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THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

JUL 23 1918

LIBRARY

Established 1834—The Oldest Publishers' and Advertisers' Journal in America.

\$3.00 a Year

NEW YORK, SATURDAY, JULY 20, 1918

10c Per Copy

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

A Big Word and a Big Idea

By BERT MOSES

One of the biggest words in the English language is "Concentration"—the bringing of things to a common center.

Concentration is the vital idea in war and the vital idea in business.

Particularly in advertising is concentration the factor which looms largest, and which perhaps overshadows all other considerations.

Men in advertising differ as to this thing and as to that, but nearly all men who carry deep advertising scars—who have passed through the scorching fire of experience—are agreed upon this basic principle:

"Concentrate your forces—focus upon a common center—attack in the mass and hit hard."

And so in choosing newspapers in which to advertise this big idea of concentration is easily first and foremost.

o o o o o o

The Chicago Daily News sells nearly Four Hundred Thousand copies each issue—the exact figures for June being 374,198.

86% of this circulation is within the city limits of Chicago, while 94% is within a forty-mile radius of Chicago.

This, I believe, is the most highly concentrated circulation in the United States of America, and I doubt if it can be duplicated anywhere else in the world.

o o o o o o

Things do not "just happen"—always and forever there is a reason for everything.

And the reason for this concentration in circulation in Chicago is that the publisher of The Daily News has so persistently centered upon the idea of printing a Chicago paper for Chicago people that he has outdistanced all competition and succeeded.

The Chicago Daily News thus represents in concrete form the vital principle of concentration in advertising.

It is America's most noteworthy local medium.

It offers advertisers an opportunity to cover the great Chicago field by mass attack—by focusing attention upon a given spot—by the mighty plan of Concentration.

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The idea of concentration is not new.

It goes back to the time when Reason and Logic were evolved in the human brain.

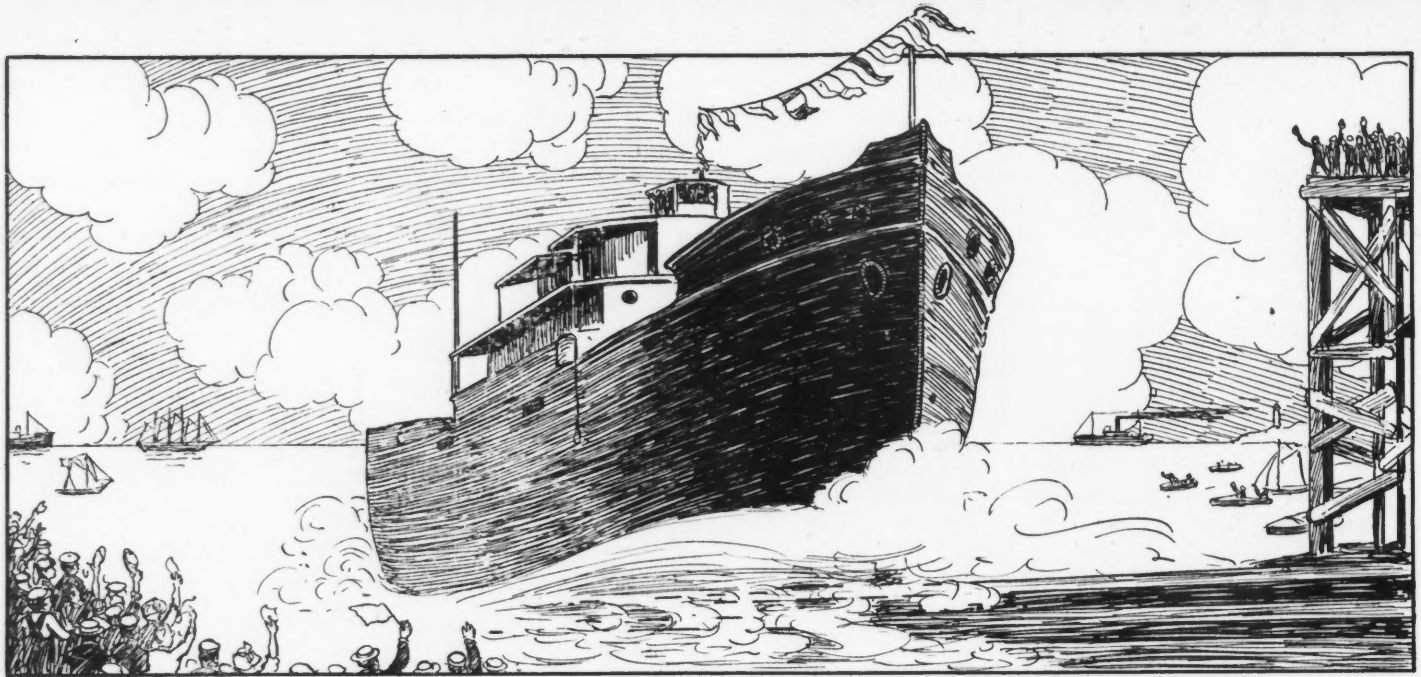
Because of its great antiquity the idea is often overlooked, and today many advertisers look at total circulations without analyzing the divisions that make up the totals.

In The Chicago Daily News the advertiser gets a mighty total, and 94% of that total is bunched in the one spot where the greatest results are to be found.

The readers of The Chicago Daily News are so closely identified with the merchandizing of Chicago that the analogy is perhaps without parallel anywhere.

Why this ad. was written:

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of The Chicago Daily News, and said, among other things: "I want you to authorize me to write a series of advertisements for The Chicago Daily News. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real Chicago Daily News is pictured in type to the public as it actually is."
"The Daily News is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me. * * * * * When I get through writing this series I am sure you will better understand The Chicago Daily News. As a matter of fact I want to introduce Mr. Lawson to his own child. Now then, what do you say?"
And Mr. Woodward said: "Go to it!"



What New England Did On Independence Day

New England helped to "douse the Kaiser" on July 4th, to the extent of a dozen cargo ships aggregating over 50,000 total tonnage, and a U. S. destroyer.

New England has just cause to feel proud of the revival of her one-time greatest industry—shipbuilding. It adds another busy field and thousands of prosperous workers to New England's already tremendous list of industrial activities.

New England never was so busy and prosperous as now. New England's daily newspapers are reaping great profits for the National Advertiser who buys space on their pages. **BUY SPACE YOURSELF**—it will yield big returns if your goods are "right" and backed up by trade-mark brands. Buy that space in these

STANDARD NEW ENGLAND DAILY NEWSPAPERS

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
MASSACHUSETTS				MAINE			
Boston American.....(E)	380,291	.40	.40	Portland Express.....(E)	22,970	.06	.045
Boston Advertiser and American.....(S)	321,483	.35	.35	Portland Telegram.....(S)	17,952	.045	.035
Boston Globe.....(ME)	277,151	.30	.30		40,922	.105	.080
Boston Globe.....(S)	316,790	.35	.35	Population, 762,787.			
Boston Herald-Journal.....(M)	252,822	.30	.30	VERMONT			
Boston Traveler.....(E)				Barre Times.....(E)	7,249	.017	.0143
Boston Post.....(M)	497,125	.45	.45	Burlington Free Press.....(M)	10,304	.025	.0179
Boston Post.....(S)	354,706	.35	.35		17,553	.042	.0322
Boston Record.....(E)	50,650	.15	.15	Population, 361,205.			
Boston Transcript.....(E)	47,794	.18	.18	CONNECTICUT			
Fitchburg Sentinel.....(E)	5,587	.02	.015	Bridgeport Post-Telegram..(M&E)	38,870	.0850	.07
Lynn Item.....(E)	13,150	.036	.046	Bridgeport Post.....(S)	10,311	.04	.025
Lynn News.....(E)	8,229	.0357	.0207	Hartford Courant.....(MS)	21,256	.06	.04
Lowell Courier-Citizen..(ME)	18,145	.035	.035	Hartford Times.....(E)	31,339	.06	.06
Salem News.....(E)	18,949	.05	.04	Meriden Journal.....(E)	4,897	.025	.0143
Springfield Union.....(MES)	30,742	.09	.06	New Haven Times-Leader..(E)	18,978	.04	.035
Worcester Gazette.....(E)	30,123	.07	.05	New London Day.....(E)	9,977	.0285	.025
				Norwich Bulletin.....(M)	9,508	.04	.02
Massachusetts totals.....	2,623,737	3.1362	3.0286	Waterbury Democrat.....(E)	7,086	.017	.017
Population, 3,605,522.				Connecticut totals.....	152,222	.3605	.2663
RHODE ISLAND				Population, 1,114,756.			
Pawtucket Times.....(E)	23,840	.06	.04	Government Statements April 1st, 1918.			
Providence Bulletin.....(E)	52,966	.10	.10				
Providence Journal.....(M*S)	34,050	.075*09	.075*09				
Providence Tribune.....(E)	28,089	.07	.06				
Woonsocket Call-Reporter..(E)	10,247	.0357	.0214				
Rhode Island totals.....	149,192	.3206	.2965				
Population, 591,215.							

"A Glorious Beat"

NIGHT FINAL
With Wall Street Prices

The Evening Sun.

NIGHT FINAL
With Wall Street Prices

VOL. XXXII—NO. 106.

NEW YORK, THURSDAY, JULY 18, 1918.—Copyright, 1918, by the Sun Printing and Publishing Association.

PRICE TWO CENTS.

U. S. TROOPS PUT FOE TO ROUT AND CAPTURE TWELVE TOWNS

Roosevelt Dominant Wins at Sadatoca

Life to Sea Wilson. Senators Push for Cabinet Resignation.

Pershing Hopes Quentin Lives

Attack with French Forces in Great Counter Offensive

159 GERMANS TAKEN BY ONE AMERICAN

"If It Happens In New York
It's In The Evening World"

The Evening World.

WEATHER—Fair to night and Friday.
LATEST EXTRA

PRICE TWO CENTS.

NEW YORK, THURSDAY, JULY 18, 1918.

18 PAGES

PRICE TWO CENTS.

U. S. TROOPS TAKE 12 TOWNS IN BIG OFFENSIVE WITH FRENCH

PRaises of Whitman Sung As Convention Is Opened To Block Rush to Colonel

REPORT 35,000 LITHUANIANS MARCHING ON PETROGRAD

LEWIS MEN LOSE HOPE Take Lead in Talk for T. R. Prohibition Issue Side- Tracked

LONE AMERICAN TAKES 159 PRISONERS AFTER ROUTING FOUR MACHINE GUN CREWS

Sorry He Couldn't Bring In All He Had—Four Men Died on Him.

HOPE SON IS SAFE, PERSHING CABLES TO COL. ROOSEVELT

AMERICAN COMMANDER IN FRANCE SENDS CHEERING MES- SAGE TO EX-PRESIDENT

"BOCHES RAN LIKE HELL," SAYS AMERICAN OFFICER

Americans and French Advance Two Miles on 25-Mile Front Between Thierry and Aisne River—Biggest Force of U. S. Troops Yet Sent Into Battle Engaged.

Germans Taken by Surprise—Torcy Falls in 15 Minutes, Town of Bel- leau at 8:20 and Givray Half an Hour Later—18 Cannon and Pris- oners Captured.

Region of Franco-American Drive Where U. S. Troops Took 12 Towns



WITH THE AMERICAN ARMY IN THE CHAMPAGNE, July 18 (United Press).—The Americans are advancing with the French on the twenty-five-mile front between Soissons and Char-

le. They had captured more than a dozen towns and
while the doughboys and machine gunners fought them below. Aerial
observers dashed through the clouds and others carried back messages.

U. P. papers everywhere were eagerly seized and read on Thursday by the editors, staffs and even the newsboys of non-U. P. papers.

For only the U. P. papers had the great news that thrilled America.

Another page was added to the long record of achievements of the world's greatest afternoon news service.

UNITED PRESS ASSOCIATIONS

GENERAL OFFICES

NEW YORK CITY

The Germans got help from the air!

Otherwise they would have been beaten to a frazzle and conquered long ago.

During the first year of the war they took 750,000 tons of nitrogen out of the air. BIG figures but an insignificant quantity compared to the possibilities in the hundreds of trillions of tons in the air surrounding our world!

Without nitrogen, explosives cannot be made, and long ago Germany equipped and prepared to get it.

NOW, the United States is developing and constructing at the mouth of the Tennessee River a great hydro-electric and nitrogen-producing plant involving expenditures of perhaps more than \$50,000,000.

Of course the South profits and increases its buying through such large expenditures and so great an enterprise in its midst; but its agricultural assets and the unlimited value that will be added to the soil far overshadow the circulation of money expended in the construction operation.

The value of the South's farm products last year was almost half that of the entire United States.

An agricultural and mineral domain, the South bids fair with this nitrogen plan to attain supremacy.



In the South

it is not so important how loud you *shout* as it is how many hear you!

The good will of a specialty is inherent in its supremacy or near supremacy. In other words if you cannot do most of the business or a big share of it, your goods have got to make way sooner or later for the leaders. You have got to get word about your goods into the homes, not half of them or a third of them, but the most of them, or somebody else will do it first. These newspapers cover the high-ways and the by-ways, the cities, the towns and the countryside. They are the logical advertising vehicles of the South.

		Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA				
Birmingham Age-Herald	(M)	22,516	.07	.05
Birmingham Age-Herald	(S)	31,604	.08	.06
Birmingham Ledger	(E)	40,504	.07	.07
Birmingham News	(E)	47,000	.07	.07
Birmingham News	(S)	54,000	.08	.08
Mobile News Item	(E)	7,993	.03	.03
Mobile Register	(M)	17,997	.04	.04
Mobile Register	(S)	24,802	.05	.05
Montgomery Advertiser	(M)	19,723	.05	.04
Montgomery Advertiser	(S)	21,782	.06	.05
FLORIDA				
Jacksonville Metropolis	(E)	17,723	.04	.04
Jacksonville Times-Union	(M&S)	32,714	.055	.055
Pensacola Journal	(M)	5,385	.0172	.0172
Pensacola Journal	(S)	6,500	.0172	.0172
GEORGIA				
Atlanta Georgian	(E)	62,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
Augusta Chronicle	(M&S)	10,712	.035	.025
Augusta Herald	(E)	12,029	.03	.03
Augusta Herald	(S)	11,203	.03	.03
Columbus Ledger	(E)	7,000	.035	.018
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,307	.04	.04
Savannah News	(M&S)	14,037	.04	.03
KENTUCKY				
Louisville Courier-Journal	(M)	41,078	.1250	.07
Louisville Courier-Journal	(S)	61,815	.15	.09
Louisville Times	(E)	57,372	.10	.08
Louisville Herald	(M)	55,786	.07	.07
Louisville Herald	(S)	48,562	.07	.07
LOUISIANA				
New Orleans Times-Picayune	(M)	65,500	.10	.10
New Orleans Times-Picayune	(S)	81,250	.12	.12
New Orleans Daily States	(E)			
New Orleans Daily States	(S)	41,267	.08	.06
New Orleans Item	(E)	62,141	.10	.10
New Orleans Item	(S)	80,288	.12	.12
NORTH CAROLINA				
Asheville Times	(E)	8,710	.025	.02
Charlotte Observer	(M)	13,696	.055	.03
Charlotte Observer	(S)	17,826	.065	.04
Greensboro Daily News	(M)	12,753	.045	.035
Greensboro Daily News	(S)	18,219	.06	.04
Winston-Salem Sentinel	(E)	7,084	.02	.02
SOUTH CAROLINA				
Charleston American	(M)	11,151	.0286	.0178
Charleston American	(S)	11,151	.032	.0215
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	22,456	.05	.05
Columbia State	(S)	23,990	.05	.05
Greenville News	(M&S)	8,620	.03	.025
Spartanburg Jour. & Car. Spartan	(E)			
Spartanburg Herald	(M&S)	5,546	.03	.03
TENNESSEE				
Chattanooga News	(E)	19,864	.035	.035
Chattanooga Times	(M)	26,341	.06	.06
Chattanooga Times	(S)	21,682	.06	.06
Knoxville Sentinel	(E)	23,279	.05	.04
Knoxville Journal-Tribune	(M)			
Knoxville Journal-Tribune	(S)	25,000	.04	.04
Memphis Commercial Appeal	(M)	81,185	.12	.10
Memphis Commercial Appeal	(S)	118,359	.14	.12
Nashville Banner	(E)		.07	.07
Nashville Banner	(S)	46,078	.08	.08
Nashville Tennessean & American	(M)			
Nashville Tennessean & American	(S)	38,613	.06	.06
VIRGINIA				
Newport News-Press-Times-Herald	(M&E)	12,320	.025	.025
Newport News Daily Press	(S)	7,024	.025	.025
Norfolk Virginian Pilot	(M)	31,241	.05	.05
Norfolk Virginian Pilot	(S)	39,739	.06	.06
Norfolk Ledger-Dispatch	(E)	46,998	.07	.06
Richmond News Leader	(E)	39,401	.08	.06
Roanoke Times	(M&S)	10,567	.04	.035
Roanoke World-News	(E)	9,918		
Government Statements April 1, 1918.				

THE EDITOR & PUBLISHER

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Vol. 51

NEW YORK, SATURDAY, JULY 20, 1918

No. 6

"GRAND OLD MAN OF FLEET STREET" HONORED WITH KNIGHTHOOD FOR EMINENT SERVICE

Sir John M. Le Sage, Editorial Director of London Daily Telegraph, Relates for THE EDITOR AND PUBLISHER Some of His Adventures in Getting News of World's Big Events—More Than Half a Century in the Strenuous Work and Still at Helm of Lord Burnham's Great Newspaper

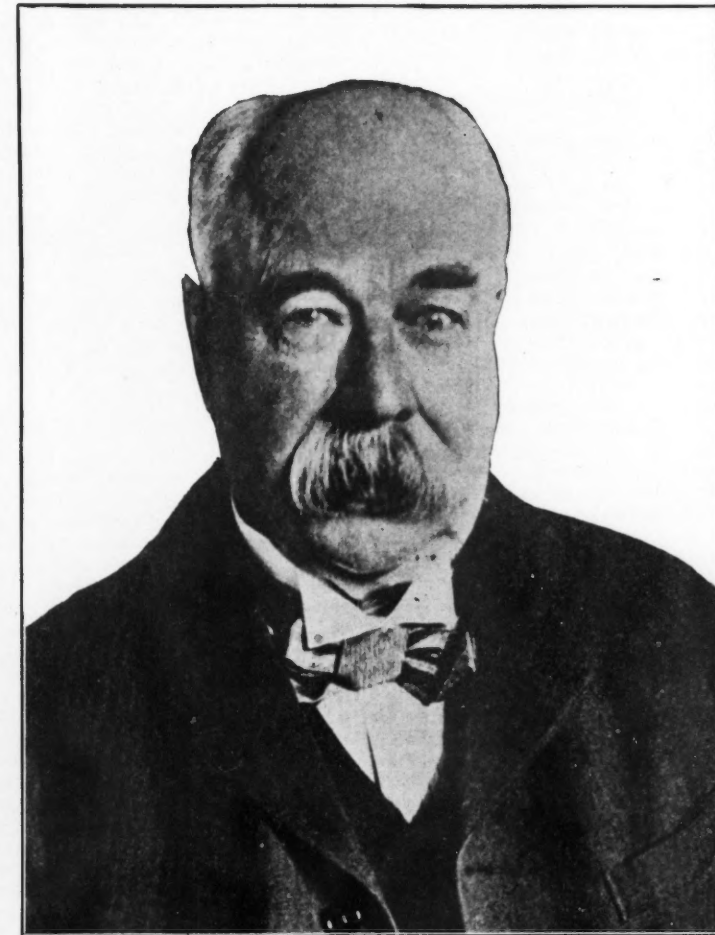
BY VALENTINE WALLACE,
London Correspondent of
THE EDITOR AND PUBLISHER.

THE recognition by King George of the eminence and distinguished services of the managing editor of the London Daily Telegraph in the course of his fifty-five years' connection with this newspaper, first as brilliant and versatile correspondent in almost every part of the world and later as editorial director under the late and present Lord Burnham, proprietors, by conferring a knighthood on "The Grand Old Man of Fleet Street," has evoked response in the hearts of journalists all over the United Kingdom.

Announcement of the awarding of the honor was made in a recent issue of THE EDITOR AND PUBLISHER, but only brief reference was made to Sir John M. Le Sage's career. The wide variety and fascinating interest of his achievements in the field, along with his "sublime common-sense, amounting almost to genius," that has made him one of the greatest editors in the half-century during which Fleet Street has been the main thoroughfare of all the world has been doing and saying, may be judged by the reminiscences of his life that follow.

The salient points in Sir John's life-story should prove of particular interest to the editors and proprietors of American newspapers on account of the fact that he himself went through the mill. Fleet Street possessed a great deal more of the Johnsonian aspect when he entered it than may even be imagined from the vista of its storeyed grandeur of to-day. He was, indeed, an associate of such journalistic giants—each celebrated in his particular field—as Sir Edwin Arnold, George Augustus Sala, Herbert Stack, H. D. Traill, the Hon. Frank Lawley, Geoffrey Prowse, Thornton Hunt (son of Leigh Hunt), Edward Dicey, and many others, each of whom was a member of the staff of the Daily Telegraph. Born in 1837, at Clifton, England, Sir John Le Sage is therefore eighty-one years old, and at this age he continues, with remarkable strength and resiliency, to discharge his duties as editor.

Perhaps no contemporary has noted the changes of the past half-century with such a thorough appreciation of their meaning in contrast to present conditions as Sir John. And the ac-



SIR JOHN M. LE SAGE.
Dean of British Journalists.

counts of his early experiences in the field frequently sound like a voice from the page of history, particularly so since so many of them pertain to well-known characters.

Reporting Speech of a Prime Minister

Tall of stature and broad of shoulder, from his earlier efforts Sir John possessed an attractive personality that always commanded the confidence and cooperation of those with whom he came in contact in his capacity as correspondent. At the general election of 1865, before the days of telegraphing, when

speeches were still being delivered on the hustings and the figures of the poll were being declared every half hour, he was sent to Tiverton to report a speech by the great Prime Minister, Lord Palmerston.

"I called on his lordship the evening before he spoke," said Sir John, "and he asked me what was the state of the poll in London when I left. He was particularly interested in Westminster, where W. H. Smith, John Stuart Mill, and, I think, Capt. Grosvenor, were the candidates. Lord Palmerston asked me

how I was going back to London, when he had made his speech, and I told him the time of the train. He said: 'Well, have your luggage ready at the station, stand in front of the hustings, and tell me how many minutes I have left, and you will catch your train.' He finished the speech on train schedule, and I wrote it in the train for its appearance the following morning."

Sir John next related how he got the news of the death of Lord Palmerston, after the Prime Minister of England had been dead for five days, unknown to the country. He went to Brocklet Park and saw the great Lord Shaftesbury, one of Lord Palmerston's best friends, whose distress confirmed the suspicion that the Prime Minister was dead. He arranged with Lord Shaftesbury to see him in the evening, and went with Sir Edwin Arnold, after the latter had written a leading article, and got a full account of the statesman's last hours.

Sir John mentioned the first time he spent money in telegraphing a long message. He was sent to Queenstown to return by a steamer bringing the notorious murderer, Muller, in charge of the police. When he reached Liverpool, with an interview obtained from the criminal, he decided to forward his message "at reckless expense," and the Daily Telegraph brought out a second edition with it chiefly on account of the novel manner by which the news was received.

When the Germans Entered Paris

Proceeding, the great editor narrated with pardonable pride the details of his great scoop of 1870, when he got the exclusive news of the entry of the Germans into Paris to the Daily Telegraph, in London, beating William Russell, the famous Times correspondent. There was only one train a day running out of Paris, at noon and arriving at Calais about midnight.

"I was directed," said Sir John, "to see the chairman of the Northern Railways, Baron Alphonse de Rothschild. He was very polite, but he said he had just arranged with William Russell that the Times should have a special train, leaving at three o'clock. Then they were having a special boat across, and a special train to London. But that was not what was wanted.

"I asked Baron de Rothschild if he

would give me at four o'clock a special train to Lille. That had not occurred to him. He said, 'Yes.' I advised London what I was doing, and if you turn to the files you will see there was a special edition, and that, in the leader taken for the fact that the Daily Telegraph was the first paper that had that very important news of the day."

Some "Secret History"

Cabinet Ministers have on various occasions heard news of capital importance of which they had been entirely unaware through an enterprising press. Sir John, on one occasion, took a Foreign Minister the news which led him to resign from the Cabinet. It was a "little secret history" which the editor, in relating hazarded that "the greatest foreign correspondent of his age, Dr. E. J. Dillon," of the Daily Telegraph, had not heard until Sir John related it to him. He prefaced by the account given by Mr. Lecky, in his prefatory memoir to the "Speeches and Addresses of the Earl of Derby," of the reasons for the resignation of Lord Derby:

"On April 24, 1877, Russia, in spite of English remonstrances, declared war against Turkey. Lord Derby's first object was to limit the war, and to safeguard English interests, and for this purpose he drew up, on May 6, 1877, a note defining the English interests that were vital in the East. He warned the Russian Government that an attempt by Russia to blockade the Suez Canal, an attack on Egypt, a Russian occupation of Constantinople, or an alteration of the existing arrangements for the navigation of the Bosphorus or the Dardanelles might compel England to abandon her neutrality. Russia accepted these conditions, and for some time there appeared every prospect of limiting the war. But, in the beginning of 1878, a period of extreme danger arrived.

Plevna had fallen. The Turkish resistance had collapsed. A Russian army, flushed with victory, had advanced near Constantinople. Public feeling in England now ran strongly in a direction almost opposite to that in which it had been running eighteen months before, and the nation was extremely alarmed at the danger of Constantinople becoming irremediably a Russian port. It was one of those moments in which men's judgments are largely affected by their temperaments, and it soon became evident that the Cabinet was seriously divided. Disraeli had now become Lord Beaconsfield, and sat with his Foreign Minister in the House of Lords. With his character it was inevitable that he should meet the danger by a bold, decisive, and even aggressive policy. It was no less natural that Lord Derby should have persistently leaned towards the side of caution, and shrunk from any measure that could cut short negotiation, and diminish the chances of peace. The order given that the British fleet should enter the Dardanelles first produced the inevitable schism, and Lord Derby and Lord Carnarvon resigned. The order was countermanded, and Lord Derby for a short time, resumed his post. He, however, was shortly afterwards convinced that measures he did not approve of were impending, and when orders were given for calling out the Reserves, he, on March 28, 1878, resigned.

So much for the historic setting. Now for Sir John's own connection with the matter. He said: "I was the first to tell Lord Derby that Lord Beaconsfield had ordered the British fleet to enter the Dardanelles. I was at the office, and a telegram came in about it. I saw its importance, and at once drove



LORD BURNHAM,

Proprietor of London Daily Telegraph.

to St. James's Square, where the Foreign Secretary lived. He was out of town. I followed him, and Lord Derby received me. I told him of the telegram which had been received, and asked him if he would kindly say whether it was correct or not. "He took the telegram and walked up and down the room. Then he turned to me and said, 'I know nothing whatever about it. I never heard of such a thing. I really cannot say any more.' The order had been given by the Earl of Beaconsfield, and the telegram from Constantinople was the first intimation Lord Derby had. Upon that he resigned."

Interviewed the Emperor Napoleon

The next reminiscence was a story of the copy-readers' room. On the eve of his departure for Berlin, after the Franco-German War, Sir John learned that the Emperor Napoleon was at Brighton. He hurried to Brighton, obtained an interview on the political situation, had the interview read and approved by the Emperor, and, passing through London in a rush for the train, dropped it at his office for the chief copy-reader.

"On returning from Berlin, with the memory of what I had regarded as something of an achievement in my mind, I naturally looked up the files to read my story," said Sir John. "What I discovered tends to show that the race of copy-readers are always the same—yesterday, to-day, and, perhaps, forever. I found little trace of my enterprise, except parts of my interview with the Emperor scattered about in minion leads! I can, therefore, assure young men who think they are dealt harshly with by copy-readers to-day that such is not a new form of inquisition, since I have a fellow feeling dating from an experience at such a remote date."

Getting Stanley's Story

Sir John provided an illustration of the "lightning-like rapidity of decision" of the late Lord Burnham, late proprietor of the Daily Telegraph, and father of the present peer of the name owning the paper, incidental to his narration of how Lord Burnham sent him to Marseilles to meet Stanley on the latter's return home after finding Dr. Livingstone in Africa on an assignment given by the late James Gordon Bennett on behalf of the New York Herald.

"I was told to meet Stanley and 'write all I could' about his mission," said Sir John, "since there had been immense public anxiety to learn the details of the search for the great missionary. Curiously enough, I had met Dr. Liv-

ingstone at a public banquet in the City—I think it was at the Mansion House—shortly before his departure on the memorable journey. At that time I had not met Stanley, but I knew Dr. Hosmer, the London, or perhaps I might say, the European agent of the Herald. Hosmer and I were friends, and very pleasant relations existed between the Herald and the Daily Telegraph. Therefore, on receiving instructions from Lord Burnham to ascertain whether Stanley would arrive at an Italian or a French port, I consulted Dr. Hosmer as to the chance of being able to obtain some particulars from Stanley. This was rather difficult matter to arrange because the Herald naturally expected to have the first news, and if anything was given to a London paper, of course the publication in the Herald would be anticipated by about five hours, and the competitors of the Herald would be able to telegraph from London whatever information was published in Fleet Street.

"Dr. Hosmer, however, was very polite, and when he ascertained that Stanley would probably arrive at Marseilles, I went there with him. Our inquiries about the steamer failed for the reason that the shipping authorities could not tell us when it would reach port. So Dr. Hosmer and I, who were staying at the Grand Hotel, went to bed. We occupied a large room. About two o'clock in the morning there was a loud knocking at the door, and when I opened it, rather a strong voice asked, 'Is Hosmer in this room?'—Hosmer himself was awake by that time and said, 'Who is it? What is the matter?' The voice said: 'I am Stanley—I saw your name at the office and I have come to find you.'

"We soon dressed and, having sent the waiter for some refreshments for our visitor, we sat down to learn from whatever he might like to tell us. I may say that Stanley was a very reticent man. He was a brilliant journalist, knowing the full importance of any special matter such as that he would have to write for the Herald. Having asked Hosmer if he might talk freely before me, Dr. Hosmer was polite enough to say 'yes,' and the great traveller then talked without cessation from 2:30 to 7 A. M. He gave a full relation of all the extraordinary incidents connected with the search, and how he had at last discovered Livingstone, and gave the words in which he introduced himself to the great Doctor.

"Stanley then left to look after his luggage. I sat down at once and wrote a long dispatch to the Daily Telegraph, which I myself took to the telegraph bureau. At that time we had begun to telegraph from whatever point we were sent regardless of any cost. The clerk at the telegraph office at Marseilles was so astonished at the message which I handed him that he at first refused to have anything to do with it—he consulted another clerk as to whether I was quite sane. I quickly removed any doubt on that point, begged him not to delay the message and put down in gold double the amount of what the telegraphic charges might possibly be. A little consideration for themselves finally removed all difficulty and the message was sent.

"Stop Talking" Mr. Bennett Wired

"Stanley came back later and gave me further particulars of what he had done; this also was written out and telegraphed. Next day we went to Paris, staying at the Hotel du Hedler. The publication of the long dispatch

in the Daily Telegraph must have caused a great sensation, because while Stanley and I were having breakfast at the Hotel du Hedler a telegram was delivered to him which he opened and read and then handed across the table to me. It was a laconic message from Mr. Bennett himself—"stop talking."

"Stanley and I became rather good friends. Some time afterward he came into the office and I asked him what was the next big thing he would like to undertake. He gave me the idea of a great expedition of exploration in Central Africa. At that time, remember, Central Africa was a Dark Continent.

History-Making Expedition

"Lord Burnham decided to send Stanley on that famous expedition in three minutes. He asked Stanley if he would do it and what it would cost roughly, and Stanley told him many thousands—seventy-five to one hundred thousands of dollars short of what it did cost. This expedition was probably the best equipped which has ever accompanied a white traveller into the interior of Africa, and it did more to open up the heart of the continent and to elucidate its geography than any other before or since. Stanley, with two white companions, Francis and Edward Poock, a white servant, and 356 native followers, left Zanzibar on November 11, 1874. It was nearly 3 years before he emerged on the shores of the Atlantic, having in the interval crossed Africa from ocean to ocean, determined the limits, area, and northern river connections of Lakes Nyanza and Tanganyika, examined the kingdom of Uganda, and laid the foundation for its conversion to Christianity. From the lake region he struck west for the Lualaba, worked down it till it reached its confluence with the Congo, and then traced the course of that river along its immense curve to the sea. This journey of 1874-77 left an enduring impress upon history, for out of it grew the Congo State and the Anglo-Egyptian dominion in the upper Nile. Incidentally Stanley solved a geographical problem of the first importance and revealed the estuary of the Congo as the entrance to one of the mightiest rivers of the earth."

Coronation of Tsar Alexander III

How one of the officers on the door of the Cathedral at Moscow defeated the designs of the Daily Telegraph to provide its readers with a picturesque account of the coronation of Czar Alexander III from the pen of that most brilliant of descriptive writers of the day, George Augustus Sala, by depriving Sala admittance to the ceremony because he wore the wrong dress, was narrated by Sir John, who was admitted because of his bright scarlet uniform of the Lieutenancy of London.

"When our carriage drove up to the door of the cathedral, the officials, seeing my scarlet uniform, conducted me without delay to the entrance," said Sir John. "But the English court dress worn by Sala evidently did not impress the officer of the guard, who promptly closed the door of the carriage and ordered it away through the lines of soldiers. From that moment I saw no more of Mr. Sala until he came back to our hotel later in the evening. I got back to the hotel with all haste, changed out of uniform, and did my best to write a fairly good account of the wonderful scene. Mr. Sala never quite forgave the Russians for the indignity to which he felt he had been subjected.

"Before the journey to Russia I hap-

(Continued on page 34)

RUMELY WAIVES HEARING AS COIL OF U. S. GROWS TIGHTER

Western Paper May Be Seized as German-Owned—Thirteen Others Suspected—Gigantic Scheme to Debauch American Press Fails Dismally

DR. EDWARD A. RUMELY, formerly publisher of the Evening Mail, has waived his privilege of a hearing and is held for the Federal grand jury. Dr. Rumely is out on \$35,000 bail on a charge of perjury as having made a false statement to A. Mitchell Palmer, Alien Property Custodian, saying that the Mail was not German owned. The property is now being conducted by Henry L. Stoddard, formerly its publisher, and Paul Block, under temporary permission of Mr. Palmer. Both are heavy bondholders.

Federal investigation of German propaganda has disclosed a new "slush fund" to be used for subsidizing newspapers. The size of the fund is not mentioned, but it is known to have amounted to millions of dollars. Thirteen papers are now being investigated as having yielded to the lure of money for services in spreading German propaganda. The plans of the Germans contemplated the purchase or subsidy of thirty. Papers that could not be bought outright were to be subsidized editorially.

Charge Rumely Took German Pay

Direct connection of Dr. Rumely with the German scheme of propaganda seems to be established, according to the Federal officials. The pay office of the controlling syndicate was at the office of the Hamburg-American Line, and some of the money disbursed in large amounts was paid there to Dr. Rumely, Assistant District Attorney Alfred L. Becker declares.

It is now obvious that the purchase of the Evening Mail by German interests was but one point reached by the Federal investigation into the use of German funds to spread German sentiment and create German sympathy in the United States. It is widely reported and is not denied that another paper is about to be seized by the Government. The name of the paper is not disclosed, but it is said to be published in the Middle West, and to have a large and important circulation.

Consulted with Dernburg

It is expected that sensational developments in the Government's investigation of German propaganda will be made if Rumely is indicted. Federal authorities declare that for weeks prior to the purchase of the Mail by Rumely he was in frequent consultation with Dr. Bernhard Dernburg, Capt. Ewald Hecker, Dr. Karl A. Führ, George Sylvester Viereck, Dr. Heinrich F. Albert, Capt. Boy-Ed, and Capt. von Papen, at 1153 Broadway, where Dernburg and Führ had offices and from which building Viereck issued the Fatherland.

The Government is in possession of the names of practically the entire personnel employed by the Germans. They are being rounded up and taken to the office of State Attorney-General Merton E. Lewis, 51 Chambers Street, who is aiding the Federal authorities in this matter, for examination. A number of them have already been taken before the Federal grand jury. It is said that among those who were identified with the work of propaganda are several Americans, some of them writers of more than local reputation.

Under Red Cross Cloak

The organized work of propaganda started when Dernburg came from Germany to this country about four weeks after the war began. He opened offices at 1153 Broadway, ostensibly to work for the "German Red Cross Commission." When Dernburg, who was head of the Commission, was ordered to leave the country, Dr. Albert took command, and when he also got his walking papers, the late Hugo Schweitzer, who was named in the recent treason indictments handed down by the grand jury, took the place.

The "Red Cross" organization had a regular board of directors, the representatives of the Kaiser on it being Capt. Karl Boy-Ed, Capt. Franz von Papen, Dr. Dernburg, Dr. Führ, Capt. Hecker, and Dr. Albert, with Count von Bernstorff exercising supreme authority. Every phase of the situation in the United States was discussed at the meetings of the board of directors, and plans mapped out to combat the wave of pro-Ally sentiment that was then sweeping the country.

A part of the elaborate scheme that was worked out was the establishment of a direct news service, controlled by the German Government, between Berlin and New York. This was possible by the use of the Transoceanic News Service, a German propaganda organization, which even now has branches in every country in the world not engaged in war with Germany. The news was sold at a nominal cost where possible, but if necessary was supplied free of charge to newspapers willing to print it.

Collected Large Fund

Although the effort of this organization was so obviously to create American sympathy with the German cause, appeals were made for funds to carry on Red Cross work. It is declared by Federal authorities that not less than \$1,985,000 were collected from Germans and German sympathizers in the United States. Whether or not the major part of this money was used in German plot work in this country has not yet been determined.

Dr. William Bayard Hale, who was Berlin correspondent for the International News Service, and was one of the last of the American newspaper men to leave the German capital, is named as the man who was in editorial charge of the news service of the German propaganda. His position was kept secret from the public, and he never went near the office of the service, which was on 42d Street, near Fifth Avenue. He has been a witness this week before the Federal and the State investigators.

The service tried to establish that Germany was fighting a defensive war, that Germany's treatment of the Belgians were false, that the war was unpopular in England, and, above all, that Germany loved the United States. But only papers printed in the German and the Hungarian languages used the news sent out, and the leaders realized that if the bureau were to realize its purpose something better must be offered. To this end, Edward Lyall Fox, later a captain in the American army, but at that

time a writer connected with a syndicate, was sent to Germany as a correspondent. Albert Knox Dawson, a motion-picture operator, was sent with him. They were to gather "first-hand information" and "authentic photographs" of conditions in the Central Powers. Dawson also later got a commission as captain in the United States army. Fox was on the staff of Major-Gen. Chase W. Kennedy when the latter was in command of Camp Dix, and is now supposed to be in France. Dawson, who was assigned to the Signal Corps, was dismissed from the army several weeks ago on a charge of misappropriating photographs belonging to the Signal Corps.

Dr. Hale Examined

Dr. Hale has been examined, having volunteered to tell all he knew of the German methods of propaganda. Another witness was George von Skal, formerly managing editor of the New Yorker Staats-Zeitung. When von Papen had offices at 60 Wall Street, von Skal was associated with him as a confidential adviser and secretary. Several letters passed between him and well-known Germans, according to the Attorney-General. One, a defence of Bernstorff, was addressed to Maximilian Harden, the Berlin editor, and was entrusted to von Papen for delivery.

Other witnesses have included George Sylvester Viereck, formerly with The Fatherland; John E. Cullen, present managing editor of the Mail; Frank Parker Stockbridge, who was "let out" as managing editor of the Mail when Rumely took charge, and who is now writing a series of articles for the New York Herald describing Rumely's career in a thorough and intimate manner; C. A. Lewis, who was made secretary and treasurer of the Mail by Rumely; George T. Odell, formerly Berlin correspondent for the Mail; Kurt Reisinger, who was a director of the Mail and secretary to Rumely; W. C. Morris, formerly a Mail cartoonist, and Frank Lambin, auditor of the Mail for a short period under the Rumely régime.

Examination of men involved has brought out that an employee of a prominent New York morning newspaper engaged to send Dr. Dernburg "inside" information from Washington at a salary of \$50 a week. He was sent to Washington by Dernburg.

Bring in Ludwig Nissen

Among other developments in the Federal investigation is the disclosure that a letter had been written to Dr. Heinrich F. Albert, German fiscal agent in this country, by a Paul T. Davis, telling of the efforts of his father, George H. Edwards, to acquire the Mail for German purposes, with the aid of Dr. Rumely, von Skal, Percival Kuhne, Ludwig Nissen, and others. Announcement that the letter was a subject of investigation led Mr. Nissen, who is president of the jewelry concern of Ludwig Nissen & Co., to issue a statement.

Mr. Nissen said he was invited to a conference by Davis. Among the six or seven present was von Bernstorff. Nothing was achieved then, but later, he says, he became one of a group whose purpose was to acquire the Mail by popular subscription to a purchase fund. This scheme did not succeed. Later Dr. Rumely called upon him, told him that he, Rumely, had control of the Mail, denied that he represented German interests, and sold Mr. Nissen "a few" bonds of the paper.

To spend money—something you always need—for something you don't need is to be worse than thriftless: it is to be witless.

ASK SEITZ AND OCH TO APPRAISE MAIL

Alien Enemy Custodian Wishes to Fix Value of Seized Property—Decision Awaits Times Owner's Return from Vacation Next Week.

Don Seitz, publisher of the New York World, and Adolph S. Ochs, owner of the New York Times, have been asked by A. Mitchell Palmer, Custodian of Alien Enemy Property, to appraise the Evening Mail for the Government.

They have not as yet returned an answer to Mr. Palmer. Mr. Ochs is at his summer home at Lake George, and will not return to the city for about a week longer. It is expected that upon his return he and Mr. Seitz will have a conference and decide whether or not to accept the invitation.

It is the policy of the Government not to conduct business taken from alien enemies if that business shows a loss. For a long time now the Mail has not been a paying venture, and it is understood that its seizure by the Government and the unsettled interior conditions thus brought about have still further increased its losses. Shrewd guessers therefore believe that whatever the decision of the appraisers who will ultimately fix a price for the property, it will eventually be put up for sale and disposed of to the highest bidder.

It is recognized that Henry L. Stoddard, who is at present in charge of the Mail, with Paul Block, by arrangement with the Custodian, does not care to continue to run the paper, and is acting only to conserve the heavy financial interest he and his friends have in it as holders of the Mail bonds. A price for the property sufficient to protect their investments would, doubtless, be satisfactory to them.

Asks Britons to Visit Canada

LONDON, England, July 17.—At a banquet tendered the Canadian editors en route to the battle-front as guests of the British and French Governments, J. H. Woods, editor of the Calgary Herald, and past president of the Canadian Press Association, urged that in return for the visits of the Dominion journalists to England, English journalists should visit the Dominions and learn something about them. "I feel that, just as it is necessary that we should know you, it is equally necessary that, perhaps, you should know us. Send journalists from this country to visit us. Learn something about us."

Buffalo Demokrat Suspends

BUFFALO, N. Y., July 18.—The Buffalo Demokrat, German-language newspaper printed here for more than eighty years, has suspended publication. The announcement of the publishers says: "The prejudice against everything German is so pronounced and the desire of the German reading public to take up the purely American ideas is so evident that we believe nothing further can be accomplished in this field."

N. Y. World Bureau Changes

W. R. McDaniel has been appointed in charge of the New York World's news bureau desk, and Ed. L. Mockler, who has been New York correspondent of the St. Louis Post-Dispatch, will hereafter take care of the Post-Dispatch's news interests exclusively.

J. F. MACKAY LEAVES TORONTO GLOBE

Business Manager of Well Known Canadian Newspaper Resigns to Go into Automobile Business—Long Prominent in Press Work.

TORONTO, July 15.—Saturday's announcement of the resignation of J. F. Mackay from the position of business manager of the Toronto Globe came as a great surprise to the Canadian newspaper fraternity. The position generally is regarded as one of the top-notches among the newspapers of the Dominion and the Globe under Mr. Mackay's direction has made such splendid progress that it appeared as if his association with the paper would be continued indefinitely.

The change in Mr. Mackay's work is a radical one. He becomes on August 1,



J. F. MACKAY.

treasurer of the Russell Motor Car Company, one of Canada's foremost industries and at present successfully engaged on a large scale in the manufacture of munitions. Several of the officials of the company are close personal friends of Mr. Mackay and important developments having recently taken place, his services were sought and gained.

"They really made things so attractive for me and the working conditions will be so pleasant," said Mr. Mackay to THE EDITOR AND PUBLISHER, "that I could not resist. It will, of course, be a wrench to cut free from newspaper work and it is with great regret that I am leaving the Globe and severing connections with the various newspaper organizations with which I have been associated. However, I look forward hopefully to my new duties. I have resigned from the A. N. P. A., the Canadian Press Association and Canadian Press, Limited, and have thus burnt all my bridges behind me."

Mr. Mackay stated that he expected to leave the Globe office next week and, after a brief holiday, begin his work at the Russell Company's office on August 1. No decision had been reached as to his successor, this being a matter which would be dealt with by the directors in due course. He assumed that there would likely be a good many applicants for the position.

In newspaper circles in the city, the name of John M. Imrie, manager of the Canadian Press Association, is being mentioned as a likely successor to Mr. Mackay.

Mr. Mackay, who is a son of the late

Rev. Dr. W. A. Mackay of Woodstock, Ont., began his business career in the office of the Sentinel-Review in that city. He later became a reporter on the Toronto Mail, after which he purchased and conducted the Post in Leamington, Ont. His next work was in association with J. S. Brierley on the Chatham Banner. From 1897 to 1900, he acted as secretary-treasurer of the Montreal Herald, returning in the latter year to become joint owner of the Woodstock Sentinel-Review. In 1903 he was invited to become business manager of the Toronto Globe, a position he has held continuously ever since.

During his newspaper career, Mr. Mackay has taken a prominent part in Association work. He became president of the Canadian Press Association in 1911 and was largely instrumental in reorganizing it on its present basis. He was also one of the organizers and long the president of Canadian Press, Limited, the news gathering and news distributing body in Canada. He is perhaps, the most prominent Canadian member of the A. N. P. A. and has been a director and chairman of its Bureau of Advertising for several years. In short, he has been a most representative newspaperman and his resignation from newspaper work is a distinct loss to the profession. The press throughout the country has taken advantage of the opportunity to pay a warm tribute to his work and worth.

A New Canadian Daily

TORONTO, July 2.—After having the field to itself for several years, the Windsor, Ont., Record is in for opposition. A new daily, to be known as the Border Cities Star, and serving the populous centres of Windsor, Walkerville, Ford, Sandwich, and Ojibway, lying along the Canadian side of the Detroit River, will be launched in the course of a couple of months. It is being promoted by F. Maclure Sclanders, Commissioner of the Border Chamber of Commerce, and formerly Publicity Commissioner of the city of Saskatoon, Sask., and is understood to have the financial backing of W. F. Herman, proprietor of the Saskatoon Star. Mr. Sclanders, who was in Toronto recently, speaks hopefully of the new proposition which he states is receiving splendid support from the business men of the Canadian cities interested.

Sullins Now a Captain

Frederick Sullins, president and editor of the Jackson (Miss.) Daily News, has been commissioned a captain in the National Army, Intelligence Division. He has already gone to Washington, where he will be immediately assigned to duty. Mr. Sullins, prior to assuming the president and editorship of the Jackson News, was recognized as one of the best correspondents in the South. As editor of the News his reputation along this line has been even greater.

Eric Palmer Goes to Sweden

Eric Palmer, a well-known Brooklyn N. Y. newspaper man and former president of the Brooklyn Press Club is now in the United States diplomatic service in Sweden. Mr. Palmer was also executive-secretary to the Borough President.

France Expels Journalist

PARIS, July 18.—Hanau, the Italian journalist who was recently paroled after conviction on a charge of communication with the enemy, has been expelled from France.

GOVERNMENT IS TO CONTROL WIRES

Belief that Committee of Government Officials and Newspaper Men Will Operate Newspaper Wires—Press Exemption Defeated.

WASHINGTON, July 16.—Congress, by a large majority in both Houses, has passed a resolution giving the President power to control the operation of the telegraph, telephone, cable, and radio lines of the United States. President Wilson signed the resolution to-day. Amendments providing for the exemption of press bureau wires were defeated in two instances in the Senate. The Senate refused to accept Senator Reed's amendment by a vote of 33 to 27, which specially exempted the telegraph and telephone wires of press associations and press bureaus.

No official announcement has been made as to when the President will use the power given him to take control of the telegraph wires, and speculation is rife here as to his intentions. It is universally believed that the Postmaster-General will have direction of the operation of the telegraph systems, and repeated assurance has been given in the House and Senate that no stringent press censorship methods would be established. It is believed that a committee will be formed under the supervision of a director of telegraph and telephones, composed of Government officials and newspaper men, who will have charge of the operation of the wires as far as newspapers are concerned.

By some officials here it is believed the President will not be in a hurry to take over the wires. He has been giving close study to the Russian situation, and is not believed to have taken up the question of wire control this week. Also, there have been a number of men who have favored waiting for a time before effecting this new form of Government control.

It is generally believed that when Government control is effected Postmaster-General Burleson will be placed in charge, with a director of communications acting under him. This director will organize the wire systems, except that he will be answerable to the Post Office Department. It is understood this arrangement is being contemplated because the wire and postal services dovetail easily and duplicate machinery may be avoided if they are placed under one control.

Mentioned in connection with the appointment of a wire director has been the name of David J. Lewis, former Representative from Maryland, and now a member of the Tariff Board. Mr. Lewis was a pioneer advocate of Government control of telegraph and telephone lines, and throughout his public career has been an ardent advocate of Government control of all communication lines. Though his duties on the Tariff Board have been heavy, he has been consulted by Mr. Burleson and other officials freely on various phases of Government regulation and control of telegraph and telephone lines. It is believed his appointment would be highly acceptable to Postmaster-General Burleson, and his life-long study of the subject has qualified him as an expert on telegraph and telephone matters.

It is possible that the telegraph and telephone systems might be organized much after the same fashion as the railroads have been, with regional directors, with local directors in cities.

It is understood the President will take over the telegraph and telephone lines with as little delay as possible.

Efforts to get from Mr. Burleson some idea as to his policies have proved unavailing. To all inquiries he said the President has not made his choice, and under the circumstances there was nothing that he could say.

While the Postmaster-General will be titular director of the telegraph and telephone lines, a vast majority of the work, it is believed, will fall on the shoulders of ex-Representative David J. Lewis, of Maryland. It is generally understood that Mr. Lewis is to be selected as Mr. Burleson's chief assistant, and that he will be the controlling force in the management.

Mr. Lewis has long been an advocate of Government control of public utilities. One of his arguments has been that communication among the people could be increased by Government control and while he would not discuss the matter to-day it is known this will be one of his first objects. Hand-in-hand with this will go efforts to reduce the cost of telegrams and telephone conversations to the levels of countries where the systems are already under control of the postal authorities. That this can be done, Mr. Lewis is supremely confident.

One of his first steps will be to make the wires do double duty—telegraph wires carrying telephone conversations and the toll wires carrying telegrams.

A distinct innovation Commissioner Lewis plans, it is understood, is a system of stamps, similar to postage, whereby red tape and accounts in the telephone and telegraph service will be cut to a minimum. This alone, it is claimed, will make an appreciable cut in operating expenses and thus in the cost of service to the public.

Figures collected by Commissioner Lewis show that the United States has had the highest telegraph and telephone rates in the world.

Assurances that President Wilson would not permit a censorship to be established over the newspapers, if telegraph lines were taken over, were conveyed to Senate leaders by members of the House Committee on Interstate Commerce who recently discussed the question with the President. Senator Sherman, in a long speech forecast what, in his opinion, would happen under a censorship. Mr. Sherman took the view that George Creel, chairman of the Committee on Public Information, might become the wire censor.

It is rumored that a 10 per cent. tax on special leased wires of newspapers will be incorporated in the new Revenue bill, when it will be reported to the House.

New Arkansas Publishing Firm

LITTLE ROCK, Ark., July 18.—Articles of incorporation of the Union Publishing Company have been filed. The company has a capital stock of \$1,000, and the incorporators include John F. Kerwin, president; H. A. Knowlton, vice-president; and L. H. Moore, secretary and treasurer.

Sheasby Gone Into Politics

MILWAUKEE, July 18.—Fred C. Sheasby, legislative correspondent and political reporter of the Milwaukee Sentinel, has resigned to accept the position of director of publicity for the Patriotic Congressional League, which will work for the election of loyal Congressmen from Wisconsin.

NEW FUTURE FACES THE BUFFALO COMMERCIAL

Sale of City's Oldest Daily Newspaper Creates Lively Speculation in Business Circles—Who the New Owner Is

BUFFALO, N. Y., July 17.—The sale of the Commercial to Charles A. Finnegan last week still is a subject for lively discussion in newspaper and business circles here. The general expectation is that the new ownership will be the beginning of more competition in newspaper circles than Buffalo has seen in a long time.

There have been reports that Mr. Finnegan was acting in behalf of William Randolph Hearst in the purchase of the paper, but when asked about that he denied it, and said he is opposed to the policies of Mr. Hearst. Furthermore, William C. Warren, the president of the company who conducted the sale for the owners, denied it. The sale includes the Associated Press membership.

The Commercial's Future

The Commercial was founded in 1811, the lakes in the near future, and which and is to-day Buffalo's oldest and most conservative newspaper. Its new own- He believes that a paper to represent



CHARLES A. FINNEGAN,
New Owner of the Buffalo Commercial.

er expects to continue publication for the time being along the same general lines that have been followed for many years. "Of course," Mr. Finnegan informed THE EDITOR AND PUBLISHER, "we will seek to improve the property and increase the circulation. The sale was made so quickly that I have not had time to think about congratulations. The Commercial prints the minutes of the City Council now, and is more than breaking even. We are not going to be content to stand still. We want to grow, and will try to do so. The country needs papers these days to appeal not only to the masses but to the thoughtful persons in a community as well."

Mr. Finnegan said he got a notion about a year ago that he would like to own a newspaper in Buffalo, which "is going to be one of the best cities on

sound judgment will become more valuable with the growth of the city, and he will combat Socialistic doctrines and principles. Another of the things Mr. Finnegan plans to emphasize strongly is the need of a high protective tariff and high wages, designed to help the business of the country after the war.

The Commercial Staff

Harvey W. White, one of the best-known newspaper men in western New York, will be continued in charge of the editorial department. William G. Hippler will continue to have charge of the city department.

The death of William H. Ellis, for many years secretary-treasurer of the James D. Warren's Sons Company, publisher of the Commercial, created a vacancy which was filled by the election of Raymond Bissell. Mr. Finnegan de-

sires to have Mr. Bissell take charge of the business end of the paper, and his title may be changed to business manager or publisher.

James D. Warren, who was vice-president of the old firm, probably will continue to serve the new owner.

There is to be no house-cleaning of old employees. There are many who have served the Warren family for years as employees of the Commercial, and the new owner feels that it is an obligation to give them consideration. If necessary, some will be pensioned.

Mr. Finnegan has had no newspaper experience, but he is a mighty shrewd business man, keen of mind, and thoroughly analytical. He does not purpose to make any change in the Commercial policy or product until he thoroughly understands the situation, and for that purpose is collecting first-hand information. A personal representative is going over the Commercial property to get complete data to lay before Mr. Finnegan.

Who Mr. Finnegan Is

Mr. Finnegan, who is well known in Louisville, Chicago, and New York, first attracted attention in Buffalo more than half a dozen years ago, when he bought the E. R. Thomas Motor Car Company, which was in a receiver's hands, and he still is operating the service department.

Later he acquired the Buffalo & Susquehanna Railroad at a foreclosure sale for about \$800,000. It was operated for a year at a heavy monthly deficit, and at the end of that time was dismantled. The rails and rolling stock were sold to the French Government. He and associates also purchased the Titanium Bronze Company at Niagara Falls, which manufactures a bronze used in the manufacture of bearings. This was taken over practically at the request of the Ford Motor Car Company, which wanted to be certain of having a reliable source of supply.

Mr. Finnegan has a smelting plant at Depew, and he owns the old Cyphers Incubator Company. He also bought the Courier Job Printing Company a while ago. This has been dismantled.

Mr. Finnegan bought the old steamer North West, one of the finest on the Great Lakes, which was built by the late James J. Hill. The purchase was made after fire ruined the ship. Mr. Finnegan took the vessel through the Welland Canal after it was cut in two and bulkheaded, after engineers said it could not be done.

Mr. Finnegan is forty-seven years old, and married. He now lives at Elma, a suburb of Buffalo, but is planning upon moving to the city.

Newspapers Pay Big Tax

PROVIDENCE, R. I., July 17.—The figures showing the taxes to be paid under the Corporate Tax law in this State by the newspapers of Rhode Island have just been submitted. They show the following: Providence Journal Company, corporate excess \$2,183,852.90, tax \$8,735.41; Pawtucket Times Publishing Company \$551,109.36, tax \$2,204.43; Providence Tribune Company \$144,260, tax \$577.44.

Post-Union Consolidation

MT. MORRIS, N. Y., July 18.—H. M. Rolinson, editor of the Picket-Line Post, has purchased the Union, said to be the oldest paper published in Livingston County. The two papers will be consolidated under the name of the Post-Union. The Union was owned by John C. Dickey, whose falling health compelled him to relinquish the reins.

CREEL COMMITTEE IS WARMLY ENDORSED

Southern Publishers, at Asheville Convention, Tender Congratulations on Results Achieved and Assurances of Hearty Co-operation in the Work.

The Southern publishers passed unanimously the resolution offered at the Asheville convention by W. T. Anderson, of the Macon (Ga.) Telegraph, endorsing the work of the Committee on Public Information and extending the cooperation of the association. The text of the resolution follows:

Whereas, for the purpose of carrying on the war and for the fuller dissemination of correct information at home and abroad, the President of the United States had constituted the Committee on Public Information, and

Whereas, this Committee has rendered active and valuable service, both in preventing the publication of information that might be of use to the enemy and in assisting the press and public in receiving fuller and more correct information than might otherwise be obtainable during a period of war.

Be it resolved, that this convention tender its congratulations for substantial results achieved and an expression of further and full willingness on the part of its membership to cooperate with this agency of the Government in obtaining and giving to the public any and all proper news and information relating to the Government's activities in the conduct of the war.

Be it further resolved, that it is our judgment that a more thorough cooperation should be brought about between the various departments of the Government with the Committee on Public Information to the end that a more compact and efficient service of real news may be obtained for the convenience of newspapers and the benefit of the public. To cooperate for this purpose we hereby tender the services of this association to the Committee on Public Information.

Mail Employee Hurt in France

Word has been received in New York that Corporal Michael Levy, formerly in the circulation department of the Evening Mail, has been wounded in France and is now in a base hospital recovering from his wound. Levy was employed in the circulation department of the Mail for eight years, and resigned to go over with the first expeditionary force sent to France. In a letter sent to a friend he states that while leading his men in action, a shell broke near by, a piece of the shrapnel passing through the muscles of the arm. He received treatment on the field and later was taken to the hospital.

Providence Anzeiger Stops

PROVIDENCE, R. I., July 17.—The Providence Anzeiger, the only German newspaper published in this State, owned by Mrs. Emily Hamburger, has suspended publication for the remainder of the war. Mrs. Hamburger has operated the paper for more than seventeen years, and the paper has been published for about forty years. The cessation of the publication was voluntary.

The President says that all of our hundred million people must be economically and industrially adjusted to war conditions. Have you found your sphere of service?

GIVE U. S. \$1,500,000 IN ADVERTISING

Johns Tells How Division of Advertising Reached Millions of People for Government to Sell the War to Americans.

William H. Johns, Chairman of the Division of Advertising, Committee on Public Information, addressing the A. A. C. of W. convention in San Francisco Monday, told how the Division was created by President Wilson, "for the purpose of receiving and directing, through the proper channels, the generous offers of the advertising forces



WILLIAM H. JOHNS.

of the nation to support the effort of the Government to inform public opinion properly and adequately."

The Division is forbidden to solicit advertising, Mr. Johns said, but it has received voluntary contributions of space in various mediums aggregating about \$1,500,000 for use in this calendar year. It has participated in various campaigns of the Government, its first effort being devoted to the United States Shipping Board, for which it sent out thirty-six pieces of copy, reaching nearly 8,000,000 readers, and occupying space worth more than \$20,000. The late date of the announcement of the Third Liberty Loan drive made a large showing for the Division difficult, but it put advertisements in twenty-three general magazines, sixty-seven farm papers, thirty-three trade papers, four house organs, sixteen newspapers, and thirty-two college papers, a total of 175 insertions of page advertisements, reaching a total of 15,972,299 readers.

For War Savings Stamps the Division has so far put out copy to seventy-two general magazines, thirty-five farm papers, eighty-four trade papers, two house organs, and 183 newspapers, a total of 81,000,000 circulation, with a space value of \$191,000. Three campaigns the Division has conducted for the Committee on Public Information, placing 536 advertisements, with a total circulation of 64,500,000, and a space value of \$171,500. The "Smileage" campaign for the Commission on Training Camp Activities, Mr. Johns said, consumed space in 1,134 newspapers, of which the cash value has not been figured out, and magazine circulation reaching the total of 2,225,000, with a space value of \$9,874. For the "War Garden" campaign of the Department of Agriculture the Division used general magazines and farm papers, placing seventeen advertisements for a total

circulation of 6,000,000, and a space value of \$13,500. The Council of National Defence has had ten advertisements, with a total circulation of 8,000,000, and space value of \$21,625.

The notable drawing, "The Greatest Mother in the World," was prepared under the direction of the Division for the Red Cross Drive. The advertising schedule for this effort included twenty women's publications, with a total circulation of 12,000,000 copies; twenty-six national weeklies, with a total circulation of 12,000,000 copies; twenty-five theatre programmes, with a circulation of 500,000 copies; sixty-two other magazines with a total of 17,500,000 copies, and 334 farm and trade papers, with a circulation of over 15,000,000; a grand total circulation of 57,000,000 copies, or approximately two and a half copies to every family in the country, and with a value of \$177,000.

SUGGEST HEAVY CUT IN PAPERS' SIZE

Twenty Pages May Be Limit for Dailies in Cities of 5,000,000—A. N. P. A. Committee Preparing Agreement to Submit to Government.

(By Wire to THE EDITOR AND PUBLISHER.)

WASHINGTON, July 19.—The Paper Conservation Committee of the A. N. P. A. is in conference here this morning to reach an agreement on further voluntary recommendations to be submitted to the Paper Section of the War Industries Board this afternoon or Saturday.

Frank P. Glass, president of the A. N. P. A., said the committee is hopeful of reaching a unanimous recommendation on paper conservation, although the first few hours of the meeting brought no agreements.

In advance of the scheduled conference between the publishers' representatives and Chairman Donnelly, of the Paper Section, it is understood that the Government will not ask paper conservation by newspapers of eight pages or less, whether weekly or daily, conceding this number of pages to be necessary.

Mr. Glass is of the opinion that there must be a decided curtailment by the larger publications.

The Conservation Committee is proceeding on the theory that it is better that the publishers should agree among themselves to concessions than to have the Government take the initiative and enforce reduction.

Situation Complicated

"Of course, the paper shortage situation is serious," said President Glass today. "We have already held extended conferences, seeking an agreement upon recommendations to submit to the papers and to the War Industries Board. So far we have reached no conclusions. The subject is very complicated, and a different situation is presented in almost every city and in every newspaper office.

"However, it is apparent that there must be a reduction in the size of newspapers. We are endeavoring to get together on broad principles that will fit substantially all cases.

"There has been some discussion of a flat policy to cut out comics, photogravure sections, magazine sections, and so on. I do not believe we will recommend a blanket proposition of this kind, but our recommendations will probably lie along the lines of a reduction in the number of news columns. In other words, it may be possible to figure that the news of the day should

be held within a certain number of columns in a city of more than 1,000,000 population, twenty columns in a city of 500,000, and so on down the line.

May Cut News Space

"Our desire is to affect necessary economies with as little permanent injury as possible to ourselves and to the reading public, and at the same time conserve the interests of the National Government. Compulsory reduction of circulation is regarded by some as impracticable. The more feasible plan may prove to be an agreement as to the number of news columns utilized in a given community per day, as I have indicated.

"Here, however, one finds complications also, in some cities a paper may now be using 120 columns per day, while another paper in the same city may be printing 70. Certain newspapers have already tightened up, while others, because of large individual paper supplies, are liberal in their use of paper. The question is how to adjust these matters on a broad principle that will be satisfactory to the Government and to the publishers.

"We do not want to hold a conference with Chairman Donnelly until we have agreed on some general principles. We then hope to have the Government approve our recommendations."

Mr. Glass said his observation was that newspaper publishers generally are cheerfully living up to the preliminary curtailment regulations of the War Industries Board, which went into effect on July 15. Certain of the economies insisted upon by the Board, he said, had been urged heretofore by groups of newspaper publishers, but hitherto without concert of action, or effectiveness.

CHINA NOW HAS ITS OWN AD CLUB

Both Chinese and Americans Compose the Advertising Club of China, First of Its Kind in Orient—Will Affiliate with A. A. C. W.

SHANGHAI, China, June 5.—An advertising club, the first to be organized in an Oriental country, was formed in Shanghai, China, on June 3. The club, which will be known as the Advertising Club of China, starts with a charter membership of thirty-three, and is composed of Chinese and Americans. It is organized along American lines, and has voted to affiliate with the Associated Advertising Clubs of the World. The officers elected for the coming year are as follows: President, J. B. Powell, managing editor of Millard's Review, an American trade publication in Shanghai; vice-president, D. K. Wong, editor of the Hsin Shan Pao, one of the large Chinese newspapers in Shanghai; Chinese secretary, C. F. Lin, Howe's Advertising Company; foreign secretary, A. N. Lethin, International Correspondence Schools; treasurer, Dr. Fong F. Sec, of the Commercial Press, the largest Chinese printing concern in the Orient; assistant treasurer, John A. Dismeyer, of the advertising department of the British-American Tobacco Company, and the following members of the board of governors: H. H. Wong, Commercial Press; S. C. Wong, Andersen, Meyer & Co.; E. Strassman, advertising manager, British-American Tobacco Company; John S. Potter, advertising manager, Andersen, Meyer & Co.; A. G. Locher, American Vice-Consul at Shanghai.

The purpose of the club is to bring

about closer relations between the foreigners interested in advertising and business development in China, and Chinese who are interested in improving their methods of doing business in accordance with the best methods in use in foreign countries. The Chinese membership in the club include the business managers of practically all of the Chinese newspapers in Shanghai, as well as the advertising managers of a number of Chinese businesses.

Ochs and Reid Again Indicted

On their appearance in court Thursday to argue motions for the dismissal of the suits for criminal libel brought by Mrs. William R. Hearst against Adolph S. Ochs and Ogden Mills Reid, publishers of the New York Times and Tribune, their attorneys were informed by Assistant District Attorney E. D. Kilroe, that a superseding indictment had been found against the defendants.

Judge Wadhams heard a motion for dismissal on behalf of the defendants on Tuesday, but ordered the attorneys for Mr. Ochs and Mr. Reid to submit briefs Thursday. They have received permission to inspect the minutes of the grand jury as to the new indictment. No date has been set for arraignment on the new charge.

Communities Can Bar Papers

MT. VERNON, N. Y., July 19.—The Star Company, publisher of the New York American and the New York Evening Journal, yesterday lost its fight to prevent the enforcement of an ordinance of the city of Mount Vernon prohibiting the sale of the newspapers in that city. The decision was handed down by Justice J. Addison Young, of the Supreme Court, sitting in New Rochelle.

In his decision Justice Young says: "In my opinion this action is not maintainable. The well established rule, that equity will not interfere to prevent the enforcement of the criminal law applies to the facts of this case."

The Justice referred to several cases to bear out this contention.

Gov't Will Buy No Loan Ad Space

WASHINGTON, July 19.—There will be no change from the past in the policy of the Treasury Department as regards publicity methods to be used during the fourth Liberty Loan campaign, especially so far as the Government's paying for advertising is concerned. The Federal Reserve Liberty Loan directors met here this week to talk over their plans and it was definitely decided that the system followed in previous campaigns will be adhered to.

Entertain Indiana Newspaper Men

INDIANAPOLIS, July 18.—The members of the Press Club were entertained at the National Military Home at Marlon by Mrs. M. C. Wilson, president of the Women's Press Club of Indiana, assisted by her father, Col. A. B. Crampton, Governor of the Home, her sister, Mrs. L. C. Caulkins, and by her husband Henry B. Wilson.

Bonnet Rouge Manager Executed

PARIS, July 18.—M. Duval, former manager of the newspaper Bonnet Rouge, was executed by a firing squad early Wednesday morning. He was convicted of treason in the second of the "defeatist" trials, growing out of the Bolo Pasha intrigue.

It is better to say "I'll do" than "I'll try." The habit of being positive strengthens the mind and develops power to achieve.

NEWS PRINT FORCES ARRAY FOR BATTLE

Prepare for Hearing Before Commission
July 29 and Appeal to Circuit
Court Judges Against \$3.10
Price August 14.

Only a week remains before news print manufacturers and publishers will again appear before the Federal Trade Commission to go over the old question of cost of news print production. When the Commission fixed the maximum price of news print, effective as of April 1, 1918, at \$3.10, they did not take into consideration any element of cost that did not obtain before that date. Since April 1, however, freight rates have increased and the demands of labor for higher wages have been granted.

The publishers declare that the \$3.10 price is large enough to meet even these additions to production cost. The manufacturers, on the other hand, say the price fixed is too low for them to do business at a profit, even if old cost conditions had not been changed. The agreement which placed the matter in the control of the Federal Trade Commission permits the manufacturers or the Government, parties thereto, to ask the Commission for a readjustment of price whenever changing conditions warrant it.

Ask New Price

Acting upon this phase of the agreement, the manufacturers have asked for a new price for the months of May, June, and July. Their right to a price higher than \$3.10 because of unquestioned additions to cost is to be argued July 29 before the Commission. It is for the Commission to determine whether or not the \$3.10 price is still great enough to cover the advances.

The appearance before the Commission is not to be confounded with the appeal of the manufacturers to the judges of the Second Circuit Court, which is to be heard August 14 and 15, though in a sense they are related. It is believed that whatever decision the Commission shall reach will have a certain effect upon the judges, who sit, not as a court, but as a board of arbitration.

The appeal of the manufacturers is for a review of the original finding of the Commission—\$3.10 a hundred pounds for news print. They may present the evidence that was submitted to the Commission, and also adduce any new evidence they have of costs both before April 1 and since that time. This includes, of course, the advance in freight rates and in wages. It is not impossible, too, that they will look into the future and urge the constantly advancing cost of living as a reason why a higher maximum should be awarded by the judges.

Wage Adjustment Semi-Annually

In this respect it is to be remembered that the Taft-Walsh Board, in allowing increases to the workers, provided for a readjustment of the wage scale every six months in accordance with advancing or decreasing cost of living. The manufacturers will argue that to meet renewed demands of labor, which they anticipate by November 1, six months after the new scale wage went into effect, they should be allowed a maximum of at least \$4 a hundred.

Preparing for the hearing, and for the later argument before the arbitrators, accountants for both sides are busy going over the old cost figures and calculating the effect of the additions.

Counsel, also, are reviewing the testimony with a view to emphasizing before the Commission any parts that have a direct bearing upon the case before the Commission in its new phase, and also preparing for a complete review and extension of testimony before the arbitrators. Guthrie B. Plante, who represented the publishers as counsel at the Commission hearings, will appear in both the new proceedings for his clients. Henry A. Wise and his associate, Claude A. Thompson, will appear for the manufacturers.

JOSEPH P. BARRY GOES WITH N. Y. TIMES ON AUGUST FIRST



J. P. BARRY.

Joseph P. Barry will take up his new duties on the executive staff of the New York Times on August 1 (his appointment was recently noted in THE EDITOR AND PUBLISHER), resigning the post of circulation manager of the Providence (R. I.) Journal and Evening Bulletin after three years' service. His new work will offer Mr. Barry a much larger field of operation.

Mr. Barry was born in Dublin, Ireland, and educated at the University College, Blackrock, in the County of Dublin. After taking a complete course of banking, accounting, and commercial law, he joined the auditing staff of the Hibernian Bank, Dublin, and three years later became secretary and treasurer of the Zacatecas Mining & Metallurgical Company of Zacatecas, Mexico. After that he went into business for himself and travelled over the entire country, at the same time learning to speak Spanish fluently.

Mr. Barry was in Mexico City during the "Decena tragica," or "tragic ten days" when the city was in a state of siege by the armies of Felix Diaz and Huerta, and during which President Madero was overthrown and assassinated.

As things went from bad to worse after that, Barry came to the United States the following month. The Mexico City-Vera Cruz Railway was in the hands of the bandit Zapata—and the Juarez-El Paso line was in the hands of Villa, so he was obliged to get out by way of Manzanillo, a small town on the Pacific Coast of Mexico, where he caught a Pacific Mail steamer for San Francisco.

In the United States, Barry engaged in special auditing and systematizing work for the Hellman Bank of Los An-

geles, the Schoenhofen Brewing Company of Chicago, the Central Illinois Public Service Company, and the New England Casualty Company, covering all the Middle-Western as well as most of the Southern and Western States. Early in 1914 he joined the pioneer auditing staff of the Audit Bureau of Circulations. From the start he was deeply interested in newspaper work, realizing what a wonderful field it offered an ambitious man.

While with the A. B. C., Barry audited seventy-four newspapers and magazines in Chicago, Detroit, Cleveland, Toledo, Philadelphia, Washington, Baltimore, Newark, Montreal, Canada, and numerous other cities and towns. At the end of 1915 he was in charge of all the Eastern operations of the A. B. C.

After completing the audits in Providence, R. I., the Journal Company invited Barry to join its staff as circulation manager of the Providence Journal and the Evening Bulletin, and he has been with the Journal Company ever since.

Mr. Barry is a brother of John F. Barry, now the assistant advertising manager of the New York Evening Post and who formerly was Eastern representative of the Audit Bureau of Circulations and correspondent in Mexico for American newspapers and news services.

Roelker Goes to Red Cross

PROVIDENCE, R. I., July 17.—William G. Roelker, until last week advertising manager of the Providence Journal, has quit the newspaper business, at least temporarily, to become associate director of the Bureau of Chapter Organization of the American Red Cross. Mr. Roelker was publicity director for Providence in the first Liberty Loan and State publicity director in the second and third loans. He was city publicity director in the first Red Cross membership campaign and State director in the second membership campaign and the first war fund drive.

Contest Promoter Arrested

GUTHRIE, Okla., July 18.—C. E. Gordon, promoter and manager of a subscription contest scheme conducted for the Guthrie (Okla.) State Register, has been arrested on a warrant charging fraud and is held under bond to appear for trial. The contestants at the same time have brought suit against the State Register for return of money paid on subscriptions and for pay for services as solicitors.

Scale Raises in Montana

ANACONDA, Mont., July 15.—An increase in wages has been granted by the publishers of Butte and Anaconda, Mont., to date back to June 1. The printers receive an addition of 75 cents per shift to their previous \$5.75, with an additional 25 cents to take effect September 1. The book and job scale receives a similar boost.

Ethridge Staff Enlarged

The Ethridge Association of Artists, New York, has enlarged its staff with the following: Allison C. Berg, formerly of the Packard Motor Car Company; Arthur C. Walker, late with Hart Shaffner & Marx, and Edward S. Gifford, of the Barnes-Crosby Company, Chicago.

Bruce Barton, who recently discontinued his Every Week Magazine, is now chairman of the Y. M. C. A. publicity committee, with headquarters in Washington, D. C.

WASHINGTON HERALD MAY BE SOLD

Option Obtained from Clinton Brainard,
the Owner, by Eastern Interests Ex-
pires July 20—Edmund Walker
Represents Purchasers.

WASHINGTON, July 16.—A group of Eastern interests have obtained an option on the Washington Herald from Clinton Brainard, the same expiring July 20. The names of the possible purchasers are not obtainable, although they are represented in the negotiations by Edmund Walker, who is at the present time connected with the staff of the New York Times and was formerly with the Chicago Herald.

It is said to be certain by sources of information in close touch with the situation that the sale will go through within the stipulated life of the option, which is fifteen days from July 6. However, the option is renewable at the rate of \$50 per day.

A recent rumor was to the effect that the Herald was to be absorbed by Arthur Brisbane's Washington Times, but this was denied by all interests concerned.

Mr. Brainard, the present owner of the Herald, has not been in the best of health of late, and has been spending most of his time at his summer home at Lake Cobbosseecontee, Me.

Mr. Brainard returned to New York from the Maine woods Thursday and confirmed the above understanding of the option. He declined to give the names of anybody concerned, but said at the time THE EDITOR AND PUBLISHER went to press the deal had not been closed.

PRESS AGENT, FOR CUBA SUES

Asks Damages from President Menocal
for Breach of Contract.

J. V. Knight, formerly head of the Republic of Cuba News Bureau in New York city, with headquarters in the Woolworth Building, has begun an action in the Supreme Court for alleged breach of contract against Mario G. Menocal, President of Cuba, and Señor Eusebio S. Aziazu, his secretary.

"This action," Mr. Knight says, "is on a breach of contract and for an accounting and for a general adjudication of the functions which I was asked to exercise nominally as a publicity representative, but which were bound to result in complications with the United States Government agencies, to which I could not consent to be a participant."

The News Bureau, at the height of the Cuban Revolution against President Menocal, early in 1917, and since that time has been an active agency in promoting publicity for certain Cuban Governmental activities. The amount sued for is said to be between \$5,000 and \$10,000.

Military Tract Press Met

MONMOUTH, Ill., July 19.—The summer meeting of the Military Tract Press Association was held here to-day. An interesting programme, including discussion of many questions of interest to publishers in general, held the attention of those present. George S. Flint, of the Yates City (Ill.) Banner, is president of the Association, and Van L. Hampton, publisher of the Macomb (Ill.) By-Stander, is secretary.

Merle Cox has been appointed Chicago manager of the Chilton Tractor Index, Philadelphia.

PRESS OF VIRGINIA IS MEETING

War Conditions Held Up Meeting of Last Year—Thirtieth Session Had Interesting Programme—President Moseley Discusses Matters.

ROANOKE, Va., July 18.—Owing to war conditions, the annual session of the Virginia Press Association was not held last year, hence this year's session, which opened to-day, and will continue to-morrow, at the Auditorium Hotel, is of double interest to members, who are here in an unusually large attendance.

In his opening address, which was in the nature of a report, President E. G. Moseley congratulated the members on the work accomplished by them since the outbreak of the war, and urged them to further endeavors in behalf of our country. He said in part:

"Certain it is that never in the history of the newspapers of our State have the owners, editors, and reporters had a more strenuous time. Hundreds of those who two years ago were quietly pursuing their vocations in our peaceful way by rendering the reading public a real service, have been called to go forth to render a like service, 'Somewhere in France,' in defence of our country and its rights.

"Not only have members of the Virginia Press Association been drafted heavily upon to furnish men from their plants, but the opportunity afforded all true Americans of their means to 'Help Win the War,' has come to them in appeals for the purchase of Liberty Bonds, Thrift Stamps, and donations for the great work of the Red Cross and Y. M. C. A. To all of these meritorious appeals I am glad to know that the members of this Association have responded in the most liberal manner, many of them have not only contributed in dollars, but have been called upon to give up more than can be computed in money—their sons—to render service upon the battlefield. I do not hesitate for a moment to express the belief that the members of the Virginia Press Association, according to their ability, have contributed more liberally than that of any other Association in our country, perhaps not so much in dollars and cents as the average man computes it, but when due credit is given for their stock in trade (space in their publications), the amount has been great, indeed. The space given by the owners of these papers, if paid for at the regular rates, would doubtless exceed the gifts of those who give from their earnings in other pursuits in life."

W. S. Copeland Speaks

W. S. Copeland, editor of the Newport News (Va.) Times-Herald, spoke on the subject of "The War as the Press Sees It." He said:

"It is the duty and privilege of the press to teach the doctrine by precept and example—that Americans must be willing to sacrifice not merely what they have, but all that they are for the triumph of the cause which the republic has championed. I pray God that the sacrifice may not have to go much farther. I pray God that our men may be spared, and that the day is not distant when they will all come home in triumph, and righteous and lasting peace may brood over the world. But we shall not have triumph unless we have in us the spirit of sacrifice, that will move us as a nation and as a united, coherent people, to lay upon the altar of our country all that we have, all that we are, body, mind, and spirit, as a pious oblation to human Freedom."

H. K. BLACK PROMOTED BY CLOVER LEAF LIST NEWSPAPERS



HARRY K. BLACK.

OMAHA, Neb., July 18.—Harry K. Black has been appointed special representative of the Clover Leaf newspapers—the Omaha Daily News, the St. Paul Daily News, and the Minneapolis Daily News. Four weeklies are also included in the Clover Leaf list.

Mr. Black was formerly connected with the Omaha Daily News in the capacity of service department manager. His duties there were to extend cooperation to national advertisers, to secure data and assist in merchandising problems. The department had the reputation among national advertisers of being one of the most complete service departments in the United States.

Mr. Black succeeds Scott Smith in Omaha.

JOHNSON LEAVES THE AMERICAN

Assistant City Editor Was With Organization Thirteen Years.

Severance Johnson has resigned from the assistant city desk of the New York American.

Mr. Johnson was in the employ of the American for thirteen years, having transferred to its reportorial staff from the Sunday edition of the New York Tribune. He was made city editor less than a year ago. He is known as one of the best equipped newspaper men in New York. As a special writer he made a reputation that attracted an offer from the American, and while on the staff of that paper he covered some of the most important assignments, being sent as special correspondent to various parts of the country wherever important news broke.

World Starts Memorial Fund

The New York World has started a popular subscription for a memorial to the late Major John Purroy Mitchel, formerly Mayor of New York, who recently met his death on an aviation field in the South. In starting the subscription the World has donated \$1,000. The fund is meeting with many responses.

Ninety Days for Swindler

John F. Rock, alias John Robinson, who was arrested in St. Paul on a charge of swindling several citizens whom he induced to pay \$50 to \$100 each for membership in a mythical press club, was sentenced to ninety days in the workhouse. He pleaded guilty.

PITTSBURGH AGAIN RAISES PRICE

Sunday Papers to Be Ten Cents—Government Regulations Given as Reason for Increase—Premiums Are Abolished.

PITTSBURGH, July 15.—Announcement was made yesterday by all of the Pittsburgh newspapers that beginning next Sunday, July 21, and until further notice, the price of the Sunday issues will be ten cents. The reason for the advance is given in "the tremendous advance in the price of white print paper, recently fixed by the Federal Trade Commission at Washington, together with large increases in the cost of labor, and everything which enters into the publication of newspapers."

This local publishers' association has gone some steps further, and after August 1 certain circulation practices will be abolished. Premiums, trading stamps, prizes, and contests, prizes and gifts, clubbing, with the exception of mail orders at 80 per cent. regular price, the selling of subscriptions in bulk to any fraternal or other organization or individual on any basis involving a reciprocal or subscription or donation by the newspaper to such organization, or individual, and all trade arrangements for part of or the entire wholesale or subscription prices are prohibited.

The Pittsburgh Newspaper Publishers' Association claims to have been the first body in the country to take steps to conserve paper. Early in 1913 the return of papers was prohibited and without any suggestions from outside sources the body restricted the number of exchanges, and limited advertisers to one copy. Later the paper was standardized in size and free reading notices were abolished. All these rules worked admirably.

It is the opinion of publishers here that the constantly increasing costs will make a three-cent daily newspaper a necessity.

St. Paul at Last Raises Prices

ST. PAUL, Minn., July 18.—Dispatch and Pioneer Press have raised their prices, single copies of the former going up from one cent to two, and of the latter from two to three cents. The Sunday Pioneer Press is to be sold for six cents, an advance of one cent. The price per week for the two papers is fifteen cents, an advance of five cents, or sixty-five cents a month, against the former price of forty-five cents.

The St. Paul Daily News has increased its prices from one to two cents, the Sunday edition to six cents, and the weekly price from seven cents to ten.

Church Paper Raises Price

BOSTON, July 18. The price of the pilot, the official organ of the Catholic diocese in and around Boston has been advanced from \$1 to \$2 per year and from two cents to five cents the copy. Cardinal O'Connell explains that every contributing factor of the paper has materially increased in price.

Sunday Prices Up in Syracuse

SYRACUSE, N. Y., July 15.—The Post-Standard and Herald have advanced the price of their Sunday editions from five to seven cents.

West Virginia Paper Raises Rates

PARKERSBURG, W. Va., July 15.—The publishers of the Sentinel have raised

the price of their paper on street sales from 2 to 3 cents. Weekly carriers will receive 15 cents instead of 12 cents, and the mail rates will be \$5 instead of \$4 per year.

All Now Two Cents in New Haven

NEW HAVEN, Conn., July 18.—The Union, the Times-Leader, and the Register have increased their price to two cents a copy. As the Journal-Courier has been a two-cent paper, all the dailies now sell at the same figure.

NORTHERN N. Y. EDITORS MEET

Session Being Held To-day at Clayton, on St. Lawrence.

CLAYTON, N. Y., July 19.—The semi-annual meeting and outing of the Northern New York Press Association will be held at Clayton to-morrow. The editors and publishers, many of them accompanied by their families, will make their headquarters at Ye Walton Inn, which is located within a stone's throw of the St. Lawrence River. In addition to an interesting business programme, plenty of entertainment will be furnished. F. X. Tobin, publisher of Clayton-on-the-St. Lawrence, having charge.

Williston Manley, publisher of the Canton Plaindealer, is president of the Association, and Floyd J. Rich, publisher of the Carthage Republican, is secretary.

At least two speakers outside of the Association will be present, and papers on subjects of interest to the craft will be given, and problems, of which there are many, will be discussed. A trip through the Government shipbuilding and airplane factories at Clayton is expected to be arranged for, and an excursion on the river will also be a feature.

N. Y. EVENING POST'S CAMP

Fine Summer Recreation Offered at Camp Henry Villard.

On Lake Popolopen, eight miles from West Point, N. Y., dozens of employees of the New York Evening Post are spending week-ends as guests at Camp Henry Villard, and others are spending their entire vacation there.

Instituted by Oswald Garrison Villard, president of the Evening Post Company, and named in memory of his father, the camp was opened some weeks ago. It is beautifully located in a wooded environment, with boating, fishing, bathing, and hills that incite climbers to their best efforts. Mr. Villard has supplied tents and complete equipment of accessories necessary to camp life, and there is a community building which serves as a gathering place in inclement weather, with music for dancing and other entertainment. Free automobile service is supplied from West Point to Camp Henry Villard, and this ride is usually the finale or the prelude to a boat trip on the Hudson.

Seek to Preserve Newspapers

MILWAUKEE, Wis., July 15.—The need for inventing a method of preserving newspapers for the sake of future historians was discussed at a meeting of the directors of the Milwaukee public library. The paper on which newspapers are now printed will not last more than six years, as the sheets become brittle. All methods suggested so far have been too expensive.

The BALTIMORE SUN'S

DISPLAY ADVERTISING RECORD FOR JUNE

Note the Percentage Column



	Display Advertising Carried by All Papers	Display Advertising Carried by THE SUN (All Issues)	PERCENTAGE Carried by THE SUN (All Issues)
Dry Goods	809,701 lines	394,355 lines	48.7
Furniture	157,807 "	78,527 "	49.8
Food	46,712 "	23,447 "	50.2
Shoes	54,010 "	26,052 "	48.2
Women's Specialties	73,781 "	40,423 "	54.8
Men's Clothing	92,779 "	34,290 "	36.9
Automobiles	139,370 "	68,438 "	49.1
Financial	59,707 "	25,266 "	42.3
Musical Instruments	50,372 "	22,066 "	43.8
Tobacco	37,723 "	20,692 "	54.9
Medical	79,353 "	35,925 "	45.3
Drug Stores	10,713 "	7,863 "	73.4
Jewelry and Silverware..	18,669 "	6,208 "	33.2
Books	7,948 "	3,848 "	48.4
Amusements	76,979 "	21,116 "	27.4
First and Last Pages....	65,108 "	24,562 "	37.7
Real Estate	18,649 "	13,189 "	70.7
Railroads and Steamships	2,148 "	737 "	34.3
Miscellaneous	193,841 "	76,913 "	39.1
Total.....	1,995,370 lines	923,917 lines	46.3

If you want information about the Baltimore market, use the Service Department of The Baltimore Sun.

*Paid Circulation
for June*

Daily - - **183,383**
Sunday - **114,847**

The Baltimore Sun in June carried 50.9% of all advertising (display and classified) published in Baltimore papers.

JOHN B. WOODWARD,
Times Building, New York

GUY S. OSBORN,
Tribune Building, Chicago

UNION PRINTERS PREPARE FOR ANNUAL CONVENTION

Will Be Held in Scranton, Pa., August 12 to 17—Many Newspapers Paying Higher Wage Scales and Bonuses

INDIANAPOLIS, Ind., July 16.—Headquarters of the International Typographical Union have announced that all arrangements are complete for holding the sixty-fourth convention in the city of Scranton, Pa., during the week of August 12 to 17. Hotel Casey will be the headquarters. Notwithstanding war times, the usual number of delegates have been elected, and all signs point to a large and successful gathering. This hotel can accommodate 800 guests.

The printers of Scranton have arranged an elaborate programme to entertain the delegates and visitors during the week. One day will be devoted to a trip to Wilkes-Barre, when the convention delegates will be in the hands of members of Typographical Union No. 187. Scranton and Wilkes-Barre are located in the mountains of northeastern Pennsylvania, in a delightful region to spend a week's vacation.

Submit Convention Matters Now

Local unions or delegates-elect wishing to present amendments to the laws or other propositions for action by the convention should forward them immediately to Secretary-Treasurer Hays at headquarters in Indianapolis. This is the only channel through which propositions may reach the floor of the convention. As the laws committee meets at Scranton five days previous to the opening of the convention, more deliberate consideration can be given to amendments and propositions if they are forwarded to Secretary-Treasurer Hays early, so they can be placed in the hands of this committee.

President Scott has appointed the following to serve as members of the committee on laws of the session:

F. W. Steffen (chairman), Cleveland Union No. 53; C. L. Wilson, Charleston (S. C.) Union No. 43; John T. Hudson, Newark Union No. 103; Clifford M. Cobb, Cincinnati Union No. 3; A. D. Bauer, Topeka Union No. 121; A. S. Andrews, Pueblo Union No. 175; J. E. Corcoran; St. Paul Union No. 30.

The committee will meet at the Hotel Casey, on August 6, at 10 o'clock, to begin consideration of propositions or amendments to the laws which will later be acted on by the convention.

Wage Scales and Contracts

The wage differences between New York Typographical Union No. 6 and the New York newspaper publishers (the union has asked for an increase of \$4 per week and the publishers agreed to an advance of \$1) are still in the hands of John Mitchell, former president of the United Mine Workers, now chairman of the New York state Industrial Commission, who is acting as arbitrator.

The International Typographical Union reports the following new contract and scale agreements:

Richmond, Va.—Every book and job printing plant here is now reported by the I. T. U. to be running on an eight-hour basis, with wages increased \$5 a week for job men and \$6 a week for machine operators.

Washington, D. C.—For a number of years the newspaper printers of Washington have enjoyed a seven-hour day. Under a new agreement just signed this will continue, and in addition a considerable increase over the war bonus the publishers have been paying for some months was granted the employees. The night pay will be \$36 per week, and work on evening papers will be paid for on the basis of \$33 per week. Where a double header is worked on Saturday—an evening paper with a Sunday morning edition—the pay for five days and one night will be \$34 per week. Eliminating the war bonus, the new scale is an advance of \$8 per

week for night work and \$7.50 for day work over the agreement in effect between the publisher and union, and which would not have expired until November 11 next.

Washington, D. C.—Public Printer Ford has been using every effort for some time to secure an increase for workers in the Government printing office.

Butte, Mont.—Conferences between the newspaper publishers and job office proprietors of Butte, and a union committee has brought about an amicable understanding, and as a consequence that city will have one of the highest wage scales in the jurisdiction of the International Typographical Union. The old scale provided for \$34.50 per week for night work and \$31.50 for day work, newspaper and book and job, seven and one-half hours a day on newspaper and eight hours for book and job offices. The new agreement provides for an increase of \$4.50 per week immediately and on September 1 a further advance of \$1.50 per week will be effective, making the scale at that period \$40.50 per week for night work and \$37.50 for day work.

Ashland, Ky.—Newspaper (day)—handmen, \$21; operators, \$22; (night)—handmen, \$23; operators, \$24. Book and job—handmen, \$18; operators, \$22. The contract covers a period of one year—June 1, 1918, to May 31, 1919. Increase: Newspaper (day and night)—Handmen, \$3; operators, \$3.50. Book and job—Operators, \$3.50.

Astoria, Ore.—Newspaper, book and job (day)—Foremen, \$30; handmen, operators, \$28.50; (night)—foremen, \$31.50 handmen, operators, \$30. The contract covers a period of one year—June 4, paper, hook and job (day and night), \$3.

Oustin, Tex.—Newspaper (day)—1918, to June 3, 1919. Increase: News—Handmen, proofreaders, \$4.50 per day; operators, piece rates. Seven hours constitute a day's work. The contract covers a period of two years—June 21, 1918, to June 21, 1920. Increase—\$3 per week.

Bangor, Me.—An increase for the members of the chapel of the Daily News has been granted another dollar to be added next year. The old rate was \$19 day and \$21 night.

Burlington, Vt.—Newspaper (day)—Handmen, operators, \$20; (night)—handmen, operators, \$24. Book and job—Handmen, \$19; operators, \$21. The contract covers a period of two years and seven months—May 1, 1918, to November 30, 1920. Increase: Newspaper (day)—May 1, 1918, handmen, operators, \$1. December 1, 1919, \$1. (Night)—May 1, 1918, handmen, operators, \$2; December 1, 1919, \$1. Book and job—May 1, 1918, handmen, operators, \$2; December 1, 1919, \$1.

Cincinnati, O. (mailers).—Newspapers (day)—All journeymen, \$21.50; (night)—all journeymen, \$22. The contract covers a period of three years—June 6, 1918, to June 6, 1921. Increase: (day and night)—\$3.

Centralia, Wash.—A new scale and contract has been signed raising the scale from \$21.60 for ad and job men and \$24 for operators to \$27.60 flat for both hand and machine men, with \$30.60 for night work, \$3 per week additional for foremen or machinist-operators caring for two or more machines.

Chattanooga, Tenn.—Book and job—Foremen, \$30; handmen and proofreaders, \$25; linotype operators, \$4.12½ per day, \$4.67½ per night; monotype operators, \$27 per week, day; \$30 per week, night. The contract covers the period extending from May 15, 1918, until April 22, 1919.

Durham, N. C.—Newspaper, book and job (day)—Handmen, operators, \$24; (night)—handmen, operators, \$26. The contract covers a period of one year—June 21, 1918, to June 21, 1919. Increase: Newspaper, book and job (day)—Handmen, \$9; operators, \$6; (night)—handmen, \$11; operators, \$8.

Eureka, Cal.—Job scale advanced from \$26 to \$28 per week, and after January 1, 1919, \$30 per week. Day machine scale is advanced from \$31.20 to \$33, and night machine scale from \$34.20 to \$36.

Great Falls, Mont.—Newspaper (day)—Foreman, \$7 per day; handmen, operators, proofreaders, \$6; (night)—foremen, \$8 per night; handmen, operators, proofreaders, \$6.50. Seven and one-half hours constitute a day's or a night's work. Book and job—Foremen, \$6.75 per day; handmen, operators, \$5.75. Eight hours constitute a day's work. The contract covers a period of nineteen months—June 10, 1918, to December 31, 1919. Increase: Newspaper (day and night)—June 10, 1918, \$3; September 1, 1918, \$1.50. Book and job—June 10, 1918, \$1.50; September 1, 1918, \$1.50.

Lansing, Mich.—Newspaper, book and

job (day)—Handmen, \$24; operators, \$25; (night)—handmen, \$25; operators, \$26. The contract covers a period of one year—July 1, 1918, to June 30, 1919. Increase: Newspaper, book and job (day)—Handmen, \$4.50; operators, \$4; (night)—handmen, \$3.50; operators, \$4.

Milwaukee, Wis.—A new three-year agreement by book and job employers calls for an increase of \$3 per week during the first eighteen months and \$1 additional during the last half of the scale period. This brings the book and job-holders up to the afternoon scale—\$27 per week.

Milwaukee, Wis. (Typographia)—The scale of Typographia No. 10, of Milwaukee, Wis., which expired on July 1, 1918, has been equalized and raised to \$27 per week for all the men on afternoon papers and \$30 for all the men on morning papers. This is an increase of \$4 per week for the operators and \$5 for the handmen, on day as well as on night work.

Minneapolis, Minn.—Newspaper (day)—Handmen, \$29; operators, piece rates; (night)—Handmen, \$32; operators, piece rates. The contract covers a period of five years—May 1, 1918, to May 1, 1923. Increase: (day)—Handmen, \$3.08; (night)—Handmen, \$3.20. In addition to the above a \$1 per week war bonus will be paid until treaty of peace shall be signed between the United States and Germany. Book and job—Handmen, proofreaders, \$25.92; operators, \$29.50. The contract covers a period of one year—June 1, 1918, to June 1, 1919. Increase: Handmen, proofreaders \$4.92; operators, \$5.50.

Montreal, P. Q. (French)—Newspaper (day)—All journeymen, \$26; (night)—All journeymen, \$29. The contract covers a period of sixteen months—July 1, 1918, to October 31, 1919. Increase: (day and night)—\$2.

Newburyport, Mass.—The minimum wage was raised from \$1 to \$3 per week on the Daily News.

Niagara Falls, N. Y.—A new scale of \$25.50 (formerly \$18), has been signed. This is a flat scale.

(Continued on page 28)

"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 make the Edition thoroughly representative from a news standpoint. —Entire supervision of news and mechanical ends given when requested.

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

JOHN B. GALLAGHER COMPANY

Main Office, Ninth Floor, Dexter Building, Boston, Mass.
Branch Offices.—Room 403, United States Express Building, 2 Rector St., New York;—North American Building, Philadelphia;—Plain Dealer Building, Cleveland;—Constitution Building, Atlanta;—Herald and Traveler Building, Boston;—Gazette Building, Worcester, Mass.;—Tribune Building, Providence, R. I.

FIRST In Cleveland!

The Plain Dealer is Now—

First in volume of advertising;

First in amount of space devoted to news and features;

First in number of separate advertisements;

First with the latest and best war news and specials;

First in classified advertising;

First in features and comics;

First in National advertising;

First in reader confidence and home influence.

Net Paid Circulation for the Month of June:

Daily In Excess of
185,000

Sunday In Excess of
208,000

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Representative

JOHN B. WOODWARD

Times Building, NEW YORK

Western Representative

JOHN GLASS

CHICAGO, Peoples Gas Building

NEWSPAPER PRICES TO GO HIGHER IN THE SOUTH

Greater Production Costs and Postal Rate Cause S. N. P. A. Members to Act—Some Sidelights on the Asheville Convention

AS the forerunner of a general price raising step, in which it seems newspapers everywhere in the United States must join in the near future, the Southern Newspaper Publishers Association as the final act of its sixteenth annual convention in Asheville, N. C., accepted the recommendation of its paper conservation committee to adopt approximately the following subscription rates, effective as early as possible:

Carrier circulation six week days, 15 cents per week.

Carrier circulation seven days, including Sunday, 18 cents per week.

Single copy sales not less than 3 cents daily, nor less than 7 cents Sunday.

Mail rates—six week days, not less than \$6 per year.

Mail rates—seven days per week, not less than \$9 per year.

Mail rates for the Sunday paper, not less than \$3 per year.

Wholesale rates, single copy sales, week days not less than 1 2-3 cents per copy net; Sunday not less than 4½ cents per copy net.

No newspaper is expected to change any bargain day offer already announced but it is urged to abandon this bargain day after this year.

Life of Newspapers in Jeopardy

The S. N. P. A. points out that "the very life of the newspapers is being jeopardized by the increase in the price of news print paper of from 75 to 100 per cent.; the 25 per cent. increase in freight rates, and the Zone Postal law increasing mailing rates by from 25 to 125 per cent."

The S. N. P. A. created a standing committee of five on paper conservation, whose functions will be to promote in every possible way whatever will conserve paper, to aid in adjusting any differences among local publishers with respect to paper conservation and to represent the members of this organization in cooperating with the War Industries Board in all matters affecting news print consumption. This committee will also cooperate with local publishers in the adjustment of circulation rates and other questions peculiar to their locality.

A resolution urged "the members of this organization to take every possible measure for the saving of white paper in their pressroom and throughout their offices, and urges every member to make 10 per cent. reduction in news print consumption, in conformity with implied sentiment of the War Board."

The new paper conservation committee consists of Charles I. Stewart, W. T. Anderson, E. B. Stahlman, John L. Ebough, and Victor Hanson.

Inform Readers on Postal Affairs

The S. N. P. A. has also decided that a vigorous publicity campaign should be waged from this time until the matter of second-class postage is rightly settled. All members of the Association were requested to take the question up immediately with the editors of their respective publications, to secure their cooperation, and in order that editorial writers may be correctly and fully informed.

The Legislative Committee was requested to prepare a comprehensive statement giving the facts of the situation to date, this statement to be published by Secretary Johnson and sent to all members, and followed from time to time by special statements prepared especially for publication—to the end that readers of the papers may be fully advised of the merits of this whole proposition and a healthy public sentiment built up.

Convention Sidelights

As is usual in most big conventions there were a number of side incidents at the S. N. P. A. meeting. THE EDITOR AND PUBLISHER did not have the op-

portunity to point these out in its news story of the meeting last week, but here are some now:

President F. G. Bell, who is publisher of the Savannah (Ga.) News, in behalf of the convention presented to John Temple Graves, of the Hearst newspapers, a handsomely framed picture of President Wilson. President Bell stated that this was offered as a reminder to Mr. Graves of the high esteem in which he was held and as a slight token of the appreciation the convention felt for the service he had rendered in his splendid address of the evening before.

S. N. P. A. members paid a memorial tribute to Richard W. Knott, publisher and editor of the Louisville (Ky.) Post, who died during the past year, in the form of the following resolution:

"In the death of Mr. Knott we realize that we have sustained a great loss. He was a man of standards—high standards, moral, literary, and political, and everything he did and said was for the best interest of his community and the promotion of the welfare of his fellowman as he interpreted it. His personality was strong; his opinions were not formed without thought, but once formed they were fixed. His knowledge was varied, and he was regarded as a well-rounded and equipped man for the serious task he essayed in the publishing business. Mr. Knott's career as a newspaper man was of such character as to make him a credit and honor to the fraternity."

Urey Woodson, of the Owensboro (Ky.) Messenger, stated that, while he had been serving as a member of the legislative committee in Washington, his committee had called upon the secretary, Walter C. Johnson, of the S. N. P. A., frequently for service, and that he had never come in contact with a more prompt, efficient, and intelligent man in his position. He stated that the S. N. P. A. enjoyed the confidence of the people generally and was held in high respect by officials at Washington. Mr. Woodson thought this was due largely to the efficient work of the secretary, and he moved that Mr. Johnson's salary be increased from \$500 to \$1,000 per annum. Mr. Woodson's motion was adopted unanimously.

The auditing committee also paid compliment to Secretary-Treasurer Johnson as follows:

"Your committee begs leave to report that we have carefully examined the

books and records of the treasurer of this Association. We find them to be neatly and accurately kept. The treasurer has an accurate record of receipts and a proper voucher for all expenditures. The statements of cash on hand from the banks check with his records. We recommend that the Association extend to its most capable secretary-treasurer a vote of thanks for the excellent manner in which his work has been done."

The members were particularly interested in what Nelson Maynard, superintendent of Wood Flong Corporation, had to say on "Dry Mats."

Mr. Maynard said that unfortunately stereotypers were, as a rule, opposed to the use of dry mats, but after they were convinced that dry mats were a success they became enthusiastic in using them. The original German dry mat shrinks lengthwise the sheet, but the Wood Flong shrinks only about two agate lines lengthwise and shrinks substantially widthwise.

Mr. Maynard stated that on account of this shrinkage there is a saving of about a half-inch on a single width roll of paper, which is about 5 per cent.; that the saving in ink is possibly 8 per cent., and that some offices had been able to produce their paper with fewer men in the stereotyping room on account of the elimination of the labor involved in making up the old-fashion wet mat.

W. C. Johnson, of the Chattanooga News, stated that he uses two men for stereotyping. One of these makes mats from the Wood Flong in the composing room and drops them down to the pressroom where the plates are cast by the other stereotyper. He makes about thirty plates per day.

Mr. Withers, of the Columbia State, reported that he has been highly pleased with the saving and labor, the quicker press start, and about \$1,000 per annum in white paper on account of using a narrower roll.

Frank P. Glass, of the Birmingham News, asked Stanley Clague, managing director of the Audit Bureau of Circulations, why his Bureau does not have a plan by which every publication could be audited under the same rules and regulations. Mr. Clague replied that the A. B. C. has recognized this deficiency and has formulated, for publication and distribution in book form, a "Standard of Practice of the Audits of the A. B. C.," which will go before the executive committee at its next meeting for adoption.

The publishers composing the legislative committee expressed a desire to be relieved of their duties, but after discussion by members of the convention they were prevailed upon to continue with the work, and President Bell thereupon reappointed them. In a resolution the S. N. P. A. expressed its "sincere appreciation to the members of the legislative committee for the unsurpassed service rendered by them, and the many personal sacrifices made by them in the service of the newspapers of the entire country, and unanimously urge this committee to continue its activities in our behalf."

The legislative committee consists of Major E. B. Stahlman, Nashville (Tenn.) Banner; Col. L. J. Wortham, Fort Worth (Tex.) Star-Telegram; James M. Thomson, New Orleans Item; A. F. Sanford, Nashville Banner, and Urey Woodson, Owensboro (Ky.) Messenger.

The Press PHILADELPHIA

Gains 72 Columns in
Display Advertising
in June 1918

Over June 1917

For the Six Months Ending June 30 "The Press"

Gained 761 Columns

Over the Corresponding Six Months of 1917

A Greater Increase Than Was Shown
By Any Other Philadelphia
Morning Newspaper

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

GILMAN & NICOLL

1103 World Building, New York 1030 Tribune Building, Chicago

Bringing the War Home

"A noble manhood, nobly consecrated to men, never dies" President William McKinley, in a speech at Albany, Feb. 12, 1895.

YOUR BEEF RATION
1 1/2 pounds a week.
YOUR SUGAR RATION—1
pounds a month.
ABSTAIN FROM WHEAT—
Eat substitutes.

The Toledo News-Bee

FULL LEASED WIRE SERVICE OF THE UNITED PRESS ASSOCIATION

43d Year.

Toledo, Ohio, Monday Evening, July 8, 1918.

Two Cents By Carrier.



Are The Yankees In The War? Look 'Em Over!

BY LOWELL MELLETT,
United Press Staff Correspondent.

WITH THE AMERICANS ON THE SOMME, July 8.—"It has been a revelation," Lord Milner, British war minister, declared after reviewing a regiment of American troops from the division which participated in the capture of Hamel.

"I didn't expect it. They have the bearing of veterans. They drilled across this field as tho it were a parade ground. Really, they are fine, and I am told they fight better than they mark."

"Australian officers are tremendously pleased at the showing of Americans and say they are 'their kind of soldiers,' which is the highest compliment they can pay."

"Men who saw the Americans fight at the Marne are pleased, not only because of their freshness and eagerness, but because of their courage and skill."



MELLETT

BY FRANK J. TAYLOR,
United Press Staff Correspondent.

WITH THE AMERICAN ARMIES IN FRANCE, July 8.—A note dropped by German airmen on the Toul front contains the information that Lieutenant G. A. P. Hylter (G. A. Plyler?), Lieutenant R. B. Battle of Columbus, O., and Lieutenant J. Williamson of California, missing American airmen, are unharmed and held as prisoners.

There was increased artillery fire on the Lorraine front last night, but in other American sectors in the southward, it was comparatively quiet.

The German claim of a successful raid at Xivray was not so successful after all as may be judged from these facts:

A Boche patrol entered the town at night and encountered an outpost. The Americans signalled for an artillery barrage. The Germans were immediately pounded with shrapnel and had to pass thru the barrage to reach their own lines.



TAYLOR

BY WILLIAM PHILIP SIMMS,
United Press Staff Correspondent.

WITH THE BRITISH ARMIES IN FRANCE, July 8.—If anyone doubts how German-Americans are fighting for the United States, Jess Krueger thinks he can convince them. Acting as an amateur reporter, Krueger interviewed Hamel heroes when they returned and gathered up the following stories:

Private Bernard Schallinger had five grenades. With one he got two German machine gunners, with the second he cleared out a section of trench, the third ended a Boche who tried to wing him with a rifle. He brought back the other two.

Nathan Lacherman encountered six Germans guarding a machine gun. He leveled an empty rifle at them. They surrendered, two of them crying like children and begging for mercy.

Arthur Monk, a former haberdasher, found a German officer with his hand shot off. He unbacked his emergency kit, bound up the officer's wound and got a stretcher bearer to help carry him in.

Fred Sullenberger, who was a clerk in a department store, followed the boys over the top with several pairs of hot tea. Shrapnel occasionally hit the buckets but he kept on.

A corporal whose name cannot be mentioned, because he is a casualty, was hit in the shoulder by shrapnel but kept on fighting because he says he was determined to "get a Home."

He got one just before he dropped from loss of blood.



PHILIP SIMMS

BY FRED S. FERGUSON,
United Press Staff Correspondent.

WITH THE AMERICANS ON THE MARNE, July 8.—American troops aided the French in clearing the German-dominated Chateau-Thierry from the west.

The Americans were swimming and playing baseball when the French commander was notified to take a few of them on the attack. Several entire companies volunteered and some were selected from each.

The attacking force fought in a wood and on the side of the hill for three hours. It was largely hand-to-hand work. Some of the Boches had climbed trees to escape the barrage and had pulled machine guns up with them.

With these they poured a heavy fire on the French Americans, who used rifles and grenades in bringing them down.

An American sergeant who had exhausted his grenades against a Boche machine gunner in a tree, threw down his rifle, climbed the tree, struck the German with his detached bayonet and pitched the body down.

Lieutenant Messner of Brooklyn is the newest American ace. Two additional Hun victims, officially confirmed, won him the honor. Lieutenant Gondale, observer, and Lieutenant Nouse, pilot, attacked by six German airmen, brought one down and escaped from the others.

Lieutenant Sogowski of St. Paul, Minn., a balloon observer, descended in a parachute when his craft was shot down. Two holes were shot in his parachute but he was unharmed.



FERGUSON

Derishing Soon To 500,000

Men! Here's Real Relief From Your Pet Worries



The News-Bee, with its United Press reports, does it every evening for the 'home folks' at Toledo.

The crisp, colorful cables of the United Press war reporters in Europe, accurate as to facts, brimming with human interest, give United Press papers a cleanly defined picture of the struggle obtained in no other service.

That's why United Press papers are growing in circulation and prestige — absorbing old competitors — dominating their fields.

WIRE MEN HOLD UP STRIKE; WAIT ACTION BY U. S.

"Trade Army" Will Be Sent To Aid Russia

Small Armed Force Will Accompany Business Men As Police Guard

U. S. Control Depends on Speed With Which the Acts—Hearings Week

By United Press. COPENHAGEN, July 8.—A counter revolution has broken out in Moscow, according to a dispatch carried today by the World Telegram and Sun.

By United Press. A group of trade and business representatives of allied troops...

UNITED PRESS ASSOCIATIONS
GENERAL OFFICES - - - - - NEW YORK CITY

JASON ROGERS SAYS A. N. P. A. SHOULD BE TRIPLED IN MEMBERSHIP

Declares New Policy or New Organization Is Needed to Properly Serve All Newspaper Interests of the Country

THAT the American Newspaper Publishers Association should be increased to a membership of 1,500, instead of its present 500, or else steps be taken for the formation of a new national body that will serve the interests of every class of daily paper, was what Jason Rogers, of the New York Globe, impressed upon members of the Southern Newspaper Publishers Association when he addressed them at their annual meeting in Asheville, N. C., last week.

Mr. Rogers also emphasized the need of the newspapers working closely with the advertising agencies for the promotion of newspaper advertising accounts and of the necessity of publishers agreeing upon more reasonable methods of doing business. "Foolish, destructive, local, competition too often has led some of us to prefer the killing of an account rather than let the other fellow have it alone," Mr. Rogers declared. He also heartily endorsed the Audit Bureau of Circulations.

Sectional Bodies the Basis

The remarks of Mr. Rogers were in part as follows:

"What I am going to say will be pleasing to some of you and very displeasing to others. I am here to urge you to enlarge your membership and build up a strong sectional body, which, with others in different sections of the country, will give the newspapers of the country the big representative organization they must have in order to work out greater benefits to the industry.

"The A. N. P. A., with its 500 members, less than 20 per cent. of the newspapers, can never adequately and satisfactorily serve the whole business of newspaper making. It must be increased to 1,200 to 1,500 members. In the South you have 388 daily newspapers. In the central division, according to Associated Press segregation, there are 776 daily newspapers.

"Some five or six weeks ago I addressed the Inland Press Association and sent all daily newspapers in their division and yours the outline of a new national newspaper organization. They are now working toward enlargement of membership, as I hope you will, and before long we will be able to force the reorganization of the A. N. P. A., or establish a substitute.

"Three or four years ago I suggested a basis of associate membership in the A. N. P. A., with \$30 dues for newspapers in towns of less than 40,000 population. We forced it through the convention, despite the old guard, but they, by a twist of construction, interpreted the resolution, of which I have a copy with me, as a sort of a trial membership, instead of trying out the plan of modified dues as we had intended.

"According to the construction put upon it, a newspaper joining for associated membership must join for full membership at the end of the year or drop out. I don't believe in the fairness of uniform dues of \$75 for great metropolitan dailies and small town dailies with 2,000 or 3,000 circulation, and am certain that no big worth-while organization can ever be built around such a stem.

"As many of you know, I was a director of the A. N. P. A. for five years, until I resigned last April, so as to be free to act in any way I saw fit for the greatest good to the newspaper business as a whole without the snaffle bit of official connection. There are many of the old guard who are firmly convinced that small papers are not wanted in the A. N. P. A.

"During the past six or seven years I have been busy working out various plans to promote more advertising for

the newspapers. We are, most of us, in the business to make a success of our enterprises. Some of you remember the "Advertising the Advertiser" talks I furnished free of charge to newspapers in 1912, which were printed simultaneously in over 800 newspapers and which led to the organization of the present Bureau of Advertising of the A. N. P. A.

"The Bureau had a most promising future ahead of it, until the old guard in the A. N. P. A. got in their work of extracting every tooth with which the child expected to bite off business for the newspapers. The manager of the Bureau was directed to furnish no list of members to prospective advertisers, and under no circumstances to recommend any paper or selection of papers.

"Within the past few weeks I have induced twenty-five of the leading advertising agents to prepare a series of ads calculated to produce new leads for them to develop into newspaper accounts. At the present moment over 240 newspapers are printing the ads and the agents tell me they are getting very satisfactory inquiries. The thought back of this movement is simply the stimulation of business by channels easily within our control.

Work With the Ad Agents

"Too many of our newspapers have been afraid to traffic with the advertising agents in any such effort. By working with them for the promotion of new business our newspapers could easily double the volume of business coming from the agencies. This will mark the next great step forward in the advertising business, for I know from close personal contact that the agencies will be glad to cooperate.

"The newspapers will never receive their full measure of advertising until they agree upon more reasonable methods of doing business. Any agent will tell you of his difficulties in handling rather limited accounts where he cannot include practically all the papers in a town. Foolish destructive local competition too often has led some of us to prefer the killing of an account rather than let the other fellow have it alone.

"This is merely one of the sore spots in our anatomy. Instead of each newspaper in a town first working to get the business coming to our city regardless of which paper secures the first run of an account, we often increase the difficulties of the agent who is trying to cultivate an infant industry by our duels for a piece of the business. In Ottawa, Canada, the two evening papers play the game right, they boost

Ottawa as a market, and are both represented side by side in circular matter and publicity.

"Enlarge your membership and take part in the attempt to reorganize the A. N. P. A. or build a substitute. So long as the newspapers of America permit themselves to be represented by an organization dominated by the paid men of a few metropolitan newspapers they will be poorly represented."

Keeping Out Offensive Ads

In answer to the question by a member—"How do you keep offensive advertising out of the Globe?" Mr. Rogers said:

"We exercise the same degree of care regarding the advertising we print as with reading matter. We will not accept the advertising of any article condemned by the Board of Health or which common-sense indicates to us in a nostrum. Regardless of our own inclinations in the matter, our readers would not stand for the publication of offensive medical advertising.

"The insertion in the Globe of certain generally advertised nostrums accepted by many supposedly respectable newspapers would evoke several hundred letters of protest from our readers within twenty-four or forty-eight hours. We simply could not afford to accept and print such business regardless of the revenue it would produce. We are kept good by the necessities of the situation."

At the conclusion of Stanley Clague's talk regarding the Audit Bureau of Circulations, Mr. Rogers made this statement:

Endorsement for the A. B. C.

"I want to call attention to a few points regarding the A. B. C. not brought out by Mr. Clague, which

should be of particular interest to the members of the Southern Newspaper Publishers' Association. I was intimately associated in the creation of the A. B. C., and take great pleasure in testifying as to the patient and very effective work that has been given the development of that organization to its present wonderful efficiency.

"In conceiving it my main idea was to create a greater appreciation of a thousand net paid circulation, and the elimination of the lack of confidence on the part of buyers of space in practically all circulation statements at that time. It is not yet perfect, for it takes years and years to iron out the trifling misunderstandings caused by attempting anything so big and important as the A. B. C. really is.

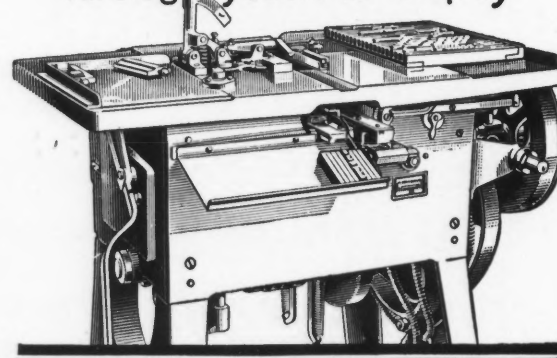
"The A. B. C. has done more to increase the cash value of every thousand of honest-to-god proved circulation than could be accomplished by any other device we could have. It is worth many times its cost to any of us for the service it renders in cutting out all doubt regarding our circulation representations.

"I have no sympathy for those publishers who from mistaken motives for one reason or another would like to save the cost of A. B. C. membership and return to the days of uncertainty when no man's word was believed regardless of his honesty or veracity. If the A. B. C. service cost the New York Globe \$5,000 a year instead of a few hundred dollars a year, it would still be worth more than it paid for it.

"Our best and largest advertisers want verified circulation. Inasmuch as the advertiser pays for all service given him, a very slight adjustment of rates

(Continued on page 19)

LUDLOW TYPOGRAPH All-Slug System for Display



The Modern Method for DISPLAY

HAND-SET composition methods are wasteful. Progressive printers everywhere are discarding more and more of their movable types and adopting the *all-slug* method, because it saves time, labor, and money.

The Ludlow Typograph *All-Slug* System for Display Composition is so much more economical and efficient, that the printer who insists upon setting display types by hand is paying a high premium for the privilege.

Adopt Modern Methods. Set your display in slugs, the Ludlow Typograph Way, and economize on your Composition costs. Write for Descriptive Literature.

Manufactured by
LUDLOW TYPOGRAPH CO., 2032 Clybourn Ave., CHICAGO
Selling Agents

MERGENTHALER LINOTYPE CO.

Tribune Building, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

UNDUE PREFERENCE TO CIRCULAR ADS

While Newspapers Have to Pay Heavy Special Tax, Post Office Allows Country to be Flooded With Cheap Mail.

MINNEAPOLIS, Minn., July 13.—The Northwest Daily Press Association, comprising the publishers of the two Dakotas and Minnesota, held its quarterly meeting at the Radisson Hotel, Minneapolis, Tuesday, July 9, when the members met with their Chicago representative, W. S. Grathwohl, of the S. C. Theis Company, which represents the individual members of the Association in both the Western and Eastern fields.

There was some discussion of the new postal law, which the publishers are inclined to think may be of advantage to the smaller papers, both in circulation and advertising. They make no complaint as to the increased postage, but some of the members felt that the Government is discriminating against the newspapers and the small town advertisers by permitting the mailing of circulars and other printed advertising matter at the same old rate.

Mail-order houses and similar institutions, and merchants who still stick to handbills instead of newspaper advertising, have an advantage over the newspaper advertiser to that extent. There was some discussion of the order forbidding exchange of papers, but a general readiness to follow the regulation to the letter.

The next meeting of the Association will be held in October at the Radisson

Hotel. Howard Bratton, of the Faribault Daily News, is secretary.

Members of the Association are President L. S. Whitcomb, Albert Lea, Tribune; Fred Schlipplin, St. Cloud Times; C. L. Dotson, Sioux Falls Press; A. J. Albrook, Watertown Public Opinion; Frank Day, Fairmont Sentinel; C. L. Blakeley, Rochester Post and Record; Ed. La Fong, Little Falls Transcript; W. C. Lusk, Yankton Press; Howard Bratton, Faribault Daily News; B. F. Rucker, Winona Independent, and B. D. Underwood, Fergus Falls Journal.

R. S. MANN SUCCEEDS C. G. ROSS

Latter Becomes Correspondent in Washington for St. Louis Paper.

COLUMBIA, Mo., July 18.—Robert S. Mann has been made assistant professor in the School of Journalism of the University of Missouri, succeeding Charles G. Ross, who resigns to accept the position of Washington correspondent of the St. Louis Post-Dispatch. Mr. Ross has been a member of the faculty of the School of Journalism since its establishment in 1908.

Professor Mann was graduated from the School of Journalism in 1914, and then served two years on the Cincinnati Post as reporter and desk man; went from Cincinnati to Cleveland, where on the Cleveland Press he was in charge of the copy desk and served as assistant editor, and more recently as financial editor. While at Missouri he was student assistant in journalism.

Labor Causes Suspension

MAIDEN ROCK, Wis., July 18.—Scarcity and high cost of labor have caused the suspension of the Press.

SAYS A. N. P. A. SHOULD BE EXPANDED

(Concluded from page 18)

will pay for the sort of service rendered by the A. B. C. This was the thought in the minds of those of us who left the balance of power in the hands of the advertisers in its organization, as it should be.

"Those of us who have been in the business for thirty or forty years realize the full significance of having our circulation statements accepted as the quantity measure of a commodity. In former days fully one-half of our solicitation consisted of trying to prove circulation, and our friend, the buyer of space, was seldom convinced that he had the facts even then.

"The A. B. C. has helped to put advertising on a commodity basis more than anything else. It is up to us to help give its findings the largest possible use by the buyers of space, by distributing copies of the audits of our circulations, and advertising the fact that we are members of the biggest and most worth-while organization for authoritatively verifying circulation figures on earth.

"Let us not worry regarding the fact that some foolish buyer of space still continues to spend his money in a paper that is not a member of the A. B. C. In time he will see the light, and we are foolish if we do not help him to it. It takes time to educate both the buyer and seller of space regarding the merits of such verification to them both."

Hope is a poor paymaster only to those whose accounts are open to dispute.

Women Taking Men's Places

Women are taking places formerly held by men in the editorial departments of Milwaukee newspapers. The Journal is the leader in this movement. Up to a few weeks ago the Journal employed three women reporters. Now there are five. Two women were tried out on the copy desk. They had taken a course at a school of journalism, but had not been trained in copy reading. Their work did not prove satisfactory, and a unique expedient was resorted to. A school of copy reading was established, with the two women copy readers and another woman who hoped to qualify as pupils. From morning till night they are being drilled in the reading of copy by the state editor, Bernard A. Hoffman. The reason for the substitution of women for men is the scarcity of men caused by the war.

Wants \$3000 for Each Rib

LOS ANGELES, Cal., July 18.—John Dillon, a local advertising man, has filed suit against Revel L. and Edith A. English, of the same place, asking for damages in the sum of \$20,633. On January 1 last, Dillon hired a horse from the defendants to ride in the Pasadena Rose Carnival parade. The animal was represented to be trained and tractable, yet it reared up on its hind legs at one point, fell over on Dillon, broke three ribs, and did other damage.

Burns Ad Manager of N. Y. Mail

T. F. Burns has been appointed advertising manager of the New York Evening Mail. He has been prominently connected with the newspaper for about four years.

A New Feature of the American Newspaper Annual and Directory

The Annual and Directory originated in the need of our own organization, when placing advertising, for information as to where the publications of the country are, what they are like and what is happening to them. The book stands in type the year around and is revised from day to day as the numerous changes in the newspaper world are discovered and verified. Some idea of the magnitude of this work may be obtained from the statement that perhaps 15,000 changes of one kind and another have already been made for the volume that is to appear on January 1, 1919.

It has long been our custom to advise our own people of the most important of these changes as they reach the editor. It has now occurred to us that it might be well to share this knowledge with the patrons of the book. We have accordingly issued a list of material changes in the publications of the country for the first half of 1918. These include only such as tend to interest advertisers and publishers; that is, changes of name, issue, consolidations, suspensions and removals. With this we have included a list of all new papers received up to the 10th of May and found worthy of insertion in the next issue of the Annual.

This pamphlet, entitled "Mid-Year Supplement," will be sent without charge to those who have purchased the 1918 Annual and Directory, as far as we have their addresses, and it will also be furnished to any who may buy this volume. We shall be interested to learn how patrons of the book regard this attempt to extend and improve the service which it seeks to render them.

N. W. AYER & SON

Publishers of the American Newspaper Annual and Directory

Philadelphia, July 1, 1918.



Members of the Associated Advertising Clubs of the World, Photographed

NEW IMPETUS TO ADVERTISING FELT ON PACIFIC COAST

Better Than a Year of Unaided Effort, Advertising Men Say of A. A. C. W. Convention—Has Taught Them Many Things of Value

SAN FRANCISCO, July 15.—One of the results of the convention of the A. A. C. W. that is particularly pleasing to the people of this city is that from now on nobody in that great organization, which spreads over the entire business world, will ever again call the city out of its name. Others may continue to do so, with light tongue and abbreviated speech, but the A. A. C. of W. has pledged itself officially never to refer to our beautiful and historic city as "Frisco."

Celestin J. Sullivan, the man who travelled all over the country to place the advantages of San Francisco as a convention city before the various local advertising clubs, is responsible for the pledge. Like all other good San Franciscans, Mr. Sullivan never hear the clipped form of the city's name without shrinking—and he heard it a lot of times while on his travels. He saw his opportunity when he made his address before the community advertising departmental on "The Value of a Name," and at its close offered the following resolution, which was carried unanimously:

"Frisco" No Longer, It Is Agreed

"Whereas, the reprehensible custom of corrupting good names still persists among a thoughtless few, and

"Whereas, members of the Associated Advertising Clubs of the World believe in calling proper names properly, and

"Whereas, a thoughtless few, in violation of the spirit and letter of San Francisco, reduce its twelve apostolic letters to six—making it absurdly 'Frisco'—

"Be it therefore resolved, That the Associated Advertising Clubs of the World condemn all those guilty of robbing San Francisco of half of its illustrious name."

The general feeling among the visiting delegates at the close of the meeting was that the convention, attracting as it did advertising men from this and other countries, filling them with positive and progressive ideas and sending them back again to their homes to disseminate their increased knowledge and enthusiasm among other advertising men and great business concerns, has been of incalculable benefit to advertising and to business generally throughout the country.

San Francisco's Gain

As for San Francisco and the Pacific Coast, they feel that their cry has been answered. "Hold the convention here," they said a year ago. "We need you. We have the production, but our markets are elsewhere, and we lack your expert knowledge of how to reach them. Come to us and teach us how to open the markets through advertis-

ing. We realize that not half enough advertising is done by the producers of the Pacific Coast. We realize that the markets we must get to can be opened only by advertising. We realize, also, that there is something lacking among our advertising men, else the advertising would be commensurate with our production, and the markets we seek would be ready for us. Come, then; show us where we are lacking and help us to remedy our defect."

In the tremendous amount of matter that was submitted before the convention on advertising in every phase, practically, in the thorough and helpful discussions that took place in the various departmental meetings, in the striking way in which the newspapers spread the convention and its proceedings before the merchants and manufacturers of the Pacific Coast, and in the great impetus in their business advertising men have acquired from the meeting, the feeling here is that many questions that before seemed to bar the way have been answered. Better than that, advertising men here believe that they have been put in the way to answering others themselves, and that the four days of the convention have been worth them more than a year of otherwise unguided effort.

The value of organization, too, is appreciated better to-day than it was before, though California has not been without its organized advertising campaign. Don Francisco, advertising manager of the California Fruit Growers'

Exchange, brought that out in his address to the convention last Wednesday, when he told how advertising had come to be of great public service and traced the history of several advertising campaigns carried on by cooperative methods. Twenty-five years ago, he said, the orange industry of California was in a hit-or-miss condition. The crop was increasing faster than the individual growers could sell it profitably, the fruit was handled carelessly, graded irregularly, packed and shipped in ways which made retail prices high and the business hazardous for growers and distributors alike.

Sought Advertising's Aid

But in 1893 the growers organized. The cost of packing and marketing was reduced, methods of eliminating loss from decay were devised, the pack was standardized, savings were made in group buying, and through numerous cooperative features orange growing was made safer and more profitable, until the Association increased to 8,500 members, representing 200 shipping associations.

Then another difficulty arose. The crop increase was such as to compel the growers either to face a loss through over-production, or increase their sales in proportion to the crop. They chose the latter course, and employed advertising to help them.

"In the ten years since the orange growers have been advertising," said Don Francisco, "the consumption of California oranges in the United States and Canada has increased from 10,000,000 boxes a year to 18,000,000 boxes a year. That is, four times as rapidly as the population."

The amount invested in the advertising which brought such tremendous returns, is less than two and a half cents per box, Mr. Francisco added.

Lemons was another striking example of a fruit brought to the front by advertising. Four years ago, Mr. Francisco pointed out, California's annual lemon output was 2,240,000 boxes. The output increased until the 1917 shipment totalled 3,262,000 boxes, an increase of 45 per cent. in the four years of advertising.

Same With Many Others

Raisin growers, too, he said, originally faced the same troublesome situation as that of the orange and lemon growers. Each year the crop increased until the business became unprofitable and many farmers pulled up their vines and started other crops. But in 1914 they began

to advertise, after an association had been formed. The crop was 98,000 tons that year, and much of it had to be carried over. In 1917 the crop was 163,000 tons, yet so effectively had advertising created a widespread demand that the tonnage was sold six months before the next crop matured; four years showing an increase of 68 per cent. in the consumption of raisins.

Similarly, Mr. Francisco told of the Northwestern apple growers advertising plans and their success, and said that cooperative advertising shows a constant increase in use, to promote the consumption of food products, to make cities more generally known, to popularize building materials, etc. He mentioned 128 campaigns specifically as being of a cooperative nature.

There are many agricultural industries on the Pacific Coast that, as potential advertisers are in the some stage as that in which the citrus fruit industry found itself many years ago, and the advertising men feel now they can help them out.

Billposters Elect Stevenson

WACO, Tex., July 18.—The Texas Bill Posters' Association, in convention here, has elected officers as follows: President, A. J. Stevenson, Brownwood; vice-president, A. S. Pimental, Houston; secretary, J. O. Bell, Center; treasurer, J. E. Howard, Galveston. The directors are: M. L. O. Anderson, Houston; Mitchell W. Greenwall, Fort Worth, and Jack Brick, Brownwood. C. A. Duck, of Greenville, was chosen delegate to the national convention, and Galveston was selected for the 1919 convention city.

Bank Has Advertising Exhibit

Simultaneously with the opening in San Francisco of the A. A. C. W. convention, the Irving National Bank of New York opened in New York a duplicate of the bank's advertising exhibition at the Pacific Coast gathering. At the convention the Irving display was awarded first prize in the Financial Advertisers' Association exhibit. It consisted principally of samples of pamphlets on various subject and maps showing the different State laws in regard to negotiable instruments.

War Savings Committee urges: "Save the thoughtless dollars." A thoughtless dollar is merely a dollar that belongs, for a brief moment, to a thoughtless person. Think for your dollars—and make them serve.



Photographed at Their Annual Convention in San Francisco, July 7 to 11

ADVERTISING CAN MAKE NATION A DEMOCRACY OF FINANCE

Herbert S. Houston Shows Bankers That Rich Field for Honest Investment Has Been Neglected—Cultivating It Would Destroy Socialism

AWAY to financial investment expansion, and a possible solution of the menace of socialism were pointed out by Herbert S. Houston in an impromptu address before the Financial Advertising Departmental at the San Francisco convention of the A. A. C. W. He adduced the millions of persons in the United States who invested in Liberty Bonds as a criterion of what bankers might do in other investments through judicious advertising, and declared that if a similar plan were followed for all investments, public ownership would mean ownership by the great mass of the American people.

Mr. Houston referred to a debate on advertising between him and Mr. Van Antwerp, of the New York Stock Exchange, two years ago at a meeting of the Financial Advertising Departmental in Philadelphia. The result of the debate was printed and sent to all the members of the Stock Exchange. What effect this had Mr. Houston did not know.

Violation of Rule Brings Rich Harvest

"But," he continued, "the New York Stock Exchange gradually modified its rules, and the most astonishing thing in the history of financial advertising in New York city came about. In the first Liberty Loan the New York Stock Exchange for the first time in its history advertised in the newspapers over its own name, thus breaking every rule in respect to advertising it had ever formulated. I think that was a triumph of this decision. Through public discussion you were able to help change the policy of the greatest market for securities in the world.

"Now, I want to speak briefly about the new democracy of finance. When the first Liberty Loan was started I, as president of the Associated Advertising Clubs appointed the National Advertising Advisory Board. We met one day at luncheon in the Manhattan Club of New York. Charles Mitchell, Lewis Franklin, president of the American Investment Bankers Association, and a group of other men sat with us. I asked Mr. Mitchell how many investors there were in the United States of America. "I should say 450,000," Mr. Franklin replied. Various estimates were made by the different bankers, the highest being 500,000.

Must Have Many More

"I remember saying, 'Why, gentlemen, you must realize that this great Liberty Loan is never going to be floated within the compass of 500,000 investors. We have a nation of investors, even as France has a nation of in-

vestors; and I believe you will find that the fourth Liberty Loan will be subscribed by 25,000,000 investors.'

"Think what a nation of investors means. Why, my friends, I believe one of the reasons that France has her tremendous solidarity—that amazing flaring up of the undying spirit of France—has been the intimate sense of proprietorship that every man, woman, and child has had in the Republic of France. Go into any part of France and you will find French Rentes are held in every household. They are all parts of France, and that has held France against such a swinging pendulum as has come in Russia, toward Bolshevism.

"Talk about the rising tide of Socialism in this country—you are considering whether or not the public utilities are to go back to the control of the people. I will tell you how these should go back to the people. What we want is public ownership of the railroads and the public utilities in the private hands of the men and women of this great free democracy.

Owned by the People

"Under this new democracy of finance we shall have 25,000,000 investors and all the great corporations, the public utilities and the securities of the Government are to be owned by the people on a private ownership basis. This will give us public ownership which respects the inalienable rights of property; and, my friends, representing as you do, the conservative interest of banking, with

all its traditional conservatism, you are at the parting of the ways. You have the great responsibility of so guiding the banking interests of this country that they will see that there is laid upon them the pressing obligation of guiding and conserving these 25,000,000 investors so that they will become constant and habitual buyers of the securities of all our great utilities and corporations.

"How are you going to do it? You are going to do it through the power of advertising—the very thing that has secured these 17,000,000 investors. My friends, Mr. Edwards spoke of the banks having won the war—well and good. I don't care how it is won, so long as it is won. But the banks were able to do what they did through making a broad market for securities, and they made a broad market, by the broadest kind of advertising; by democratizing the market. Markets are in human minds. There is the will to buy before the act of purchase. Markets are reached by human appeal through the printed page.

"I simply want to make this final statement; you have a great obligation to see that investors are protected against the faker and the swindler. We can help a great deal through our Vigilance Committee, and you can do a great deal with the publishers by urging that they decline all questionable financial advertising. By working together we are going to erect through this new democracy of finance, a great bulwark for American patriotism.

New Delaware Corporations

DOVER, Del., July 9.—The Artists' Service Corporation has been chartered here, capitalized at \$100,000, to carry on the business of designers, art journalists, illustrators, printers, publishers, and lithographers.

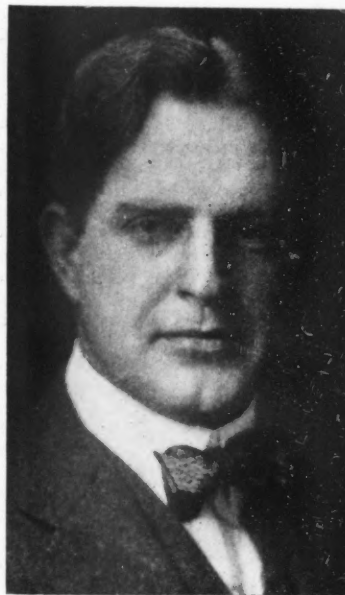
Another corporation that has just taken out papers here is the Audit Bureau of Advertising Company, capitalized at \$30,000, to conduct a general advertising business.

Can Advertise Wheat Foods

WACO, Tex., July 18.—Permission has been granted retail merchants to advertise and to sell at low prices the wheat breakfast foods that they have on hand in order to get them on the market before they spoil. E. K. Neville, director of grocers granted the permission.

Adapting yourself continually to conditions makes you a trailer; adapting conditions to yourself makes you a leader.

WHY NEW ORLEANS WON THE 1919 CONVENTION OF THE AD CLUBS



JAMES M. THOMSON.

To James M. Thomson, publisher of the New Orleans Item, and to Arthur G. Newmyer, business manager of that paper, are due the "lion's share" of the credit for winning the 1919 convention of the Associated Advertising Clubs of the World for New Orleans, which city defeated St. Paul and New York for the honors.

For several months Mr. Thomson has donated the services of Mr. Newmyer exclusively to missionary work in behalf of New Orleans as the 1919 meeting city. Mr. Newmyer, who is a vice-president of the A. A. C. W., travelled all over the country before the San Francisco meeting opened presenting the claims of his city and winning support wherever he went.

These were the winning points he advanced to the convention in San Francisco this week:

"Advertising men have got to sell America when this war is over, and we might as well get ready to do it. Now is the time to prepare for the reconstruction of the world's commerce, and we think the discussion on how to get

(Continued on page 29)

KITCHIN SAYS THERE WILL BE NO POSTAL RATE REVISION

Closes Ways and Means Committee Hearings With Definite Statement—One Publisher Witness Informs Congressmen on What Advertising Is

WASHINGTON, July 16.—Judging from the statements of members of the Ways and Means Committee in their cross-examination of publisher witnesses appearing before it to argue for the repeal of the zone postal rates on second-class mail matter, it is quite evident that no relief can be expected from that source. The hearings on second-class matter are now closed and Chairman Kitchin has stated that he expects to report the bill to the House about September first.

Chairman Kitchin's summary, at the conclusion of the postal hearings, referring to the testimony of Charles Johnson Post, director of the Publishers' Advisory Board, said:

Kitchin's Reasoning

"I know your opinion is entitled to great weight in the matter of cost of carrying and delivering the second-class mail matter, but against your opinion, is the Postmaster-General's under Cleveland's administration and the experts they had in the Department; the Postmaster-Generals under McKinley's administration and their experts, who investigated this question thoroughly; the Postmaster-Generals and their experts under Mr. Roosevelt; the Postmaster-Generals under Mr. Taft's administration, and their experts; and the Postmaster-General and his experts under Wilson's administration; and in addition to that we have the solemn declaration of the resolution of the National Newspaper Publishers' Association saying the Government is sustaining enormous losses by reason of handling second-class mail matter and demanding an increase by a zone system, of the Southern Association of Publishers, and the National Editorial Association, that met in Kansas City just recently in June.

"All in convention solemnly and emphatically declared that enormous losses were sustained by the Government each year in handling second-class matter for the publishers and that an increase in rate should be made.

"We have also, against your opinion, not only these authorities but the authority of Mr. Justice Hughes, of President Lowell, of Harvard College, of Mr. Wheeler, a prominent business man and at that time he was appointed president of the Chamber of Commerce of Chicago, constituting the Postal Commission of 1911, who, after a full investigation and hearings, at which the publishers of the country were present or represented, declared emphatically that the loss to the Government annually was exceedingly large and that even with the increased rate from one to two cents a pound, which they recommended, there would be an enormous loss to the Government in transportation costs alone on second-class matter.

"Now, you wouldn't blame us for taking the judgment and estimates as to costs of those whose sole duty was to get at the facts for the Government and some whose life study has been devoted to the work, in preference to you, who are financially interested, who are a paid representative of the publishers and paid to make out as good a case for them as possible?"

What the Country Owes Advertising

One of the most interesting statements made in favor of the repeal of the rates on second-class mail matter, was the argument presented on July 12 by Jesse H. Neal, of New York, representing the trade papers. In presenting his statement to the Committee, Mr. Neal stress-

ed the importance of advertising and nominal second-class postal rates to the nation's welfare. He said in part:

"I want to correct, if I can, an all too prevalent misconception of the nature and function of advertising. I refer to the erroneous belief that advertising is merely a clever sales instrument which is used by advertising to obtain some special advantage for themselves alone. On the contrary, I but voice the belief of your deepest thinkers and wisest economists when I say that advertising is an economic force in American life, that should be recognized as such by Congress, and given every opportunity to develop to its fullest capacity for good.

"Advertising is not an added expense to either the seller or the buyer. It is not a luxury indulged in by wealthy manufacturers, vain of their success and desirous of puffing out their chests in the public prints. It is not a device through which unscrupulous men may put something over upon unwary victims. It is none of these things, gentlemen, which some, in perfect sincerity, but in the imperfect light of their limited knowledge may have claimed.

"More than any other one force, modern advertising is responsible for the prosperity of United States industry. The great majority of our improved manufacturing, selling, and distribution methods have been the outgrowth of advertising; advertising which has scrapped obsolete machinery; advertising which has standardized production operations; advertising which has made better merchants and distributors; advertising which has provided consumer markets at a minimum of cost.

"All of this has enabled quantity production by economical processes and has enabled us to pay higher wages than any other country and yet to be able to compete in the markets of the world with the low paid and oppressed workmen of less progressive countries."

Low Rates Needed

Speaking of the justice of low mail rates for publications, Mr. Neal said:

"You annually appropriate millions of dollars, to maintain navigable streams. Do you do this for the benefit of the navigation companies who operate boats for a profit, or is it in the interest of the national welfare to maintain every possible channel of intercommunication?"

"It is not a question of a Government bounty to publishers, if indeed there is a loss on second-class service, but it is a question as to whether you shall continue our long established policy of making it easy and inexpensive to disseminate knowledge, literature, news,

merchandising information, and current scientific, technical, and professional literature.

"It is a matter largely between Congress and the American people, and if I mistake not, it is the voice of the people which will determine this question in the end.

"We do not protest against the payment of taxes. We ask merely that you do not institute postal laws which will prevent the payment of taxes by preventing the earning of profits. We are paying now all taxes that any business is paying, and, in fact, more taxes proportionately than businesses of similar size.

"Few concerns in any line of business use as much first-class postage as do publishers. In our particular field, the bill for first-class postage more frequently than not, equals or exceeds the bill for second-class postage. We are paying the extra cent on letters without protest, because it is frankly a tax and will be discontinued at the close of the war.

"We are paying our income taxes, our surplus taxes, our corporation taxes, all of them cheerfully and gladly. Moreover, we are cooperating with the Government in helping them to administer and collect the complicated taxes imposed on the present Revenue bill.

"Commissioner Roper had on several occasions expressed the obligation that

he is under to the press for aiding them to make collections of the taxes under the present Revenue bill."

Papermakers Organize

GLENS FALLS, N. Y., July 5.—A meeting of papermakers of Glens Falls, Hudson Falls, Fort Edward, Palmer Falls, Thomson, and Ticonderoga was held here Sunday afternoon, and a district organization was formed. James E. Ryan, of Fort Edward, was chosen president and Edward J. Malin was made district secretary. The other officers will be named at a later meeting. It is stated that this organization will not interfere with the workings of any individual labor unit, but will work for the general advantage of all concerned.

Editor at War, Wife Runs Paper

NORTH SHORE, Ill., July 15.—While Fred R. Hunt, editor, proprietor, and publisher of the Leader, is ministering to the fighting men in the ranks of Uncle Sam's best, his wife will take care of the business and get out the paper regularly. One son, Daniel F., is in the army, and the other, Warren, is in the navy. Mr. Hunt has now joined the forces of the Y. M. C. A. and will leave shortly for a training camp.

Success must be won by thinking before it can be demonstrated in the arena of action.

In the Advertising
And Journalistic Field
Seven Trade Papers
During the First Six Months of 1918
Carried 608,966
Agate Lines of
Newspaper Display Advertising
Of This Total
THE EDITOR AND PUBLISHER
Carried 294,536 Lines

The record was as follows:

THE EDITOR AND PUBLISHER	294,536	lines
The Fourth Estate	128,138	"
Printers' Ink	93,381	"
Advertising News	35,220	"
Newspaperdom	33,223	"
Associated Advertising	12,738	"
Advertising and Selling	11,730	"

Figure it any way you like—lines, inches, pages, ads.—

THE EDITOR AND PUBLISHER

led the field by a substantial margin—in fact, published a total lineage but 10,000 lines less than the total of the other six publications combined.

The reason is apparent: This is the day of the specialist—and THE EDITOR AND PUBLISHER is a specialist. Its specialty is the newspaper—the great primary medium of advertising—the medium that is rapidly coming into its own in a national advertising sense—and anyone who wants to know anything about the newspaper can get that information in THE EDITOR AND PUBLISHER with less effort and at smaller cost than in any other medium.

That is Why

THE EDITOR AND PUBLISHER

is known as

"The Newspaper Advocate"

World Building

New York City

C. P. A. STARTS A BUSY NEW YEAR

Begins Work on New Editorial Department—Association Will Handle Advertising and Publicity for Canada's Second Victory Loan.

TORONTO, July 18.—The Canadian Press Association has again been entrusted with the complete publicity work in connection with the second Victory Loan which is expected to be floated in October. Last year the Association handled this work and did it so satisfactorily that the Minister of Finance has decided to place it in their hands again. The functions of the Association will include arrangements for the placing of advertising copy and the supplying of general newspaper publicity matter, both illustrations and letter-press, as well as a news service, during the progress of the campaign.

A slight hitch has developed in connection with the paid advertising. Last fall the work of preparing copy and placing the advertisements was entrusted, through the C. P. A., to five selected advertising agencies, who were paid a fee for their services. This year the Press Association officials laid a proposition before the Canadian Association of Advertising Agents asking them to undertake the task as an association and offering them a lump sum for the service. The Advertising Agents' Association met and discussed the proposition last week and decided against it, claiming that they should be paid the regular commission. A resolution to this effect was passed, and this will be considered on Wednesday by the advertising committee of the Canadian Press Association.

It is understood that the Government has appropriated a very generous sum for newspaper publicity in connection with the coming loan.

The work of organizing the editorial section, which was decided upon at the recent annual meeting, has commenced. A special bulletin to editors has been issued by J. G. Elliott, Kingston Whig, chairman of the committee appointed to organize the section, and an effort is being made through the present membership of the general association to get those editors and editorial writers who are not now in the membership of the Association to join up.

"The proposal is to gather together the editors of the country to consider matters of mutual interest," states Mr. Elliott. "The desire is that editorial writers, managing editors, news editors, and city editors will join the Association. As soon as it is found that a substantial membership has been obtained, the committee will consider the form of section and arrange for a gathering at a suitable date, possibly in Ottawa during the Parliamentary session. For some time past it has been felt that an editorial section would properly round out the Association. Those editors who have been in the organization have secured their desire, and it is up to the editors to prove their faith in such a section by becoming members."

The committee having the organization in charge consists of J. W. Dafeo, Winnipeg Free Press; T. H. Preston, Brantford Expositor; E. W. McCready, St. John, N. B., Telegraph; H. P. Moore, Acton Free Press; David Williams, Collingwood Bulletin; F. M. Chapman, Farmers' Magazine, in addition to Mr. Elliott, the chairman.

"Peg" Is Back in New York

Arthur James Pegler, or "Peg," as he is known in newspaper offices from coast to coast, is in New York doing some special writing. Mr. Pegler was for twelve years in the Hearst service attached to the Chicago American staff, and his name has been signed to most big stories that have called for special assignment in the last twenty years, including the Eastland disaster, the Cherry coal mine disaster, the Chipewewa Indian outbreak, the siege of Cameron Dam, the Guinness murder mystery, and scores of similar news specials. He is the father of "Jack" Pegler, of the New York World, and of Westbrook James Pegler, correspondent in London of the United Press. The elder Pegler began work on the World in New York thirty years ago under the late Ballard Smith.

Thirty Years with One Newspaper

TAUNTON, MASS., July 18.—F. E. Johnson has celebrated the completion of his thirtieth year of continuous service with the Taunton (Mass.) Gazette, an evening newspaper, which was founded in 1848 and is published by the William Reed & Sons Company. Mr. Johnson has been for many years the advertising manager of the Gazette and in addition to the usual duties of such a position he has also represented the paper in the foreign field, spending portions of his time in travelling and calling upon national advertisers all over the country. Thus, while representing a small-city daily, Mr. Johnson has become one of the most widely known advertising managers in the country.

Draft Board Issues Paper

Local Draft Board No. 164, of 51 East 83d Street, New York, has gone into the publishing business and is issuing a newspaper. True, it is only a mimeographed sheet and only appears once a month, but it has the drawing power of immense wealth, because the amount per copy is "Priceless." Only members of the board and those registered with the board can secure copies. The name is "Local Board." Letters from soldiers at the front, and the statement that one of the board's registrants had secured the coveted Croix de Guerre are featured in the July issue. The editor is Jack Nadel.

York Daily Stops Publication

YORK, Pa., July 18.—Publication of the York Daily has been suspended, the paper having been merged with the Dispatch. The Daily was York's oldest paper, having been started in 1860. Some years ago the owners of the Dispatch bought the Daily, and continued to publish both papers. Now, in line with the general trend to conserve paper and help, it was decided to merge the two papers and discontinue the Daily.

Plain Dealer's Miniature

CLEVELAND, O., July 17.—"The Pee Dee Tattler" has made its appearance, it being a sort of house organ connected with the Cleveland Plain Dealer. It is being published by the printers at present, with John C. Pierman as editor-in-chief, but includes all the news of all the departments of the paper.

Spain Stops Ship Information

MADRID, July 18.—Publication in Spain of any news of the movements of merchantman was prohibited beginning July 9. This is the first application of the new anti-spy law.

Learn to Know Wisconsin



This is the State that has no bonded debt, and taxable property worth \$3,000,000,000.

Busy, very busy!

Buying freely and making money above the average. Leads in lumber cut and in the value of its dairy products as well as in certain branches of agriculture.

Above all it is a producer.

Without production there would be no wealth, without wealth no credit.

The late J. P. Morgan testified to loaning a man who hadn't a cent one million dollars from his belief in his character and because of his ability to produce.

Perhaps Wisconsin owes you a certain amount of trade that you have not been enterprising enough to go after right! Don't let it get away from you. Tell the people your story in the newspapers—startle the trade with calls for your goods! It takes the daily papers nowadays to wake things up.

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,274	.02
Eau Clair Leader-Telegram (M&E&S)...	8,338	.027
Fond du Lac Commonwealth (E).....	5,592	.02
Green Bay Press Gazette (E).....	10,096	.02
Janesville Gazette (E).....	7,540	.0214
La Cross Tribune-Leader Press (E&S)...	13,307	.03
Madison, Wisconsin, State Journal (E)...	13,711	.03
Madison, Wisconsin, State Journal (S)...	10,531	.03
Milwaukee Evening Wisconsin (E).....	39,898	.06
Milwaukee Journal (E).....	116,607	.14
Milwaukee Journal (S).....	99,154	.14
Milwaukee Leader (E).....	35,741	.07
Milwaukee Sentinel (M&E).....	81,816	.11
Milwaukee Sentinel (S).....	72,780	.11
Oshkosh Northwestern (E).....	13,486	.03
Racine Journal News (E).....	7,415	.02143
Racine Times-Call (E).....	6,255	.0175
Sheboygan Press (E).....	5,714	.0143
Superior Telegram (E).....	15,095	.035
Government Statements, April 1st, 1918.		

*Every mile a mile of beauty or
a mile of riches*

KEEPS WHOLE WORLD IN TOUCH DAILY WITH AMERICAN NEWS

**U. S. Cable Service Reaches Remotest Isles in Seven Seas —
Flashes President's Messages to Obscure Hamlets
for Simultaneous Publication**

WITH the purpose of keeping the whole people of the entire world informed upon what is happening in the United States, the Government maintains an office in New York whence news of importance is sent daily by wireless and cable to every country outside our boundaries. It is called the Division of Foreign Press Cable Service of the Committee on Public Information, is located at 20 Broad Street, and is in charge of Walter S. Rogers.

The Division is in no sense a bureau for American propaganda, but concerns itself solely with the news of the day. Nor is it a part of the Cable Censorship Bureau, which is under the supervision of the Navy Department. While the news it sends are Government messages, they comply with all censorship regulations, so that the Division has no preferential advantages over the correspondents and press associations.

Improves Quality, Increases Quantity



Walter S. Rogers, who sends news every day to every quarter of the globe, acquainting foreign peoples with happenings in America. He reaches many places where press association dispatches never go. Through his hands the messages of the President of the United States get to the uttermost parts of the earth in time for publication at the same hour as in the biggest newspapers in the largest cities. He is master of the wireless, cable and telegraph of the whole world while Presidential messages are in transit.

One of the functions of the Division is to improve the quality and increase the quantity of American news sent to other countries, and to this end it coordinates with the various press associations throughout the world, and with the correspondents of foreign newspapers located here. By its efforts was organized The Association of Foreign Newspaper Correspondents in America, which meets once a week or oftener if occasion require. This body is made to feel that it is a part of the organization, and that its members may go to Mr. Rogers at any time for what help they need in gathering the news or the matter for a special story about American affairs.

The various press associations, both in the United States and in other countries, are in the same relation with the Bureau as the foreign newspaper correspondents, and there is no competition between it and them in purveying the news.

Swift Service Only

The bureau uses the telegraph, the cable and wireless exclusively. It sends out about 1,400 words daily by wireless, which is interpreted in England, France, Italy and the Caribbean Basin. The principal point to the south of the North American continent for the dissemination of the news sent by the Division is Government radio station at Darien, on the Isthmus

of Panama, whence it is distributed to the islands thereabouts, for no place is too small, no locality too obscure for the attention of the Division.

From the office of the Committee on Public Information in Paris the news sent by this division is relayed to news agencies and other distributing mediums to central points in Switzerland, Italy, Spain, and Portugal, thence to be supplied to every paper in these countries. Matter is sent daily, also, by cable to London, which again sends it to the Scandinavian countries and Holland. The division has direct cable connection with Moscow and Petrograd. A daily service is maintained to the West Indies and the Guianas. The various cable services amount to from 2,000 to 3,000 words a day, and more on special occasions.

To serve the Orient matter is prepared in San Francisco and sent thence by radio to distributing points in Hawaii, the Philippines, Australia, Japan, and China. En route across the Pacific it is intercepted by many wireless stations, all of whom have instructions to see that newspapers in their sections get it. There is a United States radio station at Peking, and from there the news is sent to Harbin and to Asiatic Russia by that route.

Studies All Countries

One of the principal functions of the Division is to furnish news to the news-

papers of any country that is of special interest to the people of that country, and that kind of news only. It may be, for instance, that the day's record will show a story that would be of special interest to the people of Japan, but not to others. This is sent to Japan only, then, though others may pick it up as it flashes through the air over the Pacific Ocean.

While the Division handles news from every Government department in Washington, the most interesting phase of its work is sending out the messages of the President of the United States.

Flowing word by word by radio, cable, and telegraph, the messages of the President find simultaneous publication in every city in the world. No other person in the universe talks to so large an audience, and no other person in the world finds his utterances spread over the whole earth, North, South, East, and West, in such a brief space of time after he has spoken. It reaches the papers in the little towns in China and Japan, so that they can print it at the same time as the papers in the largest city, and not in abbreviated form, but word for word as President Wilson speaks it. So far-reaching and so perfect is this service, and so rapidly is the matter handled, that one address of the President, 4,700 words long, was in London complete in one hour and thirty-eight minutes after Mr. Wilson had uttered the first word.

How It Operates

The Division sends word of the time when the President is expected to make his address, and cables, telegraph lines, and wireless are cleared to afford a free passage. Foreign censors are also notified, so that there will be no necessity for holding up any part of the message a second for the censor's supervision, and news associations throughout the world are warned when it may be expected. Ambassadors and ministers are also informed, so that they may be ready

first word of the message arrives. These translations are put on the wires in "takes" as soon as a few sentences are finished, and sent out to the papers. In both English-speaking countries and non-English-speaking countries arrangements are completed in advance for sending to the papers that do not subscribe for news service, and the whole message goes out from London, Paris, Buenos Aires, Shanghai, Sydney, Teheran, Tokio, and Amsterdam at practically the same moment of time. The messages of the President get into Germany by way of Amsterdam, through the channel of the Wolff Agency, but how they are handled and distributed there and in Austria this country has little detailed information.

Very Little Lost

Scanning the translations of the messages closely, it appears that very little is lost in their passage from one language into another.

Mr. Rogers is a Chicagoan who came into the United States service on the dollar-a-year plan. Presently, however, the authorities at Washington found that he was not charging up his personal travelling expenses. To remedy this an allowance was made of \$50 a week, and that is now Mr. Rogers's "salary." He is a graduate of the Chicago University, and worked for several years doing general work for Chicago papers, leaving that field to take the position of publicity manager for the Crane Company. In that position he came into contact with world-wide advertising, thus fitting himself to serve the Government in his present capacity. He has studied the requirements of the European and Asiatic newspapers, and was selected as the man of largest experience available for his post.

His staff of assistants is not large, especially for the quantity of matter sent out from the Division. His assistant director is Perry Arnold, formerly able editor of the United Press, who



Here is the whole staff of the Division of Foreign Press Cable Service of the Committee on Public Information, grouped about the "copy desk" whence American news goes daily to far-off Teheran, to Russia and Italy, to the islands of the Pacific, to ships at sea and to every inhabited quarter on the earth's surface, not excepting even Germany and Austria. From left to right: Theodore C. Whallen, Frank Gardiner, E. N. Wilson, Herman Suter, Paul Perry (in the "slot"), and R. J. Rochon.

to give assistance to the press associations and supplement their work of distribution.

In non-English-speaking countries Ambassadors and Ministers are advised to send their best translators to the press associations nearest to them, to offer their services so that the very closest translations may be made of the message, and the most expert men are on hand in the news offices when the

is now in Europe for the Committee on Public Information, making a survey of newspaper conditions there. Paul V. Perry, telegraph editor of the Detroit Free Press, is in charge of the copy desk. E. T. Wilson, who is in charge of traffic, is lent to the Division by the New York office of the Associated Press. In addition to these there are three men who prepare the copy, and a stenographer and a clerk.

AT THE FRONT FOR THE CHICAGO TRIBUNE

Charles N. Wheeler Succeeds Floyd Gibbons, Who Was Wounded Trying to Save the Life of An American Officer.

LONDON, July 18.—Charles N. Wheeler, special correspondent here for the Chicago Tribune, has received instructions from Chicago to proceed to the American front and take Floyd Gibbons's place until the latter is able to get back into harness with General Pershing's men. Mr. Gibbons is still in the hospital as a result of recent wounds received at



CHARLES N. WHEELER.

the front, which have cost him the sight of his left eye and serious injury to an arm. Mr. Gibbons was wounded while trying to save the life of an American officer, shot down by an enemy machine gunner.

Mr. Wheeler, who began his duties here in January last, is one of the best-known members of the Tribune staff, and has been assigned to a wide variety of work.

Starting his newspaper experience as a reporter for the Joliet (Ill.) News, Mr. Wheeler was afterwards a political writer for the Joliet Herald, and joined the staff of the old Chicago Inter-Ocean in 1906, and remained until 1914. In the latter year he joined the staff of the Tribune and shared in the general assignment work, his duties taking him to various parts of the country.

After the outbreak of war in 1914, Mr. Wheeler was sent to Belgium with instructions to make careful investigation concerning the opportunities existing amidst the chaos of war for efforts in relief of the stricken population, which the Tribune was anxious to finance and actually undertake in detail. On concluding his work in Belgium, Mr. Wheeler also sent dispatches from London early in the war. He is a careful writer, excelling in gifts of judgment, enabling him to strike accurately at the heart of situations.

NEW OFFICERS IN FOND DU LAC

Reporter Has Many of Its Old Employees On Its Directorate.

FOND DU LAC, Wis., July 18.—The Reporter Printing Co., publisher of the Daily Reporter, has elected A. H. Lange, president and manager; R. A. Lange, vice-president; Emery Martin, secretary; C. F. Coffman, treasurer; H. C. Berndt, manager Job Department. The

officers also constitute the company's directorate.

A. H. Lange, new president of the company, succeeds his uncle, the late L. A. Lange, founder of the Reporter, the latter having expired last December at his winter home in Los Angeles, Cal. A. H. Lange has been connected with the Reporter for fourteen years. Mrs. Rose A. Lange, widow of L. A. Lange, succeeds her late husband on the directorate and also becomes vice-president of the corporation. Emery Martin, who has been with the Reporter for 22 years has been secretary of the company for 15 years. C. F. Coffman, treasurer is also managing editor of the Reporter and has been with the company 14 years. H. C. Berndt has been manager of the job printing department for the past four years.

Northampton Gazette Suspends

NORTHAMPTON, Mass., July 18.—The Weekly Gazette, one of the oldest newspapers in the country, being founded 132 years ago, is another to be forced out of business because of the war. The proprietors in their announcement of discontinuance say: "The publication of the paper had not for a long time paid for the labor it required, but its publication had been continued for sentimental reasons, and would have continued only for the shortage of men. At the time the paper suspended there were a considerable number of its subscribers who took it because their fathers, grandfathers, and great-grandfathers did. There were subscribers into whose families it had been coming since the first issue, in 1786. They kept on taking it for the same reason that we kept on printing it. The discontinuance of the Weekly Gazette, of course, does not affect the Daily Gazette."

Indicted Man Onsted from Army

Floyd Dell, a former member of the staff of Masses, the suppressed New York Socialist magazine, has been discharged from the military service at Camp Wadsworth on the ground that he was illegally drafted. The jury disagreed in the first Masses trial, and the announcement that Dell had been drafted came as somewhat of a shock to the Federal prosecutors. It was explained that under the Draft laws a man cannot be accepted in the army who has been convicted of a crime or who, being under indictment, is not yet acquitted.

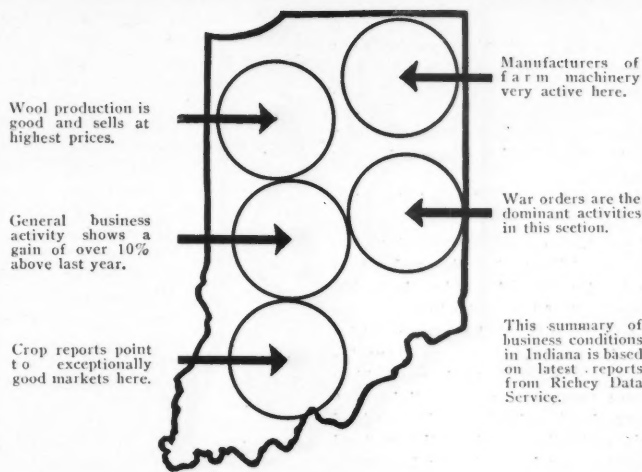
Commended for Gallantry

Lieut. David Bellamy, of the Marine Corps, who was a member of the reporter staff of the New York Sun for several years previous to the entrance of the United States into the war, is especially commended for gallantry by Junius B. Wood, who represents the New York Globe and the Chicago Daily News with the American army on the French front. He helped reorganize a company under fire, led the attack on the Bois Belleau, turned the tide, and recaptured that jungle.

German Paper Suspends

BEATRICE, Neb., July 18.—Die Nebraska Post has suspended publication, following an order from the State Council of Defence to print in English or discontinue. The paper was a weekly and published for the last twenty-four years. Its present owner, Emil Schultz, states it would be impossible to run the paper at a profit in English, hence he has decided to retire.

Business Is Good in INDIANA



State-Wide Prosperity

Latest crop reports show the agricultural market of Indiana is an exceedingly prosperous field.

The second largest wheat harvest, as well as bumper yields of practically every other staple crop, will not only tremendously increase the Indiana farmer's buying ability, but will also greatly strengthen business conditions everywhere in the state.

The pay roll of industries and commercial workers of the state is substantially larger than last year in spite of the fact that thousands of wage earners have joined the colors. Recent wage increases in many lines add to purchasing power.

Bank clearings show a general increase; the War Saving Stamp Campaign has recently gone "Over the Top" in the State and a feeling of confidence prevails in financial circles.

Reliable forecast for the future are: Increased retail trade, still greater industrial activities, improved transportation—by rail and motor truck—and material progress in all essential lines.

Give careful and immediate study to business possibilities for you in Indiana. We firmly believe you will find it a most accessible profitable market, and that your advertising placed judiciously in the leading papers of the state will bring a generous response in sales.

Here Is a Select List

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

Government statements April 1st, 1918.

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

WASHINGTON STATE PRESS SESSION

Convention Rich in Helpful Discussions and Suggestions—Country Press Staggering Under Loyalty Load, Willing to Continue.

SPOKANE, Wash., July 13.—The Washington State Press Association to-day closed one of its largest and most successful conventions, which was charged throughout with patriotic fervor.

President Kaynor appointed as a committee on constitution and by-laws: N. Russell Hill, Ben Spear, Fred Ornes, Edwin M. Connor, and Bert Frintnall. To a committee on resolutions he appointed: Frank P. Goss, A. R. Gardner, E. L. Wheeler, W. B. Jessup, and Perry Willoughby.

Charles Ellington, editor of the Chehalis Bee-Nugget, led off in the discussion. "More advertising for the country weeklies and dailies and a better rate for them." This discussion took up most of the first afternoon session and developed the stress under which the country newspapers are laboring in their efforts to do everything they can to carry on the activities of the war, despite the increasing cost of the elements that go into the cost of a newspaper, such as labor and paper.

It developed from the discussions that most newspapers are actually handling at a loss—in addition to their actual contributions in money and space to each cause—the Government advertising such as Liberty Loan, Red Cross, Y. M. C. A., and thrift-stamp drives. Editors who told what they were doing in this line included: Fred Ornes, of Mount Vernon; W. B. Jessup, of Bremerton; A. R. Gardner, Kennewick; Deed H. Mayer, Leavenworth, and E. M. Connor, of South Bend.

That Congress in its legislation has assumed an attitude that is antagonistic to the country newspaper and imperils its very existence was outlined to the Association by E. E. Troxell, of Seattle, executive secretary of the Washington Newspaper Association, a coöperative organization that is the business-getting end of many of the newspapers of this State.

"Advertising is being curtailed by nearly all industries which have been called non-essentials," said Mr. Troxell. "With the loss of the business of nation-wide advertisers the country newspaper has been crippled in its income at a time when it is called upon for its supremest effort in spreading the propaganda of the Government in all lines of war activities.

"In this abnormal condition there is but one thing for the country newspaper to do—render greater service than ever before, despite the fact that every editor is now giving the very best there is in him in the pushing of this war to a victorious end.

"The zone postal rate system is having its effect. There are some country publishers who believe that ultimately this zone system will be a benefit to the country papers.

"Sustained advertising is essential to success, and to obtain the desired results of building up the business of our clients we must have an opportunity for pushing their articles over a longer period.

At a dinner Thursday night, members of the Association endorsed a \$35,000 bond issue to defray the expenses of developing the advertising business of its members, mostly country newspapers.

An inspiring address was delivered to the visiting editors at the smoker given by the Chamber of Commerce in its assembly-room. N. W. Durham, himself a veteran editor, for many years managing editor of the Spokesman-Review, gave a review of the past and a glimpse into the future. Ren H. Rice, of the Chamber of Commerce, was master of ceremonies, and amused the editors by reading extracts of stories that had passed through his hands during his experience as an editor.

Reconstruction problems that will face America at the close of the war and the part the newspapers must play in this crisis formed the basis of an eloquent address yesterday by Thomas B. Hill, of the Yakima Herald.

"Just as the newspapers turned this great American nation from a basis of peace to the monstrous engine of war it is to-day so must the newspapers be prepared to lead the way in the re-absorption of millions of men who will be released at the close of the war from the army, navy, and war industries," said Mr. Hill. "It was the press of America that made the giant strides of our military forces possible and the editors must recognize the responsibilities that rest upon them in solving the problems of peace.

J. R. Farrell delivered an address in which he urged that present work of construction be carried on. A. R. Gardner, of the Kennewick Reporter, spoke on "The Newspaper and the War."

"Just as at the front the modern military leaders found that the old-fashioned sawed-off shotguns proved most effective at close range," he said, "so the country editor is proving the most effective when the drive is closest to the people. The great daily newspapers and the nationally known speakers can fire the big shells and lay down the barrage fire, but when it comes close range—when face to face with the problem in the final stages of the issue—the country editor is the sawed-off shotgun—the man who delivers the final punch.

"The country newspapers are not swaggering, they are staggering—staggering under the increased burdens with decreased revenues. But when the fight is over and the smoke clears away the country newspapers will be found right there at the finish."

Frank P. Goss, city editor of the Seattle Post-Intelligencer, discussed "Co-operation between the City and Country Press."

J. C. Harrigan, of the Colville Examiner discussed "Sidelines for a Country Publisher." G. R. Scott, of the Coeur d'Alene (Idaho) Press, explained "Cost System in a Country Printing Office."

A part of the programme that was valuable to the editors dealt with country correspondents. Robert A. Glen, of the Spokesman-Review, who is a veteran in developing country correspondents in the Inland Empire, led the subject with an address rich in personal experiences.

Miss Grace Edgington of the journalism department of the University of Washington read a paper on "The Use of Women to Meet the Help Problem." Miss Edgington urged that women were better ad writers, office workers, bill collectors, give "atmosphere" to the newspaper office, handle irate subscribers, take items over the phone, obtain news from women and get small news.

The annual banquet in the Hall of the Doges was enlivened by the stunts provided by the Gridiron Club, in which A. R. Gardner, of Kennewick, W. B.

Jessup of Bremerton; J. C. Harrigan of Colville, Ed. M. Connor of South Bend, and Sol H. Lewis took an active part. After many tribulations Frank P. Goss was permitted to be toastmaster because of his "brevity" and in a happy vein he introduced the speakers.

Speeches were made by Thaddeus S. Lane, president of the chamber of commerce; ex-Governor M. E. Hay; R. C. Scott, editor of the Ine News; Professor Frederick A. Russell, of the University of Washington; Thomas Hooker, business manager of the Spokane Chronicle; A. R. Gardner, of the Kennewick Reporter, and George Scott, of the Coeur d'Alene (Idaho) Press.

The officers for the coming year were elected on the closing day as follows: Edwin M. Connor, Willipa Harbor Pilot, South Bend, president; A. R. Gardner, Kennewick Courier-Reporter, Kennewick, first vice-president; Clarence Ellington, Bee-Nugget, Chehalis, second vice-president; N. Russell Hill, Lincoln County Times, Davenport, re-elected secretary-treasurer.

A succession of social features brought the three days' activity to a fitting climax. These included a visit to the local motion picture studio, inspection of the Inland Empire Paper mill, and a picnic at Natorium Park given by the Spokesman-Review and the Chronicle.

New Type for the Blind

After ten years of consideration, the American Association for the Blind has decided to adopt a standard type of printing for the blind, known as the revised Braille. This type has been in use in Europe since its invention by Louis Braille in 1829. It was officially adopted and introduced in London in 1868, and is now taught in all the schools for the blind except in the United States.

Ohio Press Women's Onting

COLUMBUS, O., July 19.—The first outing of the members of the Ohio Newspaper Women's Association is being held at Lakeside to-day and to-morrow. Among the features is to be an address by Gov. Cox and talks by writers who have been to the front.

DICK SEARS, CRACK NEWSPAPER PHOTOGRAPHER, ENLISTS



LIEUT. RICHARD W. SEARS.

BOSTON, July 18.—"Dick" W. Sears, the first Boston newspaper photographer to enlist and receive a commission as first lieutenant in the United States Army Signal Corps, left Boston this week for Washington and expects to sail overseas within the next week. "Dick" became the first Boston newspaper staff photographer in 1900 when he entered the employ of the Boston Traveler. After four years with that paper he went over to the Boston American and has been in the employ of the Hearst service since that time. He is recognized as one of the best newspaper photographers in the country and is widely known throughout the eastern section of the country.

Jewish Paper Suspends

BALTIMORE, Md., July 18.—The Jewish Comment, published here in the Jewish language for over twenty-five years, has suspended publication. High costs are given as the cause.

FOR SALE

28 "Baltimore" Mergenthaler Star Base Linotype Machines

Rebuilt to Use Wedge Spacebands

Until recently part of the equipment of the Chicago Herald.

Complete, with one magazine and one font 7-Pt. single-letter mats, each, f. o. b. Chicago . . . \$440.00

Extra magazines, each 20.00

These machines are ideal for straight composition in one style of type. They will produce as many lines of this character as any model of machine now on the market.

Will be sold on easy terms at price quoted, if desired. For further particulars, address Business Manager Herald and Examiner, Chicago, Ill.

MOST SERIOUS CRISIS IN PAPERS' EXISTENCE

An Instance of How the News Print and Postal Rate Increases Are Menacing the Newspapers of the Nation.

BIRMINGHAM, Ala., July 13.—"The newspapers of this country are facing the most serious crisis of their existence," said Victor H. Hanson, publisher of the Birmingham News, and chairman of the executive committee of the Southern Newspaper Publishers' Association, to-night.

"I have just come back from Asheville, N. C., where the Southern Newspaper Publishers' Association held its annual meeting, and I want to tell you the situation is really serious.

"For three solid days nearly a hundred newspaper men—it was the most largely attended meeting in the history of the Association—debated and discussed and resolved, trying to find the solution for the problem. The newspapers are up against the proposition of vastly increased expenses along every line, a price for white paper—which is the greatest single expense in issuing a newspaper—nearly double what it was two years ago; increased labor cost, higher prices for metal and machinery, for ink, oil, and everything else that goes into the making of a newspaper.

"On July 1, the new Postal law, which places a frightful tax on newspapers, went into effect; freight rates have just been advanced 25 per cent., and so on through the list.

"What to do about it all was the burden of the Asheville meeting. It was recognized that newspapers that have been showing a handsome profit are going to show a deficit, while those that have been just a little better than making expenses will have hard sledding to get through at all.

"The wisest publishers in the land are racking their brains about how to maintain the quality of their papers and still manage to show a fair margin of profit without raising the price beyond the reach of the average citizen.

"You take our own case with the News. The operating expenses of the News for May, 1917, were \$36,740.81, while for May, 1918, they were \$47,825.42. For June, 1917, the total was \$35,247.42, while for June, 1918, it passed the \$50,000 mark. There is an increase of nearly 33 1-3 per cent. for May this year over May last year, and more than 40 per cent. increase for June.

"In the meantime, a 10 per cent. advance in advertising rates had gone into effect May 1, 1918, but 10 per cent. lacks a lot of making up for an increased cost of more than 40 per cent.

"In 1916 the newspapers of the country were paying under two cents at the mill for white paper. During the greater part of 1917 the average price was around two and a half cents. For the first six months of this year the Federal Government fixed the price at three and ten one-hundredths cents, but the manufacturers of paper have appealed from this decision and have also been granted a rehearing before the Federal Trade Commission.

"The manufacturers are practically a unit in declaring that four cents or more will be the price for the last half of this year.

"Now, the figures I have quoted above as to the operating expenses of the News for May and June were made under advantageous paper contracts. With the probability of paper costing us four

cents or more, we must look about us. The News's white-paper bill, buying paper around three cents, has been averaging about \$20,000 per month. Increase the price to four cents, as seems very likely, and there is added about \$7,000 per month for paper alone, without allowing for the 25 per cent. advance in freight rates.

"Now, that is the situation. We have met with the Government's conservation of paper orders, and I am going to do everything in my power to maintain the quality of the News, and if the price has to be increased, it will be only under the stress of necessity."

HOW N. Y. WORLD GOT THE MEXICAN ADDRESS

Robert H. Murray, in Sending It, Acted with Honesty and Honor, Says Chairman Creel, of Information Comm'ttee.

WASHINGTON, July 16.—Inquiries as to how the New York World was able to secure and publish exclusively President Wilson's address to Mexican editors have been met by George Creel, of the Committee on Public Information, with the following explanation:

When the address was sent to Robert H. Murray, representative at Mexico City for the Information Committee, for publication in Mexican newspapers, he gave instructions that Mr. Murray be notified that it was not for release to the American press. These instructions were not carried out, and Mr. Murray, who is correspondent for the World, cabled the address to that paper, which had directed him to do so. Correspondents for press associations and other newspapers in this country did not send the address, as they were under the impression, it is said, that it was available in Washington.

Mr. Creel says Mr. Murray acted with "honesty and honor," and also explains that he serves the Committee without salary, receiving only "bare expenses occurred in the discharge of the work."

The explanation is given in a letter from Mr. Creel in response to an inquiry made when he appeared recently before the Appropriations Committee to explain the budget for the Information Committee for this fiscal year.

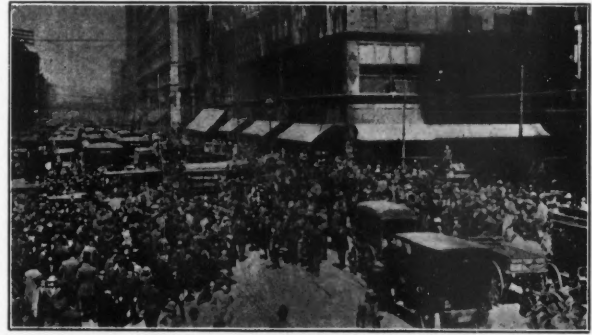
Newspaper Men in the Army

CAMP SHERMAN, Ill., July 18.—When Lieut. D. C. Howell, senior chaplain of the Eighty-third Division, was stationed with that division at Camp Sherman, he was assigned the job of getting out a camp newspaper. He went over the list of available men to see how much material he could count on, expecting to find just about enough men to get along with. Much to his surprise, out of an encampment of about 30,000 men, he found more than 600 trained newspapermen, embracing all branches of the business from the manager's office down to the "devil" and galley boy. This was a ratio of about one to 500, indicating that the newspaper men of the country are doing their bit as surely as any.

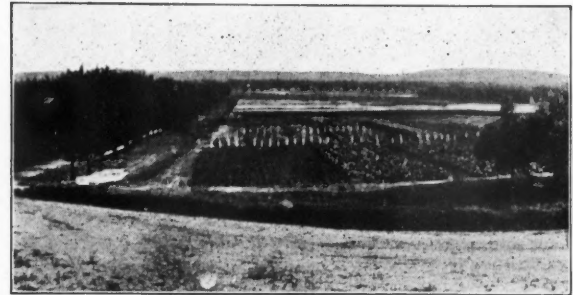
Three Tunnells Answer the Call

Another of the Long Island City's Star's employees to resign in order to enter the service is Charles Tunnell. He has enlisted in the Quartermaster's Corps as mechanic and chauffeur, and is stationed at Fort Slocum. One brother is in the Quartermaster's Corps at Camp Dix, and a third member of the family, Robert, is employed in the circulation department of the Star.

The Greatest Shopping District



The Greatest Farming District



IN THE WORLD ARE BOTH IN

ILLINOIS

Each is dependent upon the other—
Each leads the way for *all others* to follow.

BUT THAT IS NOT ALL

Illinois is unsurpassed in Rail Transportation, Water Transportation, Farm Land Value, Crops, Grain Distribution, Food Distribution, Food Manufacture, Farm Implement Manufacture, and just about everything—including its newspapers.

And here are the best of them, they completely cover farm, shopping and all other districts:

	Paid Circulation	2,500 Lines	10,000 Lines
Anrora Beacon News (E).....	15,855	.04	.04
Bloomington Pantagraph (M).....	16,637	.035	.035
Chicago American (E).....	326,998	.42	.38
Chicago Herald-Examiner (M).....	292,939	.32	.28
Chicago Herald-Examiner (S).....	633,896	.53	.46
Chicago Journal (E).....	110,641	.24	.21
Chicago Daily News (E).....	386,775	.43	.43
Chicago Post (E).....	55,477	.25	.12
Chicago Tribune (M).....	367,798	.50	.35
Chicago Tribune (S).....	606,111	.60	.45
Elgin Courier (E).....	7,857	.02	.02
Freeport Journal-Standard (E).....	6,170	.015	.015
Galesburg Evening Mail (E).....	9,147	.015	.0178
Moline Dispatch (E).....	10,147	.025	.025
Peoria Star (E).....	22,470	.045	.035
*Quincy Journal (E).....	9,001	.02	.02
Rock Island Argus (E).....	6,400	.015	.015
Springfield State Register (M).....	25,000	.035	.035
Sterling Daily Gazette (E).....	5,195	.017	.017

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

PRINTERS PREPARE FOR CONVENTION

(Concluded from page 14)

Orange, N. J.—An increase of \$4 per week has been given the book and job printers, making the scale \$27 per week. Last October there was an advance of \$2 per week, making a total increase of \$6 per week during the past nine months.

Raleigh, N. C.—Newspaper; The News and Observer, owned by Secretary Daniels, of the Navy, has announced that the earnings of the members of the typographical union employed on that paper would be increased 10 per cent. effective from that date.

Regina, Sask., Canada.—Newspaper, book and job (day)—All journeymen, \$29; (night)—All journeymen, \$31. Eight hours constitute a day's work. Seven and one-half hours constitute a night's work. The contract covers a period of fifteen months—April 1, 1918, to June 30, 1919. Increase: Newspaper, book and job, \$3.

Richmond, Va.—Book and job—Handmen, \$23; operators, \$26. The contract covers a period of one year—June 1, 1918, to May 31, 1919. Increase: Handmen, \$5; operators, \$6.

Salem, Mass.—Beginning with June, the pay of the composing room employees of the News was increased from \$3 to \$7.50 per week. All employees also get two week's vacation with pay.

Salt Lake City, Utah.—Newspaper (day)—Handmen, \$5.75 per day; operators, piece rates; (night)—Handmen, \$6.25 per night; operators, piece rates. The contract covers a period of three years—June 8, 1918, to June 8, 1921. Increase: (day and night)—75 cents per day. Piece men receive an increase of 1 cent on 6-point and smaller, and 1½ cents on 7-point.

San Francisco, Cal.—Book and job—Handmen, \$28 per week until December 31, 1918, and then \$30. Machine operators, \$33 day, \$36 night. The former scale was \$24.75 for handmen and \$31.20 for operators. The contract runs for one year from May 10, 1918.

Sheboygan, Wis.—Newspaper (day)—Handmen, operators, \$21; (night)—Handmen, operators, \$23. The contract covers a period of one year—July 1, 1918, to June 30, 1919. Increase: (day and night)—Handmen, \$6; operators, \$4. Book and job—Handmen, \$18; operators, \$20. The contract covers a period of one year—May 1, 1918, to April 30, 1919. Increase: Handmen, operators, \$3.

Shreveport, La.—Newspaper (day)—Handmen, proofreaders, 65 cents per hour per day of seven and one-half hours; operators, piece rates; (night)—Handmen, proofreaders, 70 cents per hour per night of seven hours; operators, piece rates. The contract covers a period of three years—June 15, 1918, to June 15, 1921. Increase: (day)—Handmen, \$4.50; (night)—Handmen, \$4.20.

Sioux City, Iowa.—Newspaper (day)—Handmen, operators, \$27; (night)—Handmen, operators, \$30. The contract covers a period of one year—June 1, 1918, to May 31, 1919. Increase: (day and night)—\$3.

Terre Haute, Ind.—Book and job—Handmen, \$23.50; operators, \$24. The contract covers a period of two years—May 1, 1918, to May 1, 1920. Increase: \$2.50.

Tiffin, Ohio.—Newspaper (day)—Foremen, \$21.50; handmen, \$19.50; operators, \$21. Book and job; foreman, \$21.50; handmen, \$18.50; operators, \$21. The contract covers a period of one

year—April 1, 1918, to March 30, 1919. Increase: Newspaper; foreman, handmen, \$3; operators, \$2.50. Book and job; foremen, \$3; handmen, operators, \$2.50.

Troy, N. Y.—Newspaper (day)—Handmen, operators, 52½ cents per hour. Eight hours constitute a day's work; (night)—Handmen, operators, 58 1-3 cents per hour. Eight hours constitute a night's work. The contract covers a period of one year—April 29, 1918, to April 29, 1919. Increase: (day and night)—\$3.

Washington, D. C.—Newspaper (day)—All journeymen, \$33; (night)—All journeymen, \$36. The contract covers a period of seventeen months—June 3, 1918, to November 11, 1919, unless the war should close, in which event the scale can be opened on thirty day's notice. Increase: (day)—\$7.50; (night)—\$8.04.

Waycross, Ga.—Newspaper (day)—Foremen, \$24; handmen, \$21; operators, \$24. Book and job; foremen, \$24; handmen, \$21. The contract covers a period of one year—June 1, 1918, to May 31, 1919. Increase: Newspaper; foremen, \$4; handmen, \$3; operators, 50 cents. Book and job; foremen, \$4.50 handmen, \$3.50.

Youngstown, Ohio.—The newspaper scale under the new five year agreement will be \$30 for day work and \$33 for night work for the first year; second year, \$31 and \$34; third and fourth years, \$32 and \$35; and the fifth or last year a scale of \$33 and \$36 per week. In addition to this, if the war should continue for two years from April 18, 1918, a war bonus of \$1 per week will be added, to continue until six months after the close of the war. The new scale carries an increase to start of \$5 per week. On the job end the new scale is \$28 for the first year, \$29 for second, \$30 for third and fourth years, and \$31 for the fifth or last year, with the same war bonus as in the newspaper scale. This carries an increase to start of \$6.50 per week.

War Bonuses

The following war bonuses have been granted by newspapers:

The Newburgh (N. Y.) American has granted a wage increase of 15 per cent for the duration of the war.

Floorman employed by the Greeley (Colo.) Tribune-Republican are enjoying a war bonus of \$3 per week.

Newspapers of Terre Haute, Ind., have announced a war bonus of \$10 at the end of each six-weeks' period for the duration of the present world conflict.

The managements of the Pittsfield (Mass.) newspapers have made a voluntary increase in wages of \$2 per week.

The Fitchburg (Mass.) Sentinel surprised its printers with the second increase in wages in recent months, the last one being \$1 per week. The Leominster Enterprise and the Finnish Socialist Publishing Company, in the same jurisdiction, also granted increases.

The St. Louis newspaper publishers have added \$1.35 a week to the night scale and \$1.38 to the day scale. The wages are now \$33.75 per week for night work and \$30.54 for day work. Men called from the machines to do line work receive an advance of 3 cents an hour.

The Pawtucket (R. I.) Times has given an increase of \$1 per week to handmen and \$2 per week to floormen, and the Howard Print, of Brockton, Mass., has given all its mechanical force—about fifty—an increase in wages of 10 per cent.

The Nashville (Tenn.) Banner has agreed to pay a war bonus to its ma-

chine operators. For some time the Tennessean and American has been paying its composing room employees more than the scale called for.

Newspapers of Oklahoma City, Okla., are now paying \$29 per week for day work and \$32 for night work. This is \$3 more than the scale. In the book and job offices the pay has also been increased.

The Hibbing (Minn.) Daily Tribune and Messaba Ore granted voluntary increase of \$2 per week. Every one in these two shops is now drawing at least \$4 per week over the scale.

At Lafayette, Ind., the newspaper publishers are paying a war bonus of \$1 per week.

The Cincinnati Commercial Tribune has followed the lead of the three other daily papers of that city, and is paying a bonus of \$2 per week.

An increase of 10 per cent. in wages for the duration of the war was announced last month by the newspaper publishers of Tacoma, Wash.

Publishers of the Richmond (Va.) Times-Dispatch and the News Leader have granted a war bonus to employees of their composing rooms.

Employees of the Allentown (Pa.) Democrat have been notified last month that their pay would be advanced for the duration of the war.

The Woonsocket (R. I.) Evening Call is paying its linotype operators a war bonus of \$4.50 per week and the floormen \$3.50.

The two daily newspapers of Lexington, Ky., have voluntarily increased the scale \$2 per week.

Machine operators on the Greenville (Pa.) News have received an increase of \$3 per week.

Three daily newspapers of Paterson, N. J., are paying a war bonus of \$2 per week.

Register Has Big Honor Roll

NEW HAVEN, Conn., July 18.—The New Haven Register has 21 men in the service, some in France, some on the high seas and some in the cantonments. Some of them have been in the front line trenches for months. Its honor roll includes William J. Siator, Michael J. Shea, William J. Peters, and Arthur Jackson from the editorial room; Charles Holsley, Allen C. Parker, George Card, and Walter J. Donnelly from the business office; Fred J. Planck, Arthur Kapitzke, Thomas R. Healey, F. R. Shea, Ray E. Benson, H. V. Feinmark, G. A. Lawson, Charles Symons, J. Jones, Jacob Federman, Harry Murray and James Brannigan from the composing room and William Sayers from the press room.

More Work for Creel's Bureau

WASHINGTON, July 18.—The Service Bureau of the Committee on Public Information took over on July 8 the independent bureaus that have been maintained at Union Station by the Navy Department and the Ordnance and Quartermaster's Divisions. These information bureaus and that of the Army Signal Corps have been merged with the Creel Bureau, which will have one branch office at the railroad station, in addition to its main Service Bureau of Information opposite the Treasury Building.

Swanger Sells Daily Capital

SEDALIA, Mo., July 18.—John E. Swanger, former Secretary of the State of Missouri, has sold all his interest in the Daily Capital to L. U. Collison, of Jamesport, Mo. Collison is a son-in-law of C. M. Harrison, who owns the balance of the stock.

ALBANY WANTS I. T. U. MEETING

Will Try to Win Annual Convention For Capital City.

ALBANY, N. Y., July 14.—Albany delegates to the fiftieth annual convention of the International Typographical Union, in Scranton in August, have started a boom to have the convention brought to the capital next year. A concerted effort will be made to put the proposition in a novel style before the convention, and members of the Albany chapels are confident that the convention will come to this city.

The Albany Chamber of Commerce will send an invitation to the convention, offering the hospitality of the city for the big meeting.

President John J. McCann will head a boosters' club to attend the convention this year.

Major Gitchell Was a Reporter

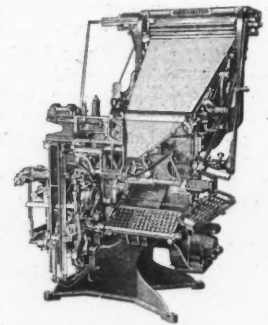
BINGHAMTON, N. Y., July 18.—Major Byres H. Gitchell, who has been designated head of the industrial division of the Aircraft Board of the United States, began his career here as a newspaper man. He was employed as a reporter on Binghamton papers and his ability soon attracted the business and professional men of the city. He was elected secretary of the Chamber of Commerce and developed a talent for handling men and adjusting labor troubles, which made him widely known.

New Service Incorporates

The British-American Press Service of New York was incorporated this week with capital stock of \$100,000 by W. W. Ullman, R. Helfgott, and F. S. Webb, of 1299 Dean Street, Brooklyn.

INTERTYPE

"The Better Machine"



Standardized

The only slug-casting composing machine built on the unit system, all models interchangeable.

Investigate

the INTERTYPE, get started right—its

"The Better Machine"

INTERTYPE CORPORATION

50 Court St., BROOKLYN, N. Y.

WHY NEW ORLEANS WON A. A. C. W. CONVENTION

(Concluded from page 21)

our share of the business should take place in the port nearest to the Pan-American countries.

"Should the convention of 1919 go to New Orleans we will arrange to send an envoy into Central and South America inviting representatives to attend the convention, when we will show them how to merchandise and market their products. It is about time America was ready to cash in on the Panama Canal.

"The South is an undeveloped advertising opportunity; we have a greater amount of spending money than we ever had before. The Civil War put us out of business. This war is going to put us back into business. Four of the ad conventions have been held in the East and three in the West. Next year we want it held in New Orleans. We have raised \$43,000 for entertainment in the event of our winning."

Besides awarding New Orleans with the 1919 meeting, the A. A. C. W. re-elected Mr. Newmyer a vice-president.

Great Opportunity for the South

To THE EDITOR AND PUBLISHER Mr. Thomson said:

"We are going to make the meeting in New Orleans a big thing, and I have suggested to the Southern Newspaper Publishers that they should meet here, as well as in Asheville (their permanent meeting-place) with the idea of impressing on the entire United States the development, the possibilities, and the opportunities for service in the South in connection with not only our own line of business, but with war work—if the war is still on—or with reconstruction if by that time victory has been won.

"The South has been the great undeveloped section of the United States, but this war is crowding many years of normal progress into a brief space of time. There is a condition of unprecedented prosperity in New Orleans and its surrounding territory. Magnificent crops have contributed largely to this. The agricultural output of this territory considerably exceeds in value that of Kansas and Nebraska.

"Our lumber industry has been greatly stimulated by cantonment and wooden shipbuilding orders. Our oil, mineral, and fishing resources have responded to the immense demand created by the war. Our factories are in full blast.

"There is a cantonment at Hattiesburg, Miss., some five hours out of New Orleans; another at Alexandria, La., likewise a few hours' ride from here, and an aviation field at Lake Charles, La., and some seven hours' distant from the city, at Montgomery, Ala., there is another large cantonment.

"New Orleans is a distribution and supply point for all these places. In addition, we have our own navy yard. This city, as is well known, is a great exporting and importing point for Central and South America, as well as Europe. The resources of the banks in our territory have practically doubled in the past two years. There are few unemployed people in our part of the world.

"New Orleans is larger in population than any two other strictly Southern States. In commerce and bank clearings it stands among the great cities of America.

"Shipbuilding is going on on a large scale at half a dozen points within the trading area of New Orleans. This city recently agreed to expend some six mil-

lions of its own money in the building of a great canal and naval base to connect the Mississippi River with Lake Ponchartrain. The Foundation Company of New York has already broken ground for a great shipbuilding plant within the city limits of New Orleans. Three or four other shipbuilding plants and great industrial enterprises are negotiating to locate here. This canal and lock will be built under the engineering supervision of the George W. Goethals Company (Gen. Goethals, of Panama Canal fame). In the industrial basins created along this canal it is proposed eventually to establish a free port at New Orleans.

"The Federal Government has determined to establish barge lines in and out of New Orleans, which will connect the entire Mississippi Valley with New Orleans by water-borne commerce. Barges are already bringing Alabama coal and steel here.

Great Livestock Industry

"The livestock industry is being undertaken on an immense scale throughout our territory. Louisiana sugar saved America last year from a sugar famine. Louisiana rice is one of the nation's important foodstuffs. Louisiana corn is to-day of even greater importance than Louisiana cotton.

"Mississippi also is an immense agricultural State, doing her full share toward supplying the nation with war necessities.

"City and country we are working together on the fundamentals for a greater industrial and commercial output. Our people have the resources not only to over-subscribe to war charities and war obligations, but to buy any and every article of human necessity or which makes for better living. We have an immense, prosperous territory that, for some peculiar reason, seems to be little known to the rest of the United States, and our trade possibilities seem to be overlooked by many of the keenest manufacturers and biggest business men in our country.

"As labor gets scarcer, and the demands of the war become more engrossing, the opportunities for personal investigation of various sections of this great country may become more limited, and business men will have to count more on getting correct information by correspondence, or through newspaper articles and advertising.

"Some years ago, under the direction of Mr. Newmyer, we undertook on the item the development of an organization which should thoroughly know New Orleans and the market possibilities of our trade territory. This organization has been successful in introducing, through a large number of advertising agencies, the valuable products of our people. We have attempted, in a more or less effective way, to call our trading opportunities to the attention of the country by advertising in your valued paper, as well as through other mediums."

Rich Printer Legally Dead

Charles F. Stearns, owner of a prosperous printing business in New York, who disappeared January 6, 1910, and has not since been heard from, has been declared legally dead by Surrogate Fowler, of New York. Large policies of insurance, held by the dead man, will thus become payable. The application for letters of administration on the estate was made by the missing man's wife.

It has been said that the man with fewest "wants" is the happiest—but that does not apply to newspapers.

Take Automobiles For Instance

If you want to judge the availability of any community as a market for your goods—if you desire to judge its buying capacity, or its progressive spirit—what better can you do than judge it by the automobiles it buys and uses?

Let us view New Jersey from the automobile standpoint.

New Jersey ranks fifteenth amongst the states in the number of cars owned by its people, having 153,315 automobiles—one to every twenty people, even though its area is only 7,815 square miles.

New Jersey has more cars than Nebraska with 148,100 square miles of territory to traverse, making the need of automobiles much greater than in the states of smaller areas.

New Jersey has more cars than Maine, New Hampshire, Vermont, Rhode Island, and Connecticut combined.

New Jersey has more cars than Alabama, Kentucky, and Virginia combined.

These comparisons go to demonstrate clearly that New Jersey is a state that has money to spend and people who like to spend it.

Need we say more to lead you straightway to advertising in the

Leading Newspapers of New Jersey

Paper	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,336	.0207
Atlantic City Press (M) Union (E).....	13,135	.0350
Camden Courier (E).....	11,300	.025
Elizabeth Journal (E) (A.B.C.).....	16,339	.0318
Hackensack Record	5,072	.0178
Newark Sunday Call (S).....	49,570	.11
Newark Star-Eagle (E).....	53,913	.10
Morristown Record (E).....	3,925	.0107
Passaic Herald (E).....	6,614	.015
Passaic News (E).....	7,627	.0215
Paterson Call (M).....	13,824	.0321
Paterson Press-Guardian (E).....	11,107	.03
Paterson Sunday Chronicle (S).....	8,534	.03
Perth Amboy Evening News (E).....	7,505	.018
Plainfield Courier-News (E).....	7,427	.0215
Union Hill (Weehawken) Hudson Dispatch 14,000		.02

Government Statements April 1st, 1918

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

EDITORIAL

THE NEW PROBLEM

TO curtail a newspaper's consumption of news print from ten to twenty per cent. involves a problem in standardization and conservation whose difficulties will appeal to a majority of publishers. Yet the War Industries Board asks that this be done in the national interests. It can be done, and will be done, without seriously crippling the newspapers.

The suggestion has been made that a standard should be fixed and enforced for establishing an exact ratio between text matter and advertising. This is highly impracticable and wholly unnecessary.

The suggestion has also been made that feature matter and department matter be cut down almost to the point of elimination. This is a foolish proposal, and cannot be carried out unless our newspapers are to lose their distinctive character, becoming mere duplicates one of another.

If advertising space must be curtailed, in order that smaller newspapers may be made possible, then advertising rates must be raised accordingly. Something on this line doubtless will be done. It cannot be done in haste; it must not be done at all in any drastic way.

Feature matter, of the best class, must still be used—for feature matter has much to do with the newspaper's intimate hold upon its readers. The tendency here will doubtless be in the line of condensation of feature articles—and in this direction the way will be found for a solution of the whole problem.

The most inviting field for condensation will be found in the treatment of news. Every newspaper man knows that brevity is one of three primal virtues in news writing—accuracy and clarity completing the trinity. The editor who will take the trouble to analyze the news in one issue of his paper, applying to each story the tests named, will be surprised at his findings. He will be convinced that the actual news in that issue could be told, and told in an attractive way, with a saving of from 10 to 20 per cent. of the space used.

Our newspapers generally continue to play up baseball gossip and amusement matter in an exaggerated way. There is opportunity for space-saving here—but the policy of condensation must be adopted by all newspapers alike. The time has come for a measuring of news values. It is absurd to believe that the American people are more interested in idle rumors and gossip about ball players than about stories of the war. Yet it often happens that more space is given to "dope" about diamond stars than to some striking story of American valor in battle.

Press agent copy—except that coming from departments, bureaus, or agencies of the Government—should be rigidly excluded by all newspapers. There should be complete standardization of policy in this matter. Society gossip—particularly of the doings of the idle rich—should be barred for the period of the war.

If the publishers are to comply with the requirements of the War Industries Board for the conservation of news print there must be the most cordial understanding and concert of action on general lines between rivals in every field. The newspapers are in the national service. Their strength must be conserved—and developed. This cannot be done if we are to have a continuance of the same sort of destructive competition which has prevailed in some fields in the pre-war period.

While the Government has indicated the urgent need for curtailment of paper consumption by the newspapers, the solution of the problem is left, of course, to the publishers themselves. It may be found in common policies of condensation, which need not involve a loss of the individuality or distinctiveness for any newspaper. It is vital that these new policies should not weaken our newspapers—for that would impair their capacity for public service at a time when such service is more important to the nation than ever before.

Standardize—cut out waste—weed out the less essential things—attain a better balance of values in news treatment—train news writers and copy-readers to higher standards of clarity and brevity—conform in letter and spirit to the policies recently formulated for the elimination of waste circulation

It is impossible for a man to be cheated by any one but himself.—Emerson.

—coöperate with your local contemporaries in establishing the new order of things. The newspaper makers of America as a class have always shown their capacity to meet and solve difficult problems. They will meet these new tests.

ABOVE-BOARD POLICIES

IT is the policy of the Audit Bureau of Circulations to bring about a closer coöperation between advertisers and above-board publishers. In pursuit of this policy it will inevitably follow that the work of the A. B. C. will tend to make more and more difficult the task of the seller of advertising space who avoids the test of honest measure.

For the bureau, through its system of auditing, applies the scales and the yard-stick to circulations. The publisher who believes in selling circulation in the open must welcome the service of the A. B. C. and align himself with those who do business on that plan. The buyers of space are no longer interested in "circulation claims." They prefer facts—facts established through competent investigation. The A. B. C. gives them these facts.

The report was recently published that the Philadelphia newspapers had decided to withdraw from membership in the A. B. C. Several publishers have requested that THE EDITOR AND PUBLISHER should call attention to the falsity of this report. Inquiry develops the fact that an effort was made by one Philadelphia newspaper, feebly seconded by another, to have such action taken "for the duration of the war." The newspaper proposing this course, we are informed, was not a member of the A. B. C. at all. The proposition met with no favor, and was abandoned.

It is, unhappily, true that there are still a few newspapers that would like to see the A. B. C. discontinued—not only for the period of the war but for a long time afterward. The reason given is one of war-time economy. But the real reason is a confirmed passion for secrecy about newspaper circulations.

"By their works ye shall know them;" and the day has passed when advertising space can be sold on words alone. The day has passed when secrecy as to circulations may enter into the policies of high-standard newspapers. The publisher who insists that an audit of his records is an invasion of his private rights is no longer taken seriously—for he is in the market to sell a commodity which people now buy according to certain standards of measurement.

The newspaper membership of the A. B. C. should grow steadily until the line of division between above board publishers and under-cover publishers is so plainly established that buyers of space may accept it as an infallible guide and protection.

CANADA'S GOOD EXAMPLE

IN spite of the fact that the Canadian newspapers print the war news very fully, and carry feature matter on every phase of the war effort, the Canadian Government makes systematic and highly profitable use of paid display space in the newspapers.

The Canadian war tasks are similar to our own. They include the selling of great issues of bonds, raising money for the Red Cross and other funds, teaching thrift and urging maximum production of foodstuffs and useful commodities. The Government furthers these tasks through advertising—as we do here in "the States." But, unlike ourselves, the Canadians do not depend upon donations of the space needed—their Government buys it and uses it with the same judgment that successful individual advertiser would exercise.

We have been glad to learn from our Allies the lessons they are able to give us on the purely military problems of the war. We have not entered the struggle with pre-conceived notions as to tactics, nor with stubborn adherence to the traditions of our

own military organization. We have wisely accepted as our own the methods and policies of our Allies, developed in long years of bloody contact with a resourceful enemy.

But, in the matter of advertising, we have held tenaciously to a plan which hampers the Government—a plan which is costly and cumbersome, and which secures results only through a maximum of effort and citizen-sacrifice. We have had the courage and the wisdom to adopt the selective draft, to mobilize the manufacturing resources of the country to serve the military needs. We are carrying through our war plans in a big way—in a manner which stimulates national pride and assures the final complete victory of the Allied arms.

Why should we not adopt a policy of Government advertising based upon the successful experiences of our Allies and upon the advice of our ablest advertising men?

THE EMBATTLED JOURNALISTS

ARTHUR BRISBANE, in his first-page editorial in the New York American of July 15, discusses the attitude of the New York Times as an opponent of Government control of the wire service of the country.

Mr. Brisbane takes the Times to task specifically for its editorial of the previous day, in which it had been charged that the promoters of Government control had found in Washington "too willing gulls of an 'emergency' that never would have emerged." Mr. Brisbane reminds the Times that the President of the United States is the man who had told Congress that an emergency existed and asked for authority to meet it. He thus interprets the Times's editorial as an attack upon the President.

He quotes from the editorial the statement: "We may be sure that in its supervision of telegrams the Government would take pains, as it has steadily taken pains in the case of newspapers, never to bother disloyalists, unless they bear German names." Mr. Brisbane sees in this a charge that the President and the Government are treacherous to the people, and argues that, if it were true that the President did take pains "never to bother disloyalists" he would be unfit to hold office.

Mr. Brisbane asks: "Was ever false accusation, hold defiance of decency and respect for the nation's leader in war displayed so recklessly?"

Mr. Brisbane's arraignment of the Times in this connection is an example of the editorial warfare raging between some of the great metropolitan newspapers. This strife recalls the "good old days" of personal journalism. It is doubtful, however, whether ever before there was in evidence such fervor for conflict between moulders of public opinion holding differing ideals as now. The battle in New York has involved chiefly three newspapers—The Tribune, the Times and the American. Charges and counter-charges of disloyalty have been made, and the casual reader, unfamiliar with the facts, might get the impression that all of these newspapers, in their conduct and policies, were actually preachers of sedition.

Gentlemen of the embattled triangle, the Government asks that newspapers conserve news print. Why waste white paper in mutual recriminations? Why not utilize the space now devoted to fratricidal conflict for the publication of human-interest stories of the boys who are fighting the common enemy on the red fields of France? That is the sort of fighting news the people want.

AS an indication of the prosperity of the South, the circulation growth of the Birmingham News within the past year is interesting. A gain for the daily of 7,500 copies and for the Sunday of 8,000, without the use of premiums or contests, and despite the difficulties of the news print situation, is a fine record of achievement in these days.

THE Wichita Eagle, in an attractive booklet, presents a detailed analysis of circulation, giving exact figures for all towns and post offices in its territory. An exhaustive survey of the Wichita territory as a market is also included. Sidney D. Long, the business manager, has gauged the character of information sought by national advertisers and has provided it in full measure.

PERSONALS

EX-SENATOR JOSEPH W. MARTIN, JR., a former member of the staff of the North Attleboro Leader, and later with the Attleboro Daily Sun, has announced his candidacy for Congress on the Republican ticket in the Fifteenth Massachusetts District.

Arno W. Nickerson, of the Bangor (Me.) Commercial's reportorial staff, will be one of the quota of draftees to leave that city on July 26 for Camp Devens.

Raymond J. Cook, of Worcester, who, during the past season has been editor of the Maine Campus, the University of Maine weekly, and who is at present a member of the staff of the Bangor Commercial, and Simon O'Leary, a former member of the Commercial staff, are among those called for military service in the draft quota of July 26 from Bangor.

Alfred F. Eaton has resigned his position on the Manchester (N. H.) police force to return to the staff of one of Manchester's newspapers.

Paul C. Donnaruma, son of James V. Donnaruma, editor of the Fazzerra Del Massachusetts, one of the leading Italian newspapers in Boston, has enlisted in the navy, being assigned to the Hingham naval station.

Frank A. Bayrd, publisher and editor of the Malden (Mass.) Evening News, who is a Republican, has been mentioned prominently in connection with the Congressional fight in the Ninth Massachusetts District.

P. A. Santosuosso, of the Boston Post, has entered military service. Mr. Santosuosso was presented with a wrist-watch by his friends and associates. He was engaged in newspaper work in Albany, N. Y.

Miss Marjorie Richmond, of Fredonia, N. Y., who is editor-in-chief of the Dana Hall Quarterly and Dana Hall Bulletin at Wellesley College, has resigned to accept a position with the Labor Bureau in Washington.

Lawrence O. Lukan, formerly on the advertising staff of the Seattle Post-Intelligencer, has accepted a position as manager of the Seattle branch of the Pathe Film Exchange.

Le Roy Mills, of the display advertising staff of the St. Paul Daily News, is spending his vacation at the Golden Valley golf links.

W. M. Thompson, for many years assistant superintendent of advertising of the St. Paul Dispatch-Pioneer Press, has resigned. His plans have not been announced.

Fred Letteney, recently of the Minneapolis Tribune advertising force, has taken up similar work for the St. Paul Dispatch-Pioneer Press.

Irving C. Buntman succeeds William F. Dittman as advertising manager of the Milwaukee Herald.

Louis Cohen, advertising solicitor of Brooklyn Chat, is enjoying his vacation at Freehold, N. Y.

H. C. McDonald, formerly of the advertising department of the Cleveland Plain Dealer, has been promoted to lieutenant in the quartermaster's department.

Arthur W. Stace, managing editor of the Grand Rapids (Mich.) Evening Press, was a visitor to New York city this week.

Herbert W. Smith has been made assistant professor of advertising in the school of Journalism, at the University of Missouri.

James E. Fesler, formerly of the Saginaw (Mich.) Courier-Herald, and R. C. Horn, formerly of the Toledo Blade, have been added to the advertising staff of the Detroit Journal.

TIME dissipates to shining ether the solid angularity of facts.—Emerson.

Ralph S. Terry, former reporter on the Buffalo (N. Y.) Courier, has arrived safely overseas with the 308th Machine Gun Company.

Thomas Sampson, former Tacoma newspaper man and recently American consul at Shanghai, was given a big welcome home recently on his return to Seattle, Wash.

William H. Jeffreys, jr., only son of William H. Jeffreys, of the Camden (N. J.) Argus, is at Camp Dix, awaiting orders for overseas.

Edwin B. Wilson, of the Brooklyn Eagle staff, has enlisted in the marines and is at Paris Island training.

Ralph R. Wolfe, Sunday editor of the Hartford (Conn.) Courant, has enlisted for over-seas work with the Y. M. C. A.

Leo Fitzpatrick, of the Kansas City Star, has enlisted in the aviation section of the navy and is now at the Great Lakes station.

W. F. Rufus Steele, a Washington (D. C.) newspaper man, has enlisted in the 604th Engineers, now stationed at Washington Barracks.

E. Russel Truex, former member of the advertising staff of the Atlantic City (N. J.) Daily Press, is now with one of the American ambulance units of the Italian army.

Arthur L. Poorman, of the State Register, Springfield (Ill.) is now an advertising solicitor on the Providence Journal.

N. C. Brault, until recently a salesman with the Ferguson-Bedeil Company, Boston, has gone to the Providence Journal as promotion manager in place of F. H. Nolan, who has enlisted as a chief petty officer in the navy.

T. H. Blacklock, formerly editor of the Regina (Sask.) Province and recently London correspondent for the Montreal Gazette, has been elected a fellow and associate of the Royal Colonial Institute.

William B. Pape, son of William J. Pape, publisher of the Waterbury (Conn.) Republican, has won an appointment to the United States Naval Academy at Annapolis.

Glenn Condon, of Tulsa, Okla., newspaper man, member of the legislature and a candidate for the State Senate, enlisted in the United States Marine Corps, when he was recently in Kansas City attending the Rotarians' convention.

H. J. Cassidy, connected with the Tri-State News Bureau in Pittsburgh, has enlisted in the Naval Reserves and has been assigned to special duty in the intelligence bureau.

S. G. De Nike, city editor of the Jamestown (N. J.) Republican-Press, has enlisted in the Engineers Corps of the army.

"Ted" Irvine, until recently employed on the local staff of the Portland Oregon Journal, has enlisted in the spruce production division of the Signal Corps.

B. J. Whittier of the St. Paul Pioneer Press copy desk has retired because of ill health, his physician advising a period of complete rest.

Harry McKanna, who resigned from the St. Paul Dispatch copy desk to take the city editorship of the Sioux City Tribune, is back in the Twin Cities reading copy for the Minneapolis Journal.

Ludwig I. Roe, owner and editor of the Montevideo (Minn.) News, has suspended newspaper work to join the army. His paper meanwhile will be in

charge of Harry M. Case, for twelve years past editor of the McVille (N. D.) Journal.

Clarence Dubose, former staff correspondent of the Dallas-Galveston (Tex.) News, who has been in Washington for some months doing war work for the Federal Department of Agriculture, has volunteered for Red Cross work in Europe and will sail for Italy in a short time. Mr. Dubose will first go to Italy.

H. L. Fist, former managing editor of the Muskogee (Okla.) Phoenix, and now a first lieutenant in the army, has been placed in command of the conservation and reclamation department at Camp MacArthur, Waco, Tex.

D. P. Tooney, managing editor of the Dallas (Tex.) Morning News, is spending several weeks vacation at Winslow, Ark.

"Jack" Harper, reporter for the Dallas (Tex.) Morning News, is now a reporter on the Dallas Evening Journal, another of the A. H. Belo & Co., publications.

Herbert N. Laffin, a member of the Milwaukee Press Club, has been endorsed by the Patriotic Congressional League as a candidate for the Republican nomination for Congressman from the Fifth District of Wisconsin.

Frederick Haase, manager of the service and promotion department of the St. Louis Post-Dispatch, has resigned. He leaves for New York on August 1 with Mrs. Haase. No plans for future connection are announced.

Neal Quinn, police reporter of the Milwaukee Journal, has resigned to go into the plumbing business.

Mrs. Charles McMurdy, moving-picture editor of the Milwaukee Journal, has left to do publicity work for the Strand Theatre.

H. C. Eller, formerly a copy editor on Los Angeles and Tacoma papers, who recently went to Portland, Ore., to accept a position, was attacked by sudden illness and now is in Good Samaritan Hospital at that city.

Robert Osborn, an artist on the Portland Oregonian, has reported to Fort McDowell for military service.

Frank M. Wheeler, of the news-room staff of the Newport (R. I.) Herald, has

been ill for some time, but has recovered sufficiently to return to his desk.

Herbert Lefkowitz, of the reportorial staff of the St. Paul Dispatch-Pioneer Press, has entered the second student officers' training camp at Camp Sheridan.

Miss Francis Boardman, dramatic editor of the St. Paul Daily News, has returned to her desk after several weeks' stay in a hospital.

Miss Florence Brand, assistant dramatic editor of the St. Paul Daily News, is in Chicago, the guest of her brother, Herbert Brand, a member of the Chicago Tribune editorial staff.

John H. Dreher, police and golf reporter on the Seattle Times, was recently elected secretary of the Seattle Golf Club, the largest golfing organization in the Pacific Northwest.

J. Willis Sayre, dramatic editor of the Seattle Times, is spending his vacation on the northern shores of British Columbia.

Frank F. Fitts, editorial auditor of the Seattle Post-Intelligencer, is spending his two weeks' vacation taking an intensive course in military training at the University of Washington.

WEDDING BELLS

L. C. Davis, the "sport salad" man of the St. Louis Post-Dispatch, and Miss Mary G. Blong have been married in that city and are in Colorado on their honeymoon trip.

Robert Sewell Carver, business manager of the Augusta (Ga.) Chronicle, and Miss Ferol Claudia Tilles were married July 11 in Fort Smith, Ark. They will take up their home in Augusta after the first of August.

"Welcome Home" for Lou Cline

ATLANTIC CITY, N. J., July 18.—Newspaper writers and publicity men of the resort, met around the monthly festive board of the Press Club a few evenings ago to greet Lou Cline, dramatic critic, formerly of this city, but now associated with George Broadhurst, at the 48th Street Theatre, New York city. The club will hold its business meeting at the July dinner and at that time plan a trip to Camp Dix, on invitation of President F. E. Croasdale. It was to have been held in May, but had to be deferred because of the patriotic drives then on.



The Buffalo Evening News Has Renewed Its Contract for The Haskin Service For Another Year



TIPS FOR THE AD MANAGER

BAKER ADVERTISING AGENCY, Toronto, has secured the Canadian Carnation Milk account and is placing a campaign in newspapers and magazines.

STACK ADVERTISING AGENCY, Heyworth Building, Chicago, again placing additional copy with newspapers generally for Swift & Company.

ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York, is again placing additional orders with newspapers in selected sections for A. Mendleson's Sons "Acme Lime."

BETHLEHEM STEEL CORPORATION is placing large financial copy in New York through Albert Frank & Company, 26 Beaver Street; in Philadelphia, through the H. E. Lisan Advertising Agency, 440 Fourth Avenue, New York; and in Pittsburgh through Doremus & Company, 44 Broad Street, New York.

CENTAUR COMPANY, 250 West Broadway, New York, is using extra newspaper space to advertise Fletcher's "Castoria."

D'ARCY ADVERTISING COMPANY, International Life Building, St. Louis, Mo., is placing page advertisements for the Standard Car Construction Company.

DAUCHY & COMPANY, 9 Murray Street, New York, are placing orders with a selected list to start in October for Kemp's Balsam and Lane's Tablets.

FRANKLIN ADVERTISING SERVICE, Philadelphia, is placing orders with some Southern newspapers for Canrite Compound Company.

GENESEE ADVERTISING AGENCY, 45 East 17th Street, New York, is preparing to place orders with a selected list for "San Reco Tooth Paste."

W. T. HANSON COMPANY, Schenectady, N. Y., is renewing direct some newspaper contracts for Dr. Williams's Pink Pills.

HENRI, HURST & McDONALD, Peopics Gas Building, Chicago, will make up new list shortly for advertising of Mills Chemical Compound.

IMPERIAL MANUFACTURING COMPANY, Fort Wayne, Ind., placing full page advertisements with New York city foreign language press.

WYLLIE B. JONES AGENCY, Binghamton, N. Y., will send out orders for Rheuma Company.

AD FIELD PERSONALS AND CLUB NOTES

J. A. Kiss, formerly assistant advertising manager of the Evinrude Motor Company, has been made advertising manager and assistant sales manager of the Richardson-Phenix Company, Milwaukee. A. S. Milligan, who formerly acted as sales and advertising manager of the Richardson-Phenix Company, is devoting himself entirely to sales.

Frank Hurney, of the Gilchrist Company's advertising department in Boston, has joined the naval forces as storekeeper. Fellow employees presented him with a handsome watch.

Rex W. Wadham, advertising counsel in New York, has been called to the service, and as a result has closed his offices at 501 Fifth Avenue until after the war.

Frank B. Amos, formerly with the Cambridge (O.) Daily Jeffersonian, has been made advertising manager of the Lalley Electro Lighting Corporation.

John A. Cleary, formerly sales promotion and advertising manager for the Automobile Sales Corporation, Philadelphia, has joined the forces of the Cadillac Motor Car Company, Detroit.

Percy H. Whiting, of East Aurora, N. Y., has become advertising manager of the Central Maine Power Company, at Augusta, Maine. He will be associated also with the Comfort Magazine.

N. H. Burlingame, formerly advertising manager for the Merrill Lumber companies, Salt Lake City, and on the advertising staff of Montgomery, Ward & Co., Chicago, is now assistant advertising manager of the Baker-Vawter Company, Benton Harbor, Mich.

R. E. Dildine, who has been advertising manager of Ames Holden-McCready, Limited, Montreal, for two years past, has been appointed general manager.

WITH THE AD AGENCIES

A farewell dinner was given on the evening of July 11 by the staff of the Chappelow Advertising Co., St. Louis, in honor of Leonard C. MacCarthy, a member of the organization, who has enlisted in the aviation section of the Marine Corps. He has gone to Boston for training.

The Spafford Company, Inc., Boston, has added to its staff William D. Nugent, formerly of the Bell-Nugent Agency, of that city.

The following advertising agencies have been granted recognition by the American Newspaper Publishers Association: Connor Agency, Temple Court, Denver, Col.; Geyer-Dayton Company, Inc., City National Bank Building, Dayton, Ohio; Green-Lucas Company, Inc., Hanover and Fayette Streets, Baltimore; Moser & Cotins, Paul Building, Utica, N. Y.; Powers-House Company, Inc., Illuminating Building, Cleveland, Ohio.

NEWSPAPER MEN INDICTED

Cleveland Ukrainian Journal Charged with Violating Espionage Act.

CLEVELAND, O., July 14.—Indictments have been returned to-day by the Federal grand jury against the Cleveland Ukrainian newspaper the Robitnyk. The editor, manager, and news editor are also accused of violating the espionage act on three separate counts, while the paper is accused of a violation of the Trading with the Enemy act.

J. S. Switenky, editor; Wasil Sawczyn, manager, and Paul Ladani, news editor, are alleged to have printed on May 1 an article which by its nature tended to interfere with America's prosecution of the war. The charge of violating the Trading with the Enemy act is based on the paper's failure to file with the Post Office authorities true translations of published articles.

Foreign Language Writer Held

Dr. Hans Heinz Ewers, a writer for the foreign language press, who has been living at 35 East 27th Street, New York, is being detained by the authorities pending an investigation to determine whether or not his writings have been tainted with German propaganda. His writings have been principally for Austrian and Hungarian papers.

Herbert K. Carter has resigned as Eastern manager of the Modern Hospital Publishing Co., Inc., St. Louis.

THOMAS PRESIDENT OF SOUTHERN AGENTS

Closer Co-operation Between Agencies and Publishers and Co-ordination with A. A. A. Arranged for at Annual Meeting.

At the two days' session of the Southern Council of the American Association of Advertising Agencies, held in Asheville, N. C., in conjunction with the annual meeting of the Southern



JEFFERSON THOMAS.

Newspaper Publishers' Association, plans were formulated for various kinds of constructive work, peculiarly demanded by the Southern territory. The council pledged hearty co-operation with the parent organization in its nationwide endeavor to increase the efficiency of agency service.

During the meeting addresses were made by Stanley Clague, managing director of the Audit Bureau of Circulations; Frank B. White, of the Agricultural Publishers' Association; Jason Rogers, of the New York Globe; and St. Elmo Massengale, of Atlanta, the retiring president, who explained the aims of the council in meeting with the Southern Newspaper Publishers' Association and the farm-paper publishers of the South.

The two publishers' and the agencies' organizations appointed representatives on a joint committee to handle matters regarding agency practice—the S. N. P. A. representative is Secretary-Treasurer Walter C. Johnson, of the Chattanooga News; the farm papers' member is Kirk Rankin, and the agency representative is Jefferson Thomas, of Jacksonville and Tampa.

As officers for the year, beginning next October, the Southern Council of the A. A. A. elected the following: President, Jefferson Thomas, Jacksonville; vice-president, Thomas E. Basham, Louisville, Ky.; secretary-treasurer, J. M. Cecil, Richmond, Va.

Mr. Cecil and H. L. Staples, of Richmond, were made a special committee to prepare a suitable expression of appreciation to St. Elmo Massengale for his untiring work during the past year in perfecting the organization.

Negro Editors Affirm Loyalty

WASHINGTON, July 18.—Negro newspaper editors in conference here, under the auspices of the War Department and the Committee on Public Information, have adopted resolutions reaffirming their loyalty to the country.

32,074 AUTOS IN CONNECTICUT

New London, Conn., July 9, 1918

THE EDITOR AND PUBLISHER:

Gentlemen: I notice in your issue of July 6 an article by Chalmers L. Pancoast, in which he analyzes the market conditions for national advertising in this country. We regret to see an error in his figures for Connecticut in relation to the automobile industry. He states that in Connecticut there are 32,074 automobiles registered. This is a mistake by at least 100 per cent. The actual number of registrations in Connecticut at the present time is as follows:

Motor vehicles	62,300
Commercial vehicles	13,600
Motorcycles	4,000
Motorcycle side cars	1,350
Public service automobiles	2,900
Dealers	375
Manufacturers	7
Motorcycle dealers	23
Manufacturers	1

Total

84,556

There have also been issued 91,200 operators' licenses.

Inasmuch as this article which you printed attempted to give statistics for the benefit of advertisers, we think that a great injustice has been done Connecticut in placing her automobile purchases at less than one-half of the actual figures, and we feel that you ought to make some correction.

The figures I have quoted are from the office of the Connecticut Department of Motor Vehicles.

THEODORE BODENWEIN,
The Day Publishing Company.

Acree Succeeds Eaton

Edward H. Acree, jr., formerly of the advertising department of the Crowell publishing Company, New York, has succeeded Frank A. Eaton as advertising service manager of the New York Tribune. Mr. Eaton recently went with the Nation's Business, Washington, D. C.

New Work for Dittman

MILWAUKEE, July 18.—W. F. Dittman, for five years advertising manager of the Milwaukee Herald, has resigned to become secretary of the Milwaukee Label & Seal Company. He has been connected with the Herald for fifteen years.

Advertising Agents

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

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

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

Publishers' Representative

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

New Orleans States

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

41,267 Daily

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

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

The S. C. BECKWITH SPECIAL
AGENCY
Sole Foreign Representatives
New York. Chicago. St. Louis

TO ASSIST IN LABOR AD REGULATION

Publishers to Co-operate with U. S. Employment Service—Committee of Three Representatives of Newspaper Men to Confer with Service.

WASHINGTON, July 16.—Newspaper and trade-paper publishers throughout the country will coöperate with the United States Employment Service in checking harmful private advertising for labor for war work, which has been one of the big causes of the great labor turnover and instability in the labor market. The publishing interests also will be consulted in the preparation of restrictions against private advertising for labor for war industries. A committee of three members of the American Newspaper Publishers Association, with Charles H. Taylor, jr., of the Boston Globe, as chairman, will confer with the Department of Labor in this matter.

The necessity for a curb on private advertising for war workers was explained by officials of the Employment Service at a preliminary conference with publishers held last Tuesday in the Director-General's office at Washington. It was called by Roger W. Babson, Director of the Information and Education Service. Mr. Taylor headed the publishers, representing the American Newspaper Publishers Association, the Associated Business Papers' Association, and leading newspapers.

It was explained to the publishers that after August 1 all advertising for common labor for war work will be under Government supervision, and that no advertisements may be used unless approved by the Government. Regulations with respect to advertisements for skilled labor, exclusive supplying of which eventually is to be taken over by the Employment Service, also are to be issued. It is in the working out of the Government supervision plan that the publishers will be consulted.

The extent of the support which publishers and advertising organizations will give to the Service in explaining the centralized war labor recruiting programme to the country and enlisting general support is indicated by voluntary offers of assistance now reaching the Department of Labor.

One of the fundamental features of the programme is the education of the public, and especially employers, employment managers, and workers, to the necessity for coöperation with the Employment Service. No interests are so well prepared and equipped to assist in this educational work as publishers and advertising clubs.

Advertisers Also Help

Advertisers also are loyally supporting the Service, and already manufacturers in Waterbury, Conn., and other industrial centres are contributing advertisements of the Employment Service in local newspapers.

Here is a specimen offer of assistance from advertising clubs and publishers:

From F. A. Wilson-Lawrenson, War Activities Committee of the Advertising Club of New York:

"The Advertising Club of New York has just formed a committee to deal with advertising in Greater New York in all activities connected with the war. I have been elected chairman of this committee.

"This committee and the Advertising Club of New York are desirous of offering you the resources of the Club for any publicity or advertising which

you may wish to put out in Greater New York in connection with any future propaganda for your department of the Government.

"We have approximately 1,000 members, made up of the most capable men in advertising and publicity in this city. The services of the members of this Club, and of the War Activities Committee in particular, are placed at your disposal; and, of course, it is understood that any services which we may render will be absolutely without charge.

"As chairman of the committee, I shall be glad to hear from you as to any suggestions you may have as to the manner we can be of service to your department."

WILL MEET IN ASHEVILLE

North Carolina Press Will Hear Address by George Creel.

The North Carolina Press Association will hold its next meeting in Asheville, N. C., July 24 and 25. The big feature of the meeting will be an address by Hon. George Creel, Chairman of the Committee on Public Information at Washington.

The meeting will be called to order by the president, Sanford Martin, of Raleigh. After the usual addresses of welcome and the responses, the president's address will follow. The executive committee will follow with their report, after which committees will be appointed. "The Editors' Duty in War Time" will be the topic for the morning session discussion. In the afternoon there will be three papers, "Democracy in Action," "Legal Advertising," and "War Savings Stamps." The reports of the committees will be received and resolutions introduced for action. In the evening there will be an address by Dr. J. Y. Joynor, State Superintendent of Public Instruction.

Thursday morning's session will be given over to the discussion of papers until eleven o'clock, when the election of officers will be held. In the afternoon there will be round-table talks on "Good of the Press," following which there will be a memorial meeting. In the evening there will be the Creel address.

Chicago Staats to Issue Sundays

CHICAGO, Ill., July 13.—Sunday editions of the Illinois Staats Zeitung is being issued three Sundays for the present in order that the Associated Press membership may be kept alive and the plant kept in good order. This is all preparatory to the sale of the outfit by the receiver.

Violated Espionage Act

DENVER, Col., July 16.—Vittori Buttlis, an Italian newspaper man, is under indictment by a Federal grand jury on a charge of violating the Espionage act. It is charged that he attempted to discourage enlistments in the army. He was arrested at Pueblo by a United States marshal.

Dentists to Advertise

PORTLAND, Ore., July 17.—The Oregon State Dental Association is to spend \$600 in newspaper advertising in a campaign for better teeth. Some film advertising will also be done. The State Dental Board has set aside the sum of \$1,000 for the same purpose.

E. M. Hunt has left the Review of Reviews, New York, to become sales promotion manager for the D. & C. Cereal Co.

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.

ALABAMA Birmingham NEWS Average circulation for Feb., 1918, Daily 44,690; Sunday, 50,673. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.	MISSOURI St. Louis POST-DISPATCH Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city. Circulation for entire year 1917: Sunday average\$61,263 Daily and Sunday.....194,593
CALIFORNIA Los Angeles.....EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEW JERSEY Elizabeth JOURNAL Paterson PRESS-CHRONICLE Plainfield COURIER-NEWS
GEORGIA Atlanta DAILY GEORGIAN AND SUNDAY AMERICAN. Circulation daily 62,537; Sunday 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.	NEW YORK Buffalo.....COURIER & ENQUIRER New York City....IL PROGRESSO ITALO-AMERICANO. New York City.....DAY The National Jewish Daily that no general advertiser should overlook.
ILLINOIS Joliet (Circulation 18,100) HERALD-NEWS	OHIO Youngstown VINDICATOR
IOWA Des Moines.....SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA Erie TIMES Wilkes-Barre TIMES-LEADER
LOUISIANA New Orleans TIMES-PICTAYUNE	TENNESSEE Nashville BANNER
MINNESOTA Minneapolis TRIBUNE Morning and Evening.	TEXAS Houston CHRONICLE The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.
MONTANA Butte MINER Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.	VIRGINIA Harrisonburg..... DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.
	WASHINGTON Seattle POST-INTELLIGENCER

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:

ILLINOIS Chicago SKANDINAVEN	GEORGIA Athens BANNER A gilt-edge subscription—not a mere circulation claim.
KENTUCKY Louisville, Ky. . . MASONIC HOME JOURNAL (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	NEBRASKA Lincoln....(Cir. 128,394)...FREIE PRESSE
	PENNSYLVANIA Johnstown DAILY DEMOCRAT

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

We spend more than
\$500,000

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

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

GRAND OLD MAN OF FLEET STREET

(Concluded from page 7)

pened one afternoon to be at the Colonial Gardens, Kensington, at a fête attended by the Prince of Wales (afterwards King Edward VII). A friend whom I met knew I had received orders to go to Moscow to attend the coronation of Czar Alexander III. He was a personal friend of the Prince, and asked if I would like to be introduced to His Royal Highness. He said he had just seen the Prince and his brother, the Duke of Edinburgh, that the Duke was going to Moscow with the Duchess to be present at the coronation, and probably the Duke would be able to render me some assistance at Moscow. As a matter of fact, I was first of all introduced to the Prince of Wales, who said, 'I am told you are going to Moscow, and I am sure my brother will be happy to do anything he can for you.' The Duke of Edinburgh said he would give me a letter of introduction to the high court officials, and if I would call upon him after his arrival in Moscow he would be happy to see me and see how I was placed for the fulfilment of my mission.

"It was the request by the editor to Mr. Sala to give the most picturesque account he could of the coronation, if we could obtain an invitation to be present at the ceremonial in the cathedral, that heightened my interest in the Duke's kind offer. And Mr. Sala and myself both saw the Duke of Edinburgh by appointment in Moscow. We learned that there was very considerable difficulty in obtaining a seat for any newspaper correspondent, for the reason that the cathedral would not accommodate a large number, and that there was an overwhelming demand for tickets from the official world. The Duke of Edinburgh, who was with the Duchess, said that he was sure that if there was anything to be done his wife would speak a word for us; at the same time the Duke gave us a personal letter to one of the principal chamberlains.

Later we received a card for the coronation. This, of course, was for Mr. Sala himself. So you may imagine my feeling as I was being ushered in on the ticket of this great writer on whose account the paper was depending, while he was being peremptorily turned back."

Incidentally, it is interesting to recall, in spite of Sir John's modesty, the enthusiasm with which journalists hailed his account in the Daily Telegraph of the coronation and its scenes in the cathedral, this being referred to to-day as a classic model of such type of writing.

How He Met President Arthur

Sir John related a little incident that led unexpectedly to his meeting with President Arthur of the United States in Yellowstone National Park, while traveling there with his wife. "It was a very ordinary act of courtesy on my part towards an American gentleman in Constantinople in 1881 that brought me into pleasant relations with the President of the United States," he said. "I had been invited by one of the Pashas whom I knew very well, to be with him one Friday afternoon at the Guard House to see the Sultan pass on his way to prayers at the particular Mosque to which he was going that day.

"While we were waiting for the Sultan to pass, an American gentleman came in with another Pasha. The windows through which the Sultan's procession could be seen were very small, and were occupied, I having a position at one. I heard the Pasha who was with the American express regret that

he would have to take a position from which he possibly would not be able to see the whole of the ceremonial that was to be observed. As I had seen the Sultan pass on the way to the Kiosk once or twice before, I spoke to the American and said that the place at the window which I had was quite at his service if he liked to accept it, which he did. There the incident for the time closed.

"A year afterwards I was travelling with my wife in Yellowstone Park. We encamped one evening near the celebrated geyser called 'Old Faithful,' when a mounted orderly rode up and said the President of the United States was encamped with his suite not far distant; that he understood that there was a small English party near the geyser, and that if the gentlemen would like to go over he would be very happy to see them. With one or two others I crossed to the President's camp, and had the honor of being introduced to him, and the President turned to me and said: 'I did not know that you knew Gov. —.' I said, 'No.' The President then said, 'He tells me that he met you in Constantinople last year, and that you were good enough to leave a place that you had and give it to him so that he might witness the Sultan's procession as he went to say his prayers.' While I stood aside for the President to speak to others, the Governor, whose name I cannot recall, joined me, and we had a very interesting conversation about our travels, and he said that he had always recollected the little incident in which an Englishman, then unknown to him, had shown him such courtesy. The incident is therefore one of the most pleasant memories that I retain in connection with visits to America, and it illustrates a point I have frequently observed, that an American seldom if ever forgets what he regards as an obligation, however small."

NOTE: In the concluding chapter of Sir John M. Le Sage's reminiscences, to be published in an early issue of THE EDITOR AND PUBLISHER, he relates some dramatic experiences in covering for his newspaper the Paris Commune and the fall of Alexandria.

New Association in Oklahoma

MANGUM, Okla., July 15.—The Western Oklahoma Press Association has just been organized with Elmer V. Jesse, of Mangum, as president and L. B. Hooker, of Beaver, as vice-president. The meeting at which the association was formed indorsed the zone postage system, but urged that the proposal for a stamp tax on all bank checks be rejected. A clause of the constitution and by laws bars Socialists from membership.

To Reach the Rich Trade
of Kansas

Topeka Daily Capital

Net Circulation
(latest Government report)

34,487

Its sales promotion department
is at the service of advertisers.
And it really promotes.

Arthur Capper
Publisher

Member A. B. C.

11 MILLS PRODUCE NO PAPER

Nine Others Fall Far Below Normal Capacity in June.

WASHINGTON, D. C., July 17.—The Federal Trade Commission reports that for the month of June, 66 mills reporting at the beginning of the weeks of June 2, 9, and 30, and 64 mills reporting on June 9, and 16, had on hand at those times an aggregate of 127,190 net tons. The same mills, according to the statement of the Commission, show for the ends of the same weeks an aggregate of 127,105 net tons. Shipments are given for the month as 128,749 tons, and production as 128,749.

The statement says that eleven mills at the end of the period showed no production, and nine others only a small percentage of their normal capacity. The principal reasons given for loss of time are making repairs, fire, accident, lack of help, orders, fuel and material.

A. P. WINS TOLL-RATE

Court Upholds Lower Rates Apply to Its Contract.

The Appellate Division of the New York Supreme Court has handed down a decision affirming the lower court, which sustained the claims of the Associated Press in the action brought against the A. P. by the Postal Telegraph Company. The telegraph company had made certain reductions in leased-wire rates, which it refused to allow to the A. P., on the ground that

those reductions did not apply in the case of existing contracts.

The Court holds that the rates generally announced were applicable to all users under similar conditions, and that the attempt to collect from the Associated Press a higher rate constituted an unjust discrimination and was in violation of the Interstate Commerce act. The Court affirmed the judgment, which allowed only the reduced rates admitted by the Associated Press to be due.

Wyoming Editors Not to Meet

LARAMIE, Wyo., July 15.—The convention of the Wyoming Press Association, scheduled to be held here July 22 and 23, has been called off by the officials, because of the small number of responses received from editors throughout the State. It is believed that shortage of help and limited and expensive railroad travel has compelled publishers and editors to forego the trip.

Publisher Kills Himself

JENKINTOWN, Pa., July 14.—William L. Clayton, wealthy newspaper publisher, former burgess and prominent county politician, has shot and killed himself. No cause is as yet known for the act.

Peoria Ills. TRANSCRIPT

Only morning newspaper in Peoria.

Peoria Ills. JOURNAL

Only evening paper in Peoria with Associated Press franchise. Member A.B.C.

SUNDAY JOURNAL-TRANSCRIPT

Combination Advertising Rate

HENRY M. PINDELL, Proprietor.

CHAS. H. EDDY CO., Representative

NEW YORK BOSTON CHICAGO

Advertising
is a
Battle
of
Brains

For ammunition

The Manhattan Photo Engraving Co.

251-253 William St.

New York City

EFFECTS OF THE ZONE POSTAL RATE

Circulation Managers Now Find Little Trouble in Complying with It—The Cost Averages About 1 1-2 Cents a Pound.

Of a generally selected list of newspapers questioned by THE EDITOR AND PUBLISHER not a single one reports any serious trouble in complying with the new Postal Zone law. All, of course, state that they were put to some little inconvenience in the beginning, but now that the preliminary work is over, everything is working smoothly.

The consensus of opinion among circulation men and publishers is that if the Government had charged a flat 1 1/2 cents per pound, instead of the former one cent, it would have worked out better as a revenue raiser. Statistics gathered by circulation managers' associations show that throughout the country generally the extra price reaches only about 1.40 cents per pound, while in New York it reaches only about 1 1/2 cents.

One of the best arrangements that has come to the attention of THE EDITOR AND PUBLISHER for making out the daily report required by the Government is that of the Daily Oklahoman, of Oklahoma City, Okla., a copy of which is herewith reproduced:

For 36 pages, 20 pages, and 16 pages can be checked together. The matter of pages, of course, can be easily arranged according to the average number printed, and also the spaces of a 7 or 8-column paper. Of course, this form should only be arranged according to its publication. In case the publishing company has four or five different publications, they should print these slips in different colors, either having the paper of a different color, or the ink."

John M. Schmid, of the Indianapolis News, says that the law has caused considerable extra labor, but, as only about 4.8 of the News's circulation is beyond the second zone, he doubts if the Government receives \$1 per day extra out of the News. The mail rate for the evening editions has been raised from \$5 to \$6 per year, rural edition rate remaining the same.

R. D. M. Decker, of the Albany (N. Y.) Knickerbocker Press, says that the new law will not hit his paper so hard, because its circulation is principally in the first, second, and third zones. The overseas price of the Knickerbocker Press remains as it was for the present, but if it is not increased, stand to lose from \$9,000 to \$10,000 per year. The matter of readjustment of rates will be taken up in the near future, after the publishers have had a chance to study the effect on the paper.

The Altoona (Pa.) Mirror has ad-

John D. Walker, of the Johnstown (Pa.) Tribune held several conferences with the Postmaster before the Zone law went into effect, with the result that everything was prepared in the way of information for the opening day. He estimates that it takes about 30 minutes of a clerk's time each day to mark up the paper to be filed.

The Louisville Herald found extra effort necessary only in ascertaining the exact status of the circulation as to zones. As it has about 95.8 per cent. in the first and second zones, the publishers feel that they are not unduly burdened. The zone system costs just one per cent. above the minimum increase, or 1.26.

The Lexington (Ky.) Leader has increased the price to the public to five cents, making a corresponding increase to dealers and newsboys. This, it found, covered the extra expense saddled by the Zone law. Practically all of the circulation is in the first two zones.

CIRCULATORS ARE TO MEET IN PORTLAND

New England Association's Quarterly Convention to Be Held in Maine City on August 13—Prospects Fine for Large Gathering.

Arrangements for the meeting of the New England Circulation Managers' Association at Portland, Me., are being rapidly completed. Owing to the discontinuance of the day boat from Boston to Portland, the trip as arranged will have to be called off and those leaving Boston on Tuesday, August 13, will go by trolley or motor reaching Portland late that evening. This trip will be very interesting as it will be through many historic points of the country. President George H. Reynolds, of the New Bedford (Mass.) Standard, has re-

ceived a number of inquiries from members of the other sectional organizations regarding the programme, as they anticipate joining with the New Englanders during the convention.

Local arrangements at Portland are in charge of W. S. Mitchell, of the Portland Express; F. S. Hoy, of the Lewiston Sun, and Seth J. Moore, of the Lewiston Journal.

In an interview this week with the representative of THE EDITOR AND PUBLISHER, President Reynolds was very enthusiastic over the coming meeting as there are quite a number of very important topics that were open for discussion. He stated that the members are all looking forward for the coming convention and prospects are for a very large attendance.

Don't make the mistake it is easier to do wrong than right. It's just the other way 'round.

A Country Weekly Newspaper Plant For Sale

Two Weeklies, published from one office; one in its 53rd volume, with a circulation of over two thousand, and large advertising patronage. The other, the only paper published in town, now in its 35th volume, has a fine circulation and advertising patronage. Neither publication has ever changed ownership, and is now offered for sale only on account of ill health. Plant includes cylinder press, folder, engine and boiler (at present using water power), body type and advertising type, waste paper press, water, motor, etc.

For further particulars inquire of
CHAS. A. LORING
138 Pearl St., Boston, Mass.

In Baltimore

Almost any advertiser will tell you your advertising will give evidence of the readers attention if placed in

THE NEWS

This is not alone due to the enormous circulation of THE NEWS but because of the absorbingly close way the paper is read.

JUNE NET PAID AVERAGE

119,880 Daily 32,175 Gain Over 1917
114,424 Sunday 43,114 Gain Over 1917

Frank W. Webb
Advertising Manager

DAN A. CARROLL Eastern Representative Tribune Bldg. New York
J. E. LUTZ Western Representative First Nat. Bk. Bldg., Chicago

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

When the A.B.C.

makes their audit of our circulation, you will find

The Virginia Enterprise

VIRGINIA, MINNESOTA HAS

Double the Paid Circulation

of any daily paper published on the Mesaba Range
Representative
ROBERT E. WARD
225 Fifth Ave. New York 5 S. Wabash Ave. Chicago

RECORD ADVERTISING—READING SPACE							
Issue of June 30, 1918.							
THE DAILY OKLAHOMAN							
TOTAL NUMBER OF INCHES, AS PER PAGES							
TO-DAY'S TOTAL, MARKED BY CIRCLE							
8 Pages	10 Pages	12 Pages	14 Pages	16 Pages	18 Pages	20 Pages	
1120	1400	1680	1960	2240	2520	2800	
To-day inches Advertising.....				1,421	Percentage .5075		
To-day's inches Reading				1,379	Percentage .4925		
Total inches				2,800	Percentage 100.00%		
PERCENTAGE OF MAIL BY ZONES							
ZONES	1-2	3rd	4th	5th	6th	7th	8th
PERCENTAGE	.9802	.0054	.0052	.0036	.0030	.0014	.0012
OKLAHOMA PUBLISHING CO., By JOHN SMITH, Director of Circulation.							

The above blank is filled in with fictitious figures to show how it works. According to Circulation Manager James A. Mathews, of the Oklahoman:

"Each issue is measured and the advertisement marked through by a straight line, and on cover page this slip is pasted, giving the date of issue, the total number of inches for the size paper, and then the amount of advertising and reading matter is figured out according to the post-office regulations. At the bottom each list carries the percentage of circulation in zones, and below this space is left room for figuring or verification.

"If a paper prints a Sunday issue of 3-16 pages that the 16-page feature giving the total number of inches can be multiplied. For 32 pages, 20 pages, and 12 pages can be checked together.

vanced mail subscription rates from forty to fifty cents per month, thus covering all extra expense entailed by the new law. All complimentary and exchanges have been cut off.

Notice to Advertisers

By using the columns of the



LOS ANGELES EVENING HERALD advertisers reach more interested readers every day than is possible by using other mediums.

The daily average net paid circulation of the Evening Herald is 137,707.

Eastern Representatives

E. C. TROWBRIDGE 347 Fifth Avenue New York
G. LOGAN PAYNE 1233 Marquette Bldg. Chicago

Meriden Morning Record
Only A. B. C. paper in Meriden, Conn.

Food Medium of New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue NEW YORK Lytton Building CHICAGO

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—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1918.

THE GAIN
Department Stores 19,017 lines
Women's Specialty Shops 4,536 lines
Foodstuffs 8,941 lines
Boots and Shoes 1,699 lines
This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

The New York Evening Mail

When the A.B.C.
makes their audit of our circulation, you will find
The Virginia Enterprise
VIRGINIA, MINNESOTA HAS
Double the Paid Circulation
of any daily paper published on the Mesaba Range
Representative
ROBERT E. WARD
225 Fifth Ave. New York 5 S. Wabash Ave. Chicago

NEWSDEALERS DEFER STRIKE ACTION

Committee to Report by August 1 on Differing Figures on Profits—Publishers Show Newsstands Earn More Than Under One-Cent Price.

A committee of the New York Publishers' Association, consisting of Bradford Merrill, of the American, chairman; Frank Flaherty, of the Herald; Ervin Wardman, of the Sun, and A. B. Chivers, of the Globe, met a committee of three from the Newsdealers' and Newsboys' Association, headed by J. B. Marcus, Thursday to discuss the demands of the newsdealers for a price of \$1.20 a hundred for papers, instead of \$1.40.

The latter basis was established last January, when the price of every metropolitan daily was raised to two cents. At that time the newsdealers refused for more than a week to handle the papers. A temporary arrangement was made, the publishers practically withdrawing their inhibition of returns.

The Government directed absolute cutting off of returns beginning July 15. The newsdealers held a mass meeting on that date and decided to give the publishers until August 1 to make satisfactory adjustment or face a strike. A committee of three was appointed by the newsdealers to confer with the publishers, and the Thursday meeting was the first conference.

The meeting was merely a preliminary conference, mainly to make the members of the opposing sides acquainted with each other. The contentions were discussed in a general way, but no decision arrived at in any one particular. The next conference will be held at the call of Mr. Merrill.

The publishers declare it is impossible for them to sell their product at \$1.20 a hundred, because of the increased cost of production. The newsdealers assert that their costs have so increased that they must realize 100 per cent. more from selling papers than they did under the old price of sixty cents a hundred, or go out of business.

Taking the sales and the profits of the newsdealers for a typical week under the one-cent price, and comparing

it with the first week in last June under the new price, the publishers show that the newsdealers' profits have increased 26 per cent. The comparison follows:

	Old Basis: One Cent	
5,000 regular city newsdealers sold		
956,619 copies per day, in city alone, of the Times, World, American, Herald, Sun, and Tribune.		
Profit per week to newsdealers (less loss on unsolds, about 5 per cent.)	\$21,144	
1,377,500 copies per day of Evening Journal, World, Telegram, Sun, Globe, and Mail.		
Profit per week to newsdealers (less loss on unsolds, about 5 per cent.)	30,450	
1,098,478 copies of the six principal Sunday papers.		
Profit to newsdealers (less loss on unsolds)...	8,238	
Total profit per week, old basis	\$59,832	
New Basis: Two Cents Daily, Six Cents Sunday		
843,439 six morning dailies.		
Profit per week to dealers (less loss on 5 per cent. unsold at full dealer's price)	\$25,368	
1,032,650 principal six evening papers combined.		
Profit per week to dealers (less 5 per cent. loss for unsold copies).....	32,610	
1,034,972 copies of six principal Sunday papers.		
Profit to dealers each Sunday (less losses to dealers on 5 per cent. unsolds)	17,594	
Total weekly profits on six principal papers	\$75,572	
Sunday papers have always sold, and still sell, at \$3.75 wholesale and \$4 per 100 retail.		

Retail dealers have very generally advanced the price to 6 cents on Sunday to the public and have taken the whole increase for themselves. Publishers have not interfered, and have made no advance in price to dealers since the war, although the price of paper has nearly doubled.

The publishers are discussing an increase in the price of Sunday papers, which they consider inevitable.

OF INTEREST TO CIRCULATORS

Jesse J. Waters, formerly in the circulation department of the Albany (N. Y.) Knickerbocker Press and attached to the Troy office, was married on July 2 to Miss Clara Loretta Morrissey, of Watervliet, on the eve of his departure for Buffalo to enter training as an automobile mechanic in the National Army. Mr. Waters gave up his newspaper position about a month ago to take up work of a semi-government nature, but he wanted more activity and enlisted.

Many newsdealers were guests of the New York Evening Post circulation department at a private showing of the patriotic film, "My Own United States," at the Boys' Club recently. The photograph deals with the early history of America and centres chiefly around the stirring career of Alexander Hamilton, whom it reveals in the light of a far-seeing patriot. Hamilton was one of the founders of the New York Evening Post. The rôle was played by Arnold Daly. Robert R. Cleland, circulation manager of the Evening Post, arranged

for the showing as a special compliment to the newsdealers.

A strike of the Minneapolis newsboys, which lasted for several days, has been compromised, and the boys are again selling the papers as usual. When the Minneapolis newspapers announced a raise in the price from one to two cents, a corresponding raise in the wholesale price to vendors and carriers went into effect. The latter refused to pay as much as was asked, and went on strike, refusing to handle the papers at all. Several severe riots ensued throughout the city, resulting in the Governor of the State notifying the Mayor and Chief of Police that unless the disturbances were stopped immediately, he would suspend them from office. The rioting stopped, and the settlement of the trouble followed.

George N. Therrien, for more than thirty years circulation manager of the Buffalo (N. Y.) News, has just celebrated his silver wedding anniversary and, with Mrs. Therrien, was the recipient of a chest of silver from his News

46 Per Cent.

In six months of 1918, four New York newspapers gained in advertising over the corresponding period last year. The largest share—508,617 agate lines (nearly 46 per cent.)—of the total gain, 1,121,402 agate lines was recorded by The New York Times.

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper!

BECAUSE

The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

For Prompt Service TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

The Evening Star

"One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included.

Net A.B.C. Circulation 2 Cent Basis
March 1st, 1918—98,714

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

The Augusta Chronicle

Member A.B.C.

The Oldest Newspaper in the South
(Established 1785)

The Fastest Growing Newspaper in America

Its net paid circulation shows a gain of more than 70 per cent. in the past twelve months. No contests. No premiums. Just selling the paper on its merits.

THE S. C. BECKWITH SPECIAL AGENCY
Foreign Representatives
NEW YORK CHICAGO ST. LOUIS



GROWING!

The Circulation of the Des Moines REGISTER and TRIBUNE Has doubled in 5 years. Now over 115,000 daily

The PITTSBURG PRESS

Has the LARGEST Daily and Sunday CIRCULATION IN PITTSBURG

Member A.B.C.

Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York Chicago.

Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL
225 Fifth Avenue New York

Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

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

associates. The employees of the business and circulation departments surprised Mr. Therrien at his desk, and through Otto Walter, assistant to Mr. Therrien, handed over the silver as an expression of their love and good will.

Newsboys of New Britain, Conn., have petitioned the Mayor of that city to have a license fee of at least \$5 per year established for all newsboys, "the money to be given to the Red Cross." The boys who sell papers the year round complain of unjust competition by boys during school vacation, and ask for the license fee to stop this yearly inroad on their profits.

Cleveland is going "the limit" to punish newsboys who shout false and amazing statements in order to sell papers. Special investigating Agent, Bliss Morton, of the department of justice, in Chicago, has asked the police to arrest such boys. Some of the "newsies," according to complaints made at the Federal building, are young men who are especially brazen in making up startling news cries to suit their own fancies. In extreme cases, it was stated at the Federal building, offenders may be prosecuted under the Espionage Act. Most of the offences are petty examples of obtaining money under false pretenses, as is the case in most big cities that have recently had to take vigorous suppression steps.

About 100 carriers were the guests of the Hartford (Conn.) Courant on Wednesday last at an outing in Riverside Park. The boys were taken to the park in special trolley cars, were treated to lunch and were then given tickets for free admission to all the attractions in the park. They returned to the city about six o'clock.

The Virginia-Carolina Circulation Managers' Association's meeting for July, scheduled for Richmond, has been postponed to October 15 at the same place. Owing to the change in postal rates, and other matters, it was deemed advisable not to call the members away from their duties at this time.

Wiley B. Baker, circulation manager of the Charlotte (N. C.) Observer, is back again at his desk after a short vacation at his old home in Knoxville, Tenn.

C. J. Steed, former circulation manager of the Raleigh (N. C.) News-Observers, has assumed charge of circulation department of Richmond (Va.) Times-Dispatch.

The Providence (R. I.) Bulletin changed its carrier rate from twelve to fourteen cents this week, increasing the carrier wholesale rate to \$1.50 a hundred. Street sales remain at two cents.

William L. Myers, who has held the post of assistant circulation manager of the Seattle Post-Intelligencer for many years, has been appointed to succeed the late C. Harrison Green, who died recently.

The Boston Post prints the following suggestion for its readers to "Help the Newsdealers":

"Many newsdealers in New England are hard pressed by the United States Government order that their unsold copies of all newspapers shall no longer be 'returnable.' This with other increased expenses makes the situation difficult for newsdealers. You can easily help your newsdealers very much. When you buy your paper at the news stand buy something else at the same time. Buy a cigar, fruit, confectionery, a magazine or something else you want. Help your newsdealer with your trade in other things so he may continue to serve you regularly with your favorite paper, be it the Post or some other."

SITUATIONS WANTED

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

Advertising Manager

Age 41, married. For seven years, manager of art and copy department in N. Y. and South. Can write-illustrate. For past four years in different line—the war knocked it out. Would like again to get back into advertising game. Write for personal explanatory letter. Address G. 761, care of Editor and Publisher.

Managing Editor

City editor or make-up man of daily in live Middle West of Southern city, 30,000 population or upwards. Am 30 years old, married, temperate, and know the game from the ground up. Now employed in Chicago. State conditions and salary you will pay in first letter. Address H. W. B. Associated Trade Press, 900 Lytton Building, Chicago, Ill.

Bookkeeper

First-class bookkeeper and office man having thorough knowledge of newspaper work would consider change to location in Middle West. Not a cheap man, but worthy of his hire. Married. Over draft age. Formerly manager of paper. First class assistant to publisher. Address G. 766, care of Editor and Publisher.

Business Manager

with exceptional previous record as circulation and advertising manager would like to connect with Eastern daily paper. Draft exempt, reference furnished. Address G. 764, care of Editor and Publisher.

Editor

Experienced daily newspaper editor wants situation on Republican daily in Central or Western States. Address G. 786, care of Editor and Publisher.

Special Writer

Editorial and news columns and magazine section, also photographer. Long practical experience. Can edit, or direct, or assist, or write. Married with family. Address G. 783, care of Editor and Publisher.

Publicity Expert

Writer-photographer. Advertising writer, booklet writer; layout booklets and publications and estimate cost. Address G. 782, care of Editor and Publisher.

Authoritative Writer

on outdoor topics and conservation questions. Experience both as editor and publisher. Address G. 781, care of Editor and Publisher.

Newspaper Executive

Editorial or business departments. Successful editor and publisher now available. Address G. 784, care of Editor and Publisher.

Pressman

Webb newspaper pressman. All kinds. Best of references. Address G. 779, care of Editor and Publisher.

Copyreader

or rewrite man, 8 years experience at all branches of work on Metropolitan dailies; college education and member of bar. Rejected from regular military service; trade publication considered. Address G. 778, care of Editor and Publisher.

Advertising Manager

At present employed on evening paper in town of 18,000 wishes to get into larger town. Familiar with all departments and capable of filling position as business manager. Unless you are member of the Audit Bureau of Circulations or have intentions of joining I cannot consider your proposition. Will not consider less than \$50 a week. Address G. 780, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Editorial Writer

By leading daily in Middle Western city of 75,000, assistant editorial writer and exchange editor. State experience. References required. Address G. 765, care of Editor and Publisher.

Mailing Room Foreman

Competent and reliable mailing room foreman wanted for morning, evening, and Sunday newspaper. Combined daily circulation over 100,000. Good position for right man. Give full particulars about yourself, also references. Write, Circulation Manager, Register and Tribune, Des Moines, Iowa.

Newspaper Man

There is an excellent opportunity open for a draft exempt man of executive ability to act as assistant business manager of big Southern daily. Successful experience in advertising department of a live newspaper, advantageous. Must be able to show a clean bill of health in a business and personal way, and have speed, ability, and a real desire for a future of substantial character. Married man between 30 and 40 preferred. Address G. 776, care of Editor and Publisher.

Newspaper Women

Live daily newspaper in delightful Southwestern city has open positions for two newspaper women—reporters—writers. (Not "Society Editors.") Day work. No Sunday work. Address G. 777, care of Editor and Publisher.

F O R S A L E

Advertisements under this classification, twenty cents per line. Count six words to the line.

Linotype

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

Linotype

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

Printing Outfit

Complete printing outfit and good will of Sunday paper known as Sunday News at Zanesville, Ohio, will be sold at public auction, Thursday, July 25, 1918. For further information inquire of C. E. Swingle, administrator, Zanesville, Ohio.

Advertising Agency

Splendid general advertising agency, recognized, in prosperous southwestern city earning at rate \$7,500 annually and ready to double income within sixty days. Reason for sale, ill-health member of owner's family. Should appeal especially to a newspaper publisher who wants good income without the worries of publishing game. Is a clean cash business. Small cash and good long time paper will handle. Address G. 785, care of Editor and Publisher.

SITUATIONS WANTED

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

Business Manager

Would like to make a change for personal reasons. Past draft age and been in newspaper game for twelve years. Successful in building present paper from a money loser to a money-maker. If you want a hustler and a man to make money for you, write at once, as change is desired by September 1, if possible. All correspondence will be answered. Photograph and interview if desired. Salary \$45. Address G. 767, care of Editor and Publisher.

Editor

Experienced newspaper manager and editor, out of draft, and unusually equipped for circulation work, seeks change. State salary. Not a drinker. Address G. 762, care of Editor and Publisher.

Buyer wants small city daily, preferably near Baltimore, Maryland. Proposition R. G.

Charles M. Palmer

Newspaper Properties

225 Fifth Avenue, New York

Sales
Purchases
Consolidations
Appraisals of
Newspaper and
Magazine
Properties

Aubrey Harwell Henry F. Cannon

Harwell & Cannon
Times Building NEW YORK

Readers Decide

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

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
37 WEST 39TH ST., New York

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

Four Hoe Matrix Rolling Machines

Equipped for motor drive and in good condition.

For sale by

WALTER SCOTT & COMPANY
Plainfield, New Jersey

We can increase your business—you want it increased.

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

BURRELLE

145 Lafayette St., New York City.
Established a Quarter of a Century.

WILLIAM J. BEHAN KILLED

Member of New York Herald Staff Was in Aviation Service.

William Joseph Behan, a former employee of the New York Herald advertising department, is the first of that organization's men to lose his life in the war. There are 123 employees of the Herald and Telegram in the service, and Behan is the first for whom a gold star will appear in the service flag.

Behan was a cadet flier at the Naval Reserve aviators' training school at Baysshore, L. I. While up in a flying boat, he fell 500 feet into only four feet of water in Great South Bay, and was crushed to death under his engine when the boat stuck in the mud. Funeral services were held Tuesday morning from his home in Brooklyn.

OBITUARY NOTES

P. J. PEARCE, founder of the Waterford (Ont.) Star, and father of the present publisher, died last week. He learned his trade on the Norfolk Reformer fifty years ago and established the Star in 1874.

CAPT. JAMES S. MOORE, formerly on the editorial staff of the Atlanta Journal, died last Saturday in France, and was buried with full military honors. He sailed for France last March.

VICTOR I. CROSS, advertising manager of the Lewistown (Mont.) Democrat, died last week following a severe attack of appendicitis.

ROBERT B. ROSS, formerly on the staff of the Detroit News, died Monday at a sanitarium in Detroit, after a long illness. He was seventy-two years of age.

SAMUEL BARBER, for over twenty-five years a contributor to the Brooklyn Eagle and other newspapers, died suddenly at Mendham, N. J., while enjoying a short vacation. He was seventy years of age and since 1875 has devoted his time to literary pursuits. He wrote many sketches of Brooklyn people, and was somewhat of an authority on Brooklyn historical subjects. His last article appeared on the day of his death in the Eagle.

CHARLES M. SHORTRIDGE, former proprietor of the San Jose Mercury, San Francisco Call, and other newspaper properties on the Pacific Coast, is dead. He died at his home in Oakland, Cal., after several months' illness. Of late years he had been practicing law, and has been school trustee and State Senator.

J. T. MURPHY, editor and owner of the Deland (Ill.) Tribune, was killed last week when he was knocked down and run over by an automobile driven by a rural mail carrier.

CHARLES H. CHILD, who has at different times been on the staff of the Kansas City Journal, Kansas City Star, and Arkansas Democrat, died at St. Mary's Hospital in Kansas City recently. He had been ill since last January.

GEORGE B. WATHEN, well-known San Antonio newspaper man, died at his

U. S. P. O. REPORT

For the period ending April 1, 1918

The New Orleans Item

Daily62,141
Sunday80,288
Average64,733

Foreign representatives

THE JOHN BUDD COMPANY

New York Chicago St. Louis

home last week after several years' illness. He has been connected with newspapers in Memphis and San Antonio, and was with the Associated Press in Memphis.

BENJAMIN W. EDGEELL, editor of the Haileyville (Mo.) Signal and publisher of several other papers in Indian Territory and Oklahoma, died at his home in McAlester, Okla., after an operation.

SAM W. B. WILLIAMS, editor of the Havre (Mont.) Plain Dealer, died last week in Colorado Springs.

MRS. LUELLA WOOD COLLINS, mother of Charles W. Collins, dramatic editor of the Chicago Evening Post, died in Chicago last week, aged sixty-eight years.

HENRY A. ALLEN, a former advertising agent and for years connected with the Albany (N. Y.) Journal and the Times-Union, died last week in Albany.

CHARLES WEIGOLD, for many years a pressman for the New York World, died in Brooklyn, N. Y., on July 13, aged forty-one years.

JOHN P. MCNEIL, who for years covered New York courts for Brooklyn newspapers, died on July 17 at his home in Brooklyn.

MRS. LUCY M. DOW, widow of Charles H. Dow, founder and publisher of the Wall Street Journal, died on July 16 at her home in Brooklyn, N. Y.

LEAVES "LIFE" TO HIS WIDOW

John A. Mitchell Created Trust Fund For Her Benefit.

Mrs. Mary R. Mitchell, widow of the late John A. Mitchell, succeeds her late husband as the principal owner of Life, according to the will of Mr. Mitchell, just filed in New York county. Mr. Mitchell died at his summer home in Ridgefield, Conn., on June 29, last. The bulk of his estate, the value of which is not disclosed, goes to Mrs. Mitchell in the form of the residuary estate, and as income from a trust fund of 500 shares of stock in Life.

A sister, Sarah Hewes Ames, receives \$5,000 in cash, and the same amount goes to decedents' chaffuer, Henry Ross. Each servant receives \$500 and shares of stock in Life are distributed as follows: Anna M. Richards, a sister, 100 shares; Amelia H. Ames, 50 shares; Edward S. Metcalfe, 10 shares; Edward S. Martin, 10 shares, James Metcalfe, 10 shares, and Thomas L. Masson, 10 shares.

Leslie-Judge-Staff Changes

Luther D. Fernald, who has been advertising manager of Leslie's and also of Judge, is now advertising director of the Leslie-Judge Co., New York. T. K. McIlroy, is the advertising manager of Leslie's and H. I. McGill becomes eastern manager. Robert J. Danby is advertising manager of Judge. Frank F. Soule has been made acting western manager of Leslie-Judge Company for the duration of the war. W. F. Coleman is now Pacific Coast manager with offices in Seattle. James Hibben, jr., has joined the western staff of Leslie's.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

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

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

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

EDITORS OF SOUTH FLORIDA MEET

Refuse to Take Action on Postal Zone Law Until They See How It Works Out—Goolsby New President.

WAUCHULA, Fla., July 17.—One of the largest and best meetings of the South Florida Press Association was held here on Friday last. Among the many subjects discussed were, "Running a Newspaper in War Times," "Tips on Business Management During War Times," "Coöperation Among Publishers," and "Personality in the Country Newspaper."

Resolutions were adopted pledging the loyalty of the members to the country. The new Zone Postal law was discussed at length, but it was decided to postpone final action on it until the next semi-annual meeting, during which time the members will have had a chance to get better acquainted with it.

George M. Goolsby, of the Wauchula Advocate, was elected president; Gilbert Leach, of the Leesburgh Commercial, vice-president; Walter Haynes, of the Sanford Herald, secretary, and Mrs. C. V. S. Wilson, of the Sarasota Times, treasurer. The next meeting will be held in Winterhaven in January.

Gruening Leaves N. Y. Tribune

Dr. Ernest Gruening has resigned as managing editor of the New York Tribune, but has not announced his plans for the future. No successor has been named by the Tribune management.

Dealer Influence

See what we are doing to push advertised goods. Write for a copy of

The Link

A business publication mailed to Boston dealers by the

Merchandising Service Department of the

Boston American**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.

Hemstreet's**PRESS CLIPPINGS**

Tenth Avenue at 45th Street
New York

Milford Paper Is Bankrupt

MILFORD, Mass., July 14.—As treasurer of the Journal Company, J. Edward Barnes has filed a petition in bankruptcy for that company. The liabilities amount to \$30,661, of which \$413 is for taxes, \$947 is for wages, \$500 in secured, and \$18,800 is due to about 75 unsecured creditors, the principal of whom are J. Edward Barnes, Milford, \$5,180 for promissory notes and \$1,083 for salary; George G. Cook, Milford, \$4,715 for promissory note; Duplex Printing Press Company, Battle Creek, Mich., \$2,831, balance due on press; Milford National Bank, \$726 for promissory notes; Roy F. Sylvester, trustee, Worcester, \$1,560 for contract agreement, and John W. Weeks, 85 Devonshire Street, \$1,200 for promissory notes.

Captain Bullock's Will.

The will of Captain Harry A. Bullock, U. S. A., and formerly a New York Times man, who lost his life while on duty with the American Expeditionary forces on the battlefield in France on Memorial Day, leaves his entire estate, the value of which is not stated, to his sister.

A 4 Pg. SUPPLEMENT

Our CAMERA NEWS, FASHION, FEATURE, and CHILDREN'S PAGES form a combination that's hard to beat.

Let us quote price and send sample mats.

The International Syndicate

Features for Newspapers

Est'd 1899

BALTIMORE, MD.

The McClure Newspaper Syndicate

Features Include

Daily Comics, Four-color Comic Mats and Supplements, Fashion and Household Services, War, Detective and General Fiction Serials, Daily Short Stories, Children's Bed-time Stories,

and Numerous Timely Star Features Such as Brand Whitlock's Story of Belgium, Balderston's War Articles, "With Our Boys in France," by Henry J. Allen, and a Timely Weekly Humor Series by John Kendrick Bangs.

Send for Our List of Services and Price For Your Territory.

The McClure Newspaper Syndicate

120 West 32nd Street, New York City

TODAY'S HOUSEWIFE

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

GEORGE A. McCLELLAN

President

The Pittsburg Dispatch

for nearly four score years has sold good merchandise for advertisers.

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

H. C. ROOK
Real Estate Trust Building, Philadelphia

Results That LAST Through

The kind of advertising results that LAST —are those which pull the “REPEATS” —and keep 'em coming.

“Repeat orders, over and over again” —is the slogan of the successful National Advertiser. He knows as proven by many tests, that his Ohio results will measure right up to his “big business” war cry—

Because Ohio is an unsurpassed natural focal point where that irresistible “Big 3”—*Population, Industry, Prosperity*—combine, and insure certain pulling power if his goods are meritorious trade-marked brands.

Push your advertising through the state that contains over 5,000,000 people, part of whom live in 13 cities of 50,000 and more—and 500,000 of whom earn over \$250,000,000 yearly as employees in over 15,000 industrial plants.



Get Results That LAST! Advertise In These OHIO DAILY NEWSPAPERS

	Circulation.	2,500 lines.	10,000 lines.		Circulation.	2,500 lines.	10,000 lines.
Akron Beacon-Journal (E)	32,807	.04	.04	Dayton News (S)	25,951	.035	.035
Akron Times	22,819	.03	.025	Lima Republican-Gazette	8,707	.0143	.0143
Athens Daily Messenger	7,000	.0175	.0175	Marion Daily Star (E)	9,409	.02	.02
Canton Daily News	13,027	.0214	.0214	Newark American-Tribune (E)	6,410	.0108	.0108
Chillicothe News-Advertiser	3,055	.00714	.00857	Piqua Daily Call (E)	4,013	.0086	.0086
Cincinnati Enquirer, 5c. (M&S)	54,154	.12	.12	Portsmouth Daily Times (E)	11,437	.02	.02
Cleveland News (E)	148,065	.18	.18	Springfield News (E&S)	13,118	.025	.025
Cleveland Leader (S)	160,198	.19	.19	Toledo Blade (E)	57,876	.13	.11
Cleveland Plain Dealer (M)	175,253	.23	.23	Youngstown Telegram (E)	20,909	.04	.04
Cleveland Plain Dealer (S)	200,549	.25	.25	Youngstown Vindicator (E)	22,744	.04	.04
Columbus Dispatch (E)	81,656	.115	.105	Youngstown Vindicator (S)	18,013	.04	.04
Columbus Dispatch (S)	71,164	.115	.105	Zanesville Signal (E)	10,594	.02	.02
Columbus (O.) State Jour. (M)	54,744	.09	.08				
Columbus (O.) State Jour. (S)	28,038	.09	.08				
Dayton News (E)	35,554	.055	.055				

Government statements April 1st, 1918.

Co-operation

of a new and more effective kind is going to mark the coming of a vastly increased volume of advertising for the newspapers.

The new co-operation will include a more harmonious relation between the newspapers and the advertising agents for better and more profitable service to the advertiser.

This will be produced by a better understanding between the newspapers and the agents through the elimination of recognition to the irresponsible, and adequate protection and reasonable compensation for the degree of service rendered.

The New York Globe believes in these broad principles and the undersigned is working with many hundred newspaper publishers and leading agents to produce greater traffic for all at interest.

Must Help and Protect the Agent

Through their erroneous conception of the agent's commission as an expense, many publishers have developed the practice of trying to minimize the volume of business from agents.

Instead of seeking to encourage the agents to develop more business for newspapers, many publishers have continuously sought to drive these agents out of business, by failure to compensate them for service which they alone are able to render.

Few, if any, newspapers are equipped to render the advertiser or prospective advertiser, the sort of service the agent can render; and yet many have not recognized this condition and have thus been led to nullify the great service that might have been added to their own promotional service, had they done so.

We must help the agents develop more business for us and protect them from the competition of irresponsible individuals and firms seeking to parade as advertising agents.

JASON ROGERS,
Publisher New York Globe.

New York, July 18, 1918.

