

Marshall Field & Company

is the largest user of space in Chicago newspapers, and their advertising is confined entirely to daily issues (they use no Sunday newspapers whatever). The division of space for Chicago newspapers places the Chicago Daily Tribune in the lead of all Chicago newspapers. The figures in agate lines for 1917 follow:

| | |
|--------------------|---------|
| TRIBUNE | 332,982 |
| Herald | 331,394 |
| News | 289,200 |
| American | 254,534 |
| Journal | 251,243 |
| Post | 181,209 |
| Examiner | 131,846 |

Send for "Book of Facts," just off the press.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

For the Big Spring Drive

"OHIO FIRST"

About 60% of Ohio's population resides in incorporated cities and villages, reached by almost 5,000 miles of modern electrified railways and approximately 10,000 miles of steam railroads.

This means that over 3,000,000 people are daily readers of OHIO'S NEWSPAPERS, whom you can reach every twenty-four hours.

It likewise means easy work for your salesmen and prompt distribution of merchandise to all parts of the state.

Now is the time to concentrate your forces and press forward in the Big Spring Drive. The Newspapers here listed have achieved success for themselves, and they can win success for you!

Success commands recognition.

Put into your advertising the spirit of patriotism and salesmanship, and drive ahead. If you want Western Trade concentrate your forces in Ohio first.

Ohio was never more prosperous than now, never had more money in her pockets.

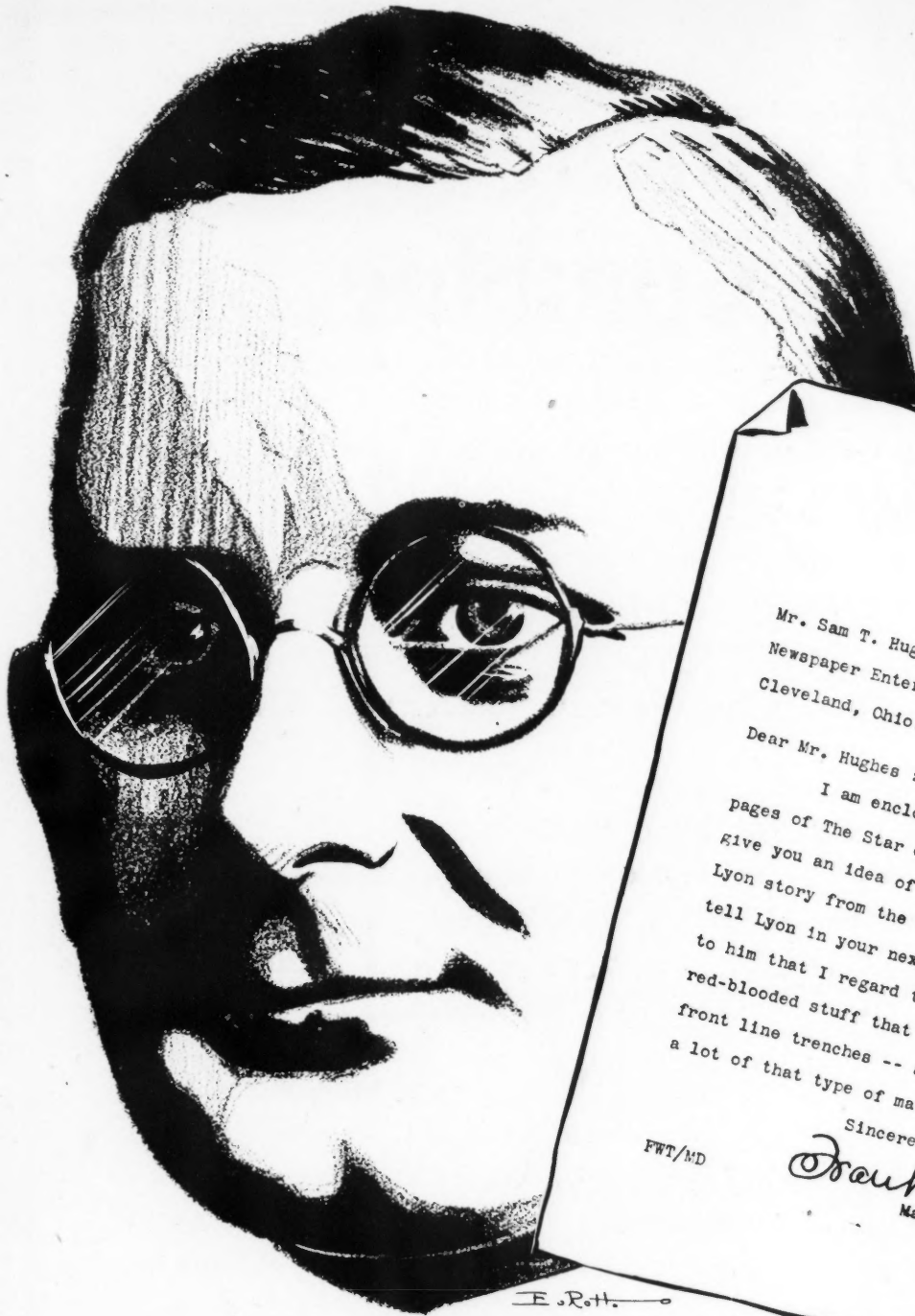
"OHIO FIRST"

You Need Ohio Newspapers in Your Business

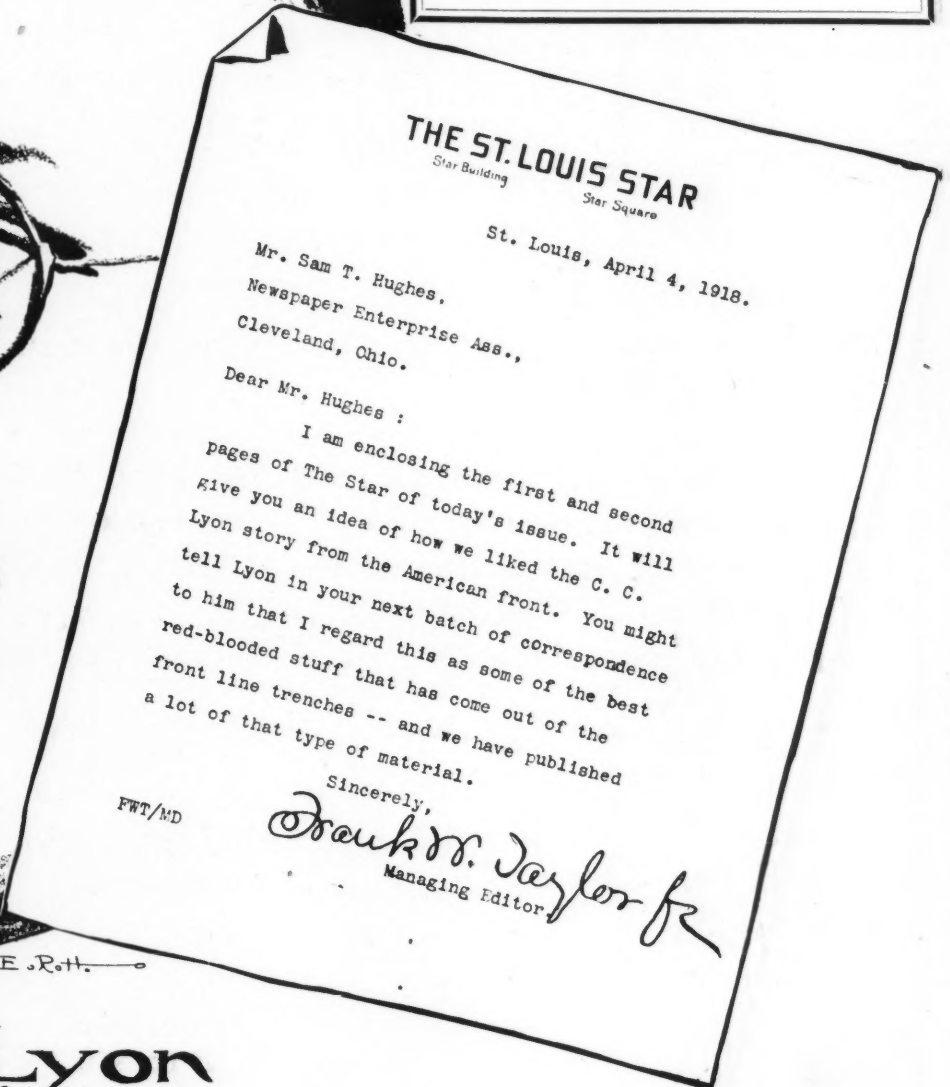
| | Circulation. | lines, 2,500 | lines, 10,000 | | Circulation. | lines, 2,500 | lines, 10,000 |
|--------------------------------|--------------|-----------------|------------------|-------------------------------|--------------|-----------------|------------------|
| Akron Beacon-Journal ... (E) | 32,807 | .04 | .04 | Marion Daily Star ... (E) | 8,094 | .0129 | .0129 |
| Akron Times | 22,819 | .03 | .025 | Newark American-Tribune (E) | 6,410 | .0108 | .0108 |
| Cincinnati Com.-Tribune. (M) | 60,723 | .12 | .10 | Piqua Daily Call ... (E) | 4,013 | .0086 | .0086 |
| Cincinnati Com.-Tribune. (S) | 26,339 | .15 | .13 | Portsmouth Daily Times (E) | 11,186 | .02 | .02 |
| Cincinnati Enquirer, 5c. (M&S) | 54,154 | .14 | .12 | Sandusky Register ... (MS) | 4,044 | .0093 | .0093 |
| Cleveland News ... (E) | 148,665 | .18 | .18 | (No Monday Issue.) | | | |
| Cleveland Leader ... (S) | 100,108 | .19 | .19 | Springfield News ... (E&S) | 13,118 | .025 | .025 |
| Cleveland Plain Dealer. (M) | 175,253 | .23 | .23 | Steubenville Gazette ... (E) | 3,620 | .0143 | .0071 |
| Cleveland Plain Dealer. (S) | 200,549 | .25 | .25 | Toledo Blade ... (E) | 57,876 | .13 | .11 |
| Columbus Dispatch ... (E) | 75,402 | .11 | .10 | Youngstown Telegram ... (E) | 20,909 | .04 | .04 |
| Columbus Dispatch ... (S) | 71,119 | .11 | .10 | Youngstown Vindicator ... (E) | 22,744 | .04 | .04 |
| Columbus (O.) State Jour. (M) | 54,744 | .09 | .08 | Youngstown Vindicator ... (S) | 18,013 | .04 | .04 |
| Columbus (O.) State Jour. (S) | 28,038 | .09 | .08 | Zanesville Signal ... (E) | 10,594 | .02 | .02 |
| Dayton News ... (E) | 35,554 | .055 | .055 | | | | |
| Dayton News ... (S) | 25,951 | .035 | .035 | | | | |

Government statements April 1st, 1918.

**Red Blooded Stuff
from the Front
Line Trenches**



Cal C. Lyon



This great war correspondent writes from the trenches in France, exclusively for N. E. A. client newspapers. He is only one of the many N. E. A. stars.



Newspaper Enterprise Association

A Service—Not a Syndicate

Lakeside and W. Third

Cleveland, O.



Two Great Chicago News= papers Combine

Chicago, with two and a half million population and with Fifteen Million people in its tributary territory, now has but TWO Morning and Sunday newspapers.

A combination has just been effected between the Chicago EXAMINER and the Chicago HERALD. Publication of the combined newspapers has begun under the title of the CHICAGO HERALD and EXAMINER.

It is the greatest newspaper combination ever effected and perhaps the most far-reaching in its relation to business interests in both the Morning and Sunday field of the second largest city in America. The business of securing distribution and sales is now reduced to a minimum cost and increased to a maximum efficiency.

In the Daily field the combination of these two great newspapers creates a dominant factor—and in the Sunday field, where the big Sunday CHICAGO EXAMINER was already circulating in excess of a half million copies, the addition of the circulation and prestige of the Sunday Herald will bring about one of the largest single Sunday newspaper factors in the world.

All future business should be addressed to the

CHICAGO HERALD and EXAMINER

326 West Madison Street, Chicago

M. D. HUNTON
Eastern Representative
American Circle Building
New York

E. C. BODE
Advertising Manager
Hearst Building
Chicago

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer

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

Vol. 50

NEW YORK, SATURDAY, MAY 4, 1918

No. 47

"FIRST NEWSPAPER MAN OF FRANCE" IS NOW PRIME MINISTER OF THE REPUBLIC

Georges Clemenceau, "the Tiger" of the French Press, Has Crowned a Lifetime of Courageous Public Service by Assuming Chief Political Responsibilities in War-Time Government—Associated With Him Are Other Journalists of Distinction, All Accustomed to Dealing With National Problems and to Guiding Public Opinion

(Stephane Lauzanne, for many years editor of *Le Matin*, one of the greatest French newspapers, has become widely popular in America through his inspirational public addresses and his writings. For a year and a half Mr. Lauzanne has been in New York, directing the work of the French National Committee, with headquarters at the Vanderbilt Hotel. He has been looked upon throughout this country as the spokesman for France, the interpreter of her national life and ideals. Through him we have become better acquainted with our great ally, on whose soil the free nations are fighting for the liberty of the world.

In the course of events it has come to pass that the French Ministry is now largely composed of journalists and publicists. Georges Clemenceau, the venerable Premier, is the dean of the French newspaper men, while other members of his Cabinet have been long identified with French journalism. At the request of THE EDITOR AND PUBLISHER, Mr. Lauzanne has written for these columns an appreciation of these members of the clan who have been called to posts of supreme responsibility in the Government of the republic.—Ed.)

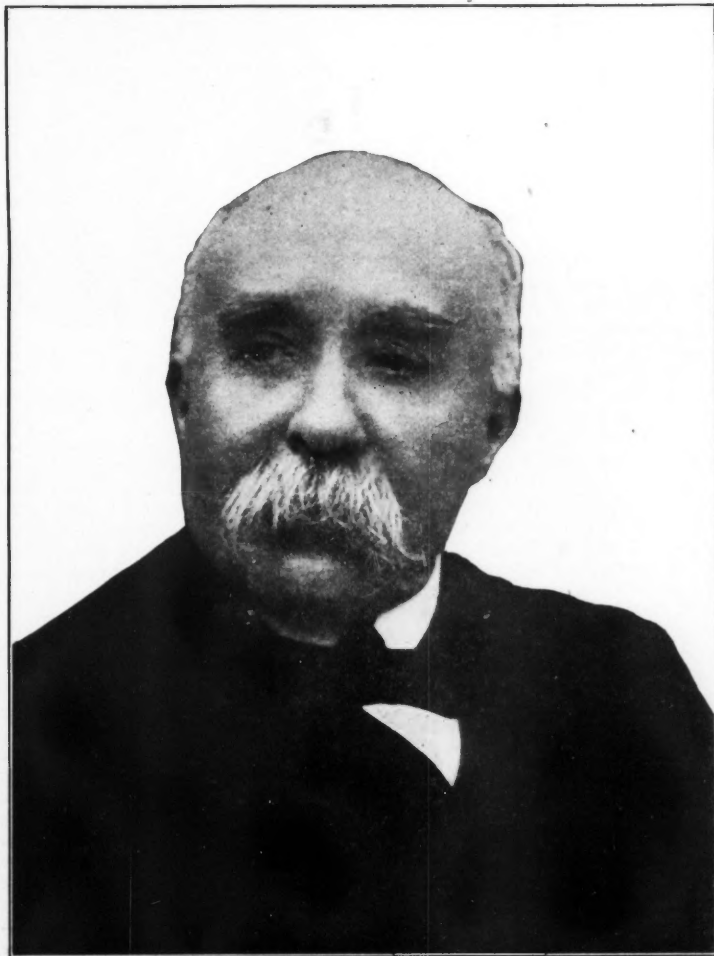
Written for THE EDITOR AND PUBLISHER,
By STEPHANE LAUZANNE.

DOES the fact that a man has written one or more newspaper articles make him a newspaper man?

If so, then every French politician, from President Poincaré to the least known Deputy, is a newspaper man, for every one of them has at some time of his life written articles for the French press.

But in France newspaper men—and their readers—take a somewhat different view of the matter. In their opinion a newspaperman is one who has taken up journalism as a profession, one who has either been publisher, chief editor, or editor of a paper—in other words, a man who has been an important cog in the great machinery of a modern newspaper.

In this sense, Mr. Raymond Poincaré, although he formerly wrote articles that were remarkable for their clearness, lucidity, and argumentation, on the greatest political and economic problems that ever agitated France, is not considered a newspaper man; he has never been on the staff of a paper; he has never helped to make up a paper.



By Press Illustrating Service.

GEORGES CLEMENCEAU, PREMIER OF FRANCE.

On the other hand, Mr. Georges Clemenceau—doctor, orator, dramatic author, and politician—has always been looked upon as the first newspaper man of France, the pride of the French press, for, as a matter of fact, he has been the guiding spirit and active head of several important newspapers, creating them, making them up, editing them, inspiring them—in a word, setting his mark upon them. First, it was *La Justice*, for which his principal contributor was Mr. Stephen Pichon, now Minister of Foreign Affairs; he next had *L'Aurore*, in

which he carried on such a memorable campaign in the Dreyfus case; finally *L'Homme Libre* for a short time "Enchaîné" (bound), and now again "Libre" (free).

"THE SYMBOL OF FRANCE."

For years and years Mr. Clemenceau's daily article was the admiration and curiosity of the French press and French public. Every morning eager readers would devour those living, burning columns of his, in which—careless of opinion, prejudice or preference—the great polemist would pour out the whole

of his thought—judging, condemning, attacking, or defending, as the case might be. Two qualities have always dominated the immense work of Mr. Clemenceau, the newspaper man: an iron courage, which enabled him to fight the most powerful, and an ardent love of his country, which brought him to his feet every time the honor or dignity of France was involved. By his pen in the press, by his speech in Parliament, by his action to-day in the Government, Mr. Clemenceau is a living incarnation and symbol of France, of French resolution, and French courage.

Mr. Stephen Pichon, now Secretary of Foreign Affairs, is also a newspaperman in the true acceptance of the term. For a long time he was on the staff of *Justice*, and he has written clear, substantial, and brilliant articles, the exact reflection of his talent as a speaker, all clearness, common sense, and fine form. At the last he was publisher of the *Petit Journal*, one of the great French dailies, having a circulation of several hundred thousand, in which practically every day he wrote strong, sensible, and most remarkable articles on the great questions raised by the war, summing up and condensing French thought.

"GUESTS," BUT NOT "MEMBERS" OF THE PRESS.

Other members of the French Cabinet, Mr. Lafferre, Secretary of Public Education; Mr. Klotz, Secretary of Finance; Mr. Georges Leygues, Secretary of the Navy, have also written in the great dailies of Paris and the provinces; and Mr. J. L. Dumesnil, Under-Secretary of State for Aviation, was at the beginning of his career a brilliant and active reporter. But not one of them is a professional newspaperman. The press is eager to welcome them as its "guests"; it does not look upon them as its "members."

There is an old French saying which runs like this: "Journalism will lead you to anything—if you get out of it." But, like most sayings, it is only partly true. If you leave newspaperdom, you no longer belong to it. And a true newspaperman will never look upon his chosen profession as a transit station, but as an "engine," the most powerful and magnificent of engines, to which he gladly dedicates his days, his strength, his brain, and which he finds well worth the devotion of a lifetime.

HEARST BUYS CHICAGO HERALD AND MERGES PAPER WITH EXAMINER

Deal, Forecast in THE EDITOR AND PUBLISHER Last Week, Closed on Tuesday—Arthur Brisbane to Edit New Herald & Examiner—James Keeley to Go Abroad

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, May 1.—The Chicago Herald and the Examiner have been amalgamated and the two morning newspapers will hereafter appear as the Herald and Examiner. The sale of the Herald by James Keeley and his associates to William Randolph Hearst, for whom Arthur Brisbane had acted in the negotiations, was first announced in THE EDITOR AND PUBLISHER last week, in the first news section of the special convention number.

Denials immediately followed, Mr. Brisbane assuring the Chicago correspondent of THE EDITOR AND PUBLISHER, that there was nothing in the report, and Mr. Keeley, through Leigh Reilly, his managing editor, refusing "to dignify the report by a denial."

Quick Confirmation of "Editor and Publisher" Story

THE EDITOR AND PUBLISHER had based the announcement, however, upon information which had come from authoritative sources, as has been demonstrated by the event.

In their issues of May 1 both the Herald and Examiner printed the following statement:

"To Our Readers:

"The Chicago Examiner announces that there has been arranged a combination of the Chicago Examiner and the Chicago Herald.

"The newspapers thus combined, possessing the news franchises and service of the Associated Press, the International News Service, the United Press, the International Feature Service, the Newspaper Feature Service, the King Feature Service, and the Keeley Syndicate, supplemented by noted special correspondents at all important news-centres, will dominate in the field of news, combining this unrivalled news service with the striking 'features' of both newspapers.

GREATER SERVICE TO PUBLIC.

"The combined newspapers, of which publication begins to-morrow morning, will be known as the Chicago Herald and Examiner.

"This amalgamation of two great newspapers, making for still greater efficiency in news and other departments, applies to both the daily and the Sunday editions.

"Consolidation, in line with modern business and newspaper development, offers opportunity for greater service to the public, simplifies the work of the newsdealer in his distribution, and concentrates the power of the business man in his announcements.

"The interests of the Examiner property will be represented in the editorship by Arthur Brisbane.

"Mr. James Keeley has been invited abroad by two European Governments for war work—to make certain investigations and report to the American people.

KEELEY STILL TO SERVE.

"Mr. Keeley will be absent from America for approximately three months. He will serve the Herald and Examiner in an advisory capacity.

"And it is hoped and expected that upon his return to this country Mr. Keeley will resume his work as editor.

"Mr. Brisbane and Mr. Keeley are experienced newspaper men. Combining the forces, facilities, and all the properties of two great newspapers, in the new and greater newspaper—the Chicago Herald and Examiner—they should produce a publication of excep-

tional value in service to the city, State, and nation.

"The Chicago Examiner."

SECURES ASSOCIATED PRESS FRANCHISE.

The Hearst newspapers in Chicago are published under the corporate name of the Illinois Printing & Publishing Company. The final negotiations for the sale of the Herald were closed by Mr. Hearst, who arrived in Chicago on Tuesday. Through this merger he secures the Associated Press franchise, and also takes over the United Press franchise held by the Herald. The new paper will be published from the Hearst building. The plant of the Herald, it is understood, will be sold.

Mr. Brisbane, it is said, will spend three days a week in Chicago. He will continue to edit his newspaper, the Washington Times, and will necessarily spend about two days a week on trains between Washington and Chicago.

This merger leaves Chicago with but two morning newspapers, the Tribune and the Herald and Examiner. The Herald has had an interesting history. It represents the survival of the original newspaper of that name, founded in 1854; of the old Chicago Times, which was merged with the Herald under the title of the Times-Herald; of the Chicago Morning Record, merged with the Herald under the name of the Record-Herald, and of the Inter-Ocean, which was amalgamated with the Record-Herald at the time Mr. Keeley and his associates acquired the property. The old name, the Chicago Herald, was then restored, and survives in the present merger with the Examiner.

The circulation of the daily edition of the Herald, as of April 1, was 150,308, and of the Sunday issue 180,207, according to Post Office statements; while that of the daily Examiner was 200,378 and the Sunday Examiner 450,993.

WHEN THE NEWS BROKE.

When the announcement of the sale of the Herald was made to the employees on Tuesday night, previous reports having been discredited, it was received with laughs and cries of "Where do we go from here?" Some members of the staff had served the paper for more than thirty years, and received the announcement with tears. A "Jackie Band" marched through the building playing the national anthem, while the newspaper boys stood at solemn salute. Chief Yeoman Seoville, of the band, wished the Herald men luck, declaring that they had upheld in their newspaper work the principles for which the sailors were always ready to fight. Leigh Reilly, the managing editor, thanked the "jack-



JAMES KEELEY.

ies" for the editorial staff, and all were visibly affected.

The Herald had about 500 employees, 150 in the business departments and 350 in editorial and mechanical departments. It is said that some of the advertising men and some of the men from the mechanical departments will immediately join the new paper. Many of the Herald editorial staff will find positions with other Chicago newspapers, and it is said that some of them will make connections in New York.

The visit of the sailors recalled to mind another historic occasion in Herald history. In June, 1863, on the order of Gen. Burnside, soldiers took possession of the paper because of an attack upon the Lincoln Administration. Later a petition for a free Chicago press caused President Lincoln to revoke the order. In contrast to that occasion, the visit of the sailors on the last night of the Herald's publication under the editorship of James Keeley was a testimonial to the loyal support the paper has given to the war policies of President Wilson—whose reflection, by the way, was the occasion for a Herald news scoop.

Press Associations to Meet

The Texas Press Association will meet at Fort Worth May 9, the Kansas State Editorial Association at Wichita May 10 and 11, the Mississippi Press Association at Jackson, May 14, the Panhandle Press Association at Amarillo, Tex., May 24, the Oklahoma Press Association at Medicine Park, May 24 and 25, and the Illinois Press Association at Champaign, May 23, 24, and 25.

NEW HONORS FOR R. A. BUDD

Succeeds George H. Larke as Business Manager of New York Evening Mail.

The New York Evening Mail announced this week the appointment of R. A. Budd as business manager and C. A. Lewis as treasurer. Mr. Budd has been with the Evening Mail for several years, and has been actively associated with several of the departments. Recently he has been assisting George H. Larke, treasurer and business manager, who resigned to go with the New York World.

BUY NORTH CAROLINA PAPER

Well-Known Washington Newspaper Men Purchase Wilmington Dispatch.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, April 30.—Three Washingtonians, two of them well known newspaper men, have purchased the Wilmington (N. C.) Dispatch. Parker R. Anderson, for many years a Washington correspondent; Frank P. Morse, a dramatic critic, and Sidney Beiber are the purchasers of the Dispatch.

The ownership change becomes effective immediately. The paper was purchased from Thomas E. Cooper, W. B. Cooper, James O. Reilly, and T. W. Davis, of Wilmington. The new officers of the Dispatch will be P. R. Anderson, president and manager; Sidney Beiber, secretary-treasurer, and Frank P. Morse, vice-president.

Russian Life Moves to Chicago

Russian Life, which has been published at Detroit for the last six years, has been moved to Chicago.

PROTEST OF PUBLISHERS AGAINST POSTAL LAW PRESENTED TO SENATE COMMITTEE

Geo. McAneny, Chairman of New Postal Committee of A. N. P. A. and Maj. E. B. Stahlman, of the Compromise Committee, Act as Spokesmen and Point Out Unfairness and Impracticability of New Rate Provision—Many Lively Passages With Senators—Publishers Present United Front

BY A STAFF CORRESPONDENT.

WASHINGTON, May 1.—Whatever differences have existed in the A. N. P. A. concerning action in the matter of second class postage seem to have been adjusted.

Frank P. Glass, the newly-elected President of the A. N. P. A., called a meeting in the Hotel Raleigh of the committee appointed at the convention to appear before the Senate Post Office Committee, and the Compromise Committee, headed by Major E. B. Stahlman, of the Nashville Banner. At the meeting were George McAneny, New York Times, chairman of the new A. N. P. A. Postal Committee, who have been named, but not yet notified, who presided; Mr. Glass; E. Lansing Ray, St. Louis Globe-Democrat; Victor Rosewater, Omaha Bee; Urey Woodson, Owensboro (Ky.) Messenger; D. D. Moore, New Orleans Times-Picayune; Major Stahlman; John C. Shaffer, Indianapolis Star; Thomas Rees, Springfield (Ill.) State-Register; Desha Breckenridge, Lexington (Ky.) Herald; Col. R. W. Johnson, Houston Post, and H. H. Horton, Tulsa (Okla.) Democrat.

At the close of the conference Mr. McAneny told THE EDITOR AND PUBLISHER that all differences had been adjusted and the A. N. P. A. would present a united front at the hearing.

SPEAK FOR THE PUBLISHERS.

Mr. McAneny and Major Stahlman were selected as spokesmen. They were presented to the Post Office Committee in the Capitol at two o'clock by Mr. Glass. Senator Bankhead (Ala.), presided over Senators Weeks (Mass.), McKellar (Tenn.), Beckham (Ky.), Hardwick (Ga.), Smith (S. C.), Townsend (Mich.); Vardaman (Miss.); Watson (Ind.), Thompson.

Mr. Glass, who said he appeared in his capacity as president of the A. N. P. A., declared frankly that there had been differences between the members of the Association on the least suggestions to be made for modifications of the present law, which is to go into effect July 1. He assured the Committee, however, that all differences had been composed. He read to them the resolution passed unanimously by the convention calling for a modification of the law or its suspension until intelligent investigation can be made of the subject of newspaper postage.

Mr. McAneny said:

"The present law is novel in that it was introduced without having originated in either house of Congress, without any hearings to decide upon its applicability, or feasibility. The newspaper publishers throughout the country do not believe that even its mechanical system can be carried out without great expense. It is certain, too, that the application of this law will reduce greatly the circulation of newspapers. Besides, we are convinced that it will bring no advantage to the Government.

"When new postal regulations were first discussed, it was hoped that a

measure would be evolved that would be more to the benefit of both publishers and the Government than this one can possibly be. Most of the publishers are of the opinion that the need for the present law as a war measure cannot be shown.

"It will not bring more revenue to the Government, because subscriptions will fall off in such large numbers that the excess that was hoped to be earned by the increase in second class rates will not appear.

"It is not fair to argue that carriage of second-class mail matter represents a deficit in Post Office accounts. Where a department is divided into four sections the department should be taken as a whole—that is sound business principle. My understanding is that the Post Office Department last year turned over to the Government as its profits, \$12,249,000. The profits came from the whole department. Second-class mail is making business and profit for the first and the fourth classes. I venture to say that anybody who gets second-class matter uses first-class matter to get it. And much fourth-class matter is sent because newspapers are circulated and read. On the other hand, the rural free delivery is run at a loss but nobody would dream of stopping that. It is of too great value to the people.

FOR SERVICE, NOT PROFIT.

"If second-class postage as it applies to newspapers did actually represent a loss, then it becomes a service to the people, like agriculture, education, and other Government movements that are not profitable directly in a pecuniary sense, but which are real helps to the nation and build up the national character.

"I want to point out, also that if there were a need for the increase in second-class rates provided in the measure, there would be no practical benefit to the Government, and the act would lose its effectiveness. The Post Office Department figures that the increase would bring in \$4,900,000 the first year, \$9,100,000 the second year, \$13,000,000 the third year and \$16,000,000 the fourth year. But the Post Office Department bases its figures on the present volume of use. Its estimates cannot stand, because the circulation of newspapers is bound to fall off.

"I am not making this plea because the publishers will suffer. There will be no extra financial burden upon the newspapers because of this law. All subscription rates must be raised, because the publishers are now bearing all the financial burdens they can stand under."

Senator Hardwick.—"Unless you increase your advertising rates. Wouldn't that solve your problem?"

"To meet the extraordinary increase in commodities essential to a newspaper the advertising rates have already been increased as far as possible," replied Mr. McAneny.

Senator Hardwick, "Has this increase balanced the increase in the cost of paper?"

Mr. McAneny: "It has not."

PEOPLE MUST PAY THE INCREASE.

Mr. McAneny insisted that subscribers would have to bear the added cost of postage.

"As a measure of convenience," he said, "the newspapers will collect the postal money for the Government, and from the subscribers. In Philadelphia, for instance, when the average subscription rate is \$10, it will go to \$18.90 under the new rates."

Senator Hardwick interrupted to insist that the tendency of the price of news print had been downward for several years and that increase in advertising rates would solve the postal increase problem. "The proposition of the newspapers to spread education among the people," he interjected, "has been prostituted by the business scheme of advertising."

Senators Hardwick, McKellar and Vardaman insisted upon figures showing the circulation of the New York Times within the 300-mile zone, and when Mr. Aneny couldn't give them, demanded similar statistics of any representative group of papers. Such figures will probably be prepared for the committee.

Replying to the question: "Do you argue that this measure means financial loss to the newspapers?", Mr. McAneny replied:

"No we do not object to the tax, either; but we have objected to being placed in a class by ourselves, not to raise revenue for the Government, but to reduce circulation.

Sen. Thompson: "It was urged against this measure that it would put many newspapers out of business. Now you say they will not bear the expense. How do you account for that?"

Mr. McAneny: "They who argued against that must have been thinking of paying the increase themselves. Now it is certain that the people must pay it. The papers *can't* pay it and if the people won't pay it the Government won't get it."

Senator Hardwick wanted to know if decrease in circulation would not mean decrease in advertising rates. Being told that it would not, he returned:

"But if this measure increased your circulation you would benefit, because you would increase your advertising rate."

"If that resulted," replied Mr. McAneny, "the Government would add to the rate."

NO TIME FOR EXPERIMENT.

"What we are pleading," he continued, "is that this period of national crisis is no time for such an experiment to be tried. Canada has reduced her rates for newspaper postage so that the people could through them, be educated and informed on the progress of the war. Against this the United States is increasing rates. If you feel that some

system should be tried out, try the McKellar amendment.

"Mechanically the measure is impossible. To comply with it a newspaper having four editions daily would have 28 different rates of postage. We don't believe it is possible to separate the advertising from the news, and these again into zones, states and cities. Each paper must have printed on its first page the percentage of news and of advertising it carries, and on each edition. In other words, at a time in getting out a newspaper when every minute is worth its weight in gold, we should have to stop the presses and measure our advertising, and our news. It can't be done.

"Stop the execution, of this law, if there is no time to make a change, until you have had a longer opportunity to examine into the matter. The Government needs all the newspaper circulation it can get. Why jeopardize it at this crucial moment?"

Major Stahlman spoke with the vigor and aggressiveness of a man young in years, but old in campaigning.

NEWSPAPERS PAYING THEIR WAY.

"The newspapers of this country," he flung at the Committee, "except a few in metropolitan districts, are paying their way now. Certainly they are doing so within the 300-mile zone. They want to, and they always will. The 1916 contract between the Government and the railroads will aid in reducing post carrying expenses. I know a good deal about this subject, and I tell you one cent a pound is enough in the 300-mile zone. I am not here to ask you to give us something we do not pay for. The newspaper is not an eleemosynary institution. It is a business, and it should not ask for a bounty nor a subsidy from the Government. I believe it should pay more outside the 300-mile zone, because it costs more to carry it there. The American Newspaper Publishers Association believes with me.

"But the Congressional conference went beyond that and confused the whole situation. Senator Simmons told me he didn't himself know how far it would go, and was glad of the delay until July so that somebody could find out. It raised the rate 125 per cent. In the 300-mile zone, which was manifestly unfair. The Post Office Department was not created to show either profit or loss, but to serve the whole people; therefore it should be operated on a basis fair to all the people.

THE ADDED COST.

"You have asked to know something about the added cost made by this law. I can tell you what it means to me. I've been paying \$20,000 a year for postage. It will cost \$8,000 to \$10,000 more the first year; \$15,000 more the second year; \$20,000 more the third year, and \$25,000 more the fourth year.

"As to the requirement separating advertising and news for postal purposes

(Continued on page 34)

CHARLES EVANS HUGHES DEFINES FUNCTIONS OF NEWSPAPER CRITICISM IN WAR TIMES

Distinguished Jurist, in Address at Annual Banquet of A. N. P. A., Reminds Editors That Government Officials Are Not a Privileged Class—Public Opinion Must Be Founded Upon the Full Truth, and to Surrender Right to Criticise Would Be to Imperil Essentials of Liberty and National Welfare

THE address of Hon. Charles Evans Hughes, at the annual banquet of the American Newspaper Publishers Association, extracts from which appeared in the Late News Section of THE EDITOR AND PUBLISHER last week, made a deep and lasting impression upon the hundreds of newspaper men who were privileged to hear it.

Judge Hughes defined, with crystal clearness, the function of criticism in war times. He pointed out the danger of suppressing legitimate news and facts, and the necessity for forming a public opinion which should be enlightened and based upon understanding and not upon guess-work and assumption.

He paid the highest possible tribute to the newspaper makers present on that occasion in saying: "I esteem it a privilege to come into the presence, with all humility, of supreme power, without whose direction democracy could never be safe—democracy could never exist."

Judge Hughes continued:

"It is vitally important that the wells of public opinion should be kept free from the poison of treasonable or seditious propaganda. Congress has ample authority to provide for the punishment of seditious utterances as well as seditious acts. If the enemy's efforts to spread its propaganda succeed, it is due to our own supineness. There is no lack of constitutional power to deal with these efforts. As Lincoln said: 'I can no more be persuaded that the Government can take no strong measures in time of rebellion because it can be shown that the same could not be lawfully taken in time of peace, than I can be persuaded that a particular drug is not good medicine for a sick man because it cannot be shown to be good medicine for a well one.' The remark obviously applies as well in the case of war with a foreign foe.

"I fully agree that in places where the courts are appropriately performing their functions, and the administration of justice remains unobstructed, these normal processes should not be displaced by military tribunals to try civilians. Our judicial processes have not yet broken down and we still have confidence in their adequacy to punish treason and sedition but treason and sedition must be punished and punished promptly. Constitutional power is adequate. The defence and preservation of the nation is a fundamental principle of the constitution.

ALL FREEDOM IS RELATIVE.

"With respect to property and business, with respect to life itself, freedom is restrained. Witness our War Defence and Conscription acts, our broad plans of regulation by which manifold activities are controlled to an unusual degree. Of course, freedom of speech and of the press is also a relative freedom. There is no license to destroy the nation or to turn it over helpless to its foe. There is no constitutional privilege for disloyalty, or for efforts to obstruct the

enforcement of the law or to interfere with the war plans adopted by authority.

"But, with due recognition of the difficulty of exact definition and close distinction, it is quite obvious that *there is a field for honest criticism which cannot be surrendered without imperiling the essentials of liberty and the preservation of the nation itself. Our officers of Government are not a privileged class. Even when equipped with the extraordinary powers of war, they are the servants of the nation, accountable for the exercise of their authority.*

"When we are in the throes of war, united in the determination to win, and conscious that we can win only by united effort, there is no place for partisanship with respect to the conduct of the war.

"We may reserve our partisan differences for other matters than the war—for policies aside from the conduct of the war. In this great crisis we bend our common strength to fight our common battles and we speak, not as Democrats or as Republicans, but as citizens whose only rivalry is in their zeal to win.

HONEST AND CANDID CRITICS NEEDED.

"Of course, it is just as easy to be a partisan in assailing criticism as in criticism itself. The man who defends everything that is done by his party or his party leaders is just as partisan as the man who assails everything that the opposing party does or plans. War demands fighting men who see straight and shoot straight. It also demands fighting critics who see straight and are honest and candid in criticism. It is a commonplace that a public officer learns more from his critics than he does from his admirers. He seldom learns from any one but his critics.

"If we had parliamentary government we should undoubtedly have at this time a coalition Government, representative of the great parties. I do not say that it would be better or worse, but we should have it. Accountability according to a parliamentary vote would produce it. Our system assures a measure of stability in its security of tenure which the other system does not afford. This has its advantage in able hands, although it is equally plain that it would be a terrible disadvantage if the Government were not in able hands.

"But manifestly, with this relative freedom from accountability to a parliamentary majority, and with this almost exclusive accountability to public opinion, the function of a free, intrepid, candid, and honest press is of the highest importance. There is only one rule acceptable in war. It ought to be the only rule in peace, but a state of war should drive it home to our consciences—the truth, the whole truth (save in a few instances where military exigencies forbid) and certainly nothing but the

truth. An honest critic is the noblest product of a newspaper publishers' association.

OUR ENEMIES WITHIN.

"And that brings me to say that the world will never be made safe for democracy, in the last analysis, by anything short of a dominant sentiment of fairness and justice. A contemptible purveyor of slander, of malicious abuse of officers, of half-truths calculated to deceive, of demagogical appeal in order to win affluence, influence, and political power by preying upon ignorance and natural aspirations—that is the lurking enemy of our institutions which it is harder to defeat than even a Prussian autocrat. The extent of the impotency of this lurking enemy is the measure of our ultimate victory.

"This is a time of rare privilege for the men who can go abroad to fight. It is also a time of rare privilege for those who stay at home to fight battles of speech and pen. Our trust is in both pen and sword—the pen to support the sword—the sword to make way for new victories of the pen. In the present situation, with Germany using up its manpower with the mad recklessness of desperation, we have a peculiar responsibility. Our allies are holding the western line with grim determination. They have held this line—our line—liberty's line, the line of a world of freedom, of law, of decency, the line of all that is left of civilization as opposed to cynical force, to unparalleled brutality, to fiendish perversion of science, to the disregard of everything sacred and humane—our allies are holding this line awaiting our arrival. They have been holding a bloody vigil. They have more dead in France than we shall have there living in arms for many months to come. But we are coming. Our forces are growing daily. We are not living in retrospect. Our faces are toward France and the future. If there was ever any doubt as to duty or opportunity there is certainly none now. Germany's only hope is that we shall falter, but we will not falter.

OUR PART IN THE GREAT STRUGGLE.

"I approve the suggestion that we should immediately plan to put 5,000,000 men into the field at the earliest possible moment. Let there be no thought that a great army will not be needed. The way to strike terror to the German heart, to make it realize the inevitableness of defeat, is for the United States to rush its preparations on a scale adequate to victory. Let us have a comprehensive industrial plan to insure needed direction of industrial effort, for we cannot otherwise provide the fighting men.

"It is not the measure of our high calling to win a stalemate, or to gather a force merely to hold a line of trenches. A peace with the German army on the soil of France, with Germany tem-

porarily exhausted but not beaten, cannot be lasting. A peace with Germany, leaving the German Empire through ill-gotten gains stronger relatively than when it entered the war, with a national consciousness that its policy of brutality, of disregard of treaties, of vast military preparation, has won a larger international opportunity, would be nothing but a German peace, whatever concessions might be made in the west.

"It is for America, by supplying an adequate number of fighting men, to make the victory decisive. It is your privilege, interpreting and largely determining the public opinion of America, to see that there is no faltering until this great duty to humanity is fully performed and the banner of a new international order, secure in the common sense of justice, waves over a world untroubled by insane dreams of arbitrary power."

PUBLICATIONS FEEL LAW'S HAND

More Than 75 Periodicals Interfered With by Post Office Department.

More than seventy-five publications have been interfered with in some way by the United States Post Office authorities since the declaration of war, according to figures just compiled by the National Civil Liberties Bureau of New York. These include about forty-five Socialist papers. Four Socialist dailies have lost second-class mailing privileges, including one in German and one in the Russian language. The big English dailies are the New York Call and the Milwaukee Leader, edited by Victor Berger.

The Masses and Mother Earth, monthlies, have been abandoned on account of losing their privileges. Watson's Jeffersonian has been denied the mails, along with Hickey's Rebel, in Texas. The Irish propaganda papers, the Gaelic American and Robert Emmet, have been barred from the mails. The Jewish daily, Vorwärts, of New York, was cited to defend its publication, and maintained its privilege by agreeing to print no discussion of the war.

At least twenty-five papers have been detained in the post office, from a few hours to weeks, and many have had single numbers suppressed. These include Pearson's and The Public. The March Metropolitan was also held up by the New York city Postmaster.

At least three pamphlets have been barred from circulation, including "The Great Madness," by Scott Nearing, and "The Finished Mystery," issued by the Russellite organization.

German Paper Suspends

The Baltimore German Correspondent, founded 77 years ago, suspended publication Sunday because of conditions created by the war.

Buy War Savings Stamps.

WORK OF GOVERNMENT'S MANY PRESS AGENTS NEEDS DIRECTION AND CO-ORDINATION

Each of About Twenty-Five Departments, Bureaus, Boards and Commissions Employs Its Own Publicity Expert, Sometimes With a Staff of Assistants, All Working on the Hit or Miss Policy—Plan Good in Theory But Yields Poor Results in Practice

By THEODORE TILLER.

WASHINGTON, APRIL 23.—The national capital is overrun with press agents—most of them bearing the Government brand—while some of the older correspondents say the real news of the war was never more difficult to uncover.

The presence of a swarm of press agents in Washington is not unknown to the editors and publishers of newspapers and periodicals. The mailman knows it, too. He staggers under the weight of many sacks of "franked stuff"—destined for waste baskets in newspaper offices from New York to Galveston and Seattle to Key West.

Backed by Government funds and limitless supplies of white paper and mimeograph machines, press agenting in Washington has been raised to the nth degree. There is scarcely a department or worth-while bureau without its "publicity division."

It might almost be said that the only governmental agencies minus press agents are the Supreme Court, the White House, and Congress. However, each member of Congress is more or less his own press agent. That narrows the comparison, but adds tons to the mails.

The writer of this article has no quarrel with the band of Washington publicity men. For some months he was one of them, and his return to the newspaper game was voluntary and enthusiastic.

Most of the press agents now thriving here—whether connected with the Government or private enterprises—are newspaper men temporarily off the reservation.

It should be said in their behalf, also, that in many instances the job sought the man. He was offered an opportunity to do easy publicity work at a good salary, with the suggestion as well that he would perform a public service. A mahogany desk, short hours, and a Government check appealed to men who periodically grow tired of the stress and strain of newspaper work—but who are never really content outside of it.

NO CONCENTRATION OF AUTHORITY.

But from the Committee on Public Information, headed by the dynamic George Creel, down to the little independent bureau with its publicity man struggling for an inch or so on the front page, there is lack of coördination and effectiveness in the present system. The Government is spending monthly thousands of dollars for the dissemination of "news matter." The newspaper trenches are attacked day after day by a machine-gun fire of words, but the fire is indiscriminate and scattered and there is no concentration of authority in the strategy of attack.

In purchases, in procurement, in distribution of war supplies, the Government has finally found that there must be concentration of authority. Even on the western front great armies have been put under a supreme command in

the interest of effectiveness. War-time publicity, however, proceeds on the hit-or-miss plan, while experienced correspondents observe that the best stories are not in the official "handouts."

Unquestionably, there would be difficulties surrounding the maintenance of a central clearing house for Government news. Our war-time machinery is an immense piece of mechanism. There's a story in every cog.

But with all the money it is spending and the dozens of men it is employing, the Government's publicity stock is not paying interest on the investment and in all probability it is not satisfying either the public, the newspapers, the officials, or the press agents themselves.

THE EDITOR AND PUBLISHER recently took a poll of American publishers regarding the press matter received from Washington. There was practical unanimity of opinion that much of the matter pouring into newspaper offices in every city and town is without essential news value; that many of the stories are "over-written" and others lack even a semblance of local interest—and every old-time circus press agent knows the appeal of local color.

CREEL COMMITTEE'S GOOD WORK.

This poll, furthermore, indicated that the Committee on Public Information probably disseminates a smaller quantity of useless matter than other publicity agencies. The reason for this is obvious: The committee handles a great many of the front-page news stories—proclamations by the President, statements by the Secretary of War and the Secretary of the Navy, orders issued by the War Trade Board, and an occasional résumé of war-time activities. Furthermore, the committee has no country-wide mailing list, except on certain classes of feature stories, and its dealings are more directly with the Washington correspondents and newspaper bureaus.

The handouts from the Committee on Public Information will range from three to twelve per day.

In subject matter they range from a Presidential proclamation to an army camp health report or a story on the average size of shoes worn in the army. Until recently the committee handled the casualty lists. There came a row between the committee and the War Department, when the latter withheld the emergency addresses of soldiers killed or injured, and the War Department took over this part of its publicity.

In addition to the News Division, the committee maintains a division on Woman's War Work. This division, headed by a woman, has a half dozen feminine writers collecting and putting out stories about what women are doing in the war.

The Committee on Public Information, therefore, furnishes a fair start toward the make-up of a daily newspaper. It has about a dozen writers seeking to pry loose information from

several of the Government departments. Sometimes representatives of the committee have about as much trouble getting news from hidebound officials as the newspaper man experiences.

Although Secretary Lansing is a member of the Committee on Public Information, he clears State Department news—to the extent that it is cleared—through a publicity man belonging essentially to that department and having an office therein.

With this start in the grinding out of news, or views, from Washington, one must remember that the copy-shy editor, troubled by crowded columns and a paper shortage, must run the gamut of a score of other publicity agencies. It is not claimed the list below is complete. New ones crop up constantly, and there may be enlargements or reductions in the old—but the average is the same and a sufficiency.

LIST OF DEPARTMENTS AND ORGANIZATIONS HAVING PUBLICITY MEN.

Here is a fairly complete list, and each organization has one to a half-dozen publicity experts, flanked by stenographers, assistant experts, and mimeograph machines:

- The Food Administration.
- The Fuel Administration.
- Ordnance Department (with two publicity men in uniform).
- Medical Corps (with a captain assigned to publicity and information duties).
- Signal Corps (with a combination publicity man and historian).
- Post Office Department.
- Department of Agriculture.
- United States Shipping Board.
- The Red Cross.
- The Commission on Training-Camp Activities.
- The Department of Labor.
- Alien Property Custodian.
- Federal Trade Commission.
- Federal Farm Loan Board.
- Commissioner of Internal Revenue.
- Liberty Loan Bureau.
- War Savings Stamp Bureau.
- Department of Commerce.
- Departments of War, Navy, and Justice (clearing through the Committee on Public Information).
- Council of National Defence and the Highways Commission.
- The Forestry Service.
- The Department of Interior.
- U. S. Bureau of Markets.
- The War Trade Board.
- War Risk Insurance Bureau.
- Smithsonian Institute.
- The Interior Department.
- Federal Board for Vocational Education.
- Emergency Fleet Corporations.
- Boys' Working Reserve of Labor Department.
- United States Tariff Commission.

OTHER PHASES OF PUBLICITY WORK.

Add to these governmental agencies the news distributors for quasi-official

and private interests, and the editor may gain a better understanding of the wherefore of his bulky mail. Democratic and Republican campaign committees of necessity maintain publicity staffs here. The woman suffragists and antis seek space under a Washington date line. The National War-Garden Commission issues regular statements. Even some of the foreign relief commissions appeal, and perhaps justly, through American press agents.

Washington is the mecca for patriotic societies and convention-holding organizations. Their publicity men invade the capital for brief periods, and are on their way. However, the permanent press agent is used by such organizations as the Navy League, the National Defence League, and the National Security League, and the mails grow heavy with interviews and statistics. For a time the "peace society" had its habitat or branch office here, and was a prolific producer of "copy."

The American Library Association legitimately put on a three months' campaign and collected thousands of gift books for American soldiers in the training camps. Publicity in the highways and byways was essential here, and the press generously responded. The army, navy, and Marine Corps periodically put out appealing stories for enlistments.

The National Coal Association employs a high-priced publicity expert.

Before the United States assumed direction of the railroads the carriers maintained an expensive publicity organization in Washington, with space-seeking roots in the outlying jurisdictions. Government control brought the comment in newspaper circles here that "a million dollars' worth of press agents have been thrown out of jobs." This, of course, was exaggeration, but the railroads' War Board nevertheless conducted a virile campaign for unified action under private control before Government operation came.

Much of the lost motion in the Government's publicity is attributable to the fact that, as a rule, the dozens of press agents hammer away at their typewriters without consideration for the particular campaign which deserves the public eye at the time.

For instance, if a Liberty Loan campaign is on or the American Red Cross is driving hard for funds, publicity agents for other activities do not hold back temporarily to give their rivals the better show for a white alley. There is no appreciable lessening of the output of publicity "dope," and the newspapers simply cannot handle it all. There is no clearing-house idea advanced. There is no campaign council among the publicity chiefs. Each attacks with long-range guns from a different position, and this is especially true of dispensers of plate, matrix, and mimeograph matter for the country press.

Wasted effort is shown again when the same organization breaks two or

(Continued on page 36)

A. P.-I. N. S. CASE AGAIN POSTPONED

Arguments Heard Latter Part of This Week—Associated Press Attorneys Contend News as Business Commodity is Property.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, April 29.—The case of the International News Service vs. the Associated Press, which was set for argument in the Supreme Court to-day, will not be heard until the latter part of the week owing to the crowded condition of the docket. The briefs in the case, which have just been filed with the Court, set forth substantially the arguments to be made. Some of the salient points of the case, which involves the question of "when does news cease to be news?" as set forth by the brief of the Associated Press, are as follows:

"News as a business commodity is property. Among the many forms of value which constitute property, news is one of the more recent, but its status as property has been thoroughly established.

"It is property because it costs money and labor to produce and because it has value for which those who have it are ready to pay.

VALUE PECULIARLY COMMERCIAL.

"This value is peculiarly commercial. The information which it contains may be the basis of profitable operation; but the news itself, except for sale to those who do not know of the event it covers, is valueless. Nobody wants it to keep and use for any other purpose. It has no form that is desirable nor any tangible qualities. Its value does not even lie in the particular phraseology by which it is passed from one to another, any more than it depends upon the kind of paper by which it is carried if written, or the quality of voice if spoken. Its sole elements of value are its novelty, its accuracy and its presence in the place where there are people interested enough to pay for knowing it, and at the time when they are so interested."

Continuing further the Associated brief says:

"This property right does not expire with the mere first appearance of the news, either in a single paper or on a bulletin board, but continues, and is entitled to protection so long as the news has property value."

"Defendant has conceded that news is property and entitled to protection as such, but notwithstanding the implied admission in the separate defence in its answer that taking such news from early editions is unlawful, argues that the property right disappears, and with it the right to protection, the instant the news has its first publication, either in a single copy of an early edition of a newspaper sold, to an individual for two cents, or on a bulletin-board, and that the defendant may thus obtain the complainant's news and may lawfully sell it even in competition with the complainant.

"We believe that this proposition will not bear analysis and cannot be sustained.

"To hold that complainant has a property right in the news collected by it and yet is entitled to only one exclusive publication by one of its members of a news item discovered, investigated, prepared, transmitted, and distributed by it, would be to destroy the property the instant its value is commercially available, and set up an artificial doctrine of law under which the

N. Y. WORLD SAYS GOODBYE TO TOMMY CRAFTS



THOMAS YOUNG CRAFTS,
RETIERING ADVERTISING MANAGER, NEW YORK WORLD.

THOMAS YOUNG CRAFTS ended his long service as advertising manager of the New York World Saturday, April 20, and the severance of his successful connection with that paper was made the occasion of a demonstration of respect, love, and loyalty, rarely equalled in any walk of business life.

Mr. Crafts has been advertising manager of the World, morning and evening editions, for thirty-four years, and when he went to his desk Saturday morning he found it draped with the American colors, flanked by thirty-five American beauty roses, representing the thirty-four years of service which ended April 16, and the thirty-fifth year which then began.

Mr. Crafts retires in search of health. His means are ample, and he will devote his remaining years to living for his family, and his friends, without the burden of strenuous business cares.

To Mr. Crafts THE EDITOR AND PUBLISHER extends its good wishes. It is earnestly hoped he will quickly find good health and that his years to come will be many in number, filled with joy and happiness.

business of news collection and distribution cannot live.

FAST ORGANIZATION NECESSARY.

"As a practical proposition, it requires no argument to show that the vast organization necessary to gather and bring news items, accurately and swiftly, from every part of the globe to New York, and transmit them to the newspapers, cannot possibly be maintained if its exclusive commercial utilization is instantly cut off the moment that such news is published in one single copy of a newspaper or upon a bulletin-board. No expenditure of \$3,500,000 a year can be made for a business return of the nothing which comes in from posting the news on such bulletin-board or the cent or two that comes from the sale of the first paper.

"Yet that is precisely the claim of the defendant here; and conversely it claims that as soon as we have received that much fruit of our expenditure and work, it is entitled, without any expense, to

take and sell our product even for commercial purposes to the same extent that we can and in competition with us."

Prominent points of the case, as set forth by the International News Service brief, follows:

"Assuming that the respondent has a right of property in the knowledge of the news which it collects, against the surreptitious appropriation of which before publication it is entitled to protection, the publication, with its consent, of such news when not copyrighted, by some of its members, in their newspapers or upon bulletin boards, renders lawful the subsequent use of it by the public or any part of it.

"Taking the view most favorable to the respondent, the news collected by it until publication by one of its members, was subject to its control. It could have withheld it from the public had it so chosen. It could have prohibited its members from communicating it to any other person. As between it and its

STAGE SET FOR CITY EDITORS' MEETING

Excellent Programme Prepared for First Annual Convention of National Association of City Editors at Indianapolis May 11 and 12.

(Special to THE EDITOR AND PUBLISHER.)

INDIANAPOLIS, May 2.—Following is a summary of the programme of the second annual meeting of the National Association of City Editors at the Claypool Hotel, Indianapolis, May 11 and 12.

Registration will begin at 10 Saturday morning. At 1 State delegations will assemble. At 2 the first business session will be held with appointment of committees and thirty minutes of shop talk. James Schermerhorn, publisher of the Detroit Times, will speak as will representatives of the Indianapolis newspapers.

A banquet approved by the Food Administration will be served at 7:30, the speakers being: Gov. James P. Goodrich, of Indiana; George Creel, Medill McCormick, Congressman from Illinois; B. A. Gramm, Lima, O.; A. P. Sandles, Toledo; Hugh A. Fargo, Akron, O.; Hassal T. Sullivan, Indianapolis; Clyde P. Steen, Lima, O.

At the morning session Sunday the speakers will be: Max B. Cook, St. Louis; L. D. Kingsbury, Indianapolis; George Burba, Columbus, O.; Jerome Beatty, New York city; E. P. McNichol, Memphis; George W. Stark, Detroit; W. P. Blair, Cleveland.

The election of officers will be held Sunday afternoon at 1. A meeting at 2 will be open to the public, when three men who have visited the battle front in Europe will speak. They are: William G. Shepherd, United Press correspondent; Congressmen J. W. Husted, of New York, and Charles B. Timberlake, of Colorado.

Many of the Middle Western States will be represented by large delegations, while other States more distant will send smaller numbers of delegates. Following the convention an intensive campaign will be begun to extend the State organizations. In addition to city editors, telegraph editors, State editors, exchange editors, and copy readers are eligible to membership.

The purpose of the movement is to make better newspaper men and better newspapers.

Michigan A. P. Editors Meet

Managing editors and telegraphers of Associated Press newspapers in Michigan met at Detroit April 28, to discuss matters of interest in the collection and distribution of world news. Kent Cooper, of New York, head of the traffic department of the Associated Press, spoke on "Who's Who in the A. P." at a dinner following the business meeting. Among editors who attended were: Arthur W. Stace, Grand Rapids Press; G. W. Scotford, Jackson Citizen; Archie McCrea, Muskegon Chronicle; M. F. Bradley, Flint Journal; F. A. Van Fleet, Lansing State Journal; M. Gorman, Saginaw Daily News; J. A. Dermody, Bay City Times-Tribune; J. Manning, Hillsdale News; and David J. Wilkie, A. P. correspondent at Detroit.

members it could regard the news until the time for its publication arrived, as charged with a trust."

The attorneys representing the Associated Press is the firm of Stetson, Jennings & Russell, and for the International News Service, Samuel Untermyer, Louis Marshall, and William A. de Ford.

TO HELP TRENCH AND CAMP PAY ITS WAY

Co-operating Publishers of Army Paper Hope to Devise Plan to Relieve Y. M. C. A. of Cost of News Print Paper Used.

As a result of a conference of the co-operating publishers of Trench and Camp, the soldiers' national newspaper, the scope of that publication and its effectiveness will be increased.

The conference was held at a luncheon, given at the Waldorf-Astoria, on April 25, by John Stewart Bryan, editor of the Richmond News-Leader, who is chairman of the advisory board of Trench and Camp publishers.

Mr. Bryan presided. In a brief address he told the publishers of the important part being played by Trench and Camp in educating the soldiers. Not only is the paper giving the soldiers a graphic story of the life in their own camps; but it is telling them of the ideals that actuate America in this war.

GOOD ADVERTISING MEDIUM.

Frank P. McLennan, publisher of the Topeka State Journal, said Trench and Camp had appealed so strongly to people outside the camp, and particularly large advertisers, that its value as an advertising medium had become apparent very early.

D. D. Moore, of the New Orleans Times-Picayune, whose edition of Trench and Camp appears as a supplement to his paper and thus is given the benefit of his entire circulation, told why his paper appeared in different form from the others. "We had an unusual situation," he said, "in the prevalence of contagious diseases in the camp. Many of the men from our own neighborhood were there and we felt it our duty to our clientele to tell them of the conditions in the camp and the reasons for those conditions. Therefore we undertook to tell the whole story of camp activities and to set at rest many stories that were distressing."

Charles H. Taylor, of the Boston Globe, told of the patriotic cooperation of his employees.

E. K. Gaylord, of the Oklahoma City Daily Oklahoman, told of printing 15,000 copies of Trench and Camp for Camp Doniphan, 100 miles away.

OPPOSED TO ADS IN TRENCH AND CAMP.

H. C. Adler, publisher of the Chattanooga Times, opposed carrying any advertising, whether foreign or local, in the pages of Trench and Camp, and offered to assume the white paper cost if the expense of publication were too great a strain on the Y. M. C. A.

Col. Charles S. Diehl, of the San Antonio Light, who repeatedly had refused to carry any advertising, said he had been converted to the policy of making the paper self-sustaining.

Hopewell Rogers, business manager of the Chicago Daily News, introduced a motion that all the publishers commit themselves to the policy of accepting advertising and that this advertising be cleared through the headquarters of Trench and Camp.

The general sentiment of the meeting was that a way would be devised for defraying the white paper cost so that this burden would be removed from the Young Men's Christian Association.

THOSE PRESENT.

The names of those who attended follow: H. C. Adler, Chattanooga Times; C. H. Allen, Montgomery Advertiser; F. S. Baker, Tacoma Tribune; W. W. Ball, Columbia State; P. T. Anderson,

—AND HELLO TO GEORGE H. LARKE



GEORGE H. LARKE,
ASSISTANT BUSINESS MANAGER, NEW YORK WORLD.

GEOURGE H. LARKE, formerly business manager of the New York Evening Mail, and now assistant business manager of the New York World, morning and evening, took up his new duties Wednesday. That is, he tried to. A long line of friends who wished to congratulate him upon his new connection kept Mr. Larke on his feet and shaking hands most of the day.

Mr. Larke is to have special charge of advertising, which is taken to mean that he is practically the successor of Thomas Y. Crafts, who has retired.

THE EDITOR AND PUBLISHER congratulates both Mr. Larke and the New York World. Both are fortunate. Here's every good wish to Mr. Larke in his new position.

Macon Telegraph; John Stewart Bryan, Richmond News Leader; A. G. Carter, Fort Worth Star-Telegram; Harry Chandler, Los Angeles Times; E. E. Clark, Arkansas Democrat; Gardner Cowles, Des Moines Register; R. A. Crothers, San Francisco Bulletin; C. S. Diehl, San Antonio Light; E. K. Gaylord, Oklahoma City Oklahoman; F. P. Glass, Birmingham News; Clark Howell, Atlanta Constitution; James Kearney, Trenton Times; Robert Latham, Charleston News and Courier; F. P. MacLennan, Topeka State Journal; Charles E. Marsh, Waco Morning News; G. A. Martin, El Paso Herald; L. M. Miller, Battle Creek News; D. D. Moore, New Orleans Times-Picayune; Gough J. Palmer, Houston Post; Bowdre Phinizy, Augusta Herald; Don C. Seltz, New York World; Charles H. Taylor, jr., Boston Globe; James M. Thomson, New Orleans Item.

Want Zone Postal Law Suspended

The Representatives' Club of New York at a luncheon at the Hotel McAlpin Monday passed a resolution for the suspension of the Zone Postal law. The resolution was adopted at the suggestion of President V. J. Whitlock. It ran: "Resolved by the Representatives' Club of New York, that Congress be asked to suspend the provisions of said law in so far as they apply to increased second-class postage rates until one year after the close of the war."

Would Increase Freight Rates.

WASHINGTON, May 1.—The Duluth, Winnipeg & Pacific Railway Company has made application to the Interstate Commerce Commission for an increase of 15 per cent. in carload rates on news print paper, in rolls, from International Falls, Minn., to points in western Canada.

McANENY HEADS NEW POSTAL COMMITTEE

Elbert H. Baker Appointed Chairman of 1918 Paper Committee of A. N. P. A.—Few Changes in Constituted Bodies.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, May 1.—Frank P. Glass, the newly elected president of A. N. P. A., took the opportunity of the presence in Washington of a number of members of his organization, here to attend the hearing on second-class rates before the Senate Post Office Committee, to advise with them concerning the personnel of the new Postal Committee. George McAneny, of the New York Times, accepted the chairmanship. The following were named, and will be notified immediately:

- George McAneny, New York Times.
- Elbert H. Baker, Cleveland Plain Dealer.
- E. Lansing Ray, St. Louis Globe-Democrat.
- Urey Woodson, Owensboro (Ky.) Messenger.
- E. B. Stahlmann, Nashville Banner.
- Gardner Cowles, Des Moines Register.
- Clark Howell, Atlanta Constitution.
- H. F. Gunnison, Brooklyn Eagle.
- Harry Chandler, Los Angeles Times.
- C. P. J. Mooney, Memphis Commercial-Appeal.
- George S. Oliver, Pittsburgh Gazette-Times.
- W. H. Dow, Portland, Maine Express.
- Scott C. Bone, Seattle Post-Intelligencer.
- Norman E. Mack, Buffalo Evening Times.
- Victor Rosewater, Omaha Bee.
- Thomas Rees, Springfield (Ill.) State Register.
- Col. Robert E. Ewing, New Orleans Daily States.
- Louis J. Wortham, Ft. Worth (Tex.) Star-Telegram.
- John Stewart Bryan, Richmond (Va.) News-Leader.
- W. S. Jones, Minneapolis Journal.
- F. P. MacLennan, Topeka Capital.

Elbert H. Baker, of the Cleveland Plain Dealer, has accepted the chairmanship of the Paper Committee, but his associates have not yet been named.

Mr. Glass told THE EDITOR AND PUBLISHER that most of the committees would remain as at present constituted, except for a few changes.

Blame Burleson for Mail Delays

WASHINGTON, April 30.—Postmaster-General Burleson to-day came in for additional criticism when the House Rules Committee met to decide whether the Post Office Expenditures Committee or the Post Office and Post Roads Committee should investigate the Post Office Department. Representative Dallinger, of Massachusetts, declared the root of all postal inefficiency was the "income cheese-paring policy" of Mr. Burleson. A thorough investigation of the latter's Department, he declared, would show that the present delay in transmitting mail to members of the American Expeditionary Forces was weakening the morals of the men.

Gift from I. L. Stone

I. L. Stone, chairman of the board of the Duplex Printing Press Company, Battle Creek, Mich., has presented a building in that city to the Young Women's Christian Association.

Subscribe to the Red Cross.

HENRY N. MCKINNEY, DEAN OF THE ADVERTISING BUSINESS, DIES

Connected With N. W. Ayer & Son for 43 Years, He Created and Carried Out Many of Greatest Advertising Campaigns in America

HENRY NELSON MCKINNEY, of the firm of N. W. Ayer & Son, advertising agents, died suddenly at his home, 600 West End Avenue, New York, on Sunday evening. Funeral services were held at the Central Baptist Church, 92d Street and Amsterdam Avenue, New York, Wednesday evening, and at the Memorial Baptist Church in Philadelphia Thursday afternoon at two o'clock. Interment was in Philadelphia.

The death of Mr. McKinney came as a distinct surprise to the advertising and newspaper world, as but few of his many friends knew of his serious illness. He was in his sixty-ninth year, and had been a resident of New York city since 1911, when he came to this city to head the New York office of his firm. He is survived by his wife, who was Miss Mary Riffert of Philadelphia, one son, William, of Chicago, and a daughter, Helen.

Originated the Trade-Name, "Uneeda Biscuit"

In the business world McKinney was perhaps best known, because of his development of big advertising accounts, and his constructive work along these lines. No job was too big to tackle, and he never gave up. It is said of him that he made seven trips across the United States and three to Europe, to develop one contract, exemplifying in this one case the fact that he believed in the motto of his firm: "Keeping Everlastingly at It Brings Success." He was recognized as the "Dean of the advertising business," and as one of the most successful. Perhaps his best-known account, and the one that really placed his name in the list of the famous, was that of the National Biscuit Company, where he originated the well-known trade name, "Uneeda." The N. K. Fairbanks Company, Standard Oil, American Sugar Refining Company, and others looming large in the business field, owe much to his creative genius along advertising lines.

LONG SERVICE WITH AYER AGENCY.

Mr. McKinney was born in South Africa on December 8, 1849, his parents having been missionaries in that country. He was sent to this country as a boy to be educated, and soon went into business for himself. His first venture was a book publishing business for which he travelled extensively. At that time he married Lydia A. Conrad, who died in 1910. In 1875 he entered the employ of N. W. Ayer & Son in Philadelphia, and three years later was made a member of the firm. He very soon gained recognition as a leader, and became one of the foremost creators of advertising in the field. In 1911 he came to New York and took over the management and direction of the New York end of the business.

It was said of Mr. McKinney that he lived practically two lives—his business life, open, fair, and above board, and his home and church life, known only to his close friends and intimates. In each field he was a leader, and in each he was looked upon as one who never gave up a task as hopeless, no matter what difficulties were faced. His thoroughness in matters of detail was exemplified in the fact that he had even provided for certain matters in connection with his funeral. In opening the service, Rev. Frank M. Goodchild, of the Central Baptist Church, stated that the passage of scripture and the other details of the service were in accordance with the expressed wishes of the deceased, communicated to Mr. Goodchild before the death of Mr. McKinney. The pastor then read the Twenty-third Psalm, commencing "The Lord is my Shepherd," stating that it was Mr. McKinney's favorite psalm. Other passages, all breath-

ing deep religious spirit, were also read, with the same explanation. Four of Mr. McKinney's favorite hymns were also sung, including "Gallilee" and "Asleep in Jesus." The church auditorium was crowded with both church and business friends of the deceased, and hardly one but was deeply moved. The love and esteem in which he was held was strongly testified to by the floral display, pieces of all kinds, sizes, and shapes, completely covering the platform and altar rail of the church. A beautiful blanket of pink and white roses covered the casket. At the conclusion of the service, this was removed and an opportunity was given to all present to view the remains.

CHURCHMAN, BENEFACTOR, AND FRIEND.

Three clergymen took part in the services, and all three touched on different phases of Mr. McKinney's life. Mr. Goodchild, pastor of the church, spoke of him as a churchman and a trustee of the church; Rev. Charles H. Sawyer, executive secretary of the City Mission Society, spoke of his benefactions, and Rev. Dr. Cornelius Wilkins spoke of him as a friend. The tribute paid by the latter was more in the nature of a beautiful oration on friendship, while the two former disclosed to the business associates of Mr. McKinney the fact that he was at all times a Christian gentleman and a charitable man who did not believe in letting his left hand know what his right hand was doing. It was disclosed that he had been for four years president of the New York City Mission Society and one of its mainstays, and had been interested actively in other charitable works.

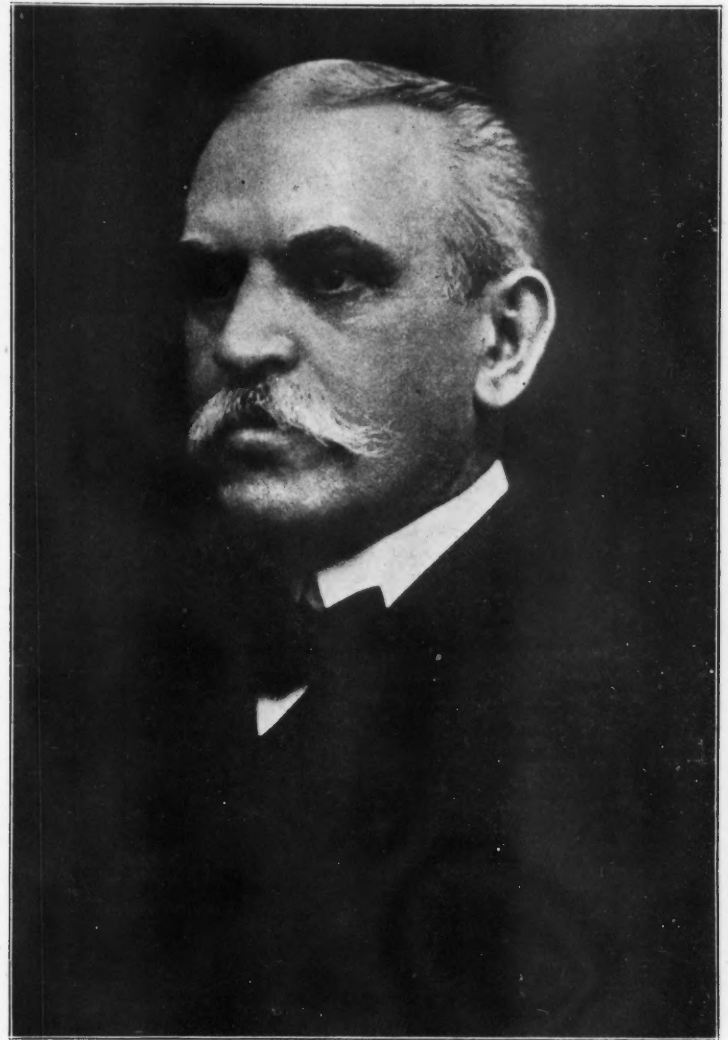
One of Mr. McKinney's associates in the New York office of N. W. Ayer & Son, asked to comment on his great work in the advertising field, said: "His life was his best testimonial."

"GAVE POWER AND SPIRIT TO EVERYTHING HE TOUCHED."

Earl D. Babst, of the American Sugar Refining Company, pays the following tribute to his friend:

"Henry N. McKinney won his way by his sterling character. He was slow and cautious in giving his support. Once, however, his judgment was satisfied he advanced his advocacy of any cause with intense energy.

"He probably refused more advertising accounts than any man ever in the field. Either the article lacked in merit, in vitality of sales-policy, or the campaign was to be hobbled. He insisted on merit of article, on sales service, and on advertising courage as conditions precedent. Once these principles were met he gave power and spirit to everything he touched.



By International Film Service, Inc.

HENRY N. MCKINNEY.

"His successes are everywhere. His name and the influence of his character will live as traditions in many of the foremost industrial organizations of the country.

"As a creator of trade names he had most unique talent. It amounted to genius in moulding some thought or use of an article into a coined word. The trade names he invented have long since gained a value far greater than that of the plants in which they are manufactured. How patiently he assembled hundreds of words coined in endless variety. He spent days analyzing their respective merits, visualizing them in countless forms of display, testing their acceptability from the point of view of the consumer, of the public, and of the courts. When a trade name or trademark finally met his rigid demands it was on its way to become property of as much value to the public as to the owner.

"His character, energy, and patience well deserve the generous tributes of all who knew him."

W. S. Allison, of the advertising department of the National Biscuit Company, has written for THE EDITOR AND PUBLISHER the following appreciation of Mr. McKinney:

"The late H. N. McKinney was identified from the beginning with the nation-wide advertising of the National Biscuit Company. He used to relate with keen delight his first visit to the offices of the company, then in Chicago, nearly twenty years ago. He bore a letter of introduction to A. W. Green, general counsel of the company. 'So I went,' he used to say, 'and found myself sitting in his reception room awaiting an audience

and wondering what a lawyer knew about advertising. Shortly after, I was ushered in and found myself busy answering the questions asked by him, as he endeavored to find out what I knew about it, and he kept me so well occupied at that end of the discussion that I forgot whether he knew much or little."

"The interview proved satisfactory, and a meeting was arranged with the advertising committee, and I must say I never met any committee that seemed so determined to find out how much a man knew on a given subject as that committee did. At last the details were arranged; the advertising contract was settled, and then came the question of what should be advertised. I claimed to the lawyer that the proper foundation upon which to build a great business was to make a good article and then advertise it widely. Lawyer-like, he said, 'That is good, but there must be something else with it. We must have, if we are going to advertise a soda biscuit, the best soda biscuit that has ever been made, and that is not enough; it must be put in a new kind of package, a package that will keep it as good as we send it out.' So for weeks and months the advertising committee, the directors, and managers of the company were busy in preparing to make the best soda biscuit, in trying to invent the best package, and in endeavoring to get for the biscuit the best name."

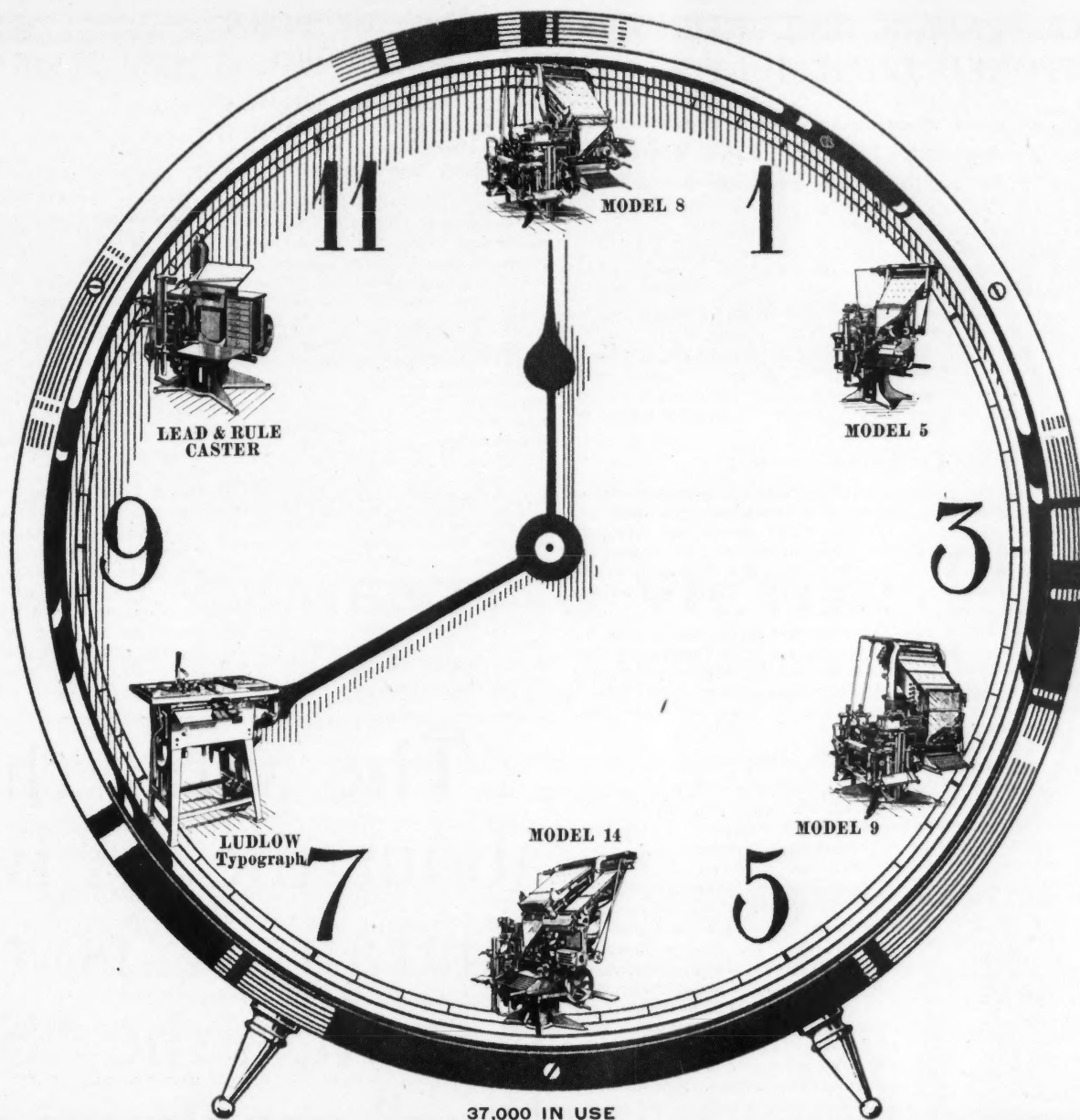
HISTORY OF THE NAME "UNEEDA."

"The name, Uneeda Biscuit, was finally decided upon. President R. E. Tomlinson, of the National Biscuit Company,

(Concluded on page 31)

IN CLEVELAND

the PLAIN DEALER
regularly prints more
separate paid adver-
tisements than all the
other Cleveland
newspapers *combined.*



37,000 IN USE

© TRADE

LINOTYPE

MARK ©

THE MACHINE THAT LASTS

DAYLIGHT SAVING adds an extra hour of sunshine to every day. The Multiple Magazine LINOTYPE adds extra production to every hour of every working day.

*Daylight Economy is Compulsory. Composing Room Economy is Optional.
Let Us Submit the Facts to YOU Concerning Multiple Magazine Linotypes.*

MERGENTHALER LINOTYPE COMPANY, NEW YORK, U. S. A.

CHICAGO: 1100 So. Wabash Avenue

NEW ORLEANS: 549 Baronne Street

SAN FRANCISCO: 646 Sacramento Street

Canadian Linotype Ltd., 68 Temperance Street, TORONTO

STRIKE OF PAPER MILL WORKERS SHIPMENTS OF PAPER POSTPONED UNTIL JULY 1 EXCEED OUTPUT

Federal Trade Commission Secures Agreement Providing for Adjustment of Demands by Taft-Walsh Labor Board —Paper Price to Be Fixed by June 1

By STAFF CORRESPONDENT.

WASHINGTON, April 30.—The strike of workers in paper mills, which was to begin to-morrow unless the manufacturers acceded to the demands made for increases in pay, shorter hours, and improved working conditions, has been declared off until July 1, unless adjustment by agreement or arbitration shall be arrived at before that date. Whatever adjustment may be made will date back to May 1.

Meantime, the Federal Trade Commission is to fix the price at which news print is to be sold, and the figure nominated by it will be the main factor in settling the differences between employers and workmen, or bringing action by the unions to a focus.

Federal Trade Commission Intervenes

Representatives of manufacturers and of unions appeared yesterday before the Taft-Walsh Federal Labor Adjustment Board, which was organized Monday morning. A communication had been received by the Board from the Federal Trade Commission, asking that the disputants appear before it, arguing that, since it must fix the price of news print and labor entered into the cost of the commodity, it was a matter in which it should have a hand. The representatives, accordingly, were referred to the Federal Trade Commission, when they met with the Commissioners this morning. Present were: P. T. Dodge, Allen Curtis, and John Lundigan, International Paper Company; W. V. Hurlbut, Spanish Companies; T. L. Phillips, general counsel, Minnesota & Ontario Power Company; M. B. Wallace, president, St. Maurice Paper Company, Ltd.; E. B. Murray, vice-president, St. Maurice Paper Company, Ltd.; George K. Walker, De Grasse Paper Company; S. M. Williams, De Grasse Paper Company; J. T. Carey, International Brotherhood of Paper Makers; J. J. Keppler, International Association of Machinists; John Flynn, United Brotherhood of Carpenters and Millwrights; John Connelly, International Brotherhood of Pulp Sulph. & P. M. Workers; Joseph Muntefering, International Steam and Operating Engineers; Tim Healey, Brotherhood of Stationary Firemen.

Commissioner William B. Colver presided, and Commissioners John F. Fort and Victor Murdock were present.

Mr. Colver, in opening the meeting, advised both sides that the present national crisis was no time for a strike that would tie up every paper mill in the country, and that such action would have a serious effect upon our troops abroad. He suggested a postponement of the strike until the Commission should have fixed the price of news print, and for thirty days thereafter.

Both sides seemed willing, but the labor representatives demanded a definite date. Mr. Colver assured them that the price of news print would be fixed not later than June 1. All agreed on that basis, and the following agreement was drawn up and signed by every representative at the meeting:

"It is agreed between the undersigned representatives of the employers and employees in the paper-making industries that all scales and agreements as to wages and conditions of employment be extended, with all rights of all parties fully preserved, until the price of newsprint paper shall be determined by the Federal Trade Commission, and for thirty days thereafter.

"It is further agreed that any new

scale and agreement shall date back and be adjusted back to May 1, 1918.

"It is further agreed that both parties forthwith submit the matter of their new scale and agreement to the Taft-Walsh Labor Commission for adjustment.

"It is further agreed that whether or not the Federal Trade Commission shall determine the price of news print paper on or before June 1, 1918, final adjustment shall be made not later than July 1."

GETTING MANUFACTURERS IN LINE

Since a number of mills were not represented, Mr. Colver prepared this telegram of notification:

"St. Regis Paper Company,
Watertown, N. Y.:

"Representatives of five International Brotherhoods and of the International Paper Co., Minnesota and Ontario, Spanish River, St. Maurice, Degrosse and Finch-Pruyn have agreed to extend existing agreements until thirty days after Federal Trade Commission fixes price of news print, during which time adjustment by Taft-Walsh Labor Conciliation Commission to be started immediately shall be made. New scale and agreement to date back to and be adjusted from May 1. All rights of all parties fully preserved. We respectfully urge you to wire your acceptance of this arrangement, and the employers and employees represented here to-day unanimously join in this request. Upon telegraphing us your acceptance, will you post notice in your mill?"

"William B. Colver, John F. Fort, Victor Murdock, Federal Trade Commissioners."

The message was repeated to: J. R. Booth, Ottawa, Can.; Abitibi Power & Paper Co., Iriquois Falls, Ont., Can.; Ontario Paper Co., Thorold, Ont., Can.; Tidewater Paper Co., Brooklyn, N. Y.; Fitzdale Paper Co., Fitzdale, Vt.; Price Brothers Company, Quebec, Can.; Northwest Paper Co., Cloquet, Minn.; Itasca Paper Co., Grand Rapids, Minn.; Watab Pulp & Paper Co., Sartell, Minn.; Pejepscot Paper Co., 111 Broadway, New York City.; Canada Paper Co., Windsor Mills, Quebec, Can.; Laurentide Company, Grand Mere, Quebec, Can.; Belgo Canadian Pulp & Paper Co., Shawinigan Falls, Quebec, Can.; Brompton Pulp & Paper Co., East Angus, Quebec, Can.

It is understood that the pulp and sulphide workers are not satisfied with the participation of their representative in the agreement between the manufacturers and the labor representatives, and that they have walked out in a number of paper mills, refusing to be bound by the agreement.

The production of paper since January 1, 1918, as compared with the corresponding period last year is as follows:

| | Total Print | Stand. News |
|--|----------------|----------------|
| Production from Jan. 1 to Apr. 14, 1918..... | 343,826 | 311,333 |
| Production for corresponding period last year..... | 381,570 | 352,397 |

The loss in production for the first 3½ months of 1918 as compared with 1917 amounts to 37,744 tons of total print and 41,064 of standard news.

BIG CLAIMS FOR HASKELL MAT

Head of Haskell-Haskell Co. Meets Old Friends During Conventions.

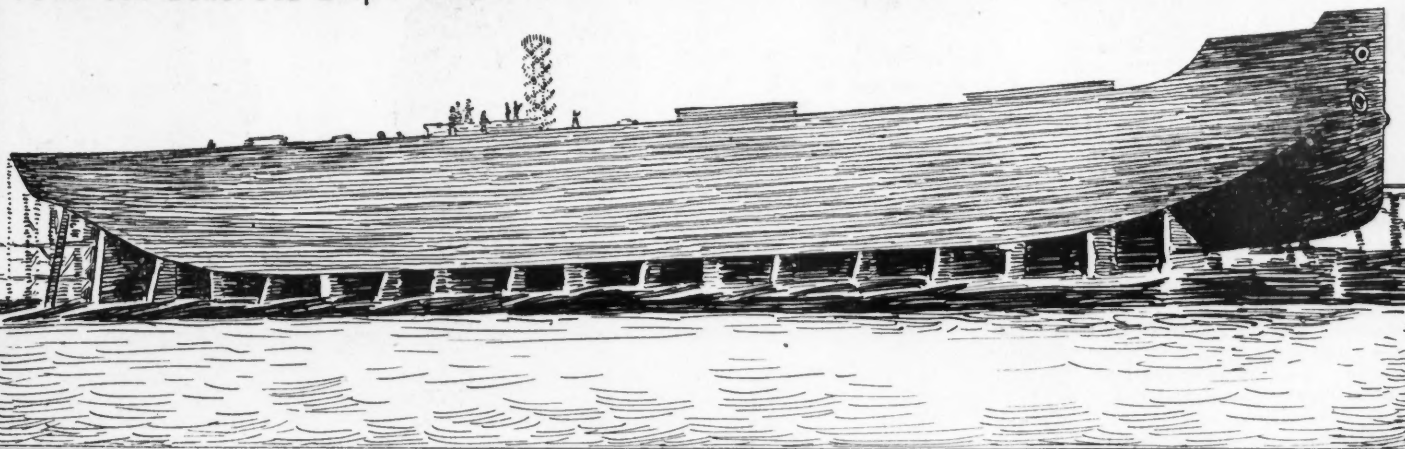
One of the interested visitors at the Waldorf-Astoria during Convention Week was George G. Haskell, of Haskell-Haskell Company, matrix service, New York.

Mr. Haskell was superintendent of the plate-making department of the New York Herald for eighteen years. He is the inventor of the Haskell mat, for which great claims are made. It was while on the Herald that Mr. Haskell discovered this new process of mat-making, and it was there that it was first used, received every test, and was highly commended.

The vital thing about the "A.B.C." guarantee is that it stamps the "Sterling" mark on the circulation of a newspaper.

The Daily and Sunday average of the Brooklyn Standard Union, six months to April 1, at 2 cents a copy is 66,620.

7500 Ton Concrete Ship FAITH



CEMENTING VICTORY

America's war-winning policy leaves no way untried in the matter of "speeding up." For instance, it is literally "cementing victory" by the newly perfected process of fabricating large re-inforced concrete ships.

These vessels can now be built at tremendous decrease of time, labor and cost—as compared with other methods. A bill for \$50,000,000 to be expended in their further construction, has been introduced in Congress, and it is understood to have the President's approval.

Trade-winning policies may be "speeded up" by business accelerators which will go far to cement victory for the shrewd National Advertiser.

He can most effectively win THE EMPIRE STATE with its boundless wealth of trade opportunity—its 45,000 industrial plants with their more than 1,000,000 prosperous workers—its scores of thriving cities—its 74% urban population and nearly 10,000,000 people—

by campaigning in these

NEW YORK STATE DAILY NEWSPAPERS WITH THEIR 6,100,000 CIRCULATION

| | Paid Cir. | 2,500 Lines | 10,000 Lines | | Paid Cir. | 2,500 Lines | 10,000 Lines |
|---------------------------------------|--------------|----------------|-----------------|--|--------------|----------------|-----------------|
| Albany Knickerbocker Press (M)... | 30,297 | .07 | .07 | New York Sun (M)..... | 121,639 | .39 | .36 |
| Albany Knickerbocker Press (S).... | 35,825 | .07 | .07 | New York Sun (S)..... | | | |
| Auburn Citizen (E)..... | 7,130 | .0207 | .0179 | New York Telegram (E)..... | 204,622 | .342 | .315 |
| Binghamton Press-Leader (E)..... | 26,655 | .06 | .05 | New York Telegram (S)..... | 204,622 | .246 | .225 |
| Buffalo Courier & Enquirer (M&E)... | 79,498 | .14 | .12 | New York Times (M)..... | 352,794 | .50 | .45 |
| Buffalo Courier & Enquirer (S)..... | 108,197 | .14 | .12 | New York Times (S)..... | 352,794 | .50 | .45 |
| Buffalo Evening News (E)..... | 95,091 | .16 | .16 | New York World (E)..... | 367,101 | .40 | .40 |
| Buffalo Evening Times (E)..... | 50,638 | .09 | .09 | New York World (M)..... | 340,074 | .40 | .40 |
| Buffalo Sunday Times (S)..... | 61,784 | .09 | .09 | New York World (S)..... | 501,724 | .40 | .40 |
| Corning Evening Leader (E)..... | 7,339 | .0193 | .015 | Brooklyn Daily Eagle (E)..... | 46,525 | .16 | .16 |
| Elmira Star-Gazette (E)..... | 24,403 | .05 | .04 | Brooklyn Daily Eagle (S)..... | 70,000 | .16 | .16 |
| Gloversville Leader-Republican (E)... | 6,308 | .02 | .015 | Brooklyn Standard-Union (E)..... | 65,109 | .15 | .15 |
| Gloversville Morning Herald (M)... | 5,880 | .02 | .015 | Brooklyn Standard-Union (S)..... | 75,507 | .15 | .15 |
| Ithaca Journal (E)..... | 6,689 | .0357 | .02143 | Poughkeepsie Eagle-News (M)..... | 5,480 | .01714 | .01714 |
| Jamestown Morning Post (M)..... | 9,311 | .025 | .0207 | Rochester Times-Union (E)..... | 66,249 | .12 | .10 |
| Mount Vernon Daily Argus (E)..... | 6,079 | .0214 | .015 | Rochester Herald (M)..... | 35,782 | .05 | .05 |
| New York American (M)..... | 367,969 | .45 | .41 | Rome Sentinel (E)..... | 5,384 | .0165 | .0129 |
| New York American (S)..... | 753,468 | .65 | .60 | Schenectady Union-Star (E)..... | 17,068 | .06 | .035 |
| New York Globe (E)..... | 188,772 | .33 | .31 | Syracuse Journal (E)..... | 43,132 | .07 | .07 |
| New York Herald (M)..... | 128,814 | .40 | .36 | Troy Record (M&E)..... | 23,851 | .04 | .04 |
| New York Herald (S)..... | 202,000 | .50 | .45 | Watertown Standard (E)..... | 12,143 | .0286 | .0214 |
| New York Evening Journal (E)..... | 731,047 | .70 | .70 | Yonkers Daily News (E)..... | 3,028 | .0375 | .025 |
| New York Mail (E)..... | 130,083 | .34 | .32 | | | | |
| New York Post (E)..... | 26,501 | .25 | .19 | Government statements April 1st, 1918. | | | |
| New York Sun (E)..... | 180,998 | .37 | .34 | Total Circulation 6,185,404. | | | |
| | | | | 10,000 Line Rate 8.60147. | | | |
| | | | | 2,500 Line Rate 9.25984. | | | |

A. N. P. A. AIMS AND POLICY DEFINED

New President Says Organization Now Presents a United Front—News Print and Postal Difficulties Have Unified Its Membership.

By FRANK P. GLASS.

THE EDITOR AND PUBLISHER asks me to make a statement as to what will be the policy and aims of the A. N. P. A. during the coming year, when I am taking up the work of the Association as its president.

I cannot say that there will be any radical change. The A. N. P. A. is a conservative body, and I believe that I am also conservative. The work of the Association will go on under the guidance of practically the same board of directors as heretofore.

Nevertheless, it is my hope that the organization may progress in all reasonable ways. I believe that the Association is more earnest, self-reliant, and resolute to-day than ever before.

The adversity of the print-paper situation during the past year has had a useful influence in cementing the membership and in arousing its spirit to the point of more effective action. The unusual attendance upon the recent convention and the earnestness and harmony of its proceedings demonstrate that the body has in a certain sense found itself, and is determined to accomplish things through concentration upon undertakings for the benefit of the entire membership.

NO LONGER A "ROPE OF SAND."

It has been a common criticism of the A. N. P. A. in the past that it was "a rope of sand." That criticism is no longer just.

"There are two distinct opportunities at hand for the Association's effective activities—in the print paper and the second-class postage matters. The Association demonstrated its determination in the print paper matter by its unanimous decision to furnish its paper committee with all the financial backing it may need, and the matter will be followed through with all the skill and efficiency of attorneys and experts possible.

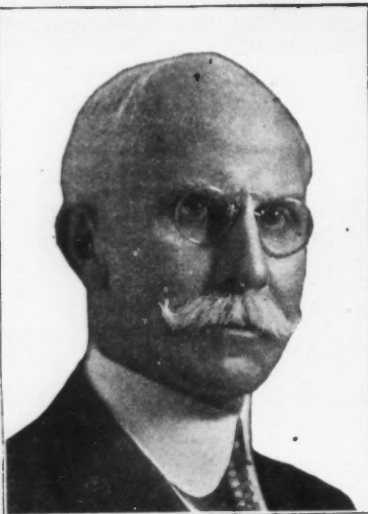
BAKER AND M'ANENY NEW CHAIRMEN.

In this connection the membership will be pleased to learn that E. H. Baker, of the Cleveland Plain Dealer, who has been so active on the paper committee for the past two years, has consented to take the chairmanship, and he will carry on that work with energy and sagacity.

The second-class postage matter is in the hands of George McAneny, of the New York Times, vice-president of the Association and chairman of the postal committee. He has gone to work immediately with great intelligence and energy, and he has the assistance of some of the strongest and most self-sacrificing members to bring about a satisfactory readjustment of the present law. It is to be expected that every member of the Association will give Mr. McAneny whatever assistance he may call for as promptly and as self-sacrificingly as may be necessary.

I hope that the ensuing year will be one of the most successful in the Association's work, and all I can do is to pledge my faithful cooperation to that end.

There are 139 daily newspapers in Canada.



FRANK B. GLASS,
President, A. N. P. A.



GEORGE M'ANENY,
Chairman, Postal Committee, A. N. P. A.



ELBERT H. BAKER,
Chairman, Paper Committee, A. N. P. A.

MAY GIVE POSTMASTER-GENERAL NEW POWER

Amendment to Espionage Law Would Vest Head of Post Office Department With Authority to Refuse to Deliver Certain Mail.

An important amendment to the Espionage law, included in the conference report to the Senate and House last week, giving the Postmaster-General power to prevent the delivery of mail matter to any person or concern "upon evidence satisfactory to" the Postmaster-General that such person or concern is using the mails in violation of the provisions of the law, was read with surprise here when the full text of the conference report was received.

The amendment reads:

"That Title XII of the said act of June 15, 1917, be, and the same is, hereby amended by adding thereto the following section:

"Section 4. When the United States is at war the Postmaster-General may, upon evidence satisfactory to him that any person or concern is using the mails in violation of any of the provisions of this act, instruct the Postmaster at any post office at which mail is received addressed to such person or concern to return to the Postmaster at the office at which they were originally mailed all letters or other, matter so addressed with the words "Mail to this address undeliverable under Espionage act" plainly written or stamped upon the outside thereof, and all such letters or other matter so returned to such Postmaster shall be by them returned to the senders thereof under such regulations as the Postmaster-General may prescribe."

The Postmaster-General already has the power to take away mailing privileges from publications. It has been pointed out, however, that this new amendment went much further than any legislation ever passed before in extending the authority of the Postmaster-General. He can forbid delivery of mail matter "upon evidence satisfactory to him," and thereby cut off all mail communication from a person or concern.

Joins "The Nut House"

LORENZ O. LUKAN, veteran member of the advertising staff of the Post-Intelligencer, has resigned and accepted a position as advertising man for The Nut House, of Seattle.

GERMAN DAILY PAPER SUSPENDS

Business Men, Angered About Advertisement, Persuade Publisher to Quit.

EVANSVILLE, Ind., April 29. — The Evansville German Demokrat, a daily paper which has been in existence fifty-four years, suspended publication Sunday as the result of a meeting of protest of 200 business and professional men of the city. Suspension of the paper was demanded by those at the meeting because of an advertisement calling upon the German-reading public to support the paper because it stood for "Deutschtum and its holy rights."

Fred Lauenstein, publisher, attempted to justify the advertisement by saying that "Deutschtum" meant German characteristics, manners, or customs, and not Germanism or German patriotism. His explanation was met with jeers, and he agreed to suspend publication.

RULES ON NEWSPAPER MEN

They Are Not Exempt from the Draft, Provost-Marshal-Gen. Crowder Says.

ALBANY, April 29. — Employees of newspapers, no matter in what capacity, are not entitled to deferred classification in the draft, Provost-Marshal-General Crowder has informed State authorities. By this decision he reversed a recent ruling by a Syracuse exemption board, which held that a newspaper employee was a necessary assistant in a necessary industrial enterprise.

The Provost-Marshal-General's order says:

"It appears that registrants engaged as employees of newspapers or engaged in general newspaper work are not engaged in an industrial enterprise within the meaning of the law and regulations. Hence it would follow that these papers are not entitled to deferred classifications."

St. Louis to Publish Own Paper

St. Louis is to have a publication of its own and is to discontinue the publication of the proceedings of its Board of Aldermen and other boards in both English and German newspapers. A bill providing for such action was passed without dissenting vote of the Aldermen on April 29. The bill carried with it an appropriation of \$10,000. The publication will be known as the City Journal.

William Wolfe has left the advertising department of the Johnstown (Pa.) Leader to join the Newark Star-Eagle.

Introduces U. P. Story Into Record
Senator Brandegee, of Connecticut, on April 17, had introduced into the Congressional Record a dispatch from Henry Wood, United Press staff correspondent with the French armies in the field, describing Germany's plans for opening the war. Mr. Wood tells of the German Government's orders—now in the possession of the French Government—showing Germany's preparations for the present war from January 2, 1914, seven months before war actually was declared.

Do something to help win the war.

The Morning Record, Meriden, Conn.

for the six months ending
March 30

Gained in Circulation
More Than Five Times
as Much as the Local
Evening Paper Did;

and THE RECORD is the

ONLY

Meriden newspaper whose circulation claims are guaranteed by the

A. B. C.

RECORD has 30% more circulation than evening paper claims



ALEXANDER DANA NOYES

*More than a financial editor—
an economist*

Inasmuch as there is no way of ranking writers as, for instance, tennis players are ranked, it is enough to say that we know of no greater authority on Finance in this country today than Mr. Noyes.

Under his guidance, The Evening Post publishes every day throughout the year, a financial section that brings the news of the world's markets as no other newspaper in the United States furnishes it. During the week, on the

financial page, he writes a daily digest and interpretation that is often prophetic.

Mr. Noyes' foundation has not been built on loose or superficial study as is so often the case with writers on technical subjects. If, then, the word "academic" is here forced upon him he may easily bear it, for, certainly, Mr. Noyes' pre-eminence lies in the rare combination he possesses of being a sound scholar, a shrewd interpreter and a man of clear vision.

The New York Evening Post

More Than a Newspaper—A National Institution

The Daily Financial Article of *The New York Evening Post* is published simultaneously in:

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Chicago Daily News
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Detroit Free Press

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Springfield Daily News
Baltimore Sun
Cleveland Press
Richmond News Leader

For terms address Syndicate Manager

SCORE ANOTHER FOR NEW ORLEANS

Arthur G. Newmyer Obtains Another
Good Reason Why 1919 A. A. C. W.
Convention Should Be Held in
South's Wonder City.

By A. G. NEWMYER.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, May 1.—Frank W. Keillogg, publisher of the San Francisco Call, and treasurer of the convention board of the San Francisco Advertising Club, and Lewellyn E. Pratt, secretary of the A. A. C. W. convention committee, have obtained one hundred per cent. Government coöperation for the San Francisco convention of the Associated Advertising Clubs of the World.

The programme itself is the best possible answer to doubters.

Edward Chambers, chairman of the traffic division of the United States Railway Commission, authorizes the statement that Federal authorities request all war-time conventions be held in the South or West, because of traffic congestion in the Middle West and East.

This is the final argument for New Orleans as the 1919 A. A. C. W. convention city.

Score One for New Orleans

The Advertising Club of St. Louis, in accordance with the recommendation of its executive committee, went on record April 23 as unanimously pledging its vote and support to New Orleans for the 1919 meeting of the Associated Advertising Clubs of the World.

Boosting Ad Convention

Attendance of business men who buy advertising space, at the San Francisco meeting of the Associated Ad Clubs, July 7 to 11, is being strongly promoted by the Portland (Ore.) Ad Club. The Oregonians already have assurances of a delegation 100 strong, and this delegation will number many of the prominent business men of the city.

Ted Brown Wins Cartoon Prize

Ted Brown, cartoonist for the Chicago Daily News, was awarded the first prize in the contest for Liberty Loan cartoons by the Liberty Loan executive committee of the Seventh District. The prizes were presented to the winners at the Chicago Art Institute Sunday, April 28, by Secretary McAdoo. The first prize is a diamond medal attached to a watch fob. Carey Orr, cartoonist for the Chicago Tribune, took the second award. Mr. Brown's prize cartoon, "Liberty Bonds or Slavery Bonds! Choose To-day," was published in the Daily News April 15.

C. J. Sullivan in St. Louis

Celestine J. Sullivan, secretary of the San Francisco Advertising Club and special ambassador of that organization, was the honor guest of the Advertising Club of St. Louis at a dinner at Hotel Statler April 24. He presented a specially engraved invitation to the convention of the Associated Advertising Clubs of the World in San Francisco July 7 to 11.

Reporters on Torpedoed Ship

At the head of the party of Y. M. C. A. workers aboard the British steamship Orissa, which was torpedoed Sunday in British waters, was Arthur E. Hungerford, formerly with the Baltimore Sun. Included in the party was Henry S. Jewett, formerly a reporter on the New York Evening Sun.

STUDENTS TAKE OVER CITY DAILY FOR A DAY AND GET OUT ALL EDITIONS ON TIME



Most of the Ohio State University students who took over the Columbus Citizen for a day had time to face the photographer with his flash-light apparatus, but a few were too busy even to look up, as you will note.

(Special to THE EDITOR AND PUBLISHER.)

COLUMBUS, O., April 26.—For the third successive year, the plant of the Columbus Citizen, an evening paper with a 75,000 circulation, was turned over, Saturday, the 20th inst., to the students of journalism at Ohio State University. A full student staff was organized, with assignments to every desk, route, and department, and its members during the days preceding publication, familiarized themselves as they could with their duties. Student managing editor Leon A. Friedman directed the staff and put out every edition, including a baseball extra on time. From editorials clear through to the last news item, the paper was written and edited by students, with occasional counsel by the regular editors and Professor J. S. Myers, of the department.

Besides Managing Editor Friedman, the staff was composed of the following students; City editor, Estiè D. Leonard; telegraph editor, Karl T. Finn; assistant telegraph editor, George N. Coe; news editor, Wm. P. Dumont; society editor, Lillian E. Hoskins; sporting editor, Delmar G. Starkey; assistant sporting editor, Wilbur W. Mouch; church editor, Amanda A. Thomas; theatrical, Elouise Converse; "Stroller" and "Most Anything," Harriet E. Daily; music, Marion E. Poppen; "Cynthia Gray," Mary Helen Guy; obituaries, Jean K. Fitzgerald.

MASSES' JURY FAILS TO AGREE

New Trial to Be Had Some Time in
June—O'Leary Case Set for May 20.

After deliberating forty-one hours, the jurors in the trial of the editors and contributors of The Masses, being unable to reach a verdict, were discharged by Federal Judge Hand last Saturday.

Max Eastman, C. Merrill Rogers, Floyd Dell, and Art Young, the defendants, will be tried again on the charge of having conspired to induce persons liable to military service not to serve the United States, as soon as the case of Jeremiah O'Leary, set for trial for May 20, is disposed of.

The charge against O'Leary is a similar one, growing out of his alleged activities in the publication in the Bull of so-called objectionable articles regarding recruiting. Eastman and his associates will remain under \$5,000 bail.

New Manager for Nautical Gazette

Announcement is made of the appointment of George A. March as business manager of The Nautical Gazette. Mr. March was formerly South American representative of the London Times, and more recently represented in South America a syndicate of American newspapers including the New York Evening Post. William G. Preston, who has been advertising manager of The Nautical Gazette as well as of The Nation, will hereafter devote all his attention to The Nation.

New Shipping Magazine to Appear

Nauticus, "a journal of shipping, insurance, investments, and engineering," will make its first bow before the shipping public June 1, and will appear every Saturday thereafter. It will be published by the Nauticus Co., 15 Whitehall Street, New York. R. de Tankerville will be editor.

PROVIDENCE NEWS APPEARS

Shortage of Newspaper Men Felt—Un-
able to Start With Full Staff.

(Special to THE EDITOR AND PUBLISHER.)

PROVIDENCE, R. I., April 29.—The Providence News made its first appearance here to-day in the form of a ten-age seven-column paper. The personnel of the staff is not yet complete, but it is expected all positions will be filled by next Monday. Inability to start with a full quota of men was ascribed to scarcity of newspaper men.

The following is the staff: Publisher, John A. Hennessy, New York; managing editor, James C. Garrison; city editor, Charles Inman, late of the Boston Herald; business manager, Thomas W. Williams, late of Providence Journal; sporting editor, Roger Ferri; telegraph editor, Joseph A. Guay, of Worcester; advertising manager, Charles T. McKeen; feature writer, Senator W. G. Troy; members of staff, John R. Lucas, Providence; James Hammond, of New York; Ralph Bailey, formerly of Providence Tribune; John Robinson, Providence. Other reporters will be added this week. W. K. Starrett, an artist, recently with the New York Tribune, will be cartoonist.

Through the departure of Mr. Garrison from the Journal, Paul B. Howland, son of Charles H. Howland, an editorial writer on the Journal, becomes dramatic critic of the Journal.

New A. N. P. A. Members

The Savannah (Ga.) Press and the Camden (N. J.) Daily Courier have been elected to active membership in the American Newspaper Publishers Association. The Waterloo (Ia.) Evening Courier and the Decatur (Ind.) Democrat have been elected to associate membership.

Philadelphia

Is

a

Morning

Newspaper

City

On the Other Side of the Fence

Louis Rosenberg was the advertising manager of a New York department store for 12 years. Each of those years he bought several million dollars' worth of advertising space in the New York papers.

Each of those years he bought space from The Evening Mail. Six days in every week of those twelve years he wrote the copy that went into The Evening Mail.

He got to know what "pulled" in The Evening Mail and what did not pull. He got the "feel" of the paper. He had come to know those articles of merchandise which instantly appealed to the old-line New York families which have "taken" The Evening Mail for half a century and have never faltered in their loyalty to the paper.

There never was any question in Louis Rosenberg's mind as to the great "pulling power" of the paper. If his ad did not bring the results he expected he analyzed his copy and the reports of sales and as the years of his experience grew he had an uncanny knack of selecting just the right kind of merchandise to sell to The Evening Mail's clientele of "comfortably-well-off" readers.

Then he decided, as he puts it, "to go on the other side of the fence." He had been buying advertising space; now he wanted to sell it. Louis Rosenberg did not have to look for a job; he had been provident; he could afford to "look around" a long, long time before he accepted a post.

Finally he accepted an offer from The Evening Mail, and this is what he said:

"I can sell space for you because I believe in your paper. I'm 'sold' on it; if I hadn't been I wouldn't have bought hundreds of thousands of dollars' worth of it. I think I can sell it to others because I can tell them the truth."

And so he is now Louis Rosenberg, Special Representative, The Evening Mail. You may find his card on your desk some day soon. It would be worth your while to "light up a smoke" and cross-question Louis Rosenberg when he comes in your office. The man has that touch of advertising genius that comes from loving your job. And he knows his subject so interestingly; so thoroughly. He knows the New York field as well, perhaps, as any man in it.

And most of all he will help you "mine" that great field of results—the advertising columns of The Evening Mail. Louis Rosenberg doesn't "know it all"—he won't impress you that way, but he might have the answer to the question that has been puzzling you.

To the merchant who has his nose on the grindstone of his business and is too close to see his little errors in merchandising he ought to be especially helpful.

And to the small shop which hasn't advertised much, but "takes a flier now and then," Louis Rosenberg will be worth real money.

THE EVENING MAIL

EDITORIAL

A SOLID FRONT

WHENEVER legislation hostile to newspapers has been proposed, or enacted, in the Congress it has been asked: "Why do the newspapers submit to injustice without a fight?" And the answer has been: "You can't persuade newspaper publishers to act together."

And that answer has been, in the past, measurably true. It now seems likely that it will not suffice hereafter, for publishers of newspapers have lately shown a get-together spirit.

When the annual convention of the publishers convened last week the prospect for united action on vital issues confronting all newspapers was not bright. Particularly was this true of the issue of postal legislation.

During the year there had been developing a marked division of opinion among the publishers as to the second-class postal law. The publishers of the big-city newspapers seemed almost unanimous in opposition to a zone-system, even in a modified form, permitting the Government—as in the McKellar amendment—to impose a graduated scale of charges for carrying newspapers, regulated by the length of haul involved. The publishers of newspapers outside the larger cities were almost unanimous in their support of the zone system, and opposed to any flat increase in the second-class rate.

The postal provision of the War Revenue law, scheduled to go into effect July 1, was objectionable to all publishers alike, but in the matter of determining a course of action to secure a revision of that law the publishers were sharply divided.

When the question came before the convention the members were in a fighting mood. It was feared that upon this question the publishers of the country would inevitably divide into two hostile camps. Such a result would have destroyed all prospect for securing relief, and would have been hailed with satisfaction by those members of the Congress who enjoy the pastime of "hitting the newspapers."

But the discussion in the convention served to bring unity out of threatened schism. That never-failing solvent, common sense, prevailed, and the members of the A. N. P. A. found common ground on which to stand and formulated and agreed upon a common policy of action.

On Tuesday the Senate Committee on Post Offices accorded a hearing to the representatives of the publishers. George McAneny and Major E. B. Stahlman, as spokesmen for the A. N. P. A., presented the objections of the publishers to the new law and urged that its operation should either be suspended, pending a competent investigation of the whole matter of second-class postal rates, or that an amendment be presented providing for a zone system applying to newspapers and based upon the provisions of the McKellar amendment. The defects of the new law were pointed out with clearness and force. It was made plain that newspapers were willing to pay their way, but unwilling to be burdened with costs not occasioned by the service rendered to them.

The publishers have presented a solid front on this issue of postal legislation, and it is a hopeful augury for the future.

There remains now a duty for every publisher in America to meet. That duty is to confer with his representatives in the Congress and to impress upon them the urgency of action on postal legislation—action in accord with the recommendations of the A. N. P. A. He should make it plain to them that he is not seeking a selfish advantage; but that, acting with all other American publishers, he is asking for relief from an impending law whose operation would imperil the existence of many newspapers, work profitless hardships upon all, and yield little of net gain in postal revenues to the Government.

Now that publishers have demonstrated that they can stand together let them "follow through" by demonstrating that there is, indeed, strength in union.

THE AMERICAN "TIGER"

ARTHUR BRISBANE bought the Washington Times in order that he might have continual opportunity for close-up talks with the law-makers and law-administrators of the nation. That he has rejuvenated the Times, and made it a newspaper of force and interest, is generally known.

HE is to open the purple testament of bleeding war.
—Shakespeare.

But he has not lost sight of his first purpose in buying a Washington newspaper; and one of his recent editorials illustrates the effective way in which he administers rations of salutary admonition to the men who shape the nation's policies.

The Director of Publicity for the New York Federal Food Board asked Mr. Brisbane to urge his readers to eat potatoes, giving the reasons for the request—which were sound, and which the American people should know. Mr. Brisbane complied, and then took occasion to ask why the Government should spend so much time endeavoring to roast, boil, mash, and fry the newspapers? He states that twelve hundred newspapers—most of them little ones, of course—have died within the past year, "killed by the high price of paper and by Government enthusiasm in discouraging advertising."

He then points out that "the Government proposes to charge for carrying printed matter three cents a pound more than privately owned express companies charge for carrying fresh fish on ice." He refers to a letter received from a big business concern, cancelling an order for advertising space, "because the Government has requested us not to advertise our product."

Mr. Brisbane reminds officialdom that the newspapers ought to be permitted to survive if only for the purpose of doing favors for men in office—that instead of trying to destroy newspapers we should all concentrate on destroying Prussians.

If Mr. Brisbane doesn't watch his step he may find himself designated as "the tiger" of American journalism. That distinction, earned in France by the white-haired editor of "The Man in Chains," kept him in such steady conflict with the French officials that they at last suppressed his newspaper. He started another. Finally, to get rid of him, they made him Prime Minister of France.

FREEDOM OF CRITICISM

CHARLES EVANS HUGHES sounded a clarion call for an unhampered press in his address before the American Newspaper Publishers Association. He recalled to his fellow-citizens the fact that there is one sound rule which should govern the publication of war news: "The truth, the whole truth (save in a few instances where military exigencies may forbid), and certainly NOTHING BUT THE TRUTH."

Judge Hughes appraised the value of honest criticism of public officials in a dispassionate way. Men charged with responsibility to the people are not entitled to immunity from criticism—they cannot demand it nor would they profit through it. We learn from criticism—and, as Judge Hughes points out, often in no other way.

This conservative former Justice of our Supreme Court would not have here in America a press either timid or craven. He would despair of the Republic if our newspapers failed in their ethical obligations to the people. He would acclaim as useful and essential all criticism of governmental policies or officials which is based solely in loyalty to the great cause for which we are fighting. We are, he reminds us, living in a period of national stress which rules out narrow and partisan criticism, and which

makes doubly dangerous the suppression of the truth about the part we are playing in the great war.

Editors are to fight for the triumph of democracy with their pens, he tells us, and the fight cannot be won without them. They are to establish public opinion about the war on the rock foundation of facts. All permissible war news must be available for the newspapers—for even if facts are not pleasant they must be told, if Americans are to know at all times the duties which face them.

The address of Judge Hughes is a judicial plea for greater press freedom within the boundaries of a loyal responsibility—a plea for a more intensive warfare of the pen against wrong-headed policies at home as well as against the sweep of the barbaric hordes who are striking at the free life of the world on the battlefields of France.

THE CONVENTION NUMBER

THE EDITOR AND PUBLISHER extends cordial thanks to those of its friends who have expressed their appreciation of the special Convention Number last week. We have been assured, by scores of editors and publishers, that in that special issue of one hundred pages THE EDITOR AND PUBLISHER set the top-mark of achievement in this field of trade journalism. The special gravure section has called forth unstinted praise from men who understand the mechanical difficulties involved in such a production. THE EDITOR AND PUBLISHER acknowledges and highly values the efficient cooperation of the Alco-Gravure Company in the publication of this notable section, with its wonderful array of photographs of American newspaper makers.

In presenting the news of the week, including adequate stories of the two great conventions, THE EDITOR AND PUBLISHER met a test which always carries its difficulties in trade newspaper work. It involved effort on a daily newspaper schedule and scale. It is gratifying to be assured that the task was well done.

THE threatened strike of the employees of the paper mills has been averted for the present. No action by the men will be taken before July 1. Meantime, their demands for a wage-increase and shorter hours of work will be arbitrated by the Taft-Walsh Labor Commission, and an amicable adjustment is anticipated. The present truce must be accredited, in large part, to the intervention of the Federal Trade Commission, and to the conciliatory counsel to the representatives of the manufacturers and their men given by Commissioner Colver. He assured them that a tie-up of the paper mills in these war times would be a national calamity, menacing the success of the American effort in the great conflict.

THE newsdealers of the New York district are falling in line with the movement to discourage the publication of German-language newspapers by refusing to sell them. Uncle Sam, however, is still under the necessity of distributing these papers through the mails. The task is somewhat irksome to our old Uncle, who feels that there are things of greater usefulness to which his energies should be devoted. We have no law prohibiting the publication or distribution of these newspapers—but a patriotic public sentiment is developing which may crystallize into law in due course.

THE Chicago Herald, made famous by the constructive genius of the late James W. Scott, passes to another phase of its adventurous life. In the Herald & Examiner Mr. Hearst may be depended upon to preserve the great traditions of the old Herald. Under the direct editorship of Arthur Brisbane, the new paper will feel the thrill of that new life which he has imparted to the Washington Times. Brisbane will now divide his time between Washington and Chicago, shepherding with equal vigilance his own newspaper and that of his friend and long-time comrade and chief.

THE drive for the sale of War Savings Stamps will be renewed with added force immediately after the closing of the campaign for the third Liberty Loan. Every newspaper in the land is enlisted for this drive.

May 4, 1918. Volume 50, No. 47.

THE EDITOR AND PUBLISHER.

Published weekly by
THE EDITOR AND PUBLISHER Co.,
1117 World Building, 63 Park Row, New York.

James Wright Brown, president and editor; Edwin Doddridge DeWitt, secretary, treasurer, and publisher; W. D. Showalter, managing editor; Carl H. Getz, news; Marlen E. Few, features; Geo. P. Leffler, assistant treasurer and business manager; J. W. Ferguson, advertising manager; Edw. Gans, circulation.

10 cents a copy; \$3 a year; foreign postage \$1.00; Canadian, 50c.

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

TWO BROTHERS ONLY LIVING CHARTER MEMBERS OF CIRCULATION MANAGERS' ASSOCIATION



From left to right: William Boeshans, business manager of the St. Joseph (Mo.) Morning Gazette and J. L. Boeshans, business manager of the Montgomery (Ala.) Advertiser, the two surviving charter members of the International Circulation Managers' Association.

ONLY two of the original charter-members of the International Circulation Managers' Association are still members of the organization. They are William Boeshans and J. L. Boeshans—brothers and both more active to-day than ever before in newspaper work. They joined the Association when founded in Detroit in 1898, and have never permitted their membership to lapse. Some of the most historic of the organization's great meetings have been attended by these two pioneer-member managers.

William Boeshans is now business manager of the St. Joseph (Mo.) Morning Gazette. J. L. Boeshans has a like post with the Montgomery (Ala.) Advertiser. The two brothers received their training on the Ohio State Journal of Columbus, William Boeshans starting in the office of that paper as office boy and working up through every department to the post of promotion manager. He aided Wolfe Bros. in so developing the Journal that it was able eventually to take over the Evening Dispatch. Mr. Boeshans assisted the Journal publishers in acquiring the Dispatch. Later Mr. Boeshans became manager of the Ohio Sun, but left that position to go West. He located in St. Joseph, and in 1909 associated himself with Hon. C. D. Morris in the publishing of the Morning Gazette. He has been with that paper ever since.

J. L. Boeshans was one of the prime movers in organizing the I. C. M. A., and for the first ten years was secretary and treasurer of the organization.

There were some twenty-five charter members at the first meeting of the I. C. M. A. Some have since died, some have gone into other fields of business. William and J. L. Boeshans alone have had their names continually upon its rolls, and to-day stand among the leading exponents of modern methods in the business life of newspaper publishing.

OF INTEREST TO CIRCULATORS

James McKernan, circulation manager of the New York World and chairman of the Greater New York Circulation Managers' Association, has sent a letter to the members of the Association to learn how many will attend an outing in the Catskills. It is proposed to leave New York Monday, May 27, at 6 P. M., on the Saugerties boat, arrive in Saugerties Tuesday morning spend all day Tuesday touring the Catskills by automobile, stop at Catskill Tuesday night and take the Day Line boat Wednesday morning, arriving in New York at 6 P. M., May 29.

Forty-one out of 116 carrier boys of the Toronto Globe have been awarded the 1918 efficiency medals presented for having a record of no complaints in delivery during the four winter months. In addition, each received a special \$5 bonus, supplementing a monthly bonus of \$2 received during the continuance of the contest. "This is the fourth winter that we have held the 100 per cent. efficiency contest," stated Mr. Irwin, assistant business manager, "and we have found it a splendid way to keep up the efficiency of our delivery service. The standard is, 'no complaints.' That does not mean, of course, that subscribers may not have called us up and stated that they did not receive their papers. It means that, after investigation, no fault attaches to the work of the delivery boy, when papers are missing."

MAIL EXPERTS APPOINTED

Railroad Committee Named to Cooperate With Postal Authorities.

WASHINGTON, April 30.—To develop better methods of handling and routing mail, the Railroad Administration today announced creation of a committee of railroad mail experts, to cooperate with the Post Office Department. The committee comprises Guy Adams, of Chicago, representing the Union Pacific; J. C. McCahan, jr., of Baltimore, of the Baltimore & Ohio; H. T. Mason, Springfield, Mo., of the Frisco Lines; G. P. Conard, Chicago, secretary of the Transportation Officers' Association, and H. L. Fairfield, Chicago, of the Illinois Central. Rudolph Brauer, Omaha, superintendent of Government mail service in the Fourteenth Division, will represent the Post Office Department.

"A Message to Garcia"

With its Sunday issue of May 5 the Philadelphia North American will present an eight-page booklet containing a reprint of the late Elbert Hubbard's classic, "A Message to Garcia." A. E. MacKinnon, the director of circulation, believes that the philosophy of this famous preachment, written just after the Spanish-American war, and based upon the exploit of Lieut. Rowan, who delivered a letter from President McKinley to the Cuban revolutionary leader, is especially applicable to the present hour.

Alaska has twelve daily newspapers.

Michigan is Exceptional

Thoroughly and Economically Covered By 14 Evening Papers

You can cover 2½ million of Michigan's 3 million population with 14 evening newspapers. In communities ranging from a million down to 25,000 population, Michigan has unusually efficient newspaper coverage—mainly non-duplicating—reaching over 90% of the English speaking population. Examine the 14 newspapers—see why they make Michigan exceptional in results and economy for newspapers' advertisers.

1st Nine prosperous and progressive cities: Flint, Bay City, Lansing, Port Huron, Kalamazoo, Pontiac, Muskegon, Adrian, Ann Arbor have only one paper each.

2nd Two of the 14 cities have only one evening paper, in Saginaw the News, in Jackson the Citizen Press. They have the enormous circulation lead over their morning contemporaries that is typical of middle west cities.

3rd Battle Creek has the Evening Moon Journal which far exceeds any other Battle Creek paper in local circulation.

4th The thoroughness with which the Evening Press covers Grand Rapids, the second city of Michigan, is a byword in middle west advertising circles. The Press has 2½ times the circulation of its nearest competitor.

5th And then Detroit—wonder city of the continent—4th in America in population—perfectly covered by The Detroit News. Of 221,000 total News circulation, 175,000 is in Detroit, a ratio better than one copy for every four English speaking men, women and children. No other metropolitan city is so thoroughly covered by one paper.

Advertisers Hooverize in MICHIGAN

The newspaper history of Michigan in recent years in one of consolidation. Communities formerly served by two or more newspapers with costly competition and needless expense to advertisers are now covered much more thoroughly with fewer papers and less expense.

Here Are the Circulations and Advertising Rates

| Newspaper | Net paid circulation | 5,000-line adv. rate |
|-----------------------------------|----------------------|----------------------|
| Adrian Telegram | 10,051 | .02 |
| Ann Arbor Times-News | 7,300 | .0215 |
| Battle Creek Moon-Journal | 6,000 | .015 |
| Bay City Times-Tribune | 16,954 | .03 |
| Detroit News | 217,000 | .23 |
| Flint Journal | 23,698 | .05 |
| Grand Rapids Press | 75,000 | .10 |
| Jackson Citizens-Press | 16,076 | .03 |
| Kalamazoo Gazette-Telegraph | 22,171 | .035 |
| Lansing State Journal | 24,115 | .05 |
| Muskegon Chronicle | 10,549 | .025 |
| Pontiac Press-Gazette | 10,500 | .02 |
| Pt. Huron Times-Herald | 11,057 | .025 |
| Saginaw News | 17,884 | .03 |

PLAN BIG FEATURE FOR A. A. C. OF W.

Soldiers and Sailors May March in
Striking Pageant at San Francisco
Convention—Programme
Partly Prepared.

One of the prominent features of the Convention of the Associated Advertising Clubs of the World in San Francisco next July, it is expected, will be participation of a large contingent of United States soldiers and sailors in the pageant. The intention this year is to give to the convention a tinge of patriotism that will stir not only the delegates, but also the people of the entire city.

Lewellyn E. Pratt, secretary of the Educational Committee of the A. A. C. of W., and F. W. Kellogg, general director of the Convention Board, have been in Washington all the week arranging for this feature, and also for several men prominent in national affairs to wind up a tour of the country at San Francisco and then address the convention. Speaking to THE EDITOR AND PUBLISHER, Mr. Pratt said:

"The convention will afford an excellent opportunity for the A. A. C. of W. to visualize before the people of San Francisco and the members of the Association the international character of the organization. Heretofore we have rather confined it, at least in our thoughts, to nationalism. We have a half dozen or more clubs in Canada, and we are represented in Manila, Honolulu, and New Zealand.

"We shall probably have messages from representative men in the countries allied in the war—Italy, France, Russia, England, and Japan—and these will be read before the convention.

"We are making special preparations for the greatest pageant that the Association has ever presented. In the circumstances it is our idea at present to feature war advertising, and the probability is that the main group will be one of the great posters, which we shall reproduce in a living picture, carrying it through the streets of San Francisco. We want the best that has been done in this or any other country for that purpose, and a committee of advertising men will be appointed to make the selection. Our presentation will be photographed and spread, broadcast perhaps, to give further aid to war endeavor.

CONVENTION PROGRAMME.

"The convention will open Sunday, July 7, at 3 P. M., in the Civic Auditorium, which seats 14,000, with a great inspirational meeting. Truman De Weese, advertising manager for Shredded Wheat, will discuss 'Changes in Consumption Habits of the People Due to the War.' Another speaker will be Stephane Lauzanne, editor of Le Matin. That is as far as we have arranged at present. On Monday and Tuesday mornings and on Wednesday afternoon there will be general sessions of the convention. Monday and Tuesday afternoons and Wednesday morning will be devoted to department meetings. And let me mention that we are dropping the misnomer 'departmental' in favor of 'department' in that application.

"One entire session will be devoted to the Division of Advertising, one to committee activities, and two to addresses by big men. The election will occur on Thursday.

"I want to say that the people in the East cannot realize how sorely California needs waking up, not only to the

value of advertising, but to the war situation. There is no lack of loyalty and patriotism out there, but the Pacific Coast is a long way from the seat of war, and it is difficult for the people to realize how great is the crisis that confronts their nation. People who come from the stricken countries say that even on the Atlantic Coast we have not yet begun to realize our situation. Doubtless they are right, but the same thing is true in an even larger measure on the Pacific Coast.

TO STIMULATE PATRIOTISM.

"The mission of this convention, therefore, must be not only to stimulate advertising, but also to rouse to greater activity the patriotism of our brothers and fellow-citizens of the extreme West. We can help in this by our pageant and in a hundred other ways. I am convinced that the Government realizes this even more keenly than we do, and will continue to give us hearty assistance to accomplish that end.

"We have had many reports from Celestin J. Sullivan, who is making a tour of the country, stirring up the advertising clubs of various cities. Everywhere he goes he is meeting the heartiest of receptions. Clubs are enthusiastic about the convention, and it looks now as though it would be a rouser. Mr. Sullivan will arrive home in San Francisco about the middle of May, and we are preparing to give him a warm, public reception.

"Since I am covering so many things in this short interview, let me add that the entire convention committee in San Francisco appreciates keenly the stand taken by THE EDITOR AND PUBLISHER on the convention. Every member has spoken of the excellent account of the meeting of the New York Advertising Club printed by THE EDITOR AND PUBLISHER when Mr. Sullivan addressed it, and its kindness in placing its columns at the disposal of Mr. Sullivan to send out a message that has been helpful in many places."

TO USE U. S. ROADS.

Canadian clubs are expected to travel to San Francisco by United States routes because of the fact that Canada has refused to permit the railroads in the Dominion to grant excursion fares to convention delegates, while summer tourist rates have been allowed by the railroads of the United States.

Advertising clubs all over the country are interested in the plans for a comprehensive display of American war posters and war advertisements in connection with the exposition of advertising at the convention. War advertisements now are being collected by the United States Division of Advertising, and it is understood an effort will be made to include in the exposition of advertising exhibits to indicate the activities of the United States Division of Advertising in the war advertising field.

It is understood St. Paul may enter the field to get the 1919 convention of the Associated Advertising Clubs. New Orleans already is active in a campaign to obtain the 1919 meeting for the Crescent City.

Suspend City Bulletin

MONTREAL, April 30.—Partly through a desire to economize, and partly because of the high cost of white paper, the newly appointed Commissioners of the city of Montreal have decided to dispense with the publication of the weekly Municipal Bulletin. This had been published for a great many years, and to many city officials was regarded as an absolute necessity.

Ready-Made City for West Virginia

Population 30,000—

It is coming to the site all ready to "put up."

Houses will cost from \$5,000 to \$20,000, with bathrooms, electricity and every modern convenience.

A five room house will go up in one day by four men!

This new city will house the 11,000 workers at the \$9,000,000 munition plant under construction.

Great activity prevails all over this "busy" state. Are you getting your share of the prosperity—Are you advertising and pushing?

You must write to these papers today for information about your prospects in their territory!

| | Circulation. | Rate for 5,000 lines. | | Circulation. | Rate for 5,000 lines. |
|---------------------|--------------|-----------------------|--------------------------|--------------|-----------------------|
| Bluefield | | | Huntington | | |
| Telegraph (M) | 4,723 | .01428 | Herald-Dispatch (M) | 9,450 | .02 |
| Charleston | | | Herald-Dispatch (S) | 10,500 | .02 |
| Leader (M) | 6,819 | .0157 | Martinsburg | | |
| Leader (S) | 7,351 | .0157 | Journal (E) | 2,949 | .00893 |
| Mail (E) | 7,170 | .02 | Morgantown | | |
| Clarksburg | | | Post-Chronicle (E) | 1,300 | .005 |
| Exponent (M&S) | 8,035 | .015 | Moundsville | | |
| Telegram (E) | 7,515 | .02 | Echo (E) | 2,246 | .007 |
| Telegram (S) | 7,459 | .02 | Journal (E) | 1,654 | .007 |
| Fairmont | | | Parkersburg | | |
| Times (M) | 7,436 | .02 | News (M) | 5,800 | .0125 |
| West Virginian (E) | 5,162 | .02 | News (S) | 6,100 | .015 |
| Grafton | | | Sentinel (E) | 7,200 | .0115 |
| Sentinel (E) | 2,094 | .0107 | Wheeling | | |
| Huntington | | | Intelligencer .. (M) | 13,200 | .0225 |
| Advertiser (E) | 7,681 | .02 | News (E) | 15,500 | .03 |
| | | | News (S) | 18,500 | .04 |

Government statements April 1st, 1918.



In New York *It's the* WORLD

First in the First City

Besides leading all the newspapers in the Great Metropolis in the total volume of advertising for April, the World has created a new high-water mark for itself.

The New York World broke all previous records for the month of April, as it did for the month of March, with a total of

1,310,480 Agate
Lines

This amount of advertising stands as a record for the month of April of any year by any newspaper in the richest City in the World.

It is also the greatest total amount of advertising **EVER CARRIED IN ANY MONTH IN ANY YEAR, BY ANY NEWSPAPER IN NEW YORK CITY,** according to all available records.

Advertisers help the World to make these records because they receive good returns.

First in the First City

It's the WORLD In New York

PLANS NEW SYSTEM OF HANDLING WAR NEWS

Baker Admits Present Method Is Unsatisfactory—War Department May Issue Daily Statements Similar to Those of Allies'.

WASHINGTON, April 29.—The whole question of how the American public shall be kept promptly informed as to army activities, both abroad and at home, is under consideration at the War Department. In making this known today, Secretary Baker frankly said the present system has proved entirely unsatisfactory.

The War Secretary would not say what plans are under consideration, but it is known that the issuing of some sort of a daily statement is intended. This is regarded as necessary now, as American soldiers have not only taken over several sectors of trenches in France as individual units, but also have been brigaded with French and British forces in Picardy, where the Germans still are trying to drive their offensive forward.

While Mr. Baker was in Europe recently he issued an order that any news regarding the American expeditionary forces in France would have to come from the headquarters of Gen. Pershing. Since then the public has had to rely upon newspaper correspondents and the French official statement for news of fighting in which American troops participated.

While these reports have been fairly complete, they sometimes have been delayed, and frequently the correspondents have not been permitted to write of troop movements until many days after the soldiers have gone into the battle-line. One illustration pointed to today was the news of the American soldiers joining the French in Picardy. First announcement of this came in a brief statement in the French War Office communication last week.

Another illustration cited was that of the fighting at Seicheprey, in which the Americans were driven back by the Germans, but eventually reoccupied the ground lost. The German claim that 183 Americans were made prisoners never has been definitely cleared up from American sources.

The manner of issuing casualty lists is another question giving officials concern. The decision of the Department to make public only the names of the men has been criticised in Congress and elsewhere.

To Give Addresses With Casualties

WASHINGTON, May 2.—Names of nearest relatives and emergency address of American soldiers, killed, wounded, or missing in France will be restored to the casualty list, it was announced at the War Department today. The change, effective to-morrow, is the first resulting from Secretary Baker's study of the question of publicity for the army. It is expected that a daily communique on the operations of Gen. Pershing's forces will follow soon.

There are 2,604 daily newspapers in the United States.

You MUST Use the
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN..... **150,000**

A. P.-HEARST CASE ARGUED

Supreme Court Hears Defense of Pirating of News.

WASHINGTON, May 2.—Arguments in proceedings to have set aside injunctions restraining the International News Service, or Hearst Service, from pirating news dispatches of the Associated Press began to-day in the Supreme Court of the United States.

The opening argument was made by Samuel Untermyer, representing the Hearst Service. He will conclude to-morrow, after which Frederick W. Lehmann will present the Associated Press's side of the suit. Senator Johnson, of California, will close for the Hearst Service.

Mr. Untermyer attacked especially the contention of the Associated Press that news has property value, and charged that if the lower court injunctions are sustained the Associated Press will be allowed to become a "despotic monopoly."

Admitting that the Hearst Service had been guilty of selling news sent out by other organizations, the attorney insisted the Associated Press had been guilty of the same practice.

MAY CUT PRESS MAIL RATE

Senate Committee Considers Increase Levied on Newspapers.

WASHINGTON, May 2.—Action favorable to reducing the increased second-class newspaper postage rates, effective July 1, was believed to be forecast in consideration of the question to-day by the Senate Post Office Committee.

A motion by Senator Watson, of Indiana, to suspend the increases was lost only by a tie vote, and sentiment was said to be strong for modification at least of the newspaper rates. Final action was deferred until to-morrow.

Senator Watson withdrew his motion temporarily, but promised to renew his effort. Senator McKellar, of Tennessee, and others vigorously urged that instead of outright suspension a modified zone increase be adopted.

JACKSON PATRIOT SOLD

Purchased by Booth Publishing Co. Now Owners of Eight Michigan Paper.

(Special to THE EDITOR AND PUBLISHER.)

DETROIT, May 2.—Ralph H. Booth, president of the Booth Publishing Company, to-day announced the purchase of the Jackson (Mich.) Morning Patriot from John W. Miner, who only a few months ago purchased same from F. W. Barbour, James Frank, and Milo W. Whittaker.

The Booth Publishing Company recently purchased the Saginaw Courier-Herald. This together with the purchase of the Jackson Patriot gives them six evening and two morning newspapers in Michigan.

BILLY SUNDAY LAUDS FIGHTING PRESS

Evangelist Doubts Whether Christ Would Have Been Crucified if There Had Been a Great Jewish Daily in Jerusalem in Ancient Times.

If there had been newspapers then as there are to-day, Christ would probably never have been crucified, Billy Sunday, evangelist, told a Chicago audience this week. "What shall I do with Jesus" was the text of his sermon and he devoted much of his time to praising what he termed "the fighting Press."

"It would take an unearthly imagination," he said, "something like that of Jules Verne or H. G. Wells to picture the way history might have been different if a strong press had existed since the beginning of time. I have often tried to imagine how different early history would have been if there had been in Jerusalem a great Jewish daily and a Hebrew Lord Northcliffe.

"Jesus would have been the newspaper sensation of his day. I know newspaper men as well as any man in American to-day and there is no crowd in this planet so quick to detect a fraud or that will rise more quickly to stand by righteousness and loyalty and sincerity than the newspaper man.

"Just imagine what a hard time those high priests would have had if there had been a syndicate of newspapers that played up on the front page a three column display headline about the villainy of that crowd of religious bigots and crooked politicians who were intent on murdering Jesus Christ. Who stood for the common people as no man in history has stood or as no man in history will ever stand."

OBITUARY NOTES

"TOM BEE," cartoonist for the Baltimore Sun, died April 16 at Mebane, N. C., where he had gone to recuperate after a long illness of typhoid pneumonia. He was down on the birth records as Thomas Poiard Barclay, but to his friends he was "Tom" or "Tom Bee," the name he signed to his drawings. He was one of the best known cartoonists in the country.

Wilder and Buell

Newspaper Features and Advertising copy

225 Fifth Avenue
New York

Take It To POWERS

Open 24 Hours out of 24

The Fastest Engravers
on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

The Home Newspaper

In the classifications of advertising which have the greatest appeal to the home—department stores, women's specialty shops, foodstuffs and shoes and foodstuffs—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1916.

| THE GAIN | |
|-------------------------|--------------|
| Department Stores | 19,017 lines |
| Women's Specialty Shops | 4,536 lines |
| Foodstuffs | 3,941 lines |
| Boots and Shoes | 1,699 lines |

This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

The New York Evening Mail

CLAUDE EMMET FITZGERALD, thirty-three years old, well-known newspaper man and advertising man of Texas, died at his home in Dallas on April 17 after a brief illness. Mr. Fitzgerald was the only son of Hugh Nugent Fitzgerald, editor of the Fort Worth (Tex.) Record, and had been employed on various Texas newspapers in various capacities. He began his career as a reporter on the Dallas Morning News. At the time of his death he was in charge of the publicity of the Texas State Fair Association at Dallas.

CLAUDE C. DEGRAFFENREID, editor of the Shreveport (La.) Times, died at his home in Shreveport on April 14. Mr. DeGraffenreid was forty-two years old and was one of the best-known newspaper men in western Louisiana. He was born in Ouchita Parish, La., and began his newspaper career on the old Monroe (La.) Bulletin. He went to Shreveport in 1900 as a reporter for the Shreveport Journal and four years later became identified with the Times. He served on that paper for fourteen years in the capacity of reporter, city editor, managing editor, and editor.

FRANCIS A. ARNOLD, seventy-two years old, for many years editor and publisher of the Greencastle (Ind.) Democrat, died April 25. He retired from newspaper work ten years ago, and since then his son, Charles J. Arnold, has been editor of the Democrat.

EDWARD M. BOYLE, editor of the Philadelphia News Bureau, died April 26 at his home in Philadelphia. He had been in poor health and unable to engage actively in work for more than a year. He was formerly financial editor of the Philadelphia Press.

The
Pittsburgh Post
has the second
largest morning and Sunday circulation in Pittsburgh.



In the Northwest
The Daily News
St. Paul, Minneapolis

with a combined circulation of
155,000

with not a single copy duplicated is the best and simplest way to cover the Twin Cities and adjacent territory. **19c per line**

C. D. BERTOLET
General Advertising Manager
Boyce Building Chicago

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

PENNSYLVANIA

One of the Original Thirteen States

A ALWAYS loyal to the flag!

Always unswerving in the performance of her duty.

Always foremost in the great enterprises of the country.

The same truths can be affirmed about Pennsylvania's Newspapers which here solicit your advertising.

Pennsylvania's industries are among the giant industries of the world, made so by the publicity given to them, by her newspapers.

Wealth is a by-product of advertising.

Business is great in proportion to the publicity it gets.

There is no limit to the circle, no impossibility in advertising. When we contrast what advertising has accomplished during the last twenty years with what was done previously, we seem to have achieved marvels.

It was not a long way from the candle to the electric light. The distance between the business miracles of to-day and those in the to-morrow is much shorter.

Advertising speeds up, spans space quickest by cutting across the shortest route.

All points in Pennsylvania are spanned by these newspapers.

Trite arguments having to do with wealth, population and the inclination of people to buy are but secondary to advertising.

Advertising is the dominant issue, and especially is it the dominant issue to manufacturers who seek profit and success at an insignificant outlay.

Advertising in Pennsylvania Newspapers is advertising at its best.

| | Circulation | lines | lines | | Circulation | lines | lines |
|---|-------------|-------|--------|---|-------------|-------|--------|
| | Net Paid | 2,500 | 10,000 | | Net Paid | 2,500 | 10,000 |
| Allentown Call (M)..... | 21,400 | .03 | .03 | Oil City Derrick (M)..... | 5,703 | .0215 | .0165 |
| Altoona Mirror (E)..... | 21,320 | .04 | .04 | Philadelphia Press (M)..... | 32,053 | .12 | .12 |
| Altoona Times (M)..... | 14,940 | .025 | .02 | Philadelphia Press (S)..... | 78,527 | .20 | .20 |
| Altoona Tribune (M)..... | 7,600 | .02 | .02 | Philadelphia Record (M)..... | 123,277 | .25 | .25 |
| Chester Times & Republican (M&E) | 12,819 | .0357 | .025 | Philadelphia Record (S)..... | 133,680 | .25 | .25 |
| Connellsville Courier (E)..... | 5,929 | .015 | .025 | Pittsburgh Dispatch (M)..... | 59,764 | .12 | .08 |
| Easton Express (E)..... | 5,200 | .018 | .018 | Pittsburgh Dispatch (S)..... | 57,301 | .19 | .14 |
| Easton Free Press (E)..... | 15,835 | .025 | .025 | Pottsville Republican (E)..... | 11,533 | .0329 | .0329 |
| Erie Herald (E)..... | 8,683 | .02 | .02 | Scranton Republican (M)..... | 28,331 | .07 | .06 |
| Erie Herald (S)..... | 8,683 | .02 | .02 | Scranton Times (E)..... | 33,093 | .07 | .06 |
| Harrisburg Telegraph (E)..... | 22,388 | .045 | .045 | West Chester Local News (E).... | 12,128 | .03 | .03 |
| Johnstown Democrat (M)..... | 9,841 | .03 | .025 | Wilkes Barre Times-Leader (E).... | 18,975 | .035 | .03 |
| Johnstown Leader (E)..... | 6,718 | .015 | .015 | York Gazette (M)..... | 6,807 | .0178 | .0129 |
| Lancaster Intelligencer and News-Journal (M&E)..... | 18,377 | .04 | .04 | Government statement April 1st, 1918. | | | |
| New Castle News (E)..... | 11,080 | .018 | .018 | Total circulation, 771,943. | | | |
| | | | | 2,500 line rate, \$1,5146; 10,000 rate, \$1.6353. | | | |

New York Is Waiting, Waiting for Good Foods

Have You Such an Article?

Is It Made Right?

Is It Well Named?

Is Its Package Right?

Does the Public Accept It?

How Does It Stand with the Retailer?

Do Your Sales Hold Up?

Don't take these problems home with you. Take them to the New York Globe, where you can have them solved intelligently and definitely.

Do you know that The Globe service includes chemical and bacteriological analyses, the solution of economic problems, the construction of practical merchandising and advertising campaigns?

With its great influence in all matters pertaining to foods, its plan of reaching every rated grocer in New York and vicinity, the New York Globe can, single handed, create and sustain a substantial business in the biggest, richest and most important market in all the world.

The Globe can do it, has done it, is doing it and is going to do more of it.

The Globe
AND Commercial Advertiser.
OLDEST DAILY NEWSPAPER IN THE UNITED STATES. EST. 1783
Member A. B. C.

JASON ROGERS, Publisher

O'MARA & ORMSBEE
 SPECIAL REPRESENTATIVES

Chicago — People's Gas Bldg.

New York — Brunswick Bldg.

