OHIO STATE UNIVERSITY

THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, MAY 4, 1918

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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 .			1	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.

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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

Circula	ation. line 2,50			irculation.	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 ComTribune. (8) 26,	339 .15	.13	Portsmouth Daily Timea . (E)	11,186	.02	.02
Cineinnati 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.)			
Cieveland Leader (8) 160.	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 Biade (E)	57.576	.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 (0.) State Jour (8) 28,	038 .09	.08	Zanesville Signal(E)	10,594	.02	.02
Dayton News (E) 35,	554 .05	.055				
Dayton News (S) 25,	951 .03	.035	Government statements April	1 1st, 1918	3.	



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.

T is 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.

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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.)

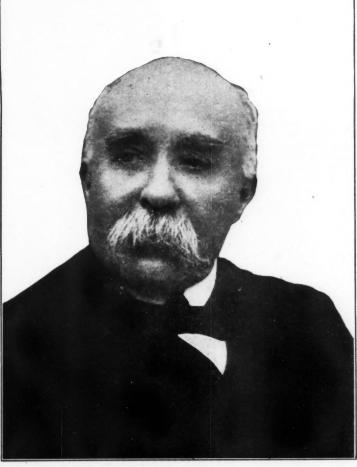
Written for The Editor and Publisher,
By Stephane Lauzanne.

OES 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

On the other hand, Mr. Georges which he carried on such a memorable campaign in the Dreyfus case; finally thor, and politician—has always been oked upon as the first newspaper man chainé" (bound), and now again "Libre" (free).

e).
"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. Clemeneeau, 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 acceptation 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 elearness, 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 ralsed 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 dailles 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 "guests";

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 amaigamation 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-

THE EDITOR AND PUBLISHER had based 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 Chleago 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 witibe published from the Hearst huilding. The plant of the Herald, it is understood, will be sold.

Mr. Brishane, 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 hut 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 1854; of the old Chicago Times, which was merged with the Herald under the title of the Times-Herald; of the Chieago 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 huilding playing the national anthem, while the newspaper hoys stood at solemn salute. Chief Yeoman Scoville, of the hand, 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 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 eaused 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 reëlection, 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 Panhandie Press Association at Amarilio, 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 Beider 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.

ASHINGTON, 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 Rose-water, 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. Mc-Aneny 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 husiness prin-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 secondclass 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 is 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

"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 \$18.80 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. McAnery 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

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 Mc-Kellar 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 flist 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 examino 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 300mile zone. I am not here to ask you to give us something we do not pay for. The newspaper is not an elemosynary 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 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 he 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 naying \$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

HE address of Hon. Charles Evans Hughes, at the annual banquet of the American Newspaper Publish-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 dis-

with the war plans adopted by author-

"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

"We may reserve our partisan differences for other matters than the warfor 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

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 loyalty, or for efforts to obstruct the forbid) and certainly nothing but the soil of France, with Germany tem-

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 sent 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 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 GRMAT 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 fight-

"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

enforcement of the law or to interfere truth. An honest critic is the noblest porarily exhausted but not beaten, cannot be lasting. A peace with Germany, leaving the German Empire through illgotten 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 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 blg English dailies are the New York Call and the Milwaukee Leader, edited by Victor

The Masses and Mother Earth, monthiles, have been abandoned on account of losing their privileges. Watson's Jeffersonian has been denied the mails, along with Hickey's Rebel, in 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

ASHINGTON, 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 dim-

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

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 enthus-

Most of the press agents now thriving here-whether connected with the Government or private enterprisesare newspaper men temporarily off the

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 weli 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 coordination 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 centration 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 them-

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 that other publicity agencies. The reason for this is obvious: The committee handles a great many of the front-page news storiesproclamations 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 cas-ualty 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 depart-Sometimes representatives of the committee have about as much trouble getting news from hidebound officials as the newspaper man experi-

Although Secretary Lansing is a member of the Committee on Public Information, he clears State Department news-to the extent that it is clearedthrough 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 halfpublicity 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 Educa-

Emergency Fleet Corporations. Boys' Working Reserve of Labor De-

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 spaceseeking 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." 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 handie it all. There is no clearing-house idea advanced. There is no campaign council among the publicity chiefs. Each attacks with longrange 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 estab-

"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, ls valueless. Nobody wants it to keep and use for any other purpose. It has no form that is desirable nor any tangible qualties. 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 com-

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

"To hold that complainant has 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. RETIRING ADVERTISING MANAGER, NEW YORK WORLD.

HOMAS YOUNG CRAFTS ended his long service as advertising manager of the New York World Saturday, April 20, and the serverence 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

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 distri- take and sell our product even for combution cannot live.

VAST 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

mercial 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 Indianapolls 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 Mc-Cormick, 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 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 Rapics Press; G. W. Scotford, Jackson Citizen: 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 cooperating publishers of Treneh and Camp, the soldlers' 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 agraphle 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 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 prevalenee of contagious diseases in the camp. Many of the men from our own neighborhood were there and we felt it our duty to our ellentele to tell them of the conditions in the eamp and the reasons for those conditions. Therefore we undertook to tell the whole story of eamp activities and to set at rest many stories that were distressing."

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

E. K. Gaylord, of the Oklahoma City Daily Oklahoman, told of printing 15,000 copies of Trench and Camp for Camp Donlphan, 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 earry any advertising, said he had been converted to the policy of making the paper self-sustaining.

Hopewell Rogers, business manager of the Chleago 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.

EORGE 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, Worth Star-Telegram; Harry Chandler, Los Angeles Times; E. E. Clark, Arkansas Demoerat; Gardner Cowles, Des Moines Register; R. A. Crothers, San Francisco Bulletin; C. S. Diehl, San Antonio Light; E. K. Gayiord. 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

Want Zone Postal Law Suspended

The Representatives' Club of New York at a luncheon at the Hotel MeAlpin 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 eent. In earload 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-Demoerat.

Urey Woodson, Owensboro (Ky.) Messenger.

E. B. Stahlmann, Nashville Banner, Gardner Cowles, Des Molnes 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 (III.) State Register.

Col. Robert E. Ewing, New Orleans Dally States.

Louis J. Wortham, Ft. Worth (Tex.) Star-Telegram.

John Stewart Bryan, Richmond (Va.) News-Leader.

W. S. Jones, Minneapolis Journal. F. P. MaeLennan, 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 Pub-LISHER 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 lneffleiency was the "income cheese-paring polley" 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.

A. N. P. A. ACCEPTS CREEL CHALLENGE TO INVESTIGATE NEWS BUREAU

President Glass Will Appoint Committee to Examine Records and Operations of Committee on Public Information —Senate Also May Act

By A STAFF CORRESPONDENT.

ASHINGTON, May 1.—Responding to a challenge by George Creel, the American Newspaper Publishers Association will make an investigation of the Committee on Public Information. The newly elected president of the A. N. P. A., Frank P. Glass, tells The Editor and Publisher that a committee for that purpose will be appointed from the membership of the body of which he is the head, and that it will look thoroughly into the activities of the Committee on Public Information so far as they have affected newspapers.

In addition, there is likely to be a Senate investigation of Mr. Creel's bureau.

In addition, there is likely to be a Senate investigation of Mr. Creel's bureau. Senator Watson declared to The EDITOR AND PUBLISHER that he was determined to find out what the Committee on Public Information was doing, and that he would at once introduce in the Senate a resolution calling for the appointment of a committee that would dig down to the very bottom of the bureau.

Creel Says Investigation Is Welcome

Mr. Creel has reiterated his expressions not only of willingness that the activities of his committee should be examined, but his active desire that some competent body should satisfy itself and inform the public of the interior workings of his organization.

The challenge, or invitation, of Mr. Creel for an investigation by the A. N. P. A. was the result of remarks made by Hopewell L. Rogers, the retiring president of that body, in his address at the recent convention. He referred to the Bureau on Public Information as a "department of the Government, on the one hand dealing out misinformation and on the other withholding news until it has reached the public through the bulletins of the enemy," and also referred to "the incompetent and disloyal head of the department who glories in our unpreparedness."

Upon reading a report of Mr. Rogers's address, Mr. Creel sent the following telegram:

TEXT OF CREEL'S TELEGRAM.

"Hopewell Rogers, American Newspaper Publishers Association, Waldorf-Astoria Hotel, New York City:

"Have just read report of your speech criticising publicity policy of Government. I assume your absolute sincerity, but feel that no criticism can be constructive when based only upon hearsay and personal opinion in the interest of larger effectiveness. I respectfully urge you to come to Washington, either with a committee or your entire membership, for a full and frank discussion of these mutual problems. I pledge full information as to every activity of the Committee on Public Information, and will welcome advice, suggestion, and cooperation. In view of your criticism given publicity as the head of a great organization, I feel strongly that your acceptance is compelled by fairness as well as the national interests.

"(Signed) GEORGE CREEL."

NOT GIVEN TO CONVENTION.

The telegram was not piaced before the convention. When Mr. Creel learned this, and also that Frank P. Glass had been elected president of the A. N. P. A., in succession to Mr. Rogers, he mailed a letter to Mr. Glass at his Birmingham, Ala., address, a copy of which he sent by special messenger to Mr. Glass, who was then at the Raleigh Hotel here, in conference with George McAneny, the new vice-president of the A. N. P. A., and other leading members of that organization.

Mr. Creel's letter follows:

"April 29, 1918. "Mr. Frank P. Glass, the Birmingham

"My Dear Mr. Glass: The following telegram was sent on the evening of April 25th: (Mr. Creel here repeats the telegram as above, and continues:) "It does not appear that this tele-

News, Birmingham, Alabama.

"It does not appear that this telegram was communicated either to the directors of the Association or to the delegates, nor have I had any reply from Mr. Rogers himself. I am writing to you as the newly elected President of the American Newspaper Publishers Association, for the matters involved are of too great importance to be dismissed as a mere convention incident.

"When Mr. Rogers accuses me of disloyalty I am not greatly disturbed, for I feel that the devotions of a lifetime will weigh against any single reckless, unsupported statement made in prejudice and partisanship. When Mr. Rogers attacks my competency, however, the personal element disappears, for not only does he assail the entire educational work that the Committee on Public Information is doing in the United States, and in every other country in the world. but he impugns the motives and merits of thousands of patriotic men and women who have given themselves wholeheartedly and unselfishly to this branch of the national service.

TELLS OF EQUIPMENT.

"Three thousand historians are at our call in the preparation of pamphlet matter, virtually every writer of prominence is giving time to the work of the Committee; the Division of Advertising enlists the energies of every great advertising expert in the United States; there are close to 50,000 speakers in the Four Minute Men; the war conferences of the States are under our supervision; men and women of all nationalities go from coast to coast at our bidding; the famous artists of the United States are banded together for the production of our posters; the motion-picture industry has been mobilized and is giving us ungrudging support without thought of financial return: and in every capital in the world there are men and women serving with courage and Intelligence.

"I can readily understand how the Germans might insist that our effort was worthless, and that these thousands were laboring vainly and even disloyally, but it is amazing indeed that one who calls himself an American should level such a charge, especially when he has never taken the trouble to call upon me, and knows absolutely nothing of the work of this Committee, its aims, and its plans.

"I insist that the American Newspaper Publishers Association is compelled by every dictate of patriotism to prove or disprove the charges that Mr. Rogers made as its president. As stated in my telegram, I shall be glad to receive any committee, no matter what its size, welcoming the fullest possible investigation—and so confident am I that I permit you, and even urge you, to compose it of men who have the idea that my work could be done more effectively.

"I have long felt the need of an advisory committee made up of those truly representative of the press of the United States, but I think you will agree with me that such a selection is attended with many difficulties. The American Newspaper Publishers Association is the one great body in the field, and yet even this does not express the views and desires of the editorial room, with which the Government is concerned, but represents the business control. That body of the press which deals with the news itself is without national organization, and any attempt to select from its vast personnel would involve an unfair discrimination at the very outset.

"I beg you to believe that it is not only an injustice that I am seeking to have remedied. It is a great and necessary work that I am trying to protect. If the American Newspaper Publishers Association can help me in any manner, or point out to me what larger efficiency can be secured, it is its duty. I shall be glad to receive this committee at any time.

Sincerely,

"(Signed) GEORGE CREEL,
"Chairman."

TO SEE ALL RECORDS.

Mr. Glass and Mr. McAneny, acting in their capacities as officers of the A. N. P. A., had a long conference with Mr. Creel at the Cosmos Club. They went over the situation in detail, and Mr. Creel declared he would place before any committee Mr. Glass should appoint all the records of his office, and aid them to the full in making an exhaustive examination.

According to a dispatch from Chicago, published in New York, Hopewell L. Rogers, when informed of the letter Mr. Creel had sent to Mr. Glass, replied:

"I cannot see how it would do any good for an advisory committee of publishers, without power, to investigate Creel's committee. The only remedy is for Creel to resign."

Having given up office in the publishers' association, Mr. Rogers said, he could not comment further on Creel's letter to President Glass, of that organization, demanding action on Mr. Rogers' criticism of the committee.

Senator Watson, when seen by The Editor and Publisher, said he was of the same opinion.

"What is needed," said the Senator, "is a thorough investigation by some competent and authoritative body. What do we know about Mr. Creel's bureau? Not a thing. It is all right to say that the President had \$100,000,000 to spend in establishing activities to aid in the war, but how do we know that the Committee on Public Information is helping in the war? We don't know a thing about it. To my mind, Mr. Creel's bureau is tending to a censorship of the press, and a press censorship, in my opinion, would be a very bad thing for this country. If Mr. Creel's bureau is dolng good work, we ought to know about it, and if it is not dolng good work, we ought to know about that, It is for the Senate to find out, and I shall make it my business that the enate shall find out."

"I insist that the American Newspaper Publishers Association is compelled by every dictate of patriotism to NEXT WEDNESDAY

Price to Be Set Not Later Than June 1, Commissioner Colver Promises—Experts Agree on Many Cost Items.

(Special to THE EDITOR AND PUBLISHER.) WASHINGTON, April 30 .- If the entire membership of the Federal Trade Commission coincide with Commissioner William B. Colver, of that body, the hearing to determine the price that the Government will set for news print, which will be resumed Monday, will close the middle of next week, and the entire matter be settled soon thereafter. Indeed, Commissioner Colver promised as definitely as he could, at the meeting of paper manufacturers and the representatives of paper workers with the Commission to-day, that the price would be set not later than June 1.

"We shall allow a day and a half for each side to present its testimony, and so finish the entire matter of the hearlng in three days."

"Some of them may want to talk," a voice suggested.
"Well," the Commissioner responded,

"Well," the Commissioner responded, "if anybody has any oratory he wants to get out of his system he'll have to do it at night. We'll hold evening sessions for lt; but we'li do our business in the daytime and get through with lt."

When the prospective date on which the price of news print should be fixed came before the meeting, brought up by the question of the time of settlement of the labor controversy, Mr. Colver turned to Dr. D. O. Merchant, statistician for the Commission, and asked him if it could be arrived at by June 1.

"Long before that," Dr. Merchant responded.

The experts who have been preparing the statisties on cost of paper-making for the manufacturers, the Commission, and the publishers have agreed upon many items of cost. Where they have failed to reach agreement upon items each will introduce his own figures, and the Commission must decide which is the real guide to the cost.

PUBLISHERS APPEAL FOR SHIPS

Ask Aid in Bringing Wood Pulp From Canada to This Country.

Washington, April 26.—A delegation of newspaper publishers appealed to the Shipping Board to-day for aid in bringing 63,000 cords of wood pulp from Canada to this country to relieve the rapid depletion of print paper stocks. The publishers were told that 130 ships, which will be transferred this summer from the Great Lakes to the Atlantic Ocean, will be allowed to bring out the wood pulp, if that does not interfere with the proposed movement of coal from Nova Scotia to New England.

Included in the party were Joseph Pulitzer, jr., president and editor of the St. Louis Post-Dispatch; Martin H. Glynn, president and editor of the Albany (N. Y.) Times Union; M. F. Hanson, general manager and treasurer, Philadelphia Record; Henry M. Pindell, owner and editor, Peoria (Ill.) Daily Journal, and Col. W. E. Haskell, of the International Paper Company.

To Represent Paterson News

The Paterson (N. J.) Evening News announces the appointment of the Story, Brooks & Finley, Inc., as national advertising representatives.

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

ENRY 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 ln 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. 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, Heien.

Originated the Trade-Name, "Uneeda Biscuit"

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 bestknown 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. Goodehild, 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-

In the business world McKinney was ing deep religious spirit, were also read, with the same explanation. Four of Mr. McKinney's favorite hymns were also sung, including "Galillee" 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 elergymen took part in the services, and all three touched on different phases of Mr. McKinney's life. Mr. Goodehild, 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 husiness 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.

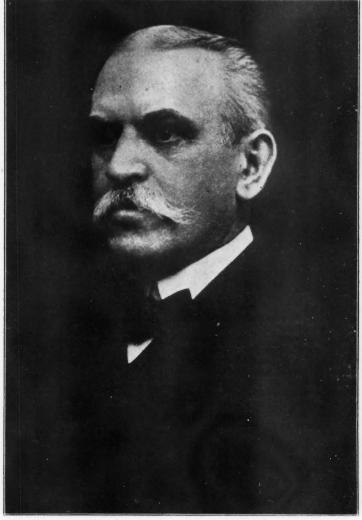
One of Mr. McKinney's associates in the New York office of N. W. Ayer & Son, asked to comment on his great work in the advertising field, said: "His life was his best testimonial."

"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.

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

"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 Biseuit 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

"His successes are everywhere. His 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

> "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 '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)

PAPER EXPORTERS PROTEST AGAINST PROPOSED NEWS PRINT EMBARGO

Declare Refusal of This Country to Export Paper Would Incur Enmity of Many Foreign Countries—A. G. McIntyre Makes Out Good Case in Presenting Publishers' Side

HEN the American Newspaper Publishers Association adopted a resolution at the annual convention last week calling upon the War Trade Board of the United States to prohibit immediately all exports of news print paper from the United States for the duration of the war, it stirred up a storm of protest among paper manufacturers and exporters. Exporters declared that such an embargo would incur the emnity of foreign nations and would result disastrously.

Following is the resolution adopted: "Whereas, The United States manufactures less than two-thirds of its own necessities of news print paper.

"And whereas, That production has now been seriously curtailed, due to Government necessities and requirements of power, fuel, oil, tankers, transportation, etc.

"And whereas, Further curtailment is undoubtedly in sight in order to meet further war necessities.

NO ADDITIONAL SUPPLY OF PAPER,

"And whereas, The publishers of this country have no additional available supply from which they can obtain print paper,

"And whereas, It is in the public interest that publishers should be able to maintain a proper business and news distribution,

And whereas, Credible Information indicates a substantial percentage of present exports of print paper from this country and Canada are going to newspapers unsympathetic with the Interests of the Allies.

"It is therefore resolved by the American Newspaper Publishers Association, in annual convention, duly assembled, as follows:

"That the War Trade Board of the United States be requested to immediatey prohibit all exports of news print paper from the United States for the duration of the war,

"And it is further resolved, That this Association request the War Trade Board of Canada to prohibit its export of news print to other than Allied countries."

M'INTYRE EXPLAINS RESOLUTION.

The Editor and Publisher this week asked A. G. McIntyre, special representative of the Committee on Paper, A. N. P. A., to explain just why his committee asked the A. N. P. A. to adopt this resolution. He said:

"In reading this resolution it will be noted that prohibition of print exports from Canada is required only to other Allied countries. No restriction ls asked on exports to Allied countries. The basic reason for insisting on this prohibition is that the United States is not an exporting news print country. We manufacture less than two-thirds of our own paper supply, and for this two-thirds, we import one-third of the wood to make it. We, therefore, practically depend on a foreign country for half our paper print supply. No argument in the world can justify such a country exporting news print.

"Further, if countries depended on other sources of supply before the war and their supply has now failed them, that is not the worry or burden of the United States. Our exports before the war ran in the vicinity of 4,000 tons a month. We increased at the end of 1917 to 12,000 tons a month, and have now been reduced to about 7,000 tons a month.

"We have been asked by the paper manufacturers to request the Government to use tankers, and supply fuel oil to keep a number of paper mills running, who burn oil instead of coal. Such mills as the Otis mill of the International, the Pacific Mills at Ocean Falls, B. C., Powell River Mills at Powell River, B. C., and the Crown Willamette mills in Oregon.

"How can we justify taking tankers and fuel oil so badly needed by our navy in war operations to keep mills going In this country and Canada? We must ask that all exports be entirely prohibited since we cannot manufacture enough for ourselves and since the needs In this country are exceedingly pressing. Further than this, the Government has been forced to take the power supply of a number of mills and closed down three news print mills at Niagara and will probably restrict the production of a number of other mills in this country for power or other requirements.

SULPHUR SHORTAGE IN SIGHT.

"There is a sulphur shortage in sight, which will be very acute, on account of the enormous requirements of sulphur for ammunition work. The large fields of sulphur owned by the Union Sulphur Co. in Louislana, which were thought to be almost inexhaustible, are now found not to be nearly as large as they were thought to be and the supply is limited. The Government is importing copper pyrites from Newfoundland and other places to make up this sulphur and other ore supplies. In view of the fact that a large supply of sulphur is used in making news print, in view of the transportation difficulties, shortage of coal of which the production from the mines are now falling off very rapidly there is nothing for us to do but to conserve our supplies of paper for our own necessitles, in addition to cutting down all possible uses in this country for surplus requirements which are not needed in the prosecution of the war.

"Publishers, themselves, have addressed themselves to problems of restricting their own consumption in very radical and material ways. They have adopted self regulations and economies which will during the year be the means of saving a great many thousand tons of paper.

"In the face of this grave situation, it is folly for us on the grounds of keep-friends with South American Pepublics and Mexico, to justify export to these countries. If they were not depending upon this country before the war for their major paper supply, which they were not, they cannot depend upon this country now.

REQUEST EASILY JUSTIFIED.

"For all these reasons, the publishers in this country feel that they are more than justified in asking the Government to prohibit immediately entire export of newsprint paper and request the Canadian government to do the same,

NEWS PRINT EXPORTS FOR THREE YEARS

Figures showing news print exports during 1914-1917 and during the first three months in 1918, follow:

	EXPU	RIS.			
January		1915 5,104 3,239 4,118	1916 4,565 6,158 5,264	1917 5,143 4,601 4,008	1918 7,791 5,076 8,537
Total for three months	9,176	12,461	15,987	13,752	21,404
April	6,884	4,202	4,843	4,486	
May	3,042	2,199	6,071	5,844	
June	6,015	6,797	7,300	5,983	
July	4,510	3,467	7,458	6,757	
August	5,794	4,182	10,394	5,677	
September	9,948	7,377	6,714	12,408	
October	9,272	5,305	4,940	15,365	
November	5,272	3,243	5,617	11,710	
December	4,998	5,831	5,869	12,035	
Total for year	64.911	55,064	75,193	94,017	

"The arguments running in display ads by many paper jobbers in New York and other places that this is going to cut off supply to Australia has no bearing whatever on the situation. They are trying to cover up their exports to pro-German papers in South America and Mexico through the disguise of Australia's necessities. There is said to be only one paper in the whole of Mexico favoring the Ailies, yet their supply of paper comes from this country. In South America practically all the pro-German sheets there are now obtaining print paper from the United States or Canada.

"In view of the great national interest, the commissions of paper jobbers are so small compared to the odds at stake, that their wall cannot in any way have bearing upon this situation, and we must address ourselves to the problem of winning this war and adopting every course necessary to that end.

"Canada prohibits the export of wood from Crown land to this country, insisting that it must be used in Canada. We export sulphur and coal, which are also used in making paper, to Canada without any restrictions whatever. The prohibition of print paper exports from this country is not establishing a precedent, but is really the same method as being used against United States by other countries and as self-protection is important and imperative."

EXPORTERS PROTEST.

"We will not long maintain friendly relations with South American and other Republices," said M. C. Parsons, president of the Parsons Trading Company, "if we attempt to cut off from them the supply of news print paper they have been receiving from this country in exchange for other materials for many years.

"I feel the newspapers of this country, in case the paper supply is really short, of which I have very grave doubts, would and should reduce the size of their papers. The newspapers would lose nothing, because they could increase the price of their advertising.

"If action such as was urged by the association is successful and the embargo carried out, there will be a fearful situation in foreign countries to which we now ship paper. To cut them off from this commodity would be to end the publication of many of their newspapers, which would be a serious blow now at the time when friendly newspapers and newspapers that will tell the truth about this war are so badly needed. No doubt we would make for ourselves lifetime enemles."

Justus Cowles, president of the W. H. Parsons Company, said he believed the policy of the Government should be to develop the industries of the United States to their fullest possible extent, and if it then became necessary to fix prices and control them they should be

controlled by proper governmental officers.

"Certainly, I think there should be no check on our exportations," he said. "The United States mills are capable of manufacturing every bit of print paper that could be used here, but at the same time the country is allowing the free importation from Canada of more than forty per cent of the material used."

Other news print exporters with whom The Editor and Publisher talked this week, expressed the same views. Most of them declined to be quoted.

"I think the action of the A. N. P. A. is very short-sighted, unwise and unfair," said the president of one of the largest paper exporting companies in New York. "I am unwilling to be quoted because when I protest against an embargo on news print there will be those unkind enough to question my motives. They intimate that the embargo will interfere seriously with our business, which is true. They may not grant that I am interested in seeing that my country maintains friendly relations with South American countries particularly."

"The United States cannot afford to incur the displeasure of the South American countries," said another exporter. "We are much misunderstood in South America, and such an embargo as Is proposed will not help matters but will without question result in straining relations between this country and the South American Republices."

"I have no doubt but what the publishers will succeed in having this embargo placed," said another exporter. "The publishers usually get what they want when they go after it. But I think it is short-sighted and unfair."

2,000 Paper Makers Strike

Watertown, N. Y., May 1.—Declaring that the national executives of the International Brotherhoods had no right to make an agreement continuing the present wage scale until July 1 about 2,000 papermakers of this section struck to-day, closing four mills of the International Paper Company, three of the St. Regis Company, and the De Grasse Company's mill, all within a twenty-mille radius of this city, and stopping the production of 500 tons of news print daily.

Big Chicago Store Sold

Chicago, May 1.—Siegel, Cooper & Co., one of the largest department stores of Chicago, occupying a block in State Street, has been sold to the Boston Store for \$1,750,000, it was learned to-day. The purchase covers stock and goodwill. The store, it is said, will be closed. The Siegel, Cooper & Co. store was reorganized a few years ago after the fallure of the Henry Siegel chain of stores in the East.

the PLAIN DEALER regularly prints more separate paid advertisements than all the other Cleveland newspapers combined.

PRICE INCREASED BY GREAT NORTHERN

Big Paper Company Notifies Customers of Advances in News Print Production Costs Amounting to \$10.71 a Ton-To Adhere to Terms.

The Great Northern Paper Company will, for the second three months of 1918, advance their price on news print \$10 per ton, or the maximum amount allowed by their contract. This, in effect, is what is meant by a notice, sent to all contract holders, under date of April 19, a copy of which is as follows:

Gentlemen: Our costs for pulpwoou, coal, and labor, covering January, February, and March, 1918, show an advance of over \$10.71 a ton of paper compared with same items during first six nths of 1917-details herewith:

		lat 6 moa.,	1st 3 mos.,	
		1917.	1918.	Increase.
Coal		\$3.994	\$7.946	\$3.952
Wood		10.560	15.488	4.928
Labor		5.816	7.648	1.832
Tota	1	.\$20.37	\$31.082	\$10.712

The labor increase so far is not a very serious item, but we are facing a further sharp advance in labor rates which will be effective May 1st, 1918.

We think it advisable to keep you posted on how our costs are running, so that you can make your pians in keeping with the necessary advance in paper price und contract with you for 1918. under the terms of our

Yours faithfully GREAT NORTHERN PAPER CO. W. C. Powers, Manager of Salea.

The contracts made by the Great Northern were considered the best of the year, in price and in every other way. They called for a price of \$50.00 per ton, with a proviso that the purchaser would pay for any extra advances in the price of coal, pulpwood, sulphite, and labor.

There was, however, a maximum increase, beyond which the price was not to go, namely, \$10 per ton. According to the table submitted in the notice quoted, that price has already been exceeded by 70 cents, and there is every indication that an additional \$4 to \$4.20 per ton will have to be added for labor, according to statements made. Although the labor leaders have agreed to a compromise, leaving the wages at the same figure as at present, the matter of an increase is to be taken up July 1, after the price of paper has been fixed, the new price to be retroactive as of May 1. The men at two of the mills in northern New York have gone on strike, as they had threatened, thus emphasizing in the strongest way their determination to get the increase they have demanded.

HARD TO FIX STAPLE PRICE.

Commenting on the situation this week, a gentleman who is close to the situation said: "The Great Northern people are good sports and will stand by their contracts. I guess they realize that their maximum should have been much higher than they put it. With an addition of \$4 a ton in labor costs contemplated, the Great Northern faces an increase in cost of production of very nearly \$16 per ton. They can only add \$10 of this to the price to the customer, hence they must carry \$6 of this increase themselves."

Asked what he thought was responsible for the condition, he said that one of the contributing causes was what he termed "false figures" in the A. N. P. A. bulletins. He called attention to one statement that the stock on hand amounted to 131,394 tons, while the Federal Trade Commission figures for the same period showed only 106,162 tons. "It is figures like these that lead the Fuel Administrator, for instance, to believe that there is pienty of reserve

MANY, MANY THANKS

HE EDITOR AND PUBLISHER is daily receiving dozens of congratulatory letters upon our annual Associated Press and American Newspaper Publishers Association numbers, especially the gravure suppiement issued iast week. For all these complimentary comments THE EDITOR AND PUBLISHER is profoundly grateful.

It will be of interest to readers of THE EDITOR AND PUBLISHER to know that in the issues of April 20 and 27, photographs of 390 newspaper makers were reproduced. THE EDITOR AND PUBLISHER roster at the A. N. P. A. convention contained 355 names. The pictures of 123 of these delegates were printed in the issue of April 27.

stock on hand, so that he can curtail the coal supply and cut down output. Had the Great Northern foreseen this one contingency, they would never have made their maximum \$10," he said.

While the Great Northern has been pointed to as an example of what can be accomplished in cheap paper in the past, this increase, coming on the top of developments at Washington, would seem to indicate anything but cheap paper in the future. An official of the Great Northern was recently heard to say that he looked forward to four-cent paper at the very least in the very near future.

ADDED EXPENSE FOR WRAPPING

Paper Committee Opposes New Regulations of Traffic Associations.

A number of traffic associations are proposing that changes in wrapping of news print paper shall be ordered immediately, and have already issued orders that they will not accept claims for certain kinds of damage. It is only made to apply to shipments which are going part water and will apply chiefly to the South. The order is so worded, however, that this is only an entering wedge for the same regulations to be applied to all shipments.

Regulations call for five extra ply of wrappers and ten extra heads on each roll of print paper, which would add between \$2 and \$2.40 a ton to the cost of manufacturing news print paper.

These regulations do not specify the quality of the wrapping used or the thickness. The mill can easily cut down the thickness and use more ply, and still not have any more wrapper. The method of making regulations of this kind for wrapping paper are not in accordance with the principles recognized by the Interstate Commerce Commission who, on all their regulations on containers, specify strength and thickness of all container material, which should be done as well on news print paper.

The Paper Committee of the A. N. P. A, is cooperating with the manufacturers in opposing these regulations in the hope that they will be set aside by the Interstate Commerce Commission,

Frank H. Simonds Enjoined

Vice-Chancellor Backes, in Newark last Saturday granted an injunction restraining Frank H. Simonds from writing for any newspaper or periodical except the New York Tribune. An exception was made, however, which will permit Mr. Simonds to contribute to any monthly or weekly magazine which is not connected with any newspaper publication and writing for which will not interfere with his duty to the Tribune. The injunction takes effect immediately.

ROY HOWARD OPPOSES PAPER EMBARGO

President of United Press Cables Vigorous Protest Against Proposed Policy -Says Shipments of News Print May Be Diverted.

An embargo preventing the shipment of news print paper from the United States to South America would nullify the successful educational trade campaign now making headway there, in the opinion of Roy W. Howard, president of the United Press, who is now in Rio de Janeiro. Replying to a cabled inquiry from THE EDITOR AND PUBLISH-ER, asking his opinion upon the embargo resolution adopted by the American Newspaper Publishers Association, Mr. Howard cabled as follows:

"As there is no production of paper in South America, and as it is impossible to secure any at present from Scandinavia, such an embargo would completely nullify the educational trade campaign which is finally making successful headway in South America. The greatest newspapers of the Continent mostly are open minded toward the United States. Consequently, the erroneous ideas and anti-American prejuwhich the Germans have been building up for twenty years are at last being eliminated.

MUST HOLD FRIENDSHIP OF PRESS.

"The way is being paved for our fair competition in a field which is pregnant with possibilities after the war, sufficient to boost our prosperity for a generation.

"This benign result is possible only through a friendly press. Such an embargo would mean the disarming of the friends of the United States, who are now fighting its battles here.

"The Government's commercial attachés are able to indicate which papers are knifing and libelling the United States. Let Washington divert paper shipments from the hostile publications the District of Columbia.

to those friendly to America. Meanwhile, a campaign could weil be launched to teach the necessary methods of conservation and size reduction."

NEW SEATTLE DAILY APPEARS

Paper Financed by Organized Labor Claims 30,000 Circulation.

Financed exclusively by members of organized labor, another daily newspaper, known as the Seattle Union Record, has entered the newspaper field in Seattle. With the appearance of the Record, the Seattle Daily Cali, a radical Socialist publication, which was threatened with suppression by the Government authorities, vanished.

The Record, which is now eight pages in size, carrying the full leased wire service of the United Press, announced in its first issue that it will confine its propaganda to the editoriai page. the end of the first week the paper claimed a daily circulation of 30,000.

E. B. Ault is editor and manager of the paper. Floyd C. Kaylor, formerly on the Post-Intelligencer staff, is managing editor.

Women's Newspaper Appears

WASHINGTON, April 29 .- The first issue of the Woman Patriot, which styles itself "A National Newspaper for Home and National Defence Against Woman Suffrage, Feminism, and Socialism," has made its appearance in Washington. It is the official organ of the National Association Opposed to Woman Suffrage. Henry Watterson contributes the leading editorial under the caption of "The Combine of Cowardice."

Collect Clothing for Belgians

The Advertising Club of St. Louis has been conducting a week's intensive campaign to collect a large amount of clothing for the men, women, and children of Belgium.

There are seven daily newspapers in

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

Permanent weekly industrial pages among non-regular advertisers.

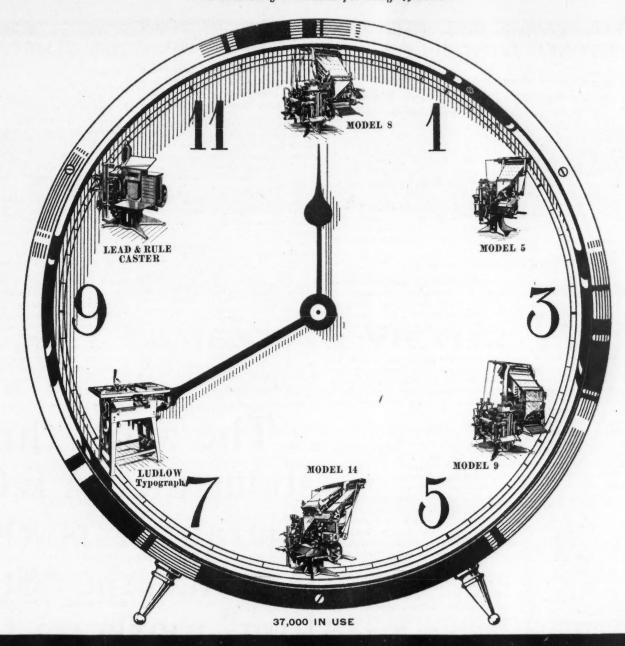
Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to where the Fubilisher is willing to make the Edition thoroughly repre-sentative from a news standpoint. —Entire supervision of news and mechanical ends given when requested.

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

JOHN B. GALLAGHER COMPANY

Main Office, Ninth Floor. Dexter Building, Boston, Branch Offices.—Room 493, United States Express Building, 2 Rect New York;—North American Building, Philadelphia;—Plain Dealer ing, Cleveland;—Conrier Journal Office Building, Loniaville;—Conat Building, Atlanta;—Eraid and Traveler Building, Boston;—Gasette Ing, Worcester, Mass;—Tribune Building, Providence, R. 1.



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Canadian Linotype Ltd., 68 Temperance Street, TORONTO

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

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

Federal Trade Commission Intervenes

Representatives of manufacturers and of unions appeared yesterday before the Taft-Walsh Federal Labor Adjustment Board, which was organized A communication Monday morning. 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 eost 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 pany; W. V. Hurlbut, Spanish Companies; T. L. Philips, 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 under-

signed 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 the agreement.

seale 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

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 mlll?

"William B. Colver, John F. Fort, Victor Murdoek, Federal Trade Commis-

The message was repeated to: J. R. Booth, Ottawa, Can.; Abitibl Power & Paper Co., Irioquois 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 Canadlan Pulp & Paper Co., Shawinlgan 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

EXCEED OUTPUT

News Print Production During First Two Weeks in April Shows Improvement Over March Results-Mill Stocks Show Further Decline.

(Special to THE EDITOR AND PUBLISHER.) Washington, April 29.—Reports to

the Federal Trade Commission from 35 domestic manufacturers operating 58 news print mills show the following results for the first two weeks of April, Week Ending. April 7. April 14 Total Print25,410 25,607 Standard News.22,674 22,824 Shipments: Total Print.25,478 26,465 Standard News.23,207 23,769 Mill Stocks: , Total Print25,367 24,394

Standard News20,079 19,046
Production showed an improvement over the March results but shipments continued to exceed production so that mlll stocks showed a further decline.

Aside from the loss of production at Niagara Falls, there were various small losses due to shortage of pulp, of fuel, and of ground wood, and high water and repairs.

The production of paper since January 1, 1918, as eompared with the corresponding period last year is as fol-

Print News

Production from Jan. 1

to Apr. 14, 1918.....343,826 311,333 Production for corre-

sponding period last year.381,570 352,397

The loss in production for the first 31/2 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

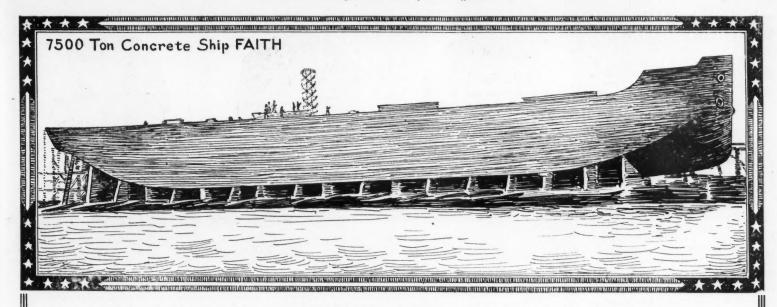
Head of Haskell-Haskell Co. Meets Old Friends During Conventions.

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 matmaking, and it was there that it was first used, received every test, and was

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.



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 tabricating 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 Vnickerheeker Dress (M) 20 207	.07	.07	New York Sun (M)	.39	.36
Albany Knickerbocker Press (M) 30,297	.07	.07	New York Telegram (E) 204,622	.342	.315
Albany Knickerbocker Press (S) 35,825	.0207	.0179		.246	.225
Auburn Citizen (E)		.0179	New York Telegram (S)204,622	.50	.45
Binghamton Press-Leader (E) 26,655	.06	.12	New York Times (M)	.50	.45
Buffalo Courier & Enquirer (M&E). 79,498	.14		New York Times (S)		
Buffalo Courier & Enquirer (S) 108,197	.14	.12	New York World (E)	.40	.40
Buffalo Evening News (E) 95,091	.16	.16	New York World (M)340,074	.40	.40
Buffalo Evening Times (E) 50,638	.09	.09	New York World (S)	.40	.40
Buffalo Sunday Times (S) 61,784	.09	.09	Brooklyn Daily Eagle (E) 46,525	.16	.16
Corning Evening Leader (E) 7,339	.0193	.015	Brooklyn Daily Eagle (S) 70,000	.16	.16
Elmira Star-Gazette (E) 24,403	.05	.04	Brooklyn Standard-Union (E) 65,109	.15	.15
Gloversville Leader-Republican (E). 6,308	.02	.015	Brooklyn Standard-Union (S) 75,507	.15	.15
Gloversville Morning Herald (M) 5,880	.02	.015	Poughkeepsie Eagle-News (M) 5,480	.01714	.0171
Ithaca Journal (E) 6,689	.0357	.02143	Rochester Times-Union (E) 66,249	.12	.10
Jamestown Morning Post (M) 9,311	.025	.0207	Rochester Herald (M)	.05	.05
Mount Vernon Daily Argus (E) 6,079	.0214	.015	Rome Sentinel (E) 5,384	.0165	.0129
New York American (M)	.45	.41	Schenectady Union-Star (E) 17,068	.06	.035
New York American (S)	.65	.60	Syracuse Journal (E) 43,132	.07	.07
New York Globe (E)	.33	.31	Troy Record (M&E) 23,851	.04	.04
New York Herald (M)	.40	.36	Watertown Standard (E) 12,143	.0286	.021
New York Herald (S)202,000	.50	.45	Yonkers Daily News (E) 3,028	.0375	.025
New York Evening Journal (E)731,047	.70	.70	Government statements April 1st, 1918.		
New York Mail (E)	.34	.32	Total Circulation 6,185,404.		
New York Post (E) 26,501	.25	.19	10,000 Line Rate 8.60147.		
New York Sun (E)	.37	.34	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 Assoclation 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 pos-

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 chalrmanship, and he will carry on that work with energy and sagacity.

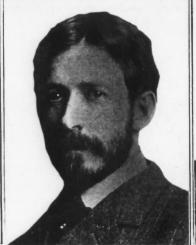
The second-class postage matter is in the hands of George McAneny, of the New York Times, vice-president of the Association and chairman of the postal committee. He has gone to work immediately with great intelligence and energy, and he has the assistance of some of the strongest and most selfsacrificing 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

There are 139 daily newspapers in



Frank B. Glass. President, A. N. P. A.



GEORGE MCANENY. ELBERT H. BAKER. Chairman, Postal Committee, A. N. P. A. 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 mall matter to any person or concern "upon evidence satisfactory to" the Postmaster-General that such person or concern is using the malls 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 malling 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 satisfac tory 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 fiftyfour 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 classifica-

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 ordersnow 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,

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

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 Hork Zvening Post

More Than a Newspaper—A National Institution

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

Philadelphia Bulletin Chicago Daily News St. Louis Post Dispatch Pittsburgh Press Detroit Free Press Hartford Times
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 Sou:h's Wonder City.

By A. G. NEWMYER. (Special to THE EDITOR AND PUBLISHER.)

Washington, May 1.—Frank W. Keiiogg, publisher of the San Francisco
Cali, and treasurer of the convention
board of the San Francisco Advertising
Club, and Leweilyn 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 Assoclated 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 piedging its vote and support to New Orieans 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 Fransisco meeting of the Associated Ad Clubs, July 7 to 11, is being strongly promoted by the Portland (Ore.) Ad Club. The Oregonlans 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 eartoons 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. Suilivan, 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 Hotei 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 to busy even to look up, as you will note.

(Special to THE EDITOR AND PUBLISHER.)

OLUMBUS, 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 basebali extra on time. From editorials clear through to the last news item, the paper was written and edited by students, with occasional counsei 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; muslc, Marion E. Poppen; "Cynthia Gray," Mary Helen Guy; obituaries, Jean K. Fitz-royald.

MASSES' JURY FAILS TO ...GREE

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. Merrili Rogers, Fioyd 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-cailed objectionable articles regarding recruiting. Eastman and his associates will remain under \$5,000 ball.

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 journai 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—Unable 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, Charies Inman, late of the Boston Herald; business manager, Thomas W. Williams, late of Providence Journal; sporting editor, Roger Ferri; teiegraph editor, Joseph A. Guay, of Worcester; advertising manager, Charles T. Mc-Keen; feature writer, Senator W. G. Troy; members of staff, John R. Lucas, Providence; James Hammond, of New York; Raiph Bailey, formerly of Providenee Tribune; John Robinson, Providence. Other reporters will be added this week. W. K. Starrett, an artist, recently with the New York Tribune, wili be cartoonist.

Through the departure of Mr. Garrison from the Journal, Paul B. Howiand, 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 Waterioo (Ia.) Evening Courier and the Decatur (Ind.) Democrat have been elected to associate membership.

Philadelphia

Is

2

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 eard on your desk some day soon. It would be worth your while to "light up a smoke" and eross-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

HENEVER 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 aimost 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 halled 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 neverfailing 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. Stahnman, 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 Mcikeliar 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 compiled, 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 acciaim as useful and essential ail criticism of governmental policies or officiais 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

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James Wright Brown, president and editor; Edwin Doddridge DeWitt, secretary, treasurer, and publishers; W. D. Showalter, managing editor; Carl H. Gets, news; Marlen E. Pew, features; Geo. P. Lefler, 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.

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 wiil 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.

PERSONALS

CHARLES M. PALMER was toastmaster at the annual dinner of the Board of Trade at Saranac Lake, N. Y., last Thursday. The occasion marked the opening of a campaign for boosting the little mountain city, in which Mr. Palmer has made his home for some years. Jack Lalt, the newspaper man and playwright, was one of the speakers of the evening.

F. R. Margeson, formerly with the McCiure Newspaper Syndicate, is now with the International Feature Service.

M. L. Fox, for the past six years editor of the Albuquerque (N. M.) Morning Journal, has resigned to become professor of economics and assistant lecturer in history at the New Mexico State College.

Irwin R. Nye, editor of the Bayfield (Wis.) Progress, has gone to France to do Y. M. C. A. work. Mr. Nye was on the editorial staff of the Milwaukee Journal in 1914 and 1915.

E. C. Brownlee, of the Albany (Ore.) Herald, has joined the reportorial staff of the Oregon Journal at Portland.

C. A. Brayton, formerly telegraph editor of the St. Paul Dispatch-Pioneer Press, is now sporting editor of the Minot (N. D.) Daily News.

H. D. Bratter, in charge of the Rural Weekly, the weekly edition of the St. Paul Daily News, has joined the colors and gone to Camp Dodge.

Rex. Lardner, Associated Press manager at St. Paul, has gone to Chicago in the service of the same organization. He is succeeded at St. Paul by R. L. Tennis, of Detroit, former Associated Press correspondent.

Frank Cremer, of Kansas City, Mo., has been appointed business manager of the Kansas City (Kan.) Globe.

F. D. Papin has been made acting city editor of the St. Louis Republic, succeeding Max B. Cook, who has gone to the Clucinnati Post, after eighteen months' service in St. Louis. Thomas H. Rogers is acting as assistant city editor of the Republic.

John H. McKinney, formerly on the staff of the St. Louis Star, has been commissioned first lieutenant in the Aviation Corps of the army.

Alfred H. Gurney, feature writer on the Providence Sunday Journal, recently engaged to do special work for the Red Cross in France, was a passenger on the British steamer torpedoed Sunday. A brother of Mr. Gurney was lost on a tug in New London while escorting the Deutschland when she was leaving American waters.

Leo Pollock, formerly of Philadelphia papers and later on the copy desk of the New York American, is a lieutenant in the army stationed at the Studebaker motor plant in Indiana.

James E. Sullivan, former managing editor of the Austin (Tex.) American, has been commissioned a captain in the new Texas National Guard and will handle the publicity in connection with the recruiting of the First Brigade, Texas Cavalry, by Gen, Jacob F. Wolters at Houston.

William M. Thornton, staff correspondent of the Galveston-Dallas News, who has been stationed at Austin for many years as the representative of the Belo publications, has been designated to handle the publicity in connection with the recruiting of the new Texas National Guard. Mr. Thornton will be commissioned a captain.

Raiph Candler, has resigned as managing editor of the Fort Worth (Tex-

Louis LaCoss, night editor of The Associated Press in St. Louis for the last six months, has been made manager to

This England never did, nor never shall,
Lie at the proud foot of a conqueror.
Come the three corners of the world in arms
And we shall shock them. Nought shall make us rue,
If England to itself do rest but true.—Shakespeare.

succeed Ernest Colvin, who recently joined the staff of the Republic. Jack Webb of the Post-Dispatch staff has succeeded LaCoss.

Commander Truman H. Newberry, of the Third Navai Division, New York and Brooklyn, is a leading candidate for the Republican nomination for United States Senator from Michigan. His headquarters are at 310 Ford Building, Detroit. H. A. Hopkins, of the St. Clair Republican, has been named director of publicity and is actively at work. Mr. Hopkins is assisted by J. B. Haskins, of the Howard City Record.

Conrad Church, assistant State editor of the Detroit News, has joined the army. R. E. Clayton, formerly of The Editor and Publisher, succeeds him.

James P. Young, formerly a Milwaukee newspaper man, has joined the local copy staff of the Detroit Free Press.

Sergeant Edward B. Creed, a former member of the reportorial staff of the Boston American, was in charge of a detail of ten American soldiers who returned from the trenches In France to boost the Third Liberty Loan campaign in New York and Boston.

WASHINGTON PERSONALS

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, May 2.- The call to the colors has made many changes on the staffs of the local papers. Some of the men went into the service before the draft was made, while others have found their names in the list of selects recentiy published. E. H. Berman, of the Times, threw his lot in with the Marines and went to Paris Island for training. There he received a broken angle in a pushball game, and while he was doctorlng his fracture, he was stricken with pneumonia. Now he has almost entirely recovered from both handicaps, and has been assigned to the Adjutant-General's office in this city.

Victor C. Olmsted, also of the Times copy desk, has had a course of training at Camp Meade, and has been assigned to a squad of photographers now being trained in New York.

Former city editor McDevitt and reporter Ring, of the Herald, have joined the navy. The former head of the Herald's copy desk, Stanley Dyer, has joined the Marines and has been sent to the Paris Island post.

D. C. Chace, formerly of the Providence Journal and later with the Department of Commerce here, has joined the copy desk force on the Star.

W. F. Bailey, formerly of the Times, has gone to the copy desk of the Star. E. H. Causey, formerly of the Star, is filing the South wire for the Associated

E. C. Bell, of the Star copy desk, has resigned to accept a desk job in New York.

Oskar Linnloken has left the Post's copy desk for the Times.

H. S. Le Duke, formerly at the White House with the A. P.'s force and before that with the Boston Herald, has become a member of the Star's reportorial staff.

Mrs. C. Drum-Hunt, who is society editor of the Herald, has been taking a two months' rest, after a strenuous winter with a hanging-on cold.

H. E. Sargent, formerly of the Times and later with the U. P. staff, has been called in the draft, and went to Camp Meade this week.

O. H. Kuhn, war editor of the Star, was called to Indiana last week when his father was stricken with paralysis. S. S. Cine, who has recently left the reportorial staff of the paper for the desk work, is assistant war editor.

Michael Flynn, who was at the head of the Times copy desk, has been transferred to the make-up, and theatrical editor McIntyre has gone on the desk.

Miss Mary Law, of the Herald's reportorial staff, has resigned to become secretary for Representative Caldwell, of New York.

OSCAR-LESS WALDORF?—NEVER

Manager to Stay Right on the Job Despite Change of Ownership.

"They have been wonderful to me here," Oscar Tschirky, manager of the Waldorf-Astoria said to The Editor and Publisher—the day on which his contract with the late George C. Boldt explred. "And it looks very much as if Oscar and the Waldorf will not part.

"Mr. Boomer (Lucius M. Boomer, who has charge of the hotels owned by Gen. T. Coleman du Pont) told me to-day to make out my own contract and my own arrangements and to please myself, and that 'everything would be all right.'

"I cannot think of anything more wonderful than Mr. Boomer's way of expressing his wish for me to stay in the Waldorf. And so I guess everything will be hunky-dory."

Reporters Help Red Cross

Ten newspaper reporters assigned to Police Headquarters in St. Louis have started a plan, which is spreading in that city, of each donating a penny a day to the Red Cross Fund. This is to be in addition to their regular contributions from time to time. The first \$1 collected under this arrangement has been turned over to the Red Cross.

"THE KAISER'S ALLY"

Newspaper Man Handles Fire Marshal's Report and Makes It Interesting.

Imri Zumwalt (that's a good American name, and not the battle cry of a Zuiu clan) is the publisher of the Bonner Springs (Kan.) Chieftain. also Deputy Fire Marshal of Kansas. One of the duties of the Fire Marshal is to make an annual report to the Governor of the State. An official report is usually, next to the Congressional Record, the duliest reading in the universe. Zumwait, being a newspaper man, was placed in charge of the report, and demonstrated what can be done by Injecting a little human Interest into a prosaic subject and handling lt as a newspaper man would handle any other story.

The report is entitled "The Kaiser's Ally," and is clothed in a flaming red cover. It is well written and well edited, is filled with interesting and instructive pletures, in brief is "easy to read and well worth reading."

Mr. Zumwait's report should have wide circulation.

John Reed Held

John Reed, a contributing editor of the suppressed magazine, the Masses, who is charged with part in a conspiracy with Max Eastman and others to violate the Espionage Act by interfering with recruiting, was held Monday in \$2,000 bail by Federal Judge Foster. Reed who was represented by D. F. Malone, pleaded not guilty and was allowed ten days to demur or take any other action. He will probably be tried with Eastman and others at the June term.

Preparing for I. C. M. A. Convention

D. B. G. Rose, chairman of the entertainment committee of the I. C. M. A., realizing the difficulties of securing hotel accommodations in Washington, has engaged fifty rooms in the new Washington Hotel for the use of delegates to the annual convention of the Association in June. The hotel is now nearing completion.

Make note on your calendar: Association of National Advertisers' Convention, Chicago, June 5-7.



The Sioux City Journal
Has Signed a Contract
for the Haskin Service
for One Year



VIGOROUS ADVERTISING PLAYS BIG PART IN WINNING THE WAR

Speakers at World's Salesmanship Congress Declare Healthy Industrial Condition Is of Vital Importance in These War Times—Ask Congress to Repeal Zone Postal Law

(Special to THE EDITOR AND PUBLISHER.)

DETROIT, April 29.—A healthy industrial condition is essential to win the war. Unabated sales and continued advertising are imperative in maintaining good industrial health. The successful conduct of business and the intensive prosecution of the war present a problem of adjustment rather than of conflict.

These conclusions are the substance of nearly fifty addresses and many hours of discussion during the third annual session of the World's Salesmanship Congress held here April 24, 25, and 26. More than 300 delegates attended. The speakers were merchandlsing experts and economists from every line of industry.

Resolutions were passed Thursday calling upon Congress to repeal the section of the War Revenue bill providing for zone rates on second class mall. The resolutions declare that the increase of from 50 to 900 per cent. In second class postage will seriously restrict the circulation of magazines and periodicals at a time when their unhampered distribution would "render untold service to business and nation." The resolutions assert that a zone system tends to promote sectionalism, tear down national unity, and retard education.

Describe President Wilson as the Greatest Salesman

Greetings to President Wilson, halling him as the "greatest salesman of history" in seiling democracy to the world, were telegraphed to the White House at the opening of the first session Wednesday afternoon.

slon Wednesday afternoon.

D. M. Barrett, director of the Congress, struck the dominant note of all the meetings, in his opening address, when he said:

"Worse than the ruin of war is the blighting apathy in respect to business that has been forced upon many of us by a certain type of propaganda which makes us believe that If we can't go to the front we can't do anything else patriotic in the meantime. The Government does not want to produce business failures. The Government does not want to rear weaklings. Weaklings and failures will not win the war.

"The Government insists only upon thrift, and thrift it must have, but thrift does not mean sitting with folded hands. Thrift means being busy, and keeping busy, making every effort count double."

W. K. Rutherford, sales manager for the B. F. Goodrich Company, who was to have addressed the special advertising session Thursday, on "Is It Patriotic for Publications to Solicit Advertising and Stimulate Sales at This Time?" was unable to attend. His address was read by a representative.

ADVERTISING ESSENTIAL.

"I shall consider it my present mission to demonstrate that advertising and advertising effort, that sales and sales effort, are just as much a part of our economic fahric as the growing of wheat or potatoes or the manufacture of articles of daliy use," said the speaker.

"What happened in Engiand is peculiarly instructive. August, 1914, was characterized as the worst trade panic Engiand ever saw. Advertising in the London dallies dropped to less than half the July figures. The public stopped buying and began to hoard money. People wore their shoes to shreds. It was expected that there would be unemployment on the widest scale, and a huge fund was collected to feed the poor. This fund was never needed.

"What did England do? She called together her advertising men and made it plain that the industries had to be kept alive. This gospel brought advertising back to its pre-war level.

"That which keeps our business go-

ing to-day,' said Selfridge, London's biggest merchant, 'is the fourteen and a half million pounds a week of our national pay roil. It comes out of the bank on Friday, goes over the retailer's counter on Saturday, and back into the banks on Monday.

"If advertisers wouldn't advertise, people wouldn't spend, and this would mean that this great sum would be impeded, business would slacken, and national prosperity would suffer."

"We may weil search out the fundamental considerations involved in our business life, and, after making a thorough study of the economics of the situation, I submit the following nine declarations as being fundamental to our business life:

ONE PER CENT, FOR ADVERTISING,

"(1.) Since only one per cent. of every trade dollar is spent in advertising, our entire national advertising budget cannot, even of itself, be considered extravagance.

"(2.) Advertising speeds up production and reduces the selling expense, thereby making the cost to the user less than would otherwise be the case.

"(3.) The quickest way to help Germany win the war is to close up shop, lall to provide labor, and restrict the circulation of money.

"(4.) We have recently learned the value of the expression, 'In time of peace prepare for war.' We have yet to learn that advertising during the war prepares for the commercial war after the military activities are over.

"(5.) America's industrial greatness is due largely to advertising, and failure to advertise, even for a temporary period, will drag our institutions downward.

"(6.) Advertising gives us national unity and oneness of purpose. It institutionizes America. Without it we lose the value of the world's greatest trademark—'U. S. A.'

ADVERTISING STIMULATES NATIONAL LIFE,

"(7.) Unless we support the press by our advertising, newspapers and magazines will suspend publication and our national life will soon flow as stagnantly as it does in the veins of a Mongolian peasant.

"(8.) The man who under fire abandons his trade-mark or allows his business to shift for itself is a business slacker who is helping the enemy to win.

"(9.) Just as we need the farmer to

grow grain, the engineer to make airplanes, the chemist to make ammunition, we need the advertising man and the salesman to keep the wheels of our industries turning faster than those of any other nation."

Joseph Meadon, president of the Franklin Press, Detrolt, speaking at the final session Friday night, urged continued advertising that business may give the fullest financial support to war activities.

"I warn you that though prices may rise, there will still be competition, and if there is competition there must be sales effort," said Mr. Meadon. "That article which does not, in these times, receive intensified sales and advertising effort will be one for which there can be only a lessening demand. And the one which is advertised and for which intensified sales efforts are used, is the one that will meet the public demand and favor."

PROBLEM OF ADJUSTMENT.

Discussing the proposition that the successful prosecution of the war and the maintenance of the framework of the nation's business are a problem of adjustment rather than of conflict, Prof. Willard E. Hotchkiss, of the University of Minnesota, declared that the gradual adaptation of industry to the needs of war will cause slight financial ioss in a few lines, but that the general effect will not be destructive.

A message of cheer for the producers of so-called non-essentials, and for those who profit by the sale and advertising of luxuries, was contained in the advice of W. S. Ashby, sales and advertising manager of the Western Clock Company, La Salle, Ill. He denounced the abrupt abolition of industries not immediately engaged in warproduction as unwise as an attempt to conduct business without regard to war conditions.

"The Government has full power to draft men, materials, and industries for war work," said Mr. Ashby. "The probiem of essential industries is not one for us to worry about so long as we stand ready as manufacturers to supply the essentials as the Government calls upon us, and as citizens to supply the money with which to purchase those essentials when there is a call for money.

"Just as the drafted, man holds down his Job and goes about his business in his accustomed way until he is called to a training camp, so we should look after our individual business as best we may until that business is called into Government service. In this way we can best serve our country and ourselves.

"We can look to the Government and the people to discontinue non-essential industries. That will come of Its own accord. If the Government demands that we raise fifty million dollars, we'll raise it one way or another. If people have to sacrifice certain luxuries to raise the money, then those luxuries will be found non-essential, and they will be put on the non-essential list, not by an arbitrary ruling of the Government, but by a lack of demand on the part of customers who formerly bought them.

WORKERS MUST LIVE.

"it would be poor business to shut down the plant, to let it depreciate, and to turn the workers on the market. They have to live. They are expected to, and want to, contribute to the support of the Government. They must earn to do it. Until the Government can use the material that is available at present, any industry that employs

people profitably and keeps money in circulation is to that degree essential."

Resolutions asking the repeal of the Sherman Anti-Trust iaw as "Ineffective and at variance with the best interests of business of to-day" were passed at the final session Friday night.

Several of the important speakers scheduled to address the Congress were unable to be present. Herbert N. Casson, proprietor of Efficiency Magazine, London, England, cabled that war work at home prevented his attendance. Rear-Admiral Samuel McGowan, Paymaster-General of the navy, was unable to keep his appointment. Roger W. Babson, Director of the Government's Division of Industrial Relations. was absent also. His address was read by a substitute. George H. Charies, vice-president of the American Rolling Mills Company, Middietown, O., who was scheduled to speak on proper war-time advertising, was prevented from attending. Charles Johnson Post, director of the Publishers' Advisory Board, New York, did not appear to give his address on the effect of the magazinezone iegislation on the war.

Among other prominent speakers of the Congress were Giles Kavanaugh, editor of the Bay City (Mich.) Demorat; E. Le Roy Peiletier, advertising counsel, Detroit; James Schermerhorn, publisher of the Detroit Times; Norval A. Hawkins, general sales manager of the Ford Motor Company; William R. Malone, president of the Postal Life Insurance Company, New York; Horatio S. Earle, president of the H. S. Earle Manufacturing Company, Detroit; L. C. Rockhill, sales director of the Goodyear Tire & Rubber Company, Akron, and J. B. Ciarkson, managing director J. B. Clarkson, Ltd., New Zealand.

Eagle Employees Boost Bonds

Employees of the Brooklyn Daily Eagle last Thursday purchased a halfpage advertisement in the New York Herald hoosting the third Liherty Loan campaign. The ad was headed, "To the Fifty-three at the Front from the Brooklyn Daily Eagle Workers at Home." There are fifty-three Eagle men in the service of their country.

Publish Valuable Booklet

John M. Branham Company, publishers' representatives, have just published a valuable little hooklet of "Agricultural Papers and Their Chicago Representatives." Agents and advertisers may obtain coples by writing the Chicago office, Mallers Building, of the Branham Company.

Socialist Daily in Oklahoma Proposed

OKLAHOMA CITY, April 29.—Oklahoma Socialists have purchased property here and intend to erect a \$25,000 building to house a Socialist daily newspaper to be known as the Oklahoma Leader. It is known that the new paper is to be a part of the Milwaukee Social-Democrat Publishing Co., owned by Victor Berger.

The Best Known Slogan in St. Louis



Trade Mark Registered

Foreign Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

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.

NLY 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 today 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 ploneer-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 Ohlo 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 Linc 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 eooperate with the Post Office Department. The committee comprises Guy Adams, of Chicago, representing the Union Pacifie; 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, wili 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 iate 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 Mc-Kinley 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.

Nine prosperous and progressive cities: Flint, Bay City, Lausing, Port Huron, Kalmazoo, 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.

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.

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

	Net paid irculation	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

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 wlll stir not only the delegates, but also the people of the entire

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 eountries 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 Franciseo. 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 en-

CONVENTION PROGRAMME.

"The convention will open Sunday, July 7, at 3 P. M., in the Civic Auditorium, which seats 14,000, with a great Truman De Inspirational meeting. Weese, advertising manager for Shredded Wheat, will dlscuss '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 blg men. 'The election will occur on

"I want to say that the people in the East cannot realize how sorely Californla needs waking up, not only to the as an absolute necessity.

PLAN BIG FEATURE FOR value of advertising, but to the war situation. There is no lack of loyalty and patriotism out there, but the Paclfic 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 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 heartlest 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 Franeiseo 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 OR 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 San Francisco by United States routes because of the fact that Canada has refused to permit the railroads in the Dominlon 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

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.

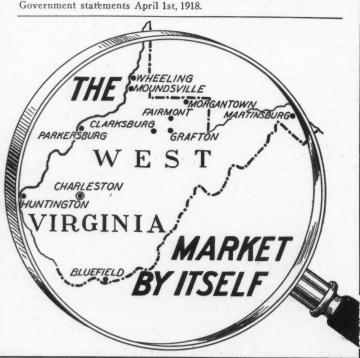
A five room house will go up in one day by four men!

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!

		Rate			Rate
Bluefield	Circu- lation.		Huntington	Circu- lation.	5,000 lines
Telegraph (M)	4,723	.01428	Herald-Dis-		
Charleston			patch(M) Herald-Dis-	9,450	.02
Leader(M)	6,819 7,351	.0157	patch(S)	10,500	.02
Leader(S) Mail(E)	7,331	.02	Martinsburg		
	*,1*0	.02	Journal(E)	2,949	.00893
Clarksburg	0.025	015	Morgantown	1 200	005
Exponent (M&S) Telegram(E)	8,035 7,515	.015	Post-Chronicle (E) Moundsville	1,300	.005
Telegram(S)	7,459	.02	Echo(E)	2,246	.007
Fairmont	,		Journal(E)	1.654	.007
Times(M)	7 436	.02	Parkersburg		
West Virginian (E)		.02	News(M)	5,800	.0125
	.,		News(S)	6,100	.015
Grafton	2.004	0107	Sentinel(E) Wheeling	7,200	.0115
Sentinel(E)	2,094	.0107	Intelligencer (M)	13,200	.0225
Huntington			News(E)	15,500	.03
Advertiser(E)	7,681	.02	News(S)	18,500	.04
Government stathme	A -				



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

DENY PAPER IS GOING TO ANTI-ALLIES

Canadian News Print Manufacturers Reply to American Newspaper Publishers Association-All Exports Licensed, They Point Out.

(Special to THE EDITOR AND PUBLISHER.) Montreal, April 29.—The Canadian news print paper manufacturers deny the charge made by the American Newspaper Publishers Association that some of the news print exported from Canada is sent to unfriendly alien newspapers. They point out that all news print exports from this country are made under licenses issued by the War Trade Board of Canada, and say that that is sufficient guarantee that no Canadian news print is used in the manner indicated. The shortage in news print, the manufacturers charge, is due to ill-advised efforts of the publishers to get their pape: too cheap, which, they say, have driven a number of American mills out of the news print business and have kept the Canadian end of the industry from being further developed.

The manufacturers, at a meeting held at the Ritz-Cariton, adopted the following reply to the memorial sent to the Dominion Government by the American Newspaper Publishers Association, and sent a copy of it to Sir Robert Bor-

"The news print section of the Canadian Pulp and Paper Association, comprising the principal manufacturers of news print in Canada, notes with astonishment a resolution purporting to have been passed by the American Newspaper Publishers Association, at their annual convention in New York, to the effect that a substantial percentage of present exports of news print paper from Canada and the United States is going to newspapers unsympathetic with the interests of the Allies, and demanding that the War Trade Board of Canada prohibit exports of news print paper from this country to other than Allied countries.

"The manufacturers refrain from commenting upon the unusual circumstance of an organization of business men in a foreign country undertaking to control through the Government of Canada any part of the export trade of this country, but would point out that so far as the export of Canadian news print is concerned, it is all done under licenses, issued by the War Board of Canada, which is a sufficient guarantee that none of these exports are sent to unfriendly alien countries.

"The shortage in the supply of newsprint paper, about which the American Newspaper Publishers Association is justly concerned, is due, in a large measure, to the ill-advised attempts of the newspaper publishers to obtain their supplies of newsprint paper at a price inconsistent with the cost of its production. These attempts have lead to prolonged Government investigations in both the United States and Canada. In the United States some of the mills formerly devoted to the production of newsprint have found it more expedient and more profitable, as a result of this interference, to divert their mills to other uses. In Canada, where the industry has been under investigation for over a year, the result has been to imperil our foreign market; to undermine confidence in the future of the industry to the extent of rendering it inexpedient to invest new capital in its expansion and development; to provoke unrest and dissatisfaction among the labor emAn Expert Catering to Experts

Almost any hotel proprietor would shrink from the job of serving a banquet to an aggregation of the greatest hotel men in America.

To cater with success to competent critics one should be expert.

Therefore, it must have been with some fear and trembling that THE EDITOR AND PUBLISHER prepared its latest "Convention Issue" to commemorate the annual assembly in New York of the newspaper publishers of the country. This issue is distinctly creditable to the newspaper profession and to the leading publication representative of that profession.

Its critics are men who cannot refrain from marveiling upon the accuracy and attractiveness of its contents, as weil as the precision of its publication at the exact hour for which its appearance was scheduled. They know that the things which THE EDITOR AND PUBLISHER accomplished are done only by an organization with brains and system and equipment. - [Brooklyn Standard Union.

ployed in the industry, and generally to exercise a demoralizing effect upon the industry and to contribute to the difficuities and uncertainties with which newsprint manufacturers, in common with others, are confronted as a result of war-time conditions. Its ultimate effect, if persisted in, must be one of serious and lasting injury to the industry, of financial loss to those engaged in carrying it on, as well as of national economic detriment.

"Attempts to fix an arbitrary price for newsprint paper have had the effect that such attempts usually meet with, that of restricting production. Had the Canadian manufacturers of newsprint paper been left free to develop their business unmolested, in the same way that other Canadian industries have been left free, the industry would have made much greater progress in the last eighteen months. New mills would have been installed, and the production increased to such an extent that the present complaints of a serious shortage would have been in large part, if not altogether, rendered unnecessary.'

PLAN SAVING OF PAPER

Proposal Made to Reorganize Industry-Place It on War Basis.

Washington, April 30.—Reorganization of the paper industry of the United States to put it on a war conservation basis is planned by the Government. Curtailment of certain of the less essential paper manufactories is said to be more than probable. One of the chief purposes is to conserve materials for news print paper, the publication of newspapers being recognized as one of the essentials to the conduct of the war.

The first move in the plan was made to-day, when representatives of more than 75 per cent, of the school textbook publishing business of the country met B. Noyes, Director of Conservation of the Fuel Administration, and A. D. Shaw, Chairman of the Commercial Economy Committee of the War Industries Board Later the publishers announced the appointment of a War Service Committee.

Eleven thousand six hundred ten towns in the United States have either a daily or a weekly newspaper.

GREAT BRITAIN NAMES CANADIAN NEWS PRINT PAPER CONTROLLER

and Use of Paper-Economies to Be Enforced and Production of Mills Stimulated.

Great Britain has discarded its official "Paper Commission," which, it seems, had not succeeded in solving the shortage problem there. In its place there has been appointed a Paper Controller, vested with full authority to regulate the manufacture, sale, and use of paper in the United Kingdom.

H. A. Vernet has received the appointment as Controller, and offices have been established at twenty-three Buckingham Gate, London. Mr. Vernet is a business man of large experience. G. R. Hali Caine, son of the novelist, is Deputy Controller, and brings to the position, it is said, considerable technical knowledge and useful experience as adviser in the paper department of the Ministry of Munitions.

There are three purposes which the Paper Controller of Great Britain will have in mind:

- (1.) To diminish the waste of paper. (2.) To increase the collection of waste materials.
- (3.) To encourage the manufacture of paper from home materials.

Nell Turner has been appointed by the Controller as Director of Distribution. H. Bradley will be technical adviser. H. G. Gorst is Director of Import Licenses, A. W. Foster is Director of Supply, and R. Benyon is Director of Paper Priority. There are to be directors of Paper Economy and of Transport, Labor, and Machinery.

A laboratory will be set up for the purpose of experimenting with new paper-making materials and processes. Hall Caine, in speaking of the new organization recently, said:

"To begin, with we have the Director of Import Licenses, and he will see to the issuing of licenses and keep in touch with the supply of imported materials. Mr. Foster will direct the home-produced materials to the mills in the fullest and speedlest manner. The Director of Distribution then takes up the paper as a finished product, and he has his priority system on the one hand and the Director of Economy on the other.

"Ali these sections branch out from the Controller at the head, and they fit into a definite plan for the careful and economic regulation of the industry under necessarily difficult conditions.

ANNOUNCE CONVENTION DETAILS

Secretary Franklin K. Lane to Open Coming A. A. C. W. War Meeting.

Additional details about the coming A. A. C. W. convention in San Francisco, were announced yesterday noon at the New York Advertising Club when a luncheon was given in honor of Frank W. Keliogg and Llewellyn Pratt.

Secretary of the Interior Lane will open the convention Sunday. July 7. with a message from President Wilson.

Monday night a great patriotic demonstration will be staged at which very eminent representatives of the advertising interests of the Allied countries will speak.

The great military pageant will be held at the close of the convention. This pageant which will close A. A. C. W. convention will open a great Allied war exposition which will continue for two weeks.

H. A. Vernet to Direct Manufacture, Sale, Commissioner Pringle Issues New Order Continuing Present Price, \$57 a Ton From May I to June 1-Inquiry

HEARING HALTED

Indefinitely Postponed. (Special to THE EDITOR AND PUBLISHER.) OTTAWA, May 1.-R. A. Pringle, Commissioner of Newsprint, has issued a new order which has been confirmed by the Cabinet, continuing the present price of \$57 per ton for news print from

May 1 to June 1. The inquiry into the news print situation, which he has been conducting, has been indefinitely postponed.

An expert, W. McNichol, who has had experience in Great Britain, India, and Canada in the pulp and paper business. has been appointed as an expert to investigate the cost of production by the various mills. He is already at work assisting the accountant, J. T. Clarkson, and no further sessions will be held until they make their report. It is presumed that the publishers as well as the manufacturers will for the time being accept the new order without question.

SULPHITE COMPANY SOLD

Brompton Company Buys Howland Paper & Pulp Co., of Howland, Me.

(Special to THE EDITOR AND PUBLISHER.) MONTREAL, May 1.-Evidence that the Canadian Pulp & Paper Companies are prospering continue to multiply. A few weeks ago the Brompton Pulp & Paper Co. purchased two American Mills-the Claremont Paper Company of Claremont, N. H., and the Wyman, Flint & Sons Co., of Belloys Falls, Vt. They now announce the purchase of a third company, The Howland Pulp & Paper Company, of Howland, Maine. The latter is a sulphite company, with a daily output of 50 tons of sulphite, 50 tons of sulphate, and 25 tons of suiphite bag paper. This output wiil be used by the Brompton Company in the manufacture of their news and the finished product will be sent back to the United States, with a drawback attached.

A few days ago the Abitibi Pulp & Paper Co. announced some new financing, planning to spend \$1,000,000 in the construction of additions to their mills.

Drop Paper from List

Benjamin & Kentnor Co., publishers' representatives, New York and Chicago, have sent out the following notice: "To Whom It May Concern: Our contract with the Journal Publishing Company, of Albany, N. Y., provides for a thirtyday notice of cancellation. Such notice was sent to the Journal Publishing Company by us on April 26. Therefore, our representation of the paper ceases on and after May 27, 1918.

PUBLISHERS' SERVICE BUREAU

invites editors, publishers, picture producers, and syndicates to write stating kind and length of MSS, desired. We have a variety of literary picture producers, literary material suited to news-papers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Ad-dress Publishers' Service Bureau, Dept. K., Washington, D. C.

MARCH ADVERTISING TAKES BIG JUMP

Fourteen Newspapers Carried More Than a Million Lines During March —57 Out of 102 Papers Listed Show Gains Over March, 1917.

The volume of advertising carried by the newspapers in the principal cities of the United States took a decided jump during March, as compared with same month last year, according to figures compiled by the statistical department of the New York Evening Post. Of the twenty-one cities listed, sixteen show gains and five show losses. Of the 102 newspapers listed, fifty-seven show gains and forty-five show losses.

Of the 102 papers listed fourteen carried more than a million lines during March. They are:

Pittsburgh Press, 1,830,990; Detroit News, 1,596,602; Kansas City Star, 1,497,657; Chicago Tribune, 1,476,441; New York World, 1,351,850; Philadelphia Inquirer, 1,269,900; Pittsburgh Leader, 1,234,100; Washington Star, 1,229,928; New York Times, 1,208,648; Los Angeles Times, 1,170,568; Cleveland Plain Dealer, 1,152,975; Chicago Dally News—no Sunday edition, 1,088,760; Cleveland Press, 1,069,500; Philadelphia Bulletin—no Sunday edition, 1,034,700; Indlanapolis News—no Sunday edition, 1,04,700; Indlanapolis News—no Sunday edition, 1,006,090.

The Washington Times experienced the largest gain, with an increase of 284,421 lines.

One new paper had a loss of 236,768 lines.

It is interesting to note that but one newspaper in Chicago recorded a gain, that but one paper in Baltimore did not gain, that all of the £t. Louis newspapers lost, and that all of the newspapers of New Orleans, St. Paul, and Birmingham gained.

A summary of advertising by cities follows:

1918.	1917.	
New York 9,776,885	9,453,173	323,712 Gain
Pittsburgh 6,779,402	6,679,876	99,526 Gain
Philadelphia .5,781,757	5,470,607	311,150 Gain
Chleago4,556,640	5,058,909	502,269 Loss
Los Angeles 3,841,866	4,150,986	309,120 Loss
Baltimore3,463,007	3,203,511	259,496 Gain
Detroit3,394,518	4,041,184	646,666 Loss
Cleveland3,091,575	3,014,850	76,725 Gain
Washington 2,932,736	2,485,944	446,792 Gain
Buffaio2,585,090	2,565,703	19,387 Gain
St. Louis2,528,636	3,233,511	704,875 Loss
San Francisco2,389,380	2,377,886	11,494 Gain
Minneapolis2,352,350	2,253,790	98,560 Galn
Toledo2,288,370	2,259,204	29,166 Gain
Indianapolis .2,166,732	2,033,121	133,611 Gain
Milwaukee2,013,160	1,928,090	85,070 Gain
New Orleans. 2,006,455	1,739,014	267,441 Gain
St. Paul1,737,218	1,576,316	160,902 Gain
Birmingham . 1,624,770	1,468,432	156,338 Gain
Kansas City . 1,497,657	1,495,691	1,966 Gain
Cincinnati1,260,300	1,262,400	2,100 Loss

Total68,068,504 67,752,198 316,306 Gain

To Manage Vietor Advertising

Ernest John has been appointed advertising manager of the Victor Talking Machine Company, Camden, N. J. He has been manager of the company's editorial department, which is now merged with the advertising department.

New Advertising Agency

The Philip Ritter Company. Inc., has been organized to conduct an 'advertis-ling agency in New York. The officers are Philip Ritter, president and treasurer; Philip Ritter, jr., vice-president; John S. Norton, secretary.

Take note: Annual National Editorial Association meeting at Little Rock, Ark., June 3-9:

SPHINX CLUB NAMES ABLE MAN SECRETARY

Thomas A. Barrett, treasurer of the Orange Judd Company, who is the new secretary of the Sphinx Club, needs no introduction to advertising men. At the



THOMAS A. BARRETT.

recent Sphinx Club banquet he was referred to as a man who was "noted for his workmanship, generalship, and fellowship."

Mr. Barrett is not content at being merely the treasurer of the Orange Judd Company and secretary of the Sphinx Club. He is also treasurer of the Periodicai Publishers' Association, a member of the National Advertising Commission of the Associated Advertising Clubs of the World, and also president of the Board of Recreation Commissioners of East Orange, N. J.

If The Editor and Publisher had been delegated by the Sphinx Club to name a secretary of that famous, veteran advertising club of New York, here is the man we would have chosen:

Thomas A. Barrett.

The Sphinx Club is to be commended upon its good judgment.

BREAK RULE TO BOOST BONDS

Pittsburgh Department Store User Space in Sunday Leader to Help Sale.

On Sunday, April 28, Boggs & Buhi, one of Pittsburgh's largest and best department stores, who had never advertised on Sunday during their forty-nine years in business, broke away from this ironclad rule and used thirty-six inches in the Pittsburgh Sunday Leader. Their patriotic Spirit to sell Liberty Bonds prompted this action.

D. A. Garber, the advertising manager of Boggs & Buhi, is making great effort to have Sunday papers used regujarly.

It is interesting to recall here that the Leader was the first Pittsburgh paper to begin a Sunday edition, and it was a patriotic purpose that prompted this action. It was during the Civil War, when people were not satisfied to wait from Saturday until Monday for war news and after hundreds of requests had been received in the Leader office that the Leader decided to start a Sunday edition, which has been in existence ever since.

To Issue Afternoon Edition

Lucius T. Russell, publisher of the Newark (N. J.) Morning Ledger, announces that he will shortly begin the publication of an afternoon edition.

DEAN OF ADVERTISING MEN DIES AT AGE 69

(Continued from page 13)

has a letter dated August 29, 1898, in Mr. McKinney's handwriting, which first conveyed the suggestion to the committee to adopt the name 'Unceda.'

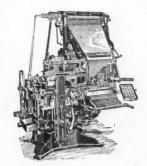
"When the new building, which now houses the great New York Uneeda Biscuit works of the company was compicted, in February, 1904, appropriate exercises were held in connection with the dedication of the plant, and at that time Mr. McKinney responded to the toast, 'Uneeda Biscuit.' The chairman, in introducing him, made these remarks: 'It seems appropriate that upon this occasion we should have a toast to Uneeda Biscuit, and that it should be responded to by one who has been its friend since the beginning, who has given us the best that he had at all times, and whose faith in its success no obstacle could shake.

"Mr. McKinney secured the advertising account of the National Biscuit Company in the beginning for his firm, and has held it ever since without interruption. A man of charming personality, of keen advertising and selling instinct and perception, Mr. McKinney was admired by ail who knew him."

German Editor Sentenced

Kansas Citt, Mo., April 29.—Carl Gleeser, publisher of the Missouri Staats-Zeitung, to-day pieaded guilty in Federal Court before Judge A. S. Van Vaikenburgh to a charge of violating the Espionage act. Francis M. Wilson, United States District Attorney, recommended that he be sentenced to five years in the Federal Penitentiary, and this was done. He will serve his term at Leavenworth.

10 Model B Intertypes



Ordered by
Commercial
Appeal
Memphis

INTERTYPE CORPORATION

50 Court St., BROOKLYN, N. Y.

The House of Taylor

HOTEL MARTINIQUE



Broadway 32d Street New York

One Block from Pennsylvania Station

600 Rooms 400 Baths

Equally Convenient for Amusements, Shopping or Business

157 Pleasant Rooms, with Private Bath

\$2.50 PER DAY

257 Excellent Rooms, with Private Bath, facing street, southern exposure

\$3.00 PER DAY

Also Attractive Rooms from \$1.50 The Restaurant Prices Are Most Moderate

TIPS FOR THE AD MANAGER

ANFENGER ADVERTISING Co., St. Louis, places the advertising of the Ideal Steneii Machine Co., Bellevilie, Iil.

J. R. HAMILTON ADVERTISING AGENCY, Chicago, places the advertising of the John Lauson Manufacturing Co., New Hoistein, Wis., manufacturers of gasolene engines.

McConnell & Fergusson, Ltd., London, Ont., are placing a newspaper eampaign for "Snowflake Ammonia," made by S. F. Lawrason & Co., of that city. The copy aims to put over the saiient uses of the product by using illustrations of household seenes showing the ammonia in use. Space four columns by thirteen inches is being used.

Dooley-Brennan Co., Inc., 111 West Monroe Street, Chicago, places the advertising of the Weis-Fibre Container Corporation, Monroe, Mich., manufacturers of fibre containers.

S. GREVE AGENCY, Oppenheim Building, St. Paui, places the advertising of the Hawkeye Truck Co., Sioux City, Ia., manufacturers of "Hawkeye" trucks. Will use newspapers in coming earnpaign.

SNITZLER ADVERTISING Co., INC., 58 East Washington Street, Chicago, places the advertising of the John Wildi Evaporated Milk Co., Columbus, O., manufacturers of "Wildi's Evaporated Milk." Using newspapers.

N. W. AYER & Son, 300 Chestnut Street, Philadelphia, piaces the advertising of the Fulton Motor Truek Co., "Fuiton" trucks, Farmingdale, N. Y.

THOS. E. BASHAM Co., Inter-Southern Life Building, Louisville, Ky., places the advertising of the F. W. Cooke Brewing Co., "Goldbiume," Evansville, Ind. Reported will use newspapers.

CONRAD Co., Denver, Col., again sending out orders to newspapers for International Rubber Co., Denver.

D'ARCY ADVERTISING Co., International Life Building, St. Louis, places the advertising of the A. I. Root Co., "Airline" honey, Medina, O. To make up lists about June 1.

A. W. ELLIS Co., 40 Central Street, Boston, placing schedules with newspapers that have contracts to run during May, June, July, and August, for W. A. Varney Co., "Var-ne-sis," 25 Hamilton Avenue, Lynn, Mass.

CHAS. C. MCKINNEY, Chicago, places the advertising of the Clark Equipment Co., Buchanan, Mieh., manufacturers of "Clark" equipped trucks.

CONSTANTINE ADVERTISING AGENCY, Seattle, Wash., places the advertising of the Electric Sales Corporation, Henry Stuart Building, Seattle, manufacturers of "Apfel's" electric insert water heater.

A. M. Dopp, Tacoma Building, Chieago, places the advertising of the Hartford Machine Screw Co., Hartford, Conn., manufacturers of "Master" calorite spark-plugs.

LORD & THOMAS, Chicago, places the advertising of the Mitcheil Motors Co., Inc., Racine, Wis.

SPAFFORD ADVERTISING AGENCY, Boston, places the advertising of the Frank Mossberg Co., Attleboro, Mass., manufacturers of "Mossberg" wrenches and tools.

Moser & Cottins, Inc., Utiea, N. Y., places the advertising of the Utica Drop Forge & Tool Co., Utica, N. Y., manufacturers of "Utica" pliers.

ARTHUR WOODWARD, 1476 Broadway,

New York, places the advertising of the Waldorf-Astoria Hotel, New York. This famous hotel, after an absence of twenty-five years from the advertising field, has begun an advertising campaign in the newspapers and magazines.

HALL & EMORY, Seiling Building, Portland, Ore., places the advertising of the Wittenberg-King Co., Portland, Ore., advertisers of "King's Dehydrated Fruits and Vegetables." To make up lists within next two months. Will use newspapers.

ARTHUR WOODWARD, 1476 Broadway, New York, places the advertising of Crouch & Fitzgerald, 518 West 55th Street, New York, trunk turers. To use newspapers.

ERWIN & WASEY Co., 58 East Washington Street, Chicago, places the advertising of the E. W. Ross Co., "Zemo," 1750 East 27th Street, Cleveland, O. Usualiy make up lists about June 1.

MARTIN V. KELLY Co., 171 Madison Avenue, New York, placing orders with newspapers in selected sections United Cycle Brade Directurate.

H. K. McCann Co., 61 Broadway, New York, placing orders with some New York State and Vermont newspapers for Standard Oil Co., cook stoves, 26 Broadway, New York.

MORSE INTERNATIONAL AGENCY, 499 Fourth Avenue, New York, placing copy for extra space in newspapers for B. F. Ailen & Co., "Beecham's Pills," 417 Canai Street, New York.

PECK'S ADVERTISING AGENCY, 326 Ninth Street, Brookiyn, N. Y., placing orders with some Atlanta newspapers for D. Auerbach & Sons, candy, 638 Eleventh Avenue, New York,

J. WALTER THOMPSON Co., 242 Madison Avenue, New York, placing orders with California newspapers for Thermoid Rubber Co., Trenton, N. J.

Delco-Light copy, in 42 lines, is being placed by Maclay & Mullally, Inc., twice a week, in the New York Times-preferred position-for the Domestie Electric Company, Inc., 52 Park Place. This campaign is to extend through April, May, and June.

Fake Advertiser Fined

A Milwaukee piano and phonograph dealer has been fined \$100 for violating a law against fraudulent newspaper advertising. The case was prosecuted by the vigilance committee of the Advertisers' Club of Milwaukee. It was testified that the dealer had advertised that he would sell phonographs at manufaeturers' prices, and that he had said in his advertisements that he had bought the entire stock of a Chicago concern. His prices were considerably higher than those of manufacturers, it was testified. It also developed that he had not bought the entire stock, and that he had caused to be sent to himself a fake telegram saying that he had bought out the Chicago concern, and had used the telegram in his advertisements.

Book of Facts for Advertisers

"Book of Facts on Chicago Newspaper Advertising," is the title of a new book for national advertisers, space buyers, and advertising agents, has just been published by the Chicago Tribune. It contains facts about the magnitude and importance of the Chicago territory, facts about circulation, character and power of Chicago Tribune, facts about rotogravure advertising, facts about the merchandising service of the Chicago Tribune, and Chiago Tribune advertising and eireulation statistics for 1917.

AD FIELD PERSONALS

E. W. Bodeli has joined the organization of Kniil-Burke, Inc., Chicago newspaper representatives. He was associated with the general agency of Nelson Chesman & Co. in the past, and later was in the Western territory for Story, Brooks & Finiey, newspaper representatives.

C. H. Burlingame, advertising and sales manager of the Morton Salt Company, Chicago, took a similar position May 1 with the Geiger-Fishback Company, Indianapolis, manufacturer of Virginia Sweet Pancake Flour and other food products. He will be succeeded as advertising manager of the Morton Company by C. L. Ostrom, Western sales manager.

JOHN C. COOK, until recently one of the owners of Advertising & Selling, has joined the Hearst organization, where he will be associated with A. J. Kobler in handling advertising for the American Weekly and the Photogravure supplements of the Sunday edition of the American. Mr. Cook was for a number of years business manager of the New York Evening Mail.

THE JOHN M. BRANHAM COMPANY announces they have secured the representation of Green's American Fruit Grower for the entire country.

S. J. TURNES, for more than five years with the Geo. P. Bent Piano Co., Chicago, is now advertising manager for the Brunswick-Balke-Collender Co.

Thomas W. Greenall, well-known Boston advertising man and for several years with the Boston Record, is now with the Boston American.

\$30,000,000 FOR PROPAGANDA

Creel Says That Amount Has Been Spent in Government Advertising.

PHILADELPHIA, April 28.—George Creel told the American Academy of Political Science last night that the Committee on Public Information had expended more than \$30,000,000 in advertising space for the benefit of the national service. Among this was propaganda dropped into German territory by airplane scouts.

Replying to criticism of the censorship of news relating to the war by Lincoln Colcord, a Washington newspaper correspondent, Mr. Creel said there are two classes of newspapers in this country, one that publishes legitimate news and the other that caters only to vulgar, idie curiosity.

'To say that censored news refuses to reveal actual conditions in France, Russia, and Great Britain," he declared, "appeals only to the minds of the vuigar. Government experts from those countries have been giving us the fundamental facts about economic, social, and political conditions over there, and not one out of one hundred newspapers has printed it."

New Orleans Ad Club Elects

The New Orleans Advertising Club has elected the following officers: President, L. R. Putnam, of the Southern Pine Association; vice-president, E. H. Encke, of the Maison Blanche; secretary-treasurer, G. A. True, of R. H. True & Co.; directors, Stuart O. Landry, W. W. Edgerton, T. H. Taylor, A. G. Newmyer, G. W. Reese, and James Ewing.

The man who starts downhill usually has more company than the one who is climbing.

WITH THE AD AGENCIES

Charles Firestone and Winfred M. Stern, who have been with the Brown Advertising Agency, New York, have joined the agency of Adoiph Deimel, also of New York.

Harry C. Phibbs, formerly in charge of advertising for the Vick Chemical Co., of Greensboro, N. C., and previous to that for eight years in charge of advertising for Burroughs, Welicome & Co., New York, is now associated with the J. R. Hamilton Advertising Agency, Chicago, Ill.

Kenton Harman has resigned as manager of the Eastern sales department of the Cincinnati Rubber Manufacturing Co., and has joined Berrien-Durstine, Inc., New York. He was previously business manager of Street & Finney, Inc., and later with the Dort Motor Car Co., as metropolitan district manager. Mr. Harman will aet as space-buyer and be responsible for internal management.

The Merritt-Van Cleve Company is now known as Merritt-Johnson, Inc. J. R. Wakeman, who has severed his connection with the Merritt-Van Cieve Company, will be in charge of liquidation of the Van Cleve Company at 229 West 28th Street, New York. Alfred J. Johnson succeeds Mr. Wakeman as treasurer.

Pierson J. Skelton, formerly assistant advertising manager of the Woman's World, Chicago, is now with the sale, department of the D'Arey Advertising Company, St. Louis.

Moses to Enter Publishing Field

Bert M. Moses, secretary and treasurer of the Omega Chemleal Company for nincteen years, has sold his interest in that eoneern, and will enter the field of newspaper publishing. He expects to purchase a newspaper, and serves notice that the acid test will be applied to all propositions made to him. He will, to use his own phrase, "loaf around the town of Rushville, Ind., where the home foiks live" for a time.

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

Publishers' Representative

O'FLAHERTY'S NEW YORK SUBURBAN LIST W. 39th St., New York Tel. Bryant 6875

New Orleans States

Member Audit Bureau of Circulations. worn Net Paid Circulation for 6 Months Ending April 1, 1918

41,267 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

territory of New Orleans.

To reach a large majority of the trade prospects in the tocal territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENOY

Sole Foreign Representatives

New York Chicago St. Louis

5,000 OUTDOOR SIGNS FOR LIBERTY LOAN

New York Newspapers Average Page a Day During Campaign-Second District Committee Has Distributed 125 Tons of Literature.

James I. Clarke, manager of the advertising bureau of the Liberty Loan Committee, Second Federal Reserve District, and his corps of assistants, have successfully handied the biggest advertising campaign ever launched in the city of New York. Its magnitude can best be judged by an incomplete summary of the work at hand. Following is part of the work completed up to Monday by the 500 workers in the advertising bureau:

Advertisements completed, 190; O.K.'d by Guy Emerson, director of publicity, 135; pamphlets printed, 15; other printing jobs completed, including folders, hand-bills, inserts, post cards, etc., 150; pieces of literature printed, 75,000,000; tons of literature distributed, 125; outdoor signs placed, 5,000.

The advertising bureau under Mr. Clarke is divided into six divisions. They are: Copy, W. T. Mullally; space, B. F. Pope; supply, E. R. Strempel; direct advertising, R. T. Pearl, assisted by Miss Jane Thomsen and S. W. Carey; art, H. M. Thurber, and printing, C. H. Turner.

L. C. Boochever is the chief in charge of special advertising features: Miss Catherine H. Bill is copy editor; Leroy Fairman, a special copy writer; Dr. C. C. Williamson, statistician, and S. M. Shaw has the title of special assistant.

DUTY OF COPY DIVISION.

The duty of the copy division is to solicit the advertising copy from advertising writers and agencies and attend to all details of make-up, lay-out, and planning. It furnishes proofs, mats, and electrotypes of ads. to advertisers.

The space division secures advertising space, or money to purchase it in all publications. It supervises the work of all outdoor advertising media, including car cards, etc. Under Mr. Pope, 250 advertising solicitors have been busy for more than a month, obtaining space and contributions for space. An important branch of the work was a thorough canvass of the eighty-one trade committees who are solicited for pools for advertising.

So successful has the space division been in its work that the large dailies in the Second Federal Reserve district have averaged about one full-page ad. every day since the campaign started. The banks of Manhattan, Brooklyn, and The Bronx have deposited sums which have been at the disposal of the Liberty Loan Committee for advertising purposes during the drive.

IN CHARGE OF DISTRIBUTION.

The Supply Division has managed the distribution of all the posters, pamphlets, index cards, and, in fact, all publicity matter in the district. Mr. Strempel had exhausted the great reserve stock of publicity matter by the end of the second week of the drive. He was able to take care of a few of the smaller outlying towns by recalling part of the excess supply from up-State districts.

The District Advertising Division has prepared copy for all direct ads, folders, and circulars.

Working under Mr. Thurber, of the Art Division, are some of the bestknown illustrators and artists from newspaper offices and advertising agencies in the East. Their work was aug-

mented by contributions from James Montgomery Flagg, Howard Chandler Christy, and other magazine men of note

Last, but not least, of the department divisions is the Printing Division, under Mr. Turner, printing expert. It performs the same functions as a contractor who sublets jobs to firms submitting the lowest bids. At least three bids are obtained on each printing job. The division furnishes specifications for all jobs, and makes up dummies for all pamphlets turned out by the department.

LOAN CAMPAIGN NOTES

Eleven men representing the New York Evening Post marched in the Liberty Loan parade in New York last Fri-They carried the Evening Post service flag and a poster which read on one side, "Buy, buy bonds or bye and bye bonds," and on the other was Cesare's cartoon, "Remember the Bond."

Girls dressed in red, white, and blue, representing the New York Times. marched in the Liberty Bond parade in New York last Friday. They carried the Time's service flag showing that 116 Times employees are in the national service.

A. P. Employees Buy Bonds

Eleven employees of the Indianapolis office of the Associated Press, including two office boys, have subscribed through the New York office for \$1,050 worth of third Liberty Loan bonds. In writing to John L. Stuart, Indianapolis correspondent, in regard to the subscriptions. J. R. Youatt, treasurer of the Associated Press, said: "Let me congratulate you on the excellent showing made by the Indianapolis office in the third Liberty I think, without question, it establishes a record, when the size of the office is considered." Of the three Liberty loan issues, the employees of the Indianapolis office have subscribed for more than \$3,000 worth of bonds.

Prints Bond Ads Exclusively

The issue of the Fall River (Mass.) Globe of April 27 was devoted in a special manner to the Liberty Loan. Every advertisement in its sixteen pages was a Liberty Loan advertisement with the exception of a half column of legal notices which were regretfully allowed to intrude because the law demanded their publication. All the foreign advertising in the paper was given a day's vacation, and each local advertiser was asked to devote his entire advertisement to the Liberty Loan.

Firms Print Service Flags

In a special number of the Worcester (Mass.) Evening Gazette published April 25, that paper published eleven pages of matter in the interests of Liberty Loan. A total of sixty-five firms bought space giving the firm name and location over a service flag showing the number of men enlisted from each firm. The space devoted to the Gazette showed eleven men in service and one killed in action.

Canadian Paper Boosts Bonds

The Windsor (Ont.) Record recently purchased a paid advertisement in the Detroit News urging the people of Detroit to buy third Liberty Loan bonds

New York has 210 daily newspapers.

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALAHAMA

Average circulation for Feb., 1918, Dally 44,690; Sunday, 50,673. Printed 2.865,881 lines more advertising than its nearest competitor in 1917.

Delivery.

GEORGIA

Atlanta JOURNAL Cir., Daily, 55,687; Sunday, 67,870.

ILLINOIS

Joliet (Circulation 15,190) HERALD-NEWS

Des Moines.....SUCCESSFUL FARMING More than 800,000 circulation gnaranteed and proven or no pay. Member Andit Bureau of Circulations.

LOUISIANA

New OrleansTIMES-PICAYUNE

MICHIGAN

Artician Jackson . . . (No Monday Issue) PATRIOT Last Gov. Statement—Duily, 11,329; Sunday, 12,316. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 56 cents inch; yearly contracts, 35 cents inch; position 20% extra.

MINNESOTA

Minnenpolis TRIBUNE Morning and Evening.

MONTANA

Butte MINER Average daily, 13,781; Sunday, 22,343, for 6 months ending April I, 1917.

MISSOURI

Daily Evening and Sunday Morning.

Is the only newspaper in its territory with the beautiful Rologravure Picture Section. The POST DISPATCH selis more papers in St. Louis and suburbs every day in the year than there are homes in the Circulation for entire year 1917.

NEW JERSEY

Enzabeth		*	۰	٠			٠	٠.					JOURNAL
Paterson									8	8		C	HRONICLE
Plainfield									C	01	U	R	IER-NEWS

NEW YORK

New York City.... IL PROGRESSO ITALO-AMERICANO,

оню

Youngstown VINDICATOR

PENNSYLVANIA Erie TIMES

Wilkes-Barre TIMES-LEADER

TENNESSEE Nashville BANNER

VIRGINIA

Harrisonburg..... DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.

WASHINGTON

.... POST-INTELLIGENCER

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of ${\bf n}$ careful and exhaustive investigation:

ILLINOIS

Chicago SKANDINAVEN

KENTUCKY

Louisviile, Ky. MASONIC HOME JOURNAL (Semi-Monthly, 32 to 6t pages.) Guaranteed (Semi-Monthly, 32 to 6t pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.

GEORGIA

Athens BANNER
A glit-edge subscription—not a mere circulation claim.

NEHRASKA

Lincoln...(Cir. 128,38t)...FREIE PRESSE

NEW YORK

New York...BOELLETTINO DELLA SERA

PENNSYLVANIA

Johnstown DAILY DEMOCRAT

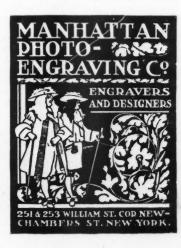
R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher 742 Market Street

SAN FRANCISCO



PUBLISHERS PROTEST POSTAL LAW TO SENATE

(Continued from page 7) magazines can comply with It, but newspapers can't. Advertisements vary in volume with the various editors. We would have to make a dozen different records a day, and the conditions of getting out a newspaper will not permit that."

Senator Vardaman suggested that the advertising space could be calculated by the husiness manager as the orders came in and thus obviate the necessity of measuring them in the paper. This brought a response from Mr. Glass.

"My paper," he said, "has four editions daily. The business manager has to know the advertising space to specify the size of the paper. He does his hest, but nine times out of ten he Isn't within two columns of being correct. The Government wouldn't allow that."

"Another thing," resumed Major Stahlman. "We are asked to pay the same rate of postage as magazines. Magazines get \$100 for space for which advertisers pay me only \$25. It is unfair that \$25 should pay the same as \$100. Eighty per cent. of the advertising in my paper is local-department stores for instance. They state the price at which they will sell goods the following day. The paper goes out inte the county and catches the eyes of people who are coming in to trade, but it's no good beyond fifty miles from my city. Yet, for every inch of that class of advertising I must pay the Government added postage when it goes outside my I can't ask my local advertisers to help me pay that; and if I did, they'd refuse. An advertisement in the magazines ls as good ln Californla as it is in New York, and as effective in Texas as it is in Maine. That's why advertisers pay them more, and also why they can stand the increase. There is an essential difference between newspapers and magazines. They don't belong in the same class, and should not be thrust into the same class.

One of our reasons for heing here is that we want to get out of an environment where we are held for a deficit. We want all the newspapers to pay their way, as they are doing; hut we don't want them to pay more than their share. Give us a law that will compel us to pay a reasonable rate within the 300-mile zone, but not beyond that.

Senator Vardaman wanted to know if the newspaper business had been fairly remunerative since the war be-

"In some places," responded the Major, "hut not in all places. Where cantonments are located they have done fairly well. The high cost of production has made a great deal of difficulty. But for myself, I am not giving away white paper. I'll tell you what I do. I charge my subscribers the cost of news print and postage. I give the cost of telegrams, cables, editors, compositors, and pressmen. When I shifted to that basis I lost about 20 per eent. of my circulation in the first two weeks. But now they are coming back again, thank God.

"The McKellar amendment is good. It originated in the House. It is fair between the Government and the news-

AS TO CARRYING COSTS.

You've heard a lot of talk about the cost of carrying second-class matter, hut the real spot has not been touched. The Hughes Commission sald newspapers cost \$6.91 to earry, and magazines \$8. But it based its figures on carrying papers as far as magazines are carried. As a matter of fact, newspapers go an average of 255 miles, and magazines 1,027 miles.

"Another reason why you should not handicap newspapers: Do magazines come down and help build up a town? They do not. Some newspapers do. Loyal newspapers of this country as one man stood up in support of the Governin this war-stood up as the newspapers of no other country in the world stood up in similar circumstances. Some were not for the war, but when it came the editors put guns on their shoulders and took pens in their hands and wrote.

"They did more. We asked 1.500 newspapers what they had done-expressing it in dollars and cents: but not their editorial writings, but promotion work such as Liberty Loan, Red Cross, War Savings Stamps, and such. The 207 papers that replied showed that they had given the value of \$4,711,238 in news space without one eent of return. If all had replied we should have found they'd given \$40,000,000. That's what newspapers are made up of.

"I tell you, Senators, I'm troubled. I fear that under this new burden the newspaper I've spent twenty-five years in bulldlng up will be destroyed."

"Suppose," interjected Senator Varda-"we find the rates fixed in the MeKellar amendment do not make you pay the eost of handling your paper. What then?"

"It will," the major came back like the crack of a snapped whip. "I know as much about that as the Post Office Department, and I say it will."

Major Stahlman had on the table before him a pamphlet, issued by the Legislative Committee of the Southern Newspaper Publishers Association, containing a proposed newspaper postage rate amendment on the lines of the McKellar hlll. He did not refer to it In his address, but several Senators reached for a copy and read it. At the suggestion of Senator Weeks it was included in the minutes of the meeting as a part of Major Stahlman's address.

Jesse Neal, appearing for the Publishers' Advisory Board, which, he said, represented 35,000,000 periodical circulation, said his board favored postponement of the action of the law till a year or so after the war. He asked for a hearing before the matter was settled, and was told to file a brief.

OPPOSED TO DELAY.

John C. Coons, First Assistant Postmaster-General, appeared before the Senate Committee to-day. He said increase in the rates of second-class matter had been pending many years, and that the Post Office Department felt that the present law was a move in the right direction and was not in favor of a repeal or of a suspension of its operation. Mr. Coons introduced a mass of statistics showing how advertising had grown in magazines, but was checked by the chairman, who told him that the hearing had to do with newspapers only. Mr. Coons succeeded, however, in filing the remainder of his magazine statlsties, explaining that the Department was dealing with second-class matter and everything that went under that classification, and could not segregate newspapers, though the latter represented 53 per cent. of the volume earried.

"But," said Senator McKellar, "you ought to place this hurden where It belongs. I believe that under the new law the newspapers are being overcharged. What is the average cost of handling newspapers that are delivered within fifty miles of their places of publication?"

ZONE COST GIVEN.

Mr. Coons could not tell, hut said he would have a schedule prepared and file it with the Committee. He did introduce, however, some figures that caused a commotion so great that at one time all the members of the Committee were throwing questions at him. They were the estimated eost of carrying and handling second-class matter per pound and the distance carried, as in the following table:

Parcel post zones.	Mean distance (to centre of zone indicated).	Transportation (railroad and other.	Handling and overhead charges	Total.
a.	7.	F	I	

First, second,	Miles.	Cents.	Cents.	Cents.
and third	225	1.58	3.86	5.44
Fourth	450	2.49	3,86	6.35
Fifth	800	3.90	3.86	7.76
Sixlh	1,200	5.52	3.86	9.38
Seventh	1,600	7.14	3.86	11.00
Eighth	2.000	8.76	3.86	12.62

"How do you make up those overhead charges?" asked Senator McKellar.

"By taking the whole expenses, including the salary of the Postmaster-General and all employees, and every other item that enters into post office aceounts."

Those overhead charges are bound to be a mistake," said Senator McKellar. "No newspaper could pay them. Besides, they could send their papers out by other means at a far lower rate than that the Post Office demands. If your overhead figures should be correct, and they include, as you say they do, everything, it is manifestly unfair to charge the papers that go only fifty miles the same as the paper that goes to Alaska."

"Well," rejoined Mr. Coons, "many papers are delivered on rural routes, and that is very eastly. Besides, we have to have the same amount of help for earrying a paper fifty miles as for carrying it 300 miles."

HAVE A BAD SYSTEM.

"You have a bad system," said Senator McKellar. "There is no doubt about

"The estimates." rejoined Mr. Coons. "were made most carefully. It eost \$250,000 to get them up, the amount that was approprlated by Congress for the purpose. They were arrived at by prorating everything. The Department does not helieve, however, that the newspapers can pay their share of the expense, and that is the reason why a sliding scale was made-so that the newspapers could have four years to adjust themselves to the new conditions. This, we believe, they can do. At the hest, the new law means an annual loss of \$50,000,000 to the Government.

"Don't you believe, also," querled Senator Watson, "that, in view of the increased cost of labor and of every other item that enters into the making of a newspaper, the action of this law should be deferred? The cost of labor and of all commodities is bound to fall back after the war. Why not wait for them to have this measure become effec-

Mr. Coons explained that the Post Office Department was increasing the pay of its employees to an aggregate advance of \$33,000,000 annually, that the added expense to the users of second-

U. S. P. O. REPORT

For the period ending April 1, 1918

The New Orleans Item

ı										0.0		
l	Daily Sunday Average											.64,733
١	Sunday											.80,288
١	Daily											. 62,141

THE JOHN BUDD COMPANY St. Louis Chlcago

class mail would make up but \$8,000,-000 of that, and that publishers were asked to pay an increase of only \$4 .-000,000 the first year.

COST OF FRANKED MAIL,

Senator Smith said that it had been suggested that the cost of earrying franked matter was included in overhead charge. This was not true, Mr. Coons replied: the cost of that was segregated. He promised to give the figures on cost of carrying franked matter to the Committee.

Stephen Farrelly, representing the American News Company, told the Committee that his organization found express much cheaper than the mail except where the papers had to be delivered individually.

Mr. McAneny closed the hearing by insisting that the eost of paper and of labor was sure to rise, and that the new rates would be a burden that would drive many papers out of existence. He urged delay in the application of the law if it could not be properly amended before July 1.

Book for Copy Readers

'Punch Words,' Short Cuts, and Other Hints for Newspaper Men," is the title of a handy, helpful little hook just puhlished by William F. Bailey, copy reader on the Washington Star. The booklet has been described as containing "'Surgical Dressings' for 'First Aid Work' in Publication Offices Which Aim to Lead the Procession." In a sense, it is a collection of hackneved expressions. Coples sell for 25 cents.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY :-

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesda's morning. May 15th, at eleven o'clock, it the general offices of the Company, Pulitzer Building, Suite 1117. 63 Park Row. New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY.

JAMES WRIGHT BROWN, President. EDWIN D. DEWITT, Secretary.

New York, April 30, 1918.

Lynn (Mass.) Telegram

Lynn's Best Buy Over 9000 Daily

(Member A. B. C.)

Reaches the great middle class. Has excellent service department. available to advertisers.

APPLICANT FOR MEMBERSHIP

A.B.C.

It will be as easy as A. B. C. for you to know what paper to use in Virginia, Minn., after the audit.

The Virginia Enterprise

DOUBLE THE PAID CIRCULATION of

any daily newspaper published on the Mesa-ba range, the richest iron district in the world, with an assessed valuation of \$240,000,000.

PRICE FIXING POLICY complaints against all business concerns DETERMINED UPON

Federal Trade Commission Insists Purchasers Must Agree to Maintain Resale Price Fixed by Seller-Department Stores Opposed.

(Special to THE EDITOR AND PUBLISHER.) WASHINGTON, May 3 .- For a considerable time there has been a controversy throughout the country over the question of the right of manufacturers, wholesalers, etc., fixing resale prices at which their articles could be sold, and the right to maintain such resaie prices has been contended for by them, and the question whether such right exists has been brought before the Federal Trade Commission numerous times.

Many hearings have been had, many complaints have been made, and much consideration has been given to the subject by that Commission. Many business concerns have been refusing to sell to customers who would not agree to maintain the resale price fixed by the seiler.

The Federal Trade Commission has just disposed of the first of these cases in which complaints have been issued charging violations of law through fixing the resale price of articles, and an order to cease and desist from this practice has just been issued by it in the case of Chester Kent & Company, Inc., of Boston, manufacturers of proprietary medicines.

Attorneys for the company admitted that in the past the practices complained of had been in use. The order, the first in cases of this character, forbids the company to-

(a) Indicate to dealers the prices for which its proprietary or patent medicines shall be resold.

(b) Securing agreements from dealers to adhere to such prices.

(c) Refusing to sell to dealers who fail to adhere to such prices.

(d) Refusing to sell to dealers who fail to adhere to such prices upon the same terms as dealers who do so ad-

(e) Furnishing any advantage to dealers who adhere to the resale prices, while refusing similar treatment to dealers who do not adhere to the prices.

This order of the Commission follows the decision of the Supreme Court of the United States in the American Graphophone Company case lately decided by it.

Some of the most distinguished lawyers in the United States have appeared before the Commission to argue this question, as well as many of the leading husiness concerns of the country, some of whom have insisted that the maintenance of resale prices was proper, and others who have contended that it was not. Almost all of the large department stores of the country have heen heard in opposition to it.

After full consideration, the Federal Trade Commission has decided to issue

who refuse to seil unless the purchaser will agree to maintain a resale price fixed by the selier. The case just decided is the first formal finding by the Commission to that effect. When once an article has passed from the maker to a purchaser, he owns it, and the owner of such article may sell it at any price that he chooses provided he does not himself sell it at such price as to be below cost, and thus thereby enter into unfair competition with other retailers seiling the same article.

This decision is going to be open to considerable controversy in relation to the subject-matter thereof, and the matter will probably have to be settled by an act of Congress in the manner suggested by Mr. Justice Brandeis in his concurring opinion in the Supreme Court of the United States, in the case of the American Graphophone Company. The Stephens bill which is now in Congress is in relation to that matter, but in the estimation of many business men and others it is thought to be broader than it should be. It may be that resale prices can be so regulated by placing the power somewhere protecting against unfair prices as to make it work equitably and he a fair method of competition in commerce, but that question will undoubtedly have to be settled by Congressional action.

Mr. Damon Comments on Convention Salem Evening News.

SALEM, Mass., April 29, 1918. THE EDITOR AND PUBLISHER:

No one should question the patriotic fervor of the publishers who met in convention in New York last week, but the practical and careful students of war time needs in relation to newspaper waste and extravagance will seriously logically question the judgment of the members of the convention. It is fair to assume that a convention can be justly judged by its accomplishment or lack of accomplishments.

Let us analyze the reports of the convention. First of all came the resolutions declaring the publishers to be with the Government, but immediately following this came the stiffest kind of opposition to one thing proposed by the Government-the Postal Zone system. The chairman of the convention dwelt on the "outrageous waste which is go-

ing on in the use of paper by the different departments of the Government with apparently nothing done on its part to relieve the situation." That is all too true. But why reach out and attack the Government departments when the very audience which the chairman was addressing was made up in a degree of publishers whose papers in every issue convict them of a wastefulness that is unnecessary and inexcusable? To judge by the entire tone of the convention one might be led to believe that publishers had done all in their power in the matter of saving white paper. On the contrary, while a spasmodic effort here and there has resulted in some saving, the aggregate is nothing to what might he saved without lessening the helpfulness and usefulness of the newspapers in the least.

While some publishers are imbued with the spirit of saving it is quite noticeable that many others are not. A typical and illustrative of the whole situation is found in the communication of Publisher Anderson of the Macon, Ga., Telegraph, who states his case to THE EDITOR AND PUBLISHER in the following words: "We cut off our comic section, but inasmuch as our competitors would not follow suit, it was necessary for us to restore it in our next Sunday issue." That's the of the whole situation. Paper manufacturers would be seeking a market for their surplus product if the puhiishers in general were willing to go the distance or half the distance towards conservation.

Many sections and many columns of newspapers of to-day are a waste. The publishers know it. They admit it, but they just won't eliminate needless feat-

TODAY'S HOUSEWIFE

One of the necessary magazines in the present crisis in world affairs-A National Authority on better home making.

GEORGE A. McCLELLAN President

ures and sections simply "because the other fellow won't follow suit." Publishers in many instances are not open minded in the matter, as is indicated by one paragraph in THE EDITOR AND PUB-LISHER'S report of the convention, which reads as follows: "Jason Rogers made a strong plea for conservation, teiling how he had effected a saving of 25 per cent. in 1917, and an additional 20 per cent, this year. He recommended that the report be referred to a special committee, to take up and consider the different sections, and report back to the convention Friday

ever."

To be sure "nothing came of it." nor is there likely to be anything come of it. When Jason Rogers claimed the great savings indicated above he could as easily have proven that other publishers could have done as much. But the practical Mr. Rogers appears too revolutionary in his ideas. Mr. Rogers undoubtedly voted for the resolutions 'hacking up the Government" but he wants to do more than "resolute." He evidently believes in the tangible sort of thing rather than passing boquets. It is not surprising that Mr. Rogers resigned as a director.

morning. Nothing came of this, how-

ROBIN DAMON

Net Paid Average Circulation

The Baltimore **NEWS**

April 1 to 15 inclusive

113,571 Daily 120,845 Sunday

Daily Gain, 10,168 Sunday Gain, 42,125

vs circulation is now the largest aim Baltimore papers has ever known.

troub D. Webl

Advertising Manager

DAN A. CARROLL J. E. LUTZ

Eastern Representative Tribune Bldg. New York

Western Representative First Nat. Bk. Bldg., Chicago

The McClure Method

Our features are sold on individual merit.

Any service may be ordered singly.

THIS MEANS:

The greatest possible variety from which choose.

to choose.

The submitting of each feature to your own editorial judgment.

The opportunity to order a budget consisting only of what you want.

A material reduction from Individual prices on budgets.

prices on budgeta. prices on budgeta.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, e.c.

The McClure Newspaper Syndicate 120 West 32nd Street, New York City

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Buffale newspaper that con-sers its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-sons why."

MEMBER A. B. C. Foreign Advertising Representatives
KELLY-SMITH COMPANY CHICAGO NEW YORK

We Issue A Weekly CHILDREN'S PAGE

So good that it is used by papers in Detroit, Cincinnati, Brooklyn, Buffalo, Chicago, Toronto, Rochester, Portland, Milwaukee, Montreal and many other leading cities.

The International Syndicate Features for Newspapers Est'd 1899 BALTIMORE, MD.

Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

y more advertising in the foreign field than any other Detroit newspaper?

BECAUSE

The Free Press has both quantity and Quaity in circulation and is the only morning newspaper serving Detroit and surrounding ter-

VERREE & Foreign
CONKLIN Representatives New York
Chicago
Detroit

You can materially increase your advertising receipts by the publication of a series of Anti-Mail Order Articles

written in an easy conversational, human in-terest style, compelling the readers' attention from start to finish.

The Mail Order house methods are made to appear ridiculous, their mysterious lure and raried misleading ramifications laid bare with-out antagonism or offence.

These articles will cause favorable comment and attention in the community and bring increased advertising. They are different.

PHIL DEAN

Astor Court Building

New York City

The Bittsburg Dispatch

is the daily buying guide in thousands of thrifty households.

> WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago

H. C. ROOK, Real Estate Trust Building, Philadelphia

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicage Fereign Advertising Representatives

G OVERNMENT PUBLICITY NEEDS CO-ORDINATION

(Continued from page 9)

more important stories for the same release date. A better play on each story would be insured by employing different release dates.

Several years ago the Post Office and Agricultural Departments ied off in the use of publicity men-at nominal salaries. Newspaper men were somewhat apprehensive then of the closing of reguiar channels or communications, and an era of "canned news."

No one, however, foresaw the situation of to-day where war-time conditions and the expenditure of billions overshadowed press-agent appointments and minimized the invasion of the national capital by the typewriter brigade-armed by governmental, quasigovernmental, and private employers.

With so many organizations competing for space in the press of the country inevitably there must be a great waste of press agents, white paper, and editorial patience. What is to be done about it? for undoubtediy a great deal of the publicity sought is legitimate and enlightening.

"REAL NEWS, NOT FLAPPOODLE."

Labert St. Clair, formerly of the Associated Press and now assistant director of publicity for the Liberty Loan, recently issued a bit of wholesome advice to his coworkers and the Liberty Loan chairman throughout the coun-In a circular he advised:

"The newspapers are anxious to help in every way possible, but they are somewhat crowded for space, due to the high cost of paper and other reasons, so cooperation should be the watchword of every publicity man handling newspamatter. Real news and not flapdoodle should be given them. Instead of shoveling out canned publicity to them by the bale, the papers should be studied with a view to their changing demands and the output governed accordingly. A line in a paper is worth several thousand in a waste basket.

"Next to keeping publicity matter down to a reasonable basis, the most important thing is to get copy to the newspapers early. The early copy catches the editions. Learn the deadline of every edition and respect it scrupulously."

same circular, discussing the "country press," advises:

"Stories for the country press should be limited to 200 words. Supply the editor with plenty of paragraphs. He find holes for the news if it is short. Don't choke him to death with

Frank Wilson, director of Liberty Loan publicity, formerly attached to the Farm Loan Board, and Mr. St. Clair. have also worked out a scheme for the distribution of their matter. Certain stories are written only for the press associations; others for the Washington correspondents and still others for the

The population of Des Moines is 110,000.

The paid circulation of The Daily Register and Tribune is over 110,000. The Register and Tribune completely cover the Des Moines trade territory.

iocal press. If a story is of interest only to Texas the rule in the Liberty Loan office is to send it to Texas and not to New Hampshire, Minnesota or some other place where neither the editor nor his readers have the slightest interest in the item.

It is not intended here to claim that Liberty Loan publicity is the perfect brand or the only perfect brand on tap Washington. Probably other publicity men are conscientiously endeavoring to systematize their work and be of real use.

It must be admitted, however, that conservation of paper and "canned stuff" does not appear all along the line and the mail of many a managing editor is ciuttered with Washington stories of doubtful value, or at least of little value to the particular recipient and his reading constituency.

PRESS AGENTS HAVE THEIR TROUBLES, TOO.

Albeit the press agents are not entirely to blame. More than one story is written at the behest of some official who never saw a copy desk nor a makeup rule. The publicity man knows its uselessness when he puts it out. Again the official will cause the press agent to eamouflage the real story, and stand sponsor for a tale that telis haif the truth and sugar-coats that.

It is hard to get from officialdom, in these war times, unpleasant facts and so long as the press agent is permitted to record only the pleasant things about his department his value diminishes. Recently, for instance, an army officer insisted on the suppression of a story about a captain accused of petty thefts and arrested therefore. He took the remarkable stand that this might be milltary information, of comfort to the en-

Again, under the present system, the publicity man is too often made the buffer between the newspaper correspondent and the official who has an item of news. The inquiring correspondent seeking information is not infre-

We spend more than \$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service 729 Seventh Ave. New York, N. Y.

Canadian Press Clippings The problem of covering the Canadian Fleid is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office. 74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trada and Newspapers.

quently referred by the official to the press agent. The press agent when approached may either know nothing about the matter at issue or feel that he is not authorized to tell all he knows. He has learned that Washington is fuli of "buck passing" and sidestepping and the subordinate takes chances when he

Even publicity men representing the Committee on Public Information, officially created by Executive order, have their difficulties wresting certain kinds of information from the departments. One meets reticence on every hand, and the publicity man is too often the dispenser of "boosting handouts" instead of real news.

It will not be denied that there is a field for a limited number of publicity men in the Government service. The country is entitied to know of the progress of the war and the domestic affairs connected therewith. Nevertheless, complaints from editors and correspondents reveal that something is wrong with the present situation. The amount of press matter used is not in keeping with that dumped into the mails and distributed daily at the Government offices.

One of Washington's reputable correspondents, the representative of a metropolitan newspaper, said:

"There were never so many Government press agents in Washington be-

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston New York Philadelphia Baltimore Richmond Atlanta Buffalo

Pittsburgh Cleveland Detroit Chicago Cincinnati St. Louis Minneapolis

Kansas City Denver Los Angeles San Francisco Portland Spokane Winnipeg

Food Medium New Jersey Trenton Times A. B. C.

12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue NEW YORK

Lytton Building CHICAGO

The Evening Star "One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included. Net A.B.C. Circulation'2 Cent Basis March 1st, 1918-98,714

fore, but the news of the war was never harder to obtain. I am deluged with stuff, little of which I can use, while the stories I want seem unobtainable. The press agents are probably doing the best they can, but the present system is far from satisfactory.'

IN THE MATTER OF SALARIES.

The average salary paid Government publicity men is around \$75 per week. Not all of them are listed as press agents; in fact, there has been ilttie iegisiation specifically provided for the payment of publicity experts. The Liberty Loan legislation is a notable exeeption, for it was appreciated there must be wholesaie publicity there.

Most of the publicity men are paid from "iump sum" appropriations. They are cailed "special assistants," "assistants to the chairman," "chiefs of information," and so on, but their piain function is to put out stories concerning the activities of their divisions.

Undeniably many of these stories are

CURRENT HISTORY MAGAZINE

(Published by The New York Times
Company)

February edition over \$5,000.

A high class magazine—the ONLY publication of its character issued anywhere. Containing the essential OFFICIAL DOUTMENTS, OFFICIAL utterances, RICHEST
LITERATURE of the war: the facts of History.
Circulation National Doubled in 18
months, increasing now over 1,000 per
Issue. Ideal advertising medium for
high class products.

\$25c. a copy.

\$3.00 a year.

THE NEW YORK TIMES

The Louisville Herald

Kentucky's Greatest Newspaper Shows large gains in net paid circulation over last year

Gains on same month previous year DAILY-6,768 3,847
 October, 1917.
 .56,096

 November, 1917.
 .54,973

 December, 1917.
 .52,405

 January, 1918.
 .53,920

 February, 1918.
 .57,557

 March, 1918.
 .60,025
 October, 1917. 56 096 4.827 6,928 8,786

Gains on same month previous yea SUNDAY-October, 1917.... November, 1917... December, 1917... 6,830 5,624 4,708 48,95848,38847,057 January, 1918 February, 1918.... March, 1918..... 49.047 5,080 50,534 (Charter Member Audit Bureau Circulations)

The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday-a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley

200 Fifth Ave. New York People's Gas Building Mutual Life Building Chicage Phila. essentiai. It is necessary, for instance, that some one should publicly announce the orders of the Director-General of Raiiroads, the Food Administrator, the Fuel Administrator, etc.

The press agent as a species, however, does not stop there. He doesn't wish to appear a siacker on the job, so he at times invades the reaim of human interest, the feature field, and boosting for his boss.

There appears to be a lack of discrimination when it comes to mailing. The reader on New York's East Side cares little about war gardens in California or the conservation of onions in Texas. Nor is the Texas onion-grower particularly interested in the housing problem at Newport News or Bethlehem nor the unemployment situation in New York. The mailing boy, however, had just as soon send out one story as another, and out they go-North, East, South, and West, to waiting waste baskets or news editors who will find a stick or so worth while in the daily grist.

Uncle Sam has learned that he must coördinate the major things of warfare if he would bring about effectiveness and victory. Cooperation and coordination in publicity, however, he is yet to accomplish. There needs to be a "get together" between the press agents and the newspapers and the press agents themselves.

The newspapers and periodicals have given unstintedly of their space during the first year of war. No publication, however, is large enough and rich enough to print one-haif of the press matter which flows out of Washington while dozens of press agents and numerous assistants compete in the production of "copy" and seek to demonstrate a return on the Government's costly investment in publicity.

SITUATIONS WANTED

Advertisements under this classification ten cents per line, each insertion. Count six words to the line. For those unem-ployed, not to exceed 50 words, two in-sertions FREE.

Editor

assistant editor, editorial writer, university man above draft age, open for engagement in New York or vicinity, broad experience. Address E. 513, care of Editor and Publisher.

Newspaperman

Of executive ability desires permanent position on Eastern daily. Experienced in reporter's telegraph, suburban and city editor's work. Desk work preferred. Address E. 514, care of Editor and Publisher.

Newspaper Executive

Manager of daily in 10,000 town in three years has doubled circulation, in-creased advertising receipts 70 per cent. eliminated annual deficit of \$3,500 and placed property on paying basis, now seeks executive position in larger field; experienced in business, editorial department, competent and absolutely rellable. Address E. 509, care of Editor and Publisher.

Newspaperman

Position wanted by young married man over draft age, that will not pay less than \$2,500. Thoroughly versed in every department of newspaper and publishing business. Now manager of publishing company. Address E. 510, care of Editor and Publisher.

Advertising and Business

Manager Qualifications include unique combi-nation of editorial, advertising, circu-iation and executive experience in both metropolitan and small-city

A business-getter who has in ten years personally sold over a million dollars

worth of advertising in units ranging from 25c. want ads to \$100,000 nation-

al campaigns.

An executive who has reorganized and successfully managed large staffs. A builder who is never satisfied with last year's successes.

last year's successes. Now ready, in early thirties, to concentrate permanently on the development of a dominating newspaper in city of 100,000 to 500,000 people. Salary, \$7,500, with percentage of increased profits over three or five-year term. For particulars and interview address, in confidence, Box E-517, Editor and Publisher.

Circulation Manager

Capable man wants circulation management of large city daily or business or entire management of small city paper. Would take latter on moderate salary with percentage of earnings. Thorough knowledge and A-1 habits. Address E. 511, care of Editor and Publisher.

HELP WANTED

Advertisements under this classifica-tion, twenty cents per line. Count six words to the line.

Pressman

Competent pressman on newspaper with four deek, four color Hoe press, circula-tion 20,000. Give complete history of past experience in first letter. Address E. 515, care of Editor and Publisher.

Advertising Manager

experienced advertising manager for the leading morning newspaper in city of 50,000. Address E. 512, care of Edi-tor and Publisher.

Reporter Wanted

The News-Demoerat, published daily in Believille, Illinois, a city of 30,000, has a vacancy on its reportorial staff which offers an excellent opportunity to some bright young hustler, anxious to succeed.

R S A L E

Advertisements under this classifica-tion, twenty cents per line. Count six words to the line.

Linotype

Three Model 1 machines, with complete equipment of moids, magazines, and matrices. New Haven Union Co., New Haven, Conn.

Linotype

Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charieston, W. Va.

For Sale

Printing presses, newspaper, 6 and 7 quarto. Duplex presses. Send for lists. Wanner Machinery Co., 703 So. Dearborn St., Chicago, Ill.

SITUATIONS WANTED

Advertisements under this classifica-tion, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Composing Room Foreman

Mr. Publisher: You invest fortune in mechanical equipments. You wonder why you can't get 100 per cent. results. Why not put your piant in charge of expert, guaranteeing results only an expert can get? An abstainer from intoxicants, of proven executive ability, successful, clean record, who will not make excesses, but will do things. You can leave all mechanical departments in my charge and stop worrying. Am in my charge and stop worrying. Am forty years old and want a man's size job. Will prove the best mechanical investment you ever made. Address D. 404, care of Editor and Publisher.

Reporter and Office Manager Young man would like position on country weekly or daily newspaper. Experience. Address Chas. A. O'Connor, 21 Spruce St., New York city.

\$10,000 cash available for investment in a weekly or daily newspaper property near Washington or Baltimore or south of those cities. Proposition Q. T.

Charles M. Palmer

Newspaper Properties

225 Fifth Avenue, New York

Sales Purchases Consolidations Appraisals of Newspaper and Magazine Properties

Aubrey Harwell

Henry F. Cannon

Harwell & Cannon Times Building NEW YORK

Readers Decide

The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager 37 WEST 39TH ST., NEW YORK

The True News -FIRST-

Always-Accurately

International News Service World Bldg. New York

Four Hoe Matrix Rolling Machines

Equipped for motor drive and in good condition.

For sale by

WALTER SCOTT & COMPANY Plainfield, New Jersey

We can increase your businessyou want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City Established a Quarter of a Century

To Owners, Publishers, Or Newspaper Managers—Others will not be interested

- -A Circulation Manager-with 15 years' experience, now employedwould like to consider a change of scene if the right sort of an opening loomed ahead.
- -Briefly stated-this circulation man has neither exalted opinion nor inflated notions as to his worth or importance to the paper with which he is connected.
- -He knows nothing about-and doesn't want to learn-anything of so-called circulation schemes camouflaged under some other name.
- -His only claim for consideration is that he thinks he is intensely human; keeps a lot of common-sense tucked under his hat for any emergency; knows how to treat his organization made up of other human units so as to get best results.
- -He thinks he knows how to write letters with a "pull" or a "punch," according to design for which intended. He has had success in appeasing wrathful subscribers with imaginary wrongs; as a collector he has coaxed the elusive dollar from its lair; as a corrector of irregular service because of inefficiency in the Post Office Department, he knows how,and is not afraid to sass back when conditions warrant.
- -In short, he is a regular fellow who is always trying to do his best for his employer whether said employer is around or not-and he keeps sober all the time.
- -As to salary expected-well, he wants all he can get, the more the better he'll like the offer-the lid is off above \$50.00 a week-but nothing doing under that sum.
- -Anyone needing help along the line and caliber indicated may find it to our mutual interest and advantage by addressing

Box-E-516

Care of The Editor & Publisher 1117 World Bldg., 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 shail 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

While Mr. Baker was in Europe recentiy 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 battie-line. One illustration pointed to to-day was the news of the American soidiers joining the French in Picardy. First announcement of this came in a brief statement in the French War Office communication last week.

Another iliustration 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 ls another question giving officiais 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 wili be restored to the easuaity list, it was announced at the War Department to-day. 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 covar the GREAT SOUTHWEST Sunday Circulation 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 tomorrow, after which Frederick W. Lehmann will present the Associated Press's side of the suit. Senator Johnson, of California, wili close for the Hearst Ser-

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 monopoiy.

Admitting that the Hearst Service had been guilty of seiling 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 secondelass 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 McKeijar, of Tennessee, and others vigorousiy 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.-Raiph 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 reeently purchased the Saginaw Courler-Heraid. This together with the purchase of the Jackson Patriot gives them six evening and two morning newspapers in Michigan.

The Home Newspaper

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

Department Stores

Women's Specialty Shops

Foodstuffs

South 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

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, Biliy Sunday, evangelist, told a Chicago audience this week. "What shail 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 imaginatlon," he said, "something like that of Jules Verne or H. G. Weils 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 Jerusaiem a great Jewish daily and a Hebrew Lord Northciffe.

"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 sineerity 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 dispiay headline about the viiiiany of that crowd of religious bigots and erooked politicians who were intent on murdering Jesus Chrlst. Who stood for the common people as no man in history has stood or as no man in history wili ever stand."

OBITUARY NOTES

"Tom Bee," eartoonist for the Baltimore Sun, died April 16 at Mebane, N. C., where he had gone to recuperate after a iong iliness of typhoid pneumonia. He was down on the birth records as Thomas Poiiard 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 eartoonlsts in the country.

Wilder and Buell

Newspaper Features and Advertising copy

T

225 Fifth Avenue New York

CLAUDE EMMET FITZGERALD, thirtythree years oid, weii-known newspaper man and advertising man of Texas, died at his nome in Dailas on April 17 after a brief iliness. Mr. Fitzgerald was the only son of Hugh Nugent Fitzgerald. editor of the Fort Worth (Tex.) Record, and had been (mployed on various Texas newspapers in various capacities. He began his career as a reporter on the Dalias Morning News. At the time of his death he was in charge of the publleity of the Texas State Fair Association at Dalias.

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 oid 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, Charies J. Arnold, has been editor of the Democrat.

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

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**

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street New York

PENNSYLVANIA

One of the Original Thirteen States

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.

	irculation Net Paid	lines 2,500	lines 10,000	Circulation Net Paid	lines 2,500	lines 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)		.02	.02	Philadelphia Record (M) 123,277	.25	.25
Chester Times & Republican (M&E)		.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	.032
Erie Herald (E)	8,683	.02	.02	Scranton Republican (M) 28,331	.07	.06
Erie Herald (S)		.02	.02	Scranton Times (E)	.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	.012
Lancaster Intelligencer and News				Government statement April 1st, 1918.		
Journal (M&E)	18,377	.04	.04	Total circulation, 771,943.		
New Castle News (E)		.018	.018	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.



JASON ROGERS, Publisher

O'MARA & ORMSBEE
SPECIAL REPRÉSENTATIVES

Chicago - People's Gas Bldg.

New York-Brunswick Bldg.

