



# EDITOR & PUBLISHER



*The Oldest Publishers' and Advertisers' Journal in America*  
1884 1919

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

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

NEW YORK, THURSDAY, JULY 31, 1919

Vol. 52, No. 9

## In Chicago The Daily News

Six days a week, against all competitors, morning or evening

## Leads in Automobile Advertising

There is no longer any question in well-ordered advertising offices and agencies as to what six-day medium is to be used in Chicago. The high efficiency of Daily News advertising as a selling influence for Passenger Cars and Trucks of all prices, and for Tires and other Accessories, has been so fully demonstrated that The Daily

News is automatically selected as the right six-day medium for the Chicago market.

Lineage figures speak plainly. They cannot be disputed. There is no way to go behind them. For the month of June, 1919, they tell the following story of the automobile advertising situation in Chicago:

*Total automobile lineage for all six-day newspapers, as prepared by an independent audit company*

THE DAILY NEWS—FIRST	- . . . .	56,244 lines
Post	- . . . .	43,863 lines
Tribune	- . . . .	31,842 lines
Journal	- . . . .	20,501 lines
American	- . . . .	15,347 lines
Herald and Examiner	- . . . .	11,469 lines

### AS TO THE COST OF THIS ADVERTISING

If cost is considered—and it is considered in every case—there is a wider difference between The Daily News and its nearest competitor than even these lineage figures show. The greater difference is disclosed in the following table showing the cost of the above advertising in dollars and cents:

	Lines	Cost
THE DAILY NEWS—FIRST	- . . . . 56,244	\$20,247.84
Post	- . . . . 43,863	5,263.56
Tribune	- . . . . 31,842	12,736.80
Journal	- . . . . 20,501	3,582.68
American	- . . . . 15,347	5,064.51
Herald and Examiner	- . . . . 11,469	3,455.39

In words, the automobile advertisers who spent money in Chicago newspapers in June, spent nearly twice as much for Daily News advertising as they spent in the THREE OTHER EVENING NEWSPAPERS COMBINED.

They spent two-thirds as much money in The Daily News as they spent in ALL THE OTHER CHICAGO NEWSPAPERS COMBINED for six-day advertising.

Not a dollar of the lineage published in The Daily News was involved in trade deals or other considerations. It was cash paid for value received.

Dollars play few favorites, and when the automobile advertisers of the country make their advertising appropriations in Chicago in this manner there can be no question of their preference as to media in the six-day field.

## THE DAILY NEWS

FIRST in Chicago

# “The Isle of Rhodes!”

That is what they used to call “Little Rhody” in the spacious days of the seventeenth century.

Today, the “Isle of Rhodes” boasts of a density of population unequalled by any other state, over 500 persons to the square mile, and 95% in the cities.

Connecticut with double its population has only 231 people to the square mile, half of them RURAL, and still is the FOURTH state in the density of its population.

Massachusetts is second state in density of population. Its population has increased nine times and over in the last century and a quarter, and 92% live urban.

In contrast, Maine, New Hampshire and Vermont, have about the density of the prosperous agricultural states, the first two being in addition maritine as well as industrial.

As to Vermont, it is the beauty spot, and makes the most of its historic mountains, high plateaus and jolly little lakes and islands.

And, none of the New England states has any prouder boast than its newspapers.

Read the list.

There is not one of those papers that has not figured NATIONALLY in the big affairs of the Nation, and played the part of patriot.

There is not one that has not had and does not carry its full share of NATIONAL ADVERTISING and would not be proud to carry MORE.

*Every newspaper on this list can serve you better in its territory than any other form of publicity.*

## SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American .....(S)	365,660	.35	.35
Boston American .....(E)	301,270	.40	.40
Boston Globe .....(ME)	293,781	.30	.30
Boston Globe .....(S)	329,781	.35	.35
Boston Post .....(M)	459,603	.45	.45
Boston Post .....(S)	367,074	.35	.35
Boston Record .....(E)	50,650	.15	.15
Boston Transcript .....(E)	29,820	.20	.20
Fall River Herald.....(E)	9,419	.025	.025
Fitchburg Daily News (E)	5,605	.025	.025
Fitchburg Sentinel ..(E)	6,912	.025	.01785
*Haverhill Gazette ... (E)	13,819	.035	.025
Lynn Item .....(E)	15,121	.05	.0333
Lynn Telegram- News .....(E&S)	15,000	.04	.04
Lowell Courier- Citizen .....(ME)	16,780	.035	.035
New Bedford Standard- Mercury .....(ME)	26,674	.05	.05
Salem News .....(E)	18,355	.055	.04

MAINE—Population, 762,787.

Portland Express ....(E)	25,263	.06	.045
Portland Telegram ... (S)	21,846	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times ....(E)	23,752	.06	.04
Providence Bulletin ..(E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun .....(E)	4,223	.02	.015
Woonsocket Call- Reporter .....(E)	11,888	.04	.03

VERMONT—Population, 361,205.

Barre Times .....(E)	6,765	.0214	.0143
Burlington Daily News (E)	8,200	.02	.02
Burlington Free Press .....(M)	10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post-Standard- Telegram .....(M&E)	45,463	.095	.09
Bridgeport Post .....(S)	13,205	.045	.04
Hartford Courant ... (MS)	24,745	.06	.05
Hartford Times .....(E)	36,055	.07	.07
New Haven Journal- Courier .....(M)	15,101‡	.04	.035*
New Haven Register..(E)	26,959	.065	.055
New London Day ....(E)	11,636	.03	.025
New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury Republican .....(MS)	10,762	.035*	.025

\*Rate on 3,500 lines.

Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

The New England Daily Newspaper is NEAR to its people. It belongs! When they see your goods advertised in their paper, it carries weight with them.

# MARYLAND IS THE MOTORIST'S PARADISE

**M**ARYLAND'S splendid system of State roads, famed among all automobile tourists, leads the driver into every corner of the State, from ocean and bay front to the tip of the Blue Ridge, with water and mountain scenery that rivals the show places of Europe.

\$3,000,000 additional will be spent within the next year in further improvement of Maryland's roads.

The automobile, naturally, plays an important part in the life of the State, and automobile makers, tire and accessory manufacturers find Baltimore and Maryland a most profitable market.

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## THE Baltimore Sun

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is the first choice of automobile advertisers who wish to interest Marylanders in their cars, tires and accessories.

*Reach the Maryland motor enthusiast through his favorite newspaper  
-The Baltimore Sun*

In June The Sun published, in morning, evening and Sunday issues, 213,000 lines of automobile display and classified advertising, a gain of 94,000 lines over the same month a year ago.

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The five issues of all the other Baltimore papers combined in June carried only 138,000 lines, The Sun publishing 75,000 lines of automobile advertising more than all other Baltimore newspapers.

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If you were to ask  
most any intelligent Philadelphian  
how to make your advertising  
do you the most good  
in Philadelphia,  
the reply undoubtedly would be:  
"Put it in The Bulletin."

## Dominate Philadelphia

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

# The Bulletin

*Net Paid Average  
for June*

**447,401**

*Copies  
a Day*

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



# EDITOR & PUBLISHER



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

Vol. 52.

NEW YORK, THURSDAY, JULY 31, 1919

No. 9

## NATIONAL EDITORIAL ASSOCIATION MEMBERS START VICTORY TOUR THROUGH NORTHWEST

### Program Will Be a Practical Educational Course for Editors and Publishers of Smaller City Newspapers—Extends from July 26 to August 26—Result Should Be Strengthening of Friendship Ties Between United States and Canada

THE members of the National Editorial Association of the United States, representing the cream of the smaller city newspaper publishers and editors, are off on their international "Victory Tour," which will come to a close with the annual convention sessions August 9 at Portland, Ore.; August 15, at Seattle; and August 18, at Victoria, B. C.

The N. E. A. party left Chicago last Saturday for Winnipeg, and during the past week have been the guests of the citizens and business men of Winnipeg, Portage, Dauphin, Saskatoon, University City and Saskatoon, in Canada. They are in the latter city today, and will leave at midnight for North Battleford.

#### Will Strengthen Friendship Bonds

On departing for the Northwest, Congressman Guy Hardy of the Canon City Record, who is president of the N. E. A., said to EDITOR & PUBLISHER:

"The Victory Tour of the National Editorial Association is about the most pretentious ever undertaken since the days of the over worked pass—of sad and pleasant memories. The distance covered is great. The tour includes weeks to be spent in the world renowned Canadian Rockies—days on the waters of the Pacific, days in Mount Rainier National Park, days in Crater Lake National Park, days in automobiles and boats—a little time in the cities of the Northwest—and about three days in convention sessions.

The convention sessions will be divided between Portland, Seattle and Victoria, a day at each place, with an occasional address slipped in here and there. The convention dates will be about as follows:

"Saturday, August 9, at Portland.

"Friday, August 15, at Seattle.

"Monday, August 18, at Victoria.

"There will be some serious talk—some heavy programmes but not enough to interfere much with the pleasure side of this wonderful tour.

"A good, interesting, enlightening, elevating, inspiring programme is being assembled. Two great nations are being combed for talent. The programme will contain some big numbers—bigger and better than we promise—which promise I know is unique in convention literature.

"Since last we met the Great War has been brought to a successful close. The United States and Canada had a great part in the winning of this war. Sons of American and Canadian moth-

ers fought side by side—many are buried side by side in France. Canada is grateful to America and America appreciates the valor and worth of Canada as never before.

"And now in celebration of the Great Victory, the National Editorial Association will be honored and entertained by

wright about 6 P. M., where they will be the guests of the city for supper. A visit will be made about the city and an opportunity given to view the Government herd of buffaloes, the largest herd of these animals now in existence. Departure from Wainright will be made about 11 P. M.

SUNDAY, AUGUST 3.—The party will reach Jasper about 11 A. M., where they will be served a barbecue, after which the party will have an opportunity for a view of the Mountains of Jasper Park. Departure will be made from Jasper about 3 P. M. The next stop being at Lucerne, reaching there about 6 P. M. Devotional services will be conducted that evening and the train will be parked for the night at Lucerne, as all of the travel in the mountains will be made during the day-light hours.

MONDAY, AUGUST 4.—Departure will be made from Lucerne at about 10 A. M., and the day spent traveling through the mountains, reaching Kamloops about 9 P. M., where the train will be parked for the night.

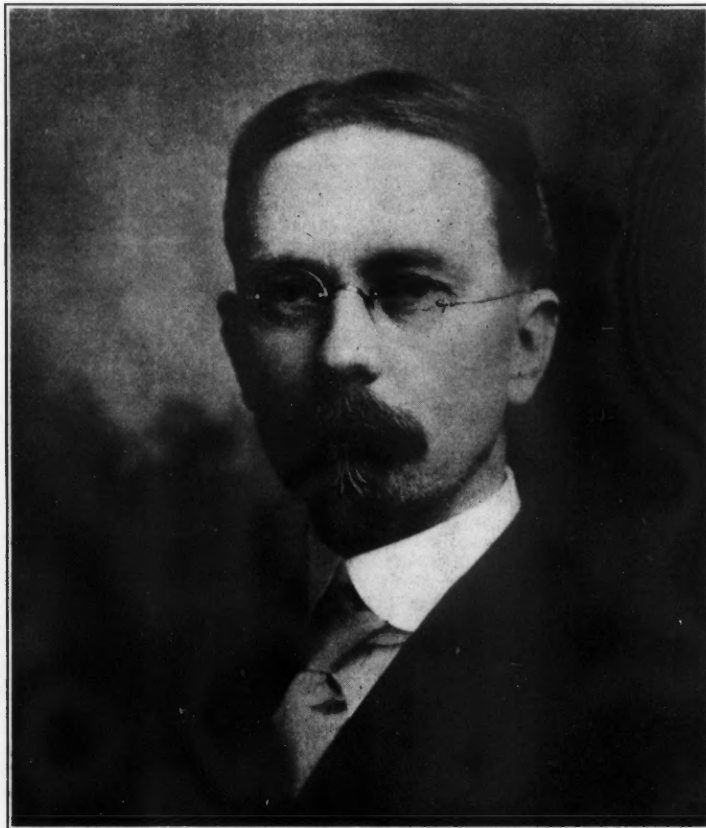
TUESDAY, AUGUST 5.—Leaving Kamloops about 10 A. M., the day will be spent traveling through the mountains, reaching Boston Bar about 6 P. M., where the train will be parked for the night.

WEDNESDAY, AUGUST 6.—Leaving about 10 A. M., from Boston Bar, a day-light run will be made down the mountains, reaching Vancouver during the night.

THURSDAY, AUGUST 7.—After breakfast on the diners the Editorial Party will be guests of the city of Vancouver, spending the entire day about the city, viewing the many places of interest. This is one of the leading ports as well as one of the largest cities of the Pacific Northwest. The entertainment will be varied to include a luncheon by the city and in the evening supper will be served by the Board of Trade. Departure will be made from the city about 11 P. M., enroute for Seattle, via boat from the docks of the C. P. S. S. Lines.

FRIDAY, AUGUST 8.—The party will reach Seattle shortly after the breakfast hour, transferring to a special train on the Northern Pacific enroute to Portland, stopping about noon for a couple of hours at Chehalis, where lunch will be served, as guests of the Citizens' Club. The arrival of the party at Portland is scheduled for about 5:00 P. M. Hotel reservations will be made enroute, permitting each member of the party to reach the Headquarters Hotel and to find his or her room with little difficulty. Autoes will meet the train. At 7:30 P. M., a reception of delegates and ladies will be held at Waverly Country Club, where the addresses of welcome and responses will be made.

SATURDAY, AUGUST 9.—A business (Continued on Page 2A.)



HON. GUY U. HARDY,

Member of Congress, newspaper editor and president of the N. E. A.

Canada as she has never been honored and entertained before."

#### Complete Schedule of Tour

From today on the program follows:

FRIDAY, AUGUST 1.—The party will arrive during the early hours of the morning at North Battleford, where complimentary breakfast will be served. Auto drives about the city will be made and departure from the city taken at 11 A. M. Lunch will be served on the diners, and the party will reach Wain-

SATURDAY, AUGUST 2.—The City of Edmonton will be reached about 9:30 A. M., where the party will be guests of the city at luncheon, and the afternoon will be spent in visiting about the city. A reception and supper will be tendered by the Board of Trade during the evening. Edmonton is the gateway to the far Northwest, and is a very interesting city for the editors to visit. The departure will be made about midnight, the train departing from the Canadian National Station.

## CHARLES H. FULLER, ADVERTISING PIONEER, DIES IN WEST

Legions Affectionately Called Him "Uncle Charley"—One of First Agency Men to Invade London—Was Interested in Organized Base Ball in Early Days.

**C**HARLES H. FULLER, pioneer advertising man and founder of the company that bears his name, died at the Hyde Park Hotel, Chicago, where he made his home, July 21 at the age of 75 years.

To hundreds of newspaper and magazine men from the Atlantic to the Pacific Coast he was known affectionately as "Uncle Charley" Fuller. Big of mind, heart and body, he tried each day through his active-business life, which was spent entirely in the newspaper and advertising field, to make a new friend, and how well he succeeded is attested by the sorrow that was expressed throughout the publishing world when his death became known.

### Started as a Police Court Reporter

His only great activity outside of the advertising field was organized baseball, in which he was also, with A. G. Spaulding, a recognized pioneer, he having been a stockholder in the first Chicago White Sox club. He was among the first men to realize the possibilities of international advertising, and opened a branch office in London, England.

Born in Rome, Pa., in 1843, Mr. Fuller went to Illinois as a child, his parents settling at Belvidere. He attended the public schools in Belvidere and Lee Center, and began his career in a country hardware store.

He entered the publishing world as a police court reporter on the Chicago Daily Mail, having gone to that city shortly before the great fire. In 1871 he switched to the Chicago Daily News, shortly after its establishment by Melville E. Stone and Victor Lawson. He was first connected with the editorial department, but later changed to the advertising department, and is reputed to have drawn up the News' first rate card.

### With Daily News Five Years

Mr. Fuller remained with the News five years and then left, against the advice of Victor Lawson, to enter the agency field, and with D. M. Lord and C. E. Raymond, of the J. W. Thompson Agency, became one of the dominant factors in American advertising circles.

The enterprise he founded prospered, and in 1888 it was incorporated as the Charles H. Fuller Company. Mr. Fuller became its president, which position he continued to hold until eleven years ago, but even during this later period he maintained private offices adjacent to the great agency he established. No other man in the Chicago section knew so many publishers intimately, and he acted as philanthropist and father confessor to many men in their troubles.

### His Binding Friendships

Mr. Fuller was a great admirer of Joseph Magill, and for years kept his picture framed hanging over the desk in his office, while hundreds of other autographed portraits of prominent publishers and advertising men hung on the walls.

A lovable character, but extremely very dignified, he managed his agency always as practically a one-man institution.

After the sale of the agency and Mr. Fuller's retirement in 1908 he traveled extensively all over the United States his retirement it is estimated he had and part of Europe. Up to the time of paid daily newspapers alone approximately \$50,000,000 for space bought.

Charles H. Stoddart, Western Advertising representative of the Munsey publications, and one of the men who knew Mr. Fuller best, said of him:

### Associates Pay High Tribute

"The passing of Charles H. Fuller will come as a shock to the newspaper



THE LATE CHARLES H. FULLER

and magazine men of America, especially those of a decade or so ago. He was one of the pioneers and giant figures in the advertising field when the advertising profession was more of a business and less of an art than it is today.

"Possessing in a remarkable degree a genial personality, a vigorous business mind, and a rigid spirit of integrity and fairness at all times he quickly became one of the international figures in the advertising world. He was, I believe, the first American advertising agent to extend his operations into foreign countries by opening an office in London to cover continental Europe.

### Was Always Fair

"As a constructive advertising man he was a leader, and to his farsightedness and business acumen is due today the solidity of many a monster business and possession of fortune by his early patrons.

"To his keen sympathy, his absolute fairness and sense of justice many men now enjoying prosperity owe much. Young men in his employ for years and profiting by his instruction and advice have since become the heads of great business. They could be counted by the score.

(Continued on Page 14.)

### American War Reporters Great Service to Country Attested and Praised

Out of all those forty or fifty regularly attached correspondents, I can state that I never met one who was not willing to sacrifice his own personal interests at any moment for the interests of the American Army. I think, in view of that reason, America has a right to be proud of the American Press.

\* \* \* \*

No more patriotic service was performed by any officers of the A. E. F. than by the correspondents who covered Château-Thierry and the Marne. It isn't easy to ride all day every day over bad roads, and then work half the night besides. That is what the correspondents were doing on the Marne, and the good work they performed is therefore doubly to their credit.—Gerald Morgan, Major of Field Artillery and Chief Censor of the A. E. F., in *The Saturday Evening Post*.

## CONGRESS WILL QUIZ POST OFFICE HEAD

Postmaster-General Burleson's Conduct of the Department to Be Subjected to Searching Inquiry When House Resumes Work in the Fall

WASHINGTON, July 29.—Postmaster General Burleson is to have an opportunity very shortly to explain all about his fight with the newspapers and magazines of the country over the postal zone law.

But he will have to produce facts and names, as he will be appearing before a hostile committee of Congress which will have for its announced purpose the getting of his "goat."

Representative Zihlmann of Maryland, chairman of the House Committee on Expenditures in the Post Office Department, is to conduct the inquiry into the mail service, but neither the Maryland member nor other members of the committee have any hesitancy in going into all affairs of the Post Office Department under Mr. Burleson.

### Want Concrete Information

Members of the committee are accumulating information bearing upon the alleged collapse of the postal service, with its consequent effect upon the business of the country. They are getting letters from many sections of the country citing specific instances of inefficiency, and they are quite convinced that the Postmaster General will have to produce some other response than the well known "\$72,000,000 subsidy," which he has used to answer any and all criticisms of his administration of the postal service.

He will have to show, they declare, "something stronger" than his charge that all criticism of the department has its origin, development and influence from his "steadfast refusal to permit the publishers of the country to continue to pilfer the public treasury," through the aforesaid well known "\$72,000,000 subsidy." The hearings are scheduled to begin soon after the recess of the House.

### Ad Agency for South America

LIMA, Peru, July 26.—The International Publicity Company has been organized here to handle domestic and foreign advertising. Branches will be opened in Buenos Aires and in other centers of South America.

## A. N. P. A. COMMENDS STEREOTYPERS UNION

Kellogg Compliments Union on Integrity in Holding to Contracts—Asks Consideration for Publishers—Union Opposes Teaching Trades

(BY TELEGRAPH)

DENVER, Colo., July 29.—The most successful convention of the International Stereotypers and Electrotypers' Union since its organization nineteen years ago, came to an end July 26, after being a week in session here. Approximately 100 delegates attended and action was taken upon important matters.

The convention went on record as condemning the teaching of trades in their entirety by public trade schools.

The Technical Education Commission of the national organization, recommended that locals should investigate trade schools in their vicinity.

Reports on a pension system the union proposes to put into effect, on assessments, and other matters pertaining to the conduct of the union were referred to committees.

One of the most important addresses was that given July 23 by H. N. Kellogg, chairman of the special standing committee of the American Newspaper Publishers' Association. He congratulated the union on its clean record in fulfilling its contracts and cautioned against Bolshevik tendencies. Referring to the unrest among labor unions, he urged stereotypers to consider that the publishers had been equally hard hit with labor by the rising costs of the last four years.

### Many Papers Not Out of Woods

"The record of publications suspended since the inception of the great war is concrete proof of this," he declared. "In the past few months business has improved, but there are still many that are not by any means out of the woods."

An inquiry was made into the recent Seattle labor troubles, believed to have been instituted by I. W. W. leaders. Charles A. Sumner, secretary treasurer of the organization, was the only international representative of the printing trades in Seattle at that time, and it was declared to be through his influence that the five printing unions refused to follow the I. W. W. His vigorous action won the praise of Ole Hanson, Mayor of Seattle.

It was decided that matters of jurisdiction between the two branches of the union should be settled by the local unions, if possible.

Eugene V. Dunnegan, delegate from Washington, occupied practically the entire session of the fifth day in a defense of his reinstatement by the Washington local after being expelled from the national convention of 1918.

### Next Year in Boston

Toronto was chosen as the convention city for 1921. At the last general convention it was decided to hold the 1920 convention in Boston. No officers were elected, those elected in 1918 holding over for two years.

The dues were raised from 50 to 75 cents a month.

Resolutions were adopted providing for the representation of the International Union at the Dominion of Canada Labor Congress, and for the transfer of \$36,000 from the pension fund to the general fund to meet deficits caused by the war.

A referendum vote will be submitted to the membership within the next few weeks on a resolution calling for the adoption of a union label for all products of the union.

# NEWSPAPERS MUST ECONOMIZE IN NEWS PRINT OR FACE SHORTAGE IN NEAR FUTURE

## Consumption Is Largest in History in Spite of Fact There Is Now Less Than Six Per Cent Increase in Production Over 1918 and Larger Part of Supply Is Being Exported—National Survey of Conditions.

UNLESS newspapers of the United States take immediate and drastic steps to economize in their use of paper, news print conditions approximating those of 1916, if not worse, will confront them again in the near future. In truth, the predicament next time threatens to be one of supply and not of price—from which money can buy no relief for the unfortunate.

EDITOR & PUBLISHER bases this warning on its own inquiry and on opinions expressed to it by news print and publishing authorities, backed up by reports on production, consumption and supply issued by the Federal Trade Commission.

All sources of information serve to show that more news print paper is being used at the present time in the United States than ever before in history, while production has increased less than six per cent. This margin is far more than wiped out by vast exports to Australia and eastward to Europe of paper that, last year, because of the war, was available for domestic use.

### No New Manufacturing Means

The six per cent increase in news print production over last year is not the result of new mills opening up, but is entirely due to the relief from war conditions. Outside of new units started by the International, the Great Northern and the Laurentide Paper Companies no new mill facilities are available.

Production will be increased somewhat this year by the operation of a new machine, now being installed by the Brompton Pulp and Paper Company at East Angus, Quebec, which will have a capacity of sixty tons daily, and another machine which Price Brothers of Quebec will have installed at their Kenogami mill some time in the fall, with a capacity of fifty tons daily. But that is all.

The International Paper Company is planning to build a mill at Three Rivers on the St. Lawrence River, which will have a daily capacity of 200 tons, but this will not be in operation for two years or even later.

News print manufacturers both in the United States and Canada say they will not go ahead with expansion because of the attitude of the governments of both countries toward the industry. No new mills have been opened in the United States for some years past, and probably there will be none until water power legislation is enacted which will encourage capital to invest in the re-leased natural resources.

### Only Six Papers Own Mills

Both American and Canadian mill owners complain that price fixing for domestic consumption is unfair, and they prefer to export at far better prices than they can get from home consumers. The figures show they are doing it, as far as they can.

There are only six newspapers in the United States that own their own paper mills and have independent sources of supply. They are the New York World, New York Times, Chicago Tribune, Boston Globe and St. Paul Pioneer

Press and Dispatch. The Minneapolis Tribune is just completing a mill of its own.

The Minnesota Editorial Association is endeavoring to have the state finance a paper mill for their use, as well as that of the state needs.

The newspapers of South Carolina have taken up again the proposition that was favorably received before the war of establishing a pulp mill in that state for paper manufacture. During the meeting of the state press association at Greenville, a resolution was passed to push the project. Some of the leading financiers of South Carolina favor it.

These are facts for the serious consideration of news print users who are

the Chronicle used 506 pages, eight-column size, as compared with 426 pages for the same period during July, 1918, or an average of nearly four pages a day.

From July 1 to 26, inclusive, the Seattle Times printed 840 pages, as compared with 782 pages during the same period last year. The Post Intelligencer printed 704 pages, as compared with 544 pages.

The San Francisco Chronicle has printed during the same period this year 676 pages and last year 496; the Examiner, 760 and last year 716; the Call-Post 484 and last year 432; the Bulletin 546 and last year 429 and the Daily News 242 and last year 188.

contract and is unable to buy paper at the mill for less than 5 to 6 cents.

Between twenty and twenty-five per cent. of the print paper used by newspapers in the United States is consumed in Greater New York. About twenty-five per cent of the total is consumed in Chicago, Philadelphia, Boston, and St. Louis. Another twenty-five per cent. is used in forty-five cities having over 100,000 population. The increase in news print consumption during the first six months of this year as compared with the same period last year, is greater, proportionally, in the large cities than in the smaller cities and towns.

Yet, in New York City and other large cities, advertising is being refused in order to keep down the size of newspapers.

### Growth in Production Small

The News Print Service Bureau in its bulletin for June of this year, states that 39 reporting companies produced 150,938 tons and shipped 151,741 tons during June. Shipments exceeded production by 803 tons. Production figures include 715 tons of hanging, of which 305 tons were made in Canada.

The average daily production of news print paper by the mills reporting for June amounted to 99.5 per cent. of the average daily output during the three months of greatest production in 1918.

The comparisons for 1919 with 1918 are based upon the same identical mills.

Production by the United States mills during the first six months of 1919 was 32,145 tons, or 6 per cent. greater than during the same months in 1918. Canadian production during this period exceeded that of the same six months in 1918 by 17,745 tons, or 5 per cent., making the combined production of the 39 reporting companies 49,890 tons, or 6 per cent greater than in the first six months of 1918.

The United States mills shipped 1,175 tons less and the Canadian mills 12,063 tons more in the first six months of 1919 than in the corresponding period of 1918.

Stocks during June decreased 930 tons at United States mill points and increased 1,454 tons at Canadian mills, making total stocks 525 tons more on June 30, 1919, than on May 31. The total of 35,424 tons on hand at all mills June 30 amounted to about six days' production.

News Print Service Bureau figures are used, because more mills report to it than to the Federal Trade Commission.

The Federal Trade Commission's figures on the amount of news print used and of stocks held by leading publishers in the United States from May, 1918, to June, 1919, inclusive, show how consumption has increased, and the amount of paper on hand or in transit has decreased.

Since there is some variation from month to month in the number of publishers reporting, the figures are not directly comparable, but they show that there was a decrease of 14,008 tons in the hands of the 718 reporting publish-

(Continued on Page 20.)

### HOW N. Y. NEWSPAPERS HAVE INCREASED IN SIZE THIS YEAR

THE following table, compiled by Jason Rogers, publisher of the New York Globe, shows in columns how the newspapers of New York City, including Brooklyn, have grown during the first six months of 1919, as compared with the same period of 1918:

	Total Columns		Cols. Adv.		Cols. Reading	
	1918	1919	1918	1919	1918	1919
<b>Evening Newspapers</b>						
Journal	27,120	30,192	13,062.52	16,806.00	14,057.48	13,386.00
Mail	20,192	19,424	8,314.86	7,327.78	11,877.14	12,096.22
Post	22,060	25,048	6,722.00	7,235.93	16,398.00	17,752.40
Sun	21,424	24,928	8,559.70	15,030.00	12,594.30	11,808.00
Telegram	21,462	25,060	11,574.00	13,476.62	9,888.00	11,583.38
World	21,936	26,448	8,701.59	13,134.57	13,294.41	13,313.43
Globe	19,488	24,624	8,332.81	13,365.87	11,155.19	11,258.13
<b>Morning Newspapers</b>						
American	25,264	21,760	8,960.56	8,440.18	16,303.44	13,310.82
Herald	19,600	19,642	5,827.70	7,257.84	13,772.30	12,384.16
Sun	17,920	21,068	3,547.29	5,894.02	14,372.71	15,143.98
Times	27,120	31,920	13,290.46	18,016.75	13,820.54	13,963.25
Tribune	18,688	24,000	4,385.10	7,744.71	14,302.81	18,255.29
World	26,960	33,584	16,035.66	18,984.20	10,924.34	14,600.50
<b>Sunday Newspapers</b>						
American	19,026	19,104	8,191.50	9,440.31	11,434.50	9,663.60
Herald	14,980	15,400	5,695.46	6,982.94	9,284.54	8,417.16
Sun	13,664	14,632	2,684.50	3,832.02	10,979.50	10,799.98
Times	18,384	21,496	9,165.75	11,745.76	9,218.25	9,720.24
Tribune	12,424	15,682	2,570.75	4,361.56	9,853.25	11,320.44
World	18,520	20,744	9,884.00	11,787.34	8,636.00	8,956.66
Telegram	3,896	4,284	1,808.81	2,118.35	1,887.19	2,165.65
<b>Brooklyn Daily Newspapers</b>						
Eagle	24,500	26,824	8,086.35	11,119.42	16,413.65	15,704.58
Standard Union	15,328	16,256	7,110.83	8,685.90	8,217.17	7,570.10
<b>Brooklyn Sunday Newspapers</b>						
Eagle	12,670	13,064	5,890.10	6,418.15	6,770.90	7,245.85
Standard Union	4,176	5,616	2,032.14	2,666.81	2,123.86	2,919.19

using up their reserve supplies, feeling that the mills will speed up production in the fall and prevent a shortage.

In New York, Chicago, Cleveland and Detroit, and other big newspaper cities, daily editions have run as high as 40 pages in size recently and few go larger than 20. The increases in consumption during the first six months of this year over last year, throughout the country, will average more than 25 per cent. The New York figures are presented in a table accompanying.

Here are some typical examples of how newspapers have increased in pages this year and conditions throughout the nation:

### Some Instances of Increased Sizes

The Houston Chronicle reports that between 20 and 25 has been the percentage of its increases during July, due wholly to the demand for advertising space. It has no free lists, no exchange lists, has allowed no returns, and has advanced both the subscription price and the street sale price. During the first twenty-four days of the month

The Atlanta Journal printed during the same period this year 684 pages against 532 last year; the Georgian 600 pages against 506 last year, and the Constitution 614, compared with 466 last year.

The St. Louis Post Dispatch printed during July 1 to 26, inclusive, this year 796 pages as compared with 658 during the same period last year; the Star 361, and 361 last year; the Times 310 and 274 last year; the Republic 556 and 534 last year; the Globe-Democrat 658 and 510 last year.

Newspapers in many of the smaller cities already are experiencing the inconveniences of a hard market.

"Anyone who has attempted to purchase paper in the open market within the last ten days has discovered a very tight situation," Charles I. Stewart, general manager of the Lexington Herald, writes EDITOR & PUBLISHER. "A newspaper not now assured of its supply for the remainder of this year is, in my opinion, in a very critical situation."

The Macon (Ga.) Telegraph reports that it has exceeded its supply under

## U. S. SENATE ADOPTS "OPEN COVENANT"

Secret Session for Discussion of Treaties Has Passed Into History—Press Will Be Admitted Monday to Consideration of Peace Treaty

By ROBERT T. BARRY,

Washington Correspondent for EDITOR & PUBLISHER.

WASHINGTON, July 29.—At last "open covenants openly arrived at" are to come into their own.

The secret session of the Senate for the discussion of treaties has passed into history. No more will the American people have to depend upon the willingness of some Senators to whisper to correspondents snatches of the business transpiring behind closed doors when international relations are on the legislative calendar.

The Senate voted today to begin this radical—almost revolutionary—departure from custom, honored and maintained by mossy tradition, which commonly is regarded as having had its inception in the "public be damned" policy which governed all phases of international affairs in bygone days.

### Throws on Full Light

It is true, no doubt, that the present agreement to let the American public have full knowledge at least of the surface transactions incident to the ratification of treaties, may be traced to political strategy, but what matters it when the end is justified by the means?

President Wilson was unable to force European diplomats to swallow this pill of "pitiless publicity," but the Senate has determined that the full light of public discussion shall pervade the atmosphere during its discussions of the treaty with Germany.

The real start in "open executive session" will be made Monday when the long-delayed Colombian treaty will be taken up. Prior to that, however, the Senate correspondents will be permitted to enter the room of the Committee on Foreign Relations on Thursday, when the first of the "peace conference experts" are called for their views on the treaty.

### Will Tread on Sacred Ground

Instead of loitering in the corridors outside the committee room as they did in the old days, the newspapermen will file right into the room where the late Senator Stone of Missouri presided until his death a little more than a year ago. It was Senator Stone who protested most vigorously against Senators violating the rule of the secret session, by telling newspapermen as much as they remembered of what transpired. He once insisted that newspapermen seemed to proceed on the theory that they possessed an unwritten license to nose into the affairs of anyone they pleased.

The Senator's remarks were published at about the same time that George Creel was charged with having described the Washington correspondents as "a pack of hounds going around snapping at the heels of public officials."

But this is another day, and the correspondents, perhaps a little battle-scarred from previous battles, are happy in that they will have to work about one-tenth as hard and will get many times more news and accurate news at that, than before.

Senator John Sharp Williams of Mississippi whose delightful whimsicalities never fail to appeal to the Senate, gave a parting thrust to the secret session of the Senate this week. The Senator was discussing the charges of Senator Bran-

## Editors! A Friend of a Friend of America Wants Your Help, Please

General John J. Pershing is coming home from France within a few weeks. He has done a good job—a big American job—well. When he reaches the home shores hands will blare a welcome; all real America will shout, "Well done, son;" silk flags of the world's greatest democracy will again flutter from careful hand folds, and the manhood leadership of the dawning day will have its military idol home.

For more than two years General Pershing has been too busy with America's work in the world's remaking to notice what we were saying in print about him here, but when he steps ashore the press of America is going to decorate him—he is going to receive a big book filled with the things that were said about him when he was taking care of things over there for you and me.

You must help make this decoration. Whether your publication is daily, weekly or monthly, today you should set aside fifteen minutes to rush all the best stuff you have printed (with or without pictures), with name of publication and date attached, since General Pershing was chosen to lead the overseas forces, to: The Great Scrap Book Editor, The Times, Detroit, Mich.

James Schermerhorn, general manager of the Times, is responsible for this call, and in a letter to EDITOR & PUBLISHER says:

"Just to show Jack Pershing I bear him no ill will for 'jumping' me and making me 'brace' when he was a first-classman and I was a plebe at West Point 34 years ago, I am getting up a Great Scrap Book—at title surely—containing the cream of the choice things said about the Commander-in-Chief of the American Expeditionary Force while he was on duty in Europe."

degree of Connecticut that President Wilson had violated the Franco-American alliance by failing to present that covenant to the Senate at the same time the German treaty was delivered.

He referred to the fact that whereas Senator Brandegee, Colonel George Harvey and Will H. Hays seemed to have discovered the text of the treaty on July 22, it had been carried in full by the Associated Press on July 3.

"And the Associated Press certainly is public," the Senator added. "I know of nothing more public than the Associated Press unless it be a secret session of the Senate."

## HARD TO COVER CHICAGO RIOTS

Motorcycles and Automobiles Used Principally by Reporters

(BY TELEGRAPH)

CHICAGO, July 30.—To cover the worst race riots in the history of Chicago, beginning on the morning of the city-wide strike of car men and the tieup of all means of public transportation, city editors made use of many ingenious ideas for covering the story. The Chicago American is advertising that it will pay \$7 per day rent for motorcycles with side cars and rear seats for conveyance of reporters during duration of strike.

All papers are having extreme difficulty in getting men over the large city area covered by rioting.

Harold Place, sports editor of Des Moines News, is father of a 7-pound boy.

## A. B. C. PUTS NEW RULES INTO EFFECT

Finally Ratified at Monthly Meeting of Directors' Board—Practice of Carrying Time of Subscriptions Next Matter to Receive Attention

The monthly meeting of the board of directors of the Audit Bureau of Circulations, held at the Hotel Knickerbocker, New York, July 25, presided over by President L. B. Jones, advertising director of the Eastman Kodak Company, as usual, was well attended.

A vast number of matters in the nature of questions were presented to the board by Stanley Clague, managing director, relating to special cases which were awaiting rulings, and disposed of.

The new rules and regulations covering the bureau's standing practice, which had been submitted to the membership prior to the annual convention, were finally adopted. These rules and regulations are of the utmost importance to publisher members, and of course, to advertisers and advertising agents as well. They clarify the treatment of all circulation methods in the auditing procedure and all audits made by the bureau from now on will have these rules as a basis. They were printed in full in EDITOR AND PUBLISHER of June 19 and 26, 1919.

An important discussion on the next forward movements in the work of the bureau was a feature of Friday's directors' meeting. For instance, the consensus of opinion was that there will be a constantly growing demand in future from advertisers for the elimination of practices that tend to lessen the value of circulation, such as carrying subscribers in arrears an undue length of time.

### Subscription Arrears Question

The present post office rules and the rules of the A. B. C. permit carrying subscribers in arrears up to one year from the dates of expirations of their subscriptions. It was declared to be pretty well established, however, among the buyers of advertising space that this is not sound business policy; that the number of renewals secured after a period of arrears of say three months does not warrant continuing old subscribers on the mail list beyond that time. The opinion was that it is fair and reasonable to carry a subscriber in arrears long enough to afford the publisher a full opportunity to bring about a renewal, but the conviction is growing that this extension of credit to the old subscriber should be limited more than it is at present. That is, if an old subscriber will not renew his subscription within three months from the date of expiration, it ought to be assumed either that he does not wish to renew or that he fails to do so because he is satisfied that the publication will be sent to him in any case for a second year.

This and other questions of equal moment affecting the improvement of circulation methods are crowding themselves more and more upon the attention of the A. B. C. board of directors, and it is the purpose of the board to give them all the time and consideration possible in future meetings.

### Editor Wins British Medal

MEXICO CITY, July 28.—Felix M. Palacini, owner of the newspaper El Universal and former Secretary of Public Instruction, on Monday will be awarded the Cross of Commander of the British Empire by the British Charge d'Affairs at a public ceremony. The honor is in recognition of Senor Palacini's pro-Ally services during the war.

## CAROLINIANS MEET TOMORROW

Secretary of Navy Josephus Daniels Will Be Guest of Honor

WRIGHTSTOWN BEACH, N. C., July 30.—All is in readiness for the opening of the annual convention of the North Carolina Press Association, which will be held here tomorrow and Friday. An especially fine business program has been arranged, and sufficient pleasure will be interspersed to make the occasion enjoyable to all.

A big ship will be launched during the press convention and the editors will be special guests on this occasion, President Whitehead says. Secretary of the Navy Daniels, editor and owner of the Raleigh News and Observer, and a member of the association, will be the principal speaker of the occasion. The North Carolina Press association has about 125 members.

## WOOD PULP NOT AFFECTED

Excluded from Scope of Canadian Reciprocity Law Repeal

WASHINGTON, July 29.—Wood pulp and wheat are omitted from the scope of the proposed repeal of the Canadian Reciprocity Act as approved by the ways and means committee of the House. Representative Young of North Dakota filed the report with the House from the committee favoring the repeal of the Canadian Reciprocity Act. He explained that provisions of the bill affecting wood pulp and wheat which are actually in operation, were re-enacted in the Underwood tariff law, and hence are not affected by the repeal bill.

The effect of the repeal bill is to take off the statute books the measure which never was operative, because of the failure of Canada to enact similar legislation.

## "R. N. S." CORRESPONDENT HOME

George T. Bye Was with U. S. Soldiers Through the War

KANSAS CITY, Mo., July 29.—George T. Bye, correspondent of the Reciprocal News Service, is home from Europe on a brief business trip. He was formerly with the Kansas City Star. Mr. Bye, who was with the American troops on the British front much of the time after America entered the war, will spend his time, until he sails for England again on August 30, in getting into touch with American conditions and helping out in the extension of the Reciprocal News Service string of papers in the East. The R. N. S. has its American headquarters in Kansas City, where Reginald Davidson is agent.

## Chicago Tribune May Have to Move

CHICAGO, July 29.—It is reported on good authority that the Chicago Tribune has acquired a site on North Michigan Boulevard, half a block wide and a block long, to erect a building by May 1, 1920, at a cost of \$1,500,000. The board of education, which owns the land on which the present 12-story Tribune building stands, has expressed its intention of taking back the property for school purposes.

## Mexicans Seize H. L. Foster

JOPLIN, Mo., July 26.—Harry L. Foster, a Brooklyn newspaper man, has been seized by Mexican bandits, according to word received by relatives here. Mr. Foster was taken from a train near Colima, Mex., a few days ago, and the American government has been unable to obtain word of him. He was writing a series of articles on Mexican affairs.



# FRANK GRANDIN WELCOMED TO NEW YORK BY GOTHAM'S ADVERTISING HOSTS

One of the Most Remarkable Tributes Ever Paid an Advertising Man was Tendered by 200 Leaders of Profession—Gen. Felix Agnus, W. A. Thomson, J. W. Scott of the Manchester Guardian, and Col. Buxton Among Speakers.

A WELCOME to New York such as no advertising man starting in business ever received before was that tendered to Frank C. Grandin by his Eastern friends and admirers (assisted by many Westerners) Tuesday evening at the Hotel Pennsylvania.

Mr. Grandin recently moved his advertising organization from Battle Creek, Mich. (where he established a national reputation as a space buyer for the Post Cereal Products), to New York, to enter into the general advertising

Agency is assured of success right from the start.

William A. Thomson, director of the Bureau of Advertising of the A. N. P. A. was toastmaster, and filled the role as only he can.

Toastmaster Thomson in bidding Mr. Grandin welcome in behalf of his hosts, said the transplanting was not a difficult matter, for as he remembered it, "in the sixty-two years" of their acquaintance Grandin was to be found 728 times in the Waldorf-Astoria, New

York, which our guest has built his manhood—upon which he and others have built advertising—and upon which he and all of us in America have built our conception of liberty.

- "F—Fairness—an essential to success.
- "R—Reliability—necessary to win strong place in the world.
- "A—Ability—honorably applied, carries one over the top.
- "N—Nobility—the twin of honor.
- "K—Knowledge—a great asset of life.

"I—Intelligence—applying care and good sense in making understandable statements.

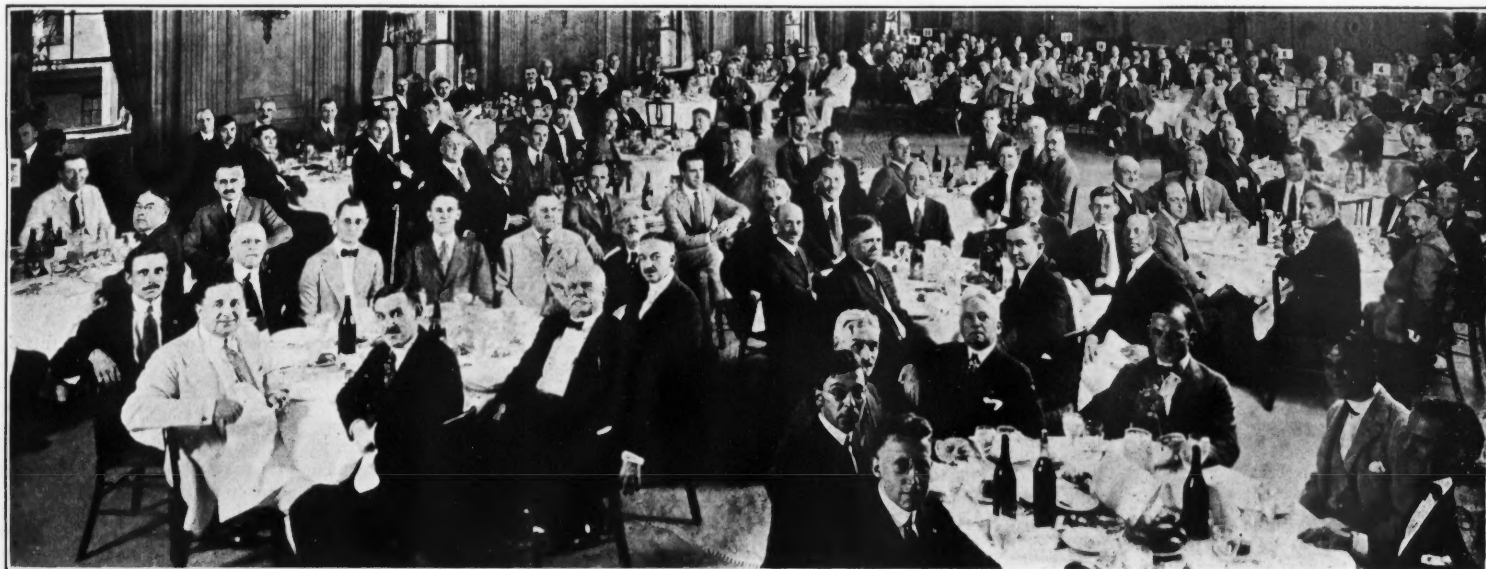
"N—Nerve—a quality that surmounts obstacles and gains the goal.

"G—Grist—the result of zealous and honest application.

"L—Loyalty—the finest human characteristic.

"I—Industry—the open gate to success.

"B—Building—aiming always to better conditions.



NEW YORK'S ADVERTISING MEN WELCOMING FRANK GRANDIN AS ONE OF THEM AT HOTEL PENNSYLVANIA BANQUET TUESDAY EVENING

agency field through the Liberty Advertising Agency. In putting Post products in the forefront of goods of their class, Mr. Grandin performed an advertising feat that has made him a nationally known figure.

A few weeks ago in Chicago his Western admirers tendered him a send-off dinner that was in a class by itself as far as the West was concerned, but New York was determined to bid him welcome in a manner unique in the annals of its advertising events.

A committee composed of George A. McClellan (chairman); Howard Davis, Louis Wiley, Thomas Conklin, George Larke, Paul Block, William Simpson, E. W. Preston and Barrett Andrews laid the scheme for a \$10 a plate dinner some weeks ago, and it was staged de luxe Tuesday evening with fully 200 participants.

### Friends Swear by Him

And such a welcome they extended! Good spirits reigned supreme. Business and the worries of prohibition were forgotten in making Frank Grandin know that he was welcome to the best New York advertising fellows have within their power to give him.

It is really remarkable how many friends this man Grandin has, all swearing by him through thick and thin. If well wishes count for anything the Lib-

erty Advertising Agency is assured of success right from the start. "It was just a case of telegraphing to Battle Creek for his shirt and to lock up his cutaway coat for the change to be made effective," said Thomson—which expression received unanimous endorsement.

Then there was Gen. Felix Agnus, proprietor of the Baltimore American and Star, as a speaker of welcome, and the ever popular Civil War fighter told some things of Mr. Grandin and his ancestors, as he knew them, that just glowed with warmth and good feeling.

Mr. Thomson then introduced William C. Freeman "as the champion heavyweight recommender of the world" to really express to the honor guest the sentiments of New Yorkers with whom he is taking up his abode.

And "Pop" Freeman proceeded to launch forth into oratory—short and hearty—that was the speaking gem of the evening.

This is what he said: "I am taking the thirty-one letters used in the name—Frank C. Grandin—our honored guest, whom we welcome to New York with open arms and glad hearts—and in the word "advertising"—our guest's business—and in the word "liberty," the name he has given to his company—to initial thirty-one paragraphs that form the foundation upon

"C—Character—the cornerstone of happy human existence.

"G—Generosity—prompts heart and brain to act unselfishly and justly.

"R—Reputation—the preferred stock of life.

"A—Achievement—the reward of honest endeavor.

"N—Naturalness—invites confidence, love, respect.

"D—Determination—the backbone of victory.

"I—Intensity—the basis of heart and love in work.

"N—Never—the word that prevents surrender or deviation from duty.

"A—Aggressiveness—the ally of progress.

"D—Dependability—the keystone of faith in the printed word.

"V—Vision—that which leads men to great accomplishments.

"E—Enterprise—continued effort.

"R—Resourcefulness—the quality that enables men to meet all situations squarely.

"T—Tenacity—holding on with bulldog grip till one wins.

"I—Integrity—the foundation of all advertising success.

"S—Sincerity—the passport to the people's confidence.

"E—Equality—giving opportunity to all.

"R—Responsibility—assuming it, makes men strong and courageous.

"T—Tolerance—makes us forget, forgive and help.

"Y—Yankees—the name given to men who made liberty possible.

"And now, let me give our guest another paragraph—the thirty-second and the last. I want to emphasize what I think is his strongest qualification—LOYALTY—which I have defined as 'the finest human characteristic.'

### Cabaret de Luxe

"I know all about his splendid loyalty to the man who founded the business with which he has been so long and honorably associated. I know that his sense of loyalty has enabled him to give it in full measure to all who are now responsible for the conduct of the business, I know that Frank Grandin's chief aim is to do everything he can at all times and under all circumstances to further the interests of the business which gave him his first opportunity in life and which commands now and always will his affection and his ability."

After this, James Gilroy of the Gude Company, seized the floor and paid his respects in a humorous strain to Mr. Grandin.

In the meantime stage stars from the (Continued on Page 42.)

## ADVERTISING CAN HELP RETAILER MEET CHAIN STORE COMPETITION

**Worcester Telegram Plan Offers Wide Possibilities—Places Merchant, National Distributor and Manufacturer Under Mutual Obligation to Do Share of Local Advertising.**

(SPECIAL CORRESPONDENCE)

**WORCESTER, Mass., July 30.**—The new advertising campaign organized by the Worcester Retail Grocers Association in conjunction with the Telegram of this city to meet the competition of chain stores without antagonizing the national distributor is already attracting wide attention.

The Worcester Telegram plan differs from others that have recently been advanced for the benefit of the established grocer to meet the chain store competition inasmuch as it places the local merchant under obligation to carry a share of the necessary advertising, places the manufacturer or distributor of a nationally known product under obligation to advertise locally, practically assures him a shelf showing, and unlike the Southern California Plan carries with it no threat of ultimate competition in the manufacturing field.

### Worcester Movement Started in June

In June a movement was set on foot in Worcester to raise capital for the expansion of a chain of stores operating for cash at cut prices, which threatened the security of the long-established retail dealers.

The condition existing attracted the attention of the grocers, and after several conferences the retail grocers decided to use a page of advertising a week in The Worcester Telegram for a period of fifty-two weeks.

The space is being used to demonstrate the greater worth of personal, dependable service and standardized goods. That the corner grocer is a family friend of long standing is a thought that will be developed through the advertising.

In short, the idea of friendly service rather than of impersonal service will be sold to the consumer. An official emblem has been adopted by the Association, which appears on all advertising done by the grocers, and will be shown on the store windows.

### Advertised Goods Assured Distribution

For the national distributor, this plan is, the writer believes, the most effective means devised to quickly secure worthwhile distribution of advertised food products.

It goes further than the Des Moines plan or the Providence Journal plan, for the subscribers agree to stock and display the goods of any manufacturer (whose goods are approved by the Publicity Committee of the Retail Grocers' Association) who advertises them in The Worcester Telegram, to the extent of 10,000 lines or more within the year.

Both the Des Moines and Providence plan provide for the display of such goods as are carried in stock if these goods are advertised in the newspapers; the grocers, however, do not agree to stock such goods as are advertised nor do they agree to spend any money for advertising. In Worcester the grocermen will spend their own money to bring trade to their counters and agree to stock the goods of any manufacturer for the national advertiser.

### Committee Passes on Requests

Meetings are held each week between representatives of the newspaper and representatives of the Retail Grocers' Association. At such meetings the application of a manufacturer who wishes to introduce his goods to Worcester is received. The application is at once passed upon by the publicity committee of the grocers, and if it is accepted each member of the Grocers' Association is immediately notified of the Committee's action. According to the agree-

ment between the grocers and The Telegram the grocer is then obligated by the vote of his committee to stock the goods.

The concluding transactions are only a matter of detail. Provision is made that such advertising as is done by the national distributor in The Telegram shall bear the words:

"Sold by the members of the Retail Grocers' Association of Worcester."

This, of course, will serve to reinforce the weekly association advertising. The firms entering into this agreement are the most powerful and influential of the retail grocers, including men who have been established for many years in Worcester. Only by a complete collapse of the whole association can the Worcester Retail Grocers' Association plan fail to accomplish a betterment of conditions for the consumer, the retailer and the national distributor.

### Will Reduce Sales Resistance

The Worcester plan is calculated to reduce sales resistance, to cut down selling time, to secure a more adequate display of advertised goods and to furnish a local representative in the person of The Telegram promotion man for the national advertiser.

For the local grocer it will have the effect of stimulating business in various ways. The element of personal pride enters more largely into the conduct of his business. By virtue of having spent his own money for advertising which proclaims his store to be painstaking in service and up to date in every particular, the retailer at once becomes careful to live up to his creed.

### Proposes Labor Union for Baltimore Scribes

**Federation Organizer Circularizes Editors, Copy Readers and Reporters and Promises Support for Higher Pay**

**BALTIMORE, July 29.**—Efforts are being made here to unionize the reporters on the daily papers here. Harry L. Eichelberger, general organizer of the Federation of Labor, has the matter in hand, and every reporter, editor, and copy reader on the daily papers here has received letters from him inviting them to become members of the Newspaper Writers' Union. Application blanks were enclosed.

To what extent the movement has progressed has not been announced. It is understood that apart from the letters of invitation, a great deal of quiet missionary work has been undertaken, but

those who know anything definite about this are not talking for publication.

Several years ago there was talk of organizing a Newspaper Writers' Union, but no headway was made, the scribes apparently unanimously sidestepping the proposition. There are those with the papers today who see no better chance for the present movement than that of years ago, and the newspaper managements, as far as known, are not worried.

On the other hand, the organizer appears to feel that the time is opportune, and is setting forth facts concerning the comparative pay received by "the brains" of the papers and the mechanical forces. Assurance is given those approached, of support of affiliated organizations of the Federation in securing better pay.

## PUBLISHERS SEE NEED OF LABOR DATA

**Heads of Many Newspapers Believe They Will Profit in Parleys with Unions by Information Being Gathered by United Typothetae**

Industrial and wage problems of newspaper publishers and those of commercial printing establishments parallel each other in so many particulars that publishers are taking a greater interest than ever before in specialized work of the United Typothetae of America, composed of master printers, toward solving these problems. Those newspapers which maintain job shops are particularly interested.

In order to bring some degree of order out of the industrial chaos which prevails in the commercial printing field, and which is duplicated to no small extent in the business of newspaper publishing, the Typothetae has appointed an Industrial Relations Bureau, with headquarters at the main office of the organization in Chicago.

### Lack of Uniformity

In a recent issue of the Typothetae Bulletin, the official paper of the organization, Arthur E. Southworth, the president, addresses the members on the work of the new bureau, as follows:

"There is an appalling lack of uniformity in wage scales and working conditions in the industry within the same competitive zone.

"This lack of uniformity, as every printer knows, is the curse of our business, yet in spite of the requirements of Section 5 of the Constitution, providing that copies of all agreements entered into with labor unions be sent to the secretary of the association, and in spite of repeated letters requesting information as to wage scales and working conditions, very little response has been secured.

"Certainly, you must appreciate the importance of having this data compiled centrally. It will mean furnishing the basis to the association for getting more uniform conditions, and will make available to you information of inestimable value in your local negotiations with the unions.

"The labor organizations have all this data sent into their international secretaries and furnish their locals with up-to-date information. No argument is needed to convince you that such information is just as valuable to the employer—whether in closed or open shop branch—as it is to the unions.

"Now, I am going to count on all members to come through with the following information:

"Wage scales by classes, giving war bonuses separately.

"Apprentices—ratios and wage scale in effect.

"Hours—day and night and Sunday.

"Working conditions—shop committees, suggestion boxes, etc.

"Arbitration agreements or informal plan.

"Copies of contracts with organized labor.

"This information is especially necessary now that there has been established an Industrial Relations Bureau, for this Bureau can keep you currently informed only in proportion to your own willingness to co-operate and assist by sending in the information requested."

Many newspaper publishers are agreed that similar means of getting light on labor conditions throughout the country should be adopted by themselves, but in the meantime they are awake to the valuable service the information so obtained by the Typothetae will be to them in negotiations regarding labor condi-

tions and wages, with their own union employes.

In New York City, for instance, the local Newspaper Publishers' Association now has negotiations pending with both the engineers and machinists. Committees representing the publishers and the union have conferred on the demands of the union for an increase in the weekly minimum wage scale from \$32 and \$33 to \$36, and by agreement have submitted to their respective organizations a counter proposal to make the wage scale \$36 for chief engineers and \$34 for engineers.

### Negotiations in New York

A conference may be held soon between committees representing the New York publishers and the machinists' union on demands of the latter for an increase in the minimum weekly wage from \$43 to \$55, a reduction in the hours of labor of from 48 to 44, and double time for overtime.

In January of this year the National War Labor Board granted to the machinists employed on New York City newspapers an increase of wages to \$7.20 daily, for an eight-hour day, the award to take effect as of October 15, 1918, and to continue for the duration of the war unless either party chose to reopen the case, May 1, 1919, "for such readjustments as changed conditions may render necessary."

The machinists took the initiative in reopening the matter of further wage adjustments.

### FINE WELCOME HOME EDITION

**Gloversville and Johnstown Give Message to Soldiers Through Herald**

A splendid special souvenir edition of the Gloversville and Johnstown (N. Y.) Morning Herald was published July 25 in honor of the Second District Selectives. Each one of the twenty pages contained a "welcome home" message from the business institutions of the territory or the people.

The first page was given over entirely to a reproduction of F. Mantania's drawing, "The Glorious Americans in Battle." The roster of the Second District selectives, the honored dead and many reproductions of photographs of men who entered the service as well as a complete list of persons on welcome home committees are included in the edition.

### Mr. Birmingham and Miss Glenn Wed

Ernest F. Birmingham, publisher of the Fourth Estate, and Miss Mae Catherine Glenn were married at Harperley Hall, New York, last Friday evening by Bishop C. H. Burch. The couple left immediately for a honeymoon trip to Nova Scotia. The ceremony was performed in the presence of 150 guests, and was followed by a formal reception. The Fourth Estate staff presented Mr. and Mrs. Birmingham with a beautiful silver tea service.

### Washingtonians to Meet with N. E. A.

**DAVENPORT, Wash., July 29.**—The 33d Annual Convention of the National Editorial Association will be held August 13-17 in conjunction with the Pacific Northwest Convention of the National Editorial Association, according to announcement by N. Russell Hill, of the Davenport Times-Tribune, secretary-treasurer.

### Herman T. Schlick Dead

**SPRINGFIELD, Ill., July 25.**—Herman T. Schlick, for many years owner and editor of the Evening News until he retired in 1896, died here last week. He was born in New York in 1851, and passed the greater part of his life in Rochester.

# BUCK PRIVATE AND OFFICER ADVENTURERS IN FOREIGN LAND JOURNALISM ARE HOME

Stars and Stripes Set New Record in Quick Circulation Achievement—Raised Great Funds for French Orphans—Fearless to the Last—Complete Roster of Persons Who Served the Army through Its Official Spokesman

**"THIRTY"** was sounded for the Stars and Stripes, official newspaper of the A. E. F., with issue No. 19 of Volume 11, June 13, 1919, and now Wally, "the Marine and Swedish cartooner," Printer Dave Walsh and the sheet's only board of censors—"three privates and a fat sergeant"—are back home.

Other members of the ever-changing staff of the famous sheet that attained a circulation of more than half a million have been arriving in this country for several months. One of the things upon which the men who made this famous agent for higher morale pride themselves is the fact that in editorial conference and questions of policy "Buck privates proceeded to out-vote hell out of the officers," according to the history of the paper in the last issue.

### When "J. J. P." Made a Request

The narrative cites incidents to show that silver stars on a man's scapular never prevented a buck-private managing editor from saying what he thought when the policy of the paper was an issue, and then closes with

"Only one request, which was couched as a request and not as an order, ever came to us in 16½ months from the High Command. That was when the C-in-C. adopted two little French war waifs under our orphan department's plan.

"Being American newspaper men, we naturally got all set to boost the cause by heralding the adoption far and wide. But a brief, yet polite, memorandum, signed "J. J. P.," asked us not to play it up—asked, and not ordered. And so the best story in that week's paper went in, along with Cook Smith's and Private Jones' adoptions, as simply:

"Gen. John J. Pershing..... 2

"We can remember another memorandum, the outcome of a little difference as to whether the paper was going to run for the enlisted men or not. It came from the fountain head of G. H. Q., through channels. And it said, in substance:

"The style and policy of The Stars and Stripes is not to be interfered with.

"It never was; and thus the old sheet was able to achieve whatever measure of usefulness, whatever place in the hearts of its fellow Yanks it may be credited with, now or in times to come."

### "Apologies to Nobody"

Inside on the editorial page of the last edition "Finis!" was written and in it will be found a touch of the daring that made it

possible for America's army to lead the world to freedom. It follows:

"The Stars and Stripes is no more, but before its swan song took the breeze it had the satisfaction of achieving the final stamp of authenticity, the last brand of the genuine O.D. article, like slum and reveille, for it was generously included in a long list of Army products and held up to violent arraignment by a discharged soldier whose words were widely quoted in the States.

"About the worst thing that our gentle critic could say about the sheet was the fact that all the time that the buck who was the editor was busy answering angry letters from top cutters and other autocrats and trying to get Wally to draw his cartoon a few hours before the deadline, a legend was appearing on the masthead in which 'G-2-D' was a part of the postoffice address.

Ab-ha! said the corporal, and put down another note in his book. Some day I'll get back and tell the world that the General Staff ran a propaganda paper.

"The facts are these: There was a censorship on The Stars and Stripes. It was made up of some three privates and one fat sergeant. They sat on every article and if they caught the scent of the press agent, the promotion-hunter, or the officer who wanted to explain all about what the enlisted man really thought, they threw the said contribution into the waste basket and Rags, the credulous office bloodhound, swallowed it.

"Once in a while this board was fooled. Once in a while news prophecies of beefsteak and ice cream got into the columns but did not come true until long afterward. Once in a while some joyful enthusiast put over some Pollyanna-keep-smiling rubbish, but it wasn't often. You can fool some of the people all of the time but you can't fool even a soldier-editor all of the time.

"So let them wield their hammers if they will. The Stars and Stripes is lowered with this, its seventy-first issue, with malice toward none, with charity for all, and apologies to nobody."

### Praised by Secretary of War

Secretary of War Baker, who has urged the passage of legislation that will prevent any private publication to adopt the name, Stars and Stripes, in order that it might be preserved for a mission similar to that in France in case America should ever raise another big army, has written the following letter to Stillman H. Bingham, editor of the Duluth Herald:

"It is difficult to speak about or to write about the enterprise of the Stars and Stripes without using many more superlatives than the remarkable young men in charge of that publication would tolerate.

"I had the privilege of meeting the staff of the paper at its office, of seeing its representatives through all the lines of communications, and of finding its product all the way up to the friendly edge of No Man's Land.

"I hesitate to draw distinctions between services in a great adventure where self-sacrifice was everywhere in evidence, but I doubt if there was any instance of self-forgetfulness and disregard of rank which surpassed that of the men on the Stars and Stripes.

"As you know, large contributions were made

by the soldier readers of the paper for the education of French orphans. Working in conjunction with the former editors of the Stars and Stripes, I have had prepared and sent to Congress a proposed bill which will permit the entire surplus of the paper to be turned over to the same purpose, in accordance with the wishes of the staff."

The Stars and Stripes began its career with a circulation of 30,000 copies. Less than a year later its circulation had reached 550,000, a new record for growth in the history of journalism. At this time the paper was "rationed" to the soldiers, only one man in three in a company or other unit being allowed to subscribe.

### French Supplied News Print

It was only at the beginning of this year that the Stars and Stripes received print paper from America; before that it had to depend upon the generosity of the French press bureau, which had only scant supplies at its disposal.

In addition to serving the A. E. F. with news and keeping the scattered units from the Murman Coast to Italy in touch with one another, the Stars and Stripes maintained a French War Orphan Fund to which 450,000 soldiers contributed 2,000,000 francs, enough to "adopt" and maintain 3,500 French children for a year, operated a service department for the soldiers in the field which answered 120,000 questions pertaining to allotments, insurance, pay and thousands of other problems, printed 500 poems written by soldiers—and rejected 20,000.

### Made Profits from Start

The Stars and Stripes made a profit of 3,500,000 francs in its 16 months of life. It had been intended to turn this over to the French War Orphan Fund for the further care of the A. E. F.'s family of fatherless French children, but the Judge Advocate of the A. E. F. decided that the funds belonged to the Government and must revert to the United States Treasury. A bill is now pending in Congress, based on a petition of the editorial council, to appropriate the profits of the paper to the future care of the war orphans.

(Continued on Page 26.)

## Stars of Army Papers Will Head New Weekly

Men of Stars & Stripes, Gas Attack, Plane News and the Spiker Are on Staff of the Home Sector

The former editorial council of the Stars and Stripes, official newspaper of the American Expeditionary Forces, will conduct a weekly magazine for the discharged soldier and sailor to be known as The Home Sector, it is announced.

The council includes the several former soldiers—mostly privates—who went to France in 1917 and were detailed to work on the A. E. F. newspaper upon its founding in February, 1918.

The men who will comprise The Home Sector's editorial staff are H. W. Ross, of San Francisco, formerly managing editor of the Stars and Stripes, who will be the editor of the new publication; John T. Winterich, of Springfield, Mass., news editor of the Stars and Stripes; Alexander Woolcott, of New York, chief correspondent of the Stars and Stripes at the front; Hudson Hawley, of Hartford, Conn., according to the announcement made by the publishers, the Butterick Publishing Company, of New York.

The associated staff and regular contributors include: Franklin P. Adams, Grantland Rice and W. E. Hill, all of New York; Tyler H. Bliss, of Hartford; J. W. Rixey Smith, of Springfield, Mass.; Phillip A. VonBlon, of Cleveland; Jack Burroughs and R. J. Kirk, of San Francisco, most of whom were assigned to the Stars and Stripes during its existence and all of whom were in the army or navy in the war.

The staff artists of The Home Sector include: C. LeRoy Baldrige, staff artist of the Stars and Stripes, who has been called the greatest American artist of the war; Abian A. Wallgren, of Philadelphia, whose comic cartoons were a feature of the Stars and Stripes; R. Van Buren, of the Twenty-seventh Division's "Gas Attack"; George W.

Alexander, artist on the Plane News, the newspaper of the air service in France, and Lucien Breton, artist on the Spiker, a magazine issued by the engineers in France.

With these men will be associated members of the soldier newspaper's organization—its circulation department, its service department and other branches, in all 200 men.



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STAFF OF THE STARS & STRIPES UPON THEIR ARRIVAL IN NEW YORK.

# Taught British Government Importance of the Press

Lord Burnham and Sir George Riddell Are Honored by the Newspaper Owners of England

By HERBERT RIDOUT, London Editor, Editor & Publisher

THE men to whom the British and, in part, English-speaking world owe their knowledge of the events of the war and the progress of the peace negotiations are Viscount Burnham, the chairman of the British Newspaper Conference, and Sir George Riddell, who has held the none too enviable position of liaison officer between the press and the British Government, and rendered signal service to secure the freedom of the press in connection with the peace negotiations.

The members of the Newspaper Proprietors' Conference have just honored these veteran press-fighters by presenting them with their portraits painted in oils by celebrated artists as a mark of appreciation for their notable work.

Speaking of Lord Burnham, Viscount Northcliffe aptly said, in this connection, that the newspaper world is fortunate in having one so willing and able to champion its cause, and that he knew how often Lord Burnham smoothed over the difficulties at our Press Parliament, the Newspaper Proprietors' Association.

## Lord Northcliffe Praises Work

Lord Northcliffe was one of those who suggested the presentation, and, referring to it, remarked that immediately hostilities commenced there were all sorts of curious discoveries as to the psychology of the Government and the public. Not more astounding than the famous myth that the Russians had landed in England, and were to proceed to France, were the extraordinary myths in the mind of the Government in regard to newspapers.

It was, he added, largely due to Sir George Riddell that the press has come into its own during the war. He had himself many times met Sir George in Government offices, patiently awaiting the pleasure of some minister in order that he might explain to him that the newspapers were not unpatriotic seekers after something with which to sell their wares that the Government thought them to be, and that the British public and the whole world should know what our soldiers and sailors were doing and suffering.

It is difficult to believe today that there were exalted personages at the War Office and the Admiralty and in the Cabinet who did not realize that it was essential to make the effort of the British Empire known. It was Sir George Riddell who personally did much to overcome this opposition in high quarters, and, in addition to his untiring work at the Newspaper Proprietors' Association, it was his incessant efforts that secured the belated publicity for the British armies which has made our effort known in Allied and neutral countries.

It is almost inconceivable, but it is true that the British public did not hear of the first battle of Ypres till long after it had been fought. War correspondents were treated at that time as reprobate camp followers.

Lord Northcliffe said he dwelt upon this point because he considered that Sir George's work for the war correspondent was one of the most important of his many achievements for the press during the war.

Lord Burnham, in acknowledging the presentation, said that in regard to the press, things had changed greatly in the last few years. It was almost incredible how little the press was recognized by the authorities of the State when war broke out. But now they had no reason to complain of the indifference of Government offices. Indeed, the Government was now almost pestering the press with their attentions.

Formerly the idea was to keep the press on the outside doorstep of Government offices and to use it, if it were necessary, in the old ways, which were good enough 50 years before. At first the men who went abroad for the press were treated as if they were criminals let loose. War correspondents were

he added Sir George Riddell, who, he believed, was the best person to be censor.

"There is only one person who could do it with satisfaction," answered Sir George.

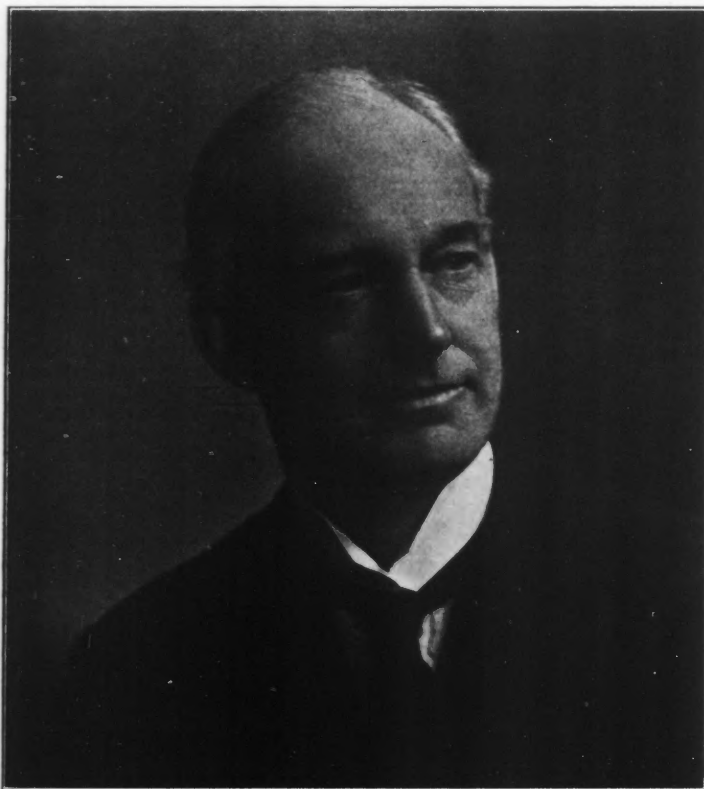
## When Sir George Became Censor

"Who is that?" inquired Sir Frederick, and Sir George answered:

"The Almighty, and you may take it that the Almighty would not escape criticism."

That seemed to dampen Sir Frederick's ardor.

After an interview which Sir George had with Lord Kitchener it was decided in February, 1915, that a certain number of correspondents should be al-



SIR GEORGE RIDDELL

locked up in stalls by a corporal's guard. That kind of thing could not occur again, and there was no doubt that his colleagues who, week in and week out, attended the press conferences had established them in a position from which in the future no matter what happens they could never be shifted.

Sir George Riddell, telling of the efforts made in the early days of the war to get facilities for the press, said that all acted in co-operation and adopted the method of open diplomacy. So loyal was the British press to the Government that the Expeditionary Force was sent out and the British Navy mobilized without a word appearing in the newspapers.

When Lord Birkenhead, the present Lord Chancellor, but then Sir F. E. Smith, first organized the Press Bureau,

allowed to go to the front for a night's trip. At about that time he received a letter from Lord Northcliffe, which was almost prophetic. In that letter his lordship wrote:

"If the Government wishes to avoid strikes and enlist in this country the services of the whole people, they should strain every nerve to get distinguished writers to make clear what the war is—a matter of life and death to the nation."

Lord Kitchener allowed the correspondents to go for a fortnight—but they never came back. We know the self-sacrificing manner in which they worked, and that the spirit of the country was in no small measure due to the magnificent descriptions of the heroic deeds of the British Army written by those correspondents.

"I have had," continued Sir George, "an exciting time in Paris. We found the conference a very elusive and mystic body, and, as you will remember, it was necessary in the early part of January in this year to make representations with regard to publicity. The general idea was that you could conduct the conference without any publicity except the mere official communique."

## Exciting Days in Paris

"We made certain representations, and a meeting of the press of the world was held. It was difficult to meet fifty or sixty newspaper correspondents every day and have nothing to give them but stones. But as the result of what was done, I find I have made among journalists a great many friendships which will last during the whole of my life."

Sir George paid a tribute to the excellent services which had been rendered by the working journalists at Paris. In a reference to M. Clemenceau—that wonderful man who was a true representative of the spirit of France—Sir George remarked that it was a privilege to be in the same room with such a personality. He had conversations with him about the arrangements of the press.

"Where shall I put the photographs?" he asked, and M. Clemenceau answered:

"You can put them in the dungeons, where they will be able to work in peace."

"The press parted on very good terms with the celebrated three—Clemenceau, Lloyd George and Wilson," said Sir George. "They said, 'God bless you,' and without suggesting that the press had saved the Peace Conference, they expressed the hope that they would see us at the next Peace Conference."

## Honored by the French

Sir George Riddell, who has also been honored by the French Government in creating him an Officer of the Legion of Honor, stands today one of the most prominent figures in the world of newspapers, and rightly so, for only those who have had dealings with British official departments can conceive the magnitude of his fight against red tape, and the colossal task involved in convincing the military and other powers that the method of trusting the people was by permitting full publicity and criticism in the press.

It was through the initial efforts of Lord Burnham and Sir George Riddell and their persistent claims for the freedom of the process that it was possible to use the editorial pens of the Allied press for Victory.

## Advertisement Causes Suit

PORTLAND, Ore., July 27.—Frye & Co., a big firm of Western packers, has been sued for \$102,500 damages as the result of an advertisement printed in local newspapers. Members of the Meat Cutters' Union brought the suit, contending that the advertisement made them appear un-American and Bolshevists.

The hotel accommodations of the South must be increased 50 per cent within the next 12 months to meet the natural increase in business, according to authorities.

# Best In The World-United Press.

## The Lima Daily News

WEATHER—Fair, Saturday night and Sunday, cooler north portion Saturday night. Rising temperature Sunday. TWENTY-THIRD YEAR LIMA, OHIO, SATURDAY, MAY 17, 1919 PRICE THREE CENTS HOME EDITION

# NC-4 REACHES THE AZORES

## MEET SUNDAY TO PROTECT PEACE TERMS

Germans Call Vast Gathering In Reichstag to Denounce Treaty

Will Complete Counter Proposals — Discussion of Pact Ends Thursday

BERLIN — (Friday) — Counter proposals to the peace treaty probably will be completed Sunday, it was learned from an authoritative source Friday.

(Under the regulations governing the negotiations the Germans have until May 22 to discuss the terms.)

Vast meetings have been called for Sunday in the Reichstag and elsewhere to protest against signing the treaty. Certain minor officials declare the terms will not be accepted unless they are modified.

"We will not sign for the purpose of escaping from the consequences of such a stand," said one official. "It is impossible to carry out provisions of the treaty and we do not wish the world to continue thinking that Germany regards treaties as mere scraps of paper."

## ALLEN BELIEVED TO HOLD RECORD IN DIVORCE MILL

Fifteen Suits for Separation Filed Here Within Past Sixteen Days

Twenty Marriage Licenses Are Issued During the Same Period

Here girls in the latest on Dan Cundiff.

There is still a margin of safety in the marriage mart.

However, the odds are not very heavy on the side of matrimonial happiness. Latest reports indicate that the factor of happiness in married life is shaded very heavily by recent statistics on divorce proceedings.

Nevertheless if you desire to plunge there is an element of safety which is proven by slight odds of four to three in favor of conjugal bliss.

For the first sixteen days of May a total of twenty marriage licenses have been issued in probate court, against fifteen divorce cases filed, for the same period.

Court officials are at a loss to explain the number of divorce cases filed and state that it is their opinion that Allen county's record for divorce is higher than probably any other county in Ohio.

The usual length of time elapsing before a suit for separation is usually less than five years and records show that even that length of time is exceptional in many of the recent cases. Poverty alone is a factor next to

SOLD BY THE LIMA DAILY AND SUNDAY NEWS LIMA, OHIO

L. S. GALVIN, Manager

WORLD BO... L

WASHINGTON, D. C.—Victor Berger of Milwaukee, socialist representative-elect, who is facing expulsion from congress because of his conviction in the federal court as a result of his utterances during the war, declared today his intention of running for re-election, if he is denied his seat.

"Wherever I may be, in jail or out, I shall seek re-election if I am refused my seat," said Mr. Berger. "I was under indictment when I ran last fall and won by a margin of 6,000 votes."

The question of seating Mr. Berger will come up on Monday when members are sworn in. The general

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United Press Associations, World Building, New York City.

Gentlemen:-

I am enclosing in this letter the new contracts which Mr. Harrison recently presented me and you will note that I have signed them. While the rate is higher than I had expected to pay I will say that for afternoon and Sunday morning papers I believe the United Press is the best news service in the world.

United Press copy has truth, snap and human interest and these are the three cardinal principles which we find our readers, to use a slang phrase, "eat up".

I know that you will be interested when I state that the Daily News has had the greatest year in its history in 1918 and that the first quarter for 1919 shows far in excess of last year.

We have had to install two additional linotypes, including a new Model 20, and have double the capacity of steel furniture, and have added an entire separate room for our advertising mechanical department.

With best wishes to the United Press and knowledge that the Daily News will grow with it, I beg to be,

Very truly yours,  
THE LIMA DAILY & SUNDAY NEWS

*L. S. Galvin*  
Publisher.

LSG/EW  
2 Encl.

WASHINGTON—All anti of the

ADDED TO

## "Jinx Flying Boat" of the American Squadron Arrives Safely At Horta, After Averaging 80 Miles An Hour

## Seaplane Sets New World's Record In Overseas Flying—Two Other Ships Following Closely Behind

WASHINGTON—An American seaplane, the N.C.-4, "jinx boat" of Commander Towers' trans-ocean flying fleet, established a world's record in overseas flying Saturday.

When the word reached the navy department here that this now famous "Nancy" had reached Horta in the Azores group, she had officially covered 2,200 miles of the flight from Rockaway to England. The leg covered since Friday night when she "hoisted anchor" at Trepassey is 1,200 miles and she made a record of 80 miles an hour.

All Washington was thrilled at the N.C.-4's feat. It surpassed the most radiant expectations of navy officials.

She is now only 150 miles from Ponta Delgada and has traveled the longest leg in the navy attempt to blaze an air trail to Europe.

Nine hundred and fifty miles away is Lisbon, her first continental goal.

## HER TWO FLYERS ARE SEEN BEHIND THE N. C.-4.

PONTA DELGADA, Azores—(8:20 a. m. New York time). Seaplane N.C.-4, leading the American trans-Atlantic flight, sighted land at Flores, the westernmost of the Azores.

The N.C.-1 is close behind.

Messages to the U. S. S. Melville, the seaplane mother ship, said land was sighted at 7:35 o'clock this morning (New York time).

N.C.-3, carrying Commander Towers, leader of the air force, is lagging behind, but passed the destroyer Craven, U.S.N., at 5:45 a. m.

From the Craven said the N.C.-3 was going at terrific speed trying to catch up.

320 miles from Ponta Delgada. It is estimated that she is hurtling thru the air at a speed approximating 95 miles an hour.

If that speed is maintained, navy officers estimate, barring mishaps, should reach Ponta Delgada in about a half hour.

—This flight is the first official trans-Atlantic made by any government. The navy assumed the honor for its success or failure and has put its entire command of the fliers.

When she caught fire a few hours before the start and lost one wing and suffered other damage. In 18 hours, however, a two-weeks' repair job was made.

Factory girl strikers attacked strikers while pickets at other places clashed with those still at work. Police dispersed the disturbance.

Previously she smashed a wing in a gale at Barnegat, N. J., when a pilot took her out to test her ability to stand rough treatment. The N.C.-1 was the first navy plane to go up with 50 passengers—actually she carried 51, for the first aerial stop-over was found stuck in a corner of the fuel tank at the end of the

## HEADS U. S. ROAD BUILDING PROGRAM



UNITED PRESS ASSOCIATIONS  
GENERAL OFFICES  
NEW YORK

## WANT F. A. SEIBERLING TO HEAD A. A. C. W.

St. Paul Advertising Club Nominates President of Goodyear Tire & Rubber Co. to Succeed W. C. Darcy at 1919 Convention

F. A. Seiberling, president of the Goodyear Tire & Rubber Company, Akron, Ohio, has been nominated by the St. Paul Advertising Club to succeed William C. D'Arcy, president of the D'Arcy Advertising Agency of St. Louis, as president of the Associated Advertising Clubs of the World.



F. A. SEIBERLING.

Mr. D'Arcy's second term of two years expires this year, and he has announced that he does not seek re-election. The choice of his successor will be made at the annual convention of the A. A. C. W. at New Orleans, September 21-25.

In furtherance of its nomination of Mr. Seiberling, who recently became one of the five trustees of the A. A. C. W., to carry out an enlarged "Truth In Advertising" campaign, the St. Paul club has addressed a circular letter to all the advertising clubs in the organization, which reads:

"Who shall be the next president of the Associated Advertising Clubs of the World?"

"President D'Arcy has definitely indicated that he will not under any circumstances accept another term.

"The St. Paul Club believes that we must have a big business man, whose position in the business world will immediately command respect.

"He should be a large user of advertising in many mediums.

"He should be a man who has been identified closely with the association—who has backed its efforts, who has believed in the things for which it stands.

"Such a man is Frank A. Seiberling, president of the Goodyear Tire & Rubber Company. He and his company have long given active co-operation to the work of the association.

"With no thought except for the welfare of the association, we have adopted the attached resolution.

"We come to you with the suggestion that your club adopt a strong resolution, acting as a club or through your executives, endorsing our action, and that you let us have a copy of this resolution at the earliest possible moment.

"We have no idea whether Mr. Seiberling will accept. But we believe he is the man for the place, and we hope that when he hears the call of the clubs, he will consent thus to lead us on to greater things."

The Houston (Tex.) Advertising Club announces its approval of Mr. Seiberling as a candidate.

### COURT THROWS OUT SUIT

Upholds Demurrer of Kansas City Star in Hyde Libel Case

KANSAS CITY, Mo., July 26.—The \$2,500,000 suit for libel, filed by Dr. B. Clark Hyde against the Kansas City Star, was thrown out of the circuit court by Judge Willard P. Hall, who sustained a demurrer by the Star which set forth that the petition did not state facts sufficient to constitute cause of action against the defendant; that the petition and alleged cause of action passed with the death of William R. Nelson, owner of the Star, at the time of the alleged libel; that no suit was brought against the administrators of the estate of Mr. Nelson, and that the petition was barred by the statute of limitations, which provided that all cases of libel must be brought within two years of the alleged libel.

The Star printed testimony (which the court would not allow to be considered by the jury) in a murder trial in which Dr. Hyde was the defendant.

## CHARLES H. FULLER DIES

(Continued from Page 6.)

"His reputation for square dealings and personal honesty and integrity were put to the test some twenty years ago when, having backed his judgment and faith in his patrons by his cash and his credit he found himself in financial deep water.

"Instead of having recourse to the quite usual resort to relieve himself of the burden he met his situation squarely, asked for a little time with the promise to pay dollar for dollar, and with hardly a misgiving on the part of the publishers of the newspapers and magazines of America as a whole he was given exactly what he asked, and true to his word as always, he paid every dollar and re-established his agency stronger than ever.

"One of the strongest financial institutions in the country allowed him to refer to them by permission, and allowed him to print this on his letterhead. To this day there are publishers throughout the United States who went through this crisis with him and most of them are known personally to me, and I have never heard a regret expressed that they gave "Uncle Charley" Fuller all that he asked.

### Was a Trusted Adviser

"To hundreds of the leading advertising men throughout the United States Mr. Fuller was a personal friend, to many he was a trusted business adviser. Known to me personally are at least two of the leading men in the automobile business today who had their early schooling with Mr. Fuller. Better than that there are known to me personally many men who while not so prominent in the business world were down and out until Mr. Fuller with his great kindness of heart gave them courage and cheer and financial assistance until they were able to stand alone, and who today will remember him with the feeling of a loving son for a father.

"My personal acquaintance with Mr. Fuller extended over a period of more than thirty-five years. I know special representatives who when they were young men found Mr. Fuller ever ready to go to their publishers and intercede for their personal advantage, and who feel today they owe much of their present comfort and prosperity to his friendship. He was always a true friend, always a fair competitor, always a conscientious business man."

### Helped a Stranger

William C. Freeman, of Paul Block, Inc., a long time friend of Mr. Fuller, said of him:

"I remember very well the first trip I ever made to Chicago as an advertising salesman. I was not an experienced advertising salesman, and did not know personally one man in any advertising agency in Chicago. I knew many by reputation.

"I will never forget the courtesy with which I was received by both Charles H. Fuller and A. L. Thomas—both of them now gone to their reward.

"When I was informed at the Frank C. Grandin dinner Tuesday night, for the first time, that Charles H. Fuller had died last week, it meant to me the passing of another good friend—and naturally I felt badly about it.

"Charlie" Fuller had his troubles like the rest of us, and I knew him intimately when he was passing through the most serious of them, yet he stood up and faced them with the kind of splendid courage that one finds only in strong characters.

"I never believed that 'Charlie' Fuller would intentionally do any man harm, and I remember sticking to him and standing up for him because I never forgot how kind he had been to me when kindness and help meant so much to me.

"I know many men in the advertising business today who shared with me, at the beginning of their careers, the splendid co-operation and assistance which 'Charlie' Fuller gave us. My, what orders I brought back to New York for my papers from his agency, just because his associates were instructed by him to take care of me.

"He lived a long life, and I am glad to know that his closing years were spent in happiness and comfort. If one's closing years furnish the rewards that come from having done one's very best, it makes life worth while.

### Another Good Friend Lost

"Charlie" Fuller was one of the pioneers in advertising agency work, the kind that assumed great financial risk in starting many to advertise. He developed accounts that put millions into the pockets of publishers all over the country. He operated in days when advertising had not assumed the character that it now possesses, and he swam along with the tide like many of the rest of us did.

"There will be hundreds who will say as I do—when they hear of his death,

'Well, I have lost another good friend.'

J. Howard Start, present head of the Fuller Agency, who entered it in deceased's employ, knew Mr. Fuller intimately for a quarter of a century, characterized his passing as a genuine loss to the advertising fraternity.

Mr. Fuller's old competitor, D. M. Lord, was with him almost to the last and at the funeral.

George Schofield, of the E. H. Clarke Advertising Agency, said of Mr. Fuller: "We have lost him for whom all of us held highest respect and admiration."

William Rankin, of the Rankin Company, said: "He was the first agency man I ever knew.

"I walked into his office one day in 1906 when I was connected with the Star League of newspapers. He always continued warmly, friendly, and unselfishly helping to me and other special representatives. His was a fine character. I know of no one more generally highly respected by all with whom he came in contact."

### "Review Week" Put Over by Ads

ST. PAUL, Minn., July 29.—St. Paul was one of the cities to make the "Picture Review week" experiment. The result was successful beyond all expectation. Such co-operation between national advertisers and merchants is a new idea in the Northwest. Newspaper advertising was the keystone used.

## —cure substitution evil at its source

Mr. Advertiser, do you relish asking for an advertised product and having the retailer say, "I haven't got that, but here's something just as good?"

What happens?—Then you, as an advertiser, damn the retailer as a substituter—the rascal!

Who makes the substituter?

The manufacturer who lets his advertising run wild—he makes the substituter!

If you were a retailer and a customer called for an article you did not carry and if you could recommend conscientiously a similar article,—be honest with yourself—what would you reply?

The retailer cooperates best with the advertiser who cooperates best with him.

Support with local publicity the man who sells your goods to the consumer.

### Invest in Newspaper Advertising

## E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York  
Chicago

Kansas City  
San Francisco





## Edward Marshall Syndicate, Inc.

London      Paris      Rome      Petrograd      Stockholm      New York

### Announces

That on and after August 1st, 1919, its sole distributing agent for the United States and Canada will be

*Thompson  
Feature Service*

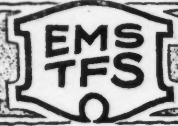
443 Fourth Ave.,  
New York

to which company all inquiries regarding the famous Marshall newspaper features should now be addressed.

We also take pleasure in announcing that hereafter the entire output of the Thompson Feature Service will be marketed by the Edward Marshall Syndicate, Inc., in European, South American and all other foreign countries excepting Canada.

Edward Marshall Syndicate, Inc.,  
Executive Offices and European Headquarters,  
10 King Street, Covent Garden, London.





Services	Special Features	Services																
<p><b>The Edward Marshall Interviews</b>                      have become a standard feature of big American Sunday journalism and probably are the most generally used important Sunday feature in America. Each week a talk, 3,000 to 4,000 words, covering the biggest topic of the day from the lips of the greatest authority on the subject. Photo portraits. Marshall combs the world for interviews.                      Marshall.</p>	<p><b>What Is the Matter with Mexico?</b>                      By Carl de Fonaro.                      The question plainly answered by a man who has studied the situation for years. 40,000 words of authentic narrative told in picturesque and racy style. Illustrated by original cartoons and photographs.</p>	<p><b>Column-a-Day, Six-a-Week</b>                      The best European stuff in brief for dailies, every line designed for Americans. 1,000 to 1,300 words each. Here are not only interesting tales from the old world, but big business thought, big sociology—a general reflex of foreign events, thought, opinion. This is a DAILY service.                      Marshall.</p>																
<p>100 articles 600 words  <b>Making the Most of Our Children</b>                      By Ray C. Beery, A. B., M. A.                      President of the Parents' Association                      A vital feature of interest to every father and mother. Helps to solve the daily difficulties of discipline and training—not just "talk" but practical advice that can be followed.</p>	<p><b>Do the Dead Live?</b>                      By Imogene Burch                      Recent revelations regarding the life beyond. Manners and customs on the "Twentieth Plane." Communications from Lincoln, Emerson, Shakespeare, Elbert Hubbard, etc. The experiences of Mrs. Curran and Elsa Barker. Interesting case of Robert Swain Gifford, who continued his work after death. About 6,000 words. Illustrated.</p>	<p>6 times a week 500 words  <b>From Woman's Viewpoint</b>                      By Florence Davies                      Stimulating and timely editorials from the woman's point of view. Written in racy, individual style. Sure to prove of interest to men as well as women readers.</p>																
<p>3 times a week 500 words  <b>Woman and Her Job</b>                      By Hilda M. Richards                      Former chief of the Women's Division, U. S. Employment Service.                      Timely articles of information and advice. No woman is better equipped than Mrs. Richards to extend to the woman in business sound and helpful advice.</p>	<p><b>The Private Life of the Kaiser</b>                      By Baroness von Larisch-Reddern                      For many years chief of the Royal Household at Berlin and Potsdam.                      The inside story of Kaiserism laid bare. The intrigues, jealousies and crimes of the wickedest court in Europe. 100,000 words.</p>	<p>3 times a week 500 words  <b>What You Should Know About Children</b>                      By Maximilian P. E. Groszmann, Pd. D.                      Dr. Groszmann's work as an educator is well known. These articles present expert knowledge in interesting form and offer practical suggestions.</p>																
<p><b>Where the European Comics Come From</b>                      Perhaps many editors wonder how certain papers get such snappy selections of choice comics from the European press. The answer is the Marshall Syndicate, which keeps a staff reading every comic paper in Europe and furnishing clippings to American newspapers for daily or Sunday use.                      Marshall.</p>	<p><b>Short Story Service</b>                      Our special short story service, including work of such authors as Frank Condon, Frank X. Finnegan, H. C. Witwer, and Hugh Pendexter, is being furnished to a number of leading newspapers, including Boston Post, Baltimore American, Washington Post, Philadelphia Inquirer, Minneapolis Tribune, Cleveland Plain Dealer, Detroit News.</p>	<p><b>Big Foreign Sunday Features</b>                      FULLY ILLUSTRATED and WRITTEN BY TRAINED AMERICAN JOURNALISTS. Marshall Syndicate has offices and correspondents in London, Rome, Paris, Stockholm and Germany. Soon will reopen in Petrograd. The flow of splendid Sunday matter, full page features, half page features, often three a week, is ceaseless. Our American writers go where the big things are. Recently we sent Claire Price to Palestine; then to Egypt; John S. Steele is now in Ireland; we have several correspondents in Paris. Someone traveling all the time.                      Marshall.</p>																
<p>3 times a week 400 words  <b>Are You Superstitious?</b>                      By Imogene Burch                      Told in a chatty style. Gives the origin and meaning of all the popular superstitions. A short human-interest feature.</p>	<p style="text-align: center;"><i>Thompson</i> <i>Feature Service</i></p> <p style="text-align: center;">No. 443                      Fourth Ave.,                      NEW YORK</p> <p style="text-align: center;">Proofs and Prices on Request.</p>	<p>6 times a week 1,000 words  <b>Love Affairs of a Lonely Woman</b>                      By Mary Hale                      Intensely interesting story of a girl full of grit and daring. Her pluck carries her through the difficulties and temptations of work-a-day life in a great city. Each instalment leaves the reader in suspense.</p>																
<p>3 times a week 600 words  <b>Making the Most of Marriage</b>                      By Ray C. Beery, A. B., M. A.                      "Plain Talks to Married People," presenting the everyday problems of married life and indicating their solution. A series of wide appeal and genuine purpose.</p>		<p>3 times a week 500 words  <b>Why Doesn't He Propose?</b>                      By Frances McDonald                      A new angle on an old theme. This interesting question discussed with humor and much good sense. A highly popular feature.</p>																
<p>6 times a week 25 to 50 words  <b>Musings of a Married Man</b>                      By One of Them                      Shrewd reflections from a mere man. Thought-provoking as well as humorous. Send for illustrated sample.</p>	<p style="text-align: center;"><b>SERIALS</b></p> <p style="text-align: center;">By</p> <table border="0" style="width: 100%;"> <tr> <td>James Oliver Curwood</td> <td>Joseph Hergesheimer</td> </tr> <tr> <td>Sophie Kerr</td> <td>Ridgwell Cullum</td> </tr> <tr> <td>Bruce Barton</td> <td>Bayard Veiller</td> </tr> <tr> <td>Achmed Abdullah</td> <td>Sarah Comstock</td> </tr> <tr> <td>Marjorie Benton Cooke</td> <td>Frank L. Packard</td> </tr> <tr> <td>Doris Egerton Jones</td> <td>Grace Miller White</td> </tr> <tr> <td>Edmund C. Bentley</td> <td>Wadsworth Camp</td> </tr> <tr> <td>Chester K. Steele</td> <td>John Maxwell Forbes</td> </tr> </table> <p>These serials run from 65,000 to 100,000 words. A number of shorter NOVELLETES are also available, ranging from 35 to 50,000 words. List of titles and authors sent on request.</p>	James Oliver Curwood	Joseph Hergesheimer	Sophie Kerr	Ridgwell Cullum	Bruce Barton	Bayard Veiller	Achmed Abdullah	Sarah Comstock	Marjorie Benton Cooke	Frank L. Packard	Doris Egerton Jones	Grace Miller White	Edmund C. Bentley	Wadsworth Camp	Chester K. Steele	John Maxwell Forbes	<p><b>Hayden Chureh's Famous Literary Letters</b>  <b>And a Dramatic Letter Now and Then.</b>                      Church intimately knows the literary life, library life, home life, studio life of more famous European novelists and playwrights than any other writer. This column-and-a-half to two columns feature is one of the most interesting and informative, personal and chatty features of the time.                      Marshall.</p>
James Oliver Curwood	Joseph Hergesheimer																	
Sophie Kerr	Ridgwell Cullum																	
Bruce Barton	Bayard Veiller																	
Achmed Abdullah	Sarah Comstock																	
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Doris Egerton Jones	Grace Miller White																	
Edmund C. Bentley	Wadsworth Camp																	
Chester K. Steele	John Maxwell Forbes																	
<p><b>Original European Short Matter</b>                      Every Marshall Syndicate full-service envelope contains several short, original, always important articles of news value—every one worth a big head. Some conscienceless editors habitually mark these "cable." Often they are used as first page news. Designed particularly for America. Not hulky but good stuff. Always important; always timely.                      Marshall.</p>	<p>Daily comic 4" x 4"  <b>"Be Careful Alexander"</b>                      By Robert Pallesen                      The funniest youngsters of the year in a series of daily adventures. Entirely different and delightful.</p>	<p>Juvenile 7 half pages, illustrated  <b>The Enchanted Land</b>                      By Mary A. Lowe                      Interesting stories and illustrated directions for making the Bottle Doll characters that move through these stories.</p>																
<p>Twice a Week One Column  <b>Musings with the Muses</b>                      By R. F. H.                      Some say conversation is a lost art, but here it is in the most entertaining and delightful form. Just talk, but informative, stimulating, full of anecdote and news about the great ones of the earth and the things that contribute to modern culture.</p>	<p>6 times a week. Illustrated verses  <b>Today in History</b>                      Verses by Carolyn Wells                      Illustrated by Philipps Ward                      A short six-times-a-week feature with great attention value. Full of humor, interest and real information.</p>	<p>Juvenile 500 words  <b>Tales of Toyland</b>                      By Stuart Rivers                      A long time ago Bobby discovered that if he kept very still all his toys would come to life and play about the Nursery floor. His exciting adventures with them are told in this series. Illustrated two-column head and tail pieces.</p> <p><b>Famous Figures in the Foreign News</b>                      is exactly what the title indicates. It covers fascinating personalities in anecdote and portrait fashion. Two or three perfect photographs weekly. These chatty letters deal with European notables always from the American angle.                      Marshall.</p>																
<p><b>Lady Mary's Exclusive Foreign Society Gossip</b>                      British and French—the best and most fascinating matter for women now coming actually from London and Paris. She REALLY knows everyone; REALLY goes everywhere; REALLY sees everything; she does NOT rewrite clippings in New York.                      Marshall.</p>																		

## BRIEFS

FRANK X. FRAGALE, of the Pittsburgh Leader editorial staff, has become secretary to Congressman Clyde M. Kelly. He recently was in the army, and before that was editor of Lazoine, an Italian weekly.

C. V. COMBE, formerly of the 8th Canadian battalion and for eighteen months a prisoner of war in Germany, is the editor of the Veteran, a weekly paper devoted to the interests of returned soldiers published at Winnipeg. He is a former newspaperman.

HARRY B. BROWN, formerly engaged in newspaper work in Dover, Concord and Boston, has been appointed postmaster at Farmington, Me., where he has been connected with the Farmington Journal, a semi-weekly paper.

DAVID J. DAVIES, city editor of the Pittsburgh Dispatch, and Miss Norma Maier have been married.

MARTHA PORTER, former reporter for the Register and Tribune, and who has just returned from overseas as a Salvation Army worker, will conduct the publicity campaign for finances of the Salvation Army in Nebraska.

ORVILLE W. WOOD, late with the Dallas News, has been awarded an endowed fellowship by Columbia University for the study of political science. He was an editor of the Columbia Law Review.

MISS HAZEL BENJAMIN, one of the best known newspaper women in the Pacific Northwest, was married on July 23 to Mr. Smith Freeman Reavis. At the time of her marriage Miss Benjamin was a member of the Seattle Times staff. She was formerly with the Seattle Post-Intelligencer and the Seattle Star.

CHARLES KEY CULLOM, editor of the poultry section of the St. Louis Republic, has been appointed by Governor Gardner as a member of the Missouri State Poultry Board, succeeding A. A. Coult, a former newspaper man.

JOHN E. TIEDEMAN, at one time correspondent for the New York Herald in Berlin, later connected with the Associated Press in various capacities and long a newspaper worker in St. Louis, is in San Francisco, waiting to be discharged from the army as a captain of infantry.

JAMES F. POWELL, the runner-up in the Iowa State trapshooting championship event, is publisher of the Ottumwa Courier.

LEON SILER, of the Houston Press, and Miss Kathleen Thompson were married, July 19.

THE PITTSBURGH PRESS has added a special news column dealing with the doings of the Greeks who reside in Pittsburgh.

OTTAWA (ONT.) CITIZEN ON JULY 17 published Peace Edition that was attractive from both advertising and editorial viewpoints.

CLACKAMAS COUNTY BANNER AND THE Courier, both of Oregon City, have consolidated under name of Banner-Courier. Hal E. Hoss is manager.

ADVERTISING DEPARTMENT OF DES Moines Register and Tribune has offered a trophy cup to winner of golf tournament of Des Moines Ad Club.

W. L. MARTIN, OF MISSOURI, HAS moved to Rusk, Tex., and established a new paper called the Cherokeean. This is second newspaper for Rusk.

SCHOOL OF JOURNALISM OF UNIVERSITY of Missouri will open its twelfth year September 1.

TULSA (OKLA.) DEMOCRAT WAS MADE the official paper of Tulsa County.

GEORGE W. CORPORAN, OWNER ARCADIA

## Ohio Newspaper Uses Simple and Telling Carry-Over Story Key

The carry-over on news stories from the first page has been one of the worries of news editors and make-up men for many years.

To repeat the original head on the carry-over, which is the practice in certain sections of the country, has meant a big loss of paper space. To carry over only the first deck of a head often proves confusing to the reader and a rewritten head for the carry-over makes the continuation of a story almost impossible to find. From time to time other systems have been put into practice without any great success.

Sandusky (O.) Star-Journal is using a system of handling carry-over that seems in every way to be a success. It is a space saver and at the same time stands out from the page and makes the carry-over matter easy to find.

The following is a sample of the continuation line carried in the Star Journal.

(Turn to No. Five on Page 2).

And the following is a reproduction of a box style and key that is being used in place of a head of any kind over the carry-over:

**No. 5** Continued  
From Page 1

(Kan.) Journal and also pastor of the Christian Church, has resigned his church charge to devote entire time to paper.

PAUL JONES, OWNER AND EDITOR OF Lyons (Kan.) News, has resigned as postmaster.

CHARLES S. RECORD HAS RESIGNED from Marshall (Mich.) Daily Sentinel to purchase an interest with Riley Boone in printing establishment.

MISS MARY G. PAXTON, OF INDEPENDENCE, Mo., a former reporter on Kansas City Post, was married to Edward B. Kelly upon her return from a year's "Y" service in France. She is said to be first woman graduate of University of Missouri School of Journalism.

HUBERT S. MOTTET, FORMER DES Moines (Ia.) Register reporter, has returned from France and he will assume charge of his own paper, Van Horne (Ia.) Record.

LIEUT. E. WAYNE WINGART, FORMER Topeka (Kan.) State Journal reporter and Associated Press representative, has returned from overseas.

DR. HERMAN MUELLER, WHO SIGNED the peace treaty for Germany, is a son-in-law of M. Huebinger, of Peoria, Ill., a former Iowa printer.

HAROLD W. SNELL, GRADUATE OF Kansas State Agricultural College School of Journalism, has been made city Editor of Manhattan Mercury following his return from France, where he served with 7th Division.

## STAFF CHANGES

ARTHUR CONKLIN, WHO LEFT TOPEKA (Kan.) Capital in 1917 to join the Army, is back again.

LIEUT. WENDELL S. McRAE, FORMERLY of St. Paul Pioneer Press, has been released from naval service and will resume studies at University of Minnesota.

SERG. EARLE D. WILSON, JUST RETURNED from overseas, is new sports editor of New Bedford (Mass.) Standard, succeeding Harold H. Williamson, who becomes telegraph editor.

ALEXANDER E. KIRK OF CHICAGO IS new editorial chairman of Harvard Crimson, with David W. Bailey, Merrill Buffington, Thomas S. Lamont and Harmon D. Smith assistant managing editors.

P. M. ROSS, FORMERLY WITH OKLAHOMA CITY Oklahoman, St. Louis Post-Dispatch and Dallas News, has gone to Russia for Reuter's Service.

EDWIN KEMP, LATE OF BALTIMORE News copy desk, has joined Austin (Tex.) American staff.

FRED E. TARMAN, ASSISTANT INSTRUCTOR in journalism at Oklahoma State University, is acting city editor of Oklahoma News during summer.

WALTER A. MORROW, FORMERLY ON Okmulgee Times, is on copy desk of Oklahoma City Oklahoman.

WILLIAM ALLEN IS NOW CITY EDITOR OF Albany (N. Y.) Times-Union, succeeding John C. Crary, who takes up Capitol work.

FREDERICK W. CASWELL AND GILBERT S. OUTHWAIT OF Troy (N. Y.) Record have returned to their duties after long periods in war service.

GEORGE HARDER HAS RESIGNED FROM Albany (N. Y.) Times-Union staff to join Argus staff.

E. T. LOVEDAY, COURT HOUSE REPORTER for Albany (N. Y.) Times-Union, has gone with Schenectady Union-Star.

"CY" FEENEY, FORMERLY OF SPRINGFIELD Republican, has become sports editor of Providence (R. I.) News. Jean Sebate is now city editor of News.

J. R. HUNTER, advertising manager of the J. W. Henkins Music Store, Kansas City, Mo., has resigned to take a position with the William H. Rankin Company, Chicago. Capt. Clinton W. Kanaga, for many years connected with the advertising department of the Lawrence (Kan.) Journal-World, succeeds Mr. Hunter.

## Iowans and Nebraskans to Hold Joint Outing

Midsummer Excursion Will Be Held in Western Nebraska August 4 to 9, Starting in Omaha

OMAHA, Neb., July 26.—Newspaper men of Western Iowa and Eastern Nebraska will be the guests of this city when they gather here Monday, August 4, preparatory to their mid-summer excursion into Western Nebraska. The visitors will be taken to the Grain Exchange in the afternoon, followed by a luncheon. Following a banquet at the Hotel Rome in the evening they will be the guests of the Ak-Sar-Ben, while the ladies will be taken to a theatre.

The party will leave late at night for the west. Others will join them at Lincoln, and stops will be made along the line to pick up editors. The party will spend three days at Gering, holding the annual summer meeting of the Nebraska State Press Association. The party will make a trip into the North Platte Valley, and will return about August 9.

Will Israel, of the Havelock Post, is president of the association; Emerson Purcell, Broken Bow Chiefstain, vice-president; W. C. Edgecomb, Geneva Signal, treasurer, and W. Q. Buck, Harvard Monitor, secretary.

## South Dakotans Meet Aug. 14-15

SIoux FALLS, S. D., July 28.—The State Press Association will hold its annual meeting here August 14-15. It is expected that Government requests for free advertising will be one of the subjects to receive special attention on the program.

## Raised \$10,000 for Poor Babies

PITTSBURGH, July 29.—The Chronicle-Telegraph in "Tag Day" for the benefit of the Pittsburgh Milk and Ice Fund, raised over \$10,000 to provide for the need of the poor babies of the city.

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

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

Representative sent anywhere upon request.

**John B. Gallagher Company**

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

# Other Shrewd Advertisers Follow the Lead of the Largest Space Users

New York Department Stores—which last month used excess space in both The World and Evening World over all Metropolitan Morning and Evening Newspapers. Twenty leading retail stores used 219,217 lines in The World in June, as against 200,474 lines in the second morning newspaper, and 286,131 lines in The Evening World as against 277,940 lines in the second evening newspaper for the same month.

Abraham & Strauss  
B. Altman & Co.  
Best & Co.  
Bloomingdale Bros.  
Bonwit Teller & Co.

J. M. Gidding  
Gimbel Bros.  
Hearn  
Fred'k Loeser Co.  
Lord & Taylor

McCreery's  
Macy's  
Oppenheim Collins & Co.  
Rothenberg's  
Saks & Co.

Franklin Simon & Co.  
Stern Bros.  
Namm's  
Worth's  
Wanamaker's

THE HIGHEST CLASS BUSINESS OF NEW YORK is reflected in the advertising from Fifth Avenue and Women's Specialty Shops. For the first six months of 1919 The World's gain in this classification was 30 per cent, whereas The Times loss was 14 per cent in this same important classification for the same period. For the same period The Evening World's six months gain in Fifth Avenue and Women's Specialty Shops lineage was 45 per cent.

## Average Circulation—THE WORLD

Morning	Evening	Sunday
335,596	344,636	554,810

91 per cent of The World's circulation and 97 per cent of The Evening World's circulation is concentrated in Metropolitan New York

Let The World's Merchandising Department know your distribution problems—207 World Building.

## The New York World & Evening World

53-63 Park Row  
New York City  
Washington London Paris

Chicago, Ill.  
1603 Mallers Bldg.  
J. E. Middleton A. D. Campbell

Detroit, Mich.  
429 Ford Bldg.  
Neil McGinn

### MUST ECONOMIZE IN USE OF NEWS PRINT

(Continued from Page 7.)

ers during June of this year. Approximately, 64 per cent of the total stocks was held by seventy publishers. Stocks on hand or in transit on June 31 amounted to an average of forty days' supply at the rate of consumption during the month. Sixty-five publishing concerns held about 52 per cent of the stock at the end of June.

The figures, month by month, for a period of one year, are as follows:

Months	Firms	Stock used and sold during month	Stocks on hand or in transit at end of month	Days Supply
May, 1918	639	123,818	198,360	50
June	642	113,882	193,272	56
July	636	102,906	201,715	61
August	628	94,667	197,077	65
September	632	96,496	199,374	62
October	617	110,567	229,044	62
November	750	125,874	230,427	53
December	750	129,056	226,412	54
January, 1919	790	124,620	233,257	58
February	790	122,506	232,939	53
March	736	136,395	231,612	53
April	730	142,636	214,988	45
May	715	141,683	197,755	43
June	718	144,662	180,412	40

#### Exports from U. S.

Besides the news print being sent abroad by Canada, a great deal that could be used here is being exported from the United States. The figures for May, 1919, as compared with May, 1918, show a considerable increase. They are as follows:

	May, 1919.	May, 1918.
Total Exports of Newsprint, Net tons	17,597	6,491
To Brazil	3,703	698
To Argentina	3,152	984
To Cuba	1,016	1,049
To Australia	146	829
To other countries	9,580	2,938

This shows our exports of news print in May, 1919, were 11,106 tons greater than in May, 1918.

The tonnage to "other countries" includes 6,990 tons to France, 890 tons to China, 346 tons to Philippine Islands, 291 tons to Uruguay, 230 tons to Hong Hong, and 163 tons to Greece.

Northern New York paper and pulp manufacturers are quoted as saying that they do not intend to allow Canadian mills to monopolize the foreign trade that German and Scandinavian mills controlled before the war, or to permit the Scandinavian mills to get it back if they can prevent it. Sulphite manufacturers in northern New York are said to be endeavoring to dispose of their surplus product in European and South American countries and to develop a regular market there.

The imports by the United States of news print for May, 1919, which were all from Canada, were 5,736 tons less than for May, 1918. The total number of tons imported in May of this year was 52,803.

#### Mill Men Predict Rise

Many publishers of newspapers in the medium sized and small towns of the United States have very small stocks on hand, and already frequently are obliged to hunt for a source of supply in a hurry in order to keep on printing their papers. Often they appeal to jobbers for emergency paper and pay any price asked for it.

Paper manufacturers frankly say newspapers must begin to economize in the use of news print by limiting the size of their issues, or "there won't be enough paper to go 'round."

The mill men also seem to be unanimous in prophesying that the price of news print is going up, principally because of increased manufacturing cost.

The International Paper Company, for instance, declares that its payroll,

### Sold Ad Space 3,000 Feet Up in the Air

William T. O'Heaney, of the advertising staff of the Schenectady (N. Y.) Union-Star, claims the distinction of being the first advertising solicitor to sign up a space customer while in the air in an aeroplane. O'Heaney was 3,000 feet up when he sold the space to the owner of a commercial plane in which he was a passenger. He wrote the copy and then dropped it onto the roof of the Union-Star building. Printers had the ad in the next edition.

since the award of the War Labor Board, is running at the rate of at least \$8,148,196 a year, against \$3,894,172 in 1915; that the labor cost per ton of paper is \$19 against \$8.68 in 1915, and the annual production per employe has fallen from 80.05 tons in 1915 to 65.79 today.

Still "L. P." common stock is today selling above 70, jumping up from 19 or 20 in three years. Likewise Canadian paper mill stocks are at record figures.

Other factors which have combined to add enormously to the cost of manufacturing, according to paper makers, are the increased cost of pulp wood, transportation, and mills supplies.

#### Mill Prices to Publishers

The following facts are from the Federal Trade Commission's report of July 23, 1919:

The weighted average price of contracts between domestic mills and publishers during June, 1919, f. o. b. mill in carload lots for standard news in rolls was \$3.49 per 100 pounds. This weighted average is based upon the total tonnage of contracts involving more than one million tons of paper manufactured in the United States. These contracts, most of which extend until December 31, 1919, include a few long-term contracts made prior to the war at very low prices. The majority of the contracts which cover the bulk of the tonnage are priced between \$3.50 and the price of \$3.7525 per 100 pounds fixed by the Federal Trade Commission.

The weighted average contract price based on deliveries of more than 50,000 tons of standard roll news in carload lots, f. o. b. mill in June, 1919, was \$3.65 per 100 pounds.

The weighted average price of contracts between Canadian mills and domestic publishers during June, 1919, f. o. b. mill in carload lots for standard news in rolls was \$3.58 per 100 pounds. This weighted average is based upon the total tonnage of contracts involving about 150,000 tons of Canadian paper. The greater number are short-term contracts covering the year 1919.

The weighted average market price of standard roll news in carload lots f. o. b. mill based upon purchases totalling more than 4,500 tons was \$3.73 per 100 pounds.

#### "Must Prevent Waste"

"We want to maintain prices on a fair and reasonable basis," said a manufacturer.

"There is no reason for publishers to be unduly alarmed as to the prospect of any shortage or unwarranted high prices, provided they take ordinary provision for future contracts. If the newspaper proprietors agree on the wisdom of keeping down sizes it would be a good thing for them to raise their advertising rates as well."

#### Urges Higher Rates

The need of continuing the conservation of paper by newspaper publishers was emphasized by Charles I. Stewart, chairman of the Committee on Paper Conservation of the Southern Newspaper Publishers Association, in an address at its convention at Asheville, N. C. He predicted a period of high prices in the paper market, and said that because of rising costs, "newspaper proprietors must not be timid about the prices they ask subscribers and advertisers."

"There is danger in being dazzled by the prospect of a large volume of business, and if we make losing rates, the larger the volume the greater will be the loss," he said. "We should remember

that, after all, the real test of our profits is not the measure of dollars and cents, but the measure of commodities.

#### Points Out Extravagance

"It is opportune, I believe, to call your attention to the importance of the continuation of conservation methods. While there were phases of the War Board regulations that worked hardships in some cases, they were in the main of very great value to the publishers, and their rigid enforcement over a period of years would save the publishing interests a large amount of money."

"There has been, I believe, a disposition on the part of the publishers to welcome the relief from this restraint and in some cases the pendulum has swung back to practices as bad or worse than those prevailing before the war or when news print was cheap. There has been a natural, inevitable decline in circulation since the signing of the armistice, and it appears that some publishers have been tempted to practices and to adopt circulation methods that are, to say the least, questionable."

"In some cases publishers have been forced by competition to resort to circulation methods they would prefer to avoid. In my opinion, this association can render no greater service to the publishing interests of the South than to impress upon all publishers the importance of maintaining a legitimate sales price for the products of the newspaper plant, that is, both for circulation and for advertising."

"The average number of this association publishing a seven-day paper will consume about 100 pounds news print per subscriber. Not many of us are having paper put into our press rooms for less than 4 cents a pound when we add freight, cartage and waste to the mill cost. We are now paying 1 1/2 cents per pound for postage

and this means that the average seven-day paper costs in white paper and postage \$5.50 per subscriber, and yet there are a considerable number of newspapers circulating south of the Ohio river with the sale price to the subscriber considerably under this amount.

"There is at the present a large volume of advertising, with a reasonable prospect that this will continue. But the very volume of the business tends to increase expenses. It makes the problem of a sufficiency of competent mechanical help a very serious one and in many cases it is forcing additional investment in machinery at very high prices. I doubt that there is a member of this association who has advanced his advertising rates in proportion to his increase in circulation plus the proportionate increase in all other commodities."

#### Expenses Are Increasing

"A careful analysis of balance sheets as compared with those of three or four years ago will probably bring some disillusion by disclosing the fact that newspaper profits are not as large as they seem. A newspaper that made a profit of \$15,000 in 1914 or 1915 is doing no better this year than it did then if it makes a profit of \$25,000. Fifteen thousand dollars in 1914 would probably buy more in almost any Southern city in real estate, in printing machinery, and in commodities of any sort, than \$25,000 would buy now."

"I believe we may look forward to a slightly lower price for paper in 1920, but there is no reason to expect a great decline. There is nothing in sight to indicate for many years a return to the prices of 1915, and what is true of paper is true of every other element of newspaper cost. Just as it is true of the general price level, the best authorities agree that we may look forward to a period of high prices, and the newspaper must adjust itself to this condition."

## PUBLISHERS' VIEWS OF NEWS PRINT SITUATION

Jason Rogers, publisher of the New York Globe, said:

"The reported print paper shortage which is due to be upon us by October, if it comes, will be the result of lack of ordinary common sense on the part of the publishers and cleverness of the paper makers."

"Our newspapers have it in their power to change the situation over night if they had the nerve to do it—which they will not. All we would have to do would be to cut down the sizes of our papers twenty-five or fifty per cent for a week or so. So long as most newspapers are seeking constantly increasing tonnage the demand keeps ahead of the supply and makes the open market price of print paper firmer."

"If any of us were in the print paper making business we would probably do exactly the same as those who are in it now. I have no quarrel with them, but I am chagrined that my fellows in the newspaper business are permitting a new and serious situation to develop after our experience in 1916. A burned child dreads the fire, but our newspapers seem to want more of it."

#### "Profligate Use of Paper"

"The lifting of the war conservation order last December, plus a large increase in the volume of advertising was all that was necessary to make many newspapers go wildly on in their profligate use of paper heedless of the notice that danger lurked in the distance if we did not give the manufacturers time and opportunity to get back on a quantity producing basis. Most of us thought this was wolf, wolf, business."

"The main squeeze this time is going to come to those big newspapers that are using much more paper than contracted for and to the many little fellows deprived of their supply through the superior buying ability of the big wasters in the business. This is exactly what happened in 1916, and it would look as if history was to repeat itself."

#### Banking Firm's Prophecy

"This extract from the market letter dated July 3, of Hayden Stone & Co., a conservative Boston banking firm, is significant:

"International Paper.—In all probability a free market for newsprint, the largest product of International Paper Company will prevail by October next. For several years the price of newsprint has been fixed by the Federal Trade Commission. While this policy of Government price regulation has really satisfied no one, either the newspapers or the newsprint producers, it has had one very important result. The various investigations and studies of cost of production which the Federal Trade Commission has made have tended to establish the claims of the mills for higher prices for their product. For years the cost of newsprint has been a constant bone of contention between the printer and the buyer and as the chief producer, International Paper has been subject to a great variety of attack and abuse."

But the Federal Trade Commission which has certainly had no bias in favor of the manufacturer

(Continued on Page 28)

# The Evening Times

Pawtucket Rhode Island

Announces the Appointment of

GILMAN, NICOLL & RUTHMAN

World Bldg.

New York

Tribune Bldg.

Chicago

As Advertising Representative in the Foreign Field

C. O. BLACK, General Manager

Effective August 1, 1919

*The Millions Who Loved  
Theodore Roosevelt, Sr.,  
Will Eagerly Follow This  
After-the-War Serial  
By His Son and Namesake*



## The War as Seen by Lieut. Col. Theo. Roosevelt, Jr.

In Advance of Book or Periodical Publication THE LEDGER SYNDICATE Offers for Universal Simultaneous Release, Commencing August 17 (or the Previous Evening) This Virile Serial in 21 Daily Installments.

**UTTERED WITH THE CHARACTERISTIC ROOSEVELTIAN PUNCH**

And Reflecting the War's Reactions Upon the Four Fighting Sons of the Strenuous President

### SYNOPSIS OF INSTALLMENTS

Boyhood Recollections of His Father	First Days in the Trenches
The Latter's Efforts Toward Preparedness	Montdidier
Advocated Universal Service During First Term	Idiosyncrasies of the General Staff
Blood Tax and Dollar Tax	Soissons
The Sinking of the Lusitania	Pictures of the Author and Men in Action
In the First Plattsburg Training Camp	The First Argonne
Commissioned in the Officers' Reserve Corps	St. Mihiel
Unpreparedness	Up the Moselle to the Bridgehead
Overseas	Occupying Germany
Training in France, Billeting, etc.	After Effects and Reactions of the War

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## LEDGER SYNDICATE

Independence Square

Philadelphia, Pa.

# SURPASSING

The Advance Sale of the News

## GENERAL LUDENDORFF

Already Have Reached DOUBLE the Total Sale of

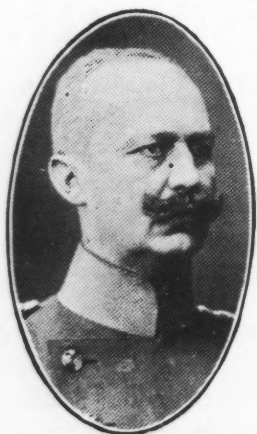
IT WILL BE THE SENSATION OF THE YEAR. The first pages of General Ludendorff for the McClure Newspaper Syndicate. It will be the first time that a great and epoch-making This extraordinary feature, the most remarkable in the annals of American journalism, will be published on September 3rd. Even before our first announcement was made options were asked by the following

NEW YORK WORLD  
CHICAGO DAILY NEWS  
TORONTO STAR  
ST. LOUIS POST-DISPATCH  
CINCINNATI ENQUIRER  
PHILADELPHIA PUBLIC LEDGER

BOSTON POST  
SAN FRANCISCO EXAMINER  
LOS ANGELES EXAMINER  
SEATTLE STAR  
LOUISVILLE COURIER  
BALTIMORE NEWS

Numerous Other Papers Are Negotiating and

### LUDENDORFF SAYS:



GENERAL LUDENDORFF

The Genius of Military Germany, Whose Revelations Will Stir the World

Ludendorff was the General Grant of the Central Powers. Unknown, without influential friends, a man of the common people, it was he who rose to give orders to princes and prime ministers and ignore the wishes and demands of emperors and kings.

"It was the German Government's fault Germany was defeated."

"The U-boat warfare was justified."

"Chancellor Bethmann-Hollweg did not back up the German army chiefs."

"The German Government thought more of making peace than of making war."

"Germany's situation was serious from the start; it was critical long before she collapsed in 1918."

"Austria Hungary was a burden and not a help to Germany."

"Germany had no inkling of the Russian revolution."

"Bernhardi's book should never have been written."

"Lloyd George, Clemenceau, Woodrow Wilson were great statesmen—greater than any who came to the fore in the Central Empires."

LOSE NO TIME IN SECURING  
THIS MOMENTOUS FEATURE

WIRE OR LONG DIS

THE McCLURE NEWSPAPER SYNDICATE

# ALL HISTORY

Newspaper Syndicate Rights for

## LUDENDORFF'S AMAZING STORY

Sale of Any Other Syndicate Series Ever Known.

Ludendorff's inside story of the war from the German side are here, and now being translated into a book—real history—will appear first through the columns of the daily press. The book will be released in daily installments of about 2,500 words each, beginning Wednesday, and will be sold by the following papers, with whom we have already closed:

THE  
SAN FRANCISCO EXAMINER  
THE OREGON EXAMINER  
THE PORTLAND OREGON JOURNAL  
THE ASTORIA NEWS

CANTON REPOSITORY  
ATLANTA GEORGIAN  
MILWAUKEE JOURNAL  
SYRACUSE HERALD  
MINNEAPOLIS TRIBUNE  
PITTSBURG GAZETTE-TIMES

Subscription and Contracts Are Closing Hourly

### AN HISTORICAL RECORD

At last the German side of the war emerges from the mystery in which it has been shrouded. At last the full story of the German campaigns, of Germany's titanic effort to dominate, the inside story of her inception of ruthless U-boat warfare, of the ups and downs of her mad struggle against an aroused world in arms, *told by her greatest military genius*, is to be available to American newspaper readers.

From the outset of the war to Germany's final collapse, the name of Ludendorff bulked ever larger. He became a colossal figure on the German side. He seemed to embody Germany's aggressiveness, her ruth-

less militarism, her lust for conquest. He was the incarnation of Prussia. Nobody else, through all the length and breadth of the territories of the central powers, became so pre-eminently qualified to tell the story of the war from the Teutonic side.

And here he tells it. He minces no words. He spares nobody. He strikes straight from the shoulder at men in the highest official posts. Uncompromisingly and unsparingly he puts the blame where he thinks it belongs.

The story is a revelation in German psychology. It is the history of Germany's side in the war for which the whole world has been waiting ever since 1914.

DISTANCE 'PHONE

IF YOU WISH TO SECURE  
RIGHTS FOR YOUR TERRITORY

373 FOURTH AVENUE, NEW YORK

# N. E. A. ON VICTORY TOUR

(Continued from Page 5.)

session of the Convention will be held at the Elk's Temple, commencing at 9:30 A. M. Luncheon will be served at



G. L. CASWELL  
Executive Committee

the Elk's Temple. The party will take interurban cars about 5 p. m. for Oregon City, where officers of the association will unveil a monument to commemorate the establishment of the first newspaper in the Pacific Northwest. The party will leave Oregon

City about 5:30 p. m. via interurban train for Portland. A banquet will be tendered about 6:30 p. m., at the Portland Chamber of Commerce, as guests of the Chamber of Commerce.

**Sunday, August 10.**—Automobiles will leave the hotels at 7 A. M., for a trip over the Columbia River Highways, Scenic Road of the Pacific Northwest, up the Gorge of the Columbia River, passing Crown Point, with its matchless view of the Gorge, Chanticleer Point, and Rooster Rock. Latourelle Falls, Horse Tail Falls, Oneonta Gorge, to Eagle Creek, where a bear and fish breakfast will be served by the U. S. Forestry Department, and about 1 p. m. automobiles will leave for the city. The party will board a special train enroute to Crater Lake, as guests of the Oregon Committee, at about 4:30 p. m., stopping either at Salem or Eugene, where the evening meal will be served.

**Monday, August 11.**—The party will reach Medford about 6:30 A. M., where breakfast will be served by the Medford Commercial Club, after the meal the party will take automobiles at once for Crater Lake, stopping enroute at Prospect for luncheon, reaching Crater Lake about 4 p. m., spending the night at the lake.



EDWARD ALBRIGHT  
Vice-President

**Tuesday, August 12.**—Departure will be made from Crater Lake about 1 p. m., reaching Medford in the evening. Departure will be made after supper, via special train for Portland.

**Wednesday, August 13.**—Departure will be made in the early morning from Portland, reaching Tacoma in the early afternoon, where lunch will be served as guests of the city. The party will leave in the afternoon en route via auto to Mt. Rainier, reaching there in the evening and spending the night.

**Thursday, August 14.**—Departure will be made from Mt. Rainier during the afternoon for Tacoma, leaving that city via boat for Seattle, reaching Seattle during the evening.

**Friday, August 15.**—The first business session of the convention in Seattle will be held in the auditorium of the Seattle Press Club, commencing at 10 o'clock in the forenoon. An afternoon session of the Convention will be held

## ITINERARY OF TOUR OF THE N. E. A.

Lv. Chicago, Soo Line, Grand Central Station, Saturday, July 26.  
Ar. Minneapolis, Soo Line, Milwaukee Station, Sunday, July 27.  
Lv. Minneapolis, Soo Line, Milwaukee Station, Sunday, July 27.  
Ar. Winnipeg, C. P. R. Station, Royal Alexandra Hotel, Monday, July 28.  
Lv. Winnipeg, C. N. R. Union Station, Tuesday, Ar. Portage, C. N. R. Station Wednesday, July 30.  
Lv. Portage, C. N. R. Station, Wednesday, July 30.  
Ar. Dauphin, C. N. R. Station, Wednesday, July 30.  
Lv. Dauphin, C. N. R. Station, Wednesday, July 30.  
Ar. Saskatoon, C. N. R. Station, Thursday, July 31.  
Lv. Saskatoon, C. N. R. Station, Thursday, July 31.  
Ar. Prince Albert, C. N. R. Station, Thursday, July 31.  
Lv. Prince Albert, C. N. R. Station, Thursday, July 31.  
Ar. North Battleford, C. N. R. Station, Friday, Aug. 1.  
Lv. North Battleford, C. N. R. Station, Friday, Aug. 1.  
Ar. Battleford, C. N. R. Station, Friday, Aug. 1.  
Lv. Battleford, C. N. R. Station, Friday, Aug. 1.  
Ar. Biggar, C. N. R. Station, Friday, Aug. 1.  
Lv. Biggar, G. T. P. Station, Friday, Aug. 1.  
Ar. Wainwright, G. T. P. Station, Friday, Aug. 1.  
Lv. Wainwright, G. T. P. Station, Friday, Aug. 1.  
Ar. Edmonton, G. T. P. Station, Saturday, Aug. 2.  
Lv. Edmonton, C. N. R. Station, Sunday, Aug. 3.  
Ar. Jasper, C. N. R. Station, Sunday, Aug. 3.  
Lv. Jasper, C. N. R. Station, Sunday, Aug. 3.  
Ar. Lucerne, C. N. R. Station, Sunday, Aug. 3.  
Lv. Lucerne, C. N. R. Station, Monday, Aug. 4.  
Ar. Kamloops, C. N. R. Station, Monday, Aug. 4.  
Lv. Kamloops, C. N. R. Station, Tuesday, Aug. 5.  
Ar. Boston Bar, C. N. R. Station, Tuesday, Aug. 5.  
Lv. Boston Bar, C. N. R. Station, Wednesday, Aug. 6.  
Ar. Vancouver, C. N. R. Station, Wednesday, Aug. 6.  
Lv. Vancouver, Chartered Steamer, C. P. Docks, Thursday, Aug. 7.  
Ar. Seattle, Chartered Steamer, C. P. Docks, Friday, Aug. 8.  
Lv. Seattle, N. P. R. Station, Friday, Aug. 8.  
Ar. Chehalis, N. P. R. Station, Friday, Aug. 8.  
Lv. Chehalis, N. P. R. Station, Friday, Aug. 8.  
Ar. Portland, Union Station, Friday, Aug. 8.  
Lv. Portland, Interurban Cars, First and Alder Streets, Saturday, Aug. 9.  
Ar. Oregon City, Interurban Cars, Hawley Mills, Saturday, Aug. 9.  
Lv. Oregon City, Interurban Cars, Hawley Mills, Saturday, Aug. 9.  
Ar. Portland, Interurban Cars, First and Alder Streets, Saturday, Aug. 9.



GEO. SCHLOSSER  
Secretary

at 2:30 o'clock. The Seattle Post-Intelligencer, The Seattle Daily Times and The Seattle Daily Star will be hosts at a banquet and ball to all the visiting delegates during the evening at the Masonic Temple.

**Saturday, August 16.**—The day's entertainment will give the Editors an opportunity to witness the launching of a new steel steamship. Later in the forenoon the entire party will board a steamer and be taken for a trip over the extensive properties of the port of Seattle. This will include passage through the Lake Washington Canal Locks, with a luncheon served on the boat. During the afternoon the party will be guests to a barbecue on the east shore of Lake Washington. Part of the afternoon will be spent by auto drives

Lv. Portland, Union Station, Sunday, Aug. 10.  
Ar. Salem, S. P. R. Station, Sunday, Aug. 10.  
Lv. Salem, S. P. R. Station, Sunday, Aug. 10.  
Ar. Medford, S. P. R. Station, Monday, Aug. 11.  
Lv. Medford, Autos, Monday, Aug. 11.  
Ar. Crater Lake, Autos, Monday, Aug. 11.  
Lv. Crater Lake, Autos, Tuesday, Aug. 12.  
Ar. Medford, Autos, Tuesday, Aug. 12.  
Lv. Medford, S. P. R. Station, Tuesday, Aug. 12.  
Ar. Portland, Union Station, Wednesday, Aug. 13.  
Lv. Portland, Union Station, Wednesday, Aug. 13.  
Ar. Tacoma, N. P. R. Station, Wednesday, Aug. 13.  
Lv. Tacoma, Autos, Wednesday, Aug. 13.  
Ar. Longmire Springs, Autos, Wed., Aug. 13.  
Lv. Longmire Springs, Autos, Thurs., Aug. 14.  
Ar. Paradise Valley, Autos, Thursday, Aug. 14.  
Lv. Paradise Valley, Autos, Thursday, Aug. 14.  
Ar. Tacoma, Autos, Thursday, Aug. 14.  
Lv. Tacoma, Steamer Indianapolis, Thursday, Aug. 14.  
Ar. Seattle, Steamer Indianapolis, Thurs., Aug. 14.  
Lv. Seattle, Steamer Indianapolis, Thurs., Aug. 14.  
Ar. Victoria, C. P. S. Docks, Monday, Aug. 18.  
Lv. Victoria, C. P. S. Docks, Tuesday, Aug. 19.  
Ar. Vancouver, C. P. S. Docks, Tuesday, Aug. 19.  
Lv. Vancouver, C. P. R. Station, Tuesday, Aug. 19.  
Ar. Sicamous, C. P. R. Station, Wed., Aug. 20.  
Lv. Sicamous, C. P. R. Station, Wed., Aug. 20.  
Ar. Revelstoke, C. P. R. Station, Wed., Aug. 20.  
Lv. Revelstoke, C. P. R. Station, Wed., Aug. 20.  
Ar. Field, C. P. R. Station, Thurs., Aug. 21.  
Lv. Field, C. P. R. Station, Thurs., Aug. 21.  
Ar. Lake Louise, C. P. R. Station, Thurs., Aug. 21.  
Lv. Lake Louise, Narrow Gage, Thurs., Aug. 21.  
Ar. Chateau, Narrow Gage, Thurs., Aug. 21.  
Lv. Chateau, Narrow Gage, Thurs., Aug. 21.  
Ar. Lake Louise, C. P. R. Station, Thurs., Aug. 21.  
Lv. Lake Louise, C. P. R. Station, Thurs., Aug. 21.  
Ar. Banff, C. P. R. Station, Thursday, Aug. 21.  
Lv. Banff, C. P. R. Station, Thursday, Aug. 21.  
Ar. Red Deer, C. P. R. Station, Friday, Aug. 22.  
Lv. Red Deer, C. P. R. Station, Friday, Aug. 22.  
Ar. Calgary, C. P. R. Station, Friday, Aug. 22.  
Lv. Calgary, C. P. R. Station, Friday, Aug. 22.  
Ar. Lethbridge, C. P. R. Station, Saturday, Aug. 23.  
Lv. Lethbridge, C. P. R. Station, Sat., Aug. 23.  
Ar. Medicine Hat, C. P. R. Station, Sat., Aug. 23.  
Lv. Medicine Hat, C. P. R. Station, Sun., Aug. 24.  
Ar. Swift Current, C. P. R. Station, Sun., Aug. 24.  
Lv. Swift Current, C. P. R. Station, Sun., Aug. 24.  
Ar. Moose Jaw, C. P. R. Station, Sun., Aug. 24.  
Lv. Moose Jaw, C. P. R. Station, Monday, Aug. 25.  
Ar. Regina, C. P. R. Station, Monday, Aug. 25.  
Lv. Regina, C. P. R. Station, Monday, Aug. 25.  
Ar. Brandon, C. P. R. Station, Tuesday, Aug. 26.  
Lv. Brandon, C. P. R. Station, Tuesday, Aug. 26.  
Ar. Winnipeg, C. P. R. Station, Tues., Aug. 26.



J. BYRON CAIN  
Treasurer

over Seattle's Park and Boulevard System. During the evening the ladies of the party will be entertained at dinner followed by a theatre party. There will be a stag party at the Seattle Press Club.

**Sunday, August 17.**—The forenoon will permit the delegates an opportunity to attend church services. Invitations have been extended to several of the delegates to occupy pulpits. In the afternoon the party will be taken to the Puget Sound Navy Yard at Bremerton. After a tour of inspection of the Navy Yard a luncheon will be served, and in the afternoon the party will return to Seattle. During the early evening the party will go aboard boat for Victoria.

**Monday, August 18.**—The delegates

will have a very active day beginning with a reception at the Parliament Building at 10 o'clock, followed by an auto drive to the Brentwood Hotel

where lunch will be served. During the afternoon a visit will be made to Butchart Gardens and a drive around the Peninsula, stopping at the Government Observatory, the largest telescope in the world, returning to the city, after which a dinner will be tendered the party at the Empress Hotel, followed by a dance.



FRANK N. HENDERSON  
Executive Committee

**Tuesday, August 19.**—The party will leave at 9 o'clock for an auto trip over the mountain drives returning in time for lunch and board boat for Vancouver. The day's entertainment will be a very enjoyable one, making a combination of auto and water travel of exceeding interest.

**Wednesday, August 20.**—The party will arrive at Sicamous during the forenoon for a short stop, later arriving at Revelstoke, where the party will be guests of the city for lunch; later reaching Field for a view of the Spiral Tunnel, where the train will be parked for the night.

**Thursday, August 21.**—Leaving Field during the forenoon the party will arrive at Lake Louise Station, where a transfer will be made to Lake Louise and the party will be served to lunch at the Chateau and return to the station about 3 p. m., departing for Banff, reaching the latter place about 4:30 p. m., where a reception will be held and supper served at the Banff Springs Hotel. The evening will be spent at Banff as the guests of the city, the party departing about midnight.

**Friday, August 22.**—The party will breakfast at Red Deer and be guests of the city until about 11:30 A. M. Departure will be made en route to Calgary, reaching there about 3 p. m.; supper will be served by the city. Calgary is one of the larger cities of the Province and an opportunity will be given to visit many interesting places about the city. Departure will be made about midnight.

**Saturday, August 23.**—Reaching Lethbridge about 6 A. M., breakfast will be served at a later hour by the city, after which an auto drive will be provided for the party. Departure for Medicine Hat will be made shortly before noon. The party will arrive at Medicine Hat about 4:30 p. m., where the city will entertain the party for supper. Medicine Hat has long been known as the place where the weather is made and the party is expected to discover the real secret of the Weather Man. One of the resources of Medicine Hat is its



WILL WILKE  
Executive Committee

(Continued on Page 39.)



**O**HIO, the fourth state in the Union in point of population, maintains a splendid balance between urban and suburban.

2,842,500 people live in towns and cities 5,000 and up—(82 cities), this being approximately 55 per cent of the State's population—5,150,356.

While Ohio is known as a great and growing manufacturing state, Ohio, agriculturally speaking, is one of the really great units of this country.

The average number of native born white people in the United States is 74.4%. That of Ohio is 85.1% which is very high.

The average negro population of the United States is 10.7%. That of Ohio is 2.3% which is very low.

The average foreign born population of the United States is 14.9%. That of Ohio 12.6% which is low.

Ohio boasts, and rightfully, of having furnished a large number of great men in the history of the country—claiming that for staunch up-standing Americanism Ohio ranks well toward the top—and admitting that this is a fair indication of the superiority of the Ohio products—contending that with the entire country to draw from, Ohio would not be called on so frequently for leaders if Ohio did not have leaders to produce at any time and for any occasion.

Ohio people are always intensely interested in Ohio, Ohio products and Ohio business,—and local retail merchants reach local people by Ohio daily newspapers.

Manufacturers may obtain profitable results by cooperating with Ohio merchants in Ohio daily newspapers and reaching Ohio people.

# O H I O F I R S T

While Ohio's fame, just now, is growing because of the tremendous manufacturing activities, it is well to bear in mind the fact that Ohio, agriculturally speaking, is one of the really great states of the Union.

These astonishing figures, although they are very conservative, indicate how tremendous is the value of the annual crops.

- 150,100,000 Bushels Corn
- 99,072,000 Pounds Tobacco
- 78,100,000 Bushels Oats
- 41,000,000 Bushels Wheat
- 16,000,000 Bushels Potatoes
- 13,923,000 Pounds Wool
- 6,336,000 Bushels Apples
- 4,154,000 Tons Hay
- 1,093,000 Gallons Syrup
- 558,000 Pounds Maple Sugar
- 24,467 Tons Beet Sugar

	Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E).....	31,110	.05	.05
*Akron Times (E).....	20,454	.03	.03
Bellaire Daily Leader (E).....	3,446	.02	.0125
*Cambridge Daily Jeffersonian (E)....	8,117	.0179	.0179
Chillicothe News-Advertiser (E).....	3,055	.00714	.00857
Cincinnati Inquirer, 5c. (M&S).....	62,911	.12	.12
Cleveland Plain Dealer (M).....	168,440	.24	.24
Cleveland Plain Dealer (S).....	208,024	.27	.27
Columbus Dispatch (E).....	75,402	.115	.105
Columbus Dispatch (S).....	71,117	.115	.105
Columbus (O.) State Journal (M)....	53,155	.10	.09
Columbus (O.) State Journal (S)....	27,147	.10	.09
*Dayton News (E).....	36,225	.065	.065
*Dayton News (S).....	36,225	.045	.045
East Liverpool Tribune (M).....	6,138	.015	.015
Lima Daily News (E&S).....	12,549	.0286	.0214
Lima Republican Gazette (M&S)....	10,008	.02	.02
Middletown Journal (E).....	4,174	.0115	.0115
Newark American-Tribune (E).....	6,217	.0128	.0128
New Philadelphia Daily Times (E)...	4,413	.0129	.0129
Piqua Daily Call (E).....	4,019	.0114	.0114
*Springfield News (E&S).....	12,395	.025	.025
Toledo Blade (E).....	82,973	.17	.15
Warren Daily Chronicle (E).....	5,200	.02	.02
Youngstown Telegram (E).....	21,601	.05	.05
Youngstown Vindicator (E).....	24,558	.05	.05
Youngstown Vindicator (S).....	22,222	.05	.05
Zanesville Signal (E).....	10,704	.025	.025

Government Statements, April 1st, 1919.

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

### CROWELL TAKES OVER COLLIER'S WEEKLY

Famous Magazine and Associated Publishing Business Pass to New Control—Name, Staff and Policy Will Be Retained

Collier's Weekly, together with the book and publishing business founded in 1887 by Peter Fenelon Collier, has passed from control of the Collier family and will henceforth be directed by the Crowell Publishing Company, one of the largest publishers of periodicals in this country.

Announcement of the change in management was made by George D. Buckley, president of the Crowell company, who declared that a contract was signed July 25 to make possible the affiliation of Collier's Weekly with such well known national magazines as the Woman's Home Companion, the Farm and Fireside Magazine and the American Magazine, now published by the Crowell concern.

The Crowell company does not intend to change either the name of Collier's Weekly or its policy, and will continue the employment of the same staff which has been publishing the periodical.

In making known the deal Mr. Buckley refrained from divulging what price had been paid to Mrs. Robert J. Collier, who came into possession of the properties after the death of her husband last November. The publication offices will remain at 416 West Thirteenth street. The capitalization of the holding company of P. F. Collier & Son is \$2,500,000.

Mr. Buckley's qualifying statement that a contract had been signed, instead of declaring that the publishing house had been bought outright, was accepted as meaning that Mrs. Collier still retains some interest in the properties in deference to the expressed wish of her husband that the house founded by his father be perpetuated.

In his will, which has been admitted to probate, Robert J. Collier bequeathed the properties to three friends, Francis P. Garvan, Payne Whitney and Peter Finley Dunne, but although the bequest was easily worth millions, they renounced the gift and turned it over to Mrs. Collier.

Negotiations with the Crowell Company have been going on for some time. Thomas L. Briggs was elected president of Collier's on January 1 last.

For more than four years prior to the death of the publisher his friends acted as a committee in managing the periodical and book publishing concern. They succeeded in re-establishing it upon its old firm footing as one of the best known and profitable businesses of its kind in this country.

#### New Morning Paper for Idaho

POCATELLO, Idaho, July 30.—Arrangements have been completed to begin publication of the News, a new morning paper, here September 1. The News Printing Company, a corporation composed of local men, is to be the publisher, and Harold M. Sims, a circulation and advertising promotion man, is the general manager. Contracts have been made for the full leased wire service of Universal Service.

#### "City Life" In Winnipeg

WINNIPEG, July 29.—A new weekly paper, City Life, has made its appearance here. It specializes in city news and views and is owned and edited by W. Garfield Rees, former city editor of the Winnipeg Tribune.

### BUCK PRIVATE AND OFFICER JOURNALISTS OF A. E. F. ARRIVE HOME

(Continued from Page 11.)

Following is the roster of all the men who at one time or another served the A. E. F. as members of the staff of the Stars and Stripes:

Name and Rank	Name and Rank
Ackerman, Henry H. Pvt.	Burrows, Harold L. Sgt.
Adams, Franklin P. Capt.	Burnett, Verne R. Sgt.
Adams, Kenneth C. Sgt. Maj.	Bussius, Charles J. Sgt.
Agan, Meyer Pvt. 1st Cl.	Byron, Daniel E. Cpl.
Ayers, Milton J. 1st Lt., Inf.	Callis, Richard M. Cpl.
Babbitt, Donald G. 1st Lt., Inf.	Cannon, Percy F. Pvt.
Bailey, Seth T. Sgt.	Carroll, Joseph W. Pvt.
Balaham, Sydney Pvt.	Carroll, Leonard M. Sgt.
Baldrige, C. Lee Roy Pvt.	Carroll, Stuart H. O.M., Sgt., S.G.
Barry, Arthur W. Pvt. 1st Cl.	Cashen, John L. Sgt.
Barton, Frank W. Sgt.	Charman, Elbert B. Pvt.
Bassett, Horace Y. Pvt. 1st Cl.	Clathorne, Richard S. Cpl.
Bachelor, Louis R. Cpl.	

Name and Rank	Name and Rank
Dowd, Frank A. Cpl.	Hagerty, John P. Sgt.
Doyle, Lloyd L. Cpl.	Hale, William Sgt.
Dunn, Walter F. Cpl.	Hall, Nelson R. Sgt.
Early, Stephen T. Capt., Inf.	Hall, Norman D. Cpl.
Easingwood, A. H. Pvt. 1st Cl.	Hammer, Frank J. Pvt.
Emmons, Riley H. Cpl.	Hanson, Joseph M. Capt., F.A.
Epstein, Emmanuel Pvt.	Harmon, Harold H. Sgt.
Feeeny, Joseph E. Cpl.	Handberg, C. L. Pvt. 1st Cl.
Fehrenbach, A. J. Cpl.	Hanley, William L. P. t. 1st Cl.
Fendrick, R. S. 2nd Lt., A.S.	Haring, D. S. Sgt.
Fitch, Roy Pvt.	Harrington, G. L. Sgt.
Flood, Patrick J. Pvt. 1st Cl.	Hawley, Hudson Sgt.
Forbes, John P. Pvt. 1st Cl.	Healey, Thomas R. Sgt.
Forsyah, Stanley W. Pvt.	Heffernan, Joseph L. Sgt. 1st Cl.
Frantz, John C. Sgt.	Held, Rene F. Cpl.
Frownfelter, E. L. Sgt.	Helbig, Louis W. Sgt.



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Sergt. Major P. A. Van Blon, Managing Editor of the Stars & Stripes, Official Daily Newspaper of American Expeditionary Forces, and Sergt. Tyler Bliss (left), Editorial Writer and Cartoonist; Holding the Paper's Mascot, "Rags," who is said to have been responsible for the disappearance of many press agent stories.

Baukage, Hilmar R. 2nd Lt., F. A.	Clary, Thomas M. R.S. Maj.
Beatty, Edgar Pvt. 1st Cl.	Clover, Clarence E. Pvt.
Beckman, Edward J. Cpl.	Coleman, Nelson E. Pvt.
Beddor, Frank Pvt.	Conklin, Clarence C. Cpl.
Beer, Harold S. Sgt.	Conlee, C. S. Pvt.
Bergh, Sigmund U. Pvt. 1st Cl.	Connolly, Jack S. Cpl.
Bernard, August L. Sgt.	Corcoran, Paul B. Sgt.
Beser, Nicholas R.S.M.	Critchlow, Harry B. Sgt., 1st Cl.
Black, John Cpl.	Cue, Merl K. Pvt.
Bliss, D. I. Sgt.	Cushing, Charles R. 1st Lt.
Bliss, Tyler H. Sgt.	Cuthbertson, A. J. Pvt.
Bortier, William C. Pvt.	Cumming, J. P. Pvt.
Bondy, Edward W. Pvt.	De Grange, Joseph. 2nd Lt., F. A.
Bonnet, Fred J. Cpl.	Daly, Joseph G. Sgt. 1st Cl. O.M.C.
Borcher, Harold Pvt.	Daley, Richard D. Cpl.
Born, Nestor J. Sgt.	Darling, Chester A. Cpl.
Bottdorff, Donald Cpl.	Davies, L. L. Pvt.
Bradley, Richard V. Cpl.	Davis, Harold L. 1st Sgt.
Brenton, Donald R. 2nd Lt., Inf.	Dayton, Logan M. Cpl.
Bristol, Claude M. Sgt.	Dee, Joseph P. Cpl.
Bryson, George T. 2nd Lt., A.S.	Di Carlo, Charles Pvt.
Bucher, John M. A.F.C.	Dickey, Willis T. B.S.M.
Britt, George W. B. A.F.C.	Dilly, Robert S. Pvt.
Burchill, Arthur R. Cpl.	Dolan, Louis F. Pvt.
Burke, Walter J. Pvt.	Dostal, Ebert J. Cpl.

Frugone, Louis F. Pvt.	Henderson, A. E. R.S.M.
Fulton, Robert E. Cpl.	Henning, L. A. Cpl.
Gallagher, Leo E. Pvt.	Henrichsen, A. V. Cpl.
Gardyne, Robert E. Pvt.	Heritage, W. H. Cpl.
Gaylord, Donald D. Pvt.	Herlihy, John K. Cpl.
Geesey, Chester L. Sgt.	Herson, Edward J. Pvt. 1st Cl.
Gell, W. C. Pvt.	Herty, Howard A. B.S.M.
Gerber, Albion T. Sgt.	Hiro, Edward S. Cpl.
Germain, William F. Sgt.	Hickman, George W. Sgt.
Geschardt, George A. Cpl.	Hibbs, Russell E. Pvt. 1st Cl.
Giaque, James R. Sgt.	Hollenweger, F. W. Sgt.
Giegengack, Aug. E. R.S.M.	Holt, Felix C. Sgt.
Gibert, Leland R. Sgt.	Holway, Harvard E. Pvt.
Glenny, James A. F. Cpl.	Hookes, William L. R.S.M.
Glenn, Edward H. Pvt.	Horn, Christopher J. Sgt.
Glickman, Rudolph Pvt. 1st Cl.	Houser, Roy C. Sgt.
Golberg, Saul Cpl.	Houston, Sid Cpl.
Goldy, Louis Pvt. 1st Cl.	Howard, Charles M. Cpl.
Good, Arthur J. Pvt. 1st Cl.	Howard, James G. Sgt. 1st Cl.
Gould, George D. Sgt.	Howell, Stanley A. Pvt.
Goza, Henslee D. 1st Sgt.	Huck, George C. Sgt.
Greeley, Edwin Sgt. 1st Cl.	Huff, Norman D. Sgt.
Green, George J. Sgt.	Hufstедler, Stanley Cpl.
Greenshaw, DeW. T. Pvt.	Hugins, Ernest W. Cpl.
Grinstead, Hugh G. Sgt. 1st Cl.	Humphreys, James P. Sgt.

Name and Rank	Name and Rank
Hunsehe, Raymond W. Sgt. 1st Cl.	Myers, Alex. J. Sgt.
Hunt, Dwight G. Sgt.	Nicol, Lawrence Cpl.
Isackson, Louis O. Cpl.	Nichols, A. Hayden Cpl.
Iseminger, Lester D. A.F.C.	Norris, Lewis M. Pvt.
Jacobs, Millard F. Sgt.	Ochs, Adolph S., Jr. 1st Lt.
Jentzen, Herbert Cpl.	O'Malley, Neil R. Sgt.
Jenkins, J. Edwin A.F.C.	Omansky, Jacob Sgt.
Johnson, Curtis O. Sgt.	Painter, James W. Pvt.
Jones, Richard S. R.S.M.	Painton, Frederick Sgt.
Kane, Charles J. Sgt.	Palmer, Thomas W. Cpl.
Katz, Harry L. Sgt.	Parker, Harry L. Capt. A.S.C.
Kay, Kendall K. Sgt.	Parr, John E. Cpl.
Keenan, William P. Cpl.	Parry, Duke N. Cpl.
Kelly, Edward M. Pvt. 1st Cl.	Patrey, Harry B. Sgt.
Kelly, Frank J. Hosp. Sgt.	Pendland, William E. Cpl.
Kelly, J. J. Cpl.	Penny, George A. Sgt.
Kenyon, Alden H. Pvt.	Pfanner, Robert B. Pvt. 1st Cl.
Ketterman, Harry A. Sgt.	Phillips, David L. Cpl.
Kiefbeck, Victor B. Cpl.	Pierson, Jacob Cpl.
Kling, Robert E. Cpl.	Plant, Marlowe H. Cpl.
Krackenberger, H. W. 2nd Lt. F.A.	Post, Levi A. Sgt.
Kraebel, Charles J. 2nd Lt.	Prendergast, J. S. Cpl.
Kraemer, George D. Sgt.	Printz, Arthur Sgt.
Lamm, Marvin A. Sgt. 1st Cl.	Prosser, Alfred L. R.S.M.
Lammers, Henry E. Sgt.	Rappaport, Louis A.F.C.
Lampman, Rex H. Pvt.	Raddant, George T. Sgt.
Lavine, Harry Sgt. 1st Cl.	Rhodes, Wallace W. Sgt.
Lawrence, Joseph J. Sgt.	Rice, Grantland 1st Lt.
Lee, Robert E. Pvt.	Richard, Jesse L. Sgt.
Lee, John F. Cpl.	Rigney, Frank P. Cpl.
Leeheldt, Leroy W. Sgt.	Riley, Earl E. Pvt.
Levine, Max Pvt.	Riley, James F. Pvt.
Levy, Max Sgt.	Rock, Dallas Pvt.
Lichtenstein, J. H. Sgt.	Rodd, Harry C. Sgt.
Lister, P. B. Sgt.	Rogers, Wilson B.S.M.
Long, Don M. Cpl.	Ross, Harold W. Pvt.
Luckett, Jack G. Sgt.	Rowe, Walter S. R.S.M.
McCollum, W. L. Pvt. 1st Cl.	Ruble, Lloyd J. 1st Sgt.
McCoskie, Frank U. 1st Lieut.	Ryan, Patrick J. Pvt.
McDermott, Hugh J. Cpl.	Ryder, Clayton M. Sgt.
McDonnell, John A. Cpl.	Ryder, Melvin R.S.M.
Mack, Willard Capt.	Sangster, George M. Sgt.
MacNicholl, K. H. Sgt.	Schenck, Ferdinand Sgt.
Magill, W. F. Pvt.	Schieble, Raymond M. Cpl.
Mahoney, William H. Pvt. 1st Cl.	Schneider, Harry Cpl.
Manson, Emanuel Pvt.	Schneider, M. H. Pvt.
Marshall, John L. Pvt. 1st Cl.	Schwartz, Fred Pvt., 1st Cl.
Martel, Alfred J. Pvt.	Schwarzkopf, Otto Pvt.
Martin, James D. Cpl.	Shallenberger, Geo. Sgt.
Mason, Carman R. Pvt. 1st Cl.	Scott, J. John Sgt.
Mathis, Frank H. Cpl.	Shenard, Herbert O. Cpl.
Mattice, Robert E. Sgt.	Sigmund, Harold Sgt.
Maturana, Frank J. Pvt.	Sigwalt, Harold P. Sgt.
Medcalfe, Willis T. Cpl.	Slaght, Arthur J. Cpl.
Merrill, Frank C. Sgt. 1st Cl.	Slator, William J. Sgt. 1st Cl.
Merriman, Lloyd C. Sgt.	Smalley, F. J. Sgt.
Michael, William K. 1st Lt., Inf.	Smith, Homer S. A.F.C.
Miller, Craig Pvt.	Smith, J. W. Rixey Sgt.
Miller, Daniel L. Sgt.	Smith, Leslie H. Cpl.
Miller, Jacob E. Cpl.	Smith, Harley A. 2nd Lt.
Miller, Joseph A. Cpl.	Snajdr, Robert I. Sgt.
Miller, Herman J. Pvt.	Snevily, Henry N. 1st Lt.
Miller, Peter Cpl.	Spahr, Clarence E. Pvt.
Miller, William T. A.F.C.	Spiro, Gerald B. Cpl.
Moffitt, William C. Sgt.	Stack, Robert M. Pvt.
Moran, Bruce Cpl.	Stanley, Harold B. Sgt.
Mulvaney, George E. Sgt.	Steppe, Joseph H. Cpl.
Murphy, William C. Cpl.	Stewart, David R. R.S.M.
Mumford, Philip G. Maj. Q.M.C.	Stoner, Harry Pvt.

(Continued on Page 41.)

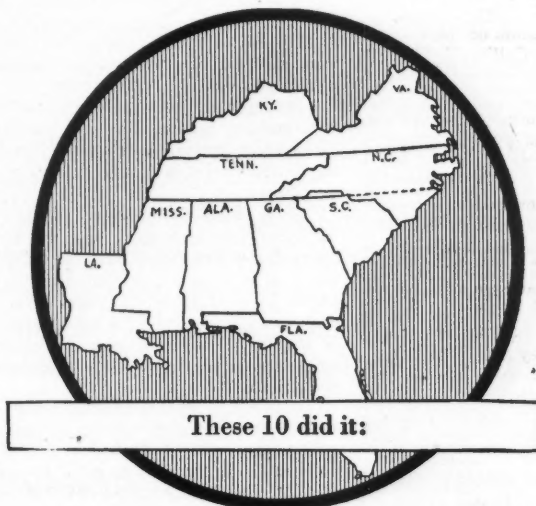
## Leading Daily Newspapers

		Net Paid	2,500	10,000
		Circulation	lines	lines
<b>ALABAMA</b>				
Birmingham Age-Herald	(M)	23,560	.07	.06
Birmingham Age-Herald	(S)	29,795	.08	.06
Birmingham Ledger	(E)	38,022	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	48,588	.10	.10
*Mobile News Item	(E)	10,766	.03	.08
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	35,048	.06	.06
Montgomery Advertiser	(M)	24,258	.06	.04
Montgomery Advertiser	(S)	24,258	.06	.05
<b>FLORIDA</b>				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jacksonville	(M&S)	30,423	.06	.06
Pensacola Journal	(M)	5,610	.0172	.0172
Pensacola Journal	(S)	6,987	.0172	.0172
Pensacola News	(E)	5,090	.02	.02
<b>GEORGIA</b>				
Atlanta Georgian	(E)	49,441	.08	.08
Atlanta Sunday American	(S)	92,958	.12	.12
Augusta Chronicle	(M)	12,248	.03	.03
Augusta Chronicle	(S)	10,951	.035	.035
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(E&S)	7,362	.0275	.0275
Macon Telegraph	(M)	23,450	.04	.04
Macon Telegraph	(S)	19,321	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,360	.04	.04
<b>KENTUCKY</b>				
*Louisville Herald	(M)	52,456	.08	.08
*Louisville Herald	(S)	48,767	.08	.08
Paducah News Democrat	(M&S)	7,082	.0225	.015
<b>LOUISIANA</b>				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.15
New Orleans Daily States	(E)	41,994	.10	.08
New Orleans Daily States	(S)	37,675	.12	.12
*New Orleans Item	(E)	73,906	.12	.12
*New Orleans Item	(S)	87,588	.15	.15
<b>NORTH CAROLINA</b>				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,734	.025	.025
Asheville Times	(E)	10,087	.025	.02
Charlotte News	(E&S)	11,598	.03	.025
Charlotte Observer	(M)	19,217	.055	.08
Charlotte Observer	(S)	19,217	.065	.04
*Durham Sun	(E)	5,090	.02	.02
Greensboro Daily News	(M)	18,955	.045	.085
Greensboro Daily News	(S)	22,468	.06	.04
Greensboro Record	(E)	3,481	.045	.035
Raleigh News and Observer	(M)	21,209	.05	.04
Raleigh News and Observer	(S)	21,209	.05	.04
Wilmington Dispatch	(E)	5,305	.02	.02
Wilmington Dispatch	(S)	5,305	.02	.02
Winston-Salem Journal	(E)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,000	.025	.02
<b>SOUTH CAROLINA</b>				
Anderson Mail	(E)	4,693	.0178	.0178
Charleston American	(M)	7,393	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	13,709	.03	.03
*Columbia Record	(S)	11,789	.03	.03
*Columbia State	(M)	24,614	.05	.05
*Columbia State	(S)	24,680	.05	.05
*Greenville News	(M&S)	10,376	.035	.08
Greenwood Index Journal	(E)	5,245	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,978		
Spartanburg Herald	(M)	4,388	.03	.03
Spartanburg Herald	(S)	5,473	.03	.03
<b>TENNESSEE</b>				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	30,408	.06	.06
*Chattanooga Times	(S)	26,868	.06	.06
Knoxville Sentinel	(E)	24,022	.06	.045
*Knoxville Journal-Tribune	(M)	24,838	.05	.045
*Knoxville Journal-Tribune	(S)	24,838	.05	.045
Memphis Commercial Appeal	(M)	82,275	.14	.12
Memphis Commercial Appeal	(S)	118,148	.17	.15
Nashville Banner	(E)	49,500	.07	.07
Nashville Banner	(S)	49,500	.07	.08
Nashville Tennessean	(M)	34,349	.08	.08
Nashville Evening American	(E)	15,196	.08	.08
Sunday Tennessean & American	(S)	34,051	.08	.08
<b>VIRGINIA</b>				
†Bristol Herald-Courier	(M&S)	11,094	.04	.04
Danville Register and Bee	(M&E)	10,669	.08	.03
*Newport News Times-Herald	(E)	13,087	.04	.04
*Newport News Daily Press	(S&M)	9,463	.04	.04
Norfolk Ledger-Dispatch	(E)	48,389	.07	.06
Roanoke Times	(M&S)	11,805	.06	.06
Roanoke World-News	(E)	11,288	.06	.04

Government Statements April 1st, 1919.  
 \*A. B. C. statement, April 1st, 1919.  
 †Publisher's statement, April 1st, 1919.  
 ‡Includes Bristol, Tenn.

# Advertise where the Automobiles grow!

These 10 Southern states—together—have 5 times as many automobiles as they had during the first year of the war. Several have 10 times as many.



*The United States—in total—tripled its registrations in the past five years, BUT the ten Southern States up in the circle surpass all records; some with a gain of over 1000 per cent.*

And the daily newspapers listed on this page helped bring it about!

Why not spend your advertising appropriation here where the automobiles GROW!!

**PUBLISHERS' VIEWS OF NEWS PRINT SITUATION**

(Continued from Page 20.)

ture has from time to time permitted increases in the selling price of newsprint. In all it has ascended to increases which by successive steps have advanced the price from 3.10 cents per pound to 3.75 cents, which is the present level.

As a matter of fact, the so-called "outside market" for newsprint is even now above 3.75 cents per pound. It is believed that in October, if a free market prevails, the price of newsprint will advance considerably, based on the purely natural operation of the law of supply and demand.

Some trade authorities would not be surprised at a 4-cent level. Whatever the new price level proves to be it will affect net earnings of International Paper in the last quarter of 1919 and will almost assuredly be the basis for the renewal of 1920 contracts, most of which come up for revision in December or January.

While a price of 4 cents for newsprint sounds altitudinous, compared with the pre-war levels of 2 1/2 and 2 3/4 cents, it is worth noting that the newspapers of practically every city in the country are now charging two cents and in many cases more. Higher cost paper and labor have put the 1-cent paper almost out of business. But perhaps one of the most interesting situations is the fact that the papers of the larger cities are today extremely prosperous. For several months their advertising has been running at record figures. One explanation of this is the income and excess profits taxes. Many corporations—manufacturers, distributors, wholesalers—figure that advertising costs them only 30 or 40% of what they actually pay the papers. In other words, if they did not spend this money in advertising they would be obliged to pay 60 or 70% of it to the Government for taxes. The tax law is, therefore, an ally of newspaper advertising and indirectly of International Paper by making the burden of high cost newsprint less grievous to bear.

Very little has been made of the fact that International Paper's \$20,000,000 common stock has been consistently strong for six months. It has at times actually gone against the market. In February it sold as high as 48% and its recent advance has attracted very little attention.

The strength in Paper common measures in a broad way the excellent results of the three years to December 31, 1918, and the probability of another good year in 1919. It also measures the possibility of initial common dividends in 1920. While only a possibility, there has been consistent buying of Paper common for months by investors who were willing to bide their time.

In its fiscal year to December 31, 1918, International Paper earned 18.4% on its common, after \$1,100,000 set up for taxes. In 1917 it earned 34% after a tax reserve of \$2,500,000. In 1916 the balance was 21.6%. In three years, therefore, 74.1% has been earned on the common, none of which has been divided with shareholders.

Prospects are that 1919 net will exceed the 1918 record of 18.4%, but will fall below the high water mark of 1917, when profits on its miscellaneous lines of paper gave the company an abnormally good year. In fact, it now seems likely that in the four years to December 31 next, International will have earned very close to \$100 per share on its junior shares.

In four years the company has rejuvenated itself financially. It has reduced bonded debt from \$15,252,000 to \$7,189,000, a cut of \$8,063,000. It has swelled working capital from \$8,935,005 to \$16,249,795, a gain of \$7,314,190, or 81%. It has also cleaned up 34% of arrears in preferred dividends, with the issuance of but \$2,317,976 additional preferred stock.

In 1918 the company borrowed \$9,000,000 from the banks, all of this going into pulp wood, which was acquired as an insurance against war conditions in the timberlands. It will be mid 1920 before this big stock of wood is all converted into paper. It would seem as if this floating debt situation was, perhaps, the most immediate factor restraining common dividend action.

**Can Go to Three Cents**

"Our newspapers can go to three cents the copy and reduce the use of paper by cutting out duplication; the same as was done when we went to two cents. We can increase our advertising rates and reduce volume, but this is a longer process. We can reduce the quantity of reading matter in our papers and save enormous tonnage. It is up to us to give consumption a hard cut or we will continue to be exploited by those smart enough to do so.

"In the case of the New York Globe we are going to hold our requirements inside our contract tonnage by the same methods we employed in 1916, 1917 and 1918. We will reduce reading matter to the war basis. We will limit the amount of advertising we will accept. We will increase our advertising rates as necessary, and we will go to three cents a copy if that step is forced on us.

**Must Restrict Size**

Ervin Wardman, publisher of the New York Sun, said:

"The outlook for fall, so far as news print supply and news print prices are concerned, looks rather gloomy.

"I do not believe in any artificial regulation of consumption as a means of coping with the situation, but something will have to be done, and I believe that the solution lies in restricting the size of papers and increasing advertising rates.

"I believe that advertisers will be willing to co-operate with publishers by using less space and thereby enabling more advertisers to make use of what space is available."

**Reserve Is Far Short**

Don Seitz, business manager of the New York World, said that it was the practice of the World to accumulate a surplus stock of 200 tons of news print, weekly for a period of about twelve weeks during the summer, for use in the fall, but that this summer it had been able to obtain a weekly surplus of only about seventy tons.

"I don't know what is going to happen in the fall," he said. "Possibly, there will not be as much advertising then as a good many newspaper publishers seem to think. Conditions are abnormal right now. For instance, this morning (July 22) we carried \$15,000 worth of advertising, and half of that sum was paid for 'Help Wanted' ads.

"Also, there is a lot of advertising being done now to force the buying of stocks held over from the period of the war, and when a normal demand for merchandise sets in there may not be the need for so much advertising.

"However, no one can say just how supply and demand will operate, as regards news print, a month or two from now."

**Public May React**

George Vernor Rogers, business manager of the New York Tribune, said he knew of nothing to indicate that there would be a break in the price of news print though there might be a reaction on the part of the reading public against large newspapers and that the demand might be reduced in this way.

"I doubt whether increasing advertising rates would tend to limit volume of advertising. The increases would have to be absurdly large to do this," he said. H. L. Bridgman, publisher of the Brooklyn Standard Union, said:

"The Standard Union knows of no shortage or indication of one of news print in its territory, nor of effective protection other than prudence and economy against the recurrence of 1916 conditions. It has no gift of prophecy nor is it able to see indication of lower prices after the expiration in December of current contracts. So far in July the Standard Union has published about three and one-half pages a day more than for the corresponding days last year.

**"Five to Six Cents at Mill"**

W. T. Anderson, president and general manager of the Macon Daily Telegraph, said:

"At the S. N. P. A. convention at Asheville, we had a talk with our paper manufacturers, the Great Northern, and we were impressed with the seriousness of the situation which confronted us.

"Upon our return home we put the screws on the number of pages, reducing them from twenty to a maximum of sixteen, except in cases of fire and flood. We had been allowing our news department sixty to seventy columns per day, and the advertising department was without restriction. We have reduced the news department to forty-nine columns, and the advertising department to sixty-three columns.

**NEW MANAGERS IN OMAHA**

**Conklin, Brandon and Boyd Head Daily News Departments**

OMAHA, Neb., July 29.—S. S. Conklin, formerly with the display ad department of the St. Paul Dispatch-Pioneer Press, and later doing similar work for the Omaha Daily News, has been made business manager of the latter paper.



H. J. BRANDON

H. J. Brandon, for several years past connected with the advertising department of the St. Paul Daily News, has been appointed director of advertising of the Omaha Daily News. He will assume his new position immediately.

G. H. Boyd, for twelve years circulation manager of the Kansas City Star, and more recently circulation manager of the El Dorado Times, has been chosen to a like position with the Daily News.

"We are continuing 'no returns' and the payment in advance on subscriptions. Our average number of pages for the first six months of 1918 were 15.5; our average number for the first six months of 1919 are 18.5.

"We are impressed with the importance of keeping our requirements within our supply. Our contract has been exceeded and we are unable to buy extra paper at less than 5 to 6 cents at the mill.

"We believe that the condition in our own case is about average over the United States. Several newspapers have carried more advertising and have developed a tendency of loosening up on the amount of news. The increase in white paper consumption usually averages twenty-five per cent throughout the United States."

Paul Patterson, business manager of the Baltimore Sun, said: "So far as I know, none of the Baltimore papers is actually short of news print at the present time, but I do not think any of them have any to spare, and will need all they have contracted for to meet the consumption during the rest of the year.

"You ask how the publishers can protect themselves against the return of 1916 conditions. It seems to me the answer is obvious.

"1. Maintain a reasonable policy as to the amount of space given reading matter.

"2. Do not return to 'returns.'  
"3. Do not revive any of the wasteful practices that were eliminated by the war conditions.

"4. Increase advertising rates.  
"Our average number of pages for the first twenty-five days in July compared with the same number of days last year is as follows:

	1918.	1919.
Morning .....	14	17
Evening .....	17	22
Sunday .....	66	73

**Not Alarmed—Yet**

Edgar D. Shaw, publisher of the Washington Times, said:

"I am not alarmed—not yet, anyway—at the newsprint situation. Naturally, The Times is covered by a contract which runs until the end of the year, and the paper company has thus far provided regular shipments of sufficient size. I do not see the likelihood of so big a total increase of consumption in the country as will overtax the capacity of the mills."

Charles I. Stewart, general manager of the Lexington Herald, said:

"Anyone who has attempted to purchase paper in the open market within the last ten days has discovered a very tight situation. A newspaper not now assured of its supply for the remainder of this year is, in my opinion, in a very critical situation, as the present outlook is that newsprint will be very scarce before the 1st of December. Indeed it is already very scarce in the sense of being very difficult to buy.

"There is just one way for the publishers to meet this situation and that is to consume less paper. It is reasonably certain, however, that they will consume more paper. The few newspapers ready to advance subscription and advertising rates to keep down volume cannot do so because they are confronted with competition that has returned to the extravagant methods prevailing before the War Board regulations went into effect.

"The reckless publishers, who in the face of the present situation continue their wasteful methods will learn only from hard experience, and if there should be even a moderate decline in the volume of advertising the lesson would come very quickly."

**Rochester Already Hit**

Frank E. Gannett of the Rochester (N. Y.) Times-Union said:

"There is a shortage of paper here because newspapers have been carrying more advertising than last year. We have been unable to find paper in open market, except at much higher prices. Hoarding by big papers has had a bad influence.

"Newspapers should economize on consumption in every way possible. War time restrictions should be continued. Increased advertising rates and subscription rates seem inevitable and would tend to correct conditions."

**Anticipates Shortage**

Marcellus E. Foster, editor and manager of the Houston Chronicle, said:

"From the standpoint of reserve supplies, newspapers in this section of Texas are far better fortified than they were any time during the past two years. More paper has been consumed thus far in 1919 than during the same period of last year, due largely to the prosperity of this section and the demand for advertising space.

"The Houston Chronicle, for example, has used 25 per cent more paper for the first six months of 1919 than for the same period last year, despite the fact that it has conserved in every way, had no free lists, no exchange lists, allowed no returns and advanced both the subscription price and the street sale price.

"For the first twenty-four days of July, usually one of our driest months, the Chronicle used 506 pages, eight-column size, as compared with 426 pages for the same period of July, 1918, or an average of nearly four pages more per day.

"We have had far less difficulty in securing supply of paper this year than for any period during the past two years, although the situation does not look so good for the coming fall and winter and we anticipate some shortage in supply and an advance in price. Almost all newspapers in this section have continued to follow the rules given out by the pulp and paper department during the war period."

**"50-50" Seems Imperative**

M. J. Lowenstein, business manager of the St. Louis Star, said:

"We have not noticed any shortage of newsprint in this section. We have no difficulty in getting all the paper we want and the other papers of the city seem to be in a like position.

"Apparently demand is keeping up with the supply and this would seem to indicate a probable shortage this fall, unless publishers carefully adjust their news columns to their advertising columns. A 50-50 proportion seems to be imperative.

"For the first twenty-two days of this month we have averaged 16.5 pages per issue against 14.5 per issue same days last year."

**Mills Will Meet Demand**

Basil Brewer, business manager of the Cleveland Press, said:

"The number of pages run by The Cleveland Press the first six months of 1919 was 4,112 as compared with 3,320 pages for same six months of last year.

"From what I can learn, paper stocks are low generally in this section, and with prospects for fall business brighter than ever before, newspapers will make heavy demands on the equipment of the paper mills. As the present volume of advertising is apparently not a temporary one, but rather a new level, no doubt the mills will take definite steps soon to meet the new demand. Some of them are already doing so."

**Perez Wins Month's Golf Honors**

The qualifying round of the August tournament of the New York Newspaper Golf Club was played Monday over the Mosholu links in Van Cortlandt Park, and the high handicap members took all the honors. H. L. Perez, with a 15 handicap, led the field with a gross score of 88, and a net of 73. Five strokes behind him was Clinton Scollard, who emerged with a card of 101-23-78. E. F. Teague also had 101 gross, but a handicap of 20 brought his net down to 81 and third place.

# IMPORTANT ANNOUNCEMENT

The *Editor & Publisher* takes great pleasure in announcing that commencing in the issue of August 14th, it will start a new department—a full page or more every issue, entitled

## NEWSPAPER MAKING

Conducted by Jason Rogers, publisher of the New York Globe, and author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising."

Mr. Rogers needs no introduction to newspapers in the United States or Canada. His frequent contributions to the trade press, his consistently outspoken views on all big newspaper questions and his writings constitute him as a leading authority.

During the past nine years Mr. Rogers has done more than any other man to produce greater co-operation and efficiency in newspaper production and more advertising for all newspapers. He has travelled for over a million and a half miles about the country visiting nearly all leading cities studying newspaper problems.

He organized the associated newspapers the largest and only strictly co-operative feature service in the country; it was his activities which created the united newspapers which formed the body of the present Bureau of Advertising of the A. N. P. A.; and it was his vision and activities that were mainly responsible for changing the A. A. A. into the present Audit Bureau of Circulations.

In his books and writings Mr. Rogers' purpose

has been to set down on paper all of the best experience coming to his attention in nearly 40 years' practical service for the benefit of those who have not had similar opportunity for studying newspaper making from the publisher's standpoint.

In this new department Mr. Rogers will from week to week write whatever occurs to him as of timely interest to the newspaper industry. The *Editor & Publisher* is giving him an absolutely free hand to write and say whatever he wishes.

He will answer questions from readers of the *Editor & Publisher* on all newspaper publishing subjects, consider and discuss the activities of newspapers and service to increase and make newspaper advertising more effective.

Mr. Rogers has won his success and recognition by hard work in the school of hard knocks. He makes no pretense of knowing it all. The *Editor & Publisher* feels pleased that it has been able to tie up to it such a dynamic instructive force as is represented in the personality of this live wire metropolitan publisher.

Remember the date AUGUST 14th, 1919.

*Tell your newspaper friends and urge them all to subscribe for the Editor & Publisher, and not to miss this great series of articles.*

## EDITOR & PUBLISHER

## FORD SUIT ENTERS CLOSING STAGE

Rebuttal Being Presented and Case Is Expected to Go to Jury Monday  
—Marshall Clears Ford of Saying Soldiers Are Murderers

MOUNT CLEMENS, Mich., July 30.—Evidence for the defendant in Henry Ford's libel suit against the Chicago Daily Tribune was concluded July 28, and rebuttal for the plaintiff was begun. Every effort is being made to end the case within two weeks.

Alfred J. Murphy, of Mr. Ford's counsel, expressed the opinion that the case would be in by Thursday afternoon. Several legal points will then remain to be argued, and it is generally expected that the summing up will commence by Monday and that the case will go to the jury by the end of next week.

A deposition by Edward Marshall, the magazine writer, whose article on Mr. Ford figured largely in the defense, was the first evidence introduced by the plaintiff. Objection by Elliot G. Stevenson, senior counsel for the Tribune, that Mr. Ford had admitted the correctness of all but one item in the article was not sustained, and Attorney William Lucking read the deposition.

### The Marshall Deposition

Mr. Marshall deposed that it was Miss Jane Addams of Chicago who first said to him that "the word murderer should be embroidered in the breast of every soldier."

"Miss Addams made this remark when I called on her with Norman Hapgood," said Marshall. "I repeated it to Mr. Ford, and he said 'Yes.'"

In Marshall's article the statement appeared as a direct quotation from Mr. Ford. The writer had much difficulty in interviewing the manufacturer, he deposed. He said that he "couldn't hold him still" long enough to get a satisfactory statement from him. Some of the quotations came second-hand from John R. Lee, who had them from Mr. Ford. The article was pieced together and the writer said that it was approved at the Ford plant, either by Mr. Ford or Mr. Lee.

### Dispute Term of Anarchist

The Tribune's assertion in 1916 that Mr. Ford was an anarchist, was disputed in court yesterday by Professor William A. Dunning of the Chair of History and Political Philosophy, Columbia University.

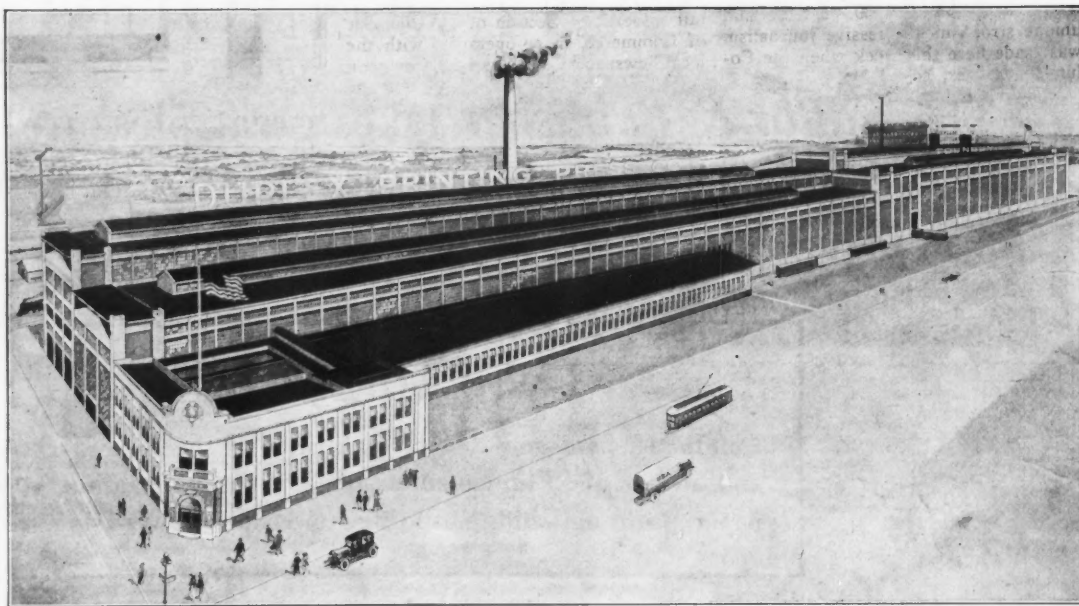
In many of the utterances of the manufacturer the New York scholar found statements that he regarded as distinctly non-anarchistic. Others labeled anarchistic by an expert for the Tribune Professor Dunning found might have been said by anybody. Certainly none of them was peculiar to anarchistic doctrine alone, he said, and he cited Plato, Diogenes, Zeno, and other ancient philosophers in support of his contention.

Professor Dunning defined anarchy as "the non-existence of government, and the absence of property rights as an anarchistic doctrine. He picked a score of statements in the Ford writings to show that Mr. Ford believed both in government and the right of personal property, and urged the use of the ballot.

### Banner Educational Edition

PITTSBURGH, Pa., July 29.—The Pittsburgh Dispatch educational number was published today and ran a banner amount of advertising of the leading schools and universities of the Tri-State territories.

## DUPLEX PRESS PLANT WILL QUADRUPLE OUTPUT



AMONG building projects put forward with vigor since the close of war activities, one of great interest to printers, and especially to newspaper publishers is a large expansion taking place at the Duplex Printing Press Company's plant in Battle Creek, Mich., whereby what was already a large and efficient manufacturing establishment, is being prepared to take care of about four times its former output. The scope of the new work involves not only an immense new foundry and machine shop, but a rebuilding, enlargement and re-equipment of the old foundry to such an extent that, when completed, the whole plant will be practically new.

All of the new building is on ground adjacent to the old plant and will be directly in line and connected thereto. In order to facilitate the unity and efficiency of the extension, the city of Battle Creek vacated to the Duplex Printing Press Co. two streets which separated the city blocks, owned by the company, bought some years ago with this large expansion in view. The vacating of these streets to the company gives them several city blocks in one. The new plant extends along the rail-

road track for more than a quarter of a mile, and is approximately 300 feet in width.

This arrangement of continuous shop enables the use of continuous straight travel for all work, from the foundry at one end to the erecting and shipping departments at the other. No time or energy will be wasted in back tracking. Parallel lines of heavy duty electric traveling cranes will traverse the entire length, serving all work throughout the foundry and shop. Five of these cranes are to be installed immediately and the others will follow. In connection with the cranes there will be heavy magnets for quick handling of iron and steel to and from freight cars as well as in the shop. The railroad tracks run directly into the buildings and under the crane works. Slow manual labor is avoided in every possible way.

Besides the main plant, foundry and office building, the Duplex Printing Press Company has the additional facilities of a large five-story warehouse, with many thousands of feet of floor space, which will be used for all the light work of the factory, pattern making and storage, stock room for repair parts, employees' Service Rooms, etc.

The new building is built entirely on the principle of daylight construction.

Steel sash constitutes almost the entire area of both sides and the interior of the entire shop will be practically as light as the open air and equally as well ventilated. With the exception of the railroad track and the wide streets, the company owns all of the land adjacent to the buildings, so there is no possibility of any other construction ever shutting off the light and air.

Tracks from both the main lines of the Grand Trunk and the New York Central railroads will run into the building at two points, one for receiving and the other for shipping, and each of these tracks will have a capacity of several cars for loading or unloading.

The foundry, entirely new both in building and equipment, is said to be the only one in America built exclusively for newspaper press work and designed accordingly.

The size and capacity of the new plant testifies to the widening use of the Duplex Printing Press Company's products the Duplex Flatbed presses and "Tubular Plate" Rotary Presses. The company now has orders on its books for work sufficient to keep even its new plant "humming" from the day it is ready for operation, which, if all goes as now anticipated, will be some time in the late summer or early fall.

## NEWSPAPERS' ADVERTISING GAINS IN 1919 OVER 1918

THE following figures are supplemental to those printed in EDITOR AND PUBLISHER of July 10 and 17, showing the gains in advertising leading newspapers of the country have made in the first six months of 1919, as compared with the same period of 1918. The table is self-explanatory:

Newspaper.	First Six Months, 1919.	First Six Months, 1918.	Gain.
Atlantic City Press and Union.....	4,666,744	3,332,044	1,334,730
Dayton News (ES).....	6,620,614	4,730,152	1,890,462
Evansville Courier (MS).....	4,305,546	3,110,940	1,194,606
Scranton Republican (M).....	3,392,088	2,664,557	727,531
South Bend News-Times (MES).....	3,406,813	2,478,800	928,013
Springfield News (ES).....	4,633,888	3,422,720	1,211,168
Washington Post (MS).....	5,309,867	3,721,893	1,587,974
Wheeling Intelligencer (M).....	2,292,010	2,064,272	227,738
Wheeling News (ES).....	3,936,968	3,694,642	242,326

### Teachers to Be Taught Journalism

ALBANY, N. Y., July 29.—The first course of journalism at the New York State College for Teachers, and believed to be the only one with a woman as its director, will be given this fall by Miss

Geraldine H. Murray, a former member of the city staff of the Albany Knickerbocker Press. Miss Murray returned recently from a conference with officials of the Columbia University School of Journalism.

### Forming Rochester Press Club

ROCHESTER, N. Y., July 27.—Active and former newspaper men of the city have formulated a tentative plan for a press club. The organization committee consists of Bernard J. Haggerty, secretary to the Mayor; United States Marshal John D. Lynn, Ernest Pavior, Jack Knabb, secretary of the Ad Club; Arthur P. Kelly of the Post Express, Willis G. Broadbooks of the Herald, Harry V. Roff of the Democrat and Chronicle and George B. Snell of the Times-Union. It is expected that the new club will start with a membership of between 100 and 200.

### Millard Against Shantung Pact

WASHINGTON, July 28.—Thomas F. Millard, editor of the Far Eastern Review, Shanghai, an American, has come from Paris to Washington to wage an active campaign against the Shantung settlement in the Peace Treaty.

## UNITES ALL INTERESTS FOR GREATER CITY

**Columbus (Ga.) Ledger Gathers Ideas from Readers, Then Calls Business Men of Community Together at Banquet to Discuss Suggestions**

COLUMBUS, Ga., July 30.—A novel and unique stroke in progressive journalism was made here this week when the Columbus Ledger, edited by R. M. Page, as a fitting climax to the publication of a series of communications on the needs for a greater Columbus, furnished by leading business men of the community, at the suggestion of the last contributor that some means be devised to get all of the Columbus boosters together for a conference on ways and means of procedure, sent out invitations for all—near a half hundred in number—to be its guests at a luncheon at the Ralston Hotel.

Practically all of the participants in the greater city booster campaign accepted the invitation. Enterprising citizens of Phenix City and Girard, Ala., were represented, it being strictly a community movement launched mainly in efforts to aid the Chamber of Commerce in its drive for a city of 100,000 by 1920.

The series started near six weeks ago, and the suggestions for enlargements, city expansion and general betterment have been published, one or two a day, consecutively each day since; every communication being accompanied by a leading editorial pointing out its merits.

The announcement that the splendid community drive was to be followed up with direct efforts on the part of the Ledger to set in motion machinery for carrying out the suggestions, has been received with hearty enthusiasm.

The Chamber of Commerce, numerous members of which contributed to the series, has warmly endorsed the move-

ment and business men and citizens generally are talking—thinking—and boosting for a greater Columbus.

## ARRANGING FOR "DOLLAR DAY"

**Wilmington Newspapers, Stores and Commerce Chamber Plan Big August 6**

WILMINGTON, Del., July 27.—The Retail Advertisers Section of the Chamber of Commerce, in co-operation with the local newspapers, expects to put over on August 6 the most successful "dollar day" Wilmington has ever known. Incidentally, "dollar day" does as much to advertise the city as its stores and everybody regards it as an important occasion.

The Chamber of Commerce has picked the following sub-committee of newspaper men to assist with the plans: William F. Metten, business manager of Every Evening; Edward W. Snyder, advertising manager Morning News; B. G. Strickland, advertising manager Evening Journal; Horace P. Warrington, advertising manager Sunday Star, and John Blinsinger.

## Ranger Will Be at New Orleans

RANGER, Tex., July 29.—The Chamber of Commerce, which also performs the functions of an Advertising Club, is preparing a large relief map of west and northwest Texas showing the oil fields which will be sent as Ranger's exhibit to the convention of the Associated Ad Clubs of the World at New Orleans. Ranger is regarded as the premier oil city of Texas. It has grown from a country village of less than 1,000 people to a city of more than 40,000 inhabitants in less than a year.

## Two More A. N. P. A. Members

The Omaha Daily News and the New Castle (Pa.) Herald have been elected to active membership in the American Newspaper Publishers' Association.

## SANDUSKY STAR-JOURNAL WILL BUILD NEW HOME



A CONTRACT for the erection of a four-story modern newspaper building at the corner of Jackson and Market streets, Sandusky, O., has been awarded by the Star-Journal and construction work is already under way.

Architecturally of collegiate Gothic, the exterior will be of tool finished buff Bedford limestone. With the exception of a public assembly room on the mezzanine floor, the entire building, 58 ft. x 85 ft., will be given over to the Star-Journal.

The new building will be fireproof throughout and only the most modern and up-to-date equipment will be installed in an effort to make it the last word in newspaper plant construction.

# Iowa

Iowa is gaining in wealth much faster than in population. That is why its 2,000,000 have nearly as many automobiles as they have families while the state with the most automobiles of all has more families than autos, notwithstanding its riches.

IT is a pretty good thought to give the weight of your advertising to the territory that can buy the freest, and where the newspapers are read at home for the advertising as well as the telegraphic news.

Where there is money at home to spend, your advertisement in the city's daily is sure to receive attention.

Try it out with these papers first:

	Circulation	Rate for 5,000 Lines
Boone News-Republican .....	(E) 3,636	.0121
Burlington Hawkeye .....	(M) 10,908	.03
Burlington Hawkeye .....	(S) 12,116	.03
Clinton Herald .....	(E) 7,553	.02
Council Bluffs Nonpareil .....	(E & S) 16,228	.03
Davenport Times .....	(E) 25,643	.05
Des Moines Capital .....	(E) 60,655	.08
*Des Moines Sunday Capital.....	(S) 46,668	.08
Des Moines Register and Tribune....	(M & E) 111,517	.14
Des Moines Sunday Register .....	(S) 70,745	.12
Dubuque Telegraph-Herald .....	(M & E) 16,078	.04
Dubuque Telegraph-Herald .....	(S) 16,037	.04
Fort Dodge Messenger and Chronicle....	(E) 8,762	.03
Marshalltown Times-Republican .....	(E) 13,781	.028571
Mason City Globe-Gazette-Times.....	(E) 9,602	.03
Muscatine Journal and News-Tribune....	(E) 8,331	.02
Ottumwa Courier .....	(E) 13,606	.035
Sioux City Tribune .....	(E) 51,342	.08
Waterloo Evening Courier .....	(E) 14,484	.03

Government Statements, April 1st, 1919.

\*Publisher's Statement.

# EDITORIAL

## CONSERVATION STILL NECESSARY

CONDITIONS in the newsprint market are not reassuring. The unprecedented volume of advertising carried by the newspapers this year—a happy circumstance in itself—has called for heavy drafts upon the inadequate reserve stocks of the mills. The anticipated Summer slump in advertising volume has not materialized on any large scale, so that the manufacturers are not accumulating the usual surplus stocks with which to meet the Fall needs of the publishers.

Indeed, during the supposed dull Summer months, publishers have been forced to look about in the open market for additional tonnage, and frequently the quest has been fruitless.

It was to have been expected, on account of the high prices to be obtained and the increasing demand for newsprint, that the paper makers would have been prepared by this time to greatly increase their output. It appears, however, that production will not be on a much larger scale than last year—at which time war conditions were assigned as the obstacle.

The policy of limiting production in order to maintain high prices, or to force still higher ones, is no longer considered as good business in American industries—to say nothing of its ethical unsoundness. The paper manufacturers of the United States and Canada are, for the most part, big business men, and publishers will not hastily accuse them of such practices.

The fact remains that the manufacturers are not ready to meet the normal demand for newsprint, and that the publishers will find themselves in an awkward situation when the flood of new advertising comes to them in the Fall months.

The policies of paper economy so successfully adopted during the war should be continued in force. The unnecessary consumption of newsprint in "circulation wars" should be wholly eliminated. Waste of every kind should be avoided. The closest possible conservation of space for text matter should be made. Lately we have had greatly enlarged daily issues of newspapers, due to the fact that most publishers try to conform to an established ratio between advertising and reading matter. Up to a certain number of pages a proper balance between text and advertising is essential. But this balance need not be maintained strictly in issues carrying unusually heavy advertising.

Conservation of newsprint must be a corner-stone of administrative policy with every newspaper if a serious shortage in supply is to be averted.

## A COMMON-SENSE INTERPRETATION

PUBLISHERS have felt a natural anxiety concerning the interpretation which should be made by the Commissioner of Internal Revenue of the Child Labor Law as it applies to newsboys and carriers. This anxiety has been relieved by the Commissioner's ruling that the law does not apply to children under sixteen who are employed away from the offices of publication in the sale or delivery of newspapers.

The average American boy is sure to acquire self-reliance and manliness through working as a newspaper carrier before or after school hours. The work develops in him the impulse toward thrift and industry. It involves as little of hardship as he would encounter in any employment open to him. It teaches him to be systematic, and gives to him a sense of responsibility.

The carrier is an important factor in the distribution of newspapers. He renders useful service to the paper and to the community. In organizations where he also collects the weekly or monthly bills, and accounts for them, he receives a training in business which will be an asset to him all of his life.

It is fortunate, therefore, that his work is not to be taken away from him through the Child Labor Law, which was framed for the protection of children from drudgery and hard conditions—not to deprive them of healthful and useful employment.

IN every city nowadays there is a lively race between publishers to score the greatest percentage of advertising gains over the same month last year. This is the kind of sporting event which appeals to the live newspaper maker.



## PUBLISHERS AS ADVERTISERS

THOMAS H. MOORE, of the Bureau of Advertising of the A. N. P. A., said to the Southern publishers at their recent convention: "The poorest advertisers today are the publishers of daily newspapers."

Mr. Moore related how the magazine publishers were spending millions of dollars in advertising—chiefly in the daily newspapers. He could recall but one newspaper publisher who had followed a definite policy of advertising in other newspapers. This publisher, he thought, would spend about a hundred thousand dollars this year in newspaper advertising.

The fact that the magazine publishers find it so profitable to advertise in the newspapers is gratifying, of course. It evidences the development among them of the new perspective in business, which takes into account neglected factors of expansion.

And while the publishers of daily newspapers are not advertising in other newspapers as yet to the same extent that the magazine men are using their space, still there is a noticeable trend in that direction. It was not long ago that local organizations of publishers in large cities had agreements forbidding the advertising of one newspaper in the columns of a rival. We are outgrowing that sort of petty policies.

Mr. Moore might have found better grounds for optimism if he had considered the change of attitude of the publishers of daily newspapers in recent years in regard to trade newspaper advertising. We may all remember the time when publishers doled out ads to their trade papers now and then more in the nature of good-will donations than as investments for profit. That has all changed. Publishers are advertising their advertising to space buyers, and using the trade journals which space buyers read. It is a matter of business with them—not at all of sentiment. They realize that a good trade newspaper can carry their selling messages to buyers of advertising quite as effectively as the daily newspaper can carry the selling messages of merchants to the people of a community.

Of course the present volume of publishers' advertising, as carried—for example—in the columns of *EDITOR & PUBLISHER*, is far smaller than it should be; and this is true in spite of the fact that it is ten times greater than in 1911 and increasing all the time. When publishers generally are "sold" on the policy of advertising their advertising, *EDITOR & PUBLISHER* will doubtless reflect that fact through a volume of business running into more than a hundred pages a week. And that will be merely a normal state of affairs.

THE Supreme Court of Missouri has ruled that criticism of a public official by newspapers, where such criticism has to do with his acts as a public official, is not libelous. This principle should prevail in all similar libel litigation everywhere. When a man accepts office he accepts responsibility to the people—and full accountability.

July 31, 1919. Volume 52, No. 9.

### EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

W. D. Showalter, editor; John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellon, Features.

James Wright Brown, publisher.

J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: R. J. Bidwell.

Boston: M. J. Staples.

Washington: Robert T. Barry.

10 cents a copy; \$3 a year; foreign postage, \$1.00;

Canadian, 50c.

## MEETING A MENACE

A VAST majority of Americans believe that the system of government under which we live is the best that has ever been devised by men. We are democrats; we have a democratic government, and we believe that, under that government, and through its processes, every political and economic ill may be cured.

We are given, however, to the habit of believing that this governmental system of ours, which has functioned so splendidly through the long years of the Republic's life, is secure from assault from within or without. That belief does infinite credit to our patriotic optimism—but it carries with it factors of danger to the democratic ideal.

We see the insidious spread of doctrines about government which are hostile to our established order. We feel a wholesome desire to strangle the propagandists who are engaged in spreading Bolshevik poison among our laboring classes, cunningly fostering discontent and disloyalty. But we do not, after all, arouse ourselves to the fighting pitch. We do not take adequate measures to meet the menace.

Under present world conditions, affecting us only in less degree than they affect some of our neighbor nations, agitators are boldly preaching the overthrow of our government—appealing to organized workers to take over the reins of power and to establish class dictation. Radical socialists, with organs of opinion through which to advocate their doctrines urge revolution. We are tolerant of all this, realizing that free speech is guaranteed under a democracy and that it is very easy to drift into autocratic policies in dealing with those who abuse that privilege.

We should realize that democracy in the United States is under assault. And we should not be too prone, as its defenders, to shut our eyes or to turn the other cheek. The menace can be met and defeated in the democratic way.

Our newspapers should PREACH DEMOCRACY. They should "sell" the democratic ideal all over again to Americans. They should bring to all our people, particularly to the discontented, a new sense of the value of the political system under which we have become the greatest nation in the world. They should meet radical doctrines with the doctrines of reason and common sense which are the basis of our national structure.

Democracy should be advertised anew. We must not rely upon past performances. We must keep the fires of loyalty burning—not trust them to be self-perpetuating. The way to put an end to a false doctrine is to drag it into the light and show its falsity.

The newspapers may drive out Bolshevistic sentiment through showing its utter inadequacy to meet the needs of the people—by showing what a pitiable substitute it is for democratic government. They cannot drive it out by ignoring it. Let us have a real revival of Americanism in America!

IN his administration of the Navy during the war Secretary Daniels established a record of efficiency of which all of his countrymen are properly proud. This newspaperman, called to high responsibilities, acquitted himself with honor. He met the great emergencies arising in a common-sense, American way. Now he proposes to advertise for Navy recruits. As there is no special appropriation, he will properly utilize a part of the appropriation for "recruiting and transportation." And through this policy he will further serve the best interests of the naval establishment and of the nation.

J. H. ALLISON, of the Fort Worth Record, who has been honored by his confreres in the South by election to the presidency of the S. N. P. A., is a newspaper maker of the progressive kind. He played a stellar role in the creation of a splendid newspaper at Nashville—making friends while "making hay." He is now associated at Fort Worth with a kindred spirit, W. H. Bagley kinsman of Secretary Daniels and long one of the South's distinguished journalists. Mr. Allison will win new laurels as head of the great and still growing Southern organization.



PERSONALS

IN THE EDITORIAL ROOM

Harry Parker, for five years past on the copy desk of the Chicago Tribune, has been appointed assistant managing editor of the Milwaukee Journal.

Milton Palmer, later of the Detroit Times and Saturday Night, has been appointed editor of the Detroit, issued by the Board of Commerce.

Mark S. Watson, former reporter and one-time Washington correspondent for the Chicago Tribune, who recently returned from U. S. army service in France, has been made special assistant to Thomas De Witt Cuyler, chairman of the Association of Railway Executives.

Dean Collins, "columnist" on the Portland (Ore.) Telegram, has resigned to enter the moving picture field. He will manage the publicity and service departments of the Universal Film Company in Portland and Seattle.

M. M. Mattison has been recalled from the Washington bureau of the Seattle Times to the local staff.

Richard E. Jones, Seattle newspaperman, has gone to Washington, D. C., to join the staff of the new Stars & Stripes, to be published in this country as a private enterprise. Jones worked on "S. & S." while a soldier in France.

John Joseph Connolly, San Francisco newspaperman, lately in Uncle Sam's Navy, and Miss Mary Alice Randall have been married.

Robert Egan, Pittsburgh newspaperman, has been appointed general director of the Knights of Columbus activities in Paris.

Miss Letta MacDonald, assistant librarian of the Cleveland Plain Dealer, and Clyde R. Miller, of the Henderson-Jappe publicity firm, were married on July 16. Miss MacDonald is popularly known as "the good angel" of the "P. D." editorial department, and regrets of all in losing her were expressed by one associate, who said: "None knew her but to love her, nor named but to praise her."

Ensign Paul McCrea, city editor of the Boone (Ia.) News-Republican, is back at work, but may enter college this fall.

George Milton Baker, Pittsburgh Post cartoonist, has resigned to give his entire time to syndicate comic work. Mr. Baker, who is creator of "Oh, What's the Use," "It's Human Nature," and "Atta Boy, Aggie," is just out of naval service, during which he was sports editor of Navy Life.

Bernard Douglas, formerly of the Cohoes Dispatch, has been named editorial writer for the Albany (N. Y.) Argus.

W. R. Robinson, formerly an editorial writer on the Philadelphia Public Ledger, is now doing similar work for the Cleveland Plain Dealer.

Gilbert B. Outhwaite, formerly of the editorial department of the Troy (N. Y.) Record, has returned from England with Base Hospital No. 33, and is now assistant secretary of the Troy Chamber of Commerce.

Frederic C. Smith, who before entering the army was city editor of the Keokuk (Ia.) Gate City, has been named editor of the A. E. F. News, published by the students of the University of Beaune, Cote d'Or. Mr. Smith was at one time with the Des Moines Register and Tribune.

Arthur G. Jackson, lately returned from war and who was made city editor of the Bridgeport (Conn.) Telegram, has decided that night work will

be detrimental to his health, and on June 23 he will become sporting editor for the Evening Herald.

John Apple, formerly city editor for the Des Moines News, is handling special assignments for the Register and Tribune.

IN THE BUSINESS OFFICE

Stuart H. Perry, publisher of the Adrian (Mich.) Telegram, in recently



STUART H. PERRY.

receiving the honorary degree of Master of Arts from the University of Michigan, was "cited" by President Hutchins as follows: "Stuart Hoffman Perry, Adrian, Mich. A graduate of the University, College of Literature, Science and the Arts in 1894,

an editorial writer of widely recognized merit, whose lucid, vigorous and constructive contributions upon the great questions of the hour attract wide attention and receive most generous and deserved commendation."

R. E. Yantis, publisher of the Athens (Tex.) Review and a member of the Texas House of Representatives, and Mrs. E. A. Seller, of Temple, were married July 15.

John C. Telford, publisher of the Beaver Falls (Pa.) Evening Tribune, with his family, have returned from a three weeks' automobile tour of eastern Pennsylvania, Maryland, New Jersey and New York.

Lieut. Ray B. Duboc, who before the war was advertising manager of the Fort Scott (Kan.) Tribune, is home from two years' field artillery service in France, and intends going right back into newspaper work. He took part in all the engagements of his regiment, and was wounded once. For the present Lieutenant Duboc will reside with his family at 6600 Woodlawn avenue, Chicago. Prior to the consolidation of Fort Scott dailies, Lieutenant Duboc owned the Daily Republican.

H. H. Windsor, publisher of Cartoons Magazine and Popular Mechanics, Chicago, who is an old-time city editor of the Marshalltown (Ia.) Republican, has purchased a new Evanston (Ill.) residence for a reported consideration of \$60,000.

Lieut. Herbert A. Cone, formerly connected with the New York Times staff, and Miss Florence Collin Gutman, of Binghamton, N. Y., have announced their engagement.

WITH THE AD FOLKS

H. G. Seely, formerly of the Chicago Herald & Examiner, is now assistant advertising manager of the Hurley Machine Company, Chicago.

Frank O. Young, Jr., has left the Erwin & Wasey Agency staff, Chicago, to join the farm paper department of the John M. Branham Company, same city.

Varina M. Losey has been appointed to handle the advertising of the Kabo Coney Company, Chicago.

Charles V. O'Donnell, formerly advertising manager for the Messenger of the Sacred Heart, is now a member of the Phillip Ritter Agency staff in New York.

H. M. Graves has been appointed advertising manager of the Southwark Foundry & Machine Company, Philadelphia. He has been with the Logemann Brothers Company, Milwaukee.

Conservation Commission Opposed to Billboard Ads

OTTAWA, Ont., July 29.—"War" on bill-board advertising has been declared by the Commission of Conservation for Canada. This body has expressed the opinion that "It is high time our municipal authorities recognized their duty towards public amenities, and regulated the erection of signs and billboards."

In a recently issued statement, the Commission says, in part:

"How the advertiser spends his appropriation, from the standpoint of securing results, is his own concern. The medium by which he reaches the public, however, concerns the public, and the people are awakening to the fact.

"Appearance counts. For this reason and for no other, all modern daily newspapers, notwithstanding that the greater proportion of their revenue comes from advertising, have excluded display advertising from their front pages.

"When a private enterprise, so dependent upon its advertisers, can take a stand on behalf of appearances, how much more important is it that our public streets, the front pages of our cities, should be protected."

Oliver B. Byerly has become advertising manager of the Billings-Chapin Company, Cleveland.

William C. Dudgeon has gone from the Campbell-Ewald Agency, Detroit, to the Gardner Advertising Company, St. Louis.

Frank B. Finch, former advertising manager of the National Bank of Commerce, of New York, has become southwestern representative of the Irving National Bank of New York, in Kansas City. Lately he has been business manager of the Western Financier, Kansas City.

Samuel Frommer has become sales and advertising manager of the McCaskey Register Company, Alliance, Ohio. He was formerly in charge of advertising for the U. S. Fidelity & Guaranty Company, Baltimore.

L. W. Ernst, late of the Smith Form-

a-Truck Company, is now advertising manager of the Atlas Educational Film Company, Chicago.

Fred W. Jones has assumed charge of advertising for the Holt Manufacturing Company, Peoria, Ill. He is from the International Harvester Company.

D. S. B. Stannard, late of the Los Angeles Express, has been added to the staff of the Crank-Paris Advertising Agency, Los Angeles.

Charles D. Isaacson has been appointed advertising director of the Goldwyn Pictures Corporation, New York, succeeding Kenneth McGowan, who has resigned to become dramatic editor of the New York Globe.

J. Albert McCollum has been appointed advertising manager of the Traffic Motor Truck Corporation, St. Louis. For many years he has been in charge of automobile advertising for the St. Louis Republic, where he is succeeded by Gus U. Klemme. G. Elmo Holke will remain as assistant advertising manager of the Traffic Truck, and will edit the company's house magazine, Horse Sense.

Miss Mary Jane Albert, formerly a reporter on the St. Louis Star, has joined the advertising staff of Scruggs-Vandervoort-Barney, a department store.

Paul Hutchinson, former secretary of the Advertising Club of St. Louis, who was recently discharged from the army, has been made advertising manager of the Brokaw-Eden Company, manufacturer of washing machines, which has moved its office from Alton, Ill., to St. Louis.

Elmer C. Albrecht has left the advertising department of the Elder Manufacturing Company, St. Louis, to join the service and promotion department of the Globe-Democrat, succeeding Merrill Vincent, who will return to college in the fall.

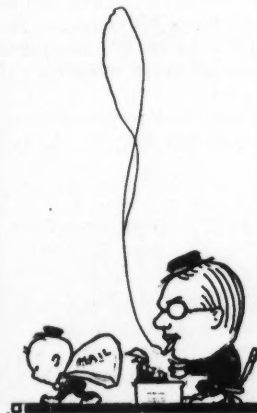
Gordon A. MacEdward has been appointed sales manager of Walker & Company, of Detroit, outdoor advertisers.

Fred C. Millis, formerly of the Houston Chronicle, has been appointed chairman of the "On to New Orleans" committee of the Indianapolis Advertising Club, which is making strenuous plans to get the 1920 convention.

Harry Varley, of New York, has gone to Lancashire, England, for six weeks to visit his folks and make an industrial investigation for the government.

The South Bend Tribune has signed a contract for the Haskin Service for one year.

Frederic J. Haskin makes friends for the newspapers he serves.



"He supplies reliable information."

**A READY REFERENCE SYSTEM OF CARRIER FACTS**

By L. T. WARD

CITY CIRCULATION MANAGER, DES MOINES CAPITAL.

One of the secrets of success of any district manager dealing with a group of boys under the independent carrier system is to be able to at once find any weak spot in his district, and be able to strengthen it.

To help each man keep his records more completely we have devised a book of information for each man. Part of this book deals with each route and its record is completed monthly by the district manager and information furnished by the circulation statistician.

Each manager carries his book when he is out on his territory. It gives him at all times a method of quickly finding out which routes are needing help, and which ones are producing best.

In cases of trouble he has a record with him that he can show a boy's parents, and give them a picture of what the boy is doing in comparison with other boys who get out and hustle.

It has already stirred some of our boys to a fuller realization of just what they can do in the way of giving better service and what it has meant for

Route No. _____		Rt.	Rt. List In	Starts Secured	Draw First Day	Draw Last Day	Increase	Decrease	Complaints	Book Checked	Route Checked	Condition Acct.		
Name _____	Address _____	Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
School _____ Phone _____	Station _____													
Child Labor Permits No.:-														
<b>RECORD</b>														
Appointed by _____ Date _____	To Succeed _____													
Address _____	Phone No. _____													
<b>SURETY</b>														
Name _____	Address _____													
Business _____	Phone No. _____ Amt. _____													
<b>REMARKS</b>														

boys who have had no complaints. Where the record shows no complaints the route shows a nice gain, and these records are shown to careless carriers.

The book also has other sheets that provide similar information for all newsdealers on each man's district. It also carries a collection record in case the collection of dealers is handled through the district managers. It furnishes a valuable means of comparison between the daily and Sunday papers, and proves more valuable the longer it is used.

The sheets are made separate, and face each other in the book. This allows for a change of the record sheet when new carriers are put on routes, and still leaves the sheet intact which carries the yearly record of the route. The new carrier is usually shown the record of the old carrier and given a certain mark to strive for.

When districts are changed and a group of carriers are given to another manager the record sheets are merely changed from one book to another and the new manager has a ready and comprehensive record of just the routes he is taking charge of. He loses no time in "getting on to his routes." He is ready to handle each route in the light of its previous record, and the circulation manager can look each book over occasionally to see what each district manager's record is.

In the Capital office we have a girl keep a separate book for the office, and handles other office records. It is usually the girl handling the A. B. C. record book.

**Will Push Thrift Stamps**

CLEVELAND, O., July 23.—Hans Heig Reig, representing the foreign language section of the Treasury Department, during a meeting of publishers of foreign language newspapers, emphasized the importance of their getting behind a War Thrift Stamp campaign in Cleveland. Richard Breeve, editor Waechter und Anzeiger; A. B. Bartoszewich, editor Dirva; and George Melarangno, editor Italian Voice, were made members of a Thrift committee.

**Fire Injures Rotogravure Press**

ST. LOUIS, Mo., July 28.—Static electricity in the ink fountain generated by friction of paper last Wednesday afternoon caused a fire that damaged the new rotogravure press of the Sunday Post-Dispatch on the fifth floor of the Post-Dispatch building. The press was put out of commission and yesterday's Sunday Post-Dispatch contained no rotogravure section, a six-page picture section with illustrations in half-tone being substituted.

**Supposing you wanted an experimental market.**

You would want a territory not too hard to get around in, not large enough to be unwieldy, not small enough to be piffling.

Take Indiana for instance.

- 275 miles long
- 140 miles wide
- 35,910 square miles
- 50 cities of 5,000 or more
- 5 cities of 10,000 or more
- 12 cities of 15,000 or more
- 3 cities of 25,000 or more
- 4 cities of 50,000 or more
- 1 city of over 275,000

- A total population of 3,000,000
- 7,168 Retail Grocery and Delicatessen stores
- 4,258 Retail General Stores
- 1,931 Retail Hardware Stores
- 1,804 Retail Drug Stores
- 713 Retail Dry Goods Stores
- 277 Sporting Goods Stores

The best railroad facilities in the United States. The best Interurban traction facilities in the United States.

25,000 miles of improved roads.

Indiana is a territory worth cultivating. You have everything in Indiana to make a business success—people, stores, money, transportation—everything.

These daily newspapers have a wide influence in Indiana—and are the kind of newspapers that believe in co-operation.

Co-operate with them, and through them with the local merchants, and you will find that they will co-operate with you.

Win Indiana.

Indiana is worth winning.

**Indiana Newspapers for Indiana Trade**

	Circulation	5,000-line rate
Anderson Herald .....	(E) 5,797	.0125
Elkhart Truth .....	(E) 8,205	.0215
Evansville Courier .....	(M) *23,893	.04
Evansville Courier .....	(S) *20,987	.04
Fort Wayne Journal-Gazette .....	(M) 29,236	.05
Fort Wayne Journal-Gazette .....	(S) 24,350	.05
Indianapolis News .....	(E) 123,473	.16
Indianapolis Star .....	(M) 92,851	.11
Indianapolis Star .....	(S) 106,381	.1471
Kokomo Dispatch .....	(M) 5,400	.0171
Lafayette Courier .....	(E) *8,994	.02
Lafayette Journal .....	(M) 10,415	.02143
La Porte Herald .....	(E) 3,376	.01286
Logansport Pharos-Reporter .....	(E) 6,621	.015
Muncie Press .....	(E) 9,646	.01786
Muncie Star .....	(M) 26,858	.05
Muncie Star .....	(S) 16,818	.05
Richmond Item .....	(M) 8,225	.025
Richmond Palladium .....	(E) 11,096	.03
South Bend Tribune .....	(E) *17,436	.035
Terre Haute Star .....	(M) 26,945	.04
Terre Haute Star .....	(S) 19,422	.04
Terre Haute Tribune .....	(E) 24,845	.04
Terre Haute Tribune .....	(S) 19,192	.04
Vincennes Capital .....	(E) 1,049	.01071
<b>Total Daily Circulation and Rate.....</b>	<b>446,522</b>	<b>.71396</b>
<b>Total Sunday Circulation and Rate.....</b>	<b>207,150</b>	<b>.36</b>
*A. B. C. Report, April 1st, 1919		
Government Statement April 1, 1919.		

**CIRCULATION NOTES**

The Glens Falls (N. Y.) Times is conducting a "Popular Baby Contest," offering gold prizes. Keen interest is reported.

The Schenectady (N. Y.) Union-Star is running a "salesmanship contest," conducted on the voting system. Among the prizes is a \$1,700 automobile.

Chester A. Darling, former circulation manager of the Duluth News-Tribune, and who has been overseas for the past 18 months on the Stars and Stripes, was discharged at Camp Dodge last week.

W. Matthews, late of the Winnipeg Telegram, is now city circulation manager of the Winnipeg Tribune, succeeding C. O'Shaughnessy, who has gone to the Pacific coast. E. LaChappelle is now city circulation manager of the Telegram.

The chief of police at Portland, Me., has completed a contract for the purchase of over 250 badges to be used by the newsboys. A campaign was started recently to have the ordinance governing newsboys enforced, as it has been a dead issue for several years.

Newsboys who handle the Lewiston (Me.) Sun were entertained by the management of the Sun recently with an outing at Sabattus. Prizes were given to winners of various events. A feature of the day was a game of baseball between the Sun's regular nine and the "Bolsheviks."

The St. Paul Newsboys' Club is to be reorganized. This has been decided upon by the general delinquency committee of the St. Paul Association of Public and Business Affairs. A three-year budget will be obtained if possible.

Mrs. Allan D. Husted, general chairman of the Buffalo (N. Y.) Newsboys' Benevolent and Athletic Association, gives a newsboys' pedro party every Wednesday evening at their club rooms. Sixteen valuable prizes will be given. There is dancing after the games. The proceeds go toward the new building.

Twenty-one children of non-English-speaking parents were presented silver medals by the New Bedford (Mass.) Standard at an "Americanization" meeting held at the high school. The presentation is an annual event, the children reading selections from the Standard and prizes being awarded to the winner in each school.

**Buenos Aires Seeks Ad Club**

DALLAS, Tex., July 27.—Apparently the fame of the Dallas Advertising League has penetrated to a point somewhat near the South Pole. C. H. Abbott, Buenos Aires, has written a letter to J. C. Phelps, formerly president of the league, asking for information as to its organization and operation, it being his desire to organize an advertising league in the South American city.

**Celebrates 133d Birthday**

PITTSBURGH, Pa., July 29.—The Gazette-Times today celebrated its 133rd birthday, and in the Sunday issue previous a whole page was given over to a special story with illustrations outlining the history of this big Pittsburgh newspaper.

**Admit McKenzie Letters to Christian Science Case**

Writer "Unequivocally Stood for Directors as the Authority of the Mother Church"

(BY TELEGRAPH)

BOSTON, Mass., July 29.—Letters written by the Rev. William P. McKenzie, an editor of the Christian Science publications, to Herbert W. Eustace, chairman of the trustees of the publishing society, were admitted as evidence in the Christian Science controversy here yesterday. Objections were filed by counsel for the directors, but Judge Dodge, sitting as master, ruled in favor of the trustees. Editor McKenzie testified he earns \$9,000 a year.

In closing one of these letters Mr. McKenzie wrote:

"I have the assurance within myself that in framing the deed of trust Mrs. Eddy's desire was to safeguard the movement. If it should ever happen that the church might be divided into schismatic political parties the unity of the trust could still be preserved through the publishing society."

In a subsequent letter to the trustees Mr. McKenzie recited that he "unequivocally" stood for the directors as the authority of the mother church.

"I believe then with all my heart that the publishing society should rest where Mrs. Eddy placed it, in the mother church as an accepted gift," he wrote. "As one of the first members who accepted the gift standing, I am sure, in full agreement with the vast multitude of church members in the world, I repudiate any theory, legal or otherwise, which would claim the publishing society as the possession of any person or persons. 'If any such claim has been made then the Christian Science Publishing Society should be rescued from the grasp of legal power, and now it must be put back into the arms of love if we would not be found fighting against God.'"

**Want Pure Ad Law in N. Carolina**

CHARLOTTE, N. C., July 30.—The Advertisers' Club, an institution separate and distinct from the Charlotte Merchants' Association, will introduce a bill in the North Carolina legislature making it a misdemeanor to publish a false or misleading statement in an advertisement, thus protecting the legitimate and truthful advertiser. The club, of which Leak Caraway is president, has been working on the matter for some time. The new club has the endorsement of the merchants' Association of Charlotte.

**Alma Mater Honors E. P. Bell**

CHICAGO, July 30.—Edward Price Bell, London correspondent of the Daily News, was honored this week by his alma mater, Wabash College, at Crawfordsville, Ind. Mr. Bell spoke in the course of the commencement festivities, and on the day of the graduation exercises he was given an honorary degree of doctor of letters, and made a member of Phi Beta Kappa, a scholarship fraternity.

**New Women's Wear Weekly in Chicago**

CHICAGO, July 30.—The rumored weekly newspaper, to cover the manufacturing and wholesale ends of the women's wear field, has appeared here under the name of the Women's Apparel Review. The publishing corporation is headed by Allan L. Rosenthal. Offices have been established at 53 West Jackson boulevard.

# New Jersey Manufacturing

New Jersey is a great play ground.

Pleasure seekers with money to spend find plenty of places to spend it pleasantly along the coast of New Jersey.

New Jersey is a great home state.

Many beautiful home towns, given over principally to being ideal places for people in easy circumstances to live, dot the entire state.

But New Jersey as a manufacturing state—as a state producing wealth, tangible wealth, is—well, look at these figures and see.

\$1,150,000,000 in manufactured products annually.

\$71,000,000 in refined oil.

53,000,000 in silk.

40,000,000 in wire goods.

37,000,000 in chemicals.

35,000,000 in rubber goods.

31,000,000 in woolens.

There are 8,820 factories in New Jersey. They employ 375,000 people, people who earn good pay and live well. Customers, every one of them.

Reach New Jersey people through the daily newspapers of New Jersey.

Cultivate a market unsurpassed in any equal number of square miles.

	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,122	.0225
Atlantic City Press (M) Union (E).....	14,871	.035
Elizabeth Journal (E) (A.B.C.).....	17,656	.04143
Hackensack Record.....	4,879	.0178
Hudson Observer (Hoboken).....	43,000	.08
Passaic Herald (E).....	8,535	.025
Passaic News (E).....	8,427	.025
Paterson Press-Guardian (E).....	12,686	.03
Perth Amboy Evening News (E).....	*8,723	.025
Plainfield Courier-News (E).....	7,908	.0214

Government Statement, April 1st, 1919.

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

**TIPS FOR AD MANAGERS**

FRED M. RANDALL COMPANY, Ford building, Detroit. Planning to start a national campaign in newspapers and magazines for the "Diamond T" Motor Truck Company, Chicago.

GLEN BUCK SERVICE, Chicago. Preparing a national campaign for the Rubber Products Company, Barberton, Ohio, manufacturer of "Stronghold" automobile tires.

WILLIAM H. RANKIN COMPANY, 104 S. Michigan avenue, Chicago. Now handling account of Dearborn Truck Company, Chicago; L. W. Coulson is advertising manager.

FEDERAL AGENCY, 6 East 39th street, New York. Has been named by Thomas A. Edison, Inc., Orange, N. J., to handle Edison Phonograph advertising.

Gary (Ind.) Post, Marion (Ohio) Star, Ogden (Utah) Examiner, Ogden Standard, Pueblo (Colo.) Chieftain, Pueblo Star-Journal, Colorado Springs Gazette, Colorado Springs Evening Telegraph, Fond du Lac (Wis.) Daily Commonwealth, Fond du Lac Daily Reporter, Lynchburg (Va.) Daily Advance.

Lynchburg News, Oshkosh (Wis.) Daily Northwestern, Racine (Wis.) Journal-News, Racine Times-Call, Ronaoko (Va.) Times-World News, Sandusky (Ohio) Star-Journal, Sandusky Register, South Bend (Ind.) Tribune, Toledo (Ohio) Times, Winfield (Kan.) Daily Courier.

WALTER H. BLAKER, 110 West 40th street, New York City. Making contracts with some Pennsylvania papers for Dr. Bellins Wonderstoen Co.

CHIC MINT GUM CO., Wilmington, Del. Asking rates in newspapers generally.

RICHARD A. FOLEY AGENCY, Terminal Building, Philadelphia. Placing 636 inches, one-year orders for Liggett & Myers Tobacco Co., for "Velvet Joe" tobacco with selected list of newspapers.

M. P. GOULD Co., 60 West 35th street, New York City. Making contracts for 7,000 lines for Peplax Medicine Co., with Texas newspapers.

MARTIN V. KELLY Co., Second National Bank Building, Toledo. Making 17,000 line contracts with some Pennsylvania newspapers for Cole Motor Car Co.

LORD & THOMAS, Mallery Building, Chicago. Reported will make up list of farm papers during September for American Bee Journal.

AIKEN ERSKINE MILLING Co. Making 17,000 line contracts with some Middle West newspapers.

ROBERT M. McMULLEN Co., Cambridge Building, New York City. Making contracts with some Pennsylvania newspapers for George Washington coffee.

MASSENGALE ADVERTISING AGENCY, Candler Building, Atlanta. Reported will make up list of newspapers during

September for Laxaret Co.'s Face Cream.

WARD MCK. MATHEWSON, 1777 Broadway, New York City. Placing one-time orders with some Southern Sunday newspapers for Jules Stroud Co.

MORSE INTERNATIONAL AGENCY, 449 Fourth avenue. Placing 2½ double column, 6-month orders with some Pennsylvania newspapers.

**AIRPLANE ADVERTISING STARTS**

**Introduced to St. Louis in "Bargain Sale" Copy in Newspaper**

ST. LOUIS, Mo., July 28.—Airplane advertising has arrived in St. Louis. The first copy to be placed was a full page, which appeared in yesterday's Post-Dispatch. It is the announcement of the Briscoe Motor Sales Co. offering airplanes of the Curtis-Canadian type for \$3,250, delivered in St. Louis. The advertisement tells of the uses to which the airplanes may be put and gives the specifications of the machines.

There is a "bargain" element to the copy, it being announced that the price is "an exceptionally low one. These planes cost the British Government from \$7,000 to \$9,000 each," and adding that "only a limited number will be sold at this price."

**PAPER CARRIERS ASK INCREASE**

**75 Cents 100 Pounds Asked by the O. W. R. & N. Company**

SALT LAKE CITY, Utah, July 29.—The Oregon Washington Railroad and Navigation Company has filed application with the Interstate Commerce Commission asking higher rates on news print, wrapping paper and paper bags shipped to Utah over federal and non-federal controlled railroads from Washington and Oregon points near Portland, according to H. W. Prickett, manager of the Traffic Service Bureau of Utah.

An increase from 56½ cents to 75 cents a hundred pounds on news print and wrapping paper and from 75 cents to 85 cents a hundred pounds on paper bags is sought. A protest probably will be filed with the commission by the Traffic Service Bureau, Mr. Prickett said.

Economize in News Print.

**dominance**

You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.

THE **INDIANAPOLIS NEWS**

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York  
J. E. Lutz, First Nat. Bank Bldg., Chicago

The circulation of

**The Evening Star**

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

**HELPED NEW ORLEANS WIN A. A. C. W. MEETING**

L. R. Putman is director of Advertising and Trade Extension of the Southern Pine Association of New Orleans.

He was born in Fayetteville, Ark., and was graduated from the state university, which is located there. Immediately on leaving college he entered into the retail lumber business. Later on he became a stockholder, director and general manager of a line of retail yards, which operated in addition, a wood-working plant, and sold hardware and all kinds of building material. The manufacture of all classes of wood-work was turned out and sold at wholesale and retail.



L. R. PUTNAM.

He went with the Southern Pine Association of New Orleans in January, 1917, as advertising manager. In January, 1918, the trade extension and selling policies were turned over to him, and he was given the title of Director of Advertising and Trade Extension. At the present time he directs the national advertising for the Southern Pine Association, as well as the compilation of its technical booklets and dealers' selling helps. In addition, he keeps in close touch with the 800 sales managers and salesmen representing the more than 200 sawmills comprising the Southern Pine Association.

He was elected president of the Advertising Club of New Orleans in April, 1918, and represented that organization at the San Francisco meeting of the Associated Advertising Clubs of the World, where the 1919 convention of that organization was secured for New Orleans.

J. J. Ahern, city editor of the St. Paul Daily News, is the father of a baby daughter.

**BETTING ODDS CAUSE TROUBLE**

**Detroit Police Court Issues Warrants Against Newspaper Distributors**

DETROIT, July 29.—Nine warrants charging violation of the State law in selling newspapers, containing betting odds on horse races, and two charging publication of such information have been issued by the police court. Six of the warrants charging sale of papers are against Frank and Louis Grosscup, proprietors of the Wolverine News Company. Three were issued against Max and Sam Solomon, proprietors of the Solomon News Company.

Chicago, Toronto, Philadelphia, Buffalo, Cleveland, Toledo and New York newspapers are named as having been distributed by the two companies.

The warrants charging publication of betting odds were issued against E. D. Stair, president, and W. H. Pettibone, business manager of the Detroit Free Press.

**SEN. HITCHCOCK MAY RETIRE**

**Says This May Be His Last Year in Public Life**

BOSTON, July 27.—Senator Gilbert M. Hitchcock, of Nebraska, proprietor of the Omaha World-Herald, who is leading the fight in the Senate for unqualified indorsement of the Peace Treaty, and who has been mentioned as a presidential possibility, will, in all likelihood, retire from public life when his present term is finished next year. In an interview with newspapermen at the Union Club here he expressed a yearning for the peace and quiet of the lot of a private citizen, and said he had about made up his mind to return to it.

"I am thinking strongly of withdrawing from politics," said Senator Hitchcock. "I have been in the Senate for fourteen years—a long time for a young man like me."

**Opens Trans-Pacific Bureau**

SEATTLE, Wash., July 27.—Dr. Frederick A. Murphy, an authority on Oriental affairs, who has spent many years in China and Japan, has been placed in charge of a newly created trans-Pacific bureau of the Post-Intelligencer. Dr. Murphy recently returned from the Far East.

**TO REACH THE RICH TRADE OF KANSAS**

**Topeka Daily Capital**

Sworn Government Report for Six Months ending Apr. 1, 1919

**35,247**

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*

Member A. B. C. **Publisher.**

**U. S. P. O. Report**

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

**76,652**

**New Orleans Item**

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

**Photogravure Advertising 25c line**

8 page supplement Every Sunday

**Des Moines Sunday Register**

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

**The Pittsburgh Post**

has the second largest morning and Sunday circulation in Pittsburgh.



**98% Sandusky Homes take the evening**

**STAR-JOURNAL**

Member A. B. C. Foreign advertising representatives:

La Coste & Maxwell, 45 W. 34th Street, New York

C. J. Anderson Spl. Agency, Marquette Building, Chicago

**THE ALVORD & PETERS CO.**  
Publishers, Sandusky, Ohio

## EDITORS CO-OPERATE IN THREE STATES

Illinois, Iowa and Missouri City and  
Telegraph Desk Heads Lay Plans for  
Co-ordination at Meeting in  
Quincy—Crihfield President

[BY TELEGRAPH.]

QUINCY, Ill., July 28.—The Illinois City and Telegraph Editors in a meeting here Sunday took action that will greatly enlarge the membership and to make the association a real serviceable association. All workers in the editorial departments of the daily newspapers in Illinois, Iowa and Missouri and the publishers of the papers were made eligible to membership.

Under the reorganization the publication of a bulletin will be started. It will be of interest to the newspaper workers and publishers in three States. Personal mention is to be given to the doings of the newspaper workers on the papers having membership. Staff changes are to be told, mention is to be made of accomplishments of reporters and editors in securing and handling notable stories and other news of interest to the newspaper workers and publishers will be given. The bulletins will also tell of the needs of the different newspapers wanting new and additional help.

### All Will Co-operate

It will be the aim of the Association to serve as a co-operative body. The members in the various cities will pledge themselves to be of service to the newspapers and fellow members in the various other cities. To give news information that may be of interest in some other city represented by membership is one of the new pledges.

When the meeting came to a close Sunday night the membership represented newspapers in central and western Illinois, eastern Missouri and south-eastern Iowa. Newly elected officers were instructed to carry on a campaign to enlarge the membership.

The meeting in Quincy was well attended and highly enjoyed by those present. It was a two-day meeting, with the first day, Saturday, given over to an all-day boat excursion on a specially chartered boat to Keokuk. At that place the members of the party were permitted to make an inspection of the Keokuk power dam, the first time this privilege has been given to anyone since the outbreak of the war.

The business meeting was held Sunday in the Quincy chamber of commerce. Shop and experience talks were made, and the plans for enlarging the membership were threshed out. A banquet was later held in one of Quincy's leading hotels, followed by an auto ride through Quincy's park system, residential and factory districts.

Dean Williams, of the University of Missouri School of Journalism; Perley Boone, city editor of the Chicago Tribune, and Frank H. Behymer, assistant

city editor of the St. Louis Post-Dispatch, were on the program to make talks at the meeting, but none of them were able to attend.

### Officers Elected

Officers elected for the new year were: Roy Crihfield, of the Bloomington (Ill.) Pantagraph, president; Paul B. Whallon, Fort Madison (Ia.) Evening Democrat, vice-president; John M. Schone-man, Quincy (Ill.) Journal, secretary-treasurer; W. T. Eddy, Quincy Herald; Charles L. Miller, Burlington (Ia.) Hawkeye; Ralph L. Sisson, Decatur (Ill.) Herald; W. A. Fay, Jacksonville (Ill.) Journal, and Miss Hourly Murphy, Fort Madison (Ia.) Evening Democrat, executive committee.

The place and time for the next meeting was left with the executive committee to decide.

### COMBINE FOR STATE NEWS

#### Three Texas Dailies Co-operate in New Leased Wire Service

DALLAS, Tex., July 28.—To improve their state news service the Dallas Morning News, Galveston Daily News and the San Antonio Express have inaugurated a leased wire service. The wire runs from Dallas to Galveston, via San Antonio and Austin, and all news gathered by any one of the three papers is interchanged. The state has been divided into three districts and each paper is held responsible for protection on all news originating in its district and is given charge of all correspondents in that district. The plan enables the papers to exercise a closer supervision over correspondents and affords a greatly improved service.

#### Narrowly Escaped "Blimp" Fate

CHICAGO, July 27.—The terrible dir-igible disaster in Chicago, July 21, which cost the lives of two newspapermen pas-sengers, nearly added three others to its fatality list. In a half-hour preliminary trial, Robert H. Rhode, city editor of the Chicago Evening Post; George Putnam Stone, of the Post news staff, and Eddie Mahoney, reporter for the Chicago Evening American, all took a flight, leaving the machine at Grant Park exactly six minutes before the catastrophe.

#### Mt. Vernon (Wash.) Argus Sold

MT. VERNON, Wash., July 29.—Sale of the Argus, by Fred Ornes to Ray Eldridge, of Kansas City, and Ray Thorpe, of Ellsworth, Kan., is announced. Transfer of management will take place August 1. Mr. Ornes had published the Argus since 1903.

#### Veteran Omaha Man Dead

JOHNSTOWN, Pa., July 25.—Charles P. Williams of Edgar, Neb., a former Omaha newspaper man, died a few days ago in this city, aged 70 years. He worked on Omaha newspapers for forty years, and also edited newspapers in Grand Island and other cities.

## Says Trade Papers Should Have Human Interest

Their Readers Would Welcome It, Floyd  
W. Parsons Says at Luncheon  
in His Honor

"There is romance in business, and I have become convinced recently that the readers of business publications like to read about it," said Floyd W. Parsons at a luncheon given in his honor by the Editorial Conference of the New York Business Publishers Association.

The luncheon, which was held at the Automobile Club last Friday, was commemorative of Mr. Parsons' having retired from his position as editor of Coal Age, to become a member of the staff of the Saturday Evening Post, specializing in the writing of human interest stories of trade under the heading, "Everybody's Business."

"The work I have been doing on the Saturday Evening Post has made me see that human interest is latent in even what seems to be the most matter-of-fact subjects, and I believe writers on technical publications should develop it," he said.

"Furthermore, I believe that technical publications should not confine their writing solely to their own lines of trade. I am sure that their readers would welcome a broader field for both news and editorial comment."

Mr. Parsons was chairman of the executive committee of the Editorial Conference of the Business Publishers Association, and speakers at the luncheon, which was largely attended, were enthusiastic in their references to the zeal and interest he had taken in the work of the organization.

W. W. Macon, managing editor of Iron Age, was chairman; David Bee-croft, editorial director of the Class Journal Company, another speaker, presented Mr. Parsons with a handsome traveling bag, on behalf of his former associates in the association.

### PREMIUMS

That Are Real Subscription Producers  
**S. BLAKE WILLSDEN**  
Manufacturers and Publishers Representative,  
1606 Heyworth Building  
29 E. Madison St. CHICAGO

### The Biggest Gain

in local advertising made by any  
Cleveland paper during May, 1919,  
over May, 1918, was shown by

### THE PLAIN DEALER

Largest Morning Circulation Between  
New York and Chicago

The PLAIN DEALER gained 221,175 lines  
of local display against the 194,850 lines  
of the second paper.

### MORNING, NOON AND NIGHT

The New York Times is read in the home  
and in the office and men and women, at  
the end of the day, in homeward bound  
cars and trains, read The New York  
Times, because they have not found time  
earlier to thoroughly absorb the editorials  
and the news.  
Business men often finish their reading  
of The Times at home in the evening,  
after the activities of the day.

### THE NEW YORK TIMES

"All the news that's fit to print"

### Reduction in R. F. D. Route Lengths

OSWEGO, N. Y., July 28.—Fourth As-sistant Postmaster General Blakslee has rendered to Congressmen and Mott Snell a report on rural mail changes in Lewis and St. Lawrence counties as a result of the order of July 1, revising the order of May 1, showing decreases in the route lengths. The report shows the average length of rural mail routes in Lewis County prior to May 1 was 23.94 miles; May 1 it was increased to 24.9 miles, and July 1 it was reduced to 24.3 miles. In St. Lawrence County the original length of rural mail routes was 24.12 miles, which was increased to 25.92 and then reduced to 25.71.

### Sunday Paper for Women Appears

CHICAGO, July 30.—The Press, a new 5-cent illustrated Sunday morning news-paper, has made its bow here. Mr. and Mrs. Ferd T. Fisher, publishers of the Women's Press, with general offices at Randolph street and Michigan boule-vard, are in charge.

### Aerial Mail Now Two Cents

Postage on aerial mail has been re-duced to the two-cent-per-ounce basis. It will be the policy of the Post Office to send all possible first-class matter by air route, but letters designated by send-ers for that manner of handling will re-ceive preference.

## New Era Features

30 East 42nd St., New York City

Forty Leading Papers  
Print Our Service.

Send for our Headline History of the  
World War

WE SPEND MORE  
THAN  
\$500,000

per year to produce the fea-  
tures which have created the  
greatest newspaper following  
in the world.

"Hearst's Features Always  
Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature  
Service

246 West 59th Street

### THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR  
—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM  
ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

## NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE  
WON THE BIGGEST AUDIENCE  
Write us for samples of our col-  
ored comics, daily and Sunday  
pages in black and colors.

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
241 WEST 58TH ST. NEW YORK

## Col. Griffith J. Griffith Dead in Los Angeles

Was Noted California Philanthropist, Former Newspaper Man, Mining Expert and Land Owner

LOS ANGELES, Cal., July 25.—Col. Griffith J. Griffith, newspaper man, philanthropist and mining expert, died here a few days ago. Mr. Griffith was born in Glamorganshire, South Wales, Great Britain, January 4, 1850. He came to America in 1865, settling in Ashland, Pa. In 1873 he came to California and located in San Francisco, where he engaged in business as manager of the Herald Publishing Company. In 1878 he became mining correspondent for the Alta California, the San Francisco paper for which Mark Twain wrote his famous travel letters, which later were published as "Innocents Abroad."

In his capacity as reporter Col. Griffith became thoroughly acquainted with the mining industry of three Coast States, as well as of Nevada. He gave up reporting and became a mining expert, being employed to examine and report on properties owned or controlled by various mining syndicates.

As a mining expert Col. Griffith acquired a small fortune. In 1882 he came to Los Angeles and purchased the Los Feliz Rancho, consisting of 4,000 acres in what now is Hollywood. He made other fortunate investments in land which accrued enormously in value with the growth of the city. Among other things he donated Griffith Park to Los Angeles.

Col. Griffith had taken an active interest in the welfare of the city for the last thirty-seven years. He formerly was a member of the Chamber of Commerce, Merchants and Manufacturers' Association and the Jonathan Club.

### CAPT. AUPPERLE DIES OF TYPHUS

Red Cross Officer Was Well Known U. S. Newspaper Man

Capt. Harold Aupperle, newspaperman and member of the Red Cross Commission to Serbia, died of typhus at Nove Varosh, Serbia, June 18. He was born in Sioux City, Ia., and prior to the war had been managing editor of the Grand Junction (Colo.) News; news editor of the Grand Junction Sentinel, and a special correspondent for Denver and Salt Lake papers, covering a large territory in Colorado and western Utah. He also worked for a number of papers in California.

Capt. Aupperle was widely known as an athlete, being captain of the Stanford University track team. Funeral services were held from the residence of the Red Cross Commissioner in Belgrade. A company of Serbian soldiers accompanied the body to the grave on a poppy-covered hill that overlooks the Danube, and fired a salute of honor as the last words of the service were pronounced.

## Beloit, Wisconsin

is a fertile field for the advertiser because its people possess the ability to buy. The four banks boast \$7,000,000 of the deposits of local people. The BELOIT DAILY NEWS is served by carrier to the adjoining villages. The city and country are perfectly covered by one paper.

Net paid circulation 6,500. Rate 20c. per inch flat.

D. B. WORTHINGTON, Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH  
Chicago, Marquette Bg. New York, 5th Ave. Bg.  
Detroit, Kresgo Bg. Boston, Advertisers Bg.

## Obituary

JOHN MAHIN, for fifty years editor of the Muscatine Journal, died in Chicago, July 24, following an illness of three weeks. Mr. Mahin was for many years the dean of Iowa newspaper editors. He was a pathfinder in the temperance crusade, and his home was one of several to be dynamited some years ago as a result of his fight on the saloon. John Mahin was born on the eighth of December, 1833, at Noblesville, Ind. He learned the printer's trade in the office of the Bloomington (now Muscatine) Herald in 1847. In 1851, the name of the Herald was changed to the Muscatine Journal. In 1856 the daily edition was established; it was first a Whig and later a republican paper, and one of the firm, unflinching advocates of temperance. He is survived by his wife, Anna Lee Mahin, and four children—John Lee Mahin and H. J. Mahin, of New York City, Mrs. Louis T. Jamme, Chicago, and Mrs. J. Warren Alford, of East Orange, N. J.

PROFESSOR SPINA, former editor of La Luca in Utica, N. Y., and one of the best-known Italian residents of the city, died a few days ago. Mr. Spina was born in Missanello, Potenza, Italy, 62 years ago. He received collegiate education and for a score of years was engaged in teaching. He came to America in 1905. He had been editor of La Luca from its founding, and about 10 years ago became its proprietor. In September last he sold the property, but retained the editorship until April last, when failing health compelled him to retire.

MISS NORA DONOVAN, for 26 years a cook at the Boston Press Club, is dead.

JOHN J. GREER, president of the Greer News Service Company, Kansas City, Mo., died July 19 of apoplexy, at Milwaukee, while on an automobile tour. A widow and two sons survive him.

SAMUEL B. SHILLINGS, publisher of the Chicago Dairy Produce Journal and formerly president of the National Creamery Butter Makers' Association, died July 22 in Chicago, aged 66 years.

HOWARD F. BLISS, one of the pioneer publishers of Wisconsin and president of the Janesville (Wis.) Printing Company, died July 24, aged 75 years. He also was superintendent of the state school for the blind from 1895 to 1901.

## OVER TWO MILLION

lines gain during the first half of 1919 is the mark the Plain Dealer set for the other Cleveland papers.

That is because the men who buy big space, and who must buy carefully, have analyzed the field and found that to cover Cleveland and northern Ohio they must use.

### THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

## LOS ANGELES EVENING HERALD

Carries a greater volume of advertising than any daily on the Pacific coast

DAILY CIRCULATION  
127,773

Charter Member A. B. C.

MILTON G. NORTON, intrepid photographer for the Chicago Herald & Examiner who lost his life in last week's "blimp" accident in Chicago, was buried July 25. Pallbearers were his fellow photographers from the other dailies, including Lyman Atwell, Merwin Brenton and R. H. Gallavan, of the International Film Service; Alden Brown, of the Daily News, and E. H. Johnson, of the Chicago Tribune.

MRS. MARION M. C. LOW, widow of Theodore T. Low, who was for many years connected with the New York Times, died July 26 in Brooklyn, N. Y.

JOHN W. AKIN, a veteran compositor on the Knickerbocker Press staff, died last week.

MISS ANGELINE PHILIBERT, 47 years old, who died in Piff, Mo., recently, was with the St. Louis Republic for 27 years, alternately as clerk, bookkeeper and cashier, holding the latter position 15 years. Death was due to cancer.

MRS. WILLIAM H. EDGAR, widow of Colonel William H. Edgar, founder of the Jerseyville Republican, the first Republican newspaper in Jersey County, Ill., died July 21, in Chicago.

Kellogg O. Gould, 70 years old, who devoted more than 35 years of his life to newspaper work, died July 20 in Webster Groves, Mo. At one time he was a printer on the St. Louis Republic, later holding an editorial position with the Little Rock Gazette. He was engaged in the drygoods business in St. Louis, retiring about ten years ago.

MRS. HENRY CLAY GORMAN, a direct descendant of Henry Clay, died in Fort Worth, July 21. She was a former president of the Texas Women's Press Association, editor of a magazine called the Bohemian, and author of several books.

JOHN A. MYERS, for many years a reporter and desk man on Providence (R. I.) newspapers, and later sporting editor of the Detroit Free Press, died

## 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

## Reach Indiana

with the Star League, the following three papers, at the lowest cost with most telling effect.

The Indianapolis Star  
More people in Indiana cities and towns read the Indianapolis Sunday Star than any other Indianapolis paper. The Daily Star has approximately 90,000 circulation.

The Muncie Star  
Has about three times the circulation of any other Muncie paper.

The Terre Haute Star  
Has the largest circulation of any Terre Haute paper.

Special Representatives:

KELLY-SMITH CO.,  
Marbridge Building, New York City  
JOHN GLASS,  
Peoples Gas Building, Chicago  
R. J. BIDWELL CO.,  
742 Market Street, San Francisco

in Providence last week, following an operation for internal trouble resulting from gas poisoning received while in France. He was 27 years of age, a member of several Catholic organizations and of the Pen and Pencil Club.

CHARLES F. ERDMAN, formerly an editorial writer for the New York Staats-Zeitung, died last week of cancer, aged 65 years.

WILL F. ARCHIBALD, the man who handled the first cable across the Atlantic (addressed by Queen Victoria to the President of the United States), died at Nanaimo, B. C., July 26, aged 81 years. He began telegraph operating at fourteen years.

THOMAS A. FEELEY, for more than 15 years foreman of the Boston Post's mailing room, is dead.

CHARLES E. TRAHERN, 49, for 18 years connected with the Kansas City Star mailing department, died July 23 in St. Louis. He had been connected with St. Louis and Kansas City newspapers for thirty years.

NATHANIEL S. WILSON, 35, former Salina (Kan.) newspaper man, died at Iola, Kan., where he was court reporter.

### Patterson Gets Fox Film Account

The advertising account of the Fox Film Corporation has been placed in charge of the W. A. Patterson Company, Inc., 1 Madison avenue, New York. Extensive advertising will be started in the very near future. It is claimed that the Fox Film Company will spend the largest amount of money ever put into an advertising campaign by a member of the moving picture industry, intending to make good the slogan, "Fox Films Encircle the Globe."

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 Pittsburg Dispatch

with proper conditions seldom, if ever, fails in its duty to its advertisers.

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

H. C. ROOK  
Real Estate Trust Building, Philadelphia

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919  
43,701 Daily

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

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

Circulation data sent on request.

The S. C. Beckwith Special Agency.  
Sole Foreign Representatives  
New York Chicago St. Louis

## WARMLY WELCOMED IN WINNIPEG

48 Hours Spent by N. E. A. Members in  
Winnipeg Filled with Hearty Expressions  
of International Good Will  
—Received by Officials

(BY TELEGRAPH)

WINNIPEG, Man., July 29.—The two hundred members of National Editorial Association of the United States, who arrived from the South yesterday morning and left tonight for their swing across the Great Western plains, are a happy lot. From the moment they crossed the border into the land of their northern cousins, officials of the Canadian Government, of the Manitoba Government, of the city of Winnipeg, and the press of Western Canada fell upon their necks and proceeded to show them a good time. The whole forty-eight hours spent in Winnipeg were filled with hearty expressions of goodwill between Canadian and American peoples.

The party is scheduled to arrive back in Winnipeg by August 26. Newspaper men from as far West as Colorado and as far East as Maine are in the party.

### Illinois Best Represented

Illinois has the largest delegation for any one State. The dean of the gathering is F. M. Mills, one time editor of Des Moines Daily Register. He is 89 years old, and carries a dress suit in order to take full advantage of all social opportunities. He claims he is 89 years young.

Guy Hardy, president of the National Editorial Association, and a member of Congress, is along. He is publisher of Canon City Daily Record, Colorado. The party made the Royal Alexandria Hotel its headquarters in Winnipeg. They were taken on an automobile ride around the city, visiting the Grain Exchange, Agricultural College, old Fort Garry, which marks the foundation of Winnipeg, and other spots of interest.

A section of agricultural editors were taken out forty miles in the country to see the working out of the Manitoba Rural Credits Act. In the evening the visitors were entertained at a dance at the Royal Alexandria Hotel. In the afternoon the women of the party were guests of the Women's Canadian Club at luncheon.

### Guests of City and Government

On Tuesday the editors were guests of the city of Winnipeg at luncheon at Assiniboine Park, and in the evening were guests of the Winnipeg Board of Trade at a banquet at the Fort Garry Hotel.

The party left on special train at 11 o'clock as guests of the Canadian Government. President Hardy and other members of the party expressed delight at the hospitality shown by Winnipeg people. Hundreds of citizens gathered

## OFFICERS OF N. E. A.

The complete incumbent officer personnel of the National Editorial Association, whose terms expire this year, is as follows:

- President, Guy U. Hardy, Canon City, Colo.
- Vice-president, William Albright, Gallatin, Tenn.
- Secretary, George Schlosser, Wessington Springs, S. D.
- Treasurer, J. Byron Cain, Belle Plaine, Kan.
- Executive Committee—Will Wilke, Grey Eagle (Minn.) Gazette.
- H. U. Bailey, Princeton (Ill.), Republican.
- Frank Henderson, Little Rock (Ark.) Gazette.
- E. E. Brodie, Oregon City (Ore.) Enterprise.
- G. L. Caswell, Denison (Ia.) Bulletin.
- Legislative Committee—George E. Hoamer (chairman), Denver Public Forum.
- H. L. Williamson, Springfield (Ill.) Publisher.
- H. J. Blanton, Paris (Mo.) Appeal.
- G. W. C. Perry, Chillicothe (Ohio) Gazette.
- Frank E. Gannett, Rochester (N. Y.) Times-Union.
- H. B. Varner, Lexington (N. C.) Dispatch.
- Wayne Thomas, Plant City (Fla.) Courier.
- John C. Rogers, Dyersburg (Tenn.) State Gazette.
- E. S. Bronson, El Reno (Okla.) American.
- George W. Marble, Fort Scott (Kan.) Tribune.
- W. W. Alkens, Franklin (Ind.) Star.
- Committee on Home for Retired Editors, Writers and Publishers—W. R. Hodges, Sleepy Eye, Minn., chairman; C. E. Adams, Montrose, Colo.; Fred Pattee, Little Rock, Ark.; William M. Glenn, Tribune, Kan.; J. M. Palmer, Blue Earth, Minn.
- Advertising Committee—H. C. Hotelling, Mapleton, Minn., chairman.

at the station to cheer the visitors as their train drew out. The editors cheered lustily in returning the compliment.

J. Bruce Walker, Canadian Commissioner of Immigration, and a former newspaper man, and prominent officials of the Canadian railways are accompanying the party to the coast. Steps are to be made at all principal cities in Western Canada.

### Pawucket Times Names Representatives

PAWUCKET, R. I., July 29.—The Evening Times has just announced the appointment of Gilman, Nicoll & Ruthman as special advertising representatives for the eastern and western territories. The appointment is of special interest, because for a number of years the Evening Times has been handling all eastern advertising from the home office. The Evening Times will shortly increase the size of its plant.

EDITOR & PUBLISHER will cover the N. E. A. Convention fully by telegraph.

## The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.  
Sunday Edition, 5c.

## PROGRAM FOR N. E. A. BUSINESS SESSIONS

### PORTLAND

Friday, August 8—7:30 P. M.

Dinner and Reception.  
Address of Welcome—Mayor Baker.  
Response—H. C. Hotelling, past president, N. E. A., Mapleton, Minn.

Saturday, August 9.

Morning Session—9:30.  
Music.  
Invocation.  
Remarks by the president, Guy U. Hardy, Canon City, Colorado.  
Appointment of Convention Committee.  
"Our Calling"—B. F. Irvine, editor Portland (Ore.) Journal, Oregon.  
"Civil Administration Accomplishments in Illinois"—Hon. Fred E. Sterling, State Treasurer of Illinois, editor Rockford Daily Register-Gazette.  
"The Community Evener"—George W. Marble, publisher Ft. Scott (Kan.) Tribune-Monitor.  
"The Rainbow's End for the Newspaper Publisher"—Harry Hillman, editor Inland Printer, Chicago.

Afternoon Session, 2 to 4 P. M.

Song.  
"Somewhere Near the War"—Edgar B. Piper, editor Portland Oregonian.  
"The Larger Outlook"—Harvey Ingham, editor Des Moines Register.  
"Co-operative Competition"—W. Lloyd Adams, publisher Rexburg (Idaho) Standard.  
"The Country Weekly"—Vice-President Edward Albright, Gallatin, Tenn.  
"Typography and Circulation"—Benjamin S. Herbert, editor National Printer Journalist, Chicago.  
Open Discussion.  
Business Problems of the Country.  
Daily and Weekly Publishers.  
Reports of Committees.  
Miscellaneous Business.  
Announcements.

### SEATTLE

Friday, August 15.

Seattle Press Club.

Morning Session—9:30 A. M.  
Music.  
Invocation—Dr. Ernest Vincent Schayler.  
Address of Welcome—Hon. Frank P. Goss, chairman Washington Committee.  
Governor Louis F. Hart, State of Washington.  
E. A. Batwell, president Seattle Press Club.  
R. H. Parsons, president Chamber of Commerce and Commercial Club.  
Edwin M. Coomer, president Washington State Press Association.  
Response—Guy U. Hardy and others.  
"Relation Between the Country Newspaper and the City Press"—J. E. Gratke, editor Astoria (Wash.) Evening Budget.  
"The Home Merchant and Advertising"—Edith O'Keefe Susong, editor Greenville (Tenn.) Democrat.  
"Present and Future Development of Our National Parks"—Hon. Stephen T. Mather, Director, National Park Service.

**Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency Checking Copies by "S & M Insured Agency Delivery Service."**

### SOME SERVICE USERS

New York City Times-American	Record-American
Journal-World	Globe-Advertiser
Globe-Tribune	Baltimore Sun
Post-Telegram	Indianapolis News
Herald-Staats	Worcester Telegram
Mail-Eve. Sun	Ithaca Journal
Eve. World-Sun	Bridgeport
Wilmington	Post-Telegram
Journal-News	Sioux City, Iowa
Every Evening	Argus Leader
Philadelphia	Springfield (Mass.)
North American	Union
Boston	Hartford (Conn.)
Herald-Traveler	Times
Post-Transcript	New Haven Reg- ister

[Send for full particulars of S & M Service.]

Co-operative Services of **Schwartz & Mandel Inc.**  
450 Fourth Ave. N.Y. 7205-7206 Mad Sq

### Afternoon Session, 2 P. M.

Song.  
Address—Hon. Ole Hanson, Mayor of Seattle.  
"The Making of Public Opinion"—Dr. Henry Suzzalo, president, University of Washington.  
"Journalism in the South Pacific"—H. W. Patton, Hoquiam, Wash.  
"Vocational Training in the Army"—Col. P. J. Hennessey, U. S. A.  
"Organization and Legislation"—James H. Wallis, president Utah Editorial Association, Vernal, Utah.  
Reports of Committees.  
Miscellaneous Business.  
Election of Officers.

### N. E. A. VICTORY TOUR

(Continued from Page 24.)

large supply of natural gas used extensively to create power for its many manufacturing plants. The party will leave about midnight.

Sunday, August 24.—A stop will be made at Swift Current about noon, where the city will entertain the party at lunch. Special devotional services will be held during the afternoon, after which the party will depart enroute to Moose Jaw.

Monday, August 25.—The forenoon will be spent in Moose Jaw with auto rides about the city, and the party will be the guests of the city for lunch, after which departure will be made for Regina, which later city will be reached about 3 P. M. A reception and dinner at Regina will only be a part of the entertainment of the day. Departure will be made at midnight.

Tuesday, August 26.—The forenoon will be spent at Brandon as guests of the city, who will entertain the party for lunch. Auto rides about the city will give the party an opportunity to view the interesting places in the city. Departure about 2:30 P. M., for Winnipeg, which will be reached shortly after 6 o'clock that evening.

## CONCENTRATED CIRCULATION

95% of the Circulation of the  
**Asbury Park Press**  
(Evening) and  
**The Shore Press**  
(Sunday)

is within a radius of 25 miles. For a concentrated advertising campaign this is the logical medium in this vicinity.  
Frank R. Northrup, Special Representative, 303 Fifth Ave., New York City, Association Building, Chicago.  
J. Lyle Kinmonth, Publisher, Asbury Park, N. J.

## The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

## The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

### FOREIGN REPRESENTATIVES

I. A. Klein,  
Metropolitan Bldg., New York.  
John Glass,  
Peoples' Gas Bldg., Chicago, Ill.

## Perth Amboy, N. J.

Most Rapidly Growing City in East  
Thoroughly Covered by Only Daily in Field.

## Evening News

Member A. N. P. A., A. B. C., A. P.  
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue  
New York City

## Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

## The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.  
Representatives  
Payne-Burns & Smith, New York—Boaton  
J. Logan Payne Co. Chicago—Detroit

## CLINCHING THE CAMPAIGN

The Merchandising Service  
Department of the

## BOSTON AMERICAN

Helps to assure and insure dealer co-operation and the successful clinching of your advertising and sales campaign  
Govt. Statement For Six Months Ending April 1st.  
301,270

## The Pittsburg Press Has the LARGEST

Daily and Sunday  
CIRCULATION  
IN PITTSBURG  
Member A. B. C.

Foreign Advertising Representatives.  
I. A. KLEIN,  
Metropolitan Tower, Peoples Gas Bldg.  
New York, Chicago

# SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

## PARIS PAPERS AVERT PRINTERS' STRIKE

Union Vote Overwhelmingly in Favor, but Action Reconsidered When Publishers Promise Aid in Reducing the Cost of Living

(FROM OUR OWN CORRESPONDENT)

PARIS, July 11.—Paris was within an ace of having no morning papers the day after the ceremony at Versailles to describe how peace was signed. The typographers and allied unions met the day of the great event and discussed whether they should strike that night or not. They demanded 25 francs a day for day work (\$5 at normal exchange) and 30 francs (\$6) for night work. The proprietors offered, respectively, 23 and 26 (\$4.60 and \$5.20). When the vote was taken there was a majority of only 48 for, 813 voters against a strike.

### Try to Reduce Living Cost

The proprietors' terms, however, were accepted on one condition, that the press should at once inaugurate and carry on an active campaign for reducing the cost of living, as the typographers recognized that increased wages always result in increasing the cost of living.

As a result of this vote a deputation of employers and employed connected with printing, books as well as papers, had an interview with M. Clemenceau and made certain propositions to him on which he has since acted—that frontier restrictions on food should be lifted; that parishes should be enabled to construct homes for workers, and create communal co-operatives for the sale of food stuffs; that minimum tariffs should be applied to the transport of food stuffs, and that severe fines should be inflicted on speculators.

### Tery's Sensational Journalism

Bonsoir (written in one word), Gustave Tery's bright evening paper, has not been in existence seven months and yet has been seized by the police seven times:

(1) For reproducing an interview with Marshal Foch which had appeared in the Daily Mail, London edition, but not in the Paris edition.

(2) Three days later for alluding to certain passages of the same interview.

(3) For reproducing an item from the Paris edition of the Chicago Tribune to the effect that President Wilson was about to publish a message to the Italian people.

(4) For reproducing from the Antwerp Entente a report that Foch and Poincare were about to resign and from the Independance Belge that serious differences had arisen between Clemenceau and Foch on the military terms of the peace treaty.

(5) For publishing certain extracts from the peace treaty.

(6) For an article headed "Aoh, Yes!" accusing Clemenceau of having been "done by his friend Lloyd George" over the peace negotiations, and

(7) For a cartoon showing a winged figure representing peace, draped in American and English flags, giving one

## P FOR SALE S POTTER PRESS and Equipment

Sixteen pages, eight columns, twelve ems. Rebuilt with metropolitan fold, delivering half page size. In splendid condition—a Potter never wears out—printing 8,500 edition, ten to sixteen pages, in fifty minutes.

### COME SEE IT

May be seen running daily until September 1, in the office of The Elgin Daily Courier, Elgin, Ill. Selling only because we have outgrown its capacity, and are buying larger press. Full equipment of stereotyping machinery, double steam table, mat roller, etc., trucks and chases. A dandy little outfit, good enough for anybody. Prints cuts like a magazine.

First reasonable offer takes outfit as we must dispose of it in next thirty days.

The Elgin Daily Courier  
Elgin, Ill.

oyster shell, marked "Glory, Bankruptcy" to a tattered figure representing France, and the other shell marked "Ruin, Slavery" to an equally tattered Germany, conveying the suggestion that the oyster has been kept by the American-English representative.

### Reconsidered This Time

Tery's equally lively morning paper, L'Oeuvre, bravely announced on June 23 that after that date (the peace treaty having been signed) it would no longer submit its proofs to the censorship; but the director of the Press Bureau, the official name for the censorship, warned him that he would have the paper seized every day before it left the printing office unless the proofs were sent in for examination and the threat was sufficient.

### NEW HOME FOR ST. PAUL NEWS

Site Is Purchased for Concrete Building to Cost \$500,000

ST. PAUL, Minn., July 30.—The Daily News has purchased a site for a large new publishing home, to cost approximately \$500,000, on 4th street, between Cedar and Minnesota streets, and will begin work on a concrete fireproof building immediately. It will be completed within the next 12 months.

The building the Daily News now occupies has become too small, because of the growth the paper has enjoyed ever since it was started 19 years ago.

### New North Carolina Daily

HIGH POINT, N. C., July 28.—The Republican, a new six-day morning paper, was launched here today. George W. Holloway, former editor and manager of the Asheboro Bulletin, a weekly Republican paper, is manager, and F. W. Prather is editor. Aside from covering the local field, Universal Service has been installed for world news.

## FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

### For Sale

Unusual circumstances place on the market for immediate sale daily doing \$65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-754, care of Editor & Publisher.

### For Sale

Goss Matrix Rolling Machine, with Sprague motor attached, all in first class condition, and at a low price. Write for details. The News, Dayton, Ohio.

### For Sale

A 4, 6, 8 and 12 page Goss press with stereotype equipment, motor, belting, shafting, etc. The Standard-Sentinel, Hazelton, Pa.

### Newspaper For Sale

In a live territory the Mussel Shoals district—largest hydro electrical development since Niagara. The Albany Advertiser located in Northern Alabama. Plant will inventory around \$7,000. Outfit consists of weekly newspaper. Job plant and modern office supply store. New cylinder press, stitching, perforating and punching machinery, also two jobbers and a fine composing room equipment. Here is a fine chance for anyone wishing to start a daily paper. Address H. E. Hildreth, Albany, Ala.

### For Sale

A profitable daily newspaper in a middle western city of 40,000 can be purchased at a fair price. The property will not be sacrificed, but will be sold on a showing of past and present profits. A capable man can secure deferred payments for part of the purchase price. The proposition will interest only a man who has \$75,000 to invest, but will stand the most rigid investigation. For particulars address A-814, care Editor and Publisher.

### For Sale

Two revolution Potter press in good running condition with four horse motor. First check \$500.00 takes both. Banner, Brunswick, Georgia.

### For Sale

At sacrifice for immediate acceptance—Duplex Goss press, eight columns, twelve ems, 2 1/2 inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate motor, 220 volt, D. C.; pot and pump. Subject to prior sale. Address J. H. B., Box 1596, Boston, Mass.

### INCORPORATIONS

NEW YORK.—William G. Willman; \$100,000; D. and L. Greenbaum, W. G. Willman, 51 Beekman street.

Fennell Press; \$5,100; T. J. Byrnes, H. Kaufman, S. Lavin, 1498 St. Nicholas avenue.

Brann Publishers; \$100,000; S. Herz, G. C. Saltsberg, A. Scherl, 111 Broadway.

World Trade Research & Publishing Company; \$50,000; P. P. Gourvitch, W. C. Teasdale, Jr., W. E. Atkinson, 788 Riverside Drive.

Groenburg Fashion Company; book-selling and publishing; \$50,000; C. G. Wallgren, C. A. Spogard, G. Prescott, 18 West 53d street.

Hartman Company; publishing; \$25,000; H. S. Hechheimer, I. Bernstein, M. Oppenheim, 220 West 42d street.

Federal Advertising Agency; active capital reduced to \$66,250.

St. Louis Car Advertising Company; \$5,000; W. C. Price, E. Kress, B. Goodman, 163 Lenox avenue.

BROOKLYN, N. Y.—Taylor Printing & Manufacturing Company; dissolved.

WILMINGTON, Del.—Amos-Percival Printing Corporation; \$200,000; M. L.

## FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour.

A good press at a reasonable price.

Walter Scott & Company  
PLAINFIELD, NEW JERSEY

### Take It To

## POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

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

## For Prompt Service

### TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

### AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business BOUGHT AND SOLD  
**Printers' Outfitters**  
American Typefounders' Products  
Printers and Bookbinders Machinery of Every Description  
CONNOR, FENDLER & CO.  
96 Beekman St. New York City

Horty, M. C. Kelly, S. L. Mackey, Wilmington.

DOVER, DEL.—National Agricultural Publishing Company; \$100,000; Orville Merion Kile, Baltimore; Oliver Smith and Paul Seman, Chevy Chase, Md.

ROCHESTER, N. Y.—Shepherd Paper Company; \$28,000; M. M. Shepherd, R. B. Griffith, G. V. Holton.

### Begin Building in Shawnee

SHAWNEE, Okla., July 27.—Work has been begun on the new home of the Morning News, which is expected to be one of the most complete newspaper plants in the state.



## CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

### SITUATIONS WANTED

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

#### Newspaperman

Newspaperman, 22, looking for opening on small daily or good weekly where, in time, an interest in the property might be secured. Box 277, Garwood, N. J.

#### Business Manager

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

#### Automobile Editor

Of one of the best known papers in the Middle West would consider a change. Acquainted with agency and factory men. Formerly advertising manager of large automobile company. Age 30 and married. Protestant. Duties also include that of foreign advertising manager. A-808, care Editor and Publisher.

#### Wanted

by experienced circulation manager to correspond with a live publisher of a daily and Sunday newspaper who is in need of an A-1 Circulation Manager with regards to a position on salary or commission basis, or will sell the circulation outright. Will guarantee to build up the circulation and get the money. Best of references given. Address E. C. Keeling, P. O. Box 20, Savannah, Ga.

#### Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

#### Woman Editor

Woman wants position as editor woman's or children's department, or literary work on paper. Three years' experience. Address A-794, care of Editor and Publisher.

#### 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.

#### Position Wanted

by circulation manager, eleven years successful experience in newspaper circulation work in largest city in the East, desires to make change. Thoroughly trained in every angle of the business of circulation building and management. Experience in both the morning and evening field. Married. Best of references. E. F. A. 810, care Editor and Publisher.

#### Situation Wanted

by former publisher of Western daily, position as business manager or advertising manager on live paper in East or Middle West. Fourteen years experience in all branches of newspaper work. Best references. Address Lieut. Ray F. Duboc, 6600 Woodlawn Ave., Chicago, Ill.

#### Position Wanted

by steno-typewriter, returned soldier. Not a union man, but willing to join. Well recommended. A-809, care Editor and Publisher.

### HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

#### Austin, Texas, American

Only morning newspaper in Austin and Central Texas, most beautiful city in Texas, famous for its air, wants to get in touch with good live circulation manager, also live news editor who is thoroughly experienced in handling Associated Press and local news. Preferably some one in the forties. Publisher will be in New York City August 6th or 7th. Address Publisher Austin American, care Benjamin and Kentnor, 225 Fifth Avenue, New York City.

### HELP WANTED

#### Copy Writer Wanted

An experienced copy writer desired by leading newspaper in Middle Western city of 50,000. A man who can meet advertisers and help plan campaigns as well as write attractive, strong copy. Permanence of position assured right man. Give details of experience in letter stating salary desired, etc. Address A-811, care Editor and Publisher.

#### Wanted Managing Editor

An evening daily, published in a live community is in need of capable editor who can take complete charge of editorial room, writing heads, editing telegraph, etc. Middle aged, married man preferred. Must be pleasing appearance and a good mixer. Address "Evening Daily" care of Editor and Publisher.

#### Accountant Wanted

By one of the largest newspaper publishing houses in the Middle West. Must be able to install systems in all departments and supervise taking of trial balances, etc. Good opportunity for man not afraid of work. State age, experience, where now employed and salary expected. Address A-812, care of Editor and Publisher.

#### Business Manager

Business Manager wanted on a daily evening paper in a city of forty thousand. Must have, in addition to business ability, a general knowledge of the newspaper business, together with courage, optimism and imagination. A splendid opportunity for a young man with ambition. Address A-797, care of Editor and Publisher.

### BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

#### Business Opportunities

A real opportunity is offered a man with a limited amount of capital, but with the experience and ability to successfully conduct a daily newspaper in a mid-western city, to get in the game in a profitable way. Local people are interested in promoting a company to take over a paying property and are looking for a manager who will back up his claim with a little ready cash. The property is profitable and is only on the market because the owner wants to quit. A man who can qualify will have an assured future. If interested address A-813, care Editor and Publisher.

#### Canadian News Bureau in New York

MONTREAL, July 29.—Lieut.-Col. John A. Cooper of Toronto has gone to New York to open a Canadian publicity office and clearing house for Canadian news and information. Before the war he was editor of the Canadian Magazine. Col. Cooper served overseas for over a year. He is a past president of the Canadian Club in Toronto and a member of the Canadian Press Association.

#### Promotions in Gundlach Agency

CHICAGO, July 30.—With the return of E. T. Gundlach from Government work to his duties as president of the Gundlach Advertising Agency, C. W. Jackson has been elected secretary of the company and F. E. Duggan is treasurer. Both have been with the agency for a number of years.

#### Abernathy Leaves Houston

HOUSTON, Tex., July 26.—J. O. Abernathy, formerly assistant managing editor of the Houston Post, has gone to Wichita Falls to enter into business, and R. B. Niese, Jr., succeeds him. The latter is from the Louisville Courier-Journal.

## EDITOR SENTENCED FOR CONTEMPT

Southerner Will Enter Jail Monday—Attorneys Say First Time Libel Conviction Was Ever Secured on Circumstantial Evidence

MEMPHIS, Tenn., July 30.—Edward T. Leech, editor of the Memphis Press, will enter the county jail here Monday, August 4, to begin serving a 10-day sentence for alleged contempt of court, as the climax of what his lawyers say is one of the strangest cases in legal history.

Leech was given the maximum sentence provided under Tennessee law for having printed in the Press, July 20, 1919, a general political editorial which mentioned no names, referred to no court or any cases and which was admittedly intended to influence an election, only 10 days distant. He was convicted of being in contempt of Chancellor Israel H. Peres, a candidate for re-election. The decision was sustained by the Court of Appeals and the Supreme Court refused to review it, thus ending the case.

Following the final upholding of the case, Mr. Leech refused an offer by the prosecution to suspend sentence if he would file in court a written statement amounting to an explanation and apology. Leech filed in court at the start of the trial a sworn answer admitting the authority of the editorial in question, refusing to retract or apologize but declaring that it was obviously of a general nature and was aimed at no specific judge or case.

He was found guilty, however, of having referred to a decision in a political lawsuit which had been rendered the day previously by Chancellor Peres. While the decision had been rendered the case was technically pending until the time limit for asking a rehearing had expired.

The editorial charged that a political machine had caused waste, inefficiency, dishonest elections and untold shame, and had brought even the courts and judges into disrepute.

Leech pleaded the truth of his reference to the courts, citing the fact that only a short time previously the judge of the criminal court of Memphis had been impeached and removed by the legislature, sitting as the State's highest court, for corruption in office. He swore that he made no specific reference to any individual, that he was dealing with a general political condition and that those whom the shoe fitted could put it on.

He contended also that, even had he referred directly to Chancellor Peres, the latter was a candidate for election before the people and could not punish any citizen for criticism of his fitness for office, except in so far as he was protected by such civil procedure as is open to any ordinary citizens, no witness testified that he knew the case referred to Chancellor Peres, or that Leech had made any other attack on Peres.

Mr. Leech's lawyers say the case was decided on circumstantial evidence, the chief of which was that the editorial appeared the day after Peres had rendered a political decision and that the ticket supported by the Press had substituted another candidate for Peres.

The Court of Appeals opined that the substitution of names was free reading matter, though the list of candidates was printed as paid political advertising, was so marked and receipted bills for the advertising are still held by the business manager.

Democratic weekly of a far West county seat paid owner \$3,675.80 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for \$8,500; \$5,500 cash necessary.

#### Proposition S. Y.

**Charles M. Palmer**  
Newspaper Properties  
225 FIFTH AVE. NEW YORK

## CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

**HARWELL & CANNON**  
Newspaper and Magazine Properties  
Times Building New York

Lawyers defending Leech declare that this is the first case on record where a contempt conviction was found for writing which contained no names of any judge or any litigation, which obviously could not interfere with a decision already rendered, which was intended to influence an election close at hand, and in which the offended judge was a candidate.

## BUCK PRIVATE AND OFFICER JOURNALISTS RETURN

(Continued from Page 26.)

Name and Rank.	Name and Rank.
Stout, Thomas W. Cpl.	Watson, Joseph H. Cpl.
Stuardi, Norman E. Sgt.	Watson, Mark S. Maj. F. A.
Sturr, Thomas W. Pvt.	Weesler, Edward J. Sgt.
Sullivan, David F. Cpl.	Weinstein, Jacob Sgt.
Sundin, Hjalmar Pvt.	Wessells, G. W., Jr. Sgt. 1st Cl.
Sweeney, Arthur V. Sgt.	White, Egbert G. R.S.M.
Thomas, A. R. Sgt.	White, Ernest F. Cpl.
Tostevin, Earle H. Pvt. 1st Cl.	Whittle, William E. R.S.M.
Truslow, Harold M. Sgt.	Wiener, Robert Cpl.
Tuck, William Cpl.	Williams, Oscar G. Sgt.
Tyler, S. L. 2nd Lt.	Willoughby, Geoffrey Pvt. 1st Cl.
Vance, George K. Cpl.	Wilson, Albert C. R.S.M.
Van Horn, Archie M. 2nd Lt.	Wilson, Howard M. 2nd Lt. Inf.
Van Hoose, Hershell Sgt.	Wilson, Leo M. Pvt.
Vicau, Erne Sgt.	Winkel, Raymond Cpl.
Viehman, Carl E. Sgt.	Winston, Leo A. Sgt.
Viskniski, Guy T. Maj. Inf.	Winterich, John T. Pvt.
Van Blon, Philip R.S.M.	Woolcott, Alexander Sgt.
Vroom, Clifford H. R.S.M.	Worley, Nathaniel T. Sgt.
Waldo, Richard H. Capt.	Wrench, George P. Cpl.
Walker, Raymond E. Pvt.	Young, King D. Pvt. 1st Cl.
Wallace, H. H. Cpl.	Zimmerman, Chas. W. Cpl.
Wallgren, Abian A. Pvt.	

#### Deceased

McIntosh, Carl D. Pvt.	Suresnes Cemetery
Bawden, David R. Sgt. 1st Cl.	Suresnes Cemetery
Roland, Homer G. Cpl.	Suresnes Cemetery
Miltenberger, W. F. 1st Lt.	Suresnes Cemetery

#### Expanding in Little Rock

LITTLE ROCK, Ark., July 29.—Contracts have been let for a one-story addition to the News building.

## GRANDIN WELCOMED TO NEW YORK

(Continued from Page 9.)

Ziegfeld Follies and the Midnight Frolic were treating the assemblage to an exhibition of Grade A singing and dancing, through the courtesy of Florenz Ziegfeld. A little six-year-old ballet dancer proved the popular favorite of the evening.

Lieut.-Col. G. Edward Buxton, Jr., of the Providence Journal, was next introduced. Col. Buxton has just returned from service in France, where he won three citations for gallantry, and was warmly received. He said he had hardly time to get his bearings in the new order of things home, but he did see evidence on every hand that the men who served Uncle Sam in the war were returning home better Americans, and were bound to make their influence for good felt in every walk of life.

Speaking of Bolshevism, he gave the following example of the attitude of soldiers toward it:

### Soldiers Won't Stand Bolshevism

"In the month of April, while my regiment was at Bordeaux waiting to sail for home, Bolshevist propagandists began looking for support among the men. They listened for a while until one day the agitator picked out a select bunch of rough and ready fellows for likely converts and launched forth on a speech he thought would convert them.

They stood it for a few minutes—until the Bolshevist reached the point of advocating the nationalization of women. He just got that far—and no further. A doughboy stepped forward, and thrusting forth his chin and fist half an inch from the Bolshevist's nose, said: 'Where the h— do you get dat stuff.' That ended the propaganda right there, and the agitator had to scurry away for his life.

"That is the spirit Uncle Sam's soldiers are bringing home. Watch them. Their influence will tend to make better Americans all.

### Grandin Couldn't Reply

Mr. Grandin was too touched by the evening's tribute to make an address, and the hosts were satisfied with a simple "Thank you all" from him.

A. H. Hulscher, one of his associates in the Liberty Agency, and long a worker with Mr. Grandin, expressed hearty thanks for the welcome accorded them, and assured all they would give the best in them to make good the high expectations of their friends.

J. W. Scott of the Manchester Guardian lent an international flavor to the occasion. He was one of the official welcomers, and said he felt highly honored to be present and pay tribute to an American advertising man such as Mr. Grandin. He declared the Manchester Guardian has long been an admirer of American opinion, and his greatest wish is that Great Britain and America will continue to be drawn more closely together in bonds of sympathy and mutual knowledge.

## DEMOCRATIC LEADER HEADS DELAWARE DAILY

THE new president of the Wilmington Every Evening Printing Company, Josiah Marvel, has long been prominent in the public affairs of Delaware, always manifesting the keenest interest in matters and movements pertaining to the general welfare. And it was but following the natural trend of his activities when he became identified with the only Democratic daily paper published in the State of Delaware. He is one of the leaders of his party in the State and prominent in its higher councils.

He was born at Georgetown, Del., January 18, 1866, and comes of a family long prominent in Maryland and Delaware, one of his ancestors, John Marvel, coming from England and settling in Virginia prior to 1663, subsequently removing to Worcester county, Maryland, which is now a part of Delaware. Part of the land granted to him and his son Thomas is still the property of the family.

Josiah Marvel was educated in public and private schools, and studied law under Federal Judge George Gray. He was admitted to the bar in Wilmington twenty-five years ago, specializing in corporation law, and is now a member of the firm of Marvel, Layton & Goldsborough, with his brother, David T. Marvel, Caleb S. Layton and W. Laird Goldsborough.

Mr. Marvel has been chairman or vice-chairman of various civic committees, and in 1918 was president of the Wilmington Associated Charities and of the local council of the Boy Scouts.

Mr. Scott said the warm welcome accorded him since he has been visiting America—and especially New York—has impressed him deeply.

### An Englishman's Tribute to U. S.

"When any of you advertising and newspaper men come to England be sure to visit me in Manchester, and it will be my delight to return, as best I can, the hospitality shown me while I have been here," said Mr. Scott, who intends sailing for home August 9. "You will find that London is not England, but that Manchester is the industrial capital of England."

## R. J. Bidwell Co

Pacific Coast Representative

### Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES  
EDITOR & PUBLISHER  
SAN FRANCISCO SEATTLE  
742 Market St. 1302 L. C. Smith Bldg.

The toastmaster read a telegram from Charles H. Stoddard of Chicago, expressing the wishes of Mr. Grandin's friends in that city for his success in New York.

Chairman McClellan and Hugh O'Donnell of New York Times closed the speaking program. Mr. O'Donnell predicted the highest degree of success for Mr. Grandin by horoscope and head character reading, and likened him to Thomas Moore, the Irish poet, "whose statue in Dublin needs no name nor tablet to identify it."

### "A Jolly Good Fellow"

Jocularly, Mr. O'Donnell blamed Mr. Grandin for bringing prohibition to New York. "Frank Grandin started the trouble by getting folks to stop drinking coffee (and taking Postum instead) as a means of taking the edge off the taste of 'the night before,'" Mr. O'Donnell said.

"Undoubtedly that put the thought into the prohibitionists' heads to go him one better and remove the reason for the 'taste.'

"But, withal, we forgive and welcome him as a business man and resident of good old New York."

As a fitting close, with a few words by Gen. Agnus on upholding the honor of America above all things, the evening's festivities concluded with the old familiar and hearty "He's a Jolly Good Fellow" by all.

### Mr. Grandin's Hosts Were:

- |                        |                    |
|------------------------|--------------------|
| Ahern, H.              | Crockett, A. J.    |
| Auer, George           | Conway, Martin     |
| Alexander, E. M.       | Conklin, E. W.     |
| Adams, R. B.           | Creel, A. W.       |
| Agnus, Gen. Felix      | Conlin, Ed. C.     |
| Anderson, F. K.        | Cooke, H. H.       |
| Apgar, P. L.           | Carroll, Dan. A.   |
| Appleby, E.            | Clifford, E. L.    |
| Buxton, G. Edward, Jr. | Carruthers, Porter |
| Boyle, J. Mora         | Chivers, A. B.     |
| Butterworth, B. T.     | Chichester, E.     |
| Boyle, Charles J.      | Curtis, W. B.      |
| Bloch, Paul            | Chalfant, E.       |
| Brown, J. W.           | Cooke, John C.     |
| Beckwith, J. T.        | Coleman, Fred      |
| Brocker, C. W.         | Crowe, E. R.       |
| Boone, Rodney E.       | Dayton, J. C.      |
| Barbour, William McK.  | DuBois, S. W.      |
| Beers, Wm. Henry       | Dwyer, T. F.       |
| Brown, A. A.           | Davis, Howard      |
| Bryant, M. D.          | Dee, Urban E.      |
| Budd, John             | Dowdle, J. P.      |
| Black, Herman          | Duffy, J. Frank    |
| Buckley, George        | Davis, C. O.       |
| Brancher, Frank        | De Witt, E. D.     |
| Bagley, W. H.          | Eddy, C. P.        |
| Cooke, R. W.           | Eddy, Chas. H.     |
| Callender, W., Jr.     | Etheridge, Geo.    |
| Conklin, Thos. E.      | Edmondson, E. S.   |
| Carrington, R. A.      | Emanuel, Albert    |
| Cleveland, W. P.       | Friendly, E. S.    |
| Coveney, J. A.         | Ferguson, J. W.    |
|                        | Flynn, T. F.       |
|                        | Finley, J. F.      |

- |                      |                     |
|----------------------|---------------------|
| Fernald, L. D.       | MacAusland, E. R.   |
| Frazier, W. W.       | McKinney, J. P.     |
| Francis, J. A.       | Miller, D. F.       |
| French, Rufus T.     | Nowland, George     |
| Forker, Eugene       | O'Donnell, Hugh     |
| Fletcher, R. A.      | O'Mara, John E.     |
| Freeman, Wm. C.      | Ormsbee, M. H.      |
| Fulton, K. E.        | Oakley, William     |
| Green, C. C.         | Prudden, H. J.      |
| Gorman, T.           | Perry, S. J.        |
| Garretson, J.        | Preston, E. W.      |
| Gulick, E.           | Putnam, C. I.       |
| Goldsmith, George    | Paine, L. C.        |
| Gilroy, James        | Patterson, Graham   |
| Gude, W. E.          | Parker, Don. M.     |
| Gauss, F. L. E.      | Pike, M. G.         |
| Grandin, Frank C.    | Farrish, J. E.      |
| Green, Dr. C. W.     | Pierce, Paul        |
| Gettinger, Wm.       | Palmer, W. G.       |
| Horton, E. S.        | Parker, W. H., Jr.  |
| Halsted, H. G.       | Providence Tribune  |
| Horner, Wm.          | Payne, G. Logan     |
| Hastie, J. W.        | Redmond, J. F.      |
| Hodges, G. T.        | Reichard, G. H.     |
| Hale, Henry, Jr.     | Richard, F. St. J.  |
| Hawk, E. C.          | Randolph, E. H.     |
| Hanser, C. A.        | Robertson, E. E.    |
| Hooper, E.           | Rathbun, Jay        |
| Howland, Ellis       | Roe, Jefferson      |
| Hopkins, J. M.       | Rothenberg, G. V.   |
| Hulscher, A. H.      | Ramsey, Robert E.   |
| Harvey, R. M.        | Ralston, S. Otis    |
| Huse, N. A.          | Seymour, J. S.      |
| Heath, E. G.         | Smith, Roy          |
| Jewett, W. E.        | Scott, W. M.        |
| Jones, L. L.         | Simpson, William    |
| Katz, G. R.          | Story, H. C.        |
| Kelly, C. F.         | Shirk, D. M.        |
| Klein, I. A.         | Sanchez, Arnold     |
| Knill, C. P.         | Spencer, T. B.      |
| Kennedy, W. J.       | Sielcher, R. B.     |
| Katz, E.             | Scott, J. R.        |
| Kimball, F. A.       | Sturgis, W. A.      |
| Koenigsberg, M.      | Thompson, M. R.     |
| LaCoste, H. D.       | Tohey, C. H.        |
| Lerch, O. E.         | Thomson, William A. |
| La Tour, L. E.       | Taylor, M. F.       |
| Lawrence, W. W.      | Toy, C. R.          |
| Lamson, L. J.        | Thorsen, J. M.      |
| Leigh, George        | Thnman, J. R.       |
| Long, Monroe H.      | Vonderlith, H. I.   |
| Morton, Wm. J.       | Warriner, E. B.     |
| Martin, John C.      | Watson, H. B.       |
| Mulligan, R. R.      | Waters, Robert B.   |
| Mower, Arthur        | Walsh, Fred         |
| Moore, Thos. H.      | Walsh, Jack         |
| Motz, Fred. P.       | Webb, Frank D.      |
| Moore, Elliot D.     | Woodward, W. G.     |
| Moore, Arthur H.     | Whitman, Russell R. |
| Momand, Don. S.      | Wardman, E.         |
| Milholand, H. C.     | Wood, R. S.         |
| Mahin, H. H.         | Welch, R.           |
| Mayo, A. D.          | Wright, C. G.       |
| Maxwell, Lee         | Wright, E. C.       |
| McMillan, W. C.      | Watson, M. C.       |
| Mitchell, Chas. W.   | Williams, H. B.     |
| McClellan, George A. | Young, A. H.        |
| McDevitt, G. A.      |                     |

(280 x 150)



## The Detroit News First in America

in advertising lineage for the first six months of 1919.

We can increase your business—you want it increased.

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

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

### Food Medium

of

### New Jersey

### Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY  
20 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

### Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

### The Dominion Press Clipping Agency

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

We cover every foot of Canada and Newfoundland at our head office,  
74-76 Church St., Toronto, Can.

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

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

## Hemstreet's

### PRESS

### CLIPPINGS

Tenth Avenue at 45th Street  
New York

# CANADIAN WEALTH

Figures Showing Why Canadian Business Is Well Worth the Most Intensive Cultivation by Manufacturers looking for the Best Places to Sell Good Merchandise.  
Figures of Great Interest

CANADA has nearly 15,000,000 acres of wheat, yielding approximately 235,000,000 bushels, which will bring around \$455,000,000 in money.

CANADA has nearly 13,500,000 acres of oats, yielding approximately 405,000,000 bushels, which will bring around \$280,000,000 in money.

THE total value of the field crops of Canada will approximate \$1,150,000,000 in money.

CANADA has other resources, too. The fisheries, the mineral wealth, the lumber valuation, all go to swell the total wealth of Canada so that it mounts well into the big billions class.

CANADIANS have the money, they have the ideas, they have the desire and the tastes for the best of everything.

DAILY NEWSPAPERS published in Canada, with the Canadian viewpoint, the Canadian ideas and the Canadian angle on things reach Canadians IN THEIR HOMES, and manufacturers, co-operating with local merchants, through these daily newspapers complete the cycle in making the sale.

USE THESE DAILY NEWSPAPERS and watch your sales grow. It will prove more than gratifying.

PROVINCE OF ONTARIO									
Population 2,523,274									
Lines					Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		
Border Cities Star (Windsor).....	12,403	.03	.03	Kingston British Whig .....	(E) 6,237	.02	.015		
†Brantford Expositor .....	(E) 10,160	.025	.025	London Free Press .....	(MN&E) 41,610	.07	.06		
†Brockville Recorder-Times .....	(E) 4,225	.0179	.0197	Peterborough Examiner .....	(E) 5,900	.0193	.015		
Chatham Daily News .....	(E) 2,472	.01	.0071	St. Catharines Standard .....	(E) 8,006	.0275	.0175		
*Galt Reporter .....	(E) 3,955	.015	.0125	*Toronto Globe .....	(M) 87,296	.15	.11		
Guelph Mercury .....	(E) 3,315	.015	.01	Toronto Star .....	(E) 85,077	.14	.11		
*Hamilton Spectator .....	(E) 30,357	.055	.05	Toronto Star .....	(S) 65,763	.105	.09		
Hamilton Times .....	(E) 11,200	.035	.03	Toronto World .....	(M) 26,608	.09	.06		
				Toronto World .....	(S) 92,128	.12	.09		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
Lines					Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		
Montreal Gazette (3c-48 yr.).....	(M) 32,183	.085	.07	*Montreal Star .....	(E) 111,151	.13	.11		
*Montreal La Presse (2c per copy).....	(E) 154,905	.13	.11	Quebec Le Soleil .....	(E) 41,863	.06	.06		

# New York Advertising Situation

An interesting comparison showing the use of space by these twenty leading firms during the first six months of 1919

## Evening Newspapers

	World	Journal	Globe	Mail	Sun	Telegram	Post	Total
Abraham & Straus....	—	67,074	*15,700	—	46,748	—	—	129,522
Altman.....	83,263	84,040	84,020	82,849	84,479	81,789	80,777	581,217
Arnold, Constable....	—	—	50,473	50,071	47,785	—	44,287	192,616
Best.....	71,344	70,920	70,604	—	69,687	—	—	282,555
Bloomingdale.....	58,502	119,020	67,168	32,255	—	—	—	276,945
Bonwit Teller.....	45,631	43,526	43,582	35,976	43,539	—	4,918	217,172
Gidding.....	—	4,561	8,056	4,686	22,622	4,812	9,476	54,213
Gimbel.....	13,569	279,654	258,394	39,780	253,230	—	—	844,627
Hearn.....	162,044	162,709	117,972	105,535	110,418	97,710	1,262	757,650
Loeser.....	705	74,249	*15,822	7,227	53,135	17,241	—	168,379
Lord & Taylor.....	161,060	—	127,547	26,092	152,550	400	13,760	481,409
McCreery.....	175,219	—	93,663	105,088	159,011	19,216	9,318	561,515
Macy.....	120,785	234,812	229,216	174,366	—	189,142	64,256	1,012,577
Oppenheim, Collins....	114,987	115,122	111,511	—	59,274	—	4,644	405,538
Franklin Simon.....	57,686	59,570	22,936	27,725	59,189	—	11,544	238,650
Stanley & MacGibbons....	4,605	1,245	43,541	—	17,350	—	—	66,741
Stern.....	115,915	6,665	107,154	89,672	103,120	5,759	40,421	468,706
Stewart.....	600	37,885	51,941	—	22,994	—	—	113,420
Worth.....	99,645	101,477	100,448	—	—	82,862	—	384,432
Wanamaker.....	152,493	181,808	211,346	—	213,810	188,029	27,222	974,708
Total.....	1,438,053	1,644,337	1,831,094	781,322	1,518,941	686,960	311,885	8,212,592

\* Started with The Globe May 1st.

## Morning Newspapers—Six Days, Excluding Sundays

	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus.....	—	—	—	—	—	—	—
Altman.....	30,440	32,807	20,120	40,658	19,326	22,820	166,171
Arnold, Constable.....	—	1,960	—	—	—	41,043	43,003
Best.....	26,567	1,175	—	24,913	—	360	53,015
Bloomingdale.....	—	—	—	1,615	—	—	1,615
Bonwit Teller.....	2,783	—	3,960	8,608	—	8,529	23,880
Gidding.....	1,798	5,051	21,400	20,252	300	19,086	67,887
Gimbel.....	45,054	10,189	—	78,116	—	44,899	178,258
Hearn.....	3,955	3,649	820	2,618	96	3,564	14,702
Loeser.....	—	—	—	540	—	—	540
Lord & Taylor.....	12,802	—	4,864	40,018	4,581	752	63,017
McCreery.....	7,962	—	1,641	21,025	3,509	—	34,137
Macy.....	54,860	—	4,823	24,083	79,775	76,192	239,733
Oppenheim, Collins....	5,761	5,714	1,995	4,555	—	—	18,025
Franklin Simon.....	37,797	500	51,470	60,069	14,123	25,662	189,621
Stanley & MacGibbons....	495	—	—	—	—	—	495
Stern.....	36,263	9,964	7,045	35,914	7,935	—	97,121
Stewart.....	—	—	—	2,398	—	—	2,398
Worth.....	1,700	200	—	—	—	12,618	14,518
Wanamaker.....	6,390	3,575	175,296	—	118,570	125,286	429,117
Total.....	274,627	74,784	293,434	365,382	248,215	380,811	1,637,253

## Sunday Newspapers

	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus.....	21,640	58,240	22,199	39,902	22,206	27,165	191,352
Altman.....	40,100	39,659	42,085	41,713	42,309	41,630	247,496
Arnold, Constable.....	—	42,380	40,630	5,328	40,140	—	128,478
Best.....	2,281	4,200	—	46,446	—	—	52,927
Bloomingdale.....	39,805	57,138	—	42,123	—	—	139,066
Bonwit Teller.....	8,847	—	36,570	49,064	10,079	40,373	144,933
Gidding.....	8,406	8,602	11,886	11,556	9,198	9,382	59,030
Gimbel.....	83,796	84,390	—	111,359	—	81,732	361,277
Hearn.....	54,707	55,798	31,538	13,050	—	48,143	203,236
Loeser.....	23,475	50,680	21,906	34,619	26,309	24,135	181,124
Lord & Taylor.....	62,276	—	48,353	58,932	20,943	9,894	200,398
McCreery.....	87,954	—	62,952	91,231	44,876	—	287,013
Macy.....	63,638	65,424	60,736	—	66,166	62,651	318,615
Oppenheim, Collins....	43,454	43,166	21,892	38,745	—	—	147,257
Franklin Simon.....	23,336	1,458	67,132	83,983	28,998	69,711	274,618
Stanley & MacGibbons....	6,912	5,544	—	1,986	—	—	14,442
Stern.....	47,503	20,807	41,690	51,133	37,991	1,890	201,014
Stewart.....	4,224	—	6,314	35,595	9,247	—	55,380
Worth.....	39,102	24,050	642	522	660	22,400	87,376
Wanamaker.....	—	—	—	—	—	—	—
Total.....	661,456	561,536	516,525	757,287	359,122	439,106	3,295,032

It will be noted that The Globe leads all other evening newspapers and printed more of this business than all the six morning papers combined

Member  
A. B. C.

**THE NEW YORK GLOBE**  
JASON ROGERS, Publisher

NOW  
180,000

