



# EDITOR & PUBLISHER



*The Oldest Publishers and Advertisers' Journal in America*

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

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

NEW YORK, THURSDAY, FEB. 5, 1920

Vol. 52. No. 36

## THE NEWS

New York's newest daily paper, seven months old as this is written, announces that its net paid circulation now exceeds

# 150,000

Starting on June 26th, 1919, in last place among the seven morning and eleven evening papers of Greater New York, THE NEWS has now passed nine of these papers in circulation and occupies ninth place in the list. While there may be slight changes in the ranking of the other papers, as current figures are not available from all of them, their relative positions, as they appear below, are reasonably accurate.

### WHEN THE NEWS STARTED

June 26th, 1919

Here is how the eighteen papers of Greater New York ranked in point of circulation:

- 1—Journal (Eve.)
- 2—World (Morn.)
- 3—Times (Morn.)
- 4—World (Eve.)
- 5—American (Morn.)
- 6—Sun (Eve.)
- 7—Globe (Eve.)
- 8—Telegram (Eve.)
- 9—Mail (Eve.)
- 10—Sun (Morn.)
- 11—Tribune (Morn.)
- 12—Herald (Morn.)
- 13—Brooklyn Standard Union
- 14—Brooklyn Eagle (Eve.)
- 15—Brooklyn Times (Eve.)
- 16—Brooklyn Citizen (Eve.)
- 17—Post (Eve.)
- 18—THE NEWS

### AT THE PRESENT TIME.

January 24th, 1920

This is how the eighteen papers of Greater New York rank in point of circulation:

- 1—Journal (Eve.)
- 2—World (Morn.)
- 3—Times (Morn.)
- 4—World (Eve.)
- 5—American (Morn.)
- 6—Sun (Eve.)
- 7—Globe (Eve.)
- 8—Telegram (Eve.)
- 9—THE NEWS
- 10—Mail (Eve.)
- 11—Sun (Morn.)
- 12—Tribune (Morn.)
- 13—Herald (Morn.)
- 14—Brooklyn Standard Union
- 15—Brooklyn Eagle (Eve.)
- 16—Brooklyn Times (Eve.)
- 17—Brooklyn Citizen (Eve.)
- 18—Post (Eve.)



# Win New York State

—and you are Half Through  
with a National Campaign

## Population 10,646,989

*Nearly One-Tenth of the Population of the United States*

76 Cities of over.....	5,000	First in Population.	8,815 General Stores.
51 Cities of over.....	10,000	First in Manufacture.	5,480 Retail Shoe Stores.
38 Cities of over.....	15,000	First in Assessed Valuation.	3,959 Garages and Repair Shops.
22 Cities of over.....	25,000	First in Apple Production.	3,920 Retail Dry Goods Stores.
10 Cities of over.....	50,000	First in Potato Production.	4,515 Retail Druggists.
5 Cities of over.....	100,000	First in Hay Production.	3,793 Retail Hardware Dealers.
3 Cities of over.....	200,000	First in Onion Production.	3,163 Auto Accessory Dealers.
1 City of over.....	5,000,000	52,038 Tobacco Dealers.	675 Sporting Goods Dealers.
50,326 Square Miles.		29,758 Groceries and Delicatessen	378 Department Stores.

## Co-operate With Local Dealers

By advertising in the following local HOME newspapers which will properly introduce your merchandise at the firesides of Home Folks where the buying habit is usually created.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
*Albany Knickerbocker Press (M).....	32,929	.08	.08	New York Evening Journal (E).....	685,428	1.25	1.25
*Albany Knickerbocker Press (S).....	42,237	.08	.08	New York Post (E).....	30,026	.25	.20
Auburn Citizen (E).....	7,304	.025	.025	The Sun and New York Herald (M) }	131,951	.45	.40
*Brooklyn Daily Eagle (E).....	43,442	.20	.18	The Sun and New York Herald (S) }			
*Brooklyn Daily Eagle (S).....	63,869	.20	.18	New York Sun (E).....	198,491	.42	.38
*Brooklyn Standard Union (E).....	55,291	.15	.15	†New York Telegram (E).....	181,519	.39	.36
*Brooklyn Standard Union (S).....	59,073	.15	.15	†New York Telegram (S).....			
Buffalo Courier & Enquirer (M&E)....	75,316	.14	.12	New York Morning Telegraph (M)....	52,103	.20	.17
Buffalo Courier (S).....	114,431	.17	.15	New York Morning Telegraph (S)....	56,289	.30	.255
Buffalo Evening News (E).....	96,312	.16	.16	New York Times (M).....	339,858	.55	.5335
Buffalo Evening Times (E).....	64,718	.10	.10	New York Times (S).....	501,650	.60	.582
Buffalo Sunday Times (S).....	72,550	.10	.10	New York Tribune (M).....	118,386	.32	.28
Corning Evening Leader (E).....	7,006	.025	.025	New York Tribune (S).....	108,999	.32	.28
Elmira Star-Gazette (E).....	23,469	.07	.05	New York World (E).....	339,199	.55	.53
†Glens Falls Post Star (M).....	8,000	.03	.03	New York World (M).....	370,289	.55	.53
Gloversville Leader-Republican (E)...	6,009	.02	.02	New York World (S).....	578,799	.55	.53
Gloversville Morning Herald (M).....	6,245	.03	.025	Niagara Falls Gazette (E).....	12,521	.035	.035
Ithaca Journal (E).....	6,252	.025	.025	Poughkeepsie Star (E).....	9,674	.0321429	.03
Jamestown Morning Post (M).....	9,240	.025	.025	Rochester Herald (M).....	31,218	.06	.06
Lockport Union Sun and Journal (E)	7,682	.025	.025	Rochester Times-Union (E).....	62,733	.16	.14
*Middletown Times-Press (E).....	5,695	.03	.025	Schenectady Union-Star (E).....	16,047	.08	.04
Mount Vernon Daily Argus (E).....	6,421	.02	.02	Staten Island Daily Advance (E)....	5,200	.04	.03
*Newburgh Daily News (E).....	10,903	.05	.035	Syracuse Journal (E).....	45,025	.08	.08
New York American (M).....	301,792	.55	.43	*Troy Record (M&E).....	23,752	.05	.05
New York American (S).....	875,948	.90	.80	Utica Daily Press (M).....	21,095	.05	.045
New York Globe (E).....	188,780	.39	.36	Yonkers Daily News (E).....	3,760	.025	.025
Government Statement, October 1st, 1919.				†Seven Day Average.			
*A. B. C. Report, October 1st, 1919.				Total Circulation .....			6,652,230
†Publishers' Statement.							



2nd PAPER  
490,720 ADS



3rd PAPER  
152,983 ADS



## The Result of Bringing Results

The Plain Dealer prints more Classified Advertisements week after week, month after month, than all the other Cleveland newspapers combined. More advertisements mean more readers; more readers mean greater results. So Cleveland brings its Classified Advertising to The Plain Dealer. It is the Result of Bringing Results.

During 1919 The Plain Dealer printed 677,982 separate Classified Advertisements, or 34,279 more advertisements than all the other Cleveland papers combined. The circles above

clearly illustrate the Plain Dealer's lead.

In "Help Wanted," "Real Estate," "Automobiles," and "Business Opportunities," the Plain Dealer leads by being the choice of nearly all Cleveland.

Classified advertisements are a sure gauge of results. The fact that Plain Dealer Classified Advertising brings satisfactory results is positive proof that display or national advertising in the same medium will get the same benefits and the same results.

# The Plain Dealer

CLEVELAND



Send for copy of reprint from Advertising Age entitled "Saturday Evening Issues Great Pullers" and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Sellenburg & Co., Lit Brothers, J. E. Caldwell & Co., B. F. Dewees, J. G. Darlington & Co., Oppenheim, Collins & Co., Goodrich Tires, Kellogg's, Moxley & Jelke butterine, and others do on Saturday evening.

# Philadelphia

## The third largest market in the U.S.

### PEOPLE SAVING MORE

Deposits in Philadelphia Gained  
\$20,950,878 During 1919—New  
High Record

That the thrift campaign in Philadelphia has borne fruit was shown today by official reports of the four largest savings funds in the city. These told of a gain of \$20,950,878 in deposits in the twelve months ended January 1. All records were eclipsed both in total deposits and number of depositors. The former reached \$236,943,653; the latter, 424,845. A year ago the number of depositors was 417,784, making a gain in 1919 of 11,061. Based on these returns the average deposit was \$531.06.

Officials of the savings fund societies attributed the piling up of deposits to big earnings of the working classes and in no small part to money saved that formerly went for drink.—Bulletin, 1-21-20.

### Prosperity is the keynote in Philadelphia

If you want a quick market for anything that can be used in Philadelphia's 400,000 homes, either on the table for food, or to meet the needs of man, woman and child, here's your market, and now's the time to enter it.

## Dominate Philadelphia

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

# The Bulletin

The daily circulation of the Bulletin is larger than that of any other daily or Sunday newspaper published in the State of Pennsylvania, and is the second largest in the United States.

December  
Circulation

**463,551**

Copies  
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

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





# EDITOR & PUBLISHER



Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 52

NEW YORK, THURSDAY, FEBRUARY 5, 1920

No. 36

## BUT THE OLD SPIRIT LIVES ON

**G**RIM smiles, hidden tears, shouts—but not of joy—dimming eyes looking out upon a changed world; nodding heads of doubt—heads of men whose hair had grown silvery white listening to the clanging blows of “Stuff” and “Guff” on the great brazen bell that has tolled the time to old Herald Square; a rumbling sound from down below where the presses had started—it was the last run of the old New York Herald.

Never, except on an election night, has a newspaper office ever been so crowded as it was at 12 o'clock last Friday night, January 30.

Promptly at 12 o'clock, as “Stuff” and “Guff” began to strike out the hour of midnight, a bugler in soldier's uniform stepped into the doorway of the little smoke-filled and homelike city room packed with Herald men as they stood at silent attention, played the mournful notes of “Taps.”

### Owls Looked Down and Blinked

There was a quaver in the notes of the bugle call and some of the men and women who stood with bared heads had their eyes moistened with something suspiciously like tears as they realized that this was the last night that they would work together and that the camaraderie that comes with long association was finally broken, never to be replaced.

After “Taps,” the men, including copy boys, editors and reporters, lined up for a snake dance, which wound around the building, up through the composing room and down into the street.

The owls looked down and blinked and never since they had first looked on Herald Square had they seen a sight like this.

Perhaps the greatest tribute ever paid by newspaper men was paid to

### Smiles and Tears When Workers Put the Herald of the Bennetts “to Bed” For the Last Time.

BY GEORGE ROBERT HARRIS

the Herald on the last night that “The Sun and New York Herald”—members of the old Herald staff and the Herald was published in its old home in Herald Square.

Old Herald men came to renew their acquaintance with the building and to greet old friends and to observe the change which was impending—the final publication of the Herald before its consolidation with the Sun.

Old “scoops” were proudly recalled. “Bobby” Livingston, “Jim” McElhone, “Charlie” Ulrich, “Gene” Ackerman, “Randy” Lewis, all returned to write a last “stick of copy” for their Herald.

George Wheat and Wallace Powers cut banquet engagements short to hurry to the office for a last assignment under the Owls.

Miss Caroline Harding and “Roy” Fuller, John C. Flynn, Henry F. Woods, Ray Bailey and “Chris” Hawthorne also came in to wish their old friends God-speed, and put the last Herald “to bed.”

“Chris” Hawthorne, long engaged in writing a book, dug through his old desk and found several bits of manuscript he had long been looking for.

“Billy” Guard, the soft-hearted Cerberus of the Metropolitan Opera House, an old Herald man, brought Giulio Gatti-Casazza, general manager of the Metropolitan Opera Company, with him. Mr. Gatti-Casazza

called to salute the newspaper which he said had been both kindly and just toward him and his administration of the opera since his arrival here, twelve years ago.

“It is fully 40 years ago,” said Mr. Gatti-Casazza, “when, but 11 years of age, at the college in Genoa, Italy, I read for the first time the name of the New York Herald in the account which Henry M. Stanley wrote of his famous search for Livingstone. Although I was only a child I was deeply impressed by the greatness of the newspaper and of its proprietor who conceived such a magnificent idea.

“It also impressed me with the wonderful resources and brilliance of American journalism as propounded and carried on as part of the Herald's tradition. It is not an exaggeration to add that the name of the New York Herald will remain always associated with the greatest journalistic enterprises in the history of the world. I am very sorry to be present at the end of the newspaper as a separate entity which truly was more than a newspaper—an international institution.”

The next morning, February 1, at 2 a. m.—at almost the same hour newsboys took up the new shout, veteran newspapermen, who helped to create the famous tradition that put a lustre on the owls in Herald Square, gathered in the Della Robbia room of the Vanderbilt Hotel to cele-

brate the 21st and final Owl Dinner. Women members of the staff were admitted for the first time. The veterans called it “The Herald Wake,” although it had been arranged months before.

There were more than 150 at the dinner, including all the alumni of the old Herald staff. Many of them made brief addresses in which they expressed regret over the passing of the Herald as they had known it, and spoke with pride of their journalistic days on the paper.

### Herald Spirit Will Live

A vaudeville entertainment was interspersed between the courses of the dinner and the shouts of merriment at the quips aimed at old friends in various departments of the paper, showed that the spirit of the Owl Club dinners, like the traditions of the Herald, would exist long after the building in Herald Square had been torn down and remained nothing but a memory.

John T. Burke, the last night editor of the Herald, and for 27 years a member of its staff, was toastmaster. He was heartily applauded when he said:

“Fellow Owls, members and alumni of the staff of the Herald. This will be the last Owl Club dinner as we have known them for two decades and I expect the Owls to hoot as they have in years gone by for one outstanding characteristic of Herald men in that they always play the game. We men with the Herald traditions behind us, and with the knowledge that the Herald as we knew it is no more, no matter what the feeling is in our own hearts, wish to our fellow workers who have gone with the amalgamated paper, to keep

(Continued on Page 8)



Men and women of the Herald gathered in the local room when “taps” signalled the end, as an entirety, for one of America's most cherished journalistic institutions. As this picture was taken the presses downstairs were starting their last “morning run.”

## LORD NORTHCLIFFE ENDORSES UNIONS OF WORKING JOURNALISTS

**Organization of Newspaper Writers in Great Britain Is Founded and Conducted on Right Basis, He Declares.**

LORD NORTHCLIFFE has created something of a sensation in British newspaper circles through his hearty endorsement of the purposes and policies of the National Union of Journalists. On this subject his views seem to conflict sharply with those recently expressed here by William Randolph Hearst who, in common with a majority of American newspaper proprietors, sees a menace to the independence of the press in the movements recently launched for the organization of news writers. This apprehension is doubtless well founded so far as concerns the affiliation of such organizations with the mechanical unions. The "St. Louis Plan," which has been described in detail in these columns, and which is a non-union form of association, has not met with any general approval by publishers in spite of the fact that it is not open to the objections urged against the affiliation movement. Lord Northcliffe prefers to deal with men collectively rather than individually. His views on this live issue, presented here, will attract close attention.—[EDITORIAL NOTE.]

BY HERBERT C. RIDOUT

London Correspondent Editor & Publisher

IT IS doubtful whether any other newspaper proprietor in the world excels Lord Northcliffe in the painstaking endeavors to provide the most perfect working conditions for his immense staffs. He has the reputation of being a hard master, but that is only because his own standard is so high that he desires all his workers to attain it, and there is nothing lacking in sympathy, encouragement, or stimulation from "the chief" to enable them to do so.

For some few years, English working journalists have been striving to assert themselves, and the National Union of Journalists has by dint of sheer hard work and pertinacity now established itself as a factor to be reckoned with in newspaper production.

### Far Reaching Effects

But the crown of the union's labors is provided by a new and handsome endorsement of its policy from no less an authority than Viscount Northcliffe, and it is doubtful whether anything the union has yet done will be productive of more far-reaching effects upon the newspaper proprietors themselves than Lord Northcliffe's cordially expressed approval of its work and purpose.

F. J. Mansfield, who edits the Journalist, the official organ of the union, has given a lively account of an interview with Lord Northcliffe at the offices of the Times, in the course of which were passed congratulations upon the N. U. J. achievements, and its work and questions of practical interest discussed.

### As an ex-Reporter

Mr. Mansfield says he noted a little cheery sarcasm in Lord Northcliffe's remark of greeting, "I suppose you have come to explore the life of the idle rich."

"But, seriously," Lord Northcliffe went on, "as an ex-reporter, descriptive writer, sub-editor, I congratulate the union on the success of its latest effort on behalf of the journalists of London. I say this as a warm supporter of the principles on which the union is founded, and of many of the policies which it is pursuing. Its constitution is rightly framed and its organization is the best instrument of progress for the working journalists of this country.

"The main points of the union's program—better pay, shorter hours and

longer holidays—have my unreserved approval; but there are contentious points beyond that, in the way of restrictive conditions, which, though they may suit some mechanical tasks, are not practicable in our profession. Subject to that limitation I cordially support your schemes of betterment and wish the union all success."

For nearly three-quarters of an hour Lord Northcliffe discussed the developments of the union since its inception—always in a sympathetic and helpful fashion.

### Believes in Trade Unions

He said, with emphasis, "I believe in trade unions, I like them. I find it better to deal with organized labor than with individuals. When I bought the Times I at once made it a union house. Curiously enough many of the Times mechanical staff at that time did not welcome the change, but since then the system has worked well.

"The same conflicting opinions among my writers and sub-editors were shown when I recently introduced a five-day week for the editorial staffs. Some of the men said they did not want a single night of the week because they could not do anything with it, and preferred to have the time in a lump at intervals. They could then go away and enjoy themselves better. That difficulty can be overcome by arrangement, consistent with the work of the office. I am strongly of opinion that men who are doing the strenuous work of modern journalism, especially night work (I was three years at the desk and stone myself) must have a certain amount of time away from duty in order to recuperate and to maintain their physical efficiency.

### Night Work Onerous

"The work of the night staff in particular is specially onerous. Quick decisions have to be made. There are many pitfalls; I have little sympathy with the men who, with blue pencils the next morning, mark out the failings of those who, in the rush of the night before, had to take all the risks, though it is my daily job to criticise.

"I believe that journalists need a trade union as much as doctors, barristers, solicitors, who have long had them. The national union is founded on right principles because it consists solely of working journalists who are not pro-

prietors. It is futile to endeavor to blend the two.

"I have seen the development of the work and policy of the union and have noted how, in the various stages, it has grappled with difficult problems. It has made progress because on the whole it has gone to work on wise lines.

"It must be remembered, however, that I am only one of a large number of proprietors and that years ago when I insisted on better salaries for my staffs I was criticised by some of my fellow proprietors because thereby I made it particularly difficult for some of the smaller papers."

Mr. Mansfield here pointed out that proper standards of pay and reasonable conditions of work should be the first charge on any industry; that most newspapers, owing to their increased prices to the public, were doing well and could afford to meet the moderate schemes of improvement put forward by the N. U. J. To meet an addition to the cost of living of at least 130 per cent. compared with pre-war values the union was asking for a permanent rise in salaries of only 33 1-3 per cent.

### Warns of Excessive Demands

Lord Northcliffe agreed with these propositions and thought the union proposals eminently reasonable in comparison with the demands of other classes of labor.

"A word of warning here," he proceeded. "If the claims to higher wages are pushed too far and tend to cause a stoppage of small concerns, that would be bad because it would drive the newspaper industry into big combinations, which would be an undesirable development."

Lord Northcliffe further said that he realized the need of thorough organization among working journalists, was glad to hear of the growth of the union membership to a total of well over 4,000 and heartily approved of the effort to enlist every journalist who is qualified under the rules for membership.

It is evident, too, that the famous newspaper proprietor is not satisfied with any average standard of efficiency for his own men, and considers that the standard generally is not high enough. For he conveyed to Mr. Mansfield his feeling that there is a shortage of really competent journalists. And, that being so, any criticisms passed upon the London University education scheme of courses in journalism are mistaken. To develop the Northcliffe Press many more men are needed, but no second-raters need apply.

In proof of this Lord Northcliffe stated that he had a vacancy on the Daily Mail for a competent journalist to conduct the "court, society, and personal" column, and invited the union to find him a man at from \$4,000 to \$5,000 a year, who could successfully pass a stiff examination in a "Who's Who?" of London social life.

The National Union of Journalists has certainly enlisted a powerful ally, and is to be heartily congratulated on so doing. Lord Northcliffe's ardent support will probably count for more in its general influence than a million sterling in funds would do.

### Plan New Wausau Paper

WAUSAU, WIS., Feb. 4.—Articles of incorporation of the Wausau Tribune Company have been filed. The capital is \$30,000. The incorporators are Paul F. Stolze, George J. Leicht, I. C. Hoppe and George W. Lippert. It is intimated that Wausau is to have a new newspaper. It is now a one-paper city, the Record Herald holding the field.

### LABOR EDITORS WIN CASE

**U. S. Court in Seattle Upholds All Demurrers of Union Record Officers**

SEATTLE, WASH., Feb. 4.—Demurrers to the final remaining indictment charging E. B. Ault, George P. Listman, F. A. Rust, Anna Louise Strong, as editors and publishers, and the Seattle Daily Union Record, as an organization, with conspiracy to violate the espionage act, have been sustained by Judge Neterer in the federal district court. This decision, in fact, means that the case against the newspaper publishers and the newspaper will not appear for trial unless appeal is taken directly to the United States circuit court of appeals and the ruling reversed.

The indictment resulted from the publication in the Daily Record of what was alleged to have been anti-American statements following the Centralia tragedy.

### New Raleigh Paper in Own Shop

RALEIGH, N. C., Feb. 4.—The American, the new afternoon daily, which for some time has been issued from a local job shop, is now installed in its own building in Fayetteville St. A new Duplex press was installed last week, making it possible to start the street sale earlier in the afternoon. Edgar Womble is managing editor, and C. R. Boone, a local merchant, is president of the American company.

### Cartoonist Gillam Dead

Frederick Victor Gillam, formerly a cartoonist on Judge, the St. Louis Post-Dispatch, Denver Times, New York World and New York Globe, died in Brooklyn last week. He was born in Yorkshire, England, and had been a prominent member of the New York Press and Lotos Clubs.

### Now Snitzler-Warner Co.

CHICAGO, Jan. 31.—The Snitzler Advertising Company, Inc., has changed its name to the Snitzler-Warner Company, representing James M. Snitzler, president and treasurer, and Mason Warner, vice-president and general manager. William C. Hanks is secretary.

### Bayless With Powers-House Co.

CLEVELAND, Jan. 30.—W. N. Bayless has resigned as advertising manager of the Conklin Pen Manufacturing Company, Toledo, to become chief of service of the Powers-House Advertising Agency here, on February 16.

### Blauvelt Forms Agency

Fred Blauvelt, formerly manager of the Cowen Company, Inc., has founded his own agency in New York, under the name of Blauvelt, Inc.

### Barlow Promoted

John S. Barlow has been promoted to advertising manager of the Remington Arms-Union Metallic Cartridge Company, Inc., New York.

### Katz Opens Atlanta Office

ATLANTA, GA., Jan. 30.—The E. Katz Special Advertising Agency has opened an office here, in charge of C. H. Gunst.

### I. D. P. A. Meeting Feb. 17-18

WATERLOO, IA., Jan. 31.—The Inland Daily Press Association will hold its annual meeting at the Hotel La Salle, Chicago, on February 17 and 18.



# KEEPING DOLLARS HONEST

RECENTLY there appeared in three big dailies of Cleveland—the Plain Dealer, the Press, the News—and fourteen foreign language dailies and weeklies, a series of thirteen advertisements, each one of which contained the signatures of the eight leading savings banks of the city.

This unusual campaign attracted country-wide attention. Letters have been received from banks and newspapers of many cities asking for copies of the advertisements and information regarding the results. Campaigns of this kind are too infrequent. If paid advertising is good for a community or movements of public interest, like Liberty Loan and War Chest campaigns, or political parties or promoting public health, it is good for warning the public against wild-cat speculation and as a means of inculcating the practice of thrift.

## Stop, Swindlers!

At no time have swindlers been more active and successful in their schemes of fleecing the public than at present. Money has never been more plentiful than now. The great masses of the common people have more money to spend than they ever had before and the losses through unwise speculation are enormous. The principles of thrift, set in motion by the advertising of the Liberty Loan campaigns, War Savings Stamps, and the Government are in danger of being forgotten now that the war is over. No better form of public service can be performed in civic communities throughout this country than the continuation of advertising to promote thrift and economy.

This is the big idea behind the Cleveland campaign. True, this is not the first campaign of community advertising by banks, but it is one of the most notable by reason of the amount of paid space used and the number of newspapers employed. The circulation of the papers used totalled three-quarters of a million.

## Banks Shared Cost

The campaign covered thirteen weeks. The advertisements, three columns wide by twelve inches deep, were paid for by the banks jointly, each bank contributing an equal share. No curtailment of each bank's regular advertising occurred—in fact, larger space, in many instances characterized the regular advertisements as a means of emphasizing the community copy and cashing in on the special campaign.

Strong type display, simple words in the copy, and plenty of white space are the outstanding features of this series of messages. Each one deals with a definite phase of the subject. The campaign permitted the banks to say collectively many things they could not say individually, as witness the heads of the advertisements:

- KEEP CLEVELAND DOLLARS TURNING CLEVELAND WHEELS.
- WHERE DO YOUR SAVINGS GO?
- GET RICH QUICK—GET WISE QUICK!
- TO FOREIGN-BORN CLEVELANDERS.
- WHERE UNCLE SAM PUTS HIS MONEY.
- OVER SIX HUNDRED THOUSAND PERSONS.
- HOW TO MEET THE HIGH COST OF LIVING.
- 4% WITH SAFETY OR 8% WITHOUT.
- SOCKS AND BELTS AND MATTRESSES. RED OR BLACK.
- WHY DO THEY COME TO CLEVELAND?
- LOST—\$1,000,000,000!

## Cleveland Banks Show What Can Be Done for Public Service By Appeal to People Through Newspapers.

BY ROLAND COLE

### WE BELIEVE IN OUR HOME CITY.

A committee, appointed by the bankers, selected William Ganson Rose, a local man of long experience in bank advertising, to write the copy. The copy is notable in many respects, such as the following from the first one, entitled "Keep Cleveland Dollars Turning Cleveland Wheels":

"The funds in Cleveland banks depend upon you and your neighbors—upon all Clevelanders who place their dollars in strong banks which loan them to Cleveland interests to develop home enterprises. The banks receive interest for the money they lend to turn Cleveland wheels, and they pay you 4% compound interest for your part in the transaction."

So far as I know banks have never taken the trouble to tell the public very much about what is done with their savings. The second advertisement of the series, "Where Do Your Savings Go," answers this question.

### Make Your Money Help, Urged

The idea is insisted upon throughout the series that the money deposited in the savings banks of the city is used in many ways to help the people to whom the money belongs—for building homes, for buying real estate, in loans to Cleveland industries, printing plants, bakeries, lumber yards—in other words that "savings account money goes into the salaries of the workers of Cleveland. And yet the sound bank keeps enough on hand so that you may draw money when you want it."

The third advertisement warns the public against get-rich-quick schemes. This particular piece of copy would jar the most careless into a realization of the chance taken through investing money in any scheme of doubtful value. "Build up your savings fund systematically," the copy reads, "remembering the fools with their money who tried to

get rich and brought disaster to themselves and their dependents."

The fourth advertisement appeared in all the foreign-language papers of Cleveland, set up in the language of the paper in addition to appearing in English in the three big dailies:

### TO FOREIGN-BORN CLEVELANDERS

"If you are interested in foreign exchange, the eight banks listed below will assure you of a low rate and absolute safety. If you want advice on any matters pertaining to banking, these banks will gladly aid you."

"If you want to save your money where you know it will be safe, where you can get it at any time you want it, where it will earn 4% interest for you, then come to one of these banks, organized and operated under the banking laws."

A fine association of ideas is secured by the fifth advertisement, "Where Uncle Sam Puts His Money," which suggests the United States Government and its use of the authorized State and Federal banks. This is one of the strongest pieces of copy in the series.

Many Clevelanders did not know that the eight savings banks of Cleveland have a total of over 600,000 savings depositors. It would have been impossible for any one of the banks to have used this copy in their own advertising. It read in part:

"In the eight banks of Cleveland listed below there are over 600,000 accounts. This proves the wisdom of a host of people who keep their money safe where it will earn 4% compound interest. Six hundred thousand!"

An advertisement which struck a telling blow at the swindler was the eighth, entitled, "4% With Safety or 8% Without."

It is almost impossible to estimate the amount of money lost annually in this country through fear of banks and the widespread practice among the lower classes of hiding their money in the house or carrying it upon the person.

The ninth advertisement, entitled "Socks and Belts and Mattresses," must have done an untold amount of good in convincing those who have never made use of the savings bank to place their hoardings where they would be safe.

Another advertisement which was "news" and struck a community note—another example of a piece of copy which could hardly be used by any one bank—was the eleventh, "Why Do They Come To Cleveland?":

The appalling loss through fake promotion schemes is made startlingly clear in the twelfth advertisement—"Lost—\$1,000,000,000!" In closing this advertisement read:

"Keep your money where it is safe; Where it earns 4% interest; Where you can get it when you want it; Where it aids in turning Cleveland wheels; Where you can obtain helpful service."

Other advertisements in this series featured thrift as one of the most effective checks against the high cost of living, and the pledging of civic loyalty to Cleveland.

### Community Advertising Advantages

There is no better way in which newspapers can contribute to the prosperity and well-being of their communities than by the promotion of advertising of this kind. When community advertising first began to attract attention it was thought to be good only for the town or the Chamber of Commerce.

Later came the war and the necessity for selling the Liberty Loans in a general way to the public. Then came War Chests and Peace Chests and many other projects of city-wide interest.

Is there any reason why industrial interests, of which there are many in every town, such as textiles, leather, flour, nurseries, iron and steel, and so on, could not unite in community advertising, when the banks, for years the most conservative element in every community, have thus shown the way?

### New Home for Syracuse Paper

SYRACUSE, N. Y., Feb. 4.—The Post-Standard has bought property at East Fayette, East Genesee and Montgomery Streets as a site for its new home. Possession will be given on May 1, but construction will be deferred until the spring of 1921.

### Chittick to Represent Ludlow

B. F. Chittick, formerly with the Intertype Company, has joined the sales force of the Ludlow Typograph Company. Mr. Chittick will cover Indiana, Illinois, Missouri and western Kentucky.

### Seattle Times Drops Edition

SEATTLE, WASH., Feb. 4.—The evening edition of the Daily Times, inaugurated about two months ago, has been discontinued. This issue appeared about 8:30 every night except Saturday.

### Sherman & Bryan Move

Sherman & Bryan, Inc., New York advertising agency, have moved from 79 Fifth Ave. to the Cuyler Building, 116 West 32d St.

### Bans Medical Copy

LA CROSSE, WIS., Feb. 4.—The Tribune and Leader-Press has announced that it will not accept any more patent-medicine advertising.

## BRITAIN PROTECTS U. S. TRADE MARKS

LONDON, Feb. 3.—The American Chamber of Commerce in London has met with a most gratifying response from the British Government Board of Trade with regard to the protection of American Trade Mark interests in Great Britain in a case where a British concern was using the American flag, and words and phrases indicating American origin or connection where none existed.

A member of the American Chamber, who for years has been importing American proprietary articles, called the Chamber's attention to a British preparation which in its advertising, on its container and bottle labels bore a reproduction of the American flag followed by the initials "U. S. A.," and the word "American" in large letters. The product was, however, entirely British.

The Chamber wrote to the Board of Trade pointing out that when the American flag, the words U. S. A., etc., are used on articles manufactured and sold in Great Britain, a false impression is conveyed and should the article not come up to the users' expectations it might create an unfairly based prejudice. The Board of Trade was asked what action might be taken.

According to the Chamber all traditions of departmental red tape were shattered when the Board of Trade, without pursuing the normal channel of communication by letter, rang up the very next day to get further particulars, since when it has taken the case up personally with the manufacturers, ultimately informing the Chamber that the firm has agreed to refrain from the practice objected to.



## MANY HERALD MEN ON SUN-HERALD STAFF

Telegram and Other Newspapers Take Up Surplus Workers—Printers' Union Decides on One Priority List

Many members of the old Herald staff have joined the staff of the amalgamated Sun and Herald, including J. K. Ohl, the editor. The staff of the Telegram, which Mr. Munsey announces will be continued as an independent newspaper, has also been increased, taking care of many of the men.

Frank B. Flaherty, publisher of the Herald, tendered his resignation to Mr. Munsey and on the advice of his physician will spend some time resting.

E. D. Dewitt, advertising director of the Herald, who retired when Mr. Munsey acquired that newspaper, has gone to Florida, where he expects to spend several months hunting and fishing. John P. Donlon, formerly night city editor of the Herald, has succeeded S. H. Summers as managing editor of the Telegram; John Logan, dramatic editor of the Herald, is with the Sun-Herald in the same capacity.

Nathaniel Fleisher, of the Sun, has succeeded M. J. Wathey as sports editor of the Telegram; John T. Burke, night editor of the Herald, has resigned; Miss Rachel McDowell, religious editor of the Herald, has gone to the Times; William Willis, city editor of the Herald, is with the Sun-Herald in the same capacity; Owen Oliver, Sunday magazine editor of the Herald, holds a similar position with the Sun-Herald; Miss Mary Watts, Sunday magazine writer, and Miss Martha E. Coman, general assignments, went from the Herald to the Sun-Herald.

### Printing Forces Amalgamated

Recommendations prepared by the Executive Committee of "Big Six" Typographical Union with regard to the disposition of the employes of the late New York Herald and of the Sun were adopted by the union.

It was recommended that, as there is no absolute elimination of either the Sun or the Herald, but an amalgamation of the two, the forces in the printing departments of both should be amalgamated. The recommendation continues:

"The Executive Committee is of the opinion that for the purpose of making up the force which is to publish the Sun and the New York Herald such force should be made up from the priority list of the combined forces of the Herald composing room and the Sun composing room; that a sufficient number of employes shall be taken from this combined list in accordance with their priority standing in both composing rooms to fill all the situations in the composing room of the Sun and New York Herald.

"The Executive Committee has decided that the Evening Telegram must be regarded as a separate and distinct entity. The Executive Committee has given long and careful consideration to the matter of filling any situations which may be open on the Telegram in the course of the adjustment made necessary by reason of the changes brought about by new conditions, and makes the recommendation that the foreman of the

Sun and the New York Herald Chapel be instructed to recruit any additional Telegram force which may be required from the consolidated Sun and New York Herald priority list, beginning with the first man on that list immediately following the last man to be placed in a situation on the Sun-Herald. It is recommended that no member of the union shall be permitted to acquire priority rights in the Sun and New York Herald or Telegram Chapels until thirty days after Feb. 1, 1920.

"It is further recommended that all members concerned will be carried on the payroll for an additional week after consolidation, no restrictions to be imposed on either the Sun and New York Herald or the Evening Telegram during the period of readjustment."

The recommendations were adopted by a small majority vote.

## BUT THE OLD SPIRIT LIVES ON

(Continued from Page 5)

in some part the spirit of the old Herald in the new organization, the best of luck in their new positions, and success and prosperity in the future."

During the vaudeville entertainment a "stunt" that created much merriment was the appearance of "Sir Oliver Lodge," who, before he could make his address on "What Is Back of the Beyond," was stopped by a weird sound and upon his asking what was responsible for this noise, the "spirit" of the Herald replied.

There followed a long conversation with the "spirit" that brought shouts of approval, especially from the Herald veterans.

### A New Organization

Randolph Marshall, managing editor of the Philadelphia Public Ledger, formerly city editor of the New York Herald; Robert E. Livingston, advertising manager of the Consolidated Gas Company, a former member of the Herald staff; Frank H. Pierson, managing editor of the New York Standard News Association, formerly city editor of the

gerty, John Floyd Humes, Frank H. Pierson, Royal K. Fuller, John P. Donlon, Robert H. Patchen, Samuel Morse, Miss Caroline Harding, Allen Eddy, Karl Decker and Frank Parker Stockbridge.

The Alumni Association proposes to hold an annual dinner on the anniversary of the last Owl Club dinner and all members and former members of the Herald staff and their descendants are eligible for membership.

The dinner was ended with the singing of Auld Lang Syne, by Major Stewart Richardson.

### Those Present

Among those present at the dinner were: Duncan Curry, F. A. dePuy, Stuart Emery, A. H. Williams, F. P. Stockbridge, L. L. Redding, William J. Guard, Karl Decker, F. H. Pierson, R. M. Marshall, J. J. Hughes, Miss R. K. McDowell, T. B. Preston, J. McCarthy, Miss H. Williams, E. C. Badeau, E. Clary, Miss Martha E. Coman, W. C. Cavanaugh, R. G. Conover, J. J. Durkin, W. A. Willis, H. C. Silver, D. M. Edwards, J. Fleming, J. C. Flynn, W. H. Gregory, J. A. Hagerty, M. F. Haggerty, G. R. Harris, H. Hill, V. Jones, W. T. Kane, H. D. Kingsbury, H. L. Kurtz, W. D. Leary, A. K. Mack, Q. L. Martin, R. F. McCabe, J. McInerney, F. A. Roach, John McElhone, Chas. K. Ulrich, E. G. Ackerman, F. A. Steele, R. Lewis, J. Barron Lewis, F. J. Sullivan, E. Voute, S. Walker, Wellington Wright, W. C. Wright, W. Yerkes, B. B. Caddle, P. S. Krecker, W. R. Golden, G. C. Gue, R. W. Curtis, H. Caldwell.

F. L. O'Connell, K. N. Petrie, Martin Petry, F. Dole, H. W. Palmer, T. Smith, Paul Barnett, H. W. Gras, V. Ferris, A. Eddy, W. A. Carr, Sid Greene, H. J. Newman, R. A. Patchen, H. Mulhare, T. J. Gallagher, J. G. Logan, G. N. Squier, V. G. Allen, J. T. Burke, W. Bonte, A. W. Chapman, George Wheat, W. G. Robertson, John C. Flynn, C. Parker, P. Drane.

Those in charge at the Herald on its last night as an individual newspaper were: H. C. Silver, news editor; John T. Burke, night editor; W. A. Willis, city editor; John Hogan, dramatic and society editor; Allen Eddy, night city editor; W. C. Cavanaugh, assistant night city editor; Avery Carr, foreign editor; Willard Bante, art editor; A. W. Chap-

## SYNDICATE BUYS HAVANA POST

Mason Peters Visits New York to Engage News Staff

The Havana Post, only English language daily newspaper in Cuba, has passed into the hands of an American syndicate and will be greatly enlarged and improved to meet the demands of the growing American reading public that is flocking to the wet island republic of the gulf, according to Mason Peters, newspaperman and theatrical producer.

Mr. Peters, who is a member of the purchasing syndicate, has arrived in New York for the purpose of securing American editors and reporters for the reorganized journal.

### Editor Ill, Paper Suspends

NEW BRUNSWICK, N. J., Feb. 4.—The Weekly Advertiser, established in the early seventies, has suspended. William T. Cole, for forty years editor, typesetter, reporter, advertising manager and office boy, all in one, is seriously ill of pneumonia at his home in Eatontown. The Advertiser is the seventh weekly newspaper in Monmouth County to suspend within the past three years.

### Foreign Representative Speaks

G. A. O'Reilly, foreign trade representative of the Irving National Bank, will address the Advertising Club of New York at the regular luncheon on February 6. His subject will be "Merchandising American Products Abroad." Prior to his present connection Mr. O'Reilly was for 17 years in the Far East in the Government service.

### Hesse's Is No More

Another of the historic places in the old newspaper center of New York, Hesse's Cafe, at Frankfort and William streets, this week passed into the realm of the "has beens." As the result of prohibition, an auctioneer sold the entire contents of the place for \$638. Its owner several years ago refused an offer of \$75,000 for his stand.

### Dunham-Clarke Wedding

James E. Clarke, former New York Sun man and now second vice-president and in charge of advertising for the National Bank of Commerce, was married to Miss Gladys Marietta Dunham in Saratoga Springs, N. Y. February 4.

### Greig & Ward Buying Space

CHICAGO, Feb. 3.—Greig & Ward, 103 South Michigan Boulevard, are buying newspaper space for Cohn, Rissman & Co.'s spring campaign on "Stratford" Clothes. Fifty cities are to be used.

### New Representative

KOKOMO, IND., Feb. 3.—The Dispatch has appointed the Franklin P. Alcorn Company, New York and Chicago, to be its national advertising representative.

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

The Pensacola (Fla.) News has been elected to active membership in the American Newspaper Publishers' Association.

### New Grand Forks Manager

GRAND FORKS, N. D., Feb. 4.—John B. Brown has been appointed manager of the American. He was formerly with the Madison (Wis.) State Journal and the Democrat.



In the Sun and New York Herald amalgamation by Frank A. Munsey the spirit of three great New York journals—the Sun, Press, and Herald—lives. Above is a reproduction of the first page heading of the united journal as it appeared on February 1. Outstanding features of the Herald that have been preserved are the shipping news and personal departments.

Herald; Leo L. Redding, now in the advertising business and formerly city editor of the Herald, were among the alumni who paid a tribute to the spirit of the Herald and what it had meant to them.

While the festivities were at their height a proposal was made for the organization of a successor to the Owl Club and the Alumni Association of the New York Herald was organized with more than 150 members. The following officers were chosen unanimously: John T. Burke, president; William A. Willis, vice-president; Hamilton Peltz, secretary-treasurer.

The following members were named to form an executive committee for the purpose of drawing up a constitution and by-laws: Leo L. Redding, Miss Martha E. Coman, Randolph Marshall, Robert E. Livingston, Michael F. Hag-

man, financial editor, and Miss Rachel McDowell, religious editor.

Journalism's heritage from the old Herald is immortal—it is ACHIEVEMENT.

### Fund for Widow

The Boston Post, which opened its columns to the raising of a \$16,000 fund for the widow of Patrolman William G. Clancy, who was killed in a Charlestown dance hall, has passed the \$13,000 mark. Patrolman Clancy was the man who first carried the Stars and Stripes into action at Vimy Ridge.

### Aged Writer Passes Away

Mrs. Delilah G. Cox, poet and newspaper writer, died in Montclair, N. J., on February 2, aged 90 years.

# ASK PARLEYS ON CROWN LANDS

## U. S. Mills' Property Rights in Provincial Woods Violated, Senate Is Told

WASHINGTON, Feb. 3.—Senator Oscar Underwood, of Alabama, has offered in the Senate what is regarded in many Congressional quarters as a constructive proposal to deal with the Canadian paper situation in a manner to bring relief to American publishers.

Mr. Underwood proposes that a committee shall be named by the President to undertake negotiations with Canadian officials to obtain cancellation of the restrictive orders-in-council imposed upon American interests holding leases on Crown lands, where such restrictions were ordered since the acquisition of the leases.

In the event of these representations being unsuccessful, Mr. Underwood proposes that the President's committee shall suggest to Congress the measures best calculated to secure the cancellation of the orders-in-council or "their modification so that they may not continue to militate against the interests of the people of the United States who are now affected by them."

In the preamble of his resolution, Mr. Underwood outlines the pulp-wood situation in the eastern part of the United States as follows:

Whereas, Newsprint paper is a commodity of universal use and is indispensable in the educational process of modern civilization,

Whereas, The paramount importance of a sufficient production of newsprint to supply the needs of the press of the United States is a self-evident proposition, and

Whereas, Practically the whole content of newsprint is composed of mechanical and chemical products of pulp wood, the supply of which in the eastern part of the United States is being rapidly exhausted by the growing demand, and the price of which is being advanced to unprecedented levels, and

Whereas, The existing scarcity of pulp wood, and its attendant exhaustion in the United States has become a matter of such grave concern to the paper industry, the users and the manufacturers of forest products, the Federal Government, and the general public, that the Forest Service, the lumber and pulp and paper associations and the forestry authorities of the country are now formulating a broad and comprehensive national forest conservation and reforestation plan for early adoption, and

Whereas, Prior to the year 1910 American paper interests purchased and acquired leases of Crown lands in Canada for the purpose, with the knowledge and consent of the respective governments of these woodland provinces, of cutting the wood on said leased limits, and shipping it to their paper mills in the United States, and

Whereas, Said leases by statutory provision conveyed to the lessees "all rights of property" to the wood cut on said limits, and American interests confident of their rights so conveyed to them, did invest large sums of money in building piers, dams and booms in the rivers flowing through their limits and in the erection of taking-out, wood-preparing and shipping plants, and for many years, to wit: from about 1890 to 1910 particularly in the Province of Quebec, did cut the wood on said limits and ship it to their mills in the United States in large quantities, with full knowledge and free consent of the Provincial Government, and in strict accordance with "all rights of property" to them by statute conveyed, and during the same period did pay to the Provincial Government all prescribed fees and rentals, and

Whereas, In the year 1910 the Lieutenant Governor of Quebec in Council did issue an order prohibiting the exportation of pulp wood cut from Crown lands unless manufactured into lumber, pulp or paper, thereby invalidating the rights of property by statute conveyed, and doing grievous and irreparable injury to said American interests by making valueless their large investments in river improvements and wood-preparing and shipping plants and by depriving said American interests of the wood to which they had been conveyed all property rights, and

Whereas, Said American interests did acquire and now hold leases of approximately 10,000 square miles of Crown lands in the Province of Quebec, being but five per cent. of the wooded area of said province, on which they have regularly paid all prescribed fees and rentals, which said area contains standing pulpwood estimated to aggregate about 35,000,000 cords, the annual growth and increment of which is estimated to amount to about 1,200,000 cords, or, if available for

the use of American interests which own the leases of said 10,000 square miles of woodlands, sufficient in annual yield to relieve the present scarcity and prevent threatening exhaustion of pulp wood in the eastern part of the United States, to lower the cost of the raw material of the American newsprint industry, and to stabilize the price of newsprint paper to the consumer, besides assuring an additional supply of raw material that would justify investments for increased production and affording the relief needed while awaiting the results of a national policy of forest conservation and reforestation, and

Whereas, The purpose of the restrictive Order-in-Council, viz.: the development of the Canadian newsprint industry, has been accomplished, not by the operation of the order itself, but by the free admission of the product of the Canadian mills into the great American market, which since the passage of the Reciprocity Law and the Underwood Tariff Act, has stimulated an increase of production in Canada of about 500 per cent. and of sales of the product to American consumers of almost 3,000 per cent., and

Whereas, The lessons taught by common participation in the sacrifices and sufferings of the world war are those of national interdependence and reciprocal helpfulness, and

Whereas, The press of the United States through its national organization, the American Newspaper Publishers' Association, has adopted resolutions urging such action by Congress as will restore the property rights of American interests to the wood on their leased limits in Canada, and particularly on the 10,000 square miles of Crown land limits in Quebec, by them leased, and thus provide the raw material needed by American mills, and

Whereas, Similar restrictive Orders-in-Council are in effect in the provinces of Ontario and New Brunswick, now therefore. Be it Resolved by the Senate and the House of Representatives of the United States of America in Congress assembled, that the President of the United States be, and he is hereby requested to appoint a Commission of five, and by appropriate authority, to confer on this commission the right on behalf of the Administration and the Government to present to the Dominion Government or the Provincial Governments of Quebec, Ontario and New Brunswick, as may be proper, the claims of the American interests now holding leases of Crown lands ac-

quired prior to the passage of the several restrictive Orders-in-Council of the three provinces aforesaid, and to negotiate with said Dominion Government, or with said Provincial Governments, the cancellation of said restrictive Orders-in-Council, as they apply to Crown land leases acquired by American interests prior to the passage of said restrictive orders, and,

Be It Further Resolved that for the necessary expenses of said Commission the sum of \$50,000 be and it is hereby appropriated from the monies in the Treasury of the United States not otherwise appropriated.

Another move to aid the newsprint situation was made in the House by Representative Connally of Texas, who proposes to repeal the tariff duties on print paper, wood pulp and rag pulp. The Connally bill provides:

That on and after the day following the passage of this act, the articles mentioned in the following paragraphs shall, when imported into the United States or into any of its possessions (except the Philippine Islands and the Islands of Guam and Tutuila) be exempt from duty:

1. Printing paper (other than paper commercially known as handmade or machine-made paper, japan paper, and imitation japan paper by whatever name known), unsized, sized, or glued, suitable for the printing of books and newspapers, but not for covers or bindings.

2. Mechanically ground wood pulp, chemical wood pulp, unbleached or bleached, and rag pulp.

The Ways and Means Committee of the House has decided that it will not act favorably on the proposals before it dealing with the alleged embargo by

(Continued on Page 16)

## Board of Commerce Now Canadian Paper Controller —Has Punitive Powers

MONTREAL, Feb. 4.—Complications in the newsprint situation have led to another change in the paper control-ership. R. W. Breadner, who temporarily succeeded R. A. Pringle, K.C., has resigned, and the whole question of paper control has been placed in the hands of the Board of Commerce.

The change will materially increase the power of the controller as all the powers given that official have been transferred to the Board of Commerce, which already has very wide powers. The Board of Commerce has full and complete authority with the powers of court, and has the power of punishing not only companies, but also directors and managers of companies who do not conform to the order of the controller.

Furthermore, the act under which the Board of Commerce functions provides that its jurisdiction may be added to by the Governor-in-Council, and by this latest change, the supply of newsprint has been added to the jurisdiction of that court.

## Dominion Will Not Tax Paper Exports to U. S., Says Drayton

(BY TELEGRAPH)

MONTREAL, Feb. 4.—According to reports from Ottawa, the newsprint trouble has assumed a new phase. It has been said, and immediately denied, that Sir Henry Drayton, Minister of Finance, is considering the imposition of an export tax of \$10.00 per ton on every ton of newsprint leaving Canada, as a method of securing revenue to take the place of the business tax, which, it is understood, is to be removed.

Those in touch with the pulp and paper companies are considerably alarmed, as it is feared that one of the first results of such action would be to stop all work on the many new plants now being erected—in most cases by Americans with United States capital.

At present a huge plant is in course of construction by the International Paper Company at Three Rivers, Quebec, which, when built, will cost \$7,000,000. Another is being erected at Thorold, Ont., by the Chicago Tribune.

### Fear Scandinavian Competition

Another argument against this tax is that Scandinavian pulp and paper firms will again seek the United States market and possibly remove the enormous trade built up by Canada in that commodity.

It is expected that the Canadian pulp and paper interests will not long delay an interview with the Minister to protest against such an export tax and will claim that it would cause an upsetting of trade altogether out of proportion to the amount obtained.

As about 700,000 tons of newsprint are exported annually from Canada, the receipts of such a tax would, it is said, amount to \$7,000,000.

## "CHARITY BEGINS AT HOME"—GOUIN

(BY TELEGRAPH)

OTTAWA, ONT., Feb. 4.—The week has witnessed important developments in the newsprint situation and official Ottawa is keeping close watch on the trend of events.

Sir Lomer Gouin, Premier of Quebec, has announced that it was not improbable that the Province would take steps to restrict the export of pulp and pulp wood from the Province. He affirmed there was no intention of relaxing in any way the present policy of keeping Canadian raw materials for the use of Canadian mills and consumers.

Sir Lomer is reported as saying that the time might come when it would be necessary to limit the cut of the Quebec forests to the exclusive use of Quebec men. If that situation arose, the Government, he stated, would not hesitate to take necessary measures, because it could not forget that charity began at home.

Announcements from Washington are that Representative Connally proposes the repeal of duties on newsprint, pulp, etc., and that Senator Underwood proposes a Presidential commission to negotiate with the Federal and Provincial Governments of Canada, with the object of obtaining a relaxation of present restrictions upon the export of Canadian pulp and pulp-wood. Later elaborations on early reports contained what permitted of no other construction than a veiled threat of retaliation in the event of the action proposed not obtaining the result intended.

While Dominion officials and the Board of Commerce decline to comment upon the situation, Ottawa expects early developments. However,

it is at present a matter that concerns the United States Government on the one hand and the Province of Quebec on the other.

A factor apparently overlooked by Senator Underwood, Ottawa officials say, is the circumstances that the Dominion Government's control of the pulp-wood areas is limited to those on Dominion lands in Western Provinces and in the railway belt of British Columbia. The Provincial Governments exercise complete authority in Ontario, Quebec and the maritime provinces.

The policy of these provinces wherein the pulp areas are largest is to encourage home manufacture from the raw material to the finished product. As to the claim that Quebec is violating an agreement with American lessees of Crown lands, no one here is disposed to discuss the question, but Sir Lomer Gouin is expected to make a statement on the subject.

Whenever these questions arise and retaliation is talked of, there are intimations that the coal supply may be cut off. In that connection it is noted that Canadian imports of coal are but a very small percentage of American production, whereas 85 per cent. of the paper produced in Canada goes to the United States.

The one other development of the week was the publication today of a report in Montreal to the effect that Sir Henry Drayton, Minister of Finance, contemplated the imposition of a tax of ten dollars per ton on every ton of newsprint exported from Canada. This story was given a prompt denial by the Minister, who intimated that it was the product of a fertile imagination.



## JERUSALEM NEWS A HIT ON FLEET STREET

British Journalists Laud American Daily in Holy City—W. D. McCrackan, Editor, Praised For Optimism and Enterprise

BY HERBERT C. RIDOUT  
London Editor, EDITOR & PUBLISHER

THE last mail from Egypt brought to London first copies of a unique example of modern journalism, and a little credit to American journalism at that. For the Holy City has its first daily newspaper, in the shape of the Jerusalem News, and it is proudly announced as "An American newspaper" and "the first daily in Jerusalem printed in the English language"—which is emphatically "some beat" for American journalistic enterprise.

It is described as founded by Elizabeth L. McQueen, and edited by W. D. McCrackan, M. A. Reading between the lines it would appear to have been inspired by some genius in the American colony in Jerusalem, though its columns make no special show of American leanings, except in one or two literary features and advertisements.

### Covers Wide Range

The paper was established on December 9, 1919, and is a single leaf, printed back and front, measuring 18 inches by 12 inches, four columns to the page.

Its literary and news features cover a wide range, even in the restricted news-space, one issue containing two columns of Reuter's telegrams from London dated four days earlier, news items regarding the issue of an official list of Arabic names with English "transliterations" to facilitate the intercourse between British officers and the natives, new company registrations (which include three banks and Lipton, Ltd.), a character-sketch of "a Scotchman who became an American" (Andrew Carnegie), an excellent editorial on that substantial difference between the governing principles of Germany and those of the United States and Britain—a distinction that led to the war, a few philosophical "flashes of light" and half a column of quotations from American newspapers.

### American Touches

Editor McCrackan is a live wire, for he uses his opportunity to encourage the dwellers in Jerusalem to improve their conditions, as for example: "Let the poor people of Jerusalem understand that Jerusalem's pride in Jerusalem endeavor can from now on meet Jerusalem's needs. Instruction is required to lift the destitute to unselfishness, to enlist the assistance of all classes in co-operative work." And again, "When the Turks were driven out they left nothing constructive to be remembered by. All that was worth while in Jerusalem was done in spite of them. It is a wonder that the inhabitants of Palestine managed to obtain any education at all or made any progress toward a higher civilization. They have a long way to catch up. They are entitled to help from peoples who have long enjoyed the blessings of self-government.

American touches are found in references to "home," as in an allusion to the fact that "the exquisite green grass now sprouting around Jerusalem would be a surprise to our kins-

folk at home, unless we except the Californians who are used to this phenomenon in December. Travelers who reach Jerusalem for the first time in the late summer find it hard to believe that the bare rocks and the earth can ever be clothed in green, yet this miracle takes place yearly.

Other American touches are to be found in the advertisements which include a notice of "world famed models of the Temple at the American Colony Stores," the announcement of Christmas fare which runs thus:

**ARRANGE FOR YOUR CHRISTMAS DINNER**  
THE AMERICAN COLONY can supply your Christmas dinner with FRESH PORK, BROWN and several kinds of SAUSAGE.

The American Colony raises its own pigs and they are Government-inspected. Send in your orders early to avoid the rush, either to the store or to the butcher's shop, inside the Jafa Gate.

As turkeys are not procurable, pork makes an ideal substitute.

There are also two American advertisements, one of the Grant Pulley & Hardware Co., 40th Street, New York, and the other of George Taber, a provision merchant of New Bedford, Mass., who enterprisingly states that "Mail orders will receive prompt attention."

The price of the Jerusalem News is one piastre (equivalent to one cent), and the advertisement rates are 5 piastres a line, though contracts will be entered into for display advertising—which shows that Editor McCrackan, who is his own advertisement manager, knows something of his business. At present, seemingly, he has no fixed editorial offices, for he announces his temporary office to be the address of the printers, the Syrian Orphanage of Jerusalem.

But what I like as much as anything about the editor is his obvious optimism, for he flanks his title on the front page with the slogan "Jerusalem News is Good News" and as an epitome of his policy quotes Abraham Lincoln's "With charity to all, malice toward none."

I am sure Editor McCrackan will have the good wishes of his American brother journalists "at home."

### Montanans in the War

BILLINGS, MONT., Feb. 4.—"Yellowstone County, Montana, in the World War" is the title of a volume just out of the bindery of the Gazette Printing Company, Billings. The book was edited and published by W. W. Gail, manager of the Billings Advertising Company and formerly editor of the Gazette.

### Ad Club Chartered

EL PASO, TEX., Feb. 4.—The El Paso Ad Club has been organized here and a charter filed at Austin. The club has no capital stock, its purposes being for mutual benefit and for social ends. The incorporators are Scott C. White, Julian Hughes, Rufus P. March and others.

## A. C. A. ENJOYS GROWTH WELL DESERVED

National Organization of Canadian Advertisers Working With A.N.A. of United States to Increase Efficiency of Advertisers

BY FLORENCE E. CLOTWORTHY  
Secretary, Association of Canadian Advertisers

OBVIOUSLY much of the work accomplished is of such a nature that in the interests of the association facts cannot be broadly published other than directly to the members in confidential reports. The association has grown to the point of enlarging its permanent staff in the secretary's office; has increased its membership; has encouraged and secured the standard rate card from a number of publishers; has brought pressure to bear on the trade and technical papers for audited circulation statements; has condemned circulation-getting campaigns promoted mainly for the securing of increased advertising rates and discouraged the publishing of special numbers on the flimsy pretext of their advertising value; has undertaken research work on direct-by-mail advertising, a new branch of the association's activities under the leadership of Clifford C. Elvins.

It has extended the association's service to out-of-town members through holding monthly meetings at Hamilton, Ont., and will extend this service to other cities.

The biggest and most gratifying accomplishment is the ever growing interest of many of the members of the association in all subjects relating to advertising with the result that its members are studying their own individual problems more deeply and are getting greater efficiency from their advertising investments since they have come to realize the penalties they pay because of objectionable advertising in such mediums as they are using and through uncertain circulations where audits are not forthcoming.

As to the future, progressive work is being undertaken in cooperation with the committee from the Canadian Manufacturers' Association reporting on the export and foreign markets. This work is being taken care of by our late president, W. M. Mackay, Mr. Gregory and Mr. Mihell.

Even as nothing succeeds like success, so does the future promise greater things to be built on the accomplishments up to date.

In conclusion, let me say that much of our success is owing to the kindly cooperation on the part of the executives of the Association of National Advertisers, New York, in sending reports of their work, all helping to increase the efficiency of advertising in Canada and the United States.

## Californians Will Save Paper

LOS ANGELES, CAL., Feb. 4.—At a recent meeting of the Southern California Associated Dailies, which is an organization of all the publishers of the smaller dailies located outside of Los Angeles, drastic economies in the use of news print during the existing shortage were agreed upon. Following the discussion on the paper situation in its relation to cost of production the association passed a resolution providing for the elimination of all free publicity, reduction of the volume of automobile and theatre publicity, reduction of size of headings and of body type and the use of such other economies as would be found possible.

## Old Papers In U. of P. Library

PHILADELPHIA, Feb. 4.—Hundreds of newspapers and periodicals dating back to pre-revolutionary days, which have lain virtually unnoticed for many years in the library of the University of Pennsylvania, have just been bound and placed in access to students. One of the original editions of Diderot's Encyclopedia, published in France in 1751, was found in the collection. There are a number of civil war papers, and complete numbers of Garrison's Liberator, published from 1834 to the start of the civil war. A number of South American newspapers of early dates also have been found.

## Press Welcomed By 'Change

TORONTO, Feb. 4.—In order to promote their policy of keeping the public informed about their transactions, the directors of the Toronto Stock Exchange have extended a permanent invitation to the financial editors of the five city dailies to visit the floor of the Exchange at their pleasure.

## "Atlanta Over the Top"

ATLANTA, Feb. 4.—Ray McGill, cartoonist of the Georgian, has started a feature in the Sunday American that bids fair to become popular. Every Sunday one sees most of the good things there are to see in Atlanta, in McGill's "Atlanta Over the Top" car.

## Getting "Voters for Washington"

WASHINGTON, Feb. 4.—Members of the Congressional Press Galleries and other Washington newspaper men have organized a national press committee for District of Columbia suffrage, the object of the committee being to secure voting privileges for Washington residents. Col. Winfield Jones, former Washington manager for the International News Service, is chairman of the committee.

Earl Jenckes, formerly on the St. Paul Pioneer Press copy desk, has been made assistant city editor of the Dispatch.



MEMBERS OF ASSOCIATION OF CANADIAN ADVERTISERS AT THEIR RECENT ANNUAL CONVENTION



# BLIND ADS AND THEIR EFFECTS

RECENTLY the publisher of a large newspaper asked his classified manager the following question:

"Would it be wise to encourage the use of blind address—box number addresses—on our classified advertisements, on the theory that our competitor would have no way of soliciting for such advertisements?"

This in turn brought up a number of questions relative to blind advertisements. Are they beneficial to the advertiser? What effect do they have on a newspaper and on its readers? What are the legitimate and illegitimate uses of blind addresses?

In the following statements by classified advertising managers, and other newspaper executives, these questions are answered.

**W. H. B. Fowler, Business Manager, San Francisco (Cal.) Chronicle:**

"Ordinarily I do not believe in blind classified ads and discourage them as much as possible.

"I believe that the advertiser gets much better results when he gives his name and address or telephone number. The world is full of procrastinators and if the advertiser makes it difficult to get in touch with him the prospect half the time lets the matter slide.

"Blind advertisements as a means of preventing solicitation by a competitor is wrong. If papers would devote more attention to the development of their own business and less time to that of their competitors they would get further ahead.

"All advertising is good so long as the advertiser secures results. The more results he gets, whether from our own paper or our competitor, the more advertising he is going to do and the more we are going to profit."

**H. I. Parish, Mgr. Classified Advertising, Birmingham (Ala.) News:**

"Blind addresses in classified advertising are fundamentally wrong. This may be proven by the number of people who come into the office for the purpose of ascertaining the name of 'such and such' an advertiser, who has signed himself 'blind.' The paper's refusal to do this often displeases the questioner. Such advertising has the tendency to encourage fake schemes of various natures.

"To be fearful lest one's competitor has a way to follow up prospects shown in his paper might be a frank admission of weakness which confession would be the greater half of defeat."

**William V. Jones, Utica (N.Y.) Press:**

"There is no doubt that the best pulling classified advertisements are those in which name and address of the advertisers appear. Blind advertisements are necessary in some cases, where the advertiser, for instance, is looking for help and does not wish to be overrun by personal applicants. It is probably true that many persons are reluctant to answer blind advertisements fearing that they may be inserted by their own employers or vice versa."

**Morton J. C. McDonald, Classified Adv. Mgr. Oakland (Cal.) Tribune:**

"The Oakland Tribune discourages the use of box numbers and gives

## Old Idea of Hiding Name of Classified Advertisers to Prevent Solicitation By Competitive Newspapers Is Disappearing

BY C. L. PERKINS

ARTICLE XII.

special attention to such as are issued.

"No firm, realty broker, auto dealer or other should use a blind advertisement for regular publicity.

"1—It deceives the reader, who is, therefore, on his guard when he finds that he is dealing with a broker.

"2—It reduces the number of readers because many persons will not take the trouble to write a letter, hence it reduces the showing made by the paper.

"3—It deprives the dealer of general publicity.

"However, where a box number is requested, we take the name and address of the advertiser, file the information ten days after the date of expiration of the advertisement, and upon that second date collect any mail remaining in the office and send it to the advertiser. We assure our readers that whenever they reply to an advertisement that reply will come to the attention of the advertiser, whether or not he acts upon it."

**J. J. Tierney, Classified Mgr. Spokesman-Review, Spokane, Wash.:**

"The blind ad is an excellent auxiliary if used at the right time and in the right way. If not used judiciously it is as much out of place and is injurious.

"There are times when the nature of an ad would make it advisable to resort to the blind method. The demand that exists for a commodity occasionally makes it advisable to use the blind ad. Employers find this true when the demand for help is below normal. Hundreds of applications, which they are confident they will not consider, can be disposed of in a few hours, thereby saving days of time which personal interviews would necessitate.

"An advertiser will at times want to use the blind ad as an experiment. This should be discouraged. The solicitor, of course, informs the advertiser that the number of inquiries will not be as great when the ad is run in this way, for the good reason that if a prospective customer wishes to respond to an ad he invariably wants to get action at once and that the blind ad way there is always a period of waiting and uncertainty. It is also natural that a man would want to know something, though it be merely the name."

**Herbert Hibbs, Classified Dept., The Seattle (Wash.) Times:**

"I have taken this matter up many times with classified advertisers, also with readers of classified advertisements, and they feel that any one who does not advertise over his name or address should be looked upon as rather unreliable. I feel somewhat the same way about it, although there are, of course, exceptions."

In the above opinions, one of the reasons given for the use of blind addresses in classified advertising is that they save the advertisers the

trouble of talking with people who answer the advertisements but are not able to fill the want advertised. Take Help Wanted as an example—the advocate of the blind address argues that the open address advertisement is answered by many applicants who are not qualified to fill the position advertised, thus merely wasting the time of the advertiser.

This is due to the fact that the copy is not specific. It should be written so that only those persons qualified to fill the position would answer the advertisement. Many classified Help Wanted advertisements appear to be written for the purpose of securing a large number of applicants rather than securing the one person best fitted for the place.

There are times where the blind address serves a useful and legitimate service for the advertiser, and in such case there are no objections to them.

### NAX OF THE "G-D" SHOWS ST. LOUIS HOW



C. M. NAX

**F**ORCED to seek employment at the age of sixteen, he secured a position as office boy in the business office of the St. Louis Republic. With this start at the bottom of the ladder, in 1896, he earned promotion after promotion and in ten years filled almost every position in the business office.

During the next eight years he sold real estate advertising. In 1915 the Globe-Democrat decided to organize a classified department. Mr. Nax was selected for the position of classified manager.

He started there with four men and two girls. Today it takes twenty-three regular employees, plus sixteen extra girls on Saturday, to handle the business this department has created under the supervision of Mr. Nax.

The important reason for considering the blind advertisement is to prevent fraudulent advertising. Many of the objectionable classified advertising practices are made possible by the use of blind addresses. Such advertising is harmful to the reader and the newspaper. The reader suffers when he is tricked into a business relation with a dishonest person and the paper when the reader loses confidence in classified advertising and the paper.

**G. N. Gunderson, Classified Adv. Mgr. St. Paul (Minn.) Dispatch:**

"I entirely disagree with the theory of encouraging the use of blind addresses simply to prevent competitors in getting hold of advertisements. There are some classifications which have proven themselves unable to produce satisfactory results when blind addresses were used, where the same ad repeated with the advertiser's name and address or telephone number brought highly satisfactory results.

"I am referring to the classifications of Real Estate Wanted, Wanted to Rent and Household Goods, as conditions existed last fall.

"We always recommend the use of blind addresses where we believe that they will produce equally as good, if not better, results. Our experience has been that Help Wanted advertising, especially for the better class of help, produces far better results under a blind number. The same is true with Situations Wanted and Business Opportunity ads. They seem to pull better where the right kind of a proposition is offered when the address is a blind one. Automobiles For Sale do not pull good—because the average reader suspects it is an ad belonging to some second-hand dealer. This reason also holds good with reference to Household Goods for Sale and Wearing Apparel ads."

### Bad Effect on Readers

Another objection to the blind advertisement, as stated above, is that it does not produce as many replies as an advertisement with an open address. This prevents the paper from making as good a showing as it should in the eyes of the advertiser. But also from this standpoint the greatest harm is the effect on the reader. The advertiser, to illustrate, places a blind advertisement in a Sunday paper.

He calls at the newspaper office on Monday afternoon and receives ten replies to his advertisement. From these ten he fills his want and does not call for any more mail. After Monday the newspaper receives 20 more replies and after a period of time they are destroyed. The 20 persons who do not get the attention of the advertiser lose faith in advertising and the paper. Oftentimes they arrive at the conclusion that the blind advertisements are not bona-fide but placed in the paper by its management merely in an effort to make a showing.

Therefore, while it is recognized that blind addresses in classified advertisements have their purpose—this purpose is not to prevent competition from securing business and it is good business to discourage their use.

## "GET A FAIR AD RATE," OHIO DAILIES TOLD

**R. R. Buvinger of Mississippi Strikes Keynote at Columbus Meeting—Harding and Cox Guests—All Officers Re-elected.**

[BY TELEGRAPH]

COLUMBUS, OHIO, Feb. 3.—Conservation of paper was the keynote of the thirty-fifth annual meeting of the Associated Ohio Dailies here, January 27 and 28. It was struck at the first session when Ralph R. Buvinger, publisher of the Meridian (Miss.) Sun, told of the economies that he had successfully employed on a number of papers—narrowing the column and printing more columns to the page, reducing headlines, and writing news more closely. The publisher who deliberately wastes space himself cannot expect the shrewd advertiser to pay a high price for it.

Interest in Mr. Buvinger's detailed explanations was keen, and his auditors kept him talking for an hour and a half.

Roy Galvin of Lima had just told them that, unless successful economies could be found, there was nothing ahead but an increase in advertising rates or consolidation. Mr. Buvinger told them to increase rates to what they ought to be, scrap old machinery and methods, and be less conservative about changes.

### Don't Need Sheet News—Yet

As this was the last word in the convention about the present crisis, it was apparently accepted as final by all. Sheet news was offered by the G. H. Mead Company at \$5.25 f. o. b. mill, but it appeared that few dailies in Ohio have yet been driven to that expedient.

The relative value of news and advertising was discussed by Osman G. Hooper, of Ohio State University; successful plans of organization, by George V. Sheridan, Springfield Sun, and the value of the newspaper as a national advertising medium, by Arthur M. Crumrine.

The social session at the Elks' Home, with Senator Warren G. Harding and Governor James M. Cox as the principal speakers, took on almost the character of a presidential try-out. President G. W. C. Perry of Chillicothe and all the officers were re-elected and the following were chosen delegates to the National Editorial Association convention: Guy E. Newark, C. V. Beebe, F. M. Ritezal, Homer Gard, T. S. Stewart, G. W. C. Perry, Charles Simeral, A. J. Peters, J. E. Hurst.

### French Daily Changes Staff

NEW BEDFORD, MASS., Feb. 4.—Several changes have been made in the staff of L'Independent, local French daily. Ulric Goddu, former editor, has gone to L'Avenir Nationale, Manchester, N. H. Dolor Bourret, formerly of the Fall River Herald, is city editor. J. Arthur Smith, 20 years on the editorial staff of L'Etoile, Lowell, Mass., has been engaged as news editor. Miss Juliette Laferriere, reporter, has been placed at the head of the rewrite desk.

### Foreign Editors Demand Rest

PARIS, Feb. 1.—More than 3,800 newspapers have appealed to the Government to suppress publication of all newspapers from Sunday noon until Monday noon, following the example of Holland, Spain and Italy. A committee of

the Belgian Press Association has petitioned the Belgian Government for a similar Sunday rest period from Saturday night to Monday morning.

### WILL SWAP BUSINESS IDEAS

**Del-Mar-Via Editors Want Closer Co-operation—Officers Re-elected**

[BY TELEGRAPH]

WILMINGTON, DEL., Feb. 3.—Closer cooperation than heretofore and a constant interchange of business information between the newspapers of Delaware and the eastern shore of Maryland were decided upon at the annual meeting of the Delaware-Maryland-Virginia Press Association, held here last Saturday. Uniformity of rates, etc., will be obtained as a result of a questionnaire to be sent out. Conservation of paper will be aimed at by all members.

The association members were welcomed to the city by Mayor William G. Taylor and addresses were made by a number of members and also by John R. Lambson, manager of one of the leading dry goods stores of the city, who said he saw no harm in smaller towns going after business in larger towns and the newspapers doing the same thing. April was decided upon for the next meeting and the retiring officers were re-elected as follows: President, S. E. Shanahan of Easton (Md.) Star Democrat; vice-president, George Carter, Wilmington Evening Journal; secretary-treasurer, William F. Metten, Wilmington Every Evening.

### In New York Veterans' Post

U. S. S. Antilles Post No. 146 of the Veterans of Foreign Wars of the United States bids fair to become the newspaper men's post in New York. Included in its membership are: Harry C. Acton and E. Westrate of the Evening Mail; William E. Bulger, Herbert Asbury, Thomas Marshall Johnson and Arthur Lockwood of the Sun; Porter C. Crane, W. W. Ward and Leslie N. Hildebrand. The majority are A. E. F. men.

### Another New Michigan Home

THREE RIVERS, MICH., Feb. 4.—The Daily Commercial has moved its plant into new quarters, next door to the City Clerk's office on Main street. Presses and all equipment are on the first floor, and alongside the old No. 5 linotype is now a new Model 14. Other new equipment has also been installed so that the business and news ends may be handled much more efficiently.

### Editors Named for New Court

TOPEKA, KAN., Feb. 4.—Clyde M. Reed, owner of the Parsons Daily Sun, has accepted appointment to the new industrial court of Kansas. William Allen White, editor of the Emporia Gazette, was asked by Governor Allen to serve as a member, but declined, citing his life-long policy of accepting no political office.

### J. C. Mellett Starts Ad Agency

INDIANAPOLIS, Feb. 4.—John C. Mellett, former member of the News staff, has opened the Mellett Advertising Service with offices in the Home-Mansur Building.

### Hibbing Plant Enlarged

HIBBING, MINN., Feb. 2.—The Daily Tribune has installed a new linotype machine and has ordered a new press.

## Floating Exposition Plans to Issue Own Paper

**Novel Pacific Coast Outfit Will Cover News Events Wherever It Goes**

SEATTLE, WASH., Feb. 4.—America's first floating exposition, which will leave the Pacific Coast early in May for an eight months' tour of Australasia, Latin America and the Orient, will have a completely organized publishing department on board, declares M. E. Fisher, director of exhibits. There will be a staff of reporters, a city editor, a managing editor and several news photographers as well as moving picture operators who will cover a wide variety of "assignments."

Several hundred manufacturers go ashore at each point reached and have engaged exhibit space on the ship and about four hundred manufacturers or their representatives will make the trip. Leading commercial centers in Central America, South America, Australia, New Zealand and the Orient are included in the itinerary.

The news department of the floating exposition will turn out a daily newspaper for the passengers, says Mr. Fisher with the latest wireless news and local gossip. For instance, in Buenos Aires, a shoe trade journal may have offered an assignment on "How to Market Shoes in Argen-

tine." A reporter with a photographer will go ashore and cover the assignment.

INDIANA G. O. P. EDITORS DINE

**E. J. Hancock Elected President at Indianapolis Meeting**

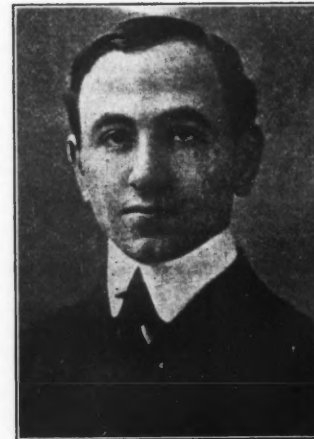
INDIANAPOLIS, Feb. 4.—More than 600 editors and other Republicans were guests of the Indiana Republican Editorial Association at its annual banquet Friday night, January 30, held at the Claypool Hotel. Predictions of G. O. P. invincibility were made by Senator James E. Watson, Representative Simon D. Fess of Ohio, Governor Goodrich of Indiana and Mrs. Margaret Hill McCarter of Topeka, Kan. Edward J. Hancock of Greensburg was elected president of the association and J. W. Pierce of Clinton was elected secretary-treasurer.

### Wants to Be Vice-President

FORT LAUDERDALE, FLA., Feb. 1.—Samuel Adama, editor of the American Fruit Grower, Chicago, today announced his candidacy for the Republican nomination for Vice-President of the United States.

### Nebraska Meeting Feb. 26-28

LINCOLN, NEB., Feb. 4.—The Nebraska Press Association will hold its annual meeting in Lincoln on February 26, 27 and 28, on the University of Nebraska campus.



The above picture of myself was published over twenty years ago. When I came across it recently I made up my mind that I was a pretty good-looking chap at that time, and that, if I ever had to run my picture I would run this one—for why spoil the illusion.

I will have to offer my apology for running my picture at all, but when I told the boys (my associates in business) that I wanted to publish a few words about each of them with a photograph telling of their long association with me, they not only took it for granted, but "demanded" that I start the series with a picture and a few words about myself.

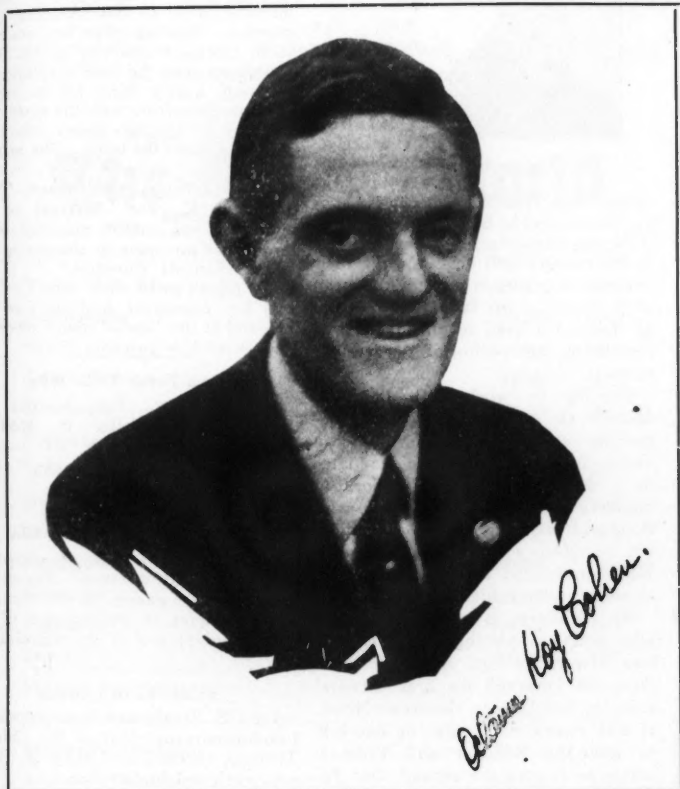
I have compromised on the picture but the only words about myself I want to say are these: "When I think back over the many years that I have had the honor to represent the publications with which I am associated—some as long as twenty-five years—and when I think back over the same period, during which so many fine young men have joined my organization,—young men who are my present associates and close friends, and of whom I intend speaking in this series of announcements,—I feel that I have every right to be proud both of the association with my publishers as well as my relations with my co-workers.

*Paul Block*

Serial Ads. No. 1



# "Florian Slappey Says"



OCTAVUS  
ROY COHEN

Creator of

## "FLORIAN SLAPPEY"

(The Darkey Dooley)

Octavus Roy Cohen's negro dialect stories in the Saturday Evening Post were the humorous sensation of 1919 and have given him an international reputation.

"Florian Slappey", Cohen's famous negro character, is now discussing the news of the day for newspapers.

The United Feature Syndicate recently signed a contract with Cohen for a series of "Florian Slappey" monologues devoted to discussions on subjects closely associated with the current news, heavily charged with humor and philosophical comment.

There are two articles weekly averaging 1,000 words each, released on Wednesdays and Saturdays, making the latter available for Sunday morning editions if desired. The series will continue for at least one year.

Those who have read "Slappey's" amusing philosophy have dubbed him the "Darkey Dooley," as this series is the greatest thing of its kind since Finley Peter Dunne discontinued the renowned Dooley stories.

This would be the biggest twice-a-week feature in your newspaper.

Exclusive publication rights will be granted to one newspaper in each city.

Many cities have already closed.

Wire for YOUR reservation TODAY

UNITED FEATURE SYNDICATE

WORLD BUILDING

NEW YORK CITY



## MOVIE AD CENSORSHIP IN ONTARIO

**Theater Managers, Unable to Comply  
With Order-In-Council, Stop  
Advertising in Daily  
Newspapers.**

TORONTO, Feb. 4.—The Government of Ontario recently passed an order-in-council providing that all advertising matter in connection with moving picture displays must be submitted for approval to the Inspector of Theatres at Toronto. The effect of this order has been to seriously affect newspaper advertising of moving picture shows because, from the nature of the business, it is impossible for the managers of theatres to comply with the regulation. In some cities all advertising has been withdrawn. The legislation was discussed at a meeting of publishers of small cities dailies in Toronto on January 28 and a deputation consisting of W. J. Taylor, Woodstock Sentinel-Review; W. B. Burgoyne, St. Catharines Standard; George E. Seroggie, Toronto Mail and Empire and the assistant manager of the Canadian Daily Newspapers Association, interviewed the Provincial Treasurer on January 29.

When the situation was explained, the latter assured the publishers that the order-in-council would be amended to the satisfaction of all concerned.

### Manitoba Plans Paper Mill

WINNIPEG, Feb. 4.—The Winnipeg newspaper situation is again normal after a week's suspension due to newsprint shortage. Shipments of paper are now coming along freely and the papers are back to normal size and carrying all regular features. The matter of building a pulp mill in Northern Manitoba has been given an impetus by the recent situation. John Morrison, member of the provincial parliament for Rupert's Land, has arrived in Winnipeg and is inter-

esting himself in the matter. He says there are great areas of pulpwood in the Manitoba hinterland and plenty of water power for their development.

### Buffalo Honors Don Martin

BUFFALO, Feb. 5.—Simple services marked the funeral of Don Martin at his former home in Silver Creek on January 29. When the body of the former New York Herald war correspondent arrived in Buffalo accompanied by Wellington Wright, of the Herald staff, it was met at the station by a group of Buffalo newspapermen and police officers who knew Mr. Martin as a cub reporter here.

### C. D. N. A. Forms Policy

TORONTO, Feb. 4.—The advertising policy committee of the new Canadian Daily Newspaper Association has completed its draft of the new basis of recognition of advertising agencies and has submitted it to the directors for approval. No appointment has yet been made to the position of advertising promotion manager.

### New Canadian Ad Agency

WINDSOR, ONT., Feb. 2.—The International Advertising Agency has started business here. Interested in the agency are Thomas E. Walsh, late of the advertising department of the London (Ont.) Advertiser, and A. W. Jackson of Windsor.

### Corry Paper Three Cents

BUFFALO, Feb. 5.—The Corry (Pa.) Journal, an afternoon newspaper, has increased its price from 2 to 3 cents a copy, beginning February 1, a weekly rate of fifteen cents being provided.

### Polish Daily in New Home

BUFFALO, Feb. 4.—Removal of the Polish Daily News from the quarters at Peckham and Wilson Streets, to its new home in Broadway, occupied by the publication since 1886, is being completed.

## NEWS BRIEFS

The Hollister (Cal.) Evening Free Lance has just celebrated its tenth birthday.

While the Winnipeg (Man.) papers were out of business due to the newsprint shortage, the T. Eaton Company, departmental store owners and one of Canada's largest advertisers, published their own "ads" in newspaper form and distributed them all over the city.

Reports for the following publications have been issued by the Audit Bureau of Circulations: Centralia (Ill.) Evening Sentinel, Macon (Ga.) Daily Telegraph, Macon (Ga.) News, Providence Evening Bulletin, Providence Journal, Providence Tribune.

The management of the Parkinson Hotel at Okmulgee, Okla., has announced to its patrons that hereafter a copy of the Okmulgee Times will be given to each guest every morning. The paper, bearing a slip "Good Morning—Compliments of the Parkinson Hotel" will be placed in each room.

The Salt Lake City Evening Telegram has announced a profit-sharing plan for its employees, by which 50

per cent of its net profits will be turned over to the employees of the paper. The plan means an annual bonus to the workers of approximately \$300 per year each, based on the 1919 profits. The plan covers all employees. This is in addition to two substantial increases granted within the past year.

The St. Paul Dispatch and Pioneer Press are prosecuting a lively campaign for a \$75,000 organ for the Auditorium through popular contributions.

The Anaheim (Cal.) Herald has been purchased by E. J. Horsley who has been editor and manager as well as part owner for the past two years.

The American, the house organ of the St. Paul Dispatch-Pioneer Press, which suspended last June, has resumed. The editor is L. L. Perrin of the copy desk.

The Ottawa (Ont.) Journal recently published a classified business directory of the city, first printing it in the paper and afterwards in booklet form.

Les Forman, a member of the St. Louis Times copy desk, has been promoted to the city editor's desk.

## MAKES USE OF OWN HOBBY TO WIN SUCCESS

EVERY man has a hobby. Some will not admit it, but others yell it right out loud and want everybody to hear about and even give it a thought and sometimes a trial.



J. L. DOOLITTLE

J. L. Doolittle, the new circulation manager of the Port Huron (Mich.) Times-Herald, belongs to the last-named class. Doolittle's hobby is carriers' papers, and he believes that the time is coming when every newspaper of size in the country will have one for their organization with a man at the head of it to give it his full attention, just as there is a head to an advertising, circulation and editorial department now.

Starting to work with the Des Moines (Ia.) News on city circulation in 1910, Doolittle was placed in charge in six months. One year later he took charge of country work in handling the details of mail subscriptions and carriers. In 1913 he joined the Des Moines Register and Tribune. He concentrated on building up exclusive carrier routes.

Mr. Doolittle is one of the men who practices putting his own hobbies to work for him. While with the News he launched his first carriers' paper in Des Moines, the News Noise. It was discontinued after he had left to join the Register and Tribune, where he started the second, Our Ju-

nior. The latter has been considered a successful publication for the last four years. C. K. Jefferson is the new editor of it.

## THEN TROUBLE STARTED

**Christian Didn't Want Names Used in  
His Wedding Story**

WACO, TEX., Feb. 2.—William R. Christian, associate editor of the News-Tribune, was married recently and thereby hangs a tale. Christian and his intended went to San Antonio to be married. Fearing that he would be given too much publicity by his fellow newspaper men, he sent a telegram to the staff, asking them not to use his name in connection with the story. But contrary to all "newspaper ethics" he forgot to name the bride. The message read:

"News-Tribune staff, Waco, Texas. Work O. K. here. Married at 6:30 p. m. If you publish marriage please do not use my name in connection with story. (Signed) Christian."

No report as to what Mrs. Christian told her newspaper husband has been received at the News-Tribune office.

## Free Press Tells Why.

LONDON, ONT., Feb. 4.—The Free Press is advertising in Montreal papers to emphasize its position among the newspapers of Western Ontario.

## Agency Three Years Old

DALLAS, TEXAS, Feb. 4.—Employees of the Southwestern Advertising Agency were guests of the company at a banquet in celebration of the third anniversary of its organization.

## Steele Is in London

John S. Steele has been appointed London correspondent of the Chicago Tribune, succeeding Henry M. Hyde, who resigned in October.



Unlike some of their contemporaries, *Scripps Newspapers* are NOT in a chronic state of "promotion." They do not use contests, premiums or other forced methods to increase the number of their readers. *Scripps Newspapers* have steadily grown in influence by attracting the intelligent, thinking people of every class.

## SCRIPPS NEWSPAPERS

Foreign Advertising Department  
Union National Bank Building, Cleveland, Ohio

New York Office  
Marbridge Building

Chicago Office  
First National Bank Bldg.

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

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

# Advertising Gains for 1919

in the leading classifications of

## The New York World and Evening World

Advertising of the better class follows its natural bent to the newspapers of greatest influence and readers of greatest buying power. "Circulation Books Open to All."



	Total	Gain		Total	Gain
Total 1919 Advertising Lineage.....	17,819,269	20%	Total 1919 Advertising Lineage.....	7,907,884	60%
Automobile .....	526,262	128%	Automobile .....	108,988	102%
Men's clothing and furnishings.....	556,838	108%	Footwear .....	217,670	55%
Confectionery .....	77,024	364%	Confectionery .....	150,430	134%
Beverages .....	75,570	99%	Dry goods (and dept. stores).....	3,489,236	63%
Footwear .....	107,835	32%	Women's specialty shops.....	639,660	37%
Women's specialty shops .....	524,442	40%	Druggists' prep. (not medical).....	156,510	107%
Druggists' prep. (not medical).....	262,537	65%	Foodstuffs .....	434,658	136%
Dry goods (and dept. stores).....	2,546,184	18%	Financial .....	146,434	11%
Foodstuffs .....	1,205,934	81%	Furniture .....	293,247	41%
Financial .....	625,606	57%	Jewelry .....	82,332	134%
Furniture .....	454,888	14%	Men's clothing and furnishings.....	442,498	164%
Jewelry .....	72,714	82%	Musical instruments .....	145,018	21%
Musical instruments .....	180,042	21%	Periodicals, publishers, and newspapers.....	117,058	316%
Office equipment .....	65,718	148%	Real estate .....	15,072	1512%
Railroad advertising .....	31,108	581%	Proprietary, medical .....	404,732	12%
Resorts, steamships .....	347,176	17%	Railroads .....	21,604	670%
Real estate .....	838,430	57%	Resorts and steamship .....	32,674	28%
Tobacco .....	203,812	76%	Tobacco .....	168,926	97%
Periodicals, publishers, and newspapers.....	212,881	123%	Beverages .....	53,694	1197%
Schools and colleges .....	100,068	12%	Total National advertising.....	2,204,902	119%
Proprietary medical .....	317,151	3%			
Miscellaneous display .....	486,636	95%			
Total National advertising .....	3,014,540	92%			
Total rotogravure advertising .....	175,884	59%			

In 1919, THE NEW YORK WORLD & EVENING WORLD printed a total of 25,727,153 LINES OF ADVERTISING, A GAIN OVER 1918 IN EXCESS OF SIX MILLION LINES.

Circulation Average, October 1, 1919 to January 24, 1920

	Morning	Evening	Sunday
City .....	274,346	273,214	397,799
Suburban .....	26,862	49,491	62,587
Country .....	30,331	9,109	121,020
<b>Total .....</b>	<b>331,539</b>	<b>331,814</b>	<b>581,404</b>

91% of the World's—97% of Evening World's Circulation Concentrated in Metropolitan New York

## The New York World and Evening World

BRANCHES

LONDON  
20 Cockspur Street

PARIS  
47 Avenue de l'Opera

DETROIT  
(Neil D. McGinn)  
521 Ford Building

CHICAGO  
1603 Mallery Building  
(J. E. Middleton, Mgr., T. P. Dryden)



## U. S. MILLS WANT USE OF CROWN TIMBER

(Continued from Page 9)

Canada. This decision was reached following testimony by William B. Colver, of the Federal Trade Commission, and representatives of the Department of State.

"The remedy for the existing shortage is economy in the use of newsprint," Commissioner Colver stated. "Publishers have agreed to reduce the size of their papers, especially the Sunday editions and to cease the issuance of unnecessary special editions, but they have failed to keep the agreement."

Representative Rainey of Illinois, a defender of the zone system, suggested that if the publishers were required to pay mileage "for their heavy papers they might be induced to economize."

"Congress can not legislate to reduce the size of newspapers," Representative Fordney of Michigan contended. "We might as well try to regulate the size of a loaf of bread or the length of a man's pants."

### Merger Produces Cohoes American

[BY TELEGRAPH]

ALBANY, N. Y., Feb. 4.—The Albany Journal Building Corporation yesterday acquired the controlling interest in the Cohoes Republican and Cohoes Dispatch, both afternoon newspapers. On February 9 the papers will be consolidated under the name of the Cohoes American and will be published from the plant of the Dispatch. The latter paper has been published by John H. Griffin and R. A. Douglas, general manager and editor, respectively, of the Albany Argus.

### Booth Dead in Seattle

Albert Franklin Booth, retired newspaperman, died recently in Seattle, Wash., after a lingering illness. He published country newspapers in the Middle West before coming to Seattle, where he was identified with the Post-Intelligencer and later with the Times.

### Atlanta Engravers Shut Down

[BY TELEGRAPH]

ATLANTA, GA., Feb. 4.—Engraving plants of the Georgian Journal and Constitution closed down today following the refusal of the engraving

companies to sign a contract providing the forty-four-hour week, with a minimum wage of \$45 a week and compelling the companies to become members of the Southeastern Photo-Engravers' Association and to fix prices on commercial engraving work according to scales determined by that association. The newspapers refused to accede to the demands.

### Oswald Paper Firm Officer

John Clyde Oswald, president of the Oswald Publishing Company and publisher of the American Printer, has been elected vice-president of the Preston Trading Company, New York paper dealer. He has also been elected president of the National Paper Trades Exchange, a subsidiary of the Preston Company publishing Paper & Ink. He will retain his former interests.

### Stone Back from Germany

Melville E. Stone, general manager of the Associated Press, returned to New York on February 2, following a two months' absence in Europe. He was a passenger on the steamship Manchuria, which was completing the first round trip between the United States and Germany since 1914.

### Harpers and Brainard Fined

Clinton T. Brainard, president of Harper & Bro., New York, and the firm itself were fined \$1,000 each this week, following their conviction of publishing an improper book entitled "Madeline."

### Party for Press Club

CHICAGO, Feb. 4.—The Press Club of Chicago will hold a "Ziegfeld Follies" party at the Sherman House on Feb. 15.

## PAPER MEN DENOUNCE DOMINION CONTROL

J. A. Bothwell, Retiring President of C. P. & P. A., Says Price Fixing Has Hampered Growth of Industry

MONTREAL, Feb. 2.—The Canadian Pulp and Paper Association held a two-days' convention at the Ritz-Carlton Hotel, and showed a record roll call, further reported increased membership and increased activities. J. A. Bothwell, retiring president, vigorously criticized the policy of price fixing, considering it vicious, unsound and unjustifiable. He claims that Canada's most urgent needs are increased production and increased exports, which results were to some extent handicapped by Government regulations.

He said that the Government report covering the year 1918 shortly to be published, would show that the industry represented a capital investment of \$241,708,223, the products for the year had reached a value of \$119,309,494 and that 25,863 were employed exclusive of woodsmen.

He estimated that the exports of paper and pulp during the current fiscal year will approximate \$100,000,000, of which more than seventy-five per cent. are marketed in the United States.

While assurances have been received that the industry will be relieved from Government control in June next, he did not concede the right or justice of the treatment received by the industry during the past three years.

The banquet at the end of the session was attended by Sir Lomer Gouin, premier of the province, who stated that the provincial government claimed to have paved the way for the development of the pulp and paper industry and further stated that if members of the association were prepared to do their share of restocking the timber limits, he was sure that the Quebec government is prepared to do its share.

The premier said that there were 45 million acres of land under license with a reservation of 75 million acres of virgin forest in the province, and that the province of Quebec had more than half of the entire pulpwood supplies of Canada and the largest total of forest wealth in the world.

### Non-Partisan Daily Quits

ALBERT LEA, MINN., Feb. 4.—The Examiner, which started as a Non-Partisan League daily on December 15, has suspended publication.

Myles Bradley, editor of the Flint (Mich.) Daily Journal, is a candidate for mayor of Flint.

## 2 IMPORTANT CHANGES

Effective February 1, 1920, and succeeding all prior arrangements, the—

**MacQUOID AGENCY**  
103 Park Avenue  
New York City

was appointed our national advertising representative.

Effective January 1, 1920, we increased our agency commission from 15% to—

17%

These two service improvements will again suggest to national advertisers the value of

**The West Virginian**

The Evening Newspaper  
Published at Fairmont, W. Va.  
Population 25,000—December A. B. C.  
Circulation 5,363.

The Combined Circulation

of

**SEVEN MORNING AND SUNDAY NEWSPAPERS**

in

**NEW YORK CITY**

in seven days

is

**10,690,645**

copies per week.

The combined circulation of

**The New York American**

for six days and

**The New York Sunday American**

is

**2,687,746**

copies per week.

[This is over twenty five per cent of all the circulation of all the morning and Sunday newspapers in New York City.

"Indianapolis Is"  
A City of Big Business

There's room for your product in this progressive atmosphere supported by

**The Indianapolis Star**  
Indiana's Largest Morning & Sunday Paper



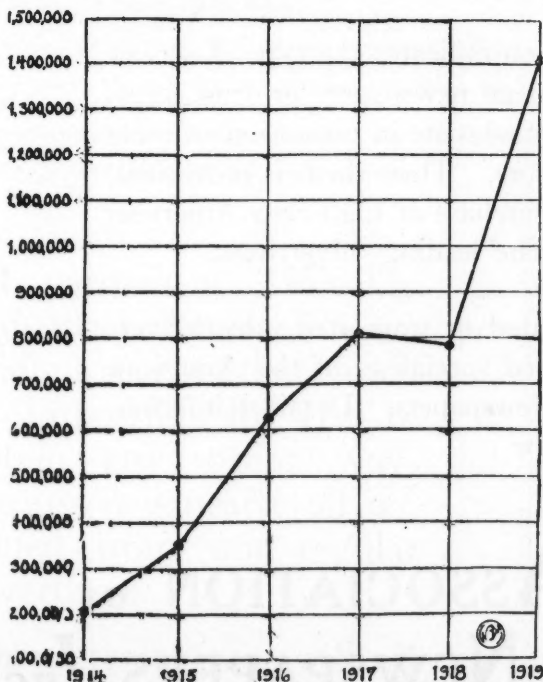
A.A.C. of W.  
June 6-10



# They Must Get Results



In 1919, The MORNING and SUNDAY SUN carried a total of 1,488,707 agate lines of automobile advertising (display and classified) as compared with 780,981 agate lines in 1918—a gain of 707,725 agate lines or 90.6%. These figures do not include 662,653 agate lines of automobile advertising carried by The EVENING SUN in 1919.



VOLUME OF AUTOMOBILE ADVERTISING in The MORNING and SUNDAY SUN, 1914-19 (The EVENING SUN, which carried a total of 662,653 agate lines in 1919, is not included).

Automobile advertisers in Baltimore must get results from The MORNING and SUNDAY SUN or they would not have increased their space in these papers 90.6% in 1919 over 1918.

They must find the MORNING and SUNDAY SUN a profitable investment or the volume of their business in these papers would not have expanded from 200,000 lines in 1914 to 1,400,000 in 1919.

The number of automobile advertisers using the *Sunpapers* and their pronounced preference for these papers, shown by tremendous lineage gains year by year, indisputably proves that you reach the automobile buying power of Baltimore, effectively, successfully, completely, through the *Sunpapers*.

With 35,000 car owning families and as many more ready to be sold, Baltimore is an unusually receptive field for automobile advertisers—particularly easy to cash in on promptly, economically. You can cover it with the *Sunpapers* alone for

*Everything in Baltimore Revolves Around*  
**THE SUN**

## *The* AMERICAN ASSOCIATION of FOREIGN LANGUAGE NEWSPAPERS, *Inc.*

*General Manager*

**Richard H. Waldo**

(late Business Manager, "The Stars and Stripes")

*Advertising Manager*

**Laura B. Carpenter**

(late Chief Advertising Copy Control, N. Y. Tribune)

*Production Manager*

**J. Raymond Wakeman**

(late Manager, The Van Cleve Co.)

*Chicago Office*

764 Peoples' Gas Bldg.

**Frank D. Gardner, Manager**

(late Secretary, Amer. Assn. Foreign Language Newspapers, Inc.)

*Sales Manager*

**T. Beatty Spencer**

(late Advertising Manager, N. Y. Evening Telegram)

*Boston Office*

824 Little Bldg.

**William H. Putnam, Manager**

(late Advertising Manager, N. Y. Herald)

*Art Manager*

**Capt. Carl V. Burger**

(late Instructor, Dept. of Architecture, University of Illinois)

*Cleveland Office*

412 Hickox Bldg.

**Samuel Bravo, Manager**

(late Executive Secretary, Cosmopolitan Press Club, Cleveland)

**T**HE personnel of this organization indicates the type of service to be expected. Foreign language newspapers provide access to more than 8,000,000 wage-earners who are in possession of more money than ever came to them before. Their thrift is proverbial. Their willingness to spend in the purchase of high-class American goods is known to only a few of the leading advertisers.

Advertising copy can be originated or translated into the vernacular of any tongue by the trained specialists of the American Association of Foreign Language Newspapers. Detailed information is available by mail or interview.

## *The* AMERICAN ASSOCIATION of FOREIGN LANGUAGE NEWSPAPERS, *Inc.*

*RICHARD H. WALDO, Gen. Mgr.*

Peoples Gas Building  
CHICAGO, ILL.

Woolworth Building  
NEW YORK CITY

Hickox Building  
CLEVELAND, O.

Little Building  
BOSTON, MASS.



## LETS READERS SELECT THEIR FEATURES

**Chattanooga News, Saving Paper, Learns What Can Be Safely Cut**  
—News Items Multiply by Close Editing

CHATTANOOGA, TENN., Feb. 4.—The News has just concluded a feature contest to determine which of its features would survive the ax of the paper conservation squad, and, incidentally, has found out approximately what its readers want in their newspaper. Before putting the question to a vote, the News printed an advertisement explaining the print paper situation and listing and describing the features, with a check space beside the name of each in the coupon at the foot of the advertisement. Comic strips finished in the lead. The next greatest demand was for a "Questions and Answers" column. Serious articles, on national and international affairs and on miscellaneous subjects, were popular, as were the daily health article and the bedtime story. Little demand was noted for daily fashions or romantic drawings, according to the News' management.

Feature space has been reduced 40 per cent. without loss of power, as a result of the contest. Heads over this class of matter have been reduced in most cases to an 18-point italic line, with smaller heads on some.

News heads have also been reduced to a maximum of 42-point and several banks have been eliminated from main news heads. A three-bank 30-point head is the main front page news head, while most of the inside stories have been put under a two-bank 18-point head. The use of 12- and 10-point heads has been

practically abandoned, and leaded news has been forbidden.

Elimination of useless words and padding of every sort on the copy desk has resulted in an increase in the number of items printed.

## PITTOCK ESTATE SCORES

**Three of Five Points in Contest on Oregonian Publisher's Will Cast Out**

PORTLAND, ORE., Feb. 4.—Important victories have been won by the estate of the late Henry L. Pittock, publisher of the Oregonian, in the action brought by one of his five children, Mrs. Fred W. Leadbetter, to break his will and obtain control of \$8,000,000 involved. A decision by Judge George Tazwell of the probate court in Portland strikes out from Mrs. Leadbetter's petition three of the five clauses in which she sought to break the will. The court also decided against Mrs. Leadbetter's husband a separate suit in which he sought to show that he and Pittock had been partners in certain enterprises.

Besides a two-thirds interest in the Oregonian Publishing Company the estate includes heavy ownership in the Crown-Columbia Paper Company and many other properties. A state inheritance tax of \$226,089 has just been paid by the executor, O. L. Price.

## Gill Gets Scranton Union Office

SCRANTON, PA., Feb. 3.—A. H. Gill, sporting editor of the Times, has been elected financial secretary and treasurer of the Newswriters' Union to fill the vacancy caused by the resignation of D. A. Brislin, who has given up newspaper work.

Guy Rodgers, former Madison (Wis.) newspaperman, is now editor of the new Janesville (Wis.) News, a morning paper.

## CLUB TO TEST ITS IDEAS

**Rochester Club Forms Corporation to Try Out Selling Methods**

ROCHESTER, N. Y., Feb. 3.—In order to determine the value of its various advertising schemes the Rochester Ad Club has authorized the formation of an organization to be subsidiary to it and to be made up exclusively of its members for the manufacture and sale of some small product. Different methods of advertising will be tried in the marketing of this article and a careful record of results will be kept.

The new body is to be known as The Advertisers Products Incorporated, and is capitalized for \$1,000. Two hundred shares are being sold at five dollars a share. The product which the firm is to manufacture will be decided during the next week.

## Post Helps Forest Cause

PITTSBURGH, Feb. 3.—The Post has under way a strong campaign to arouse interest in the protection of the forests, re-forestation and tree-planting, which has received the endorsement of several local and state bodies concerned with woods conservation. The Pennsylvania Forestry Commission has pledged 50 per cent. of its appropriations for the purchase of state forests to the pur-

chase of land on the Ohio River watershed in Western Pennsylvania. Max Henrici of the Post editorial staff, in charge of the campaign, has collected some of the editorials in an octavo pamphlet, with comment from national and state forestry officials.

## SUES TO KILL NEWS-STANDS

**Court's Aid Asked When Buffalo Dealers Won't Handle Commercial**

BUFFALO, Feb. 4.—The Commercial has started mandamus proceedings to force the removal of all news-stands from the city's street corners, claiming that the stands have no legal right on street corners and that they do not serve any public convenience and that they have not handled the commercial since it reduced its price to one cent.

Following an informal opinion by Corporation Council Rann of Buffalo that there is no ordinance legalizing such stands and while the court action was in progress an ordinance was introduced in the city council authorizing street corner news stands if the consent of owners of nearby property is secured. The Commercial last week introduced girl newspaper sellers, guaranteeing \$4 a day for selling papers.

*America's Foremost Industrial Advertising Agency*

**O**UR permanent "Weekly Industrial Review" page brings a revenue that would be impossible for you to obtain any other way, because it is nearly all obtained from non-regular advertisers.

Our representatives will call on request.

**John B. Gallagher Company**  
Home Office, Ninth Floor, Dexter Building  
BOSTON, MASS.

The local department store is generally your local agent. In Brooklyn, during 1919, the daily Standard Union carried half a million lines more "Dry Goods" advertising than any competitor.

**AMERICAN GOES TO 10 CENTS****Hearst's N. Y. Sunday Paper Makes Increase Independent of Others.**

The New York Sunday American, acting independent of all other metropolitan newspapers, has increased its price to dealers to 7 cents, effective Feb. 8, throughout the section covered by delivery by the American News Company, according to announcement sent out by that firm today.

The new retail price of the American in the New York City district will be 10 cents, making it the first big eastern daily to go to that price.

**Buys Port Angeles Mill**

SEATTLE, WASH., Feb. 4.—The Zellerbach Paper Company interests, through a deal closed by President M. P. Higgins, have become owners of the Port Angeles mills. The company will operate the mills at increased capacity, making newsprint exclusively at the rate of 55 tons daily.

**New Teeth in Detroit Ad Laws**

DETROIT, Feb. 4.—The Detroit common council on Tuesday amended the advertising ordinance making it a misdemeanor for business firms to advertise sales of furnished apartments in the classified advertising columns of newspapers in such a way as to indicate that the sale is being conducted by a private family.

**Employes of Times Entertain**

The New York Times Club entertained at its first dance February 3rd at the Hotel Pennsylvania, when several hundred were present. The club was organized a few weeks ago by employes of all departments of the Times. Hugh A. O'Donnell is president.

**Kansas Town Advertisises**

OTTAWA, KAN., Jan. 28.—This city claims to be the best advertised city in the State, on the basis of quarter-page advertisements that appeared this week in 38 Kansas and Missouri newspapers, signed by the local chamber of commerce. A series of four advertisements is planned.

**With Campbell-Ewald Agency**

DETROIT, Feb. 4.—Emmanuel G. Frank, former advertising manager of the Trusscon Laboratories, and William A. Moffett, former city editor of the Detroit Free Press, have joined the advertising agency of Campbell-Ewald Company, Detroit.

**Teachers Use Ads to Get Raise**

DETROIT, Feb. 4.—In half-page advertisements in the local daily newspapers, the teachers of the city have begun a campaign to arouse sentiment in favor of an extra salary bonus, which has been denied by the mayor.

**Opens Los Angeles Office**

SAN FRANCISCO, Feb. 2.—William M. Connors has been appointed manager of the new Los Angeles office at the W. R. Baranger Company, newspaper representatives, in the Title Insurance Building.

**Pension Plan in Montreal**

MONTREAL, Feb. 4.—The Gazette has put into effect a pension and benefit plan for all of its employes, all expenses of which are borne by the company.

**Berger Wants Sheboygan Paper**

SHEBOYGAN, WIS., Feb. 3.—Victor Berger, editor, and Ferdinand Rehfeldt, manager, of the Milwaukee Leader, are said to be planning to establish a Socialist daily here and have been negotiating to purchase the Telegram, one of the pioneer dailies of this section.

**Lehmann Leaves Agency Work**

CHICAGO, Feb. 4.—George A. Lehmann, formerly space buyer and representative for the Johnson Read & Co. advertising agency, has been appointed to the Western staff of Hearst's Magazine.

**State Ad Body for Michigan**

DETROIT, Feb. 4.—Advertising men throughout Michigan are preparing for a convention to be held in Detroit during April, at which the advertising clubs of the state will affiliate.

**Herwig Goes to Youngstown**

YOUNGSTOWN, OHIO, Feb. 2.—Ed Herwig has resigned from the Cleveland Plain Dealer copy desk to become telegraph editor of the Telegram, this city, which is edited by a former Plain Dealer man, Richard Harding.

**Cisco Paper Almost Ready**

CISCO, TEX., Feb. 2.—The Morning News, the new publication which was announced several months ago, is expected to appear this week, with Associated Press Service.

**Nat Olds With Goldwyn**

Nat C. Olds, who has been advertising manager of Julius Kayser & Co., New York, for several years, this week took charge of advertising and publicity for the Goldwyn Distributing Corporation.

**Coffee Copy Going Out**

NEW ORLEANS, LA., Feb. 3.—The Chambers Agency, Inc., 612-618 Madison Blanche Building, is sending 30,000-line schedules on Alameda Coffee for the Merchants Coffee Company, New Orleans, to Southern newspapers.

**Joins Mallory, Mitchell & Faust**

CHICAGO, Feb. 2.—Clyde M. Joyce has resigned as advertising manager of the Fair, to become associated with the advertising agency of Mallory, Mitchell & Faust.

**Chicago Agency Moves**

CHICAGO, Feb. 2.—The Standard Advertising Company has moved from the Continental and Commercial National Bank Building to the Illinois Central Station Building at 53d street.

**Iowans Meeting This Week**

DES MOINES, IA., Feb. 4.—The Iowa Press Association will hold its annual meeting here on February 5, 6 and 7.

**\$20,000,000**

Now on Deposit in Banks in Black Land Belt of Central Texas and covered by

DAILY SUN	Circulation	2,112
SEMI-WEEKLY LIGHT		5,150

Total Circulation - 7,262

Come down, Mr. Advertiser, and get your share of our prosperity with an advertising contract. Rates and full information about field promptly sent on request. Population Corsicana 17,500, Navarro Co., 60,000. Jobbing center with trade territory of 250,000. The original oil city of Texas with 1,500 shallow wells now producing. Field 23 years old—number of deep tests now going down.

**SUN-LIGHT PUBLISHING CO.**  
Corsicana, Navarro Co., Texas

**A Full Page Ad****For Saturday or Monday  
Every WEEK!**

Leading publishers have done business with us for years. We have worked for some of the largest for 5 years, 10 years, 15 years, 20 years!

We secure from high class manufacturers and jobbers in your town, small 26 week contracts.

We put on a "A Business Review Page" that makes friends so readily that we renew the page easily. It becomes a profitable feature of your paper.

Now employed on several papers. Will be in position to take on one or two more soon. Write us.

**THOMAS W. BRIGGS CO.**

Operating in United States and Canada  
Home Office, Memphis, Tenn.

Successors to Jones-Briggs Co.

**Atlanta Constitution**

One of the greatest papers in South

**Uses Ludlows**

Display type from 14 to 48 point going into the large volume of display advertising carried in the Constitution comes from Ludlows, and dry mats are used, too.

Moveable type in form where dry mats are used does not last long. Type is a temporary investment. Replacements are expensive. Ludlow matrices are a permanent investment.

Ludlow display type lines stand up and print well where dry mats are used.

**Ludlow Typograph Co.**

NEW YORK  
606 World Building

CHICAGO  
2032 Clybourn Ave.



### 832,496,190 Lines Printed By 89 Dailies In 1919

Papers in 18 Cities Made Advertising Gain of 236,559,674 Lines Over Previous Year

Newspaper advertising's increased recognition as the premier means of selling goods and service is graphically proved by the New York Evening Post's comparative statistics of newspaper lineage for 1919 and 1918, covering 89 newspapers in 18 cities, just issued. These papers printed during the year 1919, 832,496,190 agate lines, a gain of 236,559,674 lines over the previous year. Of the papers listed, 88 show a gain and there is no comparison available in the other case.

The tabulation by cities follows:

	1919	1918	Gain
New York	145,879,369	106,055,622	39,823,747
Birmingham	26,571,496	17,573,542	8,997,954
Chicago	66,873,854	47,727,098	19,146,756
Philadelphia	78,347,055	62,340,740	16,006,315
Los Angeles	55,999,622	35,402,360	20,597,262
Baltimore	4,747,008	3,843,517	9,031,491
Detroit	54,019,602	37,960,594	16,059,008
Cleveland	50,009,316	35,156,114	14,853,202
Washington	44,429,581	32,883,396	11,546,185
Buffalo	41,482,722	29,417,399	12,065,323
St. Louis	41,891,500	29,516,700	12,374,800
San Francisco	35,637,630	26,675,318	8,962,312
Minneapolis	33,792,668	25,519,802	8,272,866
Indianapolis	34,906,751	24,138,867	10,767,884
Milwaukee	29,466,311	19,102,078	10,364,233
New Orleans	30,150,475	20,366,787	9,783,688
St. Paul	25,395,190	18,609,882	6,785,308
Cincinnati	33,126,690	23,646,900	9,479,790
Totals	832,496,190	595,936,516	236,559,674

#### New Randall Account

DETROIT, Feb. 4.—Daniel A. Burke, recently elected president and general manager of one of the larger subsidiaries of the General Motors Corporation of Detroit, has retained the Fred M. Randall Company, Detroit and Chicago, as advertising and sales counsel. The company, as yet unnamed, will soon place a new line of automobiles on the market.

#### Brickell With Evening Post

Herschell H. Brickell, of Yazoo City, Miss., has been added to the editorial staff of the New York Evening Post. Mr. Brickell is well known in Southern newspaper circles, having worked on the Mobile (Ala.) Register and the Montgomery (Ala.) Advertiser. For a year previous to coming to New York, he was managing editor of the Jackson (Miss.) Daily News.

#### Post Buys Uptown Site

Rumors that the New York Evening Post was about to leave the Park Row section of New York for uptown, current for several days, received partial confirmation on February 4, when it was announced that the Evening Post had purchased a frontage of 125 feet on West 33d street, between 7th and 8th avenues.

#### Saturday Night for Los Angeles

LOS ANGELES, CAL., Feb. 4.—The Los Angeles Saturday Night will be published weekly, commencing March 6, with Fred C. Veon as general manager, James B. Bloor as editor, and Walter R. Crusoe as business manager.

#### La Crosse Sport Editor Dead

John E. Dahlgren, sporting editor of the La Crosse (Wis.) Tribune and Leader-Cross, died on January 31 of pneumonia, after an illness of five days. He was 31 years old.

#### A. P. Directors Renominated

CHICAGO, Feb. 2.—The nominating committee of the Associated Press,

meeting here Saturday, renominated all directors whose terms expire this year, as follows: Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Bulletin; Adolph S. Ochs, New York Times; A. C. Weiss, Duluth Herald; John R. Rathom, Providence Journal. The annual meeting and election will be held in New York on April 20.

#### Offers \$25,000 for Flu Cure

DENVER, COLO., Feb. 3.—The Post has offered a reward of \$25,000 to the physician finding a cure for influenza, the money to be paid after the cure has been approved by the Rockefeller Foundation and the Johns Hopkins University.

#### New Detroit Agency

DETROIT, Feb. 4.—The Bradfield Company is the latest advertising agency to enter the Detroit field. This \$10,000 concern has opened offices in the Kresge building. The proprietors are Harry C. Bradfield, Frederick A. Vollbrecht, and Alfred D. Kelley.

#### Labor Editors Meet in Chicago

CHICAGO, Feb. 4.—The first quarterly meeting of the Federated Press, a news service for labor papers, will be held in the Chicago Federation of Labor Building on February 7.

#### New Jersey Meeting Feb. 9

TRENTON, N. J., Feb. 4.—The New Jersey Press Association will hold its annual meeting here on February 9.

## Keeping Up With The Times

### A FACT A WEEK

The Times is at the testing age.

Newspapers have three ages in their development if they develop.

1. The period when advertisers do not expect much and take what results they get as a matter of course.

2. The period when advertisers check up results microscopically with results obtained scopically and compare them critically with results obtained elsewhere.

3. The period when, by reason of age and habit, advertising results are assumed, without inquiry.

In the most recent test of The Times, on a proposition involving investment and providing opportunity for accurate records, The Times showed three times as many results as one other Washington paper, twice as many as another, and exactly the same number as the other paper in the field.

### The Washington Times

WASHINGTON, D. C.

# ILLINOIS PRODUCES

## \$400,000,000

## Worth of Meat Products Annually

THIS looks like a lot of money—but it is only 20% of the \$2,000,000,000 worth of manufactured products which take revenue into the State every year.

With an income like this, added to the income derived from 250,000 farms valued at \$3,509,000,000 (the highest farm value of any State in the Union) Illinois is deserving of first consideration from any national advertiser.

But the National Advertiser must think daily newspapers as the media to carry his message.

Illinois daily newspapers are representative—and localize national advertising so that with the cooperation of local merchants, who get their business through their home town daily newspapers, national advertisers get action commensurate with their expenditures.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Champaign Daily News-Gazette..(E)	5,289	.015	.015
Chicago American .....	339,721	.45	.45
Chicago Herald-Examiner .....	312,862	.38	.31
Chicago Herald-Examiner .....	594,287	.53	.46
Chicago Daily Journal.....(E)	115,932	.22	.18
†Chicago Daily News.....(E)	373,000	.48	.48
Chicago Evening Post.....(E)	51,327	.25	.12
††Danville Press .....	10,856	.025	.025
Moline Dispatch .....	10,133	.035	.035
Peoria Journal Transcript... (M&E)	32,964	.09	.055
Peoria Star .....	22,364	.05	.04
*Rock Island Argus.....(E)	7,881	.03	.03
Sterling Gazette .....	5,085	.025	.025
Total Circulation .....	1,881,701	\$2.56	\$2.28

Government Statements, October 1st, 1919.

†Publisher's Statement.

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

††Publisher's Sworn Statement, January 1, 1920.

## TIPS FOR AD MANAGERS

BURNHAM & FERRIS, 30 East 42d St., New York. Handling account of Parr-Loichot Engine Corp., New York, distributors of gasoline engines and manufacturer of motor boat accessories.

PHILIP KOBBE COMPANY, INC., 208 5th Ave., New York. Handling advertising of the Charleston Industrial Corporation, operating the City of Nitro, W. Va.

CANADIAN ADVERTISING AGENCY, Unity Building, Montreal. Placing copy for Le Soleil, Quebec, in Ontario and Quebec daily newspapers.

FINANCIAL ADVERTISING AGENCY, Board of Trade Building, Montreal. The Bank of Montreal has recently acquired an interest in the Colonial Bank of London, England, and is inaugurating an advertising campaign of about 450 lines each insertion to run from coast to coast, to acquaint the public with the facilities offered for transacting business in the West Indies.

HAMILTON ADVERTISERS AGENCY, Hamilton, Ont. Planning extensive campaigns for National Steel Car Corporation, Ltd., Hamilton, which has been reorganized under a Dominion charter to manufacture railway cars and motor trucks.

SMITH, DENNE & MOORE, McGill Building, Montreal. Macartney Milking Machine Company, Ottawa, is about to commence a campaign in farm papers.

ADVERTISING SERVICE COMPANY, 16 California street, San Francisco. Making contracts with newspapers for Levi Strauss & Co. ("Koveralls"), San Francisco.

ELMER L. ALLEN, 32 Union Square, New York. Placing orders with newspapers for S. B. Goff & Sons Company, ("Goff's Cough Syrup"), Camden, N. J.

A. L. ANDERSON, 4310 Walnut street, Philadelphia. Placing orders with newspapers for Philadelphia Mineral Flooring, Philadelphia.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Placing orders for Youth's Companion Magazine, Boston; for Charles E. Hires & Co., root beer, 210 N. Broad street, Philadelphia; for Welch's Grape Juice Company, Westfield, N. Y.

BATTEN COMPANY, Fourth Avenue Bldg., New York. Placing orders in color sections for Collette Manufacturing Company ("Mendets"), Amsterdam, N. Y.; with some Middle West newspapers for Standard Steel Car Company, Pittsburg.

JOHN D. BOYLE, 500 Fifth Avenue, New York. Placing orders for National Life Insurance Company, Montpelier, Vt.

BROWN, DERBY, COMPANY, 270 Congress street, Boston. Will handle advertising for Albany Chemical Company ("Acco Aspirin"), Albany, N. Y.

CALKINS & HOLDEN, 250 Fifth Avenue, New York. Again placing copy with newspapers for Pierce Arrow Motor Car Company, 1695 Elmwood avenue, Buffalo, N. Y.

CLEVELAND, INC., 48 East 41st street, New York. Will handle for Holt Manufacturing Company, Peoria, Ill.

D'ARCY COMPANY, International Life Bldg., St. Louis. Reported will make up list during March for Coca-Cola Company, Atlanta.

DONOVAN & ARMSTRONG, Commonwealth Bldg., Philadelphia. Placing orders with Pennsylvania newspapers for William Freihofer Baking Company, Wilmington, Del.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Reported will make up lists during the spring months for H. Black Company ("Wooltex"), Cleveland, Ohio.

ERWIN & WASEY COMPANY, 58 East Washington street, Chicago. Placing orders for Robbins & Myers Company, motors, Springfield, Ohio.

GREENLEAF COMPANY, 41 Mt. Vernon street, Boston. Placing orders with Middle West newspapers for Waltham Watch Company, Waltham, Mass.

GUARDIAN AGENCY, 501 Fifth Avenue, New York. Placing orders in vicinity of New York City for the New York American.

HANSER AGENCY, 601 Broad street, Newark, N. J. Will place advertising for United Liquid Sulphur Company, 103 E. 125th street, New York, and for the Philo-Hay Specialty Company ("Hay's Hair Health"), Newark, N. J.

FRANK KIERNAN & Co., 135 Broadway, New York. Placing advertising for Mordaunt & Hemmick, 549 Fifth Avenue, New York.

H. E. LESAN AGENCY, 440 Fourth Avenue, New York. Placing orders for Fiber Products Company ("Wids Rubber Heels").

LYON SERVICE, Times Bldg., New York. Placing orders with New York City newspapers for Austinol Dandruff Remedy, New York.

MCJUNKIN COMPANY, 5 South Wabash Avenue, Chicago. Placing orders with large city newspapers for Allied Packers, Inc., 28 E. Jackson Blvd., Chicago; making contracts for Orange Crush Company, beverage, Chicago.

MARCUS M. NYE, 1790 Broadway, New York. Placing orders within a radius of 100 miles of New York City for R. H. Macy & Co., New York.

W. HANCOCK PAYNE AGENCY, Drexel Bldg., Philadelphia. Making contracts with newspapers for Bono Products, Inc., disinfectants, 1270 Broadway, New York.

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Again placing orders with newspapers for Lyknu Polish Company, Pittsburgh, Pa.

SNOWDEN AGENCY, 149 Broadway, New York. Placing orders with New York City newspapers for New South Wales Information Bureau, New York.

LOUIS V. URMY, 41 Park Row, New York. Placing one-time orders for Ed. Pinaud's Perfume, 84 Fifth Avenue, New York.

ADVERTISING SERVICE COMPANY, Drummond Building, Montreal. Conducting campaign for the Canadian Fur Auction Company, an association of prominent financial men in Montreal, to commence with large space in the larger cities of the Eastern States and as far west as St. Paul.

DESBARATS ADVERTISING AGENCY, Desbarats Building, Montreal. Placing advertising throughout Canada to induce trappers and hunters to ship their raw skins to Montreal to be auctioned by the Canadian Fur Auction Company.

VANDERHOOF & Co., Marquette Bldg., Chicago. Will shortly place mail order advertising for Treble Strength Tire Company, 2133 Indiana Avenue, Chicago.

VIRGINIAN SERVICE, Norfolk, Va. Placing orders for Earle Chemical Company ("Hypo Cod"), Wheeling, W. Va.

WALES AGENCY, 110 W. 40th street, New York. Again placing orders for Skat Manufacturing Company's hand soap, Hartford, Conn.

## Hodges in Politics

OKMULGEE, OKLA., Feb. 1.—Bert C. Hodges, former managing editor of the Times, has been made general secretary of the Oklahoma State Democratic headquarters, with offices in Oklahoma City. He is also a member of the house of representatives.

## New Form at Tulsa Ad Club

The Tulsa (Okla.) Ad Club has announced that in the future only the speakers of the day will be introduced by the toastmaster. The club plans a series of addresses at the weekly meetings for the next six months that will acquaint the membership with

the various phases of the advertising field. The club also plans a Better Business Bureau, to be started shortly.

## Anson Company Makes Changes

CLEVELAND, Jan. 31.—The staff of the Sam B. Anson Company, Park building, has been augmented by the recent addition of Walter J. Hannon, advertising manager of W. R. Zollinger & Co., of Canton, O., Allentown, Pa., and Wilmington, Del. Mr. Hannon, who will handle retail advertising accounts, has been assistant manager of the O'Neill-Adams Company, New York City; advertising manager, Stewart & Co., Baltimore; advertising manager Joslin Dry Goods Company, Denver, and assistant advertising manager, Mandel Bros., Chicago. Besides Messrs. Anson and Hannon, the executives are M. R. Laundon, Richard G. Collier, B. F. Field, Lucy Jeanne Price and E. J. Lally.

## Comics Cease, Kicks Start

TOPEKA, KAN., Jan. 30.—The Daily Capital has resumed its comic section, which was dropped two weeks ago from the Sunday paper to save newspaper. So many complaints were received, not alone from the children readers, but from the older ones, that it was decided to resume their use and to drop other features instead, according to the publishers.

## In Active A. N. P. A. Class

The Fairmont (W. Va.) West Virginian has been transferred from associate to active membership in the American Newspaper Publishers Association.

# While Copy Lasts 50 SHORT STORIES

2000 to 3000 Words Each

FOR \$50 PER CITY

or \$1.00 per story per city

Mats of Four Column Titles 25c Each Extra

Mats of Four Column Illustrations 50c Each Extra

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

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

ORDERS FILLED AS RECEIVED

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



The Sloan Syndicate, Inc.



"STORY SPECIALIST"

33 E. 49th ST.

NEW YORK, N. Y.

The Atlanta Journal  
Atlanta, Ga.

Packard and Pierce-  
Arrow are using factory  
advertising copy  
in

The Atlanta Journal.

The Journal Covers  
Dixie Like the Dew



## 'WOMAN NEWSPAPER-MAN' DEVELOPES

**Sob-Sister Type of Feminine Writer Gives Way to Class Able to Compete With Men in All Situations**

By ADA PATTERSON

Progress by newspaper women in 1919 has been attested by the character of the work that flowed from their pens, or, more probably, was pulled by hurried pages from their typewriting machines.

The work was better than that of a year before. This for two good reasons. The work covered a wider field of subjects and it indicated a larger mental outlook. In many instances the newspaper woman has been merged in a more efficient type, the woman newspaper man.

For a long time—too long—the newspaper woman's function was two-fold. She was either a fashion and household expert who wrote dusty essays for the home page, or she was a tear wringer, at the sight of whose name readers brought forth their handkerchiefs with a flourish. "If ye have tears, prepare to shed them now" seems to have been written in anticipation of the advent of the sob squad.

### The "Sob Sister" Going

Composed of a half-dozen workers on Park Row, it sat in what the males of the profession scornfully designated as the royal pew, and wrote its impressions of the prisoner at the bar and the circumstances surrounding him or her. Always its attitude was that of a collective, mourning mother. Critics said they raised a criminal to the altitude of a hero or heroine. Whether or not that was the reaction upon the minds of readers the sob sisterhood is lessening. Maybe it is doomed to vanish. The sobbers have died or adopted new forms of newspaper writing or have been more or less assimilated by the magazines. But be assured they do not mourn their own passing.

It is significant that no theme attacked by men has been immune from women. They have essayed politics. They have dipped into public reforms. They have written keen character studies and it is one of the signs of a better age in journalism that their articles have not been adulatory. Therein the trail of femininity had lain over the newspaper. The story that bristled with superlatives, whether signed or not, could be traced to skirted origin.

### Fewer Adjectives Used

Women writers for newspapers use fewer adjectives. Those who marshal six or more descriptives in one sentence are among the few survivors of the old order.

Newspaper women reflect the other women of their time. War, and its aftermath, equal suffrage, and the lowering of the bars of all business and professions to them have broadened the interests and widened the life horizons of all women. Newspaper women, as spokesmen for their sex, have addressed themselves to other themes than household problems and the profiles and psychology of murderesses. They have lent their talents to constructive plans for the new day.

The old order that men must work and women must weep has changed.

Women weep but little and work a great deal. Their representatives on the press weep less in print and emphasize the world's work. They have learned that women's work is world work. "Write about what humanity is thinking about" is a good rule in journalism. Newspaper women's work shows that the minds of women are ranging the world.

It has not been apparent that school of journalism girls have greatly dented the surface of newspaperdom. But it is evident that college women have. The college woman is not of necessity a good newspaper woman. But granted taste and talent for newspaper work, her college background is an aid. Her knowledge of languages serves her, for the world is growing more cosmopolitan.

Newspaper women are using their heads more and their hearts less in their work. That is well, for too long the reverse has been true. In 1919 there have been marked evidences that the newspaper woman has become woman's judge. Once she was her special pleader in the court of life. With new opportunities have come new responsibilities and fewer excuses for womankind.

We have reason to believe that these tendencies of 1919 will resolve themselves into new standards in 1920.

### IMPRESSING THE VALUE OF TIME ON ALL

IT is the belief of the Matteson-Fogarty Jordan Company, Chicago, that the advertising agency and the publisher's representative are both employed by the publisher and that to get the utmost out of the time of both the advertising agency and the publisher's representative, no obstacle

### "Let's Go—Let's Go"

- ☞ Time Waste is Production Waste
- ☞ Time has become the most expensive element in the industrial fabric.
- ☞ We want to co-operate with every man who comes into this office so that his time may be conserved.
- ☞ We will do everything to make it possible for you to see the person you wish to see at once.
- ☞ But if he is busy, you will be given an opportunity of making an engagement with him later—
- ☞ Or, another person who can handle the matter will see you.
- ☞ It will be our endeavor to keep your waiting time within five minutes.
- ☞ Let us all do what we can to cut time waste to the minimum.

### Matteson-Fogarty-Jordan Co.

You will find the above announcement (in larger form) hanging in our office.

Matteson-Fogarty-Jordan Co.

should be placed in the way of the representative seeing the proper party in the agency organization. The above card is so unique that EDITOR AND PUBLISHER takes pleasure in reproducing it so that other firms may earn the gratitude of newspaper solicitors by instituting similar policies.

### Loftus Is Mayor's Secretary

WILKES-BARRE, PA., Feb. 3.—Daniel L. Hart, new mayor of this city, has appointed William B. Loftus as his private secretary. Mr. Loftus has been sporting editor of the Wilkes-Barre Evening News for the past five years.

# "FREE AND CLEAR" West Virginia

Whom would you sell to **FIRST** and trust the more, the man with a mortgage or the man with the "free and clear" place?

*Sort of "foolish question", eh? Of course, anybody would want the customer who is "free and clear".*

There is only one other state that has such a large percentage of free and clear farms worked by owners.

Notwithstanding its leadership among the mineral and timber states, West Virginia is basically a farming and fruit growing state.

**AND you can be a BIG advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.**

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Martinsburg		
\$Telegraph ..... (M)	4,768	.8214	*Journal ..... (E)	3,163	.8129
Charleston			Moundsville		
\$Gazette ..... (M)	11,918	.83	\$Echo ..... (E)	1,733	.8115
\$Gazette ..... (S)	11,918	.83	Parkersburg		
*Mail ..... (E)	8,543	.84	\$News ..... (M)	5,522	.82
Clarksburg			\$News ..... (S)	5,522	.82
\$Telegram ..... (E)	6,825	.82	*Sentinel ..... (E)	5,546	.817
\$Telegram ..... (S)	7,730	.82	Wheeling		
After Feb. 1st, 1920, .025 line flat.			\$Intelligencer ..... (M)	10,364	.8325
Fairmont			\$News ..... (E)	15,315	.84
*W. Virginian ..... (E)	4,916	.82	\$News ..... (S)	15,315	.85
Grafton					
\$Sentinel ..... (E)	2,275	.814	\$Government Statement, Oct. 1, 1919.		
Huntington			*A. B. C. Statement, October 1, 1919.		
\$Advertiser ..... (E)	6,139	.85			
\$Herald-Dispatch ..... (M)	10,868	.835			
\$Herald-Dispatch ..... (S)	10,950	.835			

**File the Facts for Reference**

# EDITORIAL

## MEREDITH GOES UP HIGHER

TO some men honors do not come singly. And it is almost always true of such men that honors do not come because they were sought. Take the case of that clear-visioned newspaperman of Virginia—the Hon. Carter Glass. Drafted by the President for Secretary of the Treasury—a position for which his lifetime study of finance made him specially fit—his fellow citizens of Virginia later chose to confer upon him the highest distinction a state can give. They made him United States Senator. Thus honors for Hon. Carter Glass came not singly.

So linked are events that it has happened that the change in the Cabinet brought about by the retirement of Mr. Glass has brought to another publicist, Hon. E. T. Meredith, the honor of a place in President Wilson's official family. The appointment of Mr. Houston, Secretary of Agriculture, to the Treasury headship was followed by the appointment of Mr. Meredith as chief of the Agricultural department.

And this honor comes to Mr. Meredith while yet his friends throughout the country were congratulating him upon his election as President of the Associated Advertising Clubs of the World. This distinction attested the high regard in which he is held by the advertising and publishing interests of the country. He had come to stand out as a distinctive figure in these fields—a man of sound and sane ideas yet progressive in every thought, purpose and impulse.

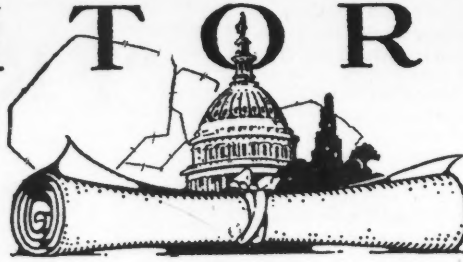
Only men who assay one hundred per cent. reach the presidency of the Associated Clubs. Mr. Meredith qualified with "something to spare." He had started on a series of journeys which would eventually lead him to every city on the continent, bringing him into personal contact with the advertising organizations of the country in their own bailiwicks. In his recent visit to the New York Club he made a deep impression upon the members by his frankness, his enthusiasm, his buoyant outlook, his fine confidence in the future of the great association and his faith in the full co-operation of the New York body.

In last week's EDITOR & PUBLISHER Mr. Meredith outlined his ideas for the co-operation of the newspapers in the work of the association. It was a strong appeal, convincingly stated.

The feeling has become quite general that in E. T. Meredith the A. A. C. W. chose a President of exceptional ability and vision, and that under his regime great strides forward are assured.

Then the President of the Associated Advertising Clubs was named Secretary of Agriculture, thus becoming one of the official advisors of the President on all public policies. The appointment is a great compliment to the associated clubs, but it is a still finer recognition of the fitness of E. T. Meredith for high duties and responsibilities. As Secretary of Agriculture he will forward progressive policies, advocated by him for years through his farm publication. The farmers of the middle west know that he understands their problems and they rejoice in his appointment. The advertising interests of the country know that he is a sound and aggressive business man, a man who thinks in terms of constructive work. Thus his double honors fit his deservings—for now as of old "To Him Who Hath Shall be Given."

FOR the past two weeks Frank A. Munsey has been the most guessed-about man in Gotham. Mr. Munsey is a man of daring decisions, but he declines to be stampeded into making them according to somebody else's schedule. Thousands of New Yorkers have been telling him exactly what he ought to do with the Bennett newspapers—and with due deference to all friendly opinion from the outside he is proceeding to do with these newspapers what seems to him to be the wisest thing. He has climbed the steep hill of achievement through adhering during all of his career to this same habit of personal decision.



## IN THE CITY OF DAVID

THE awakening of Jerusalem from the trance of centuries is taking place. One of the signs of the new birth is the appearance of a daily newspaper, the Jerusalem News, printed in English.

Editor W. D. McCrackan, an American, is to be congratulated on the impulse and the vision which have carried him into this enterprise. He is to be envied the honors the years should hold for him as the first journalist of this age who responded to the beck and call of a golden opportunity for service in the city which has been the setting for unmatched dramas of religion and of life.

Mr. McCrackan preaches helpful doctrine to the people of Jerusalem—urging them to cultivate civic pride and brotherliness. Of course it will be noted that the influence of the News will be of necessity limited to those citizens who read English. These form a growing colony, however, and the News should act as a leaven—through its appeal to a class—for the whole life in the city, developing step by step that co-operation and neighborliness among alien races which we speak of here as the work of the melting pot.

Good fortune to the Jerusalem News! May prosperity so strengthen the venture that it will blossom into a newspaper of wide fame, bringing the Holy City into the circle of modern municipalities—responsive to all forward impulses!

EIGHTY-NINE daily newspapers, in eighteen cities, during the month of December printed 85,708,367 lines of advertising—averaging almost one million lines a month each. What a sensation such a statement would have created only fifteen or twenty years ago! Our newspapers have traveled far within a few brief years—and, generally speaking, on the forward-leading road. Advertising has "found itself." It would seem like a pity to set a limit on the growth of advertising in our newspapers—but we have come to the time when this is being done by our metropolitan dailies. And with sound reason, based on the necessity to use less white paper. There's another reason: There is, there must be, a saturation point in the matter of advertising volume in any one issue of a newspaper. And no newspaper can afford to encounter it!

THE list of names of the publishers, editors, managing editors, general managers and business managers of 2,100 daily newspapers, published in our issue of January 29, has attracted enthusiastic attention from the moment the issue was off the press. Already there is a big demand for extra copies—a demand which cannot, unhappily, be met until it shall have been possible to issue the feature as a separate reprint.

February 5, 1920. Volume 52, No. 36.

### EDITOR & PUBLISHER

Published weekly by  
THE EDITOR & PUBLISHER CO.

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

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

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.  
Paris: F. B. Grundy.  
Toronto: W. A. Craick.  
San Francisco: H. C. Bernstein.  
Washington: Robert T. Barry.

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

## LOW MARK FOR MILL STOCKS

HON. W. B. COLVER, Federal Trade Commissioner, tells the Ways and Means Committee of the House that the newspaper mills of the United States have on hand as reserve stocks not more than a four days' supply for the newspapers. This represents the smallest margin in a season of weather extremes, in which production is more or less at the mercy of such factors as steady shipments of raw materials including wood and coal, to the mills.

As shown in detail in last week's EDITOR & PUBLISHER, 617 daily newspapers have increased their advertising rates within the last two months. Some of these increases have been very small. Yet the average increase, covering all readjustments made during the year 1919, amounts to about 33 per cent. This figure applies to national advertising. Facts as to advances in local rates are not at hand.

It is safe to say that rates have been advanced in some measure, within the past year, by every daily newspaper. Yet the changes noted in EDITOR & PUBLISHER'S lists—carefully prepared for our use by Barbour's Advertising Rate Sheets—apply to less than one-third of the daily newspapers of the United States. This indicates that the greater number of the dailies made no rate increases between November 1, 1919, and January 1, 1920.

It has been generally conceded that higher advertising rates would serve to save newsprint, inducing the use of smaller space by advertisers without reducing at the same time the advertising revenues of the newspapers. In view of the continued shortage of paper it is to be hoped that this argument may be found to be sound in practice, and that it may automatically operate to stop this form of waste.

But in view of the fact that the mills hold in reserve merely a four days' supply, other conservation measures become increasingly important. The cutting down of runaway headlines and the intensive editing of news matter offer one of the surest methods of saving white paper. If your editors, through skilful condensation, save 25 per cent. more matter on the first page than has been customary, that amount of space will have been salvaged for the use of feature matter or for advertising. Editors agree that this may be done without essential injury to the paper. Indeed, many contend that intelligent, drastic condensation adds materially to the value of the paper. And policies of condensation that apply successfully to the first page may be utilized throughout the paper in the handling of news.

This conservation problem is no longer one for discussion. It is a matter of dollars and cents—and, in a few instances, may even be a matter of "to be or not to be" with newspapers.

EDITOR & PUBLISHER'S new rate card goes into effect February 19. It of course carries increases. All new rate cards do nowadays. The reasons are so well known to our readers that they need not even be rehearsed. Advertisers in EDITOR & PUBLISHER know that there is no lost motion involved, that their messages go straight and true to the people they aim to reach. They also know that the revenues of the publication are used continually for betterment—to provide for new and more valuable service features, thus adding with every issue to the intimate advertising appeal out of which results grow.

THE most hopeful factor in the "Mexican situation" is the evident desire of the leading newspapermen of that country to establish better relations and understanding with their contemporaries north of the Rio Grande. In pursuance of this sentiment a club has been formed in the city of Mexico for affiliation with the A. A. C. W. It's a gratifying bit of news, and the new organization will have the earnest good wishes of all newspaper and advertising men in the states.



**PERSONALS**

**GENERAL PIERCE** of the Minneapolis Tribune, is in Florida, while away a few of the winter weeks. For a number of winters Mr. Pierce has made this annual pilgrimage to the south, where he finds much pleasure in giving personal attention to a fruit which he established there several years ago.

**David Worthington**, publisher of the Beloit (Wis.) Daily News, will leave early in February for California, where he plans to spend six months for his health.

**James Marvin Moses, 2d**, is a new arrival in the home of F. R. Moses, publisher of the Marshall (Mich.) Evening Chronicle. He is named after his grandfather, who acquired the Chronicle in 1889 and has since been active in its publication.

**L. W. Nieman**, publisher of the Milwaukee Journal, has gone to California to rest. Mr. Nieman has been here for several months.

**Miss Kathryn Curley**, daughter of William A. Curley, managing editor of the Chicago Evening American, has announced her engagement to Karl Saakes, of Chicago. The wedding probably will take place next fall.

**J. Weller Long** has resigned the editorship of the new Manitowoc (Wis.) American. It is expected that he will be made the editor of the new Non-Partisan League weekly to be launched in Madison in February. **O. D. Brandenburg**, publisher of the Madison (Wis.) Democrat, has returned from a visit to Chicago and Wisconsin papermaking cities, where he investigated the print paper situation.

**H. Frank Smith** has resigned as assistant manager of the publicity department of the Mergenthaler Linotype Company to become assistant to Benjamin Sherbow, consultant in typography, and author of "Making Type Work" and "Sherbow's Type Charts." **Norman S. Githens**, who for the last four years has been a member of the publicity department of the Mergenthaler Linotype Company, has succeeded Mr. Smith.

**A. Eugene Bolles** has resigned as advertising manager of the Red Cross Magazine and will devote his entire attention to the management of La Revista del Mundo, the Spanish edition of World's Work, and to the direction of the United States advertising department of La Nacion of Buenos Aires.

**IN THE EDITORIAL ROOM**

**Sam Head** has returned from New York City, where he did industrial publicity work, to become city editor of the Buffalo Enquirer. **Marshal Taylor**, former city editor of the Enquirer, is now on the copy desk of the Buffalo News.

**M. R. Toomer**, formerly city editor of the Oklahoma City News, is now editor of the Marland News, a house organ published at Ponca City for E. W. Marland, one of the largest independent oil refiners.

**Harry T. Black**, editor of the St. Paul Dispatch-Pioneer Press, and **H. B. Crozier**, special political writer for those papers, are back in harness after several weeks' illness.

**Major Maurice Thompson**, military editor of the Seattle Times for six months, has been appointed adjutant

general of the State of Washington. On entering the office, **Major Thompson** appointed **Captain Paul Edwards**, former automobile editor of the Times and later advertising manager of the Western Truckman, as assistant adjutant general.

**Frank M. Frisselle**, night editor of the Manchester (N. H.) Union-Leader, celebrated his 57th birthday last week. He is now in his thirty-sixth year of newspaper work in Manchester, and is conducting a "Now I'm Tellin' You" column; a daily collection of good-natured state and city gossip.

**Fred H. Wilson**, recently engaged in newspaper work in Oklahoma, is now editor and manager of the Macon (Mo.) Republican. **Edgar White** is news editor of the Republican.

**W. M. Amos**, long connected with the Topeka (Kan.) Capital, and other Capper publications, and the Topeka State Journal, has left Topeka for California, where he will live. Mr. Amos was a member of the Kansas Legislature and was prominent in the Typographical Union of Topeka.

**Emmett George**, editor and publisher of the Council Grove (Kan.) Republican, has assumed his new duties as secretary to Governor Henry J. Allen.

**Donald A. Brislin**, telegraph editor of the Scranton (Pa.) Republican, has resigned to become identified with the Scranton Times Printery. He has also resigned as secretary-treasurer of the Scranton Newswriters' Union.

**Louis S. Dougherty**, formerly editor of the Carlisle (Pa.) Herald for many years, has been appointed secretary of the Hudson (N. Y.) Chamber of Commerce.

**Manus McFadden**, telegraph editor of the St. Louis Times, left last week to join the copy desk of the New York Sun. **Burt Kuhn** has resigned as telegraph editor of the Times, where he succeeded McFadden, and has entered the advertising business in Chicago.

**H. R. Dwire**, managing editor of the Winston-Salem (N. C.) Sentinel, who was laid up with pleurisy, is around again as good as ever.

**George E. Hughes**, owner and editor of the Groesbeck (Tex.) Journal, and **Miss Zena Rutherford** were married at Groesbeck last week.

**Ed Costello**, now connected with the Milwaukee Leader, will be editorial writer on the Oklahoma City Leader, owned by **Victor Berger**, which will soon begin publication as the Socialist organ of Oklahoma.

**Arthur F. McCrea**, formerly city editor of the Bridgeport (Conn.) Evening Herald, has joined the staff of the Washington (D. C.) Herald.

**Miss Margaret Getchel**, the Sunday feature writer of the Philadelphia Public Ledger, has become Sunday editor of the Worcester (Mass.) Telegram.

**David M. Gilbert** has left the staff of the Philadelphia North American to become assistant make-up man for the Evening Public Ledger.

**Frank W. Short**, political reporter for the Philadelphia Record, will be named as clerk to the president of City Council as soon as the office is finally authorized.

**F. J. Turner**, day editor and chief operator for the Canadian Press at Winnipeg, has been appointed news superintendent for British Columbia with headquarters at Vancouver.

**Fred T. Ranney** has resigned as financial editor of the St. Paul Daily News to take up the city hall run for the Dispatch-Pioneer Press. He is succeeded by **John Thompson**, formerly with the Sioux City (Ia.) Journal. **"Al" Evans**,

**Treating Carriers Right, His Key to Success**

**EFFICIENT** carrier delivery is the foundation of circulation on any newspaper. I have always met with success in handling carriers by using them humanly and arousing in them the enthusiasm to become as much interested in the success of the newspaper as the management. Such a spirit induces the highest form of service.



TIM J. DESMOND

I have often discovered in the ranks of carriers the most successful solicitors. Proper handling and training on the part of circulation managers build up the characters of the boys and establish in them principles that place them later in successful careers. I always follow up my boys with the greatest interest."

Thus **Tim J. Desmond**, circulation manager of the Salina (Kan.) Union, outlined briefly to **EDITOR & PUBLISHER** the point that has been most impressed upon him during a thirteen-year career as a newspaper circulation builder. "Treat the boys fairly and squarely," is his advice to those who strive to attain circulation success.

**Tim Desmond** is a native of County Cork, Ireland, 36 years old, and has been connected with American newspapers, including the Cleveland Plain Dealer, Butte (Mont.) Evening News, the Anaconda Standard, the Butte Miner and the Salina Union, since 1907.

who has been taking care of the city hall for the Dispatch-Pioneer Press, is doing general assignments.

**Otis Peabody Swift**, assistant magazine editor of the New York Evening World, has joined the Naval Reserve Officers' Association of the Third Naval District. During the war

Mr. Swift was an ensign on the U. S. S. Northern Pacific.

**Jack C. Hammond**, who has been serving at the copy desk of the St. Paul Dispatch-Pioneer Press, has been made assistant market editor.

**L. R. Brindley**, for several years on the Winnipeg Free Press, has resigned to join the staff of the Canadian Press, Ltd.

**W. I. Bartholomew**, for seven years editorial writer on the St. Louis Republic, has joined the staff of the Detroit Free Press.

**Frederick F. McArthur** has been appointed editor of the Farm News Department of the Des Moines Capital.

**Joe O'Brien**, for the last ten years political editor of the Oklahoma City Daily Oklahoman, has resigned to assume charge of the executive offices of Governor J. B. A. Robertson as private secretary.

**WITH THE AD FOLKS**

**Dan A. Carroll**, newspaper representative, has been appointed by the Advertising Club of New York as chairman of the "On to Indianapolis" committee.

**Arthur F. Nicholson**, for several years editorial writer on the National Advertiser, has joined the Eastern advertising staff of Associated Advertising.

**G. F. Olwin**, former secretary of the National Vigilance Committee of the Associated Advertising Clubs of the World, has been appointed secretary of the Indianapolis Better Business Bureau.

**Frank J. Burns** has been appointed New England manager of the Graphic Newspapers, Inc., with offices at 638 Little Building, Boston. He was formerly with the Boston Herald.

**Arthur J. Palmer**, for the past two years advertising manager of Thomas A. Edison, Inc., Orange, N. J., has been appointed general supervisor of production in the advertising agency of Sherman & Bryan, Inc., New York. Mr. Palmer was for ten years with the American Press Association and before going with the Edison organization was advertising manager of the Montague Mailing Machinery Company.

**William P. Scott** has joined the organization of the Tracy-Parry Company, New York and Philadelphia, acting as New York executive.

The Arkansas Gazette, the San Antonio Express, and the El Paso Herald have each signed a contract for the Haskin Service for another year.

Editors continue to use this service because it is the best value they can get for the money.

Let Frederic J. Haskin, Washington, D. C., quote you a price for your paper.

## URGES TRADE MARK FOR OUR EXPORTS

**Goods Stamped "Made in U. S. A." Should Be Protected at Home and Abroad by International Trade Commission**

(EDITORIAL NOTE — Commissioner Thompson delivered an address on "Unfair Competition in International Trade and Commerce," of which the following is an abstract, before the Second Pan-American Financial Conference.)

**By HUSTON THOMPSON**  
Federal Trade Commissioner

It will be a great day for America when our export trade stamps upon all goods sent abroad the words "Made in U. S. A." If American industry domestically can rise to the spirit of fair play, as it does when it openly declares to the Federal Trade Commission the wrong practices which it pledges itself to eliminate, it can certainly, in the fullness of national pride, supervise its exports in such a vigilant way that, having once stamped them with the words "Made in U. S. A.," it will never allow that to go from our shores of which it would be ashamed. "Made in U. S. A." would arouse the esprit de corps of American business to watching its exports with an eye jealous of the least imperfection.

### Value of Guarantee

Let us suppose the creation of a national trade-mark by Congress, and that as a condition and in return for the privilege to use it, the exporter were required, on pain of having the use taken from him, to specify by sample exactly of what grade and quality his article was intended to be. Suppose that a delivery not up to sample, or a delivery under misrepresentation of any sort, should be sufficient cause for deprivation of the use of the national trade-mark. Then the presence of the national trade-mark upon an exported article would be the guarantee that it was exactly the article which was purported to be sold and that the terms and conditions of the sale were exactly as had been represented. Conversely, the absence of the national trade-mark would serve as a sign and a warning that such goods did not represent the best traditions of American manufacture, nor the circumstances of their sale represent that fair dealing with which alone the United States can maintain permanently that high and honorable position in the world commerce which it deserves.

### An International Trade Body

If the guarantee behind this trade-mark were the pledge of the nation, guarded by the Federal Trade Commission and the pride of the conscientious manufacturer and honest trader, then the trade-mark would be the seal of our national honor and would command respect and goodwill in the uttermost markets of the world.

The spirit of fair play in trade must be reciprocal. American competitors may police each other in your countries. Our Federal Trade Commission will be in duty bound to umpire their actions. Through that hearty spirit of co-operation which you have always extended to us may we not hope that your nations will create national trade commissions which shall umpire the actions of your exporters?

After each nation has its own national trade commission to follow its competing exporters there is a final

step to be taken before the world's consumers can have the complete benefits of the law of supply and demand. The commission has already had complaints against speculators selling below sample in your countries.

When it finds that they have injured a United States competitor by first of all bidding below cost and then substituting an article below sample, it can compel the offenders to cease. But if they are of the speculative type whose good name amounts to nothing, and who will shift to another business or seek the trade of another country when stopped by an order of the trade commission, they have nevertheless damaged their United States competitor, injured the purchaser and hurt the fair name of the United States before the commission's remedy can be put into effect. How shall we meet this situation except by an International Trade Commission?

Some time ago I suggested a tentative plan for such a commission and invited criticism of it. The idea came from seeing how the control of unfair practices and monopoly is yeasting in the minds of officials of many of our great nations. I then tried to picture an International Trade Commission assembled at some capital city to consider complaints between competitors of different nations. It was suggested that a rule could be made requiring the complaints to come through the National Trade Commission or commercial departments of the several nations represented.

The trail has been blazed for this next great move in international affairs. The avenues of publicity are opening up. Soon we shall see "face to face" and not "through a glass, darkly." We crave an interchange of business with your countries. We do not desire any advantage, secret or otherwise, over the competitors of any other nation. All we ask is that in international trade business shall receive the earned rewards of efficiency, service and the advantage of location.

We believe that you are in accord with us. We cannot succeed without your co-operation. Let us join hands and in this day of miracles and dreams-come-true, make this dream a reality by creating an International Trade Commission, thus publicly and solemnly declaring as a living principle that good will and fair play are the rules of the game in the business of the Western Hemisphere.

### Nova Scotia Enlists Press

HALIFAX, Feb. 2.—As one of the factors in the preliminary organization of the forward movement for the development of the Maritime Provinces of Canada, a press conference of the representatives of all the leading papers of those provinces will be held at Halifax, February 12.

### Eddy Mill Still Makes News

HULL, QUE., Feb. 4.—The E. B. Eddy Company, when questioned as to reports that it had discontinued the manufacture of newsprint to engage in more profitable and stable lines, made the following statement to EDITOR & PUBLISHER: "We have not discontinued making newsprint. We will probably be making it for another year or so."

E. N. Smith, formerly of the Petersburg (Va.) Evening Progress, has been appointed city editor of the Orangeburg (S. C.) Times and Democrat, succeeding S. F. Parrott.

## A DRUGGIST WHO MADE GOOD IN ADVERTISING

EVERY man should do the work in life which most appeals to him. This is the belief of H. Mitchell Price, general manager of the Brown Advertising Agency of New York.



So, despite the fact that he was a registered pharmacist in seven states, Mr. Price gave up his work as a druggist and took up advertising—and he has never regretted it. "I knew the drug business from A to Z," said Mr. Price, "but I always had a longing to become an advertising man. So, at great sacrifice I gave up my position, believing that 'nothing ventured, nothing gained,' and took a job on the Louisville (Ky.) News at \$6 a week. In three months I was made advertising manager, a position which I held for some time, but I became restless for larger fields, and left Louisville and went to Detroit, where, with practically no capital, I opened an advertising service of my own.

"I remained there for several years, until I had forty-nine accounts, and then I decided to come to New York and try my fortune here.

"I was owner of the Price-Hoffman Agency for two and a half years, and have been with the Brown Advertising Agency for two years. Our business in two years' time has grown at least 400 per cent., and among the new accounts which we have are: The La May Bag Shop, of New York; Peggy McLeod, Women's Gown Shop, of New York; A. A. Maillet Company, Inc., maker of 'Knomark' Shoe Polish; Stuttgarter Men's Underwear; Medium & Short Vamp Shoe Shop, of New York; Rogers' Silverware; Redemption Bureau of New York; Elite Auto Paint & Trimming Company and New York McIntosh Company, makers of 'Bestvette' rain coats."

Although Mr. Price has lived East for a number of years, he is a Southerner. He was born in New Orleans, and still has great affection for that section of the country. He resides at the Pepperday Hotel in New Rochelle, N. Y.

### Tractors as Carriers

SALEM, ORE., Feb. 2.—During the recent big storm, the most severe in the history of Salem, the Capital Journal delivered its issue to city subscribers with five tractors, through the co-operation of the local Ford agency.

### Opens Henryetta Bureau

OKMULGEE, OKLA., Feb. 2.—The Times has established a bureau at Henryetta, Okla., with Ben C. Eastin, secretary of the Henryetta Chamber of Commerce, as manager.

### Ross Buys Printing Plant

Harry Ross has resigned as editor of the Janesville (Wis.) Gazette, to open a job printing plant in that city. Miss Harriet Wheaton, city editor of the Gazette, is temporarily filling the editorial chair.

### New Post for Miss Armstrong

Miss Isabel C. Armstrong, for four years on the editorial staff of the London (Ont.) Advertiser, has taken charge of the women's department of the Toronto Star.

# NOTICE

Effective February 19th, 1920, the rates for advertising in Editor & Publisher will be as follows:

## DISPLAY ADVERTISING

Agate measurement; 14 lines to the inch

Transient Rate, 50c per agate line

\$180.00 per page (672 agate lines)

100.00 per 1/2 page (336 agate lines)

60.00 per 1/4 page (168 agate lines)

## TIME CONTRACTS

Based on frequency of insertions within one year:

Page	12 times	26 times	52 times
8 x 12 inches	\$130.00	\$110.00	\$90.00
1/2 page	70.00	60.00	50.00
1/4 page	45.00	35.00	30.00

## TWO INCH CARDS

52 consecutive insertions minimum space 2 inches, will entitle advertisers to a net rate of 25c net per agate line, extra space pro rata.

## CLASSIFIED ADVERTISING

Set in 6-pt. Roman—6 words to line.

Help wanted . . . . .25c  
Situations wanted . . . . .10c  
For sale . . . . .40c  
Business opportunities . . . . .50c

Present rates will prevail on all contracts made prior to Feb. 19th, 1920.

**The Editor & Publisher Co.**  
World Building - New York City



## GATHERED AT RANDOM

It takes a real guy to get up nerve enough to talk back to the boss since prohibition went into effect.

\*\*\*

### Our Own Personnel Directory

State City Newspaper  
 Vermont Bennington Banner  
 Publisher—Frank E. Howe. Editor—Frank E. Howe.  
 Managing Editor—Frank E. Howe. General Manager—Frank E. Howe.  
 Business Manager—Frank E. Howe. Foreman—Frank E. Howe.  
 Snake Editor—Frank E. Howe. Religious Critic—Frank E. Howe.  
 Bill Collector—Frank E. Howe. Janitor—Frank E. Howe.  
 Signed—Frank E. Howe.  
 Note—Still some folks think an editor has nothing to do.

Frank E. Howe.

(To Be Continued)

### Name Them

Also that other American gods will find an equally warm reception if they are properly advertised, sold and shipped Dec. 20.—EDITOR & PUBLISHER, Jan. 29.

\*\*\*

### Another Merger?

MR. MUNSEY URGES READING OF BIBLE—Headline in New York Herald.

\*\*\*

### In and Out

Norman Shannon Hall, reporter on the Bridgeport (Conn.) Post, has been refused recompense for trousers torn on a municipal refuse can, the aldermanic committee's unfavorable report upon his petition having been adopted.

\*\*\*

### New York Press Club Salutation

"Did you get yours?"

\*\*\*

Out in St. Louis where 500 drug stores act as Want Ad agents and the telephone, which is no better there than in other American cities, is used for transmission, J. W. Weigand is the assistant classified advertising manager of the Post-Dispatch and one of his duties is to take care of complaints. It has driven him to the following, 200,000 copies of which, according to B. O. D., have been mailed to his friends—and others:

### SHIPWRECKED

When Mrs. Johnson had a room to rent, a scrap of crumpled paper she betook, and hastily she scribbled out a "Want" and sent it to the drug store, via the cook.

The Want Ad girl, aroused from reverie, bobbed the light and calmly took the call. When flustered with a word or two, but gave "That fresh and sassy clerk another 'fall'."

The classifier, out the night before, put over many orders, but pursued the tenor of his pleasure at the show, while happy scenes his drifting thoughts imbed.

The linotyper pounded out the words, sending from the center, as he dreamed, of how much longer he had made his "string," till on his face a smile of pleasure gleamed.

The copy boy reposed upon his stool. The Want Ad "copy" fluttered down the line. The proofman jotted on the sheet some marks and murmured, "we DO conquer by this sign."

The printer wrestled with an inky proof sheet a line and frowned o'er wasted time. The writers of such stuff as this are wont to do in tabulating words they need to rhyme.

The restless fellow who has full command of hidden galleys, stranded on the "bank," forgetting laws of everything but speed, corrects the line and blunder with a yank.

Despite this seeming woeful lack of care, the little Want Ad thus far is correct. The careful makeup now takes it in hand, the "wrong column" is the comment in the check.

\*\*\*

### Too Good to Be True

INDEPENDENCE, Mo., Feb. 1.—A "near miracle" was narrowly averted in the Examiner office, when a local drayman entered and announced "your car of paper

has come, what do you want done with it?" Investigation developed that instead of being a car of roll print, it was sheet paper for the Ensign, the other newspaper. The Examiner force took a "vacation" to look at the car.

\*\*\*

### Tip for Wire Services

(SPECIAL CORRESPONDENCE)

CHEYENNE, Wyo., Jan. 20.—The Pinedale (Wyo.) Roundup, which died a natural death a year ago, has been resurrected. The Roundup was established about 1905 by C. Watt Brandon at a point, 100 miles from the railroad and in the only building in the town—assuming that the place may be called a town. Contrary to the customary procedure the town grew around the newspaper.

\*\*\*

### Very Unusual Case

(SPECIAL CORRESPONDENCE)

ST. LOUIS, Mo., Feb. 2.—First and second prizes in the one-act play competition of the St. Louis Art League were won by Irving Brant, dramatic critic for the Star. The first prize was for a play called "The Celestial Honeymoon," and the second for "The Prompter."

\*\*\*

### Much Ado About Nothing

EXTRA Next Week Editors and Publishers Journalism and Suicide Column Conducting and Among Ourselves BY ROY K. MOULTON P. S.—This is not a promise, we have the stuff in hand.

\*\*\*

Bide Dudley of the New York Evening World has another "Little Whopper" and his worries about box office returns have been more than doubled. Both mother and the boy are doing fine.

\*\*\*

### We Hope Napier Gets His Raise

Harry Napier Moore, the dapper little New York correspondent of the Montreal Star, swears that will never be the boy's name. Here's hoping! Mother and the child are doing fine. His advent marked the beginning of the two busiest hours in the history of the Star wire. Napier sent a personal message of lengthy thanks in reply to each one received. Everybody in Montreal got busy when they learned it was all free. The following are self-explanatory:

Moore, Nx Glad you have learned three can live as cheaply as one. May your spirit never weaken. I know the idea is preposterous, but with the rates of exchange what they are today you can get two here for your one.

Harry Boland.

Boland, Mr. You've got the wrong idea. I simply had to have another wage earner in the house. While I'll admit its a STERLING child, and will make its MARK, I would be a LIRE if I said the exchange stunt you mention would appeal to me. Thanks. H. N. M.

With the added remark that Mr. Boland is news editor of the Montreal Star we believe we have completed our story. Here's hoping, Napier.

\*\*\*

### You Shall Have Them, Brother

"Being a publisher in a climate where it goes to 45 below, it costs a lot of money to keep the home fires burning, hence I am enclosing 20 cents for a couple of samples of your paper before parting with three-fifty for an annual subscription"—writes the owner of a newspaper at Ormstown, Quebec.

# 50

## Daily Newspapers

in English—

And you can go as you please, **ADVERTISE** all year, every day, every week, or by five or six pages for the matter of three or four cents per habitant family.

You can figure it down to less.

And it is cheaper than it should be and than it must be after awhile.

Sooner or later there will likely be many advertisements omitted—first come first served. Wisconsin newspapers published in the cities and distributed over 75,000 miles of roads within the state, are cheaper

# WISCONSIN

by comparisons than any other media.

They reach goal more certainly and more numerous than magazines or weekly papers either of class or fiction.

They are the **NATIONAL ADVERTISERS'** most effective, economic weapon for publicity and sales.

### Papers

Papers	Circulation	Rate for 5,000 lines
Appleton Daily Post.....(E)	4,887	.0143
Beloit News.....(E)	7,029	.025
Eau Claire Leader-Telegram.....(ME&S)	8,776	.03
Fond du Lac Commonwealth..(E)	6,463	.025
Green Bay Press Gazette.....(E)	11,011	.025
Kenosha News.....(E)	4,594	.0178572
La Crosse Tribune and Leader-Press.....(E&S)	12,452	.035
Madison (Wis.) State Journal (E)	13,729	.035
Madison (Wis.) State Journal (S)	10,650	.035
Milwaukee Wisconsin News..(E)	70,248	.12
Milwaukee Journal.....(E)	101,320	.16
Milwaukee Journal.....(S)	93,847	.16
Milwaukee Sentinel.....(M&E)	75,905	.13
Milwaukee Sentinel.....(S)	60,840	.13
Racine Journal News.....(E)	7,631	.035
Sheboygan Press.....(E)	6,783	.025
Superior Telegram.....(E)	18,154	.04
Wausau Record-Herald.....(E)	5,286	.02

Government Statements, October 1st, 1919.

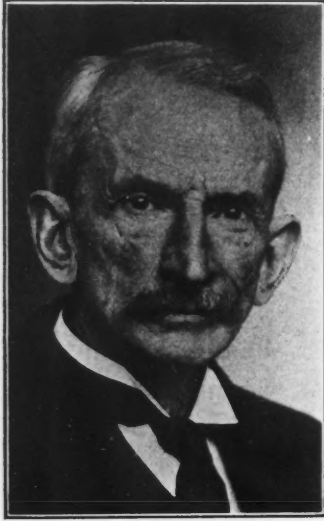
A. B. C. Statement, October 1st, 1919.

\*Publishers' Statement.

## HENRY R. DAVIS DIES IN PROVIDENCE

Secretary of Journal Company Started With Paper in 1856—Was Pioneer in Newspaper Index Systems

PROVIDENCE, R. I., Feb. 2.—Henry R. Davis, who for 66 years was in the employ of the Providence Journal Company, died at his home here yesterday in his 81st year from old age. He had been secretary of the company since 1885. He became associat-



HENRY R. DAVIS

ed with the Journal in 1856, when he worked as telegraph messenger, clerk, and even lineman in emergencies. In the fall of the same year he went into the counting room. When the company received a charter in May, 1885, Mr. Davis was chosen secretary-treasurer, and continued in the office of secretary until his death. It was in 1885 that the first Sunday Journal was issued.

For his own gratification many years ago he began indexing the more important daily items of interest and "Mr. Davis's book" or rather books, became of constantly increasing value for reference purposes. It was long before newspapers made a practice of keeping reference indexes, that his own catalogue was often sought for information, and he, its originator, came to be known as an authority on dates and events of the passing years in Rhode Island affairs.

So closely was his life interwoven with the history of the Journal that the observance of his 80th birthday on March 21, 1919, was regarded as an anniversary of the newspaper. In 1904 his associates published "Half a

Century with the Journal," a volume dedicated to him as "the one person most intimately associated in the minds of the majority of the Journal's friends with their recollections of the paper."

## Obituary

WALTER P. PHILLIPS, former president of the Columbia Graphophone Company and prior to that time a very widely known newspaper man and telegrapher, died in Vineyard Haven, Mass., January 31. In 1867 he was recognized by Prof. Morse, inventor of the telegraph, as the most expert operator in the country. He then went into journalism and was for two years managing editor of the Providence Morning Herald. His journalistic career included service on the New York Sun, Providence Morning Star, managership of the Associated Press in Washington, and of the United Press in New York. He was the only surviving 1877 member of the Lotus Club of New York, of which he had been a director and secretary. He was the author of the Phillips telegraphic code.

JOSEPH C. GREELEY, for 27 years a member of the Boston Globe organization, died in Dorchester January 31 of pneumonia. He came to the Globe August 1, 1892, as advertising bookkeeper, and eventually became the manager of the contract advertising department.

MICHAEL GOLDSMITH, founder and editor of the Cleveland Federationist, died in Cleveland last week.

DARWIN C. PAVEY, former newspaper man of Utica and Rome, N. Y., died in Somerville, Mass., recently, aged 75 years.

E. J. DUER, former Millersburg (Ohio) newspaper man, died in that town a few days ago, aged 76 years.

CHRIS F. GRADY, a member of the New York Morning Telegraph staff, died of pneumonia on January 31.

CAPTAIN ADDISON ELY, JR., who formerly edited local newspapers in New Jersey, died in Rutherford, N. J., on January 29.

WILLIAM J. SPROAT, aged 72 years, publisher of the Grand Rapids (Mich.) Observer, founder of the Grand Rapids Press, and a former member of the Michigan Legislature, died in Grand Rapids on February 2. He had been active in newspaper work in that city for forty years.

JOHN T. HALE, aged 81, reputed to have been Maine's oldest printer in continuous service, is dead at his home here. He was for many years foreman of the Lewiston Journal Printshop.

DANIEL P. LIBBY, editor of the Staten Island (N. Y.) World, and former writer for New York City dailies, died suddenly in Tompkinsville on January 31, aged 59 years.

JOSEPH ELDRIDGE ESRAV, of the New York American's advertising staff, died suddenly in Leonia, N. J., on January 31, aged 58 years. He was formerly connected with the New York World and at one time was on

the editorial staff of The Fourth Estate.

WILLIAM L. LINKE, who died at Hartford, Conn., on January 26, was at one time associated with his brother, Emil Linke, in the publication of the Sunday Globe, now absorbed by the Courant.

J. P. RECORD, aged 63, was killed at Fort Worth by an interurban car January 28. He was the father of James R. Record, city editor of the Star-Telegram, Edward Record of the staff of the Star-Telegram and father-in-law of James M. North, managing editor of the Star-Telegram.

THOMAS G. LOCKE, veteran Texas newspaperman, died January 29 at Marcos, Texas. He conducted newspapers in Sugarland, Laredo and Fowlerton at various periods of his life.

MARY JANE COX, one of the old-time school of newspaper men in Texas, died in Jourdan last week. Mr. Cox had been actively engaged in newspaper work for 35 years and had always taken a prominent part in the work of the Texas Press Association.

H. O. FIFIELD, one of the founders of the Ashland (Wis.) Press, died at his home in Marinette, Wis., a few days ago.

CHARLES HARRIS, aged 74, a veteran Kansas newspaper man, who worked on St. Louis, Kansas City and Emporia newspapers for many years, died at his home in Emporia, January 28, following a long illness.

AUGUSTIN LARDY, aged 24, a staff correspondent of Universal Service, died February 3 in New York, after a two weeks' illness culminating in double pneumonia. Before joining Universal Service, he worked on the New York Globe, Boston Sunday Post, Springfield Republican, New York Herald and International News Service.

### Three Rivers Against New Paper

THREE RIVERS, MICH., Feb. 3.—At a meeting of the officers and trustees of the Three Rivers Booster association, the following resolution was unanimously adopted: "As it is rumored that a second newspaper is to be started in Three Rivers, and as it is the sense of this association that it is not beneficial to the business

Houston is the great Railroad, cotton, oil, lumber and rice center of Texas. It is one of the greatest inland ports in this country and is growing faster than any town in Texas.

### The Houston Chronicle

is the great advertising medium of all that section, reaching 50,000 people daily and over 60,000 Sunday. Representatives in New York, Chicago, St. Louis, Kansas City and Atlanta, John M. Branham Company.

### Des Moines Register and Tribune

104,858 Daily  
Morning and Evening  
71,240 SUNDAY  
Net Paid Average Six Months  
ending September 30, 1919  
Member A. B. C.

men or to the readers of the two that they support two newspapers. Therefore, be it resolved that in the sense of this association that action tending toward the circulation of a second newspaper be discontinued and that a copy of this resolution be mailed to each business firm and professional man."

### Hagerty With Vanderhoof & Co.

CHICAGO, Feb. 4.—Christ D. Hagerty for many years with the Associated Press and recently city editor of the Chicago office, has joined the staff of Vanderhoof & Co., Chicago.

### "Old Bill's" Pal in Harrisburg

HARRISBURG, PA., Feb. 4.—The Muzzle Club, composed of working newspapermen of this city, has invited Captain Bruce Bairnsfather, British cartoonist, to be its guest at a dinner to be held in the Penn Harris, Feb. 5.

### The McClure

#### Newspaper Syndicate

Send for Samples of the Inimitable Comic Strip

#### THE CLANCY KIDS

By Percy L. Crosby  
The most lovable, human and hilariously funny youngsters ever conceived.

Appearing in over forty leading papers, including  
Atlanta Constitution  
New York Evening Mail  
Minneapolis Tribune  
Pittsburg Press  
Boston Traveler

373 Fourth Avenue - New York

### LANCASTER, Pa.

## NOW A. B. C.

INTELLIGENCER (evening)

NEWS JOURNAL (morning)

### Last P. O. Report

For the period ending Oct. 1, 1919  
Average Daily and Sunday Circulation

76,806

New Orleans Item

Send for a copy of our \$3,000 Book of Facts and Figures concerning selling 1/2% of all the people in the United States.

### supremacy

The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.

THE INDIANAPOLIS

Charter Member  
A. B. C.

## NEWS

for 50 years a Newspaper.

### NEW HAVEN REGISTER

NEW HAVEN, CONN.

27,405 Average

Paid Circulation DAILY & SUNDAY

Nearly twice as much as its nearest competitor.

IT COVERS THE FIELD!

### Des Moines Register and Tribune

104,858 Daily  
Morning and Evening  
71,240 SUNDAY  
Net Paid Average Six Months  
ending September 30, 1919  
Member A. B. C.

### The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



### N. A. D. N. A. M. EMBARKS ON BIG WORK

**Wants to Enroll Majority of Newspaper Advertising Managers of U. S.—Helpful Questionnaire Sent Out.**

In accordance with the spirit of its recent annual convention in Chicago, the National Association of Daily Newspaper Advertising Managers, under the direction of President Rowe Stewart of the Philadelphia



D. J. CARROLL, Assistant Secretary N. A. D. N. A. M.

Record, has set about to make itself of material assistance in solving troublesome problems confronting its members.

The first step has been to send a letter to all advertising managers asking them to outline the six biggest difficulties before them at the present time. The answers will be immediately summarized and laid before the board of directors, which will select the one they consider the most vital and make it the subject of a questionnaire. Data so collected will be placed at the disposal of all members. As soon as one matter is disposed of, the next most important will be considered until the entire list is cleaned up. This program will be enlarged upon from time to time as the association grows.

All information for N. A. D. N. A. M. members is being cleared through the office of D. J. Carroll, the organization's new permanent assistant secretary, who is located with the Chicago Tribune. An aggressive membership campaign is also being conducted with the aim of enrolling as members the majority of the newspaper advertising managers of the United States.

Assistant Secretary Carroll has been connected with the Chicago

Tribune for the past seven years, the major part of which has been spent under the tuition of E. W. Parsons, advertising manager, who is also the secretary-treasurer of the National Association of Daily Newspaper Advertising Managers. At present, Mr. Carroll is on the automobile display staff of the Tribune

#### Threat to Bar Reporters

ALBANY, N. Y., Feb. 3.—That the public, represented through the newspapers of the state, is present at legislative proceedings only through the "hospitality of the Senate" and the courtesy of upper house members was the statement made last night by several Senators who threatened to demand and expect of the Senate the exclusion from the press gallery of newspaper men who misquote them in future.

#### Music for Harrisburg

HARRISBURG, PA., Feb. 4.—The Patriot News Company, in conjunction with the Harrisburg Music Association, has secured the Philadelphia Orchestra for five concerts in Harrisburg next winter. This newspaper brought the same orchestra to Harrisburg this winter for several concerts.

#### Evansville Press Buys Site

EVANSVILLE, IND., Feb. 4.—The Press has just purchased corner property opposite the Government building and adjoining its present site, which will give it a total building space of 100 by 150 feet. It is understood that larger presses will be installed during the summer of 1920.

#### Brackett Buried in Cleveland

CLEVELAND, Feb. 3.—Local newspaper men attended the funeral in this city of A. Chester Brackett, former telegraph editor of the Plain Dealer, whose death in New York occurred last week. The Plain Dealer staff sent a floral tribute.

#### Texas Ad Clubs Meet in April

SAN ANTONIO, TEX., Feb. 2.—The state meeting of the Texas Advertising Association will be held here in April during the Fiesta, it was decided at a meeting of the executive board here last week.

The Albany Knickerbocker Press has subscribed to our weekly short fiction service. Why? Send for samples

The Albany Argus has subscribed to the Fairchild Fashion Service. Why? Send for samples.

The Albany Times-Union has subscribed to "Your Home and You". Why? Send for Samples.

METROPOLITAN NEWS-PAPER SERVICE  
432 Fourth Avenue New York

### Urges City Training for Country Editors

WALTER B. TIETSORT, president of the Southern Illinois Editorial Association, is editor of the Medora (Ill.) Messenger, published in a village of 414 population. He grew up with the little weekly, which was founded in 1895 by his father, C. W. Tietsort, who at 82 years recently has retired from active newspaper work.



WALTER B. TIETSORT

The Messenger is several laps ahead of the village in which it is published because Mr. Tietsort had an ambition to set a standard of rural press efficiency, unmindful of mere population figures.

His scheme was somewhat unusual, but it worked out. To begin with, he schooled himself for newspaper work by working on the reportorial staffs of larger city dailies, early in his career serving the old St. Louis Chronicle and later the Carthage (Mo.) Morning Democrat. He then turned back, just as the magnetic needle invariably shifts to the north, to Medora to lift the Messenger out of the commonplace.

Subscribers say the Messenger's brightness as a country publication is due to its editor's ability to place in even balance metropolitan and rural methods of newspaper making. Mr. Tietsort believes every newspaper man in small country towns ought occasionally, when practicable, to connect for a short time with a live daily, preferably as a reporter with a street "run," in order to gain new zeal for his art and to acquire new ideas

which can be used in upbuilding his own newspaper.

Increased prices for advertising and job work and a minimum subscription price of \$2 are being urged by the officers of the Southern Illinois Editorial Association. County organization of newspapers in the southern part of the state also is being encouraged. The aim of the association is to develop constructive co-operation among its members.

#### Join Indianapolis Agency

INDIANAPOLIS, Feb. 2.—Carl R. Switzer and William F. Kegley have been added to the staff of the Field Advertising Agency here.

#### O'Hara Succeeds Hamlin

UTICA, N. Y., Feb. 3.—Alvin J. O'Hara has been appointed sports editor of the Observer, succeeding James M. Hamlin, who has gone to New York to study art.

### U. S. Feature Service, Inc.

423 World Building, New York, N. Y.

The kind of service you've been looking for. Over three hundred and fifty newspapers, well distributed throughout the United States, use our service, due to all around efficiency and a liberal policy.

Rotogravure Supplement in preparation.

Join Us and Enjoy Our Quality Service for Newspapers.

### New Era Features

30 E. 42nd St., New York City

Forty Leading Papers Print Our Service

Send for our Headline History of the World War

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers  
170 Broadway New York

### Rube Goldberg's Greatest Comic

### "Boob McNutt"

Write for sample pages

### International Feature Service, Inc.

246 W. 59th St., New York

### The True News FIRST

Always - Accurately

International News Service  
World Bldg. New York

### FEATURES THAT BUILD CIRCULATION

### Newspaper Feature Service, Inc.

241 W. 58th St., New York

### A BRIGHT SPOT FOR THE HOME PAGE

(An Unsolicited Letter)  
Sharon, Pa., January 28, 1920.

Dear Miss Jewett:  
Your column is very popular with our readers and I have been surprised at some of the reports brought in by circulation men. I must confess that I had imagined "ASK ME!" had its main following among romantic school-girls, but it has been highly commended by leading women of the city and even by matter-of-fact substantial business men.

With best wishes,  
DENNIS R. SMITH, Editor, Sharon Telegraph.

### "ASK ME!" Answers by Carolina Jewett

Prices Moderate—Ask for Samples

FAIR & JEWETT, Ltd., 1544 Aeolian Hall, New York

## WILL SPEND \$750,000 IN NEWSPAPERS FOR INTER-CHURCH DRIVE

**Program for Billion-Dollar Fund Calls for 5,000 to 10,000-Line Copy in Big Dailies and 1,000 in Weeklies.**

"WE WILL make newspaper advertising the backbone of our national advertising campaign," said C. S. Clark, director of the publicity department of the Interchurch World Movement, this week to Editor & Publisher, "and plans and the distribution of supplies and materials are well under way. As we have the campaign lined up, the publicity budget is as follows:

"Advertising in daily and weekly newspapers, \$750,000; advertising in general magazines, \$136,000; advertising in religious press, \$100,000; posters, \$125,000. This makes a total of \$1,011,000.

### Every Daily and Weekly Paper Will be Used.

"We shall run a full-page advertisement in twelve issues of the religious weekly press, beginning February 7. The first four pieces of copy are upon the subject of 'Stewardship.' We shall reach the monthly religious papers for March and April with special copy.

"We have included every known daily and weekly newspaper. The schedule will start the last week in March and run through April with a maximum of ten pieces of copy for the metropolitan dailies.

### Preliminary Daily Campaign

"Ten thousand lines will be used in the metropolitan dailies, 5,000 lines in the smaller dailies and 1,000 lines in the country weeklies.

"In connection with the Lenten period, there will be a preliminary series of four pieces of advertising copy, four columns twelve inches, in 167 newspapers in 74 cities. In the week of February 9, insertions will be placed in the evening newspapers on the 9th and 11th, and in the morning newspapers on the 10th and 12th. In the week of February 16, insertions will be placed in the evening newspapers on the 17th and 18th, and in the morning newspapers on the 18th and 21st.

"We have prepared a schedule of general magazines, weekly publications, women's magazines and farm papers which will adequately cover the field. The backbone of this magazine advertising will be six pages in the Saturday Evening Post. The schedule for this will be March 20, two pages facing; April 10 and April 17, one page; April 28, two pages facing. There will also be billboard and street car cards, and a number of posters, which will shortly be on display."

### Presbyterians at Work

J. B. Wootan, director of publicity of the Presbyterian Church, is urging all Presbyterian churches to do their own paid advertising systematically and permanently in local newspapers.

Advertising managers and publishers have been requested by the Interchurch World Movement to solicit advertising contracts for local church advertising from all denominations.

The offices of the Interchurch World Movement of North America have been moved from 222 Fourth Avenue to the Greenhut Building, corner 18th Street and 6th Avenue. Three floors will be occupied.

### CANNERS TO SPEND \$2,500,000

**Newspapers and Magazines Will be Used in Five-Year Campaign**

CLEVELAND, Feb. 3.—During the meetings of the National Canners' Association here last week strong pleas in behalf of publicity were made by the officers. This organization has planned to spend \$2,500,000 during the next five years in large daily newspapers and national magazines to increase the popularity of canned foods. Officers of the association while here pointed out the necessity of educating about 85 per cent. of the American people to the economic value of canned foods, saying that but 15 per cent. of the consuming public now "takes to canned foods."

BANGOR, ME., Feb. 4.—An advertising campaign which the National Canners' Association is to carry out was explained and discussed at the annual meeting of the Maine sardine packers, comprising the sardine section of that association here last week.

### Cleveland Pastors Use Pictures

CLEVELAND, Feb. 3.—A program of publicity is being framed by the Cleveland Presbyterian Union under the management of Rev. Elliott Field, secretary, with J. Dean Halliday of the Premier Press as director. Local Cleveland churches are increasing their advertising in the daily newspapers. Some of the ministers are using display advertising and printing their pictures in the ads to attract attention to Sunday sermon announcements.

### France Bestows Honors

PARIS, Jan. 30.—The French Government has awarded the decoration of "officier de l'instruction publique" to the following newspaper and magazine men for their services to the Allied cause during the war and throughout the

peace negotiations: Laurence Hill, New York Sun; James Hopper, Collier's; Herbert Corey, Associated Newspapers; Clinton Gilbert, Philadelphia Public Ledger; George Pattulo, Saturday Evening Post; William Slavens McNutt, Collier's; Charles Smith, Associated Press; Lawrence Abbott, Outlook; Louis Wiley, New York Times; Arthur Brentano, book publisher; Elizabeth Cutting, North American Review; Percy S. Bullen, London Daily Telegraph; Ogden M. Reid, New York Tribune; J. B. Hirsch, New York Sun.

American has an injunction against authorities of Portsmouth forbidding their interference with its circulation there. The libel suits are due for trial in May.

### Two Agencies "Recognized"

BOSTON, Feb. 3.—The local publishers Association has granted recognition to the Hays Advertising Agency, Inc., Burlington, Vt., which has lately been incorporated, and also to Fred. T. Burnett of 18 Tremont street, Boston.

### White Edits Sheridan Post

SHERIDAN, WYO., Feb. 1.—Hayden White, who recently retired from active newspaper work as editor of the Buffalo (Wyo.) Voice, is now in charge of the editorial department in the Sheridan (Wyo.) Post.

### Auto Edition in Montreal

MONTREAL, Feb. 2.—The Montreal Star recently issued a 64-page number to celebrate the opening of the national automobile exhibition.

### TO ADVERTISE CLEVELAND

**Local and National Campaigns Are Backed by Ad Club**

CLEVELAND, Feb. 3.—The Cleveland Advertising Club is back of a movement to give the city nation-wide publicity during 1920. William Ganson Rose has been made general chairman to handle the publicity stunts backed by the club. The movement is one to make the city and its industries, its opportunities, advantages and attractions known to the country.

Committees to push different lines of work will make a preliminary survey and report Feb. 12. The plan outlined will be presented to all the city organizations at a mass meeting in the Hotel Statler March 3. The campaign of advertising will be double—to teach Cleveland to know itself and to tell the outside world what Cleveland really has to offer. The national campaign will be carried on through word of mouth and advertising in newspapers and magazines, through personal letters, motion picture films and other ways.

### Sue Newspaper for \$120,000

BOSTON, Feb. 2.—Six suits of \$20,000 each were entered January 31, in the United States District Court at Concord, N. H., by four reporters and two circulation agents of the Boston American against the Portsmouth (N. H.) Times. In the declarations on which the suits are based the Times is charged with having referred in a derogatory manner to the American employees. The suits are entered in the names of John D. MacFarlane, Thomas F. Phelan, George S. Decker and Frederick E. Stanley, reporters, and Samuel Smith and Harry Kaplan, circulation men. The

### AN AUTO CENTRE

Thousands of auto owners are to be found among the residents and visitors of the North Jersey Shore towns.

The annual auto show for this part of the state will be held in Asbury Park this year from March 13 to March 20.

Manufacturers of automobiles and automobile accessories will do well to bear in mind that this territory is thoroughly covered by the

**ASBURY PARK PRESS**  
Evening and Sunday Editions  
Member A. B. C. Standard Rate Card  
Frank R. Northrup  
Special Representative  
303 Fifth Avenue, New York City  
Association Building, Chicago, Ill.  
J. L. Kinmonth, Publisher,  
Asbury Park, New Jersey.

### LOS ANGELES

## Evening Herald

Circulation greater than the combined circulation of its two evening competitors.

Charter Member A. B. C.

## FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Latta, First Nat'l Bank Bldg., Chicago, Ill.  
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

## The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.  
Foreign Representative  
171 Madison Ave. NEW YORK

### The Standard of Influence

Discriminating readers and advertisers know that generations have found such power behind their favorite paper,

## The Pittsburg Dispatch

the same year in and year out!

### Branch Offices:

Wallace G. Brooke, New York  
Brunswick Building, New York  
The Ford-Parsons Co.,  
Marquette Building, Chicago, Ill.

### Sworn Statement Sunday Circulation New Orleans States

Oct. 5, 1919.

Cit. .... 22,319  
Country ..... 14,916

Nov. 9, 1919.

Cit. .... 25,711  
Country ..... 17,624

GAIN..... 5,930

Thirty-two factories.  
Eight thousand men employed.  
Eight public schools, three high schools, night schools, a famed college, two libraries, music and art organizations.

Bank deposits totaling \$8,530,000.  
A cultured, wealthy, American population.

## Beloit, Wisconsin

Beloit has one paper—the Daily News. Circulation 7,700. Rate, 3½¢ per agate line.

(300 ft. x 280 ft.)



"Advertisers avoid duplicating and thoroughly cover the field by concentrating in the Detroit News."





**INCORPORATIONS**

**NEW YORK.**—Automatic Illuminated Advertising Corporation; \$200,000; O. E. Enell, G. L. D. Moulton, P. Gould, 5 Beekman St.

Reel & Slide Publishing Company; \$5,000 to \$50,000.

Bankers Bindery Corporation; \$100,000; M. H. R. T. and J. G. Berry, 177 72d St., Brooklyn.

Hoosier Publishing Company; \$100,000; S. Bornstein, F. Levy, B. Harrison, 391 Fulton St., Brooklyn.

Castenea Paper Company (Delaware corporation), \$2,000,000; Samuel B. Howard, George V. Reilly, Robert K. Thistle, all of New York.

Pacific Printing Company; capital increased from \$10,000 to \$25,000.

Fitzgibbon Institute, printing and publishing; \$50,000; O. M. Barron, R. Wilcox, G. M. P. Fitzgibbon, 501 West 139th street.

Kennelly Paper Company, \$75,000; A. L. Kennelly, H. C. Sanford, A. Hirschfeld, 547 West 157th street.

Viking Advertising Corporation; \$5,000; P. S. Van Blochm, L. K. Herzog, L. L. Strauss, 560 7th avenue.

Masonic Publishers Corporation; \$5,000; F. L. Blue, C. E. Mossler, C. W. Jennings, 48 West 24th street.

Rothchild Press; \$15,000; P. Rothchild, S. Levine, S. Hollander, Boston Road, Bronx.

Westchester Printing Service; Westchester County; \$15,000 to \$30,000.

**MILWAUKEE, WIS.**—Humphrey Company; \$25,000; Louis Humphrey, Edmund J. Vallies, Edward G. Clauss.

**GUADALUPE, TEX.**—Guadalupe Gazette Publishing Company; \$11,500; Reno Eickenroht, H. M. Wurzbach, H. A. Heideke.

**SEMINOLE, OKLA.**—Seminole County News; \$3,500; A. A. Crisswell, Elmer Harber, M. E. Templeton.

**ABERDEEN, S. D.**—Square Deal Publishing Company; \$50,000; S. S. Van Kuren, H. A. Meelgard, O. E. Hoilier. To publish afternoon daily for Non-Partisan League.

**PADUCAH, KY.**—Sun Publishing Company; \$25,000 to \$50,000.

**HOUSTON, TEX.**—Czecho-Slovak Publishing Company; \$10,000; Paul S. Skrabanek, August J. Morris, F. T. Riha.

**DALLAS, TEX.**—West-Cullum Paper Company increased capital stock from \$25,000 to \$100,000.

**AUSTIN, TEX.**—Severin Publishing Company; \$100,000; E. Severin, Peter Swenson, A. L. Scott. The company plans to publish a history of Swedes in America.

**SUPERIOR, WIS.**—The Sunday Times Company; \$25,000; S. A. Buchanan, L. T. Powell and Agnes Konstad. The company will publish the Wisconsin Times, a Sunday paper, the first issue of which will appear in the early spring.

**WILMINGTON, DEL.**—World's Process Publishing Company (Delaware corporation); \$25,000; Charles H. Bishop, S. B. Baynard, Harold Jefferson, Wilmington.

**SEMINOLE, OKLA.**—Seminole County News; \$3,500; A. Crisswell, Elmer Harber, M. Templeton, all of Seminole.

**TULSA, OKLA.**—Tulsa Tribune Company; \$300,000; R. L. Jones, T. F. McPherson and G. H. L. Jones, all of Tulsa.

**AUSTIN, TEX.**—Terrell Publishing Company; \$50,000 to \$100,000.

**EVANSVILLE, IND.**—Evansville Journal Publishing Company; \$250,000; William H. McCurdy, Samuel L. May, S. Wal-

lace Cook, Albert F. Karges, Arthur O. Hassensall.

**GRAND RAPIDS, MICH.**—Echo Publishing Company; \$7,000; C. A. Ratajczak, Frances Ratajczak, Mary T. Ratajczak.

**LAKEWOOD, OHIO.**—Lakewood Publishing Company; \$10,000 to \$25,000.

**HAVRE, MONT.**—Forum Publishing Company; \$20,000; P. A. Peters, G. J. Tract, A. Lee Golden, J. E. Peterson, William Weinert.

**UTICA, N. Y.**—Saturday Globe Pub-

lishing Company; \$10,000; Brian Clark, William T. Baker, Sidney O'Connor.

**ALBANY, N. Y.**—A certificate of incorporation of the Albany News Bureau has been filed. The bureau was incorporated in 1901 with a capital of \$1,000.

**SAN FRANCISCO, CAL.**—Masonic Brotherhood Publishing Company; 1,000 shares at par \$10 a share.

**SUPPLIES & EQUIPMENT**

For Newspaper Making

**EQUIPMENT FOR SALE**

Advertisements under this classification thirty cents per line. Count six words to the line.

**For Sale**

Regulation size Miller Saw and Trimmer, in good working order. Will dispose of at about "junk" prices. The Denver Express, Denver, Colo.

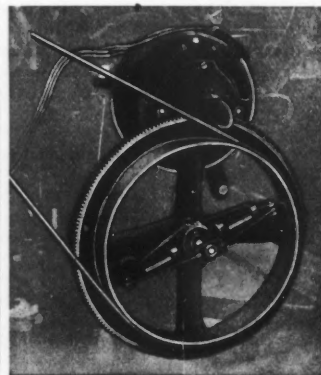
**EQUIPMENT FOR SALE**

Advertisements under this classification thirty cents per line. Count six words to the line.

**For Sale**

Almost new Goss Comet flat bed printing press. Can be seen running. The Ohio Publishing Co., Xenia, Ohio.

**THE CUSHMAN**



**OFFSET LINOTYPE MOTOR**  
Has No Equal

**EFFICIENCY** for **SERVICE**  
and **STURDY CONSTRUCTION**

We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.  
Write for prices. Address:

**CUSHMAN ELECTRIC CO.**  
Concord, N. H.

**16 Page Hoe Newspaper Press**

with complete stereotyping equipment

**For Sale**

This machine will produce a 4, 6, 8, 10, 12 or 16-page newspaper at a maximum speed of from 9,000 to 18,000 per hour. Length page, 23 1/2 inches and may not be varied. Width page, 18 inches, or less, if desired.

Also about 100 fonts well assorted foundry type, 12 to 72 points. Includes Cheltenham, Clearface, Gothics and Italics. In good condition. Cases, stands and composing room material.

Paper having been merged, no further use for equipment.

A Big Bargain for Someone

**ITHACA JOURNAL-NEWS**  
Ithaca, New York

**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      |

**For Sale**

Two Hoe Sextuple Presses with two folders. Each press prints an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rolling Machines can be shipped at once.

Walter Scott & Company  
Plainfield, N. J.

**Take It To**

**POWERS**

Open 24 hours out of 24  
The Fastest Engravers on the Earth

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

Printing Plants and Business BOUGHT AND SOLD

**Printers' Outfitters**

American Typefounders' Products  
Printers and Bookbinders Machinery  
of Every Description  
**CONNOR, FENDLER & CO**  
66 Beekman St. New York City

**GOSS**

*the name that stands for*  
**SPEED, DEPENDABILITY, SERVICE**

**THE GOSS**

High Speed "Straightline" Press

Used in the largest newspaper plants in U. S. A. and Europe.

**THE GOSS**

High Speed "Unit Type" Press

Built with all Units on floor or with Units superimposed.

**THE GOSS**

Rotary Magazine Printing and Folding Machine

Specially designed for Catalogue and Magazine Work.

**GOSS STEROTYPE MACHINERY**

A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

**THE GOSS PRINTING PRESS CO.**

Main Office and Works:  
1535 So. Paulina St., Chicago

New York office:  
220 W. Forty-second St.



**CLASSIFIED ADVERTISING COLUMNS**

Through the classified columns of Editor & Publisher you may find a buyer for any mechanical equipment for which you have no present need. A "For Sale" ad at twenty cents per line may thus turn into cash something which now merely requires storage and which would be of real service to somebody else.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, to exceed 50 words, two insertions FREE.

**Advertising Man**

Wire, energetic, ambitious and clean-cut, age twenty-eight, unquestionable reference; twelve years' experience in newspaper. Am present advertising manager of small daily but field limited and desire to make change. Am good copy writer and excellent salesman. Know how to make money. Can deliver the goods. Nothing less than \$40 week considered. No "specialty" or "trials." I want only a permanent position with a future. Address B-570, care of Editor and Publisher.

**Advertising Manager**

With eight years' experience desires to make change, where there is a good future. Must be permanent. Can prepare copy, lay out advertising and sell. Best of references. Married, excellent habits. Address B-576, care of Editor and Publisher.

**Newspaper Manager**

An experienced newspaper manager who has been successful in the most difficult fields, one who not only knows every angle of the game but is able to cope with almost any situation, is open, on reasonable notice, for a first class position in towns of 50,000 to 100,000 or more. Now employed in reorganizing a newspaper plant. Address B-583, care of Editor and Publisher.

**Editorial Executive**

To the publisher who wants a better edited newspaper and lacks the man to put it across—I am ready to enter your service and see that your readers get news fit to be read with pleasure in the family circle, qualified to pass criticism of grammarians and broad gauged enough to appeal to the most blasé. The best in headlines. No morning papers. Address B-584, care of Editor and Publisher.

**Production Manager**

Newspaper executive, 43 years old, thoroughly conversant with all departments of newspaper making. Co-ordinated, standardized manufacture, waste elimination, improved service, intelligent direction, and close check through approved cost system gives results that show in increased profits. Nothing under \$125 per week will be considered by the advertiser, who is at present employed in major city. A real assistant to the publisher or general manager. Address B-581, care of Editor and Publisher.

**Editor**

Young man, aged 30, twelve years' experience, now managing editor live paper town of 125,000; wants to make change to similar position. Best of reasons. Eleven years on metropolitan dailies. Town of 100,000 smallest will consider. Address B-578, care of Editor and Publisher.

**Young Woman**

Four years' newspaper experience, seeks editorial assistant position on magazine or trade paper. Hard worker. References. Address B-579, care of Editor and Publisher.

**Reporter**

College man with A.B. and A.M. degrees, age 24, wants job as reporter with daily of high circulation in mid-western town of about 25,000. Experience as correspondent for metropolitan dailies and editor-in-chief of best college semi-weekly in Ohio. Can write editorials. Address B-568, care of Editor and Publisher.

**Executive Newspaper Accountant**

High grade executive newspaper accountant and cost analyst now and for the past ten years auditor for one of the largest daily newspapers in the Southwest desires to make a change for the purpose of assured advancement. Am a practicing public accountant and have C. P. A. certificate now pending before State Board of Accountancy. Offering publications must be well rated and give assurance of permanency. Address T. J. Douglass, New Oriental Hotel, Dallas, Texas.

**Experienced Circulation Manager**

Understand all phases of circulation. Past record shows results 29 years of age and with one company for eight years but on three different papers. Prefer town of fifty to seventy-five thousand. Can furnish satisfactory references. Address B-587, care of Editor and Publisher.

**Composing Room Foreman**

Now employed on one of the mid-continent dailies of national reputation desires to make a change. Familiar with latest efficient methods and cost-keeping system. If the war has left your force disorganized I have faith in my ability to restore it to action. Salary must be worth while, but expect to earn it. Address B-577, care of Editor and Publisher.

**SITUATIONS WANTED**

**Circulation Manager**

seeks position. Prefer position on paper in town of not more than 30,000 population; hard working, careful and thoroughly trained in the principles of circulation. Nearly (15) fifteen years' experience on large morning and afternoon papers. Best of references. Address B-582, care of Editor and Publisher.

**Circulation Manager**

desires position. Twelve years' newspaper experience; ex-A. B. C. auditor. Present field limited. Past record and references first class. Address Box B-585, care of Editor and Publisher.

**HELP WANTED**

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

**Wanted**

High class, thoroughly experienced managing editor. Man of abilities and possibilities. Sterling personal character, dependable, ambitious, young and looking for a permanent connection. Salary \$5,000 or better to start with daily of near 50,000 circulation in Middle State. Give references and history in first letter. Address B-574, care of Editor and Publisher.

**Trade Paper Editor**

Broad-gauged experienced editor. Executive ability. Used to handling employees. Wanted by long-established and successful weekly publication. Replies absolutely confidential. State experience and salary wanted. Knowledge of the textile trade desirable but not necessary. Address B-580, care of Editor and Publisher.

**Wanted**

Young man, about 22, single, to take charge of classified page of a daily of 12,000 circulation, in a Pennsylvania city of 50,000. Address, stating age, experience, references and salary expected, B, 564, care of Editor and Publisher.

**Reporter Wanted**

Accurate, reliable, experienced, who seeks opportunity in small city field. The Telegram, Adrian, Mich.

**Country Circulation Builder**

Wanted—Energetic man, with experience in country circulation building, to handle out-of-town department on leading daily in city of over 500,000. Address, stating age, experience and general qualifications, B-575, care of Editor and Publisher.

**Ad. Compositor**

who can take full charge of floor. Afternoon daily near Philadelphia. Stereotype forms. Opportunity for advancement and interest in the business if desired. Give reference and experience. Also state age and salary expected at start. Room 527, Penfield Building, Phila.

**Job Compositor**

capable of taking full charge of department. Must be first class all round hand. Man who will hustle. Up-to-date plant near Philadelphia. Opportunity for advancement and interest in the business if desired. Give reference and experience. State age and salary to start. Room 527, Penfield Bldg., Philadelphia.

**FEATURE SERVICES**

Advertisements under this classification thirty cents per line. Count six words to the line.

**Hunches for City Editor**

"Tips for Local News Stories" give twenty or more ready made assignments for feature monthly. Suitable to any city. 300 papers using. 75 cents month. Inland Syndicate, Findlay, Ohio.

**BUSINESS OPPORTUNITY**

Advertisements under this classification, forty cents per line. Count six words to the line.

**Newspaper Wanted**

Highly trained newspaper man, now acting editor of leading afternoon paper in city of 200,000 and with successful experience in editorial direction of papers in large and small cities will invest up to \$30,000 for not less than controlling interest in afternoon daily. Will undertake more costly proposition if payments permitted from paper's income. Will consider non-profitable property if reasonable assurance able direction can turn it to profits eventually equalling \$5,000 salary, plus interest on investment. References unquestionably satisfactory. Address B-586, care of Editor and Publisher.

**BUSINESS OPPORTUNITY**

Advertisements under this classification, forty cents per line. Count six words to the line.

**Attention, Printing Machinery Manufacturers!**

Two young men, practical men—one a practical printer, versed in all departments of the printing industry; the other an accountant (C. P. A.), want to establish an agency in Europe. Will represent typesetting machines, printing presses, etc., companies. Willing to represent one or more companies. Practical printer at present a traveling salesman for printing machine company. Address B-567, care of Editor and Publisher.

**Publishers—Attention!**

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

**Young Man--**

If you are a rapid stenographer and a capable correspondent—

If you also have had reportorial experience, or are now or have been recently employed as private secretary in the news-editorial end of a metropolitan newspaper or publishing house—

The advertiser offers an unusual opportunity. For an interview write a letter in strict confidence covering all you think I ought to know about you. Address B-588, care of Editor and Publisher.

**Reach Maine Alumni by Ads**

AUGUSTA, ME., Feb. 4.—Advertising will be done by the general committee which is arranging for the celebration in June of the centenary of the setting off from Massachusetts of Maine and its incorporation as a State in 1820. The publicity manager of the committee is D. W. Hoegg, Jr., associate editor of the Portland Express-Advertiser. Mr. Hoegg has a list of 500 papers to which it was proposed to send advertising matter intended to reach the 225,000 Maine people estimated to be living in other States. It does not include advertising in any of the Maine papers.

**Home for Houston Newsies**

HOUSTON, TEX., Feb. 4.—The newsboys of this city have a new home on the third floor of a building on Main street. The city and the Y. M. C. A. have financed the venture and no fees are charged for membership. There are seven rooms fully equipped for the pleasure and benefit of the boys.

**\$20,000 Cash**

for first payment on attractive daily newspaper property. Location must be west of Mississippi and preferably on the Pacific Coast. Proposition U. C.

**CHARLES M. PALMER**

Newspaper Properties  
225 Fifth Avenue, New York

**NEW YORK STATE WEEKLY**

Old, well established paper. No competition; well equipped, including linotype. Averaged net last two fiscal years, \$4,000.00. Price \$8,000.00; one-half in cash.

**HARWELL & CANNON**

Newspaper & Magazine Properties  
Times Building New York

**Sentinel Ad Men Will Dine**

MILWAUKEE, Wis., Feb. 4.—The twelfth official dinner of the Sentinel's Spizzerinctum Club, composed of the advertising department staff, will be held at the Hotel Martin on February 22.

**Shields a Manager**

MONTREAL, Feb. 2.—Frank Shields, who has been for some years with the Montreal Star and previously with the Montreal La Patrie, has been appointed advertising manager of the Canadian Fur Auction Company.

Martin Keet, former city editor of the Harrisburg Telegraph and at present publicity manager of the Salvation Army, with headquarters at Boston, and Miss Margaret Pomeroy, of Harrisburg, were recently married.

Edward S. Fortman, former police reporter for the Detroit Journal, has gone to Danville, Ill., where he has purchased a half interest in the Daily News.

**A. DON CAMPBELL**

Thirteen years Western Representative for the New York World. Personal acquaintance of many years standing with every Agency, Space buyer and Advertiser in Western territory.

Now open for connection for Western Representation of publications needing conscientious and aggressive representation.

If you want results write or wire for personal interview.

1411 Hartford Bldg.  
Chicago, Ill.

## N. E. A. HAD YEAR OF MARKED ACTIVITY

Fought for Lives of Smaller Newspapers in Many Different Fields—  
Hold to "Must Sizes,"  
Is Warning

BY GEORGE E. HOSMER

Chairman Legislative Committee,  
National Editorial Association

IN 1919 the National Editorial Association made some progress, as it has made some progress each year for the past five or six years. It demonstrated that the state association plan of joining was a good method of getting members, but that it was not sufficient to finance the organization for the real work ahead of it in behalf of the smaller city newspapers. Early in the year the plan of securing contributing members from among newspaper men who were interested enough in organization work to thereby help finance the organization was agreed upon by the executive committee and G. E. Hosmer, chairman of the legislative committee, presented the plan of the state associations joining as a body, and of individuals joining as contributing members to about twenty state associations.

All were interested and at the meeting of the National Editorial Association in August nearly 100 contributing members joined, and it was decided to employ a field or executive secretary.

Past President Herbert C. Hotaling was chosen for this place by the executive committee, and has been on the job since about October 1. He made trips to a number of state and district meetings, and made a visit to the East where he met with much encouragement. Headquarters have been opened in the Commerce Building at St. Paul, Minn., and Mr. Hotaling is doing much good work.

The past few months have been exceedingly trying months for the publishers of the smaller cities, and the National Association has been busy helping solve the problems that especially touch the weekly and small city daily. A determined effort is being made by the association to keep the newspapers in this class supplied with print paper, and to hold down the price they have to pay for this commodity.

The association has asked Congress to give the Federal Trade Commission additional funds with which to carry on its work, and help the publishers. It has also urged, by resolution adopted at the last meeting, and at every other meeting for years, the continuation of the zone postage plan as the just method of charging for postage. This has also been urged by personal work with members of Congress and by letters written to members of Congress.

The general outlook for 1920 is not as bright as it would be if there was a larger supply of paper, but, if some method can be devised whereby the newspapers of the

## 1919 IN JOURNALISM INSTRUCTION

THE American Association of Teachers of Journalism was holding its annual conference in Chicago in 1917 when the United States decided to enter the Great War. From that time until 1919 no meetings were held, for two reasons: first, many of the instructors associated themselves with various forms of publicity work for the government; second, matriculation fell off heavily in all universities offering journalism.

In October, 1919, the annual conference of the American Association of Teachers of Journalism was resumed at Ann Arbor, Michigan, under the auspices of the Department of Journalism of the University of Michigan. A detailed account of this conference has recently been published in these columns.

So many colleges and universities are offering work in journalism that the Bureau of Education at Washington, D. C., asked James Melvin Lee, Director of Journalism, New York University, and then President of the American Association of Teachers of Journalism, to prepare a special bulletin on the growth and development of such instruction.

This bulletin was for the most part an elaboration of an article which Director Lee had published in *EDITOR & PUBLISHER*. It contained the list of subjects which Charles William Eliot, then President of Harvard University, had prepared as "especially appropriate to a course of study leading to the profession of journalism," and also the comment of Joseph Pulitzer about this proposed course. It called attention to the textbooks on various phases of newspaper work as one of the contributions of technical instruction to the broader field of journalism.

During the past year many changes have taken place in the teaching staff of the different schools of journalism. Of these the most important is the retirement of Dr. Talcott Williams as director of the Pulitzer School of Journalism at Columbia University. His loss to the teaching staff at the Pulitzer School is one that cannot easily be replaced. For the present Professor John W. Cunliffe is acting as director of the Pulitzer School.

After a leave of absence Dean Walter Williams of the School of Journalism at the University of Missouri has returned to his academic duties. While abroad he completed arrangements for the meeting of the World's Press Conference in Australia.

In any review of activities of 1919 mention should be made of the excellent work done by Professor M. M. Fogg of the University of Nebraska, in organizing a khaki school of journalism for the American Expeditionary Forces in France. In this work he was ably assisted by a few teachers and several students from various schools of journalism.

Professor Colin V. Dymont of the University of Washington did splendid work for the publicity committee in France. He has lately joined the journalism faculty of the University of Oregon.

By way of conclusion an increased co-operation on the part of newspapers toward schools of journalism is to be noticed. More and more the schools of journalism are drawing upon practical newspapermen for special lectures to supplement the work done in the classroom. Many of the newspapers published in university towns are now offering exceptional laboratory facilities to students of journalism.

smaller cities may get their share of the news print paper manufactured at a price proportionate to what the large newspapers pay for their contract supply, the general condition of business is such that it should be a prosperous year.

The tendency is to raise the subscription price as well as the advertising rates, and by doing this, and carefully conserving the paper we get, we should be able to get along, and make more money than in many previous years.

Every newspaper man, whether he be a metropolitan publisher or the publisher of a small county weekly, should save every pound of paper possible. The big consumption that is going on weekly and daily in the big cities to provide reading matter

that but few people care about, and is run in the main so one publisher may come out and say that his paper was ten pages larger than his competitors, must cease.

Few Papers—if any—surpass the

**TRENTON NEW JERSEY TIMES**

**A Food Medium**

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers, and manufacturers.

Wednesdays and Sundays four auto pages  
Tuesday Music Page  
Circulation 26,640 Member A. B. C.  
KELLY-SMITH CO.

Marbridge Bldg., New York. Lytton Bldg., Chicago.

**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

The amalgamation of the two leading progressive Jewish newspapers of New York

**THE DAY**

and

**THE WARHEIT**

brings into being the most powerful advertising medium in the Jewish field.



The National Jewish Daily

I believe the newspapers should do this by agreement among themselves, but if they will not, it seems to me that Congress is likely to find some method of trying to curtail such excessive consumption.

Jason Rogers, of the New York Globe, truly says that the metropolitan publishers have not honestly been trying to curtail consumption, and they must do it. Passing resolutions in the A. N. P. A. or in our association will not get the results. It is going to take action on the part of every publisher, large and small, to cut down consumption so that it will be less than production.

When that occurs the price of print paper will be lower than it is today. Our final appeal to all is that if we expect 1920 to be a prosperous year in the newspaper business we must not get out a larger paper than is absolutely necessary.

### Triple Merger in Brazil

BRAZIL, IND., Feb. 2.—The Daily News, Daily Times and Keekly Democrat have consolidated, due to the shortage of print paper and competent printers. One daily paper will be published at the Times plant, with Ralph H. Plumb, editor of the Daily News, as editor.

### Copy From Sykes Agency

MONTREAL, Feb. 3.—The R. Sykes Muller Advertising Agency, 128 Bloor street, is sending out orders for "Challenge Collars" to a list of papers all over Canada. Will very shortly send out large orders to a number of daily papers of Canada for the advertising of belting made by the Canadian Consolidated Rubber Company.

**Randolph W. Madison**

SPECIAL WESTERN REPRESENTATIVE  
OF

**Editor & Publisher**

ROOM 218

**SUPERBA BUILDING**

**520 BROADWAY**

LOS ANGELES, CALIFORNIA

*New Jersey's Greatest  
Morning Newspaper*

**THE NEWARK LEDGER**

For six days in the week we are alone in our field of more than a million readers, and the

**SUNDAY LEDGER**

Takes a place among the leading publications of the country.

Dorothy Dix Helen Rowland  
Associated Press

We can increase your business—  
you want it increased.

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

**BURRELLE**

145 Lafayette St., N. Y. City

Established a Quarter of a Century

**PREMIUMS**  
That Are Real Subscription Producers  
**S. BLAKE WILLSDEN**  
Manufacturers and Publishers  
Representative,  
1606 Heyworth Building  
29 E. Madison St. CHICAGO



**"One thing is certain"—  
the Southern Dailies!**



	Circulation	2,500 lines	10,000 lines
<b>ALABAMA</b>			
Birmingham Age-Herald .....(M)	22,300	.07	.05
Birmingham Age-Herald .....(S)	27,405	.08	.06
Birmingham Ledger .....(E)	34,018	.07	.07
*Birmingham News .....(E)	45,343	.10	.10
*Birmingham News .....(S)	48,070	.12	.12
Mobile News-Item .....(E)	10,136	.03	.03
Mobile Register .....(M)	23,709	.05	.05
Mobile Register .....(S)	33,137	.06	.06
Montgomery Advertiser .....(M)	24,187	.05	.05
Montgomery Advertiser .....(S)	24,736	.06	.06
<b>FLORIDA</b>			
Jacksonville Metropolis .....(E)	18,740	.05	.05
Florida Times-Union, Jacksonville .....(M&S)	26,915	.07	.08
Palatka Morning Post.....(M)	1,450	.0122	.0122
Pensacola Journal .....(M)	6,485	.025	.025
Pensacola Journal .....(S)	7,900	.025	.025
Pensacola News .....(E)	5,425	.03	.03
<b>GEORGIA</b>			
*Atlanta Georgian .....(E)	39,386	.08	.08
*Atlanta Sunday American.....(S)	83,177	.12	.12
*Augusta Chronicle .....(M)	11,074	.03	.03
*Augusta Chronicle .....(S)	10,008	.035	.035
Augusta Herald .....(E)	13,958	.035	.035
Augusta Herald .....(S)	9,413	.035	.035
Columbus Ledger .....(E&S)	7,592	.03	.03
Macon Telegraph .....(M)	23,450	.04	.04
Macon Telegraph .....(S)	19,321	.04	.04
Savannah News .....(M&S)	21,120	.055	.04
Savannah Press .....(E)	15,357	.04	.04
<b>KENTUCKY</b>			
Louisville Herald .....(M)	45,616	.08	.08
Louisville Herald .....(S)	49,090	.08	.08
Paducah News Democrat .....(M)	6,972	.0225	.018
<b>LOUISIANA</b>			
*New Orleans Times-Picayune..(M)	76,171	.15	.15
*New Orleans Times-Picayune..(S)	92,360	.18	.18
*New Orleans Daily States.....(E)	41,925	.10	.08
*New Orleans Daily States.....(S)	37,563	.10	.08
*New Orleans Item .....(E)	74,541	.12	.12
*New Orleans Item .....(S)	90,488	.15	.15
<b>NORTH CAROLINA</b>			
*Asheville Citizen .....(M)	11,985	.03	.03
*Asheville Citizen .....(S)	9,704	.03	.03
*Asheville Times .....(E)	7,236	.025	.02
Charlotte News .....(E&S)	10,849	.03	.03
*Charlotte Observer .....(M)	18,360	.055	.03
*Charlotte Observer .....(S)	18,557	.065	.04
Durham Sun .....(E)	5,325	.02	.02
*Greensboro Daily News.....(M)	15,975	.05	.04
*Greensboro Daily News.....(S)	21,117	.06	.05
Greensboro Record .....(E)	8,000	.025	.025
Raleigh News and Observer....(M)	22,273	.05	.04
Raleigh News and Observer....(S)	22,210	.05	.04
*Wilmington Dispatch .....(E)	4,498	.02	.02
Wilmington Dispatch .....(S)	3,840	.02	.02
*Winston-Salem Journal .....(M&S)	5,358	.025	.02
*Winston-Salem Sentinel .....(E)	6,956	.03	.03
<b>SOUTH CAROLINA</b>			
Anderson Mail .....(E)	4,431	.02	.02*
Charleston American .....(M)	7,603	.03	.03
Charleston American .....(S)	12,991	.03	.03
*Columbia Record .....(E)	12,007	.03	.03
*Columbia Record .....(S)	21,091	.05	.05
Columbia State .....(M)	8,485	.035	.03
Columbia State .....(S)	4,785	.02	.02
Greenville News .....(M&S)	4,785	.02	.02
Greenwood Index Journal.....(E)	2,958	.02	.02
Spartanburg Journal & Carolina Spartan .....(E)	4,416	.04	.04
Spartanburg Herald .....(M)	5,262	.04	.04
Spartanburg Herald .....(S)			
<b>TENNESSEE</b>			
*Chattanooga News .....(E)	14,349	.04	.04
Chattanooga Times .....(M)	26,988	.07	.07
Chattanooga Times .....(S)	23,466	.07	.07
Knoxville Sentinel .....(E)	21,290	.05	.045
*Knoxville Journal-Tribune ....(M)	19,174	.05	.045
*Knoxville Journal-Tribune ....(S)	78,214	.14	.12
Memphis Commercial Appeal....(M)	109,031	.17	.15
Memphis Commercial Appeal....(S)	42,984	.07	.07
*Nashville Banner .....(E)	26,047	.08	.08
*Nashville Banner .....(S)	16,110	.08	.08
*Nashville Tennessean .....(M)	29,570	.08	.08
*Nashville Evening American....(E)			
*Sunday Tennessean & American (S)			
<b>VIRGINIA</b>			
†Bristol Herald Courier.....(M&S)	8,750	.04	.04
Danville Register and Bee....(M&E)	10,354	.035	.035
Newport News Times-Herald....(E)	6,476	.04	.04
Newport News Daily Press..(S&M)	38,494	.08	.08
Norfolk Ledger Dispatch.....(E)	9,570	.06	.05
Roanoke Times .....(M&S)	10,315	.06	.05
Roanoke World-News .....(E)			
Government Statement, October 1st, 1919.			
*A. B. C. Report, October 1st, 1919.			
†Includes Bristol, Tenn.			

**One Thousand Dollars  
a year for each family,  
just by crops!**

The estimated *farm* value of crops for 1919, in the Federal Bank Divisions of Georgia and Virginia, credited with 19,000,000 population amounts to above

**3½ Billion**  
very nearly \$200 per capita or  
**1,000 dollars**  
for each and every family.

It is not so many years ago that the estimated average income per family in the United States was taken as about \$600, or only 60% of the family income average for Southern people by crops alone. And the mineral, lumber and manufacturing incomes of the South amount to a great total.

**Do you "Get" that, National Advertisers?**

You can teach the South what to spend this money for at a cost for daily newspaper advertising of about 1½ cents per family.

# The Globe

AND Commercial Advertiser.  
OLDEST DAILY NEWSPAPER IN THE UNITED STATES. EST. 1793

January 22, 1920.

## Important Notice Regarding Checking Copies

### Improved Service for Advertisers and Advertising Agencies

Owing to the increasing confusion between agents, advertisers and newspapers regarding checking copies, we have decided, instead of continuing our mail list, to inaugurate a new system which will entirely eliminate the necessity of mailing copies of the newspaper to the advertiser or space buyer on the day of publication and will also eliminate the nuisance represented in belated demands for checking copies.

On February 1, 1920, the New York Globe will put in operation the following program:

- 1—On every day that an advertisement is inserted on the order of an advertising agent or advertiser, outside the city of New York, a page containing the advertisement will be mailed to such advertiser showing that the advertisement was inserted in accordance with the order.

*(In case it is subsequently proven that an insertion was an error The Globe will frankly acknowledge the error and make allowance for that insertion.)*

- 2—On the date that each advertisement is inserted, another page containing the advertisement will be cut from a copy of The Globe and filed in a suitable cabinet at The Globe office, where it will remain until the end of the month, when, accompanied by the usual itemized bill, it will be forwarded by registered mail.

Before deciding upon this plan, I have carefully considered proposals and suggestions made by newspaper publishers and agents and feel certain that we have simplified it very greatly, and, in fact, have made it 100% fool-proof.

What we are all after is increased efficiency and the cutting out of waste and lost motion.

Sometimes it has been necessary to write for checking copies of The Globe on account of the regular checking copy either having been lost en route or in the office of the advertiser or the agent or in the office of The Globe, and then perhaps it has been necessary to write again for one of these reasons with the result that there is confusion and delay all along the line.

If in practice we find that further refinements are necessary to make the plan herein indicated more workable and more serviceable to the buyers of space, we will gladly modify it and will welcome any suggestions that you or any other space buyer may care to send us.

The print paper shortage is very real and is going to become more acute, and every one of us in the newspaper and advertising business must do whatever he can to help bring relief in the great emergency.

Yours truly,

*Jason Rogers*  
 Publisher

The response from advertising agents so far received has been unanimously favorable.



