well as to our coast line. They must scale down or we scale up. Without naval equality this foolish old world won't pay much attention to our desire for justice and peace.

The kind of altruism which the old world singcats admire is altruism with a kick in it. Good advice without a navy is mere impudence. We mustn't offend our European friends in this way.

Then we must have universal military training and service, not only as a protective peace measure, but as a measure to promote American citizenship and preserve the spirit of American nationalism—the real victory won by us for ourselves in this war.

Favors League of Nations

I began last autumn by being for these things only, and against the League of Nations, but I have been drawn toward the broad view. I want to see America go out into the world and help, not so much for the others as for ourselves.

That's the way to keep ourselves alive. There have been nations almost as great as we. Most of them died from the ingrowing and down-breeding effects of narrow selfishness. Let's be game in this country to try the other plan under the enlightened and safe leadership of the man who is today everywhere recognized as the world's leader—Mr. Wilson.

Preacher Files Libel Suits

CONCORDIA, Kan., July 23.—Charges of criminal libel have been filed against Ray Gree, editor of the Concordia Blade-Empire, and Fred Cook, editor of the Jamestown (Kan.) Optimist, by Rev. F. R. Beers, pastor of the Baptist church here. The suit is the outcome of a "parable" printed in the two papers some time ago, relating how a certain pastor, unnamed, had asked the share of profits from a meeting for orphans.

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

MORGAN GOES TO BIRMINGHAM

Will Fill New Advertisers' Service Post on the News

BIRMINGHAM, Ala., July 26.—To render more efficient service to its advertisers the News has created the position of office and promotion manager and appointed Cole E. Morgan to fill this post.



COLE E. MORGAN

Mr. Morgan comes from the Louisville Courier-Journal and Times, of which he was promotion manager, and for which he conducted successful publicity and promotion campaigns, immediately following the armistice last winter and through the spring and early summer of 1919.

Before going to Louisville, Mr. Morgan for eight years was connected with the editorial and later the advertising departments of the Atlanta Georgian until he entered the Army Y. M. C. A. service as director of publicity in Tennessee during the war. At other times he occupied important editorial positions on Knoxville, Chattanooga and Memphis papers.

New Era Features

30 East 42nd St., New York City

Forty Leading Papers
Print Our Service.

Send for our Headline History of the World War

WE SPEND MORE THAN \$500,000

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News
FIRST

Always—Accurately

International News Service
World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

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

LONDON TIMES ISSUES SPECIAL U. S. EDITION

Historic Effort in Cause of Anglo-American Friendship—Produced in 4th of July Special Edition—Editorial Exchange Endorsed

By HERBERT C. RIDOUT,
London Editor EDITOR & PUBLISHER.

LONDON, July 5.—That Anglo-American amity is in the course of becoming a living reality of tangible force and influence is quite apparent from the increasing attention being paid to American interests and news by the British newspapers, the latest evidence being the fine American number of the London Times issued on July 4.

The special edition must have been a thing of joy to Lord Northcliffe, who has made it almost his life work to formulate a spirit of understanding and communion between the United States and Great Britain, for it typifies in print the great publisher's ideals and aspirations in creating a bond of union between the two English-speaking countries.

A 50-Page Edition

The publication took the form of a separate 22-page supplement, full Times size, presented with the day's ordinary issue, which by reason of the bulky American element therein had to be enlarged to 28 pages, making in all a 50-page number, this I believe to be a record in British daily newspaper production and well worthy of the historic occasion.

Notable contributions from men of light and leading in both countries went to make a unique review of American progress with a friendly touch that bespoke a delightful sympathy with the Anglo-Saxon cause.

An article of exceptional value and interest was one by James Keeley on "The Newspaper Press," in which he endorses the suggestion first printed in EDITOR & PUBLISHER for an exchange of staffs.

That the suggestion should be given this publicity under the aegis of the Times prompts the belief that Lord Northcliffe may be one of the first to give it concrete realization.

U. S. Advertisers

American advertisers loomed large in this Times edition, and for their contribution to the commercial interchange—no small part, indeed, of the successful establishment of international relations—their identities deserve recording. British advertisers were also well represented. American users of space included the financial houses of Brown Brothers & Co. (New York), First National Bank of Boston, Guaranty Trust Company of New York, American International Corporation (New York), Speyer & Co., Pritchitt & Co., Anglo-South American Bank, Bernhard, Scholle & Co., Harris Forbes & Co., J. H. Bache & Co., and Blair & Co., all of New York, the Philadelphia Fourth Street National Bank, Merchants-La Clede National

Bank of St. Louis, West & Co. (Philadelphia), Washington Loan & Trust Co., and the Old Colony Trust Co., of Boston, Mass.

Miscellaneous national advertisers included Armour & Co., Ltd., Libby, McNeill & Libby, Northwest Trading Co., Ltd. (Seattle), the Cities Service Co. (Henry L. Doherty & Co., Wall Street, New York), who used a whole page relating to their petroleum enterprise, Chapman, Ltd., exporters (New York), Bowring & Co. (New York), the John McE. Bowman, Hotels Biltmore, Commodore, Belmont, Murray Hill, Ansonia and Manhattan, of New York, being featured in a whole page (the design of which bore the imprint of the Bryant Advertising Corporation; New York), while Cyrus H. K. Curtis in a page advertisement printed a message to the British business man urging him to cultivate the American field, pointing the opportunities of the national market there, Philadelphia as the second largest market in the U. S., and the Public Ledger as the means to open the market.

Idea for U. S. Newspapers

The whole edition was a stupendous triumph of which not merely the Times may be proud but British journalism as a whole is mighty proud, and as an effort on behalf of the cementing of Anglo-American friendship it is historic.

It only requires one or two of your American newspapers to return the compliment by issuing an All-British number, placing before the American people a record of British achievements and sentiments—covering in a general way what EDITOR & PUBLISHER'S own International Number covered from a newspaper point of view. The fairway to an open understanding would be cleared and the nations brought closer together on our side of the Atlantic.

Will Concentrate on "Sports"

OTTAWA, Ont., July 21.—An innovation in Canadian newspaperdom has been inaugurated by the Journal newspapers, this city, in the appointment of Capt. E. B. Archibald as associate sporting editor and supervisor of amateur recreations and sports. It will be his aim to encourage sport purely for the purpose it serves in developing health and physical fitness. Captain Archibald is a noted Canadian athlete.

The Biggest Gain

in local advertising made by any Cleveland paper during May, 1919, over May, 1918, was shown by

THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

The PLAIN DEALER gained 221,775 lines of local display against the 194,850 lines of the second paper.

LOS ANGELES EVENING HERALD

Carries a greater volume of advertising than any daily on the Pacific coast

DAILY CIRCULATION 127,773

Charter Member A. B. C.

URGES HOME ADVERTISING IN LOCAL PAPERS

(Continued from Page 13.)

newspaper for a year, the chances are the campaign would arouse nation-wide interest because of its practical results.

A campaign of this kind to be a whirlwind of a success must have real energy and actual cash back of it. And it must be on a yearly basis, with copy changed regularly. There is a difference between running a standing card about the town and a bang-up reason-why talking advertisement. A live, wide-awake town wants the kind of advertisements that say something, and say something different every day.

Make the Home People Proud

Men who travel a great deal know very little about the towns they pass through. Impressions they receive from the car windows are not to be depended upon. Often a town does not sell well when viewed from the window of a passing train, yet it may have everything to offer a prospective citizen or factory-locator.

Men who travel talk a great deal about towns, and the advertising town is sure to receive the additional word-of-mouth advertising which would result from the interest its local advertisements would arouse.

Every American town has an interesting story to tell. It should tell its story in detail, and keep repeating that story until it becomes as well known as any nationally advertised product. And, the place to begin telling that story is in the local newspaper, so that its people will learn why they should be proud of their own home town, and why the story should be sent into the outside world through the combined efforts of every citizen.

ALBERT WILLIAM STONE, LATE OF Pueblo Star-Journal, has joined Denver Post editorial staff.

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

After the War— and on a 2c Basis

The circulation report of the Louisville Herald to the U. S. Postoffice Dept., as of April 1, 1919, shows the following.

DAILY . . . 52,456
SUNDAY . . . 48,767
Average Daily & Sun. 51,930

Use of premiums and reduced rate offers to mail subscribers were all discontinued in August, 1918.

The Herald has the largest daily (morning) and the largest daily-Sunday average circulation in Louisville.

Herald circulation is concentrated in the Louisville trading territory.

The Louisville Herald
Kentucky's Greatest Newspaper

HIS HOBBY IS STARTING ADVERTISING CLUBS

John H. Rennard, advertising manager of the Marietta Paint & Color Company, of Ohio, is also president of the Advertising Club of Marietta, which he organized. He always has been active in advertising club work and was founder and president of the Wheeling (W. Va.) Advertising Club. Before taking up advertising he was a reporter on the Wheeling News and later became news editor of the Wheeling Intelligencer. He has also served as chairman of the vigilance committee of the Pittsburgh Publicity Association.



J. H. RENNARD.

\$1,000,000 to Boom Chicago

CHICAGO, July 22.—The "Chicago Boosters" are perfecting plans, endorsed at a recent meeting, to spend \$1,000,000 during the next four years in an advertising campaign for the city. The purpose of the campaign, as outlined by William D. McJunkin, with whom it originated, is to "remove the stigma falsely attached to the name of Chicago by other cities, largely through misrepresentations in their press."

Florida, Georgia and South Carolina are the principal producers of phosphates in the United States.

You Cannot Cover Mount Vernon, N. Y., Without Using the

DAILY ARGUS

The only newspaper published there. It goes into every home in that section.

Foreign Representative,
GEO. B. DAVID & CO.,
171 Madison Ave., New York

The Pittsburgh Dispatch

with its dominating influence brings advertisers paying results.

WALLACE G. BROOKS
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans. To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.
The S. C. Beckwith Special Agency.
Sole Foreign Representatives
New York Chicago St. Louis

Beloit, Wisconsin

Metropolitan in character, is a city highly industrialized, the largest oil engine factory and largest wood working machinery plant in the world.

THE BELOIT DAILY NEWS covers the City's needs so thoroughly that Milwaukee papers do not circulate here. Net paid circulation 6,500. Rate 28c. per inch flat.

D. E. WORTHINGTON, Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH
Chicago, Marquette Bg. New York, 5th Ave. Bg. Detroit, Kresge Bg. Boston, Advertisers Bg.

SOUTH'S FARM WEALTH MADE BY LOYALTY

Georgia Editor Says Government Plea for Food Crops Met With Response That Brought New Strength and Riches—A Buying Market

The State of Georgia, long regarded in a financial way only as a land of cotton, bought \$40,000,000 worth of Western meat in 1915, reduced it to \$25,000,000 in 1916, and this year will have meat to sell to the world, according to reliable authorities, and W. T. Anderson, president and editor of the Macon Telegraph, told EDITOR & PUBLISHER at the S. N. P. A. convention at Asheville, that this more than anything else indicates why manufacturers of nationally advertised goods have entered the South, knowing it is now prepared to buy the best they have to offer. Mr. Anderson, who is a recognized student and authority on the development and growth of the South during the preliminary period of coming back—for the South has only started—in discussing conditions this week, said:

True of South as a Whole

"I think the conditions prevailing in Georgia are generally true of the South as a whole. In 1865 the negroes of this country, constituting about 45 per cent. of the population, were dispersed, disorganized and demoralized by the preachments of the carpet-baggers following in the wake of Sherman's army.

"The owners of the large plantations who gave employment to this entire 45 per cent. population found it necessary to break up their farms into small tracts and to rent these lands to their former slaves, furnishing the mules and the food. In return the rent contracts without exception were made payable in cotton.

"The consequence of this system was that the South produced more cotton than the world needed, and our Agricultural Department is authority for the statement that we sold cotton at 9 3/4 cents per pound, the average cost of producing it being 10 1/4 cents per pound. The way we accomplished this miracle without going into bankruptcy was to use the labor of women and children, both whites and negroes, without paying a cent for it.

Profit by Government Urging

"As a result of this over-production our buying power was so curtailed that a great many manufacturers of nationally advertised and distributed goods kept out of the South, knowing that we were too poor to buy their fine wares.

"The great pressure by the Government put upon all farmers throughout the United States to raise food crops as an act of loyalty, and the profit which the farmers of the South have been able to get on their cotton during these two or three years has converted the Southern States from a poverty-ridden

ALWAYS A PIONEER

At a recent conference, the advertising staff of the New York Tribune was treated to a talk on the past history of the Tribune by Royal Cortissoz, who has been for many years its art critic. Mr. Cortissoz was at his best in recalling incidents of the days when Whitelaw Reid was putting the Tribune on the strong, permanent basis of "First of all—the News."

For instance, at the time of the great Chicago fire, Mr. Reid sent John Hay, the Tribune's leading editorial writer, from New York to cover the story. (Mr. Hay later became Secretary of State.) Another event in line with this policy was the sending of a leading staff man, John Hazzard, to report the opening of Wagner's "Nibelungenlied" at Bayreuth, Germany.

Mr. Cortissoz also recalled other ways in which the Tribune led in New York journalism. It erected the first office skyscraper in New York, with the most commodious and attractive newspaper offices in the world. It installed the first Hoe Press and aided materially in the development of the Linotype.

liability of the nation into an upstanding, self-determining, unbondaged people, who have the right to say what crops they will plant and to exercise some intelligence in the amount of each crop that should be produced.

"The new development of Georgia is reflected in the packing houses distributed over the State to take care of our cattle and hogs which are being grown for market. There are today six such plants. "Cotton that was held is now selling for 33 cents per pound. The land is one of plenty and the manufacturers of nationally advertised articles are coming into our section with unprecedented celerity."

Bernard Douglas, formerly of the Cohoes Dispatch, has been named editorial writer for the Albany (N. Y.) Argus.

"KIDNAPPED" WRITER GETS DAMAGES

Wealthy Chicagoan Who Tied Webb Miller, Reporter Assigned to Interview Him, and Took Him to Jail, Settles for \$500

A law suit begun against Mark Morton, the "salt king," of Chicago, by the Chicago American in 1914, in which Webb Miller, now acting London manager for the United Press Associations, had the role of a kidnapped reporter, has just been settled out of court, on a payment by Morton to Miller of \$500. The damages originally asked were \$25,000.

In June, 1914, Miss Helen Morton, the daughter of Mark Morton and prominent in Chicago society, figured in a sensational elopement. Finally, she was found in Virginia and brought back to her home. The Morton family went to great lengths to escape publicity and took the daughter to one of their country estates near Wheaton, Ill.

A Dangerous Assignment

Miller was assigned by the Chicago American to find and interview the illusive Helen. Later he was told that Morton had threatened to shoot the first reporter that set foot on his estate.

On arrival at the Morton country place by hired automobile, Miller sauntered up the driveway toward the house. In the barnyard were three men tinkering with an automobile and one of them hailed him. He went over to the group and on being asked who he was, cheerfully admitted he was a reporter.

Then things began to happen. According to Miller's story, the three men grabbed him, dragged him into the barn, and tied him from neck to ankle with a long, heavy rope. Then the leader, who proved to be Morton, told the two farmhands to get some tar and feathers ready.

When they refused to participate in a

tarring bee, Morton carried Miller on his back and threw him into the automobile, announcing his intention of taking the reporter to the Wheaton jail. This he did, but not without further adventure.

Motor Car Is Wrecked

About half way to Wheaton, Morton lost control of the automobile and it tore into a barbed wire-fence at about thirty-five miles an hour. The machine was wrecked and both occupants severely cut by the barbed wire. Morton then commandeered the reporter's hired automobile, which had been trailing the other car, and took the reporter to jail. The next day, Miller was acquitted of the only charge Morton could concoct—trespass.

Then the Chicago American brought suit against Morton for \$25,000, charging false arrest, kidnaping and assault. When the case came up for trial, Miller was in Mexico for the United Press. When it next came up, he was in London, and later at the American front, for the U. P.

A few weeks ago, Morton evinced a desire to settle the suit out of court and as Miller thought it would be too much trouble to return to Chicago on the chance of a favorable verdict, he consented to settle. The other day he received a check for \$500 and the case was dismissed.

London Advertising Man Here for Ideas

Charles Wiles, advertising manager of Harrods, London, has arrived in this country and will make a study tour of American methods in advertising that will take him as far West as the Pacific Coast. One of the purposes of his visit will be an interchange of ideas with American advertising men.

The New Jersey Shore Resorts are enjoying unprecedented prosperity.

The Asbury Park Press (Evening)

and The Shore Press (Sunday)

are the recognized mediums for this district.

The Associated Press news service, American Newspapers Publishers Association membership Audit Bureau of Circulation Reports on request. Standard Advertising Rate Card.

Frank R. Northrup, Special Representative, 303 Fifth Avenue, New York City. Association Building, Chicago.

J. Lyle Kinmonth, Publisher, Asbury Park, N. J.

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. A. Klein, Metropolitan Bldg., New York. John Glass, Peoples' Gas Bldg., Chicago, Ill.

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency Checking Copies by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS

New York City: Times-American, Record-American, Journal-World, Globe-Advertiser, Globe-Tribune, Baltimore Sun, Post-Telegram, Indianapolis News, Herald-States, Worcester Telegram, Mail-Eve. Sun, Ithaca Journal, Eve. World-Sun, Bridgeport, Post-Telegram, Wilmington, Journal-News, Argus Leader, Every Evening, Springfield (Mass.) Philadelphia, Union, North American, Hartford (Conn.) Boston, Times, Herald-Traveler, New Haven Register, Post-Transcript, ister

[Send for full particulars of S & M Service.]
Co-operative Services of Schwartz Mandel Inc. 450 Fourth Ave. N.Y. 7205-7206 Mad Sq.

Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P.

Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr. Representatives Payne-Burns & Smith, New York—Boston J. Logan Payne Co. Chicago—Detroit

3 OF A KIND

New England Market

Boston American

Merchandising Service Department

To cover the first effectively you need the other two.

Govt. Statement for Six Months Ending April 1st Shows

301,270

The Pittsburg Press

Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives. I. A. KLEIN, JOHN GLASS, Metropolitan Tower, Peoples Gas Bldg. New York, Chicago

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

New York Sun Will Move To Stewart Block

Change to Building Mr. Munsey Bought in 1917 Probably Will Take Place During the Fall

As soon as alterations now under way are completed, the New York Sun and the Evening Sun, owned by Frank A. Munsey, will give up their present quarters at 150 Nassau street and move to the Stewart building, on old landmark of New York City, occupying the block front on Broadway from Chambers to Reade street, which Mr. Munsey bought in October, 1917. It is not expected that the removal will take place until October and possibly not until December.

The basement and sub-basement of the Stewart building are being remodeled to accommodate the presses and the foundry of the two newspapers. The present mechanical equipment now includes five Hoe Sextuple "20th Century" presses and their number will be increased to twelve. A mezzanine floor in the basement will be used by the mailing department.

The business offices will be located on the ground floor at the northwest corner of the building, extending 40 feet along Broadway and about 225 feet along Reade street. The composing room of both papers will be on the second, and the news departments, the editorial writers' offices on the third, and the engraving department, which now is housed at 165 William street, will be on the seventh or top floor.

When Mr. Munsey bought the building, which was built nearly 72 years ago by the late A. T. Stewart, one of the pioneer New York merchants, he announced his intention, ultimately, of tearing it down and erecting on the site as a home for the Sun and the Evening Sun, a building better fitted architecturally to its surroundings.

He said at that time that the high price of steel and other building supplies made it impossible to say when construction work on the new building would begin and it is understood that while he still has this project in mind, its realization has been postponed indefinitely. One of his business representatives said that when the new building was erected the basement would remain as recently remodeled.

News Print Made in Philippines

The Philippines are in a position not only to supply news print for domestic needs but to export large quantities of this product, according to a report just made by the Director of the Bureau of Forestry. It is said that the raw materials available, such as the bamboo and two kinds of grasses, the cogon and the talahib, are of such good quality and can be so cheaply secured that if this industry is given careful study the islands will not need to import annually \$2,000,000 worth of paper as heretofore.

Test wells for oil are now being drilled in Florida.

NEW INCORPORATIONS

NEW YORK. Travel Information, Inc.; advertising; \$5,000; C. M. Barnard, H. Barnes, O. R. Bradbury, 51 Chambers street.

Charles H. Amm Company; printing and publishing; \$20,000; C. J. Amm, E. and P. Judkoff.

Sinai Press; \$20,000; H. E. Golden, H. H. Hunter, A. H. Rosenberg, 364 Alexander avenue.

Fine Arts Printing Company; \$50,000; S. Taubenhaus, I. Schmal, S. Schwartzberg, 29 Convent avenue.

INDIANAPOLIS, Ind.—Indiana Farmers' Publishing Company; \$125,000; Edwin S. Whitaker, William D. Fitzpatrick, Nellie Prentice.

Newspapers Get A. B. C. Reports

CHICAGO, July 24.—Audit Bureau of Circulations reports have been issued to the following newspapers: Alliance (Ohio) Review and Leader, Chicago Daily News, Chicago Evening American, Chicago Evening Post, Chicago Herald and Examiner, Chicago Tribune, Hudson (N. Y.) Republican, Los Angeles Times, Madison (Ind.) Courier, Parkersburg (W. Va.) Sentinel, San Bernardino (Cal.) Daily Sun, San Bernardino Index, Springfield (Mo.) Leader.

Kansas City (Mo.) Journal, Kansas City Post, Kansas City Star & Times, Kingston (N. Y.) Freeman, Martins Ferry (Ohio) Times, Mount Vernon (N. Y.) Daily Argus, Ottumwa (Ia.) Daily Courier, Pittsburgh Dispatch, Pittsburgh Gazette-Times, Pittsburgh Post, Pittsburgh Press, Pittsburgh Sun, Portsmouth (Ohio) Daily Times, Poughkeepsie (N. Y.) Evening Star & Enterprise.

Fall River (Mass.) Evening Herald, Fall River Evening News, Long Beach (Cal.) Press, Long Beach Telegram.

Another Daily for Rome, Ga.

ROME, Ga., July 22.—With Thomas E. Edwards, of Anniston, as secretary-treasurer and general manager, the News Publishing Company of Rome has been organized with \$40,000 capital. It will start about September 1 an afternoon daily paper. Officers, besides Mr. Edwards, are Julian Cumming, president, and R. A. Denny, vice-president. Mr. Edwards was until within the last month business manager of the Anniston Star.

30-Story Home for Buffalo Enquirer

BUFFALO, July 23.—William J. Connors, owner of the morning Courier and the evening Enquirer, intends erecting a 30-story newspaper and office building at 246-54 Main street, the location of his present plant. It will have a frontage of 88 feet and will be 100 feet deep and "will be the handsomest building erected in Buffalo," according to Mr. Connors. The structure is to be known as the Enquirer building.

Will Sell Intertype Stock

The board of directors of the Intertype Corporation, Brooklyn, N. Y., have decided to sell the unissued \$500,000 par value of the first preferred stock of the

FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

For Sale

Unusual circumstances place on the market for immediate sale daily doing \$65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-754, care of Editor & Publisher.

For Sale

One twelve (12) page Cox Duplex flat bed press—rebuilt four years ago. Splendid condition. Address A-789, care of Editor and Publisher.

For Sale

Goss Matrix Rolling Machine, with Sprague motor attached, all in first class condition, and at a low price. Write for details. The News, Dayton, Ohio.

Equipment For Sale

For Sale—Model 5 low base linotype. Also electric linotype pot, good as new. Democrat, Albany, Ore.

Matrix Rolling Machine

For Sale—Modern Goss Matrix Rolling Machine, in perfect condition with direct-gear three phase, 60 cycle, 220 volt A. C. Motor. Price \$400 as it stands on our floor. We are substituting dry mat machine. North Adams, Mass., Transcript.

For Sale

A 4, 6, 8 and 12 page Goss press with stereotype equipment, motor, belting, shafting, etc. The Standard-Sentinel, Hazelton, Pa.

For Sale

One 7 H.P. motor; one 2 H.P. motor; one 1/2 H.P. motor; one foot power round hole perforator; one hand punch; one hand proof press; several iron pulleys; several type cases. The Gazette, Billings, Mont.

Equipment For Sale

For Sale—One 36x50, two revolution Cottrell newspaper and book press; rebuilt, trip, back up, rear, delivery. In splendid condition and offered at an attractive price. Daily Mail, Anderson, South Carolina.

corporation, at par for cash. This is in view of the "rapidly expanding business of the corporation." Present stockholders will be given the first opportunity to subscribe before public offering is made.

N. Y. to Have New Garment Daily

A new trade daily, the Daily Garment News, will be launched in New York early next month, according to J. Dannenberg, of Ready-To-Wear Publishing Company. A staff is now being organized. The Garment News will be published mornings, and, aside from style news and other information bearing upon the women's garment industry, the retail field and accessories, will present a number of new features not now covered, it is said.

Open Gravure Plant at Buffalo

BUFFALO, July 23.—The Buffalo Gravure Company, Inc., has entered the printing field here to supply gravure supplements to newspapers, and produce printing for advertising purposes. A contract has been closed with the Buffalo Courier for 120,000 eight-page supplements weekly for three years.

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour. A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St. New York City

Starts Ship News Bulletin

The Bureau of Shipping Information of the Naval Communication Service now issues a daily bulletin carrying the names of more than 10,000 vessels, giving their location. The bulletin is of great value to shipowners, shippers and all engaged in business with a maritime connection. Daily reports of the movements of vessels are received from the Bureau of Operations of the Navy, the Shipping Board, the British Ministry of Shipping and other sources. The Naval Communication Service is under the direction of Lieut. Commander R. B. Coffman.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Business Manager

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies, seeks engagement for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Cartoonist

Cartoonist with some national reputation wishes to make a change about Sept. 1st. Ten years' experience, seven on one paper. Experienced in political and human interest cartoons. Want to get into larger field—the only reason for desiring a change. Address A-786, care of Editor and Publisher.

Newspaperman

Newspaperman, 22, looking for opening on small daily or good weekly where, in time, an interest in the property might be secured. Box 277, Garwood, N. J.

Statistician

Salary, \$2,800; nine years with Hearst New York papers, at present Government War Work. C. T. McLaughlin, Room 628, 143 Liberty Street, N. Y. City.

Editor

Have you an opening for an ambitious young woman? I have been a proof-reader eight years and wish to do newspaper work that will advance me toward editorial position. Alert intelligence and earnest work will be given for chance to make good. Address A-790, care of Editor and Publisher.

Web Pressman

Now in charge of afternoon daily desires change of location. Experienced on eight page Scott or two-three or four deck Goss, Hoe or Scott presses. State what kind of press you have and scale of wages and help on press. Address A-791, care of Editor and Publisher.

Reporter or City Editor

Young man, University graduate, five years' experience as reporter and city editor desires position on Ohio or Western Indiana daily. Best references as to character and ability. Correspondence solicited. Address A-795, care of Editor and Publisher.

Woman Editor

Woman wants position as editor woman's or children's department, or literary work on paper. Three years' experience. Address A-794, care of Editor and Publisher.

Circulation Manager

37 years old, 20 years circulation experience on both morning and afternoon papers, and now has charge of that department on a well known daily, desires change. For further information address A-793, care of Editor and Publisher.

Editor

Thirty-four years old, now with one of the leading dailies of New York City, is casting about for a post as editor of a daily in a city of from 60,000 to 150,000 population. Must have full information on financial condition of paper and mechanical condition of plant. Ask also unquestioned authority to direct editorial department (outside of political matters) and an appropriation under which to operate. Will give Chicago, Boston and New York record as reporter, re-write man, city editor and editorial writer. Will accept stock as part payment for services. Address A-803, care Editor and Publisher.

Accountant—Executive Ability

Young Woman, 23 years of age, good executive ability, 3 years' experience, desires position as accountant. Has accurate knowledge of all office details, banking and circulation work, can also operate typewriter and dictaphone. At present employed as head accountant and office manager of daily paper in city with population of 150,000. Address A-801, care Editor and Publisher.

SITUATIONS WANTED

Change Wanted

Man of 30 with family, now General Manager of paper in city of 50,000 and with 13 years' newspaper experience, desires to make change. Best references. Has served one employer 13 years. Address Box A-799, care Editor and Publisher.

Editorial Assistant

Man, 25, of real talent and promise, successful as advertising writer, will sacrifice good position for chance on publication. Address A-792, care of Editor and Publisher.

Wanted

Position as managing editor and editorial writer of afternoon paper in city of from 50,000 to 100,000. Qualifications: One year as reporter; one year as sports editor; one year as city editor; one year as business manager; three years as managing editor and editorial writer, part owner of publication, an afternoon paper in city of 40,000. University education; age twenty-eight; unmarried. Understand responsibility of ownership. Interested only in a publication which maintains a constructive, conservative editorial policy, not involved directly in politics through owner's participation. Disapprove American membership in a League of Nations, as now proposed and understood. Will be discharged as Army officer August 1st. Available for duty September 1st. Correspondence and conference desired. Salary, \$3,600. Address, Editor No. 1, care Editor & Publisher.

Telegraph Editor

A No. 1 telegraph editor, now employed, rapid, plenty of "punch," capable executive 30, married. Prefer substantial growing paper. State best salary to start. Address A-807, care Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Unusual Opportunity

for an experienced advertising salesman for Southern trade journal leading its field. Must make New Orleans headquarters and do considerable traveling. Previous experience essential. Unusual opportunity for man who can handle territory and who is capable of developing into advertising manager. State age, experience and salary expected. All replies held strictly confidential. Southern Marine Journal Publishing Co., Houston, Texas.

Advertising Manager

Wanted—Advertising Manager for leading daily in Eastern town of thirty thousand. Man with ability to develop field from beginning. Permanent position to right party. Address A-788, care of Editor and Publisher.

Business Manager

Business Manager wanted on a daily evening paper in a city of forty thousand. Must have, in addition to business ability, a general knowledge of the newspaper business, together with courage, optimism and imagination. A splendid opportunity for a young man with ambition. Address A-797, care of Editor and Publisher.

Circulation Man

Wanted—Circulation man to build up the circulation of this newspaper in the Thumb district of Michigan, of which Port Huron is the natural metropolis. The present circulation is 11,000, and we have not employed a single solicitor or canvasser for several years, yet circulation has been held intact simply by selling the paper on its merits. The city circulation practically already 100% and no problem whatever. Correspondence invited with the man who thinks he can increase the outside circulation in a territory of 100,000 people from three to five thousand. Outside territory consists of numerous small towns and fine agricultural district. Address The Times-Herald, Port Huron, Mich.

Syndicate Salesman

One of the fastest growing syndicates in the country has an opening for a man who has a wide acquaintance among newspaper editors and who has some experience in selling service and features. The right man can make an unusually favorable contract. Address A-802, care Editor and Publisher.

HELP WANTED

Publication Assistant

Stenographer with experience in editorial and advertising departments of a monthly publication for work in New York. Must be familiar with and be able to handle advertising personnel of newspapers and magazines, cuts and proofs and keep editorial and advertising records. Address A-806, care Editor and Publisher.

Managing Editor

Wanted—Managing editor for newspaper, in city near Albany. Do not apply unless you are young and have plenty of initiative. Wonderful opportunity for man with ambition to get ahead. State previous experience and salary expected. Address A-798, care of Editor and Publisher.

Wanted At Once

Young man to take managing editorship proposed afternoon daily in city 15,000. Must be first class all round, with requisite experience in all ways. Detail experience and submit reference of former or present employers. \$35.00 to start. Marc G. Perkins, Fremont, Nebraska.

Advertising Salesman

Wanted At Once—Advertising Salesman and copy writer for morning paper in Southern city of 30,000. Drawing account and commission to experienced man. Address A-800, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Half Interest For Sale

For Sale—Half interest in morning paper, California city of 6,000, to a practical man. Splendid field for development, possibly consolidation. Fine newspaper property, paying now better than 12 per cent, with possibilities of considerably more. Prefer good advertising man. Address A-804, Editor and Publisher.

For Sale

Sullivan Daily Times; only daily in city of 6,000, county of 32,000; rich prosperous section of Indiana. Property enjoys good revenue and excellent prospects. Fine chance for right man. Personal reasons for selling. For information address Paul Poynter, Sullivan, Indiana.

CHINESE PRESS SHOWS SIGNS OF PROGRESS

Emil M. Scholz Writes of Pioneer Work Being Done in Orient in Way of News Service to Papers—American Advertising Going to China

Emil M. Scholz, formerly publisher of the New York Evening Post, and who has been spending several months in the Orient, expects to return to the United States in September, but does not plan to return to New York before October.

In a letter to EDITOR & PUBLISHER, written from Shanghai, China, June 13, Mr. Scholz describes the general strike there in protest against the Government's action in the Shantung matter. Everything Japanese is being boycotted, he says. America stands very high with the Chinese, President Wilson's speeches having been translated into the language of the country and very widely circulated. These speeches, according to Mr. Scholz, constitute a sort of political Bible for the natives, who are looking more and more to America for guidance and for co-operation.

"The press of China is in its swaddling clothes," writes Mr. Scholz. "There is no paper here that has over 30,000 daily circulation, and most of them are under 10,000. They are all ambitious to adopt modern methods, but they are not commercially profitable. Eighty per cent. of the people here do not read, while exactly the reverse is true in Japan.

"I have met Powell, who runs Millard's Review, and he is one of the progressive Americans here. Carl Crow,

\$5,000 or less cash for investment in a small southern, southwestern or Pacific Coast daily. Proposition S. W.

CHARLES M. PALMER

Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building New York

formerly of the Committee on Public Information, has embarked in a new venture that promises well. He is placing advertising in the vernacular press, and also conducts a news agency that furnishes news to the Chinese papers here and in Peking, where he is associated with Roger Ames Burr. The papers are taking to the service. It looks to me like the beginning of the Chinese United Press. They are placing business like the Ingersoll watch in the Chinese papers. American manufacturers who expect to open the Chinese market have got to advertise to the consumer."

Mr. Scholz has addressed the advertising club in Shanghai on "The Commercial Development of American Newspapers," and also talked at the Peking Press Club, on which occasion his address was translated to the Chinese editors present.

Gets Artificial Limbs for Poor Boy.

ALBANY, N. Y., July 22.—Two hundred dollars were needed to supply artificial limbs for a boy whose legs were amputated above the ankles. The Knickerbocker Press presented the case to the public, withholding the boy's name. It asked for aid from readers and three days later a table was printed showing the names of the readers who had given more than twice the amount desired.

First Woman to Fly Across Texas

FORT WORTH, Tex., July 21.—Miss Catherine Oglesby, of the Star-Telegram, made an airplane flight to a number of North Texas cities recently with Major Theodore MacCauly, the Saturday Evening Post writer. Miss Oglesby is the first Texas newspaperwoman to make a flight across the state. At Paris, Texas, she was greeted by Governor W. P. Hobby.

History Again Repeats

ST. PAUL, Minn., July 23.—St. Paul Judd, descendant of Daniel Webster, who had been on the "day side" copy desk of the St. Paul Dispatch-Pioneer Press, succeeded John Cowan, "night side" copy reader, it was not the first time he found himself "in his steps." Eleven years ago Judd left his Massachusetts home to take Cowan's place as telegraph editor of the Minneapolis Tribune.

PRES. M'KERNAN NAMES I. C. M. A. COMMITTEES

Organization Expects to Double Membership Before the St. Louis Convention in 1920—Noted Workers Represented in Personnel

President James McKernan of the International Circulation Managers' Association, yesterday announced his committees for the ensuing year as follows:

Transportation: Harold Hough, chairman, Fort Worth (Texas) Star Telegram; F. P. Beddow, Jacksonville (Fla.) Metropolitan; C. J. Toot, Grand Rapids (Mich.) Herald; J. N. Eisenlord, Chicago American; H. S. Stodghill, Louisville Herald; James L. Farley, Philadelphia North American; Joseph Levy, New Orleans Item; W. Harrington, St. Louis Globe-Democrat; Edwin R. Powell, Phoenix, Arizona Gazette; Robert J. Corrigan, Denver News and Times.

Convention: W. E. Page, chairman, Columbus (Ga.) Daily Ledger; Robert B. McClean, New York Evening Post; Robert T. Bulger, Buffalo Courier-Inquirer; Herbert Peters, Galveston Tribune; C. F. Stout, Plainfield (N. J.) Courier-News; Robert L. McLean, Philadelphia Bulletin; Paul H. Brown, Charlotte (N. C.) Observer; E. R. Ragen, Springfield (Ill.) State Register; George J. Desmond, Duluth (Minn.) News-Tribune; Robert S. Weir, Louisville Courier-Journal.

Auditing: Albert Michner, chairman, Harrisburg (Pa.) Telegraph; Alfred W. Cockerill, Utica (N. Y.) Press; Thomas F. Farrelly, Providence (R. I.) Journal; Ernest Scholz, New York City, Crowell Publishing Co.

Newsboys' Welfare: George H. Reynolds, chairman, New Bedford (Mass.) Standard; Joseph R. Taylor, Grand Rapids (Mich.) Press; T. J. Kavanaugh, Dayton (O.) Daily News; William P. Lovell, Bloomington (Ill.) Daily Pantagraph.

Program: John M. Schmidt, chairman, Indianapolis News; John Toler, Atlanta Constitution; William L. Argue, Toronto Star; John Lang, Toronto World; P. L. McCrary, Superior (Wis.) Telegram; I. U. Sears, Davenport (Iowa) Times; J. E. Nunn, Houston Chronicle; Clarence W. Hixson, Syracuse (N. Y.) Post-Standard; John D. Simmonds, Atlanta (Ga.) Journal; John Kaiser, Marietta (O.) Register-Leader.

Audit Bureau: John M. Schmidt, chairman, Indianapolis News; David H. Smith, Portland (Ore.) Journal; E. A. Miller, Harrisburg (Pa.) News; W. M. Grant, Atlantic City Gazette Review; W. D. Tanner, Utica (N. Y.) Herald-Dispatch.

Membership: J. J. Lynch, chairman, Cleveland Press; W. L. Betts, Brooklyn, N. Y.; F. F. Board, Publishers Advertising Association, Kansas City, Mo.; M. A. Miner, Utica (N. Y.) Observer; Clem. D. O'Rourke, Dayton (O.) Journal; Oliver King, Phoenix (Ariz.) Republic; L. L. Boyer, Des Moines (Iowa) Capital; George W. Matthews, Winnipeg (Can.) Telegram; E. J. Barnnett, Little Rock (Ark.) Democrat; L. A. Morris, Raleigh (N. C.) News and Observer; Charles R. Goodrich, Durham (N. C.) Sun; F. R. Folkes, Regina (Can.) Leader; W. J. Lyness, Tacoma (Wash.) News-Tribune; Murray T. Beck, Johnston (Pa.) Leader; Frank W. Emery, New York Herald; C. W. Butler, Buffalo Commercial; Victor Lattanner, Milwaukee, Wisconsin News; W. H. Deunis, Halifax (N. S.) Herald-Mail; Harry E. Snesecor, Jackson (Mich.) News; M. J. Burke, Brooklyn Daily Eagle.

Publicity: J. M. Annenberg, chairman, Albany (N. Y.) Knickerbocker Press; William Hoffmann, New York Staats-Zeitung; J. F. Payne, Indianapolis (Ind.) Indiana Daily Times; James R. Henderson, Montreal Gazette; William Darby, Toronto Mail and Empire; C. J. Flanagan, New York Times; L. J. Boeshans, Council Bluffs (Iowa) Nonpareil; Tom Downey, Boston Globe; Frank W. Eastin, Cincinnati Commercial Tribune; Samuel N. Johnson, Philadelphia Enquirer.

General Welfare: H. A. Wenige, chairman, Glens Falls (N. Y.) Post-Star; Charles Waterfield, New York Herald; M. W. Zapp, Washington (D. C.) Times; William G. Burns, Washington (D. C.) Star; L. H. Hammond, Jr., Boston Transcript; Roy C. Webster, Hartford Courant; J. B. McClatchy, Sacramento Bee; F. D. Frugone, New York Bolletino Della Sara; R. O. Dyer, Milwaukee (Wis.) The Journal; William L. Shoup, Richmond (Va.) Virginian.

Entertainment: A. E. MacKinnon, chairman, New York; A. G. Lincoln, St. Louis Post-Dispatch; W. A. Ailsch, St. Louis Times; R. S. Grable, St. Louis, World Color Printing Co.; W. Harrington, St. Louis Globe-Democrat; E. R. Sternbenz, St. Louis Republic; H. H. Triss, El Paso Herald; Roy Hatten, Detroit Free Press; M. D. Treble, Buffalo Times.

Necrology: Clarence Eyster, chairman, Peoria (Ill.) Evening Star; William Elder, Toronto Tele-

gram; R. S. Craft, Jackson (Mich.) Citizen-Press. **By-Laws:** D. B. G. Rose, chairman, Louisville (Ky.) Standard Printing Co.; William L. Argue, Toronto Star; E. S. Dobson, Newark Ledger; Joseph A. Lackey, Nashville Banner; A. C. Jenkins, Birmingham Ledger.

Publishers Assn. Committee: A. Lincoln, chairman, St. Louis Post-Dispatch; A. E. MacKinnon, New York City; Joseph Taylor, Grand Rapids (Mich.) Press.

Railway Mail Service and Post Office Committee: Albert Michner, chairman, Harrisburg (Pa.) Telegram; John Schmidt, Indianapolis News; R. B. McClean, Circulation Manager, New York Evening Post; Roy A. Weir, Louisville Courier-Journal; H. H. Fris, El Paso Herald; John Toler, Atlanta Constitution; Thomas E. Farrelly, Providence (R. I.) Journal.

The association now has five hundred members, and President McKernan in his inaugural speech requested that the membership be doubled, calling attention to the fact that this only requires each member to bring in one application during the coming year.

The membership committee is twice the usual size and it is expected that the organization will double its membership in the next year. The slogan is 'One Thousand Members for St. Louis.'

President McKernan, who is circulation manager of the New York World, said to EDITOR & PUBLISHER:

"The I. C. M. A. is doing effective work in the circulation field and business managers and publishers who appreciate having their circulation managers keep up to date should see that they join this association.

"On the invitation of the Publishers' Association, the 1920 convention of the I. C. M. A. will be held in St. Louis June 15, 16 and 17."

Following are the officers and directors:

President, James McKernan, New York World; first vice-president, William L. Argue, Toronto Star; second vice-president, A. G. Lincoln, St. Louis Post-Dispatch; secretary-treasurer, Clarence Eyster, Peoria Evening Star.

Directors: J. M. Annenberg, Albany Knickerbocker Press; James L. Farley, Philadelphia North American; James R. Henderson, Montreal Gazette; H. H. Fris, El Paso (Texas) Herald; George H. Reynolds, New Bedford (Mass.) Standard; T. J. Kavanaugh, Dayton (Ohio) News; M. D. Treble, Buffalo Times; John Eisenlord, Chicago American; William Elder, Toronto Telegram.

Wales Agency Girls Win Ball Game

At the annual outing and field day of the Wales Advertising Company, New York, held at Bear Mountain July 12, the surprise of the day was the showing made by a team of young ladies from the art, detail and stenographic departments, who made the men's nine play their hardest to defeat them by the close score of 12-11. The young ladies' team has issued a challenge to any similar team in the New York Council of the American Association of Advertising Agencies.

LAWYER-EDITOR HAS MADE HIS MARK

TEN years spent in the practice of law and another decade as owner, publisher and editor of a newspaper—that is the record of Edward Albright, publisher and owner of the Gallatin (Tenn.) News.



EDWARD ALBRIGHT.

Mr. Albright was graduated from the law department of Cumberland University in 1898, when he was twenty-five years old. He hung out his shingle in Gallatin, Tenn., near which town he was born. Just why he dropped the aspiration for the wool sack that every young lawyer has, he doesn't say, but he bought the Gallatin News at the end of the time specified above and has been running it ever since. The News has no competition, since it is the only newspaper in Gallatin, a county seat of 4,000 population and in a county of 30,000. All of which makes it easier for Mr. Albright. He loves the work of editorial associations and has devoted himself to it in large and generous measure. He has been president of the Middle Tennessee Editors' League and also of the Tennessee State Press Association and is vice-president of the National Editorial Association. He hasn't any political aspirations, however, as he showed when, in 1918, he declined to enter the race for Governor of his state, though two-thirds of the newspapers in Tennessee endorsed him for the Democratic nomination. He never has care for political office. He has a good paying newspaper property and is content to give his attention to that.

W. R. Robinson, formerly an editorial writer on the Philadelphia Public Ledger, is now doing similar work for the Cleveland Plain Dealer.

H. B. Lautmann, city editor of the Pittsburgh Leader, is recovering from the effects of an auto accident.

D. C. HATCHER GOES TO ATLANTA

Becomes Circulation Manager of Georgian Before His 26th Year

DETROIT, July 23.—Douglas C. Hatcher, at present circulation manager of the Detroit Journal, has signed a year's contract with the Hearst organization as circulation manager of the Atlanta Georgian.

Mr. Hatcher goes to Atlanta on August 31. His has been a rather spectacular career. Starting in Lansing, Mich., as a newsboy, "Hatch" first got into the mail room of the Lansing State Journal. Soon after he was made circulation manager, in which post he so distinguished himself that, early in 1915, he was offered and took the circulation manager's post on the Detroit News. He went to the Detroit Journal on January 1, and now gets into the biggest newspaper organization in America—and all before he is 26 years old.

Buffalo Men Join New Agency

BUFFALO, July 23.—Besides Alex F. Osborn, other local advertising men who will become affiliated with the Barton, Durstine & Osborn Advertising Agency, are Clarence L. Davis, who will be assistant treasurer and local service manager; Donald B. Wheeler, director, and D. R. Davis, who will be production manager. He formerly was copy director of the Vanderhof agency of Chicago.

Robert Egan, Pittsburgh newspaper man, has been appointed general director of the Knights of Columbus activities in Paris.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.

Circulation, 28,000

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

Food Medium
of
New Jersey
Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press
Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office,
74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's
PRESS
CLIPPINGS

Tenth Avenue at 45th Street
New York

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג
ווארײט

The National Jewish Daily

R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES

EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE
742 Market St. 1322 L. C. Smith Bldg.

New York Sun—July 19, 1919

ENTIRE WORLD CALLS FOR STEEL

Orders in Broad Inquiry Now
Exceed Shipments

GERMANY AND AUSTRIA BUY

Situation Indicates Sustained Ac-
tivity Throughout Summer

Developments in the iron and steel trade this week have been of a very favorable nature. Producers report that new orders have exceeded shipments, coming both from foreign and domestic sources. In fact the week was marked by a broadening inquiry for steel and steel products from all parts of the globe, including Germany and Austria.

50,000,000

Gross Tons Of Steel For 1919 Estimated Pro- duction

PENNSYLVANIA

has led in steel production in this country for many years—and still leads all other states in steel.

With the entire world calling for steel, Pennsylvania's continued prosperity is assured for a long time to come. Every industry benefits.

Business in every line is good in Pennsylvania. People are all working.

These daily newspapers, covering the state from the east to the west, and from the north to the south, will carry YOUR message, together with the name of your LOCAL DEALER to the buying public of this territory—a territory well worth the most intensive cultivation.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E).....	23,676	.04	.04
Altoona Times (M).....	14,940	.025	.025
Bethlehem Globe (E).....	6,766	.025	.025
*Chester Times & Republican (M&E).....	14,177	.04	.04
CConnellsville Courier (E).....	6,888	.015	.025
*Easton Express (E).....	11,096	.02	.02
Easton Free Press (E).....	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E).....	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Jour- nal (M&E)	22,018	.05	.05
Lebanon Daily News.....	8,349	.0179	.0179
New Castle News (E).....	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)19	.14
Pottsville Republican (E).....	10,797	.0329	.0329
Seranton Republican (M).....	27,130	.08	.07
Seranton Times (E)	36,861	.08	.07
West Chester Local News (E).....	11,926	.03	.03
Wilkes-Barre Times-Leader (E).....	19,376	.05	.035
*Williamsport Sun (E).....	16,110	.05	.035
York Gazette (M)	15,026	.03	.03

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

To Newspaper Publishers

Just one year ago, after careful investigation of conditions, I launched a campaign seeking to produce closer co-operation between the newspapers and advertising agents for the purpose of producing increased volume of general advertising.

I advocated the adoption of an increased commission allowance to 15 per cent. and 2 per cent. cash discount, to help meet the agents' increased cost of doing business. I am informed that 90 per cent. of the daily newspapers are now on that basis.

I advocated commission allowance to agents on national advertising linked to the names of local dealers — localized national advertising — and have definite assurance from hundreds of newspapers that they are now doing this.

Millions of dollars of new advertising for newspapers is now in preparation in the agencies, and I most earnestly urge publishers to do everything in their power to help make it easier for the agencies placing it.

The wonderful superiority of newspaper advertising is about to have its greatest demonstration. We need have no fear of the result.

JASON ROGERS,

Publisher of the New York Globe.

MEMBER
A. B. C.

THE NEW YORK GLOBE

NOW
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