



EDITOR & PUBLISHER



1919

The Oldest Publishers and Advertisers' Journal in America

1919

SUITE 1117 WORLD BUILDING, NEW YORK

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, OCTOBER 30, 1919

Vol. 52. No. 22



FRAZIER HUNT

Who Got the Peace Treaty For the Senate

Will Cable World News

Frazier Hunt's stories to **THE CHICAGO TRIBUNE** from the Archangel front aroused American sentiment to demand the recall of our soldiers from Russia.

Frazier Hunt as a **CHICAGO TRIBUNE** correspondent was the first American to enter bolshevik Russia, interview Lenine and Trotsky, and write first hand reports of conditions.

Frazier Hunt achieved one of the greatest scoops of history by bringing the peace treaty to the **TRIBUNE** in Chicago and later presenting it to The Senate of the United States.

THE CHICAGO TRIBUNE is now sending Frazier Hunt around the world, via Japan, Siberia, China, Philippines, India, etc., with a commission to find live news about *the world as remade by war*, and to **CABLE** at least two stories a week.

A wonderful field is opened to this enterprising reporter.

Cables will be sent regardless of expense.

Hunt may be depended upon to find great stories and write them, as he has done on every assignment covered in the past.

For Rights, Wire Syndicate Department

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

PENNSYLVANIA

Pennsylvania is proverbial for producing prodigious profits.

Pennsylvania people have been famous, for years, as people who grow rich rapidly.

The kind of fortunes made in Pennsylvania are, for the most part, the kind that are produced by labor.

The textile business, the iron industries, the steel industries, the coal mines and the great farms that make Pennsylvania so great are all propositions requiring great amount of labor.

This means that there are a tremendous number of people in Pennsylvania who work to produce the great wealth of the state.

They, in turn, are perhaps the best paid lot of workers in the country. This argues that they have ample means to gratify their desires for the good things of life, which in turn, means that Pennsylvania is a whale of a market for merchandise of all kinds.

Pennsylvania daily newspapers are producers. They are awake to their possibilities, and are constantly "on the job," ready, willing and able to cooperate with national advertisers in making themselves valuable in a business way.

These daily newspapers will produce handsome results for the money you spend with them in advertising.

	Circulation	2,500 lines	10,000 lines
Allentown Call(M)	23,146	.04	.04
†Altoona Mirror(E)	23,676	.05	.05
Altoona Times(M)	8,026	.025	.025
Bethlehem Globe(E)	6,685	.025	.025
†Chester Times and Republican(M&E)	14,177	.05	.04
Connellsville Courier(E)	6,774	.015	.015
*Easton Express(E)	12,044	.02	.02
Easton Free Press.....(E)	14,162	.0285	.0285
Erie Herald(E)	8,009	.025	.025
Erie Herald(S)	9,626	.025	.025
‡Harrisburg Telegraph(E)	28,910	.045	.045
‡Johnstown Democrat(M)	9,841	.03	.025
‡Johnstown Leader(E)	8,039	.015	.015
Lancaster Intelligencer and News-Journal(M&E)	22,183	.06	.06
Lebanon Daily News(E)	8,319	.0179	.0179
New Castle News(E)	13,014	.025	.025
Oil City Derrick.....(M)	6,213	.023	.018
‡Philadelphia Record(M)	123,277	.25	.25
‡Philadelphia Record(S)	133,680	.25	.25
Pittsburgh Dispatch(M)	55,055	.13	.08
Pittsburgh Dispatch(S)	55,208	.14	.14
Pottsville Republican(E)	10,865	.04	.03
Scranton Republican(M)	30,028	.08	.07
Scranton Times(E)	33,969	.08	.07
West Chester Local News.....(E)	11,590	.03	.03
Wilkes-Barre Times-Leader(E)	18,237	.05	.04
Williamsport Sun(E)	15,764	.05	.035
York Gazette(M)	14,310	.03	.03
Total	724,827	\$1.6494	\$1.5244
Government Statement, October 1st, 1919.			
*A. B. C. Report, October 1st, 1919.			
†A. B. C. Report, April 1st, 1919.			
‡Government Statement, April 1st, 1919.			

Seven Wonders of a Modern Newspaper.

1. *Its telephone connection*



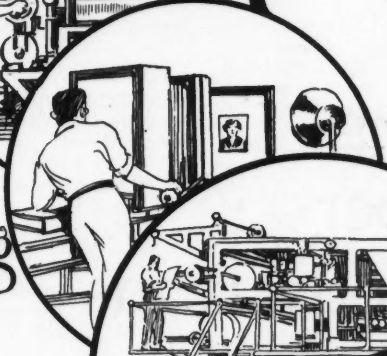
2. *Its telegraph Service*



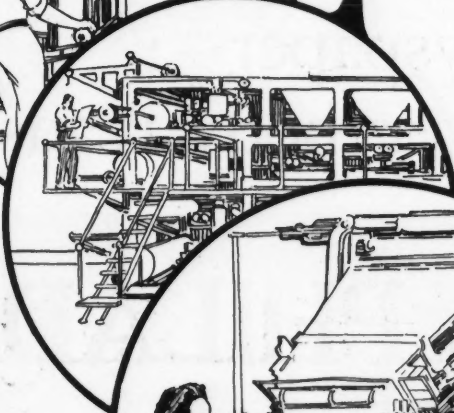
3. *Stereotyping*



4. *Photo-Engraving*



5. *Printing*



6. *Linotyping*



7. *Service*

Write or Wire



E.R. Higgins

Newspaper Enterprise Association

A Service - not a Syndicate.
CLEVELAND, O.

You can
at one cost
reach the greatest number
of possible consumers
in the Philadelphia territory
each day
by concentrating
in the newspaper
“nearly everybody reads”

The PHILADELPHIA BULLETIN

Net paid average for
six months ending
October 1st, 1919

446,311

Copies
a
day

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

The Philadelphia Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is the third largest in the United States.



EDITOR & PUBLISHER



Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52

NEW YORK, THURSDAY, OCTOBER 30, 1919

No. 22

EDITOR HENRY J. ALLEN HAD GOVERNORSHIP "THRUST UPON HIM" BY HOME FOLKS

Owner of Wichita Beacon Worked Hard to Win His Spurs as a Newspaperman, But Political Honors Came to Him Unsought—Built First Kansas Skyscraper as Home of His Newspaper

BY ELMER T. PETERSON

(EDITORIAL NOTE: Elmer T. Peterson, the brilliant young editor of the Wichita Beacon, who won for that paper the gold medal awarded by EDITOR & PUBLISHER for the best editorial on the Fourth Liberty Loan, has written—after much persuasion from this office—a simple narrative of the dramatic career of Governor Henry J. Allen, of Kansas. Mr. Peterson has felt that his close personal and professional relations with the Governor imposed upon him a policy of studied moderation in estimating Mr. Allen's genius. Governor Allen is, at this moment, an outstanding figure in our national life, logically in line for the highest political honors. Yet he is at heart, by training and temperament, a newspaperman and would probably be happier in guiding the destinies of his newspaper than in a post of greater prominence but of less power. EDITOR.)

"Well, the people of Kansas have just elected me governor."

"The — they have. How did they come to do that?"

Again Henry J. Allen had scored. He had been elected governor of Kansas by the biggest majority ever given a gubernatorial candidate, while he was in France with the Red Cross and the Red Triangle. He had been elected without having made a single political speech or written a single political letter or spent a single penny. All the work had been done by his friends. Again the versatile American system of government was functioning in its highly original way.

About ten or eleven years ago, after Henry J. Allen had been publishing the Wichita Beacon for two or three years, he looked at a livery stable on Main street. Hay was sticking out of the door of the mow. The rear end of the barn faced the Federal building, to the infinite disgust of the post-office employees. This monstrosity was only half a block from the busiest corner of the city, which was then a thriving place of 50,000 population.

First Skyscraper in Kansas

"There ought to be a ten-story building there," said Allen.

In the whole state of Kansas there was no building higher than five stories

at that time. People haw-hawed and pooh-poohed. "What does a newspaper man know about business?" they scoffed. "And where will the money come from?"

He went ahead and organized the Beacon Building Company, and, sure enough, there was a ten-story building, the first "sky-scraper" in Kansas, on the site of the old livery barn. The offices were snapped up in a hurry and the company has prospered. In this building is found the office of his newspaper, said to be one of the most complete and best appointed of its size in the United States.

Vision Good and Practical

Now there are three other buildings in Wichita the same size as the Beacon building. And office space is still a scarce commodity. Allen's vision was good and it was eminently practical.

The dramatic rise of Henry J. Allen from the estate of a poor chore-boy on a Kansas farm and a cub reporter on a small town daily to that of governor of one of the great states of the Union and big business man is typically American. His story, like that of all successful men who have battled their way to the top, is full of dramatic interest and it is likewise full of hard work and heavy, jolting knocks. Through it all he has preserved the youthful outlook and the adventurous spirit that is reminiscent of Roosevelt. William Allen White's book, "The Martial Adventures of Henry and Me," relating the lighter features of the first trip to France taken by Allen and White, is illuminating in this connection.

"Just Go Ahead," His Advice

Not one man in ten thousand would leave a large business enterprise in the hands of young assistants, cutting himself off beyond the vague, submarine-troubled mists of the Atlantic and burying himself in the wild Vosges or Argonne, on such a mission as that which called Allen to France in 1917. A newspaper is no ordinary enterprise. The path of the publisher is full of storms and maelstroms. A few false turns of the helm might wreck the ship.

I shall never forget the remarkable interview I had with him the day he left for France.

"Is there anything you have to suggest about our course or policy?" I asked.

"No, just go ahead," he replied.

Afterward it dawned upon me that this power to delegate responsibility to others is the rare quality that distinguishes the most successful admin-

A YOUNG reporter crouched in the loft of an auditorium in a Kansas town, peering through a small ventilator shaft and listening intently to what was going on down below. In the arena down there was a state gathering of the Farmers' Alliance—that remarkable organization which gripped some of the plains states in the eighties and nineties.

It was a secret meeting, as were all the Alliance meetings in those days. Pass-words and secret "work" were employed with almost religious fervor, as in regulation "lodge" meetings. It was a heinous offense to give away the secrets, and representatives of the hated Republican party especially were anathema.

Why He Was in a Hurry

The next day, to the horror of the delegates, the Salina Journal, a Republican newspaper, came out with a complete account of the Alliance meeting. The young reporter had been unable to get the open covenants openly arrived at in the usual way, and so he went and opened the covenants himself, in his own way, by the expedient of secreting himself in the loft. Henry J. Allen had scored his first big "beat."

Skiping a few scenes in the play, let the curtain rise at Sommedieue, France, a few days after the signing of the armistice.

A divisional Y. M. C. A. director, with Argonne mud still on his uniform, is talking earnestly with Major General Traub of the 35th Division. "I've got to go home right away, General."

"Why all this hurry?"



HON. HENRY J. ALLEN

Governor of Kansas, a Life-long Newspaper Man.

istrator, and I understood why his instructions were so simple.

I asked him about his political prospects. He said a few perfunctory words about general political affairs, but within two minutes was back on his favorite and all-absorbing subject—the war. It was literally and exactly true that he had cast aside all thoughts of politics and business success and cared only for the great cause in which he was to have a part. A new and astonishing phase of human nature had revealed itself to me.

He was off to the war, and the first thing he did was to establish the Home Communication Service for the Red Cross—the bureau which kept the soldiers in touch with the home folks, whether they were sick, in trouble or in enemy prison camps. He cut red tape right and left and soon had the bureau going. This activity fully organized, he resigned and turned his restless energy to the Y. M. C. A. service for the 35th Division—the home boys from Kansas and Missouri who were just then crossing the Atlantic.

"Was Going Toward the Front"

He went with them to the Vosges, and there he did a lot of the hewing of wood and drawing of water that is necessary in such service. He became ill and nearly died with diphtheria while there. Recovering, he went with the division to the Argonne. As to his service there, he would never affirm or deny, but a light was thrown on the subject last winter when Major Salisbury, a Democrat, by the way, spoke before a body of politicians hostile to Allen. Taking it for granted that because of politics Salisbury would give Allen a little the worst of it, they asked him about the governor's service in the Argonne.

"Which way was he going when you saw him?" they asked, and settled themselves for a laugh.

"He was going toward the front when I saw him last," was the solid reply. "I saw him under fire a great many times, and he performed fine service for the soldiers."

A sudden silence fell upon the group, and the subject was changed.

Henry J. Allen became interested in newspaper work and politics when a reporter on the Salina Journal, where he went upon the completion of his college course. Restlessly seeking an outlet for his boundless energy and ambition, he acquired interest in or complete ownership of several papers in succession, among them being the Manhattan Nationalist, where he invested his tiny savings, the Ottawa Herald, the Parsons Sun and the Garden City Telegram. Selling the Ottawa Herald, he went to Wichita and bought the Beacon in 1906. It was a struggling newspaper of about 6,000 circulation, published in an out-of-the-way second floor location. Now it has more than 40,000.

Always a Fighter

Shortly after he landed in Wichita, he got into the municipal hurly-burly and came out against the open saloons that were then running in open defiance of the Kansas prohibitory law.

His opponents snarled and jeered, "If Allen has his way the grass will be growing in the streets of Wichita within two years."

With that unanswerable and unquenchable humor that is familiar to all who know him, Allen wrote editorials advocating the purchase of a lot of municipal mowing machines and the establishment of a municipal hay-market.

He was once summoned as a witness in a vital liquor case. The attorney for the liquor interests, a local politician of great bulk, stood close to Allen, thrust his face at him and shouted, "State your name to the court."

"Pardon me," was the soft answer. "Would you mind repeating the question?" There was a titter in the court room.

"State your name," howled the attorney, with his face almost against Allen's.

With an innocent smile, the witness turned to the judge. "I am hard of hearing," he said. "If it please the court, I would like to have the question repeated."

Drove Out Saloons

The judge, jury and crowd all burst into a loud guffaw. The liquor attorney forgot his other questions and sat down.

The saloons finally were driven out, and Wichita prospered greatly.

He began a campaign for the commission form of government, and the movement succeeded. Becoming interested in the city manager plan as an improvement over commission government, he led the fight for that form, and now Wichita is one of the American cities employing this efficient method of government. The city made a saving of ten times the manager's salary on a single contract, due to the workings of the new regime.

Henry J. Allen and Theodore Roosevelt had many points of contact and many traits in common. They were always together politically and were similar in views and aspirations. In the Progressive national convention of 1912 he was selected as Roosevelt floor leader and interpreted the aims of the convention in a speech which attracted national attention.

Like Roosevelt, Allen has courage and refuses to truckle to expediency or local prejudices. While a prospective candidate for governor he took the breath of the Kansas cattlemen away when he told them in their annual convention that the proposition to limit herds and get bigger prices thereby, advocated by one of their leading speakers, was unpatriotic and selfish. This was in an address of welcome to their state association in Wichita.

His Remedy for Bolshevism

Only a short time ago he gave an address of welcome to the Kansas department of the American Legion. In his introductory remarks he said he had been warned repeatedly not to touch on the bonus question, as it was a ticklish one for a politician to handle. He then proceeded to take the lid off, and frankly told the soldiers to "let it alone" and not ask for bonuses. It would have been far easier to have uttered glittering generalities, but he faced the issue squarely.

He spoke at Lindsborg, Kansas, where the great majority of the population are of Swedish descent or birth, to a national gathering of Swedish Lutheran church officials. His subject was Americanism, and he told his audience frankly that they should do away with the Swedish language in their official meetings as quickly as possible and use the American language. The conservatives were astounded at his point-blank statements, but before the meeting was over he had won his audience to his point of view.

Governor Allen's hobby is "Plant the Farmer in the Soil." He is trying to encourage home-owning. In France he saw the insidious tides of German socialistic propaganda rush three times

against the French population, only to fall back, defeated of their object, because nearly 90 per cent of the French farmers owned the soil they tilled. He believes that the surest preventive and cure of the Bolshevist spirit is home ownership. The Kansas constitution needs bringing up to date. Its limitations as to taxation classification are narrow and unjust. It does not allow the state to encourage farm ownership through farm loans. Therefore two amendments recommended by Governor Allen are to be voted upon next year—one to permit a change in tax laws and the other to permit the state to loan money out of the school fund to tenants who wish to own farms. These amendments, together with a vigorous good roads campaign and a movement for better rural schools constitute his program for adding new strength to the agricultural population.

Farm tenantry and absentee landlordism has increased alarmingly in Kansas because of the defects in the organic law. He wants to see his state a state of home owners, in the city as well as in the country. He is going at the fundamentals of economic and industrial unrest.

Courage, business acumen, a statesmanship that unhesitatingly looks far across oceans to the problems beyond, the saving American grace of humor and a constructive planning for a great America and a greater Kansas characterize the Henry J. Allen of today. Practical and successful business men with broad vision are needed in the days of reconstruction, and this man, who has fought his way up from the dead level of the crowd, is playing an important part in the rapidly shifting action of the modern world drama.

A "COUNTRY GENTLEMAN" CIRCULATOR

J. W. SCHULER, late of the circulation department of Scranton (Pa.) Times, has just gotten nicely settled in his home at Elmhurst nearby—a home that put him in the class frequently referred to as "country gentlemen", when Walter E. Clark, former governor of Alaska and present owner of the Charleston, (W. Va.) Mail, heard about his work and decided that the capital of the Mountain State needed him.



J. W. SCHULER

Mr. Schuler heard former Gov. Clark's call and responded immediately, as he is still young, industrious and ambitious and has spent about twenty years preparing to become a circulation manager who knows "how." That job is now his on the Mail and the new field of his activities includes a city of 40,000 with a rich and populous suburban territory.

Scranton has always been home to Mr. Schuler, but he says that he is going to like Charleston because he likes his start. He began work on the old Scranton Tribune about 20 years ago. His first job was carrier boy. Shortly afterward he joined the Times and remained with them until a few weeks ago. He held practically every position in the circulation department of that paper and during the war was in charge.

ORGANIZATION WORK GOES FORWARD

President Stokes Finds Michigan Editors, Detroit News Writers and Journalism Teachers Interested in "St. Louis Plan"

Richard L. Stokes, president of the St. Louis Association of Journalists and provisional President of the newly organized American Journalists' Association, informs EDITOR & PUBLISHER that the prospects are bright indeed for the quick growth of the national body through the formation of local chapters under "the St. Louis Plan."

At the meeting of Michigan editors and teachers of journalism at Ann Arbor last week Mr. Stokes delivered an impressive address, outlining in detail the critical economic conditions among St. Louis news writers during the past year, and the spirit of unrest which was taking hold of the men. He told how this led to many conferences as to plans of organization, and of the gradual development of the principles which are embodied in the rules and regulations as finally adopted.

The Michigan editors, and the 200 journalism teachers, Mr. Stokes says, were deeply interested in the movement and active co-operation was promised. One of the most enthusiastic supporters of the new organization is George A. Osborne, editor of the Sault-Ste-Marie News, and son of former Governor Chase S. Osborne. Mr. Osborne has consented to serve as one of the two national officers for Michigan. It is expected that a Detroit man will be chosen as the other Michigan representative.

Mr. Stokes addressed two meetings of Detroit news writers, representing the four daily papers of that city, and found them deeply interested in the plan. At one of these meetings Harold Callender, editorial writer on the News, was chosen chairman. The work of forming Detroit chapters is going forward, meetings having already been held for the purpose of inaugurating the work.

"The thanks of all newspaper men of the country," says Mr. Stokes, "should be extended to EDITOR & PUBLISHER for the alertness with which it grasped the possibility of a national organization of their profession, far ahead of any other publication, and for the energy and generosity with which it has espoused the plan. If the idea succeeds it will be due in large part to the fervent championship and widespread publicity which EDITOR & PUBLISHER has extended, without the least solicitation, to the movement."

\$16-\$20 DEMAND IN ROCHESTER

Employers' Offer of \$6 Refused by Printers

ROCHESTER, N. Y., Oct. 26.—Union printers here today, by a vote of 136 to 0, rejected the employers' counterproposal, in answer to their recent demands of \$44 a week for day workers and \$48 for night workers. The employing printers offered \$34 for day work and \$37 for night work.

No arbitration is provided for in the agreement with the employers, which is effective until November 1, and sentiment favors a strike. The employing printers have thirty days' grace in which to meet the printers' demands or negotiate a new contract. The present scale is \$28 a week.

The contracts of newspapers and job and commercial shops expire on November 1 and they are alike affected by the printers' demands. The publishers believe the entire proposition will go to arbitration.

WELFARE OF WHOLE FIELD OF ADVERTISING IS PRIME REASON FOR A. A. A.

Harry Dwight Smith, New President, Seeks and Welcomes Earnest Co-operation of Newspaper Publishers in Special Statement to EDITOR & PUBLISHER on Taking Office—Announces National Chairmen

BY J. H. WEBB

CLEVELAND, OHIO, Oct. 24
HARRY DWIGHT SMITH of the advertising agency of Fuller & Smith, occupying nearly all of the fifteenth floor of the big Guardian Building, this city, today outlined to the EDITOR & PUBLISHER his idea of the duties of the president of the American Association of Advertising Agencies.

Mr. Smith returned from Boston, where he was elected president of the association, full of "pep, vim and vigor," and buckled down to work in his usual modest way.

Small in build, quick and keen of perception, modest as a school boy, appreciative of real service, he is no advocate of "personal publicity."

Name Is a Personal Trade Mark

"I have but one real hobby, if I may call it such, in a personal way in connection with my advertising agency business," he said, when he declined to be "mugged" for a newspaper picture. "I always sign my full name—Harry Dwight Smith—whether I am signing letters, checks or even receipts for express packages.

"This name is my personal trademark. You know, there are quite a number of Smiths in this country and their initials are varied—so I do not use my initials—but sign 'Harry Dwight Smith.'

"The day of the flannel-mouthed advertising man is gone. Service and results are what do the trick now. Personal publicity-seekers are not in favor with the rank and file of members of our association. I, for one, am opposed to personal publicity and do not seek it."

In discussing his duties as president of the association Mr. Smith said:

Realizes Responsibilities

"In accepting the election to the presidency of the American Association of Advertising Agencies, I fully realize the grave responsibilities laid upon me. To follow through on the splendid administration of William H. Johns is no small task, but I am planning to give unstintingly of my time and effort, and I know I can rely upon the whole-hearted and unanimous support of the one hundred and seventeen agencies represented in our association.

"The unity of purpose and the unselfish team work of the constituent members and of the executive board and standing committees, throughout the first two years of our existence, will continue to be the association's greatest strength, and can be taken by readers of EDITOR & PUBLISHER as the best indication that the association will show commendable progress for years to come—no matter who may head the organization as president.

"In all of the association's deliberations and activities our prime motive has been to consider the welfare of the whole field of advertising. We recognize fully the law of business that, whatever is right and best for the

entire advertising industry will be right and best for each factor within the industry.

"Our judgments must be based on this sound principle. It can never be simply a question of what is good for agencies or for newspapers, or for any other group of advertising interests, but rather what is good for the whole course of constructive advertising and for its permanent benefit.

"When reviewing the work of the past, this broad motive is clearly indicated, and I can assure you that it is so deeply imbedded in the minds of those who guide the association's work that it will prevail throughout all future activities.

"We seek and welcome the earnest co-operation of newspaper publishers in whom we see a ready acceptance of this same motive.

"I bespeak on behalf of the association the fullest co-operation from publishers with the work of our standing committee on newspapers, now headed by A. W. Erickson of the Erickson Company, New York, as national chairman, and with our standing committee on circulation, of which Paul V. Troup of Lord & Thomas, of Chicago, is national chairman.

"The Association contact with newspaper publishers will be mainly through these two committees, which represent but two of the twelve standing committees of the association. The diversity of these twelve committees indicates the scope and all-embracing character of our work, a list of which, with the national chairmen for the current year, follows:

Committee Chairmen for 1920

AGENCY SERVICE: Mac Martin, Mac Martin Advertising Agency, Security Building, Minneapolis, Minn.

AGENCY SYSTEMS AND FORMS: Newcomb Cleveland, the Erickson Company, 381 Fourth avenue, New York.

CIRCULATION: Paul V. Troup, Lord & Thomas, 5 South Wabash avenue, Chicago.

NEWSPAPERS: A. W. Erickson, the Erickson Company, 381 Fourth avenue, New York.

MAGAZINES: W. C. D'Arcy Advertising Company, St. Louis.

AGRICULTURAL PRESS: H. H. Charles, Charles Advertising Service, 23 East 26th street, New York.

TRADE PRESS: Robert Tinsman, Federal Advertising Agency, Inc., 6 East 39th street, New York.

OUTDOOR AND STREET-CAR ADVERTIS-

ING: G. C. Sherman, Sherman, Sherman & Bryan, Inc., 79 Fifth avenue, New York.

FINANCE: C. R. Erwin, Erwin & Wasey Company, 56 East Washington street, Chicago.

EXPORT: Bayard W. Barton, Critchfield & Co., 223 West Jackson Boulevard, Chicago.

MEMBERSHIP COMMITTEE: Paul E. Faust, Mallory, Mitchell & Faust, 189 West Madison street, Chicago.

WHOLE WORLD LOOKS TO AMERICA

So Declare Dr. F. H. Stead and Frederick W. Wile, English Writers, Now Visiting Philadelphia

PHILADELPHIA, PA., Oct. 24.—Two representative Englishmen—one a newspaper man and the other a brother of one of England's most noted journalists, were in Philadelphia this week. Both talked of the situation that has developed in Europe since the war.

Frederick W. Wile, American newspaper man, who has spent twenty years in Europe as a correspondent of English and American newspapers, pleaded for a correction of the "American misunderstanding."

Misunderstanding Hurts

"I urge American business men," he said, "that until Germany as a nation shall unmistakably show her repentance, you consider it as a felony for any man, woman or child to buy one dollar's worth of German-made goods."

In speaking of the "American misunderstanding" of the English, he urged that the children of America be informed that George III was a German and never learned to read or write English. He also suggested that the school child be taught that the acts of oppression which led to the Revolution were not approved by the English people and that the British public today deplores the unwise English policy which resulted in the revolt against the home government.

Mr. Wile insisted that the solution of the Irish question lies mainly in the formulation of a definite, constructive program which all Ireland will approve.

America's Position Unique

Dr. Francis Herbert Stead, brother of the late W. T. Stead, who went down on the Titanic, declared that if America does not take its place as the "leader of the world, there will follow another war even greater than the one we have just passed through."

"This war, if it should come, would strike America and England a terrific blow," said Dr. Stead. "America's position is unique and it requires that this country be the salvation of the world—humanely speaking. The entire world is looking to America for leadership and to take the part that present-day history has assigned to it."

PREPAREDNESS

BY JOSEPH P. BARRY
 OF THE NEW YORK TIMES.

THREE years ago the American people were participating in huge parades and other demonstrations signifying their desire for war-preparedness. It would not be out of place now if similar demonstrations were held, urging upon the people preparedness for the readjustments which will inevitably take place in the next few years, as an aftermath of the war.

The publishing industry is enjoying an era of extraordinary prosperity, despite the high cost of labor and material. Nevertheless, now is the time for the publisher of vision to think clearly of the future, and to realize that the present prosperity is hectic, and cannot, and will not endure.

The sooner he realizes that the rainy day will follow as inevitably as day follows night, the better prepared will he be to weather the storm when it comes.

Record volumes of advertising are being reported from all over the country, until it almost becomes monotonous; circulations at higher prices have been maintained, and in many cases, increased. While there is every reason to believe that this prosperity will continue for at least another year, is it not a safe and sane policy for every publisher to "dig in" now while the "digging" is good, so that a few years hence—it may be 10 years hence—when the pendulum swings the other way, he will be so entrenched that he can hold his own without any undue strain?

Of course circulation increased during the war; occasional newspaper readers became steady readers, and many people who took one newspaper daily, now take two; the point is, will they continue to do so when the news is less sensational? It is my belief that publishers can hold their circulations only by making greater efforts than ever to publish good newspapers, and by giving the best service that money can buy to their readers.

It is easy to understand that during the war a man would walk several blocks to buy a newspaper who in normal times would rather go without it than make such an effort. There is still room for tremendous improvement in the service given by most publishers, and those who increase their appropriation for service now will reap big dividends when the lean years come.

This is the psychological time for each publisher to work as he never did before to marshal his forces for the coming fight.

Prosperity is the deadly foe of efficiency. Do not allow it to undermine the efficiency of your organization.

ROUND TABLE TALKS FOR AD MANAGERS

Chicago Convention Discussions Grouped for Benefit of All Classes of Newspapers in National Association

Round-table talks, classified according to population of the cities represented, will be the main feature of the convention of the National Association of Daily Newspaper Advertising Managers at the Congress Hotel, Chicago, on November 10 and 11. Monday afternoon will be given over to the round-table discussions, which will be grouped as follows:

Advertising managers representing newspapers in cities of 25,000 to 100,000.

Advertising managers representing newspapers in cities of 100,000 to 200,000.

Advertising managers representing newspapers in cities of 200,000 to 300,000.

Advertising managers representing newspapers in cities of 300,000 upward.

General sessions will be held on Tuesday, concluding with the election of officers.

The officers of the association are:

President, H. A. Ahern, New York Journal; first vice-president, Rowe Stewart, Philadelphia Record, second vice-president; J. B. Woodward, Chicago Daily News; secretary-treasurer, E. W. Parsons, Chicago Tribune.

Board of Directors—W. G. Bryan, chairman, New York American; Wm. McKay Barbour, New York Globe; W. C. Rogers, Boston Transcript; E. L. Clifford, Minneapolis Journal; George M. Burbach, St. Louis Post-Dispatch; Otis Morse, Detroit Free Press; Charles Miller, Atlanta Georgian; H. R. Young, Columbus Dispatch; F. R. Hussey, Chicago Evening Post; A. A. Carrington, Omaha Bee; H. A. Roberts, Cleveland Plain Dealer; H. E. Grant, Milwaukee Journal; Rowe Stewart, Philadelphia Record; J. B. Woodward, Chicago Daily News; E. W. Parsons, Chicago Tribune; H. A. Ahern, New York Journal.

AUGUSTA CHRONICLE SOLD

T. A. Hamilton Buys Control From Thomas W. Loyless

(By Telegraph)

AUGUSTA, GA., Oct. 28.—Thomas W. Loyless, president and editor of the Augusta Chronicle, yesterday sold his controlling stock of 850 shares in the Augusta Chronicle Publishing Company to Thomas A. Hamilton, formerly managing editor of the Augusta Herald. Mr. Hamilton will take charge as editor and manager on November 1. R. S. Carver recently sold his interest in the Chronicle and purchased the Wilmington (N. C.) Dispatch.

Mr. Loyless, with R. H. Cabiniss, former business manager of the Atlanta Journal, bought the Chronicle in 1903. Upon Mr. Cabiniss' retirement in 1905 Mr. Loyless became editor and manager. Since 1916 he has been associated with R. L. McKinney of the Macon News in the ownership of the Columbus (Ga.) Enquirer-Sun.

Mr. Loyless has not made any definite plans for the future, but states that he will probably re-enter the newspaper business later on.

HOLDERNESS ELECTED

Creel and Hawes Speak Before St. Louis Ad Club

(By Telegraph)

ST. LOUIS, Oct. 28.—Marvin E. Holderness, vice-president of the First Na-

tional Bank, today was elected president of the Advertising Club. He headed the "Winners' Ticket," which carried all offices but one—Charles R. Ketchum, advertising manager of the Semi-Weekly Republic, being made secretary. The other officers are: First vice-president, Arthur Siegel; second vice-president, Edward Mead; third vice-president, Frank W. Swann; treasurer, D. R. Ruebel.

George Creel, former chairman of the Committee on Public Information, was the principal speaker at the dinner that followed. Richard S. Hawes of St. Louis, president of the American Bankers' Association, pledged the support of the association to the vigilance work conducted by the Associated Advertising Clubs of the world.

FAR EAST VIEWS ON SCREEN

Scholz Will Describe Tour at Dinner in His Honor

Stereopticon views of the Orient, with short descriptions bearing on business and financial, as well as scenic, aspects, will be shown by Emil M. Scholz, former publisher of the New York Evening Post, at a dinner to be given him by his intimate friends at the New York Athletic Club on November 1. Harry Ahern, advertising director of the Evening Journal, will be toastmaster, and among the speakers will be David Lawrence, head of the Lawrence Syndicate, Washington, D. C.; Oswald Garrison Villard, formerly editor of the Evening Post, and James Wright Brown, publisher of *EDITOR & PUBLISHER*.

About sixty of Mr. Scholz's intimate friends in the New York newspaper field will be at the tables, and other guests will include John B. Woodward, advertising manager of the Chicago Daily News; R. L. McLean, of the Philadelphia Bulletin; Truman A. DeWeese, advertising director of the Shredded Wheat Company, Buffalo, and Robert Adamson, head of the Guardian Advertising Agency, New York.

NEW YORK AD MANAGERS SHIFT

Caruthers Promoted on Tribune When Alexander Joins Sun

F. Porter Caruthers has been appointed advertising manager of the New York Tribune, succeeding Edgar M. Alexander, who has gone to the Evening Sun as advertising manager. The Evening Sun post has been vacant since the death of Frank McLaughlin in July.

Mrs. Ogden Mills Reid continues as director of advertising of the Tribune. Mr. Caruthers' successor in charge of the Tribune's rotogravure advertising has not been announced.

Progress on New Pacific Cable

Clarence H. Mackay, head of the Postal Telegraph and Commercial Cable Company, on arrival home from Europe, October 27, said: "The principal object of my trip," he continued, "had to do with a new cable under the Pacific to Japan and I have every reason to hope that it will be finished in two years from now. All we are waiting for now is the designation by the Japanese Government of landing points in Japan." Mr. Mackay added that the cost of laying cable had increased 100 per cent. since 1914.

Another Class for Blanchard

A class in advertising has been opened in the Brooklyn Central Y. M. C. A., under the direction of Frank L. Blanchard, who is secretary of the New York Advertising Club and conducts a similar course at the 23d street Y. M. C. A. in New York.

Sixty Periodicals to Resume Publication

New York Printers League Helps Publishers to Produce Papers Outside of City

Sixty New York periodicals have arranged to resume publication, printing outside of New York, some of them permanently and others until the local printing labor situation is straightened out. The Literary Digest has also secured several additional converts to its method of printing from plates photographed from original typewritten sheets, among them the Scientific American, American Machinist, Independent, Musical Courier, Nugents' Bulletin, Dress Essentials, American Art News, New Success, Paper Mill, and Magneto Bulletin. The Dry Goods Economist and several other trade papers are being mimeographed.

This out-of-town printing work is being done with the consent and assistance of the Printers League, which helped the publishers to make the necessary connections in many shops east of the Mississippi River. The cities helping out are Boston, Chicago, Cleveland, Cincinnati, Philadelphia, Harrisburg, Newark, San Francisco, Dayton, Yonkers, Albany, Jamestown, N. Y.; Stamford, Conn.; Worcester, Cuttstown, Pa.; Scranton, Baltimore, Schenectady, Springfield, Ohio; Paterson, Scarsdale, N. Y.; Hartford and Poughkeepsie.

While the situation is still tangled, it was announced by the Printers League late this week that several shops had reopened with union compositors and pressmen. Efforts are still being made by the Pressroom Executives' Association, composed of pressmen foremen, to

AD AGENCY COPY MEN COMING INTO THEIR OWN

F. R. FELAND, who has been elected a director of the George Batten Company, New York, hails from old Kentucky and gained his first experience in newspaper lore in that state, which he still has cherished recollections of, though he has lived East for some years.

Mr. Feland started his career on a country weekly, for which he gathered local items, and then came back to the office and set type. At the age of twenty-one he went to work for Elbert Hubbard in East Aurora, N. Y., as a compositor, and here also, he studied advertising under the celebrated Felix Shay.

In 1909, he decided to try his fortune in New York, and to this city he came, serving for six months with the Federal Advertising Agency, from which he tells with a touch of humor that he was fired. "Then, I came to the George Batten Company, and I have been here ever since," said Mr. Feland. Continuing he said: "It is interesting to note that there is a general trend in all agencies at the present time to promote the writers and preparers of the copy, formerly, honors went to advertising solicitors, but at last the copy man is coming into his own."

Mr. Feland is the head of the copy department of the George Batten Company.



F. R. FELAND

compose the differences between the international and local unions of the pressmen, but success had not attended the negotiations up to the time *EDITOR & PUBLISHER* went to press.

Strike benefits were paid this week by Typographical Union No. 6 to its members who are enjoying "vacations." The 10 per cent. assessment which was laid on all members of "Big Six" is enabling the union to pay a benefit of \$10 a week to the members of the Book & Job Men's Relief Association, which the union organized among its vacationing members.

Boston Pressmen Censor Life

BOSTON, Oct. 28.—Pressmen of the Chapple Publishing Company, who were working on *Life*, discovered a cartoon, which they considered a reflection on organized labor, and refused to continue on the edition until the cartoon was eliminated.

MISS WHEAT AGAIN PRESIDENT

St. Louis Ad Women Elect New Slate With One Exception

(By Telegraph)

ST. LOUIS, Oct. 28.—The Women's Advertising Club of St. Louis yesterday unanimously re-elected Miss Mary Wheat, owner of Miss Wheat's Letter Office, president.

Other officers were elected as follows: Mrs. Julia Shipley Carroll, the Dry-goodsman, vice-president; Miss A. E. Reiss, Overland Automobile Company, secretary; Miss Elsa Queller, First National Bank, treasurer; Miss Anita Moore, chairman program committee; Miss Louise Lenoir Thomas (re-elected), chairman membership committee; Miss V. A. L. Jones, chairman publicity committee; Miss Mary Semple Scott, chairman education and extension committee; Miss Oliva Brueggeman, chairman auditing committee.

Hugh McVey Heads Ad Agency

WICHITA, KAN., Oct. 29.—Hugh McVey, former advertising counselor of the Capper Publications, is head of the Southwestern Advertising Company. Allen B. Russell, who merged his advertising business with the new organization, is business manager; C. E. Seward, formerly of the Capper Engraving Company, is head of the art and catalog department, while R. R. Glenn heads the copy staff. The local company has affiliation with the Southwestern Advertising organizations of Dallas and Oklahoma City.

Harry C. Rook Dead

(By Telegraph)

PITTSBURGH, Oct. 28.—Harry Coffey Rook, secretary of the Dispatch Publishing Company and manager of the Philadelphia branch office of the Dispatch, died at Philadelphia this morning, aged 49 years. He was the youngest son of the late Alexander W. Rook, one of the founders of the Pittsburgh Dispatch, and a brother of C. A. Rook, who is now president and editor of the Dispatch.

Barton Goes to Europe

Robert Barton, assistant manager of the American Express Company, New York, has gone to Europe to fill the position of advertising manager there for the company, with offices at 11 Rue Scribe, Paris. Leslie W. Rowland has been appointed assistant advertising manager to fill the vacancy left by Mr. Barton's appointment.

A. N. P. A. MAY CALL FOR WAR RESTRICTIONS TO AVERT PAPER DISASTER

Paper Committee and Directors, Finding Increased Supply Impossible, See Modified War Industries Board Regulations and End of All Waste as Only Method of Keeping Demand Within Amount Available

IMMEDIATE voluntary reapplication of the war restriction measures of 1918, as the only adequate means of meeting the present newsprint shortage crisis, may be urged upon members of the American Newspaper Publishers' Association as the result of a meeting of the paper committee and board of directors of the A. N. P. A., held in New York on Tuesday.

The officials sat in executive session for an entire day, listening to reports of shortage conditions from all parts of the country, and considered ways and means to meet them. At the close, it was stated to **EDITOR & PUBLISHER** by one of those who took part that re-adoption of the War Industries Board regulations of 1918, modified somewhat perhaps to meet peace conditions, seemed to offer the only feasible source of possible relief.

Conceding that there is no possible means of increasing the paper supply so that it can even approximately meet the demand caused by the unexpected and unheard of advertising now being placed in the daily papers, the A. N. P. A. leaders determined to make the paper now available go as far as possible by the absolute elimination of print paper waste in all departments of a newspaper—editorial, advertising, circulation and mechanical.

A bulletin will be sent out at once from New York headquarters of the A. N. P. A. calling attention to the gravity of the situation, urging publishers to keep out of the market in order to stabilize at a lower level the price of what little paper there is on the "spot market" and to again put in force in their plants the rules promulgated last summer by the War Industries Board, for the elimination of wasteful practices in circulation and of all editorial matter except that which is absolutely necessary.

"We are faced with the problem of making two suits where there is colth for only one." Lincoln B. Palmer, general manager of the A. N. P. A., told **EDITOR & PUBLISHER** after the meeting. "We can get no more paper than we now have and it is likely that the demand will continue to exceed the supply. Elimination of all uses of paper not essential is the only way out."

The regulations enforced during the regime of the War Industries Board were as follows:

Wasteful Circulation Practices

Discontinue the acceptance of the return of unsold copies.

Exceptions—Employees of newspapers who are employed directly at the home office by a newspaper, as wholesale distributors to newsboys, news agents and news stands, may return unsold copies, provided such unsold copies have not been in the possession of news boys, newsstands or retail dealers. Such employees cannot take back, under any consideration, papers which have already been distributed for sale.

2. Discontinue sending paper after date of expiration of subscription, unless the subscription is renewed and paid for.

3. Discontinue the use of all samples or free promotion copies.

4. Discontinue giving copies to anybody except for office-working copies or where required by statute law in the case of official advertising.

Exceptions—Copies may be given free to employes of newspapers if such is the present practice of the office.

Copies may be sent to the library of Congress and to state or other public libraries which will agree to bind or otherwise preserve the files of the paper; also to Government departmental libraries.

Copies may be given free in return for actual service rendered.

Copies may be sent free to clipping bureaus which render an equivalent service to the newspaper.

Copies for service purposes only may be sent free to newspaper correspondents and press bureaus.

5. Discontinue giving free copies to advertisers, except not more than one copy each for checking purposes.

Exceptions—And advertiser who customarily places advertisements with the newspaper in at least four issues each week and advertising agencies from whom the publisher receives advertising regularly may be put on the regular mailing list to facilitate handling in the mailing room.

Copies must not be sent as a means of advertising the newspaper itself to advertisers or advertising agencies from which the publisher does not receive business regularly.

6. Discontinue selling advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount.

7. Discontinue the arbitrary forcing of copies on news dealers (i.e., compelling them to buy more copies than they can legitimately sell in order to hold certain territory).

8. Discontinue the buying back of papers at either wholesale or retail selling prices from dealers or agents in order to secure preferential representation.

9. Discontinue the paying of salaries or commissions to agents, news dealers or newsboys for the purpose of securing the equivalent of the return privilege.

10. Discontinue all cash discounts or bonuses to wholesale or retail dealers.

11. Discontinue all free exchanges.

12. Reading matter consists of all matter printed, except paid advertisements and the following schedules are based upon a standard column of 300 agate lines.

Weekday Editions

13. Reduce reading matter up to 50 columns 5 per cent.

14. Reduce on additional space over 50 columns and not over 70 columns 15 per cent.

15. Reduce on additional space over 70 and not over 90 columns 15 per cent.

16. Reduce on all additional space over 90 columns 50 per cent.

Sunday Editions

17. Reduce reading matter up to 150 columns 10 per cent.

18. Reduce on additional space over 150 columns and up to 200 columns 20 per cent.

19. Reduce on additional space over 200 columns and up to 250 columns 30 per cent.

20. Reduce on additional space over 250 columns up to 300 columns 40 per cent.

21. Reduce on additional space over 300 columns up to 350 columns 50 per cent.

22. Reduce on all additional space over 350 columns 60 per cent.

SCRIPPS EDITOR HONORED

Frank Rostock Is Decorated by King Albert

CINCINNATI, Ohio, Oct. 29.—One American editor lost his level-headed poise for a couple of minutes during the visit of King Albert of the Belgians. His name is Frank Rostock and his paper is the Cincinnati Post.

It happened when one of his reporters called him on the telephone and told him that the King wanted to see him at once up at the Music Hall. The reporter was called upon to do some fine explaining before Mr. Rostock made the journey—and he did it.

King Albert shook hands and then decorated Editor Rostock with "The



FRANK ROSTOCK

Albert Medal," remarking at the same time to the assemblage:

"Mr. Rostock, I give you this as a token of the appreciation of the people of Belgium of the fearless attitude of the Cincinnati Post during the war as to our enemies."

Rostock thanked him, was introduced to the Queen and others—and then found an open door leading to an alley.

MUST FIX SIZES AND STICK TO THEM

Vice-President Foster of S. N. P. A. Tells of News Print Conditions in South—He Is Saving 10 Per Cent.

Marcellus E. Foster, president of the Houston Chronicle Publishing Company, Houston, Texas, is in New York, following a meeting of members of the Southern Newspaper Publishers' Association in Nashville, Tenn. Mr. Foster is vice-president of the latter organization and reports that the executive committee of the Southern publishers, met primarily to take steps to put in effect drastic economies in the matter of using news print. The proceedings of this meeting were told fully in **EDITOR & PUBLISHER** last week.

"I think every publisher in the South realizes the seriousness of the present situation," said Mr. Foster. "They have all determined to conserve on paper and they realize that the only way to conserve is to conserve."

The South's Position

"The South is experiencing great prosperity and we have the same demand for big papers to accommodate advertisers as have the larger publishers in the East. The Southern newspapers, however, do not consume more than 25 per cent of the tonnage and a curtailment in that section without similar drastic economies being put in effect in other sections, will be of comparatively little avail.

"To my mind the main trouble is that each publisher is afraid to fix on a definite size of his paper and stick to it.

"In the case of the Houston Chronicle I have issued positive instructions that we must not print more than eighteen eight columns each. Sunday the limit has been placed at sixty pages.

"This means that we will save on the Chronicle at least 10 per cent of our quota of paper and we are going to do it simply by accepting advertising only to a certain amount each day and then refusing all other space offered. We will average not less than 60 per cent of advertising on each issue of sixteen pages or more.

Fair Profit Necessary

"For example, in a twenty-two page paper we will give 110 columns of advertising and 66 columns of reading matter. We could easily print a twenty-eight page paper on Fridays with 150 columns of advertising, which means that on each Friday we will probably refuse 40 columns of good advertising space.

"But why worry about it? We can make a fair profit on a twenty-two page paper and can save some news print that is today in many cases worth more than the advertising itself.

"I find on my visit to New York that some publishers have recently paid as high as 7½ cents for a few cars of
(Continued on Page 32)

CLYDE STEEN ACTIVE SOUTH AND WEST

International Editorial Association, an Organization for Newspaper Men, Suddenly Decides to Move

(Special Correspondence)

BEDFORD, VA., Oct. 28.—This town believed that it was going to boast of having the home of the International Editorial Association, believed it absolutely on the word of Clyde P. Steen, the managing director, until a few weeks ago. Now hope is gone—not for the town but for possession of the much touted benefits that would result from such a home.

The Bedford Bulletin, in its issue of October 16, had the following to say regarding the "coming" and the "going" of the "great" welfare project:

"The International Editorial Association, whose representatives have been in Bedford for the past three or four months ostensibly making preparation for the remodeling and occupation of the old Jeter building as a national home for that organization, has at the last moment decided not to purchase here, having made a deal for a building in Waynesboro, Va., the past week.

A Surprise for Bedford

"News to this effect leaked out in Bedford last Saturday at a meeting of business men called for the consideration of another subject, the announcement coming as somewhat of a surprise to the men who had interested themselves in promoting the deal, as the establishment of the home here had been accepted as an accomplished fact, the owners of the Jeter building having no intimation of any change in plans until last Wednesday, and even then it came only as a hint from an outside party and not from the representatives of the International Editorial Association.

"On Wednesday morning of last week M. T. Harrison, owner of the Democrat, received a note from a friend in Roanoke asking if it was known here that Clyde P. Steen, who has been in Bedford several months representing the editors' organization, was in Waynesboro, Va., negotiating for a building there. Mr. Harrison at once called on Wingfield Brothers who have the Jeter building in charge, and they were as much surprised as he was at the news.

Tries to Reach Steen

"It was supposed that Mr. Steen was in Lynchburg and G. D. Wingfield made an effort to get him on the long distance phone, but without success. However, about noon of that day Messrs. Wingfield received a telegram from Mr. Steen at Lynchburg, saying he had been to Birmingham and was then on his way to Washington to get the money for payment on the Jeter building and would surely be here to close up the deal and take over the property on the 10th, which was the day on which the option expired. He did not show up, however, and later Messrs. Wingfield received a letter from him saying that the proposition would have to be abandoned, as it was too big for them to handle.

"The first intimation that Bedford people had that there was such an organization as the International Editorial Association was last June when Clyde P. Steen, C. A. Berger and Miss Carol Bird came to Bedford looking for a home for the organization, having heard of the Jeter building through the industrial department of the Norfolk & Western Railway.

"During the first week in July Mr. Steen and Miss Bird returned to Bedford, announced that they would take the Jeter building at \$15,000, and secured an option good until October 10th. Since that time Mr. Steen has spent most of his time in Bedford, having his office in the Jeter building, from which he directed the work of organization and other matters pertaining to the location of the home here.

Bedfordites Subscribe

"One of the first moves made after announcing they would locate in Bedford was to take in as 'honorary' members such of our citizens as were willing to donate \$25 each for the privilege, and about seventy of Bedford's business and professional men joined under that head, the total of their subscriptions amounting to approximately \$1,800.

"Bedford's business men are not easily played for suckers, however, and it was stipulated that this amount be turned over to S. S. Lambeth, Jr., as trustee, the same to be paid over to the officers of the Editor's Association when



CLYDE P. STEEN

the deal for the Jeter building had been finally closed.

"A week or two after this fund was placed in Mr. Lambeth's hands he was approached by Mr. Steen with a request for \$200, the statement being made that that amount was needed for "incidental expenses," but the trustee, holding that the fund could not be used for such purpose, declined the request.

Still a Balance

"However, the matter was brought to the attention of some of the individual contributors and eight of them agreed to allow their portion of the money to be paid over, which was done. Mr. Lambeth still has in his keeping the balance of the fund and this doubtless will be distributed among the ex-honorary members contributing.

"Mr. Steen, in his letter to Messrs. Wingfield notifying them that the deal was off, stated that a check covering the \$200 he secured from the trustee, as well as other indebtedness incurred in Bedford during his stay here, amounting to approximately \$200 more, would be here by Monday, October 13th, but to date, Mr. Steen has not been heard from again.

"At intervals since Mr. Steen located here he has given to the press news of the progress of the work of his organization, all of which led the public to believe that there would be no hitch in regard to locating the home here.

"A Lynchburg architect was employed to draw plans for remodeling the build-

ing to meet the needs and requirements of the association, and only a few weeks ago Mr. Steen gave out a notice that the work would be commenced on October 1st, and that by January 1st everything would be in readiness for the opening of the home, a big celebration being planned for this event.

"No public statement has been made by Mr. Steen or the other officers of the association as to the reason for their sudden change of plans and decision to locate elsewhere, and some of our citizens are inclined to be a little indignant about the matter, though they of course recognize the right of the men handling the organization's affairs to go elsewhere if they so desired."

Boost for Waynesboro?

The Bedford Bulletin quotes the following from the Lexington (Va.) Gazette: "Brandon Institute at Waynesboro, Va., is to be national home and headquarters of the International Editors Association, an organization with already 4,000 members which will include all newspaper men the nation over. Clyde P. Steen, national organizer for the association, so announces.

"The National Newspaper Home Corporation, a holding company for the association, purchased the Brandon Institute from E. T. Hildebrand, E. U. Hoenshel, W. H. Gardner and Dr. R. S. Griffin, for something over \$40,000. Mr. Steen is president of this corporation, G. H. Branaman, vice-president and H. M. Magie, secretary-treasurer.

"The selection of Brandon by the editors is a big boost for Waynesboro-Basic, since they scoured the country for months, seeking the right location."

According to the Bulletin, the Gazette story would indicate that Mr. Steen was carrying on his Waynesboro negotiations at the time he sent his telegram from Lynchburg to Bedford in which he said he was on his way to Washington to secure the money to pay for the Jeter building.

BASIC PURCHASE UNFINISHED

Deed to Be Transferred to Steen and Associates in December

(By Telegraph)

WAYNESBORO, VA., Oct. 27.—The International Editorial Association has bought the Brandon Hotel property in Basic, adjoining here. The first payment has been made, it is stated, and the deed to the property will be transferred early in December, according to present plans.

Clyde P. Steen, managing director of the association, took possession of the home on October 10. No representatives of the association are here now. Clare Berger, the president, and other members are expected here this week.

The membership of the association, it is said, is mostly in Virginia cities, including a few here. A prominent banker will act as trustee of the association funds, it is said.

STEEN IN CHICAGO

Is Accompanied by James George Kemp in Interest of I. E. A.

CHICAGO, Oct. 27.—Clyde P. Steen, formerly city editor of the Lima (Ohio) News and now president of the recently organized International Editorial Association, together with James George Kemp, reputed to be a former Chicago Tribune news man, but now Wisconsin field secretary for the I. E. A., with headquarters at 385 Broadway, Milwaukee, Wis., spent last week in Chicago "on general organization work for the International Editorial Association."

Headquarters of the organization, they assert, have been established at Bedford, Va., "where a home for indigent old-timers of the newspaper profession has been established. According to the stated plans of the I. E. A. this will be utilized as a haven for those who have no other home and several already are on their way there. It is understood that they will occupy their time by forming the working nucleus of a newspaper clipping bureau which eventually will be in a position to render service all over the country."

I. E. A. HOME STOCK \$20 PER

Two Milwaukee Court Officials Buy on Pity Plea

(Special Correspondence)

MILWAUKEE, WIS., Oct. 28.—Local newspaper men are indignant as a result of the methods being used to force sales of stock here in a home for incapacitated newspaper men, which the International Editorial Association claims to own in Virginia.

Public officials and prominent men have been solicited. The stock is being offered at \$20 a share and among those who have already subscribed are John Woller, clerk of the Municipal and District Courts, and Municipal Judge August C. Backus.

Milwaukee newspaper men do not look with favor on the methods used in collecting donations—it is generally accepted that the selling of stock really amounts to that. For one thing it is said that men approached are told that their subscription will help So-and-so, a newspaper man whom they know well.

James G. Kemp, a representative of the I. E. A. is in charge of the work here.

ORDERED STEEN TO QUIT

New York District Attorney Stopped Anti-Bolshevik Fund Collection

Clyde P. Steen, managing director of the International Editorial Association, is not unknown to readers of EDITOR & PUBLISHER. His activities during the past two years have included presidency of the late National Association of City Editors, publication of a magazine called "The City Editor" and the launching of a campaign to raise a fund of \$1,000,000 "to be used to combat Bolshevism."

The latter was dropped last spring at the order of Assistant District Attorney Kilroe of New York, following an investigation and "interview" with Mr. Steen. According to Mr. Kilroe, at the time, Mr. Steen expressed a willingness to "quit New York" and return to his home at Lima, Ohio. Steen was then the president of the National Association of City Editors.

Mr. Steen has been employed on Ohio and Michigan newspapers. His last newspaper work, so far as known by EDITOR & PUBLISHER, was as city editor of the Lima (Ohio) Daily News.

A man calling himself Davy O'Connor was recently in New York trying to raise \$500 subscriptions for life membership in the International Editorial Association and its Bedford home project.

Many inquiries have been received by EDITOR & PUBLISHER regarding Mr. Steen and the I. E. A., especially during the past week.

Madison Club of Two

(Special Correspondence)

MADISON, WIS., Oct. 27.—A local club of the International Editorial Association was organized here October 1, with two members, one a capital em-

(Continued on Page 29)

THE ART OF MAKING LITTLE ADS PAY BIG

AN EXPERIENCED advertising man—one who had bought national display space and sold magazine advertising—recently spent a couple of hours in the classified department of a large newspaper. This was the first time that classified had ever had his attention and after being shown the machinery of the department, he said:

"Yes, but I still don't understand how you secure the hundreds of small ads that appear in your classified columns daily. Where do they come from?"

Many publishers, business managers and classified managers, with years of experience are unable to answer the question of where classified ads come from and how to secure them.

Some publishers, having a large volume of classified business do not know exactly how they secured it, nor how to increase it. Many of them have never made it return a profit. Others, having a small volume of classified in their papers are still unable to answer the question of how to build classified although they have spent thousands of dollars in the effort.

No one has ever developed a definite formula which would build classified advertising for a newspaper. And no one ever will. The development of classified is not a problem—it is a combination of many problems.

The late Tom Williams was publisher of the San Francisco Examiner, at the time it became a large classified medium. On being asked what one thing developed this business for the Examiner he replied:

"No one thing produced this business: It was the combined result of many things which we did persistently."

To help solve some of the many classified problems that present themselves to newspaper executives; to tell of methods that have been useful in developing classified volume, increasing classified profit and increasing the efficiency in handling the vast detail created by classified, to offer a channel through which those interested in classified can discuss the many phases of their business, is the purpose of this department of **EDITOR & PUBLISHER**.

Publishers and classified managers desiring to have some particular subject relative to Want Ads discussed in these columns and those seeking an answer to some specific question pertaining to classified are requested to notify the editor of this page.

Such requests will be filled by securing opinions and answers from publishers and classified managers who by experience are best fitted to correct opinions and answers, and the answers and remedies will be printed here from week-to-week.

Story of the Trials of a Three-line Ad.

Here is the story of a little three-line Want Ad that tried to get an invitation to remain in the column of some newspaper for more than one day.

Publishers, business managers, classified managers, counter managers and sales clerks many times sincerely believe that their organizations are making the proper sales effort to secure from voluntary advertisers more than one insertion of their ads. The writer always thought that the persons receiving ads under his jurisdiction were quite efficient until he made a test one day. He discovered that real intelligent sales effort was rarely made.

Since making this test and in the last year, I have placed the same three-

This Is the First of a Series of Articles Dealing With Classified Advertising and Its Development to Be Published Weekly in Editor & Publisher

BY C. L. PERKINS

line Want Ad in the offices of forty-two newspapers in twenty cities—from the Atlantic to the Pacific and in only one case was any real salesmanship displayed by the person behind the counter.

The first office visited was that of a well known six day evening paper. A neat and intelligent appearing young man took the copy, placed the classification mark in the proper place and marked it for one insertion in the issue of the following day. He did this without saying one word and dismissed me by saying, "Pay the cashier."

On a certain Friday afternoon, I took the same ad to the office of a leading daily and Sunday newspaper—a recognized classified medium. An attractive looking young lady took the copy and after reading it said:

"Saturday or Sunday?" The reply was Saturday, so she marked the copy for that date and after giving me my change said, "Thank you."

At another office the same ad was offered to a gruff individual who said: "You ought to use large type."

When asked why his only remark was, "Because."

But this ad did not want to be displayed, it was merely seeking an invitation to stay in the same paper for more than one day.

Our next experience was in the office of a newspaper printed in a town of 10,000 population. Here a very pleasant lady came to the counter and while reading the ad commented on the weather. Having exhausted this subject she remarked that the ad would appear tomorrow evening and that the cost was eighteen cents.

The largest classified medium in one of our largest cities had the next opportunity to increase this one-time three-line ad to three lines seven times or to twenty-one lines, but like the others it failed for lack of effort. Here the copy was received by an office boy with dirty hands and face. He did not know just what to do with the copy, so he went to the other end of the counter and asked one of two older clerks, who were discussing the merits of the Reds and White Sox. He returned and said:

"You just want this ad in tomorrow, don't you?"

Answer, yes. "Ninety cents, then." The amount was paid and I would gladly have made it \$2.50 had the lad's question been in the proper form.

And with no greater success, I carried this ad to thirty-six other newspaper offices—all offices of representative classified mediums. In each case the experience was practically the same—no effort made to secure additional insertions and the number of insertions always taken, without question, as one.

In just one office did the little ad find a welcome. Here an alert young man told me that I should run the ad for a week. He not only explained that this would include the Sunday paper with a large circulation and other advantages which were carefully enumerated but that it would earn for me a reduced rate. He also explained clearly and briefly that the market for the article advertised for sale was limited just at that time and that the very person who wanted the thing advertised might not see the ad on any one day, for many reasons, but that he could hardly miss it, when published for a week. This was salesmanship and was rewarded with an order to run the ad seven times.

This matter of selling the advertiser several insertions is more than a method of increasing classified volume and revenue. It is also a benefit to the advertiser, since he is much more apt to get results from an advertisement appearing several times, than from one appearing only one time.

If the advertisement appears one time and he fails to get results, he blames the paper of classified advertising in general, and a customer is lost. If it runs several times and he gets the desired results, and the chances are that he will, he soon forgets the additional cost of the extra insertions but remembers the efficiency of the ad and becomes a classified booster and a life long friend of the paper.

Some classified managers have said that this selling of additional insertions, increases the number of kill orders received and thus makes a lot of additional work.

True, many of the one time ads which are sold for seven times will accomplish their purpose after the sec-

ond, third, fourth or fifth insertion. However they produced results for the advertiser and some additional space and revenue for the publisher which they would not have done if the sales effort had not been made.

Is this customer satisfaction and added volume worth the sales effort and work required to handle the increased kill orders?

An Ad That Failed and One That Won

Read a column of classified advertising in any newspaper. You'll find very few advertisements with any real selling power in them. The average classified advertiser does not know how to write result-producing copy. Therefore he writes poor copy and does not get as many replies as he should or perhaps none—for which he blames the paper. Poor copy is one of the chief reasons why many people do not believe in classified and why it is not used more.

The following classified advertisement appeared some time ago in a paper which was a recognized classified medium in its community:

"FOR SALE—Pure English Bloodhound puppies, sired by Lodgecraft Jr. Will be successful man trailers also prize winners. J. H. Smith, 1142 E. 39th St."

Nothing came from this advertisement—not even an inquiry, with the result that Mr. Smith decided that classified advertising was not the proper method for selling puppies.

Mr. Smith told a friend that he had some fine puppies, but he couldn't sell them.

"Why don't you advertise them?" said the friend.

"I did," said Mr. Smith, "but it didn't do any good."

"Let's see your ad," said the friend, an advertising man. When he read it, he said, "Of course, it didn't sell anything. Let me write you an advertisement." So he wrote one.

"It's too long," said Mr. Smith. "No ad is too long, if it sells," said his friend. "You run this ad and if it doesn't bring results, I'll pay for it myself."

So Mr. Smith ran the ad. This is the way it read:

"FOR SALE—Pure English bloodhound puppies. Protect your residence by the "bloodhound system." Keen scent and acute hearing enables them to detect the slightest intrusion. Their gentle loving disposition toward the family makes them invaluable pets. Their intelligent faces and long ears make a picturesque adjunct to your automobile. Also affords the best protection. Sired by Lodgecraft Jr., dam by Lady Rose. They naturally will be expert man trailers. Also their earage, wrinkles, markings will make them invincible prize winners. Apply 1142 E. 39th St."

This ad appeared on Sunday. By Monday evening the puppies were all sold. Mr. Smith now believes in the power of classified advertising.

The newspapers that educate their classified advertisers to write good copy will not only render a service to their customers, but will build up a reputation for result-producing that will pay large dividends.

With the Classified Men

L. J. Boughner, classified advertising manager of the Chicago Daily News, spent the month of September fishing in the lakes of northern Wisconsin.

Hamilton Rogers, in charge of the classified advertising of the Louisville Courier Journal and Times, was a recent visitor to Indianapolis and Chicago, inspecting the classified departments of the papers in those cities.

"MY CONFIDENCE NEVER VIOLATED BY A MEMBER OF THE PRESS"—SEN. JOHNSON

HIGH regard for the newspapermen of the United States was expressed by Senator Hiram Johnson of California in a recent address before the Portland (Ore.) Press Club, when the members were hosts to the Senator at a reception during his tour in opposition to the League of Nations.

"I have a very high opinion of the men who comprise the personnel of the newspapers of this country," said Senator Johnson. "In my travels from Maine to California it has been my pleasure to know intimately many of the newspaper men and I can say that without exception I have never made a mistake when I placed my confidence in a member of the press."

"The fact that violation of confidence by a reporter is a thing almost unheard of speaks very highly for the ethics of the profession."

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

A. N. A. AND PRINTERS' STRIKE

Executive Committee Recommends Support to N. Y. Publications

The following resolution, a copy of which has been sent to every A. N. A. member, was adopted at the last meeting of the Executive Committee:

1. As national advertisers we have common cause with national publishers in maintaining the sanctity of printing contracts.

2. Much of our advertising is placed for twelve months ahead and requires a reasonable stability of advertising costs.

3. Advertising costs cannot be estimated in advance unless there is a reasonable stability of printing costs.

4. We are aware that the existing strike of certain printers in New York involves no inherent question of wages or hours, but primarily and essentially the question of contracts.

5. We understand that the contracts of advertisers with publishers are rendered unfulfillable through the breaking of contracts with the publishers by certain labor unions in the printing trade. We believe that, at whatever cost, contracts should be more than scraps of paper, and we therefore deprecate the action of any organization of printers which not only disregards its contracts to maintain mutually agreed schedules, but also refuses to submit its alleged grievances to arbitration.

6. Consequently, we, the executive committee of the Association of National Advertisers, without expression on the subject of the right of collective bargaining on the part either of employers or employes, and with the best wishes for the welfare of labor and the importance of its good standing in public estimation, hereby desire to assure the New York publishers of our moral and practical support in this crisis.

7. We, therefore, recommend to the members of the association that they pledge to publishers the extension of their contracts to cover the amount of advertising already arranged, and, to that end, that they adjust their adver-

tising schedules to the publishers' convenience.

ASSOCIATION OF NATIONAL ADVERTISERS, INC.,
W. A. McDERMID, President,
JOHN SULLIVAN, Secretary-Treasurer.

THE CLEARING HOUSE IDEA

W. A. McDERMID and John Sullivan, respectively President and Secretary-Treasurer of the A. N. A., acted as delegates to the Association at the International Trade Conference at Atlantic City last week. The matter of foreign trade is one with which the A. N. A. has for a long time past kept in close touch, and, therefore, had an intimate interest in the purpose of the International Trade Conference.

One of the most illuminating addresses was that of Mr. Dwight W. Morrow, of J. P. Morgan & Company. Unfortunately the address was not reported in the newspapers; the papers printed only the address that Mr. Morrow had prepared, and which he tossed aside, so to speak, and for which he substituted a speech that was plumb full of simple, straightforward, basic common sense. It was not the speech of a banker, but of a real marketing man—a salesman.

Mr. Morrow brought out a point that was very interesting to an A. N. A. man: He described the fundamental role of the banker as the man who brought together the individual who wanted something and the individual who possessed that something.

That is just one of the functions of the A. N. A. office, and a very important one. Daily—many times daily—the office is asked by members to obtain information. These members, as a rule, do not know what other members have this information. The headquarters office does know, and it goes to these other members, and brings into touch those who want and those who have.

The fact that this operation is not more extensive than it is—for apart from the A. N. A. it is not carried on in an organized way—is one proof that our national marketing sense has still a long way to go in its development.

The financial operation has been so many times repeated that to use it has become perfectly obvious in business promotion. When it is a matter of finance, it is understood that no firm, wishing to promote its business on borrowed money, can live and act upon and by itself. But it is not yet a matter of almost unconscious or subconscious understanding that a firm, wishing to promote its business on borrowed advertising and selling knowledge, cannot live and act upon and by itself without probably spending money in wasteful and unnecessary experimentation.

The bankers, at any rate, have nothing on the A. N. A., and the A. N. A. could teach the bankers a whole lot about promoting their own business—with the exception, possibly, of Mr. Dwight W. Morrow.

SATURATED SOLUTIONS

SOME months ago mention was made in this page to the need that had arisen for the reconsideration of matters of advertising technique because of changes in conditions and outlook. These matters belong to the primer stage of advertising, and, in the practice of experienced men, are as unconsciously automatic as the use of the alphabet. But, even as every mighty disturbance—physical or mental or moral—drives human beings back to first principles, so there has come about reconsideration of advertising's primer facts.

In the mind of the advertiser there is no questioning of the correctness of these facts. He is reconsidering them not because he is in any doubt, but because he sees some publishers, in this their advertising millenium, apparently regardless of the future of their publications.

A chemically saturated solution exists when water has taken up as much as it will; there is a limit to the amount of solid matter that can be dissolved.

And there is a limit to the amount of advertising in a publication that the reader can appreciate, or assimilate or absorb, or digest—whatever it is that the reader does with advertising. It is an axiom among men conducting national advertising that as the number of

advertising pages increases, the attention value of any one advertisement decreases. It is to be doubted if any degree of ingenuity in make-up can offset that effect of an advertisement-crowded publication. Whether the trouble lies with the "solid matter" in the publication or the "solid matter" in the brain of the reader, the advertiser pays out good money for less returns.

It is a wise publisher who does not permit his newspaper to become saturated with advertising matter. Inflation decreases value in both monetary and advertising connections.

PHILADELPHIA CHAPTER OF A. N. A.

A meeting of this chapter was held in the rooms of the Poor Richard Club in Philadelphia, on the evening of October 7th. The vice-president, Mont. H. Wright, presided. Mr. Wright introduced as the first subject of the evening, "Rising Costs of Space, Electrotyping, Art Work, etc., and How to Meet Them." This matter was considered from all angles in short talks from many of the members, and some very valuable information and useful ideas were developed.

The meeting then considered the question, "How Are We Going to Meet the Rising Cost of Space and the Crowded Condition of National Publications?" The meeting decided that further information was necessary, and the matter will probably be dealt with at the next meeting.

Other subjects considered were, "Salaries of Clerical Workers and Assistants;" "Time to be Devoted to Visits of Callers;" and "How to Distribute the Advertising Costs of Different Brands."

THE following firms have been elected to membership in the Association: Sexton Manufacturing Company, Fairfield, Ill., Wesley R. Warren, advertising manager; American Hard Rubber Company, 11 Mercer street, New York City, O. B. Carson, advertising manager; Diamond State Fibre Company, W. A. Adams, Jr., advertising manager, Bridgeport, Pa.

SHIFTS IN FITCHBURG

Travis Managing Editor and Pettin-gill Circulation Manager

FITCHBURG, MASS., Oct. 25.—Since James J. Devine, former general manager of the Clarksburg (W. Va.) Telegram, bought the Daily News two months ago, D. Murphy Travis has been advanced from the city desk to managing editor; John H. Kline moved up to the city desk from sports, and James J. Coughlin, former sports editor of the Clarksburg (W. Va.) Telegram, has been made sports editor of the Daily News.

In the business office, Owen Flanders, former member of the Lowell (Mass.) Sun, has become assistant advertising manager of the News; Harold C. Beer, late of the American Expeditionary Forces, is the new classified manager. H. F. Pettin-gill is the new circulation

manager of the News, having come from the Elizabeth (N. J.) Evening Times.

VANCE ON ATLANTA GEORGIAN

Woodruff Succeeds Him as Sports Editor of Birmingham News

BIRMINGHAM, ALA., Oct. 29.—Henry C. Vance, for six years sports editor of the Birmingham News, will become sports editor of the Atlanta Georgian November 1. "Fuzzy" Woodruff, one of the oldest and most widely known sports writers in the South, will succeed him on the News.

Mr. Vance is well known throughout the country for his sport writing and his fiction in popular magazines. He has a large following of friends throughout the South. Friends will tender him a farewell dinner on the date his service with the News ends.

The affair will be an editorial banquet at which James E. Chappell, managing editor of the News, will preside as toastmaster.

JORDAN SUCCEEDS BOWER

R. R. Kilroy Appointed Editor of Anaconda Standard

BUTTE, MONT., Oct. 27.—Joseph H. Jordan, formerly with the Portland (Ore.) Journal, has succeeded W. A. Bower, resigned, as business manager of the Anaconda Standard; Richard R. Kilroy has succeeded W. W. Walsworth as editor of the Standard.

Striking Printers Issue a Daily

FORT SMITH, ARK., Oct. 24.—"The Free Daily" is the name of a publication issued by the striking printers in Van Buren, across the river.

NEW EXECUTIVES IN NEWARK

F. E. Quinn and S. M. White Get Posts on Ledger

NEWARK, N. J., Oct. 28.—Franklin E. Quinn, who has been associated with the Ledger for three years, has been appointed general manager. Samuel M. White, formerly with the Philadelphia Record and the Washington Times' New York office, has been appointed advertising manager.

Farr's Skull Fractured

Jack Farr, cartoonist for the New York Evening Telegram, is in a serious condition, in Bellevue Hospital, from a fractured skull, reported to have been sustained when knocked down in the course of an altercation with a man, whose name is unknown.

CHINESE AWAKENING TO AMERICAN WAYS IN PUBLISHING AND ADVERTISING

E. M. Scholz Sees New Era of Development in Big Eastern Republic, Opening Vast Markets for American Products--Cites Some Common Errors in Judgment on Part of Our Advertisers.

BY EMIL M. SCHOLZ

[NOTE: This is the second and concluding chapter of Mr. Scholz' interesting analysis of present-day conditions in the Far East. He notes the dawn of American ideas applying to trade, to the press and to advertising, in the giant Oriental republic and points out the course which this forward movement must take.—Editor.]

[PART TWO.]

THE news print paper situation in Japan is just as acute as it has been in the United States. Paper during the war in fairly large quantities sold for as high as seven cents a pound.

The imports of paper were practically shut off and the Japanese newspapers depended chiefly on the mills and pulp from Hokaido, one of the northern Islands. Japanese capital is looking with covetous eyes on the timber resources of Siberia and, when the situation clears up in Siberia, there ought to be opportunity for the establishment of some large pulp mills in Vladivostok, or in the interior on the Amur River, which is open to navigation for a certain period each year, with excellent facilities for ocean shipping.

Labor Costs

The great growth of the newspapers in China will result in a big increased demand annually from that country and with China denuded of so much of her timber there ought to be a very promising field there as a market for newsprint.

Japan, with her low labor costs, is not the field for American markets. The Japanese will manufacture anything that they can possibly find a market for, and the American manufacturer who goes to great expense in developing a market in Japan will ultimately find his entire market cut under in the establishment of a similar enterprise with the lower paid Japanese labor.

China Our Big Eastern Market

The American high tariff experts had nothing on the Japanese of today. They have a duty of 275 per cent on tobacco, cigarettes and cigars, absolutely shutting out everything from the outside. Tobacco is a government monopoly and the Japanese grown tobacco, while vile tasting to the foreigner, is apparently relished by the Japanese. A nation that will insist on growing its own tobacco, and raising everything that can be substituted for foreign-made goods, blocking, damaging and delaying the shipments from outside sources through her territory, and violating copyrights, patents and trade marks with impunity, through failure to regulate thoroughly the smaller manufacturers, who do not scruple to stoop to many of the practices banned in America thirty years or more ago is no promising field for Americans.

The big field for America is now China and also later on Siberia. China, with its teeming millions, is in the process of awakening from its centuries of lethargy. Its people are turning to

the Americans as their proved friends. They are crying for education and every progressive Chinese urges universal compulsory instruction. Yet with nearly 90 per cent illiteracy prevailing in China, the 10 per cent educated population comprises over forty million people, or a number almost as great as the total population of Japan and about six times the population of the Philippines.

Once the people are thoroughly awakened to read, the newspapers in China, instead of rarely attaining a circulation in excess of thirty thousand as at present, will attain a circle of readers twenty times that number. What a great field it will be for the advertiser who wants to reach densely populated districts! I have seen demonstrations of the responsiveness of the Chinese to newspaper advertising in a limited way in Shanghai, where a popular dollar American watch was advertised in a Chinese newspaper through the medium of advertisements prepared in Chinese and illustrated in Chinese style.

Chinese Dailies Not Rich

The newspaper had a circulation of less than 30,000 daily and the volume of results was greater than an advertiser could expect from any American publication with ten times that circulation. The Chinese have great faith in the printed word. I am told that the sale of pills in China is immense, because if a Chinaman takes a remedy and it helps him he sticks to it for the rest of his life. The sale of cigarettes in China has assumed proportions far beyond the wildest dreams of the enterprising American Tobacco people, who created the market for themselves. Cigarette advertising in the Chinese dailies is one of their big sources of advertising revenue.

The Chinese dailies have not reached the degree of opulence attained by the Japanese.

In addition to the facilities of the government controlled news agencies in Japan some of the Japanese newspapers sent their own correspondents to the Peace Conference and also maintain

men stationed in London and New York and spend money freely for cable tools. The Chinese newspapers have not yet attained the commercial success to be able to afford this. They even find it difficult to gather the news from the various parts of the Chinese empire.

American newspaper men are organizing news bureaus in Shanghai and Peking to furnish news to the Chinese press and to transmit to them such news as they can obtain from the outside. But without the full cooperation of the American news gathering agencies they will find it difficult to succeed. Reuters agency has been firmly entrenched, and the Associated Press through some unfortunate arrangement has tied its hands for the dissemination of news in China.

Every encouragement extended to the Chinese in the upbuilding of a free press will result in permanent good to America and in strengthening the republican institutions in China that at present are struggling to exist.

Many of our American editors look at the Japanese and Chinese questions as one peculiarly affecting the Pacific coast. Yet the greatest penetration into the trade of the Orient is being made by manufacturers and others located in the central west and the Atlantic seaboard. Powerful banking institutions in the East are establishing branch banks and expanding their facilities throughout the Orient.

They are meeting the severe competition of the British banks and the thorough methods of the Japanese branch banks, and they are succeeding because the Americans are working along original lines, and do not assume the false dignity that affects other nationals, except the Japanese, in dealing direct with the Chinese business man instead of through a compradore, as the middleman is known in China.

Many American business houses are making a mistake in accepting the services of representatives to handle their goods in the Orient without adequate protection against smothering their sales, through the holding of the

agency merely to protect the product of another manufacturer of the same nationality as the representative.

In various newspapers in Hongkong I have seen no better illustration than the selling price of automobiles. The Hudson Supersix is sold for \$4,500, the Overland "Model 90" is advertised at \$2,000 and the Chandler at \$4,250. If the American manufacturers want to compete with the European manufacturers they must control the retail selling price. You can buy a Corona typewriter (worth \$50 in the United States) in Manila for 110 pesos, which is about the equivalent of \$55. The same machine is sold in Hongkong for \$80.

Poor Judgment in Advertising

There is no duty to pay into either place. If a manufacturer has a product to sell he had better send over some reliable man to make a survey of the field, or tie up to one of the many reliable export houses, preferably of entire American origin.

The advertising copy and the selection of mediums made by Americans at times is also laughable. A manufacturer of a fountain pen, whose product is known all over the United States, uses (almost to the exclusion of everything else) space in a directory that rests on the counter of most of the hotels in the Orient and is used only in a hurry and at that never perused except by the bell-boy perhaps. This advertising advice was given to the manufacturer by an agent who perhaps never say the inside of an American agency.

In Manila the advertising of a prominent American manufacturer of toilet preparations was prepared by a local selling agent, who used most of the page or half pages for his own name in big type, to advertise his own business rather than the product that paid for the space. When the American manufacturer spends his money in the Orient in fashion like this, it is small wonder that he gets meagre results.

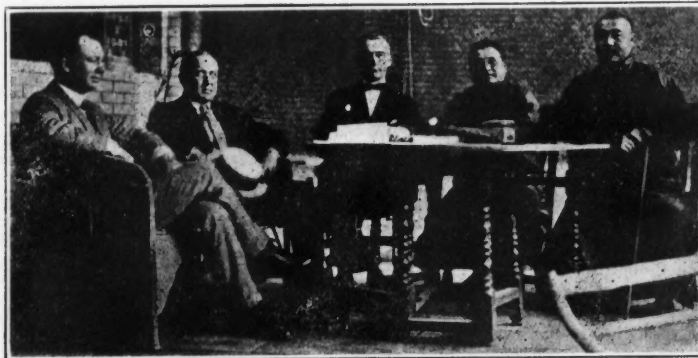
Selection of Ad Media

I traveled with a young American salesman through a number of cities. He represented a large American manufacturer of paints and floor preparations. The Oriental advertising was placed through an American Agency, and it was appearing in the newspapers published in the English language in all the large cities of the Orient.

The amount of space used was conservative and the copy rather good. But the selection of mediums was decidedly amateurish.

Bear in mind that the white populations of Asia is about one-tenth of one per cent of the total; and that the native, whether he is a Japanese, Chinese or Filipino reads preferably the newspapers printed in the English language would be about the same as advertising in the daily paper printed in the French language in New York City to reach the entire population. Would you not think a French manufacturer rather short-sighted to adopt such a policy to reach New Yorkers?

(Continued on Page 14)



THE organizers of the Yishibao, a newspaper printed in the vernacular in Peking. This paper's name translated means Social Welfare and was suppressed. The new owners, comprising both Americans and Chinese, are also interested in the Peking and Tientsin Star. Roger Ames Burr, formerly associated with the Committee on Public Information, in center.

ROBIN DAMON URGES BIG-CITY DAILIES TO CUT TWO PAGES EACH ISSUE

Salem Publisher Thinks Reduction Possible Without Serious Impairment and That It Would Quickly Stabilize Newsprint Market

BY ROBIN DAMON
PUBLISHER SALEM (MASS.) NEWS

IN the troubled years following the civil war it was seen by most of our financiers that the resumption of specie payments was vital to the restoration of normal conditions. But the issue was evaded. Finally, a statesman of that day said: "The way to resume is to resume." The same remark applies to the present-day white paper situation. The way to save is to save.

Many Publishers Seem Oblivious to Dangers

Plenty of warning about the dangerous condition has been given. And advice has been offered. So far as I can see little or no attention has been paid to the ominous words of warning or to the practical advice. Here is one instance of neglect: A recent Sunday issue of one of New York's leading papers had more than 124 pages. The publisher of the particular publication has been quoted regarding the newspaper business and has frequently spoken at the sessions of the A. N. P. A. He knows that white paper is scarce. Yet see the example he places before other publishers. Another indication of the way newspapers expect to use the supply of white paper is the advertisement of R. Hoe & Company, which states that more than 400 new presses are being manufactured.

Following the arguments advocating conservation of paper, what can manufacturers think of the action of Boston publishers, who are printing from 18 to 32 pages daily? And it is the same story in all the big cities. Paper is going through the presses with dangerous prodigality.

Mr. Damon's Remedy

Of course the remedy for the present and future is simple—so simple, in fact, that it has escaped the notice of the big men in the newspaper business. At least they give no indication of possessing the knowledge.

Cut the number of pages is the answer. Comes the nearly unanimous cry: "No can do."

And so white paper soars to ruinous prices—that is, for smaller papers of the country that must at least pay expenses from receipts.

Here is an illustration of the way paper could be saved: If the Boston daily papers saved two pages a day the total would be 360 tons a month, and that quantity of paper would about supply the other dailies in Massachusetts. Follow this plan in all the other large cities and the present sky-rocket paper market would drop to about normal prices.

Touching upon the practical side of the matter, I should say that with the present method of running magazine-newspapers it would require only a small amount of work to devise plans whereby the 14 to 16 columns of space suggested as the minimum of saving could be eliminated from almost every "big paper." This plan would really solve the problem. Then if advertising rates were boosted on lines following the increase in every other business, few daily papers would suffer from lack of white stock.

To me the problem of saving the paper supply is as easy as "falling off a log." Other publishers, who have wider opportunities, throw up their hands and say: "It can't be done." They do not know how to carry out the job. And so owners of paper mills and paper brokers

smile while they stuff their boxes with Liberty and other bonds.

Advertising rates are undoubtedly too low, considering the fact that a dollar today is worth only 50 cents compared with 1914. Here I again cite an instance: The minimum rate of the Salem News for bulk space is 4 cents a line. A Boston daily with 22 times our circulation sells space for 35 cents a line. It should have 75 cents to \$1. This particular paper frequently issues 32 pages. It has long been my contention that any daily regularly printing so many as 16 pages was weak in its business department, and I should set 12 to 14 as plenty.

As to Advertising Rates

Another favorite expression or argument of mine is that if newspapers were manufactured with the same attention to costs demanded by cotton mill directors paper makers would be chasing around after orders, instead of writing customers that they will permit them to use a certain per cent. of the amount asked for.

However, personal contact with a considerable number of prominent newspaper publishers has convinced me that they will never permit their establishments to be run on the sort of regulations adopted by other business concerns. Apparently both leading and minor publishers believe they are absolved from paying attention to ordinary ideas of doing business. And so they keep on selling for two cents a daily paper that costs for white paper more than the receipts from circulation, and advertising space is frequently sold for less than the expense of carrying the copy.

Some publishers I have talked with have expressed a hope or opinion that matters would get "normal" again within a short time, and so they have hesitated to adopt plans for cutting costs and other plans that would increase incomes. Nothing doing in that line, I'd say. Instead, I think prices for material will go higher and wages and salaries will not drop for years. An increase in running expenses of from ten to twenty-five per cent. is probable during 1920-21. So I say: Prepare.

SEYMOUR BACK WITH A. N. P. A.

F. A. Dowd Now Purchasing Agent of N. Y. Evening Post

Theodore P. Seymour has resigned as purchasing agent and assistant to the publisher of the New York Evening Post and has rejoined the staff of the American Newspaper Publishers Association, assisting L. B. Palmer, secretary and manager. F. P. Sherwood, who has been in poor health for several months, has been given an indefinite leave of absence.

Frank A. Dowd has been appointed purchasing agent of the Evening Post.

He has been in that paper's service for thirteen years, as a reporter, secretary to the managing editor, secretary to the Saturday magazine editor, and in the circulation and auditing departments. He served two years in France, eight months of which he spent as a member of the Stars & Stripes editorial staff.

E. A. Owens has been appointed auditor of the Evening Post, succeeding C. E. Lonegan, who has gone into business in Minneapolis.

CHINESE AWAKENING TO AMERICAN WAYS

(Continued from Page 13)

I do not want to minimize the value of the papers printed in the English language in the Orient. They are performing a very useful service and appeal to the limited foreign clientele, which trade is worth while, and also to the limited number of natives who read such publications. The English language press also has considerable "dealer" influence. But the newspaper to use for the big masses, is without doubt the paper in the vernacular and the neglect of such arbitrarily restricts the sale of the product or the establishment of the trade mark. The advertising for such publications should be prepared carefully in the Chinese, Japanese, or Filipino (Tagalog) as the case may be. And the distribution should be established to meet the demand at once.

ones to win out if we take advantage of the conditions and train some of the orientals in our agencies.

Like all undeveloped spheres there is a great waste of money in many of the mediums that are used by Americans, and money is wasted by Japanese and Chinese in supporting publications having no reading circle and without influence.

Fine, artistically printed affairs catch the eye of the unwary, and the diversion of money, that should be spent in American newspapers, to house organs issued by steamship lines, directories, guide books, etc., struck me quite forcibly in going about from place to place.

I quite candidly believe that of all the publications printed in the English language outside of the various dailies there are not over a dozen weekly or monthly publications deserving of any recognition. Distinction must also be made as to the class of people to be reached. The newspaper is the safe medium, either weekly or daily.

Trade journals are springing up rapidly and will serve a useful purpose. In China there is a crying need for several trade journals to be printed in the Chinese language.

American organization is coming into play and the Americans, who were at one time, and at that recently, noted in the Far East for their jealousies and squabbles amongst themselves are getting together. I presume that the influx of a higher type of business men

二十母韻		三母介		四		十二母聲	
又	-OU	丫	-A	一	-I	彳	CH-
歐		阿	-Y-	衣	-F-	佛	-T-
馬	-AN	正	-E(O)	尸	-SH-	万	-V-
安		惡	-U-	烏	-W-	云	-T-
尤	-ANG	世	-EH	厂	-H-	了	-N-
昂		耶	-IU-	嗑	-TS-	兀	-NG-
ㄣ	-EN	ㄨ	-EI	下	-HS-	ㄣ	-P-
恩		危	-YU-	希	-TS-	撥	-CHD-
ㄥ	-ENG	ㄨ	-AI	为	-L-	么	-SS-
亨		哀	-F-	勒	-P-	文	-CHD-
儿	-ERH	么	-AO	日	-J-	出	-CH-
兒		噉		日		之	-M-
						摸	-ND-
						广	
						尼	

NEW phonetic Alphabet, proposed by the China Continuation Committee, a group of Missionaries. The advantages of this system for rapid teaching of illiterates is apparent. Under the system even old women of 70 could be taught to read and write Chinese in less than three weeks. The characters can be fitted to a typewriter, and if adopted would revolutionize education in China. Instead of thousands of characters there would be less than fifty. Such a change would make China a great newspaper reading nation in one generation.

American ideas and methods must ultimately prevail in the Orient. Most of the Japanese bankers are American trained. The Chinese are favoring American methods. The Filipino is our ward. The Chinese are reaching out for technical education and they will make the same rapid progress that the Japanese made and will not take unfair advantage of our instruction. American advertising methods will be the

is responsible for this change. We are going to witness the gaining of the trade of the Orient in the next ten years, and the American Chambers of Commerce, and Clubs will be a big factor, coupled with the efforts of the American newspaper correspondents and representatives of American news agencies and newspapers run by Americans or American trained Chinese.

Keep your eye on China!

Stability 1888

Thirty-one years ago the E. Katz Special Advertising Agency was established.

In the years that have followed, the business has thrived chiefly because of our policy to do business right.

We sell our papers for what they are. We make no claims that are not in strict accord with the facts.

And our papers, be they large or small, weak or strong, have only one rate for a given service.

We have earned and retained the respect and the good will of the publishers we serve because of the results our organization produces. This good will is not founded on sentiment, but on satisfactory service.

We not only produce business for our publishers, but we insure the payment of 100% of that business. On the same day of every month of every year whether we have collected or not, our checks go to our publishers in full for the previous month's advertising.

We have shown not only progress, but permanency—stability. And it is our aim to persevere—to discover better and more efficient ways to serve the publishers we represent.

Much of our profits we put back into our business that we may continue to remain among those progressive representatives who believe in bettering the business in which their livelihood is made.

We are in a position to represent additional progressive publishers—men who believe in guaranteeing advertisers a definite circulation and selling them on a one price basis. To those publishers to whom our methods may appeal, we are ready to submit a proposition.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

15 East 26th St.
New York

Harris Trust Bldg.
Chicago

Waldheim Bldg.
Kansas City

Monadnock Bldg.
San Francisco

1,335 EVENING NEWSPAPERS OF U. S. HAVE TOTAL CIRCULATION OF 17,505,178

OF the 1,335 evening newspapers of the United States, whose circulations and advertising rates are analyzed in a double-page tabulation appearing in this issue, 813 have circulations below 5,000. The total for this group is 1,931,162, and the joint advertising rate is \$11.30 per agate line.

Reference to the state figures under this classification will show that Pennsylvania leads in evening newspapers having less than 5,000 circulation, with 74. Indiana has 73 and Ohio 69.

There are 218 evening newspapers with circulations ranging from 5,000 to 10,000, the average for the group being 6,951. The aggregate circulation of these papers is 1,508,423, and the joint rate \$5.15 per agate line, this figuring .0034 per agate line per thousand of circulation.

The rate per line for each thousand of circulation in the Middle-Atlantic Group is .00289 and in the Central Group .00290. This indicates a substantial uniformity in rates in newspapers of the same class, considered from the standpoint of circulation, in eleven of the principal states.

Uniform Rates in Many States

There are 134 evening newspapers with circulations between 10,000 and 20,000, the average being 14,008, and the total circulation 1,877,030. The joint advertising rate for this group is \$5.02 per agate line. The average rate per thousand of circulation is .0026. Here again the rate per line for each thousand of circulation in the Central and Middle-Atlantic states is practically uniform and is the lowest shown for the various groups of states.

Ninety-nine newspapers are classed as having circulations between 20,000 and 50,000, with the great total of 3,202,544, averaging for each paper in the group 32,349. The joint advertising rate is \$6.83 per line; the rate per line per thousand of circulation is .0021.

There are but 39 evening newspapers having circulations between 50,000 and 100,000. The aggregate circulation of this group is 2,700,069, and the joint advertising rate \$4.73 an agate line. This figures .0017 a line per thousand.

Evidence Arrived Too Late to Convict Minor

Army Wanted Certain Conviction to Balk "Red" Activities in United States

WASHINGTON, D. C., Oct. 24.—Robert Minor, former newspaper writer and cartoonist, who was arrested by American army authorities in Germany on the charge of distributing German propaganda was freed because the army did not discover enough evidence to warrant his conviction until after his release, according to Secretary of War Baker, who gave the facts in the case to the Senate.

Minor was arrested, the report states, following disclosures by a sergeant of the intelligence department of the army, who, in the guise of a deserter from the American army, gained access to the Spartacide councils and learned of Minor's revolutionary activities. Corroborative evidence was sought by the judge advocate's department of the A. E. F., but none was forthcoming as long as the preparations for the trial were going on. Because it was felt that a trial resulting in an acquittal, a disap-

proved conviction or an approved conviction based on anything but the most conclusive evidence would be of great propaganda assistance to the radical element in the United States, it was decided not to risk a trial of Minor, despite the belief in his guilt.

Immediately after his release, testimony was secured from a German radical who knew at first hand of Minor's part in preparing material for circulation in the American zone of occupation and from the printer who put that material into pamphlet form.

Secretary Baker's report does not state why the discovery of the new evidence was not followed by further proceedings against the cartoonist.

There are 26 evening newspapers having circulations between 100,000 and 300,000, or an aggregate of 3,780,244. This is the largest total listed for any of the groups. The 26 papers average 145,394 copies each, which of course indicates that they are metropolitan papers throughout. The joint rate per agate line is \$5.95, or .0015 per line per thousand of circulation.

Lowest Basic Rate

There are but six evening newspapers with circulations above 300,000 and these have a total circulation of 2,505,706, with a joint advertising rate of \$2.93 per agate line. This is .0011 per line per thousand of circulation, the lowest basic rate of any group. The average circulation for the papers in this class is 417,618. It includes the Chicago Daily News and Chicago American, the Philadelphia Evening Bulletin, the Boston American, the New York Evening Journal and Evening World.

Interesting contrasts are shown as to rates between the 813 evening newspapers having less than 5,000 circulation and the six evening newspapers above 300,000. The line rate for each thousand of circulation in the first group is .0081; for the last group it is .0011. An advertiser may buy space in the 813 small city dailies with a total circulation of 1,931,162 at a joint rate of \$11.30 an agate line. He may buy space in the six biggest evening newspapers, with a total circulation of 2,505,706, for \$2.93 per agate line.

Yet this variance in cost is based upon perfectly sound considerations. When the total output of six newspaper publishing plants is greater than that of 813 separate plants, basic overhead costs enter into the calculation and enforce the higher rate for the smaller papers. Of course, the intensive local appeal of the smaller dailies renders their use indispensable to advertisers who would reach and develop the small city markets. And their rates, considering the nature of the service they render, are extremely low.

The total circulation of these 1,335 evening newspapers is 17,505,178 and the joint advertising rate for the entire list is \$41.93 per agate line.

proved conviction or an approved conviction based on anything but the most conclusive evidence would be of great propaganda assistance to the radical element in the United States, it was decided not to risk a trial of Minor, despite the belief in his guilt.

Immediately after his release, testimony was secured from a German radical who knew at first hand of Minor's part in preparing material for circulation in the American zone of occupation and from the printer who put that material into pamphlet form.

Secretary Baker's report does not state why the discovery of the new evidence was not followed by further proceedings against the cartoonist.

"K. C." Star Has a News Editor

KANSAS CITY, Mo., Oct. 29.—George Longan, city editor of the Kansas City Star for many years, is now news editor of the Star, a recently created position. C. G. "Pete" Wellington, assistant city editor, succeeds Mr. Longan. Mr. Wellington is a graduate of the journalism department of the Kansas State Agricultural department. Ralph Morrison has resigned to become chief publicity man for the Kansas Natural Gas company here.

"Personal" Column Revived in Big City Daily

Experiment of St. Louis Republic Reported Successful in Building Circulation

The Sunday St. Louis Republic has evolved a circulation building stunt that is proving eminently satisfactory in stimulating city-wide interest in the paper and in swelling the subscription list. In principle, the scheme is merely an extension and intensification of the small-town "personals" idea—throwing open more widely the society section than the term "society" news strictly would imply.

The Republic each Sunday runs a 12-page Part II, called "The Neighborhood Section." A sub-captain reads: "Something About Folks You Know. You'll Find Your Neighbor's Name in It." The city of St. Louis proper is divided into 28 "neighborhoods," each of which is plainly identified and differentiated from all the others by a map with street boundaries appearing at the beginning of each neighborhood news section.

Young women correspondents, living in those neighborhoods, are employed to report for each Sunday issue. The correspondent's name, address and telephone number in every case is printed immediately below the map, making it easy for anyone in her vicinity to reach her with news from time to time.

Editorially the "neighborhood" sections comprise club and social notes considered not important enough for the general news columns. All sorts of chatty, informal gossip also is used, together with a profusion of portraits, the latter of which comprehend everything from pictures of the new baby, the nuptial photograph, the latest picture of the girl who has just left for

California or returned from boarding school, overseas snapshots of neighborhood boys in uniform, and the like.

This "Neighborhood Section" is not to be confused with the ordinary suburban or small adjacent town news which the Republic—like all medium-city papers—carries.

Hammond Sells His Paper

FREMONT, NEB., Oct. 29.—Ross L. Hammond, president of the company publishing the Fremont Tribune, who last August celebrated his 40th anniversary as editor of the paper, has disposed of his stock to his nephews, Ray W. and Lucius R. Hammond, and Walt B. Reynolds, circulation manager. Mr. Hammond will go to Riverside, Cal., to enter the banking business.

Miss Hall Is in Siberia

KANSAS CITY, Mo., Oct. 28.—Miss Mary Hall, assistant librarian of the Kansas City Star, has written a letter to friends here telling of her appointment as director of refugee work for the American Red Cross, at Novonic, Siberia. Novonic is 400 miles east of Omsk, on the Trans-Siberian railway. Miss Hall sailed last April as a nurse's aid.

For Uniform Printers' Wage

AUSTIN, TEX., Oct. 28.—A meeting of the Texas Allied Printing Trades Council will be held here next Saturday to discuss a uniform wage scale for printers. George W. Fisher of Fort Worth is president. At a recent meeting of the employing printers, held in Houston late in the summer, plans were made to provide a uniform wage scale for printers, pressmen and bookbinders.

French Printers May Strike

Paris newspaper printers are taking a strike vote following a demand for higher wages.

CONDENSED FICTION

OUR

Complete Novel Section

for release December 7th, 1919, will contain

"THE BLACK WATER"

By ROBERT W. CHAMBERS

and for release December 14th,

"THE MARCH OF THE WHITE GUARD"

By REX BEACH

together with whole- and half-page stories by the following authors:

Robert W. Chambers
Sir Gilbert Parker
Rex Beach
F. Hopkinson Smith
Jack London
George Randolph Chester
Gouverneur Morris
Hall Caine
Mary E. Wilkins Freeman
Gillette Burgess
Jacques Futrelle
Wm. Hamilton Osborn
H. G. Wells

Ellis Parker Butler
Arthur Stringer
John Kendrick Bangs
Newton Fuesle
George Ade
Carolyn Wells
Edith Sessions Tupper
Edwin L. Sabin
John Strange Winter
Edgar Wallace
Frank Stanton, Jr.
Robert Barr
Roy Norton

All stories are condensed and complete in one section and our Complete Novel Section beginning with the release of December 21st will be more fully illustrated

Furnished in whole page mats or we can furnish copy of any and all the stories with mats of title and illustrations.

See our catalog and price list

THE SLOAN SYNDICATE, Inc.
1834 Broadway New York, N. Y.

New York State

Thirty-seven daily newspapers, as listed here, covering the state of New York from one end to the other, have a combined daily circulation of 3,693,018 copies, and a combined rate of \$6.4225429 per line on a 2,500 line basis or \$5.82391 per line on a 10,000 line basis.

Twelve Sunday newspapers, as listed here, have a combined Sunday circulation of 2,845,875 copies and a combined rate of \$4.22 per line on a 2,500 line basis or \$3.9135 per line on a 10,000 line basis.

The combined daily and Sunday circulation is 6,538,893 copies and the combined rate is \$10.6425429 per line on a 2,500 line basis or \$9.7341 per line on a 10,000 line basis.

There is no other place in the country where advertising space may be purchased at so low a rate.

There is no other place in the country where advertising space is as valuable as it is in the state of New York.

This is because there are more people in New York than in any other state—more possible customers. They are people of all walks of life, from the richest to the poorest.

A concentrated advertising campaign, directed directly to the consumers, through these daily newspapers, and linked up with local dealers, is the best, quickest and cheapest way of popularizing merchandise, and there is no better or more

fertile territory than the state of New York.

These daily newspapers co-operate with manufacturers in placing merchandise, in selecting dealers, and in helping dealers to move goods.

The modern idea of advertising is to concentrate in given territory and then pound hard.

New York state is choice territory.

	Circulation	2,500 lines	10,000 lines
**Albany Knickerbocker Press (M).....	33,559	.07	.07
**Albany Knickerbocker Press (S).....	43,957	.07	.07
*Batavia News (E).....	8,052	.0225	.0225
Binghamton Press-Leader (E).....	25,825	.085	.06
Brooklyn Daily Eagle (E).....	45,884	.18	.18
Brooklyn Daily Eagle (S).....	68,457	.18	.18
Brooklyn Standard Union (E).....	54,559	.15	.15
Brooklyn Standard Union (S).....	58,347	.15	.15
Buffalo Courier & Enquirer (M&E).....	85,522	.14	.12
Buffalo Courier (S).....	114,431	.17	.15
Buffalo Evening News (E).....	96,312	.16	.16
Buffalo Evening Times (E).....	58,910	.10	.10
Buffalo Sunday Times (S).....	72,550	.10	.10
Corning Evening Leader (E).....	7,006	.025	.025
Elmira Star-Gazette (E).....	23,469	.07	.05
Gloversville Leader-Republican (E).....	6,009	.02	.02
**Gloversville Morning Herald (M).....	6,245	.03	.02
Ithaca Journal (E).....	6,252	.025	.025
Jamestown Morning Post (M).....	9,240	.025	.02071
Mount Vernon Daily Argus (E).....	6,421	.02	.02
†Newburgh Daily News (E).....	10,993	.045	.03
New York American (M).....	391,792	.55	.43
New York American (S).....	875,948	.90	.80
New York Globe (E).....	188,780	.39	.36
†New York Herald (M).....	109,267	.40	.36
†New York Herald (S).....		.50	.45
†New York Evening Journal (E).....	685,428	1.00	1.00
**New York Post (E).....	32,369	.25	.20
New York Sun (E).....	198,491	.42	.38
†New York Sun (M).....	131,951	.39	.36
†New York Sun (S).....			
†New York Telegram (E).....	181,519	.39	.36
†New York Telegram (S).....			
New York Times (M).....	339,858	.50	.485
New York Times (S).....	501,650	.55	.5335
New York Tribune (M).....	118,386	.32	.28
New York Tribune (S).....	108,999	.32	.28
New York World (E).....	339,199	.50	.48
New York World (M).....	370,289	.50	.48
New York World (S).....	578,799	.50	.48
Niagara Falls Gazette (E).....	12,521	.035	.035
Poughkeepsie Star (E).....	9,674	.0321429	.03
Rochester Herald (M).....	31,218	.06	.06
Rochester Times-Union (E).....	62,733	.16	.14
Rome Sentinel (E).....	5,236	.0179	.0157
**Schenectady Union-Star (E).....	17,600	.08	.04
Syracuse Journal (E).....	45,025	.08	.08
Troy Record (M&E).....	23,754	.05	.05
Yonkers Daily News (E).....	3,760	.03	.025
Government Statement, October 1st, 1919.			
**Government Statement, April 1st, 1919.			
*A. B. C. Report, October 1st, 1919.			
†Publishers' Statement.			
†Seven Day Average.			
Total Circulation	6,538,893		
10,000 line rate.....	\$ 9.7341		
2,500 line rate.....	\$10.6425429		

Editor & Publisher's Analysis of 1335 Evening Newspaper Circulation

CIRCULATION FIGURES REPRESENT "A. B. C." AND "GOVERNMENT REPORTS" OF NET PAID CIRCULATIONS FOR SIX MONTHS PERIOD. INTERPRETATIVE ARTICLES.

MARKETS.		CIRCULATION BELOW 5,000					CIRCULATION FROM 5,000 TO 10,000					CIRCULATION FROM 10,000 TO 20,000					CIRCULATION OVER 20,000			
		Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation		
WESTERN STATES.																				
1 California.	3,119,412	54	83,440	1,545	\$.776	871	\$.0093083	9	60,203	6,689	\$.2785715	\$.0046272	4	56,454	14,114	\$.1814286	\$.0032137	5	18,007	37,100
2 Wash't'n.	1,660,578	10	22,848	2,285	.1453574	.0063619		3	20,358	6,786	.075	.0036841	3	38,574	12,858	.095	.0024628	3	12,075	40,000
3 Colorado...	1,014,581	14	22,797	1,628	.1664293	.0073005		1	5,789	5,789	.025	.0043185	2	25,583	12,792	.075	.0029316	1	3,483	34,800
4 Oregon....	888,243	17	36,415	2,142	.2267863	.0062278		2	17,103	8,552	.0678572	.0039676	1	13,248	13,248	.045	.0033967	1	2,015	25,100
5 Montana...	486,376	5	13,899	2,780	.1442858	.0103810		1	7,837	7,837	.03	.0038241	1	19,283	19,283	.04	.0020744	1	2,463	24,900
6 Utah.....	453,648	1	1,636	1,636	.0142858	.0087322		1	8,244	8,244	.04	.0048520	1	12,682	12,682	.03	.0023656			
7 Idaho.....	461,766	5	12,438	2,488	.0944300	.0076092		1	5,847	5,847	.025	.0042757								
8 Arizona....	272,034	9	15,878	1,766	.1878574	.0118313														
9 Wyoming..	190,380	3	8,066	2,689	.0535715	.0066416														
10 Nevada....	114,742	2	5,719	2,860	.0642858	.0112407														
Total.....	8,661,760	120	223,136	1,859	1.8742894	.0083998		18	125,381	6,966	.5414287	.0043183	12	165,824	13,819	.4664286	.0028128	11	39,013	35,500
SOUTHERN.																				
1 Georgia....	2,935,617	10	16,417	1,642	\$.1221432	\$.00744		2	12,721	6,361	\$.045	\$.0035375	3	53,275	17,758	\$.115	\$.0021586	1	4,441	49,400
2 N. Caro'na	2,466,025	15	31,547	2,103	.1910722	.0060567		5	29,418	5,884	.105	.0035692	1	11,275	11,275	.025	.0022173			
3 Kentucky..	2,408,547	13	34,244	2,634	.1657146	.0048392		1	5,256	5,256	.0214286	.0040770	1	12,552	12,552	.03	.0023901	1	4,462	41,900
4 Tennessee.	2,321,253	3	8,212	2,737	.0521429	.0063496		1	5,360	5,360	.0178572	.0033316	2	32,044	16,022	.12	.0037449	3	10,002	33,500
5 Alabama...	2,395,270	6	20,259	3,377	.1000003	.0049361		2	13,914	6,957	.06	.0043122	1	10,766	10,766	.03	.0027865	3	10,003	35,000
6 Virginia...	2,234,030	5	11,285	2,257	.0685716	.0060763		4	23,783	5,946	.085	.0035740	2	23,885	11,943	.08	.0033494	3	11,002	37,800
7 Miss'sippi.	2,001,466	8	18,206	2,276	.1385716	.0076113		2	11,179	5,590	.05	.0044727								
8 Louisiana..	1,884,778	5	10,748	2,150	.0775002	.0072107		2	16,027	8,014	.05	.0031197								
9 S. Caro'na	1,660,934	5	14,791	2,958	.0835443	.0056483		2	13,434	6,717	.045	.0033497	2	26,204	13,102	.06	.0022899			
10 Florida....	938,877	10	15,972	1,597	.1296432	.0081169		2	11,931	5,966	.05	.0041908	2	34,701	17,351	.08	.0023054			
Total.....	21,246,797	80	181,681	2,271	1.128904	.0062137		23	143,023	6,218	.5292858	.0037007	14	204,702	14,622	.54	.0026380	12	45,070	37,900
CENTRAL.																				
1 Illinois....	6,317,734	57	150,319	2,637	\$.8428302	\$.0056069		17	127,317	7,489	\$.3800003	\$.0029847	7	107,525	15,361	\$.245	\$.0022784	3	80,018	26,000
2 Ohio.....	5,273,814	69	193,374	2,803	.7378603	.0038157		21	146,052	6,955	.3455720	.0023661	7	102,975	14,711	.2028572	.0019700	6	16,007	26,000
3 Michigan...	3,133,678	28	70,661	2,524	.3385723	.0047915		4	24,825	6,206	.0692858	.0027910	9	116,871	12,986	.2985715	.0025547	5	11,447	23,000
4 Indiana....	2,854,167	73	160,833	2,203	.9017878	.0056070		9	69,221	7,691	.1842858	.0026623	6	86,099	14,350	.1921429	.0022317	3	103,630	35,500
5 Wisconsin..	2,553,983	21	47,227	2,249	.2525008	.0053465		10	64,758	6,476	.2040002	.0031502	5	68,157	13,631	.155	.0022742	1	3,548	35,500
6 Iowa.....	2,224,771	19	49,855	2,624	.2842867	.0057203		10	71,431	7,143	.278	.0038919	6	83,662	13,944	.1835715	.0021942	5	200,001	40,000
Total.....	22,358,147	267	672,269	2,518	3.3578381	.0049650		71	503,604	7,093	1.4611441	.0029014	40	565,289	14,132	1.2771431	.0022593	23	702,021	30,500
NORTHWESTERN.																				
1 Missouri... 3,448,498	29	52,599	1,814	\$.3117867	\$.0059276		3	18,612	6,204	\$.0578572	\$.0031086	2	31,105	15,553	\$.07	\$.0022504	2	7,006	37,000	
2 Minnesota. 2,345,287	21	48,569	2,313	.2821437	.0058091		3	17,595	5,865	.0725	.0041205									
3 Kansas.... 1,874,195	37	86,463	2,337	.4350017	.0050311		3	20,777	6,925	.065	.0031285	1	11,471	11,471	.025	.0021794	2	6,008	32,000	
4 Nebraska... 1,296,877	6	12,893	2,149	.0792859	.0061410		4	29,529	7,382	.10	.0033865	2	29,695	14,848	.16	.0053881	3	9,000	30,000	
5 N. Dakota. 791,437	5	10,361	2,072	.0692858	.0066872		2	11,924	5,962	.08	.0067092									
6 S. Dakota. 735,434	11	22,393	2,036	.1435719	.0064115															
Total.....	10,491,728	109	233,278	2,140	1.3210757	.0056631		15	98,437	6,562	.3753572	.0038132	7	99,459	14,207	.33	.0033180	8	26,006	33,000
SOUTHWESTERN.																				
1 Texas.... 4,601,279	28	45,372	1,620	\$.3496437	\$.0077062		5	36,484	7,297	\$.1464286	\$.0040135	2	34,259	17,130	\$.09	\$.0026270	5	15,005	31,000	
2 Oklahoma.. 2,377,629	23	53,258	2,316	.3307151	.0062097		1	5,787	5,787	.025	.0043200	2	23,647	11,824	.065	.0027488	3	8,005	29,000	
3 Arkansas.. 1,792,965	14	20,661	1,476	.1489292	.0072082							2	22,670	11,335	.05	.0022100	1	2,000	22,000	
4 N. Mexico. 437,015	3	7,169	2,390	.0442858	.0061774															
Total.....	9,208,888	68	126,460	1,860	.8735738	.0069079		6	42,271	7,045	.1714286	.0040555	6	80,576	13,429	.205	.0025566	9	26,006	29,000
MIDDLE ATLANTIC.																				
1 Penn's'ia. 8,798,067	74	214,201	2,895	\$.9714316	\$.0045351		20	135,591	6,780	\$.3964292	\$.0029237	12	157,601	13,133	\$.3542859	\$.0022480	8	22,000	27,000	
2 W. Virg'ia 1,439,165	7	15,389	2,198	.0885719	.0057555		5	36,973	7,395	.1021429	.0027626	1	14,705	14,705	.04	.0027202				
3 Maryland.. 1,384,539	5	12,463	2,493	.0721431	.0057886		1	6,547	6,547	.02	.0030458	1	11,405	11,405	.025	.0021920	1	3,000	37,000	
4 Dist. of C. 374,584																				
5 Delaware.. 216,941																				
Total.....	12,213,296	86	242,053	2,815	1.1321466	.0046773		26	179,111	6,889	.5185721	.0028902	16	214,930	13,433	.4842859	.0022532	9	26,000	28,000
N. YORK-N. JERSEY.																				
1 New York. 10,646,989	30	88,467	2,949	\$.4989297	\$.0056397		22	147,211	6,691	\$.5282150	\$.0035881	14	202,469	14,462	\$.8289286	\$.0049161	11	38,000	35,000	
2 New Jersey 3,080,371	8	25,892	3,237	.1458933	.0056347		10	77,812	7,781	.2235716	.0028218	5	65,531	13,106	.1664286	.0025397	3	10,000	24,000	
Total.....	13,727,360	38	114,359	3,009	.6448230	.0056386		32	225,023	7,032	.7517866	.0033409								

Circulations and Advertising Rates by Territorial Market Groups

PERIOD ENDING MARCH 1, 1919, AS LISTED IN OUR ISSUE FOR JULY 24, 1919—ADVERTISING RATES AS OF JULY 1, 1919.
 SEE ARTICLE ON PAGE 16

CIRCULATION FROM 20,000 TO 50,000					CIRCULATION FROM 50,000 TO 100,000					CIRCULATION FROM 100,000 TO 300,000					CIRCULATION ABOVE 300,000				
Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation
180	37,193		.375	\$.0020649	3	238,398	79,466	.44	\$.0018457	1	127,774	127,774	.17	\$.0013305					
120	40,025		.24	.0019988	2	137,787	68,894	.205	.0014878										
34	34,863		.07	.0020079						1	113,526	113,526	.13	.0011451					
24	25,115		.04	.0015927	2	124,680	62,340	.195	.0015640										
24	24,993		.07	.0028008															
39	35,547		.795	.0020332	7	500,865	71,552	.84	.0016771	2	241,300	120,650	.30	.0012433					
44	49,441		.08	\$.0016181	1	59,223	59,223	.09	\$.0015197										
4	41,952		.08	.0019069	1	62,871	62,871	.10	.0015906										
10	33,597		.155	.0015378	1	50,119	50,119	.11	.0021948										
10	35,071		.20	.0019009															
11	37,894		.18	.0015834															
4	44,290		.07	.0015805	1	73,528	73,528	.12	.0016320										
45	37,948		.765	.0016800	4	245,741	61,435	.42	.0017091										
8	26,773		.18	\$.0022411	1	51,023	51,023	.18	\$.0035278	1	116,807	116,807	.18	\$.0015410	2	716,714	358,357	.83	\$.0011571
16	26,981		.29	.0017914	4	309,960	77,490	.495	.0015970	4	670,642	167,661	.84	.0012525					
11	23,695		.24	.0020257	1	78,606	78,606	.11	.0013994	2	327,567	163,784	.425	.0012974					
10	35,210		.165	.0015621						1	123,404	123,404	.16	.0012966					
1	35,548		.11	.0030944	1	56,738	56,738	.10	.0017625	1	113,683	113,683	.14	.0012315					
20	40,032		.425	.0021233	1	60,660	60,660	.08	.0013188										
7	30,523		1.41	.0020085	8	556,987	69,623	.965	.0017325	9	1,352,103	150,234	1.745	.0012906	2	716,714	358,357	.83	.0011571
2	37,618		.14	\$.0018608	1	70,089	70,089	.15	\$.0021401	4	632,686	158,172	.92	\$.0014541					
1	35,283		.06	.0017005	5	366,813	73,363	.64	.0017448										
2	32,584		.12	.0018414															
3	30,786		.21	.0022737	1	79,904	79,904	.10	.0012515										
2	33,508		.53	.0019773	7	516,806	73,829	.89	.0019773	4	632,686	158,172	.92	.0014541					
5	31,923		.34	\$.0021301	2	115,646	57,823	.18	\$.0015565										
8	29,342		.16	.0018177															
1	22,326		.05	.0022395															
2	29,996		.55	.0020373	2	115,646	57,823	.18	.0015565										
2	27,841		.43	\$.0019306	3	243,790	81,283	.315	\$.0012921	2	229,233	114,617	.44	\$.0019194	1	457,977	457,977	.45	\$.0009826
1	37,528		.06	.0015988	1	73,186	73,186	.25	.0034160	1	105,416	105,416	.15	.0014229					
1	58,461		.14	.0023948	1	58,461	58,461	.14	.0023948	1	101,643	101,643	.17	.0016725					
9	28,918		.49	.0018827	5	375,437	75,087	.705	.0018778	4	436,292	109,073	.76	.0017420	1	457,977	457,977	.45	.0009826
1	35,060		1.125	\$.0029171	3	175,556	58,519	.37	\$.0021076	5	771,134	154,227	1.63	\$.0021138	2	1,030,187	515,094	1.25	\$.0012134
3	36,095		.21	.0019393	2	157,731	78,866	.24	.0015216										
4	35,282		1.335	.0027027	5	333,287	66,657	.61	.0018303	5	771,134	154,227	1.63	.0021138	2	1,030,187	515,094	1.25	.0012134
7	27,917		.59	\$.0030191						2	346,729	173,364	.60	.0017305	1	300,828	300,828	.40	\$.0013297
3	30,234		.205	.0022601															
1	25,263		.05	.0019792															
2	25,269		.115	.0022756	1	55,300	55,300	.12	.0021700										
3	27,840		.96	.0026525	1	55,300	55,300	.12	\$.0021700	2	346,729	173,364	.60	\$.0017305	1	300,828	300,828	.40	\$.0013297
1	35,547		.795	\$.0020332	7	500,865	71,552	.84	\$.0016771	2	241,300	120,650	.30	\$.0012433					
2	37,948		.765	.0016800	4	245,741	61,435	.42	.0017091	9	1,352,103	150,234	1.745	.0012906	2	716,714	358,357	.83	.0011571
7	30,523		1.41	.0020085	8	556,987	69,623	.965	.0017325	4	632,686	158,172	.92	.0014541					
9	29,996		.55	.0020373	7	516,806	73,829	.89	.0019773										
9	28,918		.49	.0018827	2	115,646	57,823	.18	.0015565	4	436,292	109,073	.76	.0017420	1	457,977	457,977	.45	.0009826
4	35,282		1.335	.0027027	5	375,437	75,087	.705	.0018778	5	771,134	154,227	1.63	.0021138	2	1,030,187	515,094	1.25	.0012134
3	27,840		.96	.0026525	1	55,300	55,300	.12	.0021700	2	346,729	173,364	.60	.0017305	1	300,828	300,828	.40	.0013297
9	32,349		6.835	.0021342	39	2,700,069	69,233	4.73	.0017518	26	3,780,244	145,394	5.955	.0015753	6	2,505,706	417,618	2.93	.0011693

NEWS IN BRIEF *of the* NEWSPAPER AND ADVERTISING WORLD

The St. Johnsbury (Vt.) Evening Caledonian has started for Newport, Vt., under the name of the Record. The Caledonian was purchased July 1, by Herbert A. Smith, who was formerly with the Worcester (Mass.) Telegram, Boston Herald, and International News Service. The Newport Record is handled by Richard D. Howe, late of the I. N. S.

George W. Tyler, colored, committed suicide in jail before he could be arraigned in court on a charge of shooting Marcus Garvey, editor of the Negro World, New York.

Several students from the University of Minnesota journalism have taken up work with Minnesota papers. Miss Elsie Fjelstad is reporting and doing feature work on the Minneapolis Daily News. Miss Eunice Smith is on the Aitken Independent. Three others who did newspaper work during the summer, have returned to complete their course. Leland Petersen was with the Canby News, Miss Elsie Van Ness was with the Morris Tribune and Miss Alice Buckley did publicity work in Minneapolis.

Memorial services for Clifford W. Roberts, former assistant city editor of the Bridgeport (Conn.) Standard-Telegram, killed last year in France, were held on October 12.

The trial of Ray Green, editor of the Concordia (Kan.) Blade-Empire, on charges of criminal libel, preferred by Rev. F. R. Berry, is under way.

The advertising committee of the New England Council of the A. A. A. prepared a series of five display advertisements, each containing a striking argument for sound advertising and agency service, and this series was used by 45 New England dailies and nine Boston trade journals. The ads were attractively typed, each occupying about the space of a full page of EDITOR & PUBLISHER. The newspapers and trade journals published them free of charge, as an appropriate greeting to the convention of the A. A. A. recently held in Boston.

Regular additions of Lima (Peru) newspapers were issued October 16, after a nine days' suspension owing to a printers' strike. Settlement of the strike was on the basis of a 30 per cent increase in wages.

The Newspaper Engraving Company, of Grand Rapids, Mich., has opened a branch plant in Kalamazoo, under the local management of J. H. Korff, formerly with the Grand Rapids Herald.

Having been at liberty two weeks, during one of which he published an edition of the Tar River Bounder, at Miami, J. J. Shepherd was returned to the Oklahoma State Penitentiary to begin serving a seven-year sentence given him last December. Shepherd was at liberty on an appeal bond, but his bondsmen requested to the court they be released.

A. W. Brown, Sunday editor of the Pittsburgh Gazette-Times, is now also music editor since the recent resignation of George K. Thomas.

The Zanesville (Ohio) Times-Recorder and Signal owners have taken over the Sunday News, giving them morning, evening and Sunday editions.

Cornelius Vanderbilt, Jr., of the New York Herald, has been appointed New York correspondent of the Camp Bragg (Wilmington, N. C.) News, and his weekly articles are being featured by that newspaper.

The French Commission of Revision, to which was referred the appeal for a new trial of Pierre Lenoir, sentenced to death on charges of having intelligence with the enemy in the recent Paris Journal court martial case, has reported that it found no ground for a rehearing and he was executed by a firing squad last week.

The publishers of the proposed Norfolk (Va.) Daily News hope to start operation about February 1, 1920, according to B. Gray Tunstall, city treasurer and one of the owners.

David Hall of the Herald won the qualifying round of the New York Newspaper Golf Club tournament, October 20; Frank T. Cope of the Journal of Commerce had the second lowest score, with Martin E. Moore third.

Charles Willard Whittemore, assistant editor of Current Affairs, the paper published by the Boston Chamber of Commerce, and Miss Ruth Elvira Waters, have been married.

Z. Z. Luidens has resigned from the Grand Rapids (Mich.) News staff to enter the University of Michigan.

Members of the Connecticut Editorial Association on October 17 were guests of the Connecticut Light and Power Company, which is bringing to fruition the development of a portion of the Housatonic River Valley between Stevenson and Sandy Hook, Newtown, as a source of water power.

The Yishihpao, the largest vernacular Liberal daily in Northern China, with editions in Peking and Tientsin, has been purchased by the Yishihpao Company, an American owned and controlled firm operating under a charter from the State of Nevada.

The Portland (Ore.) Advocate has filed a \$25,000 libel suit against the Portland Times. Both newspapers are published by negroes.

George C. Schnitzer, for six years engaged on special work for the Houston Post, has resigned and gone with the Gulf Coast Lumberman as associate editor.

D. S. Stephens, circulation manager for the Farmers' Wife, St. Paul, has become circulation director of Farm & Fireside, New York.

The St. Paul Dispatch-Pioneer Press and Farmers' Dispatch are about to inaugurate an automobile contest, with prizes totaling \$11,000.

A Jewish weekly newspaper, to be printed in English, will make its appearance in Kansas City, Mo., the first week in January. M. Roth will be publisher. The paper will be known as the Standard.

Miss Mary M. Crowley has been elected chairman of the Chicago Women's Advertising Club's "on to Indianapolis" committee. Miss Crowley is connected with the John Budd Company.

Emil Brisacher has opened an advertising agency in the Flood building, San Francisco.

Captain Frank Mason, whose demobilization left the United States without a military representative in Berlin, expects to return to the German capital very shortly—this time as a newspaper correspondent.

Alfred Stewart, O'Brien, editor of the New England Sun, published in Bridgeport, Conn., is Socialist candidate for mayor there.

Joseph A. Altieri, editorial room worker on the Bridgeport (Conn.) Standard-Telegram, is Democratic candidate for sheriff in the municipal election to take place November 4.

Norman Shannon Hall, who was a lieutenant of infantry in the war and who is high court reporter for the Bridgeport (Conn.) Post, is to be marshal of the big Armistice day parade in that city. He is commander of Raymond W. Harris Post, Veterans of Foreign Wars.

In the seventh match for the Rodman Wanamaker cup between the golfers of the Advertising Club of New York and the Poor Richards of Philadelphia, the latter won by 12 points to 6. The outstanding feature of the day was a 78 made by W. Roy Barnhill of New York against R. C. Maxwell. He made the turn in 41 and gained a 31. The match was played October 14 in Philadelphia.

THE DENVER TIMES

There Are Circulations— And Circulations

All is not gold that glitters, not even in Colorado.

Advertisers there are fast learning that bulk circulation in itself is not the principal requisite in successful advertising.

But rather that the first essential to advertising success lies in finding a receptive and responsive audience—in other words, a circulation with buying ability.

If you would reach the high grade, intelligent, financially able people of Denver and the Mountain States use the columns of Denver's fastest growing evening paper,

The Denver Times

*Largest Evening Circulation in the
Better Class Homes of Denver.*

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

The Shaffer Group

Rocky Mountain News Denver Times
Indianapolis Star Muncie Star Terre Haute Star
Chicago Evening Post Louisville Herald

THE DENVER TIMES

Gathered at Random

Newspaper writers covering the New York theatre district have organized. No strike or anything intended, they say. Only formed a club and they wish it to become known. Its name? The Cheese Club. The officers are: President, Thomas Oliphant; vice-president, Turley Lillon; treasurer, Frank Hughes; secretary, Benjamin Holzman. Through the courtesy of E. F. Albee the members are making use of the club house of the National Vaudeville Artists.

And Is Still Active

Clyde P. Steen, I. E. A., once an active Ohio newspaper man, has changed his headquarters from Bedford, Va., to Lynchburg, Va., and recently visited in Chicago.

Boyden R. Sparkes Wrote It

To the Editor of The Tribune.
Sir: Now that Ding and Briggs and E. P. A. have had their shares of eulogy in your columns perhaps you can spare a little space in which to praise an unsigned writer.

Who he is, this anonymous reporter, I do not know—he may be a star or a cub. What I do know is that he is a writer—and, in my opinion, is as much of an artist as almost any producer of signed fiction current in the magazines. His story of the robbery of the Roselle Bank, on the last page of The Tribune today, seems to me a masterpiece of news writing. It is fresh, clear, picturesque and witty with no sacrifice of news to mere smartness, and in construction is remarkably ingenious. His characterizations are so terse and strong that I am sure the author will not long remain unknown to more creative work. Will you be kind enough to give him my congratulations?
GELETT BURGESS.

New York, Oct. 17, 1919.

Our Efficient Postal Service?

It is with many thanks to Mr. Burleson that we acknowledge receipt, Wednesday night, of a special delivery letter mailed at Watertown, N. Y., Monday night. At the time of again going to press we expectantly await a special delivery mailed at Chicago on October 10.

Poor City Editors

Morton Birge, whose "Frog Pond" on the editorial page of the Boston American has even been looked upon with favor by the staid citizens of that city, has always shown real kindness for the weak and helpless—in his writings. That may or may not explain the following.

We hope it is not too much to now expect something from "Larry" MacDonald, of Slippery Rock, Pa., and "Bill" Plummer, New Englander, and some others who are just hustling staff members. Here is Mort's offering:

Who's job is hard and bad and "tuff,"
Who's staff is never big enough,
But thinks he is an "Awful stuff?"
The City Editor.

Who sweats and swears and fumes and boils,
Who digs and jumps and grinds and toils,
Who steals and hunts and grabs and molls?
The City Editor

Who learns a tip ain't what it seems,
Who thinks up "features" in his dreams,
Who's mildest thoughts are piercing screams,
The City Editor.

Who's duty is to bear the hunt
Of ev'ry crazy office "stunt,"
From contests to a picture hunt?
The City Editor.

Who's not supposed to have a heart,
But live his life a thing apart,
And let no human feeling start?
The City Editor.

Who has to stand for other's sins,
From getting soused to having twins,
Who is the guy that never wins?
The City Editor.

Who's held responsible for all,
For any luck that may befall,
Who has to stand "he gaff and 'cull'?"
The City Editor.

Who's 'sposed to be the end and sum,
An accurate compendium
Of all the facts in Kingdom Come?
The City Editor.

Who needs the wisdom and the love
Of both the serpent and the dove,
With staff beneath and Boss above?
The City Editor.

Who has no time for home or wife,
Or even ponder after-life,
His best is unsuccessful strife—
The City Editor.

Sing Sing Editor May Return

Albert Van Ness of Brooklyn, who has served three terms in Sing Sing during the last of which he was editor of the Star of Hope, has pleaded not guilty to an indictment charging larceny of a gold watch and chain.

Judge Dike instantly recognized Van Ness, who during the last incarceration, which was for forgery, sent the Judge a copy of the prison paper each month. If convicted on the present charge Van Ness will face life imprisonment as a fourth offender.

BOOK OF GOLDEN CELEBRATION

Contains Addresses Delivered at Celebration of Ayer Founding

"The Book of the Golden Celebration" in commemoration of the fiftieth anniversary celebration of the founding of the advertising house of N. W. Ayer & Son, Philadelphia, has just been issued.

The book contains the addresses delivered on that occasion, April 4th last, and an introduction in which the story of what happened then is given as well as full-page reproductions in color of the portrait of F. Wayland Ayer, presented to the organization; the bronze tablet commemorating the life and work of Henry Nelson McKinney given by members of the firm; the gold loving cup from 210 American publishers; and of the autographed book presented to Mr. Ayer.

"The Book of the Golden Celebration" is dedicated to Francis Wayland Ayer, the founder of the house.

KINGSTON PAPER CELEBRATES

Canadian Daily Commemorates 110th Birthday With Big Edition

The 110th Anniversary number of the Kingston (Ont.) Daily Standard was issued on October 16, containing 48 pages and carries the story of the growth and development of Kingston and Canada as told in the Standard's files.

The Standard was established in 1810 by Stephen Miles and Charles Kendall as the Gazette. The name of the paper was changed many times during its long life and in 1908 it became the Standard when taken over by the present management, of which W. R. Givens is president and editor.

Portrayed Texas' Development

HOUSTON, TEX., Oct. 25.—"The Texas Development Edition" was the name of a splendid edition issued by the Chronicle October 16, the date of the paper's 18th anniversary. The story of the state-wide development of Texas was set forth vividly, especially the amazing growth of the oil industry, which has made cities of villages and put in circulation almost more wealth than one can credit. Houston, of course, received her share of space in the record of achievements.

Ad Club Joins "C. of C."

JOPLIN, Mo., Oct. 28.—Reorganization of the Advertising Club, to be known as the advertising division of the Chamber of Commerce, is under way.

ILLINOIS

Geographically Illinois is Central.

East and West meet in Illinois.

Farmers, stock raisers, merchants from the West go to Illinois, not only to sell, but to buy.

Manufacturers and importers have headquarters or important branch houses in Illinois for the distribution of their wares.

Many of the most important manufacturers have their factories in Illinois.

Everything tends to making Illinois a great commercial state, as well as the meeting ground of people from all parts of the United States.

Business starting in Chicago goes into Illinois first, then it radiates through the rest of the middle west, and far out into the real west.

Illinois is the railroad center of the country, and has distribution facilities unequaled elsewhere.

As a try-out territory Illinois is second to none. Some of the best-known and biggest newspapers in the country are published in Illinois.

They are able and willing to cooperate in opening new territory, in strengthening old territory and in generally serving national advertisers.

This group of Illinois daily newspapers can do wonderful work for you.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Aurora Beacon News	(E) 16,000	.045	.045
Bloomington Pantagraph	(M) 17,024	.035	.035
Champaign Daily Gazette.....	(E) 5,289	.015	.015
‡Chicago American	(E) 326,998	.40	.40
Chicago Herald-Examiner	(M) 312,862	.38	.31
Chicago Herald-Examiner	(S) 594,287	.53	.46
Chicago Daily Journal.....	(E) 115,932	.22	.18
‡Chicago Daily News.....	(E) 373,000	.48	.48
Chicago Evening Post.....	(E) 51,327	.25	.12
Danville Commercial News.....	(M) 15,387	.035	.035
Elgin Courier	(E) 8,125	.025	.025
Moline Dispatch	(E) 10,133	.03	.03
Peoria Star	(E) 22,364	.05	.04
Quincy Journal	(E) 8,342	.025	.025
Rockford Register-Gazette	(E) 12,931	.03	.03
Sterling Gazette	(E) 5,085	.02	.02
Total Circulation	1,895,086	\$2.57	\$2.25

Government Statements, October 1st, 1919.

‡Publisher's Statement.

‡Government Statements, April 1st, 1919.

COLVER HITS BACK AT CHICAGO PACKERS

Federal Trade Commissioner Says Millions Spent in Advertising by Meat Barons Has Caused "Editorial Astigmatism"

Hon. W. B. Colver, of the Federal Trade Commission, paid his respects to the Chicago packers in the course of his address to the National Association of Ice Industries on Wednesday evening in New York. The commissioner, after explaining the genesis and purposes of the trade body, said:

"We have run afoul of a group of great business concerns whose business theories and practices we have had to question. These are the five big Chicago meat packers. They have retaliated. They have spent millions of dollars in advertising. The sums of money so spent are so great as to cause editorial astigmatism. These men have charged the Commission with conspiracy and what amounts to treason.

"The charge made by Senator Sherman has been answered and proof has been challenged. Instead of proof we get new charges. Employees of the Commission are charged with sedition and bolshevism. I dare them to come forward with their proof."

Mr. Colver cited how similar charges had been made from the same sources against Theodore Roosevelt in 1906, when he was urging the passage of a meat inspection law.

ROBB ON EDITOR & PUBLISHER

New News Editor Well Acquainted With Trade Field

Arthur T. Robb, Jr., has been appointed news editor of EDITOR & PUBLISHER, succeeding Dan F. Miller, who resigned recently to become connected with Troy & Co., an investment securities house. Mr. Robb has been actively engaged in newspaper and advertising trade editorial work with The Fourth Estate since 1916.

During the war Mr. Robb served overseas as a sergeant in Company K, 30th Infantry, in France, and was gassed in action. He is also a former editor-in-chief of the Columbia University Daily Spectator and at one time was connected with the Daily News-Record, the daily publication of the textile trade.

Economy Urged on N. Y. Publishers

Economy of all kinds in the use of paper was urged upon the members of the Publishers Association of New York City at their meeting on Wednesday. Minor labor matters that had been referred to committees were discussed during the meeting, which was largely devoted to routine business.

Mobile Register's New Edition

MOBILE, ALA., Oct. 26.—The Register has inaugurated a twelve-page state news section on Sunday mornings, containing general news of its territory in Alabama, South Mississippi and West Florida. Frederick H. Waltz, formerly city editor of the Nashville Tennessean, is tri-state news editor.

Will Enlarge Plant

MERIDEN, CONN., Oct. 28.—The Morning Record has outgrown the building it erected in 1905 and the equipment installed at that time and has completed plans for a large addition to the structure and a material increase in mechanical facilities, including a new 32-page press.

HEARST WARS ON TAMMANY

One Libel Suit Already Instituted in Political Fight

The attorney for Charles F. Murphy, head of Tammany Hall, filed October 28, in the New York County Clerk's office, a summons in a suit for libel against William R. Hearst and the Star Publishing Company. The summons did not mention the damages that would be demanded, but one of the attorneys for Mr. Murphy thought \$1,000,000 would be asked. Notice of appearance for Mr. Hearst and his publishing company by ex-Assistant District Attorney William A. De Ford was filed simultaneously.

The libel suit is the outcome of a new political war opened by Mr. Hearst against Tammany Hall and Governor Smith. The latter recently challenged Hearst to an open debate on their differences, but the editor declined very pointedly to discuss the issues in any way other than through his newspapers.

Morgan Greets King as Kansan

HUTCHINSON, KAN., Oct. 27.—When King Albert of Belgium and the royal party passed through Hutchinson, William Y. ("Billy") Morgan, editor of the News and a former "Y" worker in France, was called upon by the people of his home town to show them how to greet a royal couple. "Billy" was equal to the occasion. He instructed his fellow townsmen to "take off your hats and give King Albert the Kansas salute." "How are you, ol' top" is just as acceptable to the king as "Howdy," they were told.

Beatty-Kelley Wedding

Raymond R. Beatty, connected with the Martin V. Kelley Company, Toledo and New York, and Miss Bernice M. Kelley, daughter of Martin V. Kelley, were married in New York on October 28.

New Cleveland Agency

CLEVELAND, OHIO, Oct. 29.—John I. Gillespie of the Rogers Baker agency is at the head of a newly-formed Cleveland agency, called the John I. Gillespie Company.

TIPS FOR AD MANAGERS

BROOKE, SMITH AND FRENCH, Kresge Bldg., Detroit.—Advertising to be started for Air-Way Vacuum Cleaner Company, Toledo.

F. M. RANDALL COMPANY, Book Bldg., Detroit.—Will place advertising for Fruchauf Trailer Company and Cornfield Wheel Company, both of Detroit.

CHAMBERS AGENCY, Maison Blanche Bldg., New Orleans. Starting several schedules of 10,000 lines with Southern newspapers for "New South Syrup."

N. W. AYER & SON, 300 Chestnut st., Philadelphia. Placing orders with newspapers for Lewis, Murphy & Co.; placing orders with New York and New England newspapers for Joseph Tetley & Co.; generally make up a list of newspapers during Fall months for Welch Grape Juice Company.

BARTON, DURSTINE, & OSBORN, INC., 25 W. 45th st., New York. Placing orders with a few newspapers for Upson Company.

GEORGE BATTEN COMPANY, Fourth Ave. Bldg., New York. Again placing orders with newspapers generally for M. J. Breitenback Company.

BLACKMAN-ROSS COMPANY, 95 Madison ave., New York. Reported will make up lists of newspapers during November for Vacuum Oil Company.

Cox Will Edit and Manage

OKMULGEE, OKLA., Oct. 27.—Sandford C. Cox, formerly with the Democrat, has been made editor-manager of the Morning Times, succeeding Ernest W. McDaniel. Mr. Cox is the inventor of the Cox Multi-Mailer and has recently perfected a smaller machine for addressing and wrapping newspapers. He is a brother of Joseph Cox, inventor of the Duplex flat-bed press, and Paul F. Cox, who designed the "Comet" for the Goss company.

Newdick to Help Mine Strikers

WASHINGTON, Oct. 28.—Edwin Newdick, for the past six months the official news representative of the War Department, has resigned to accept the place of publicity manager of the Iron and Steel Workers Strike Committee in Pittsburgh, of which committee William Z. Foster, the author of the now-famous "red" book on syndicalism, is the secretary.

Welcomed to Ann Arbor

ANN ARBOR, MICH., Oct. 24.—A gathering, unique in the history of Ann Arbor occurred October 19 in the auditorium of the Times-News building, when

Ralph H. Booth, Edmund Booth and Charles M. Greenway, members of the Booth Publishing Company, which recently acquired the Times-News property, were tendered a reception by Ann Arbor business men. President John Fischer of the Chamber of Commerce, presided.

Resume with "Open Shop"

FORT SMITH, ARK., Oct. 27.—After being suspended since October 4, the daily newspapers here resumed publication Sunday morning. The work is being done in "open shop," as the union men are still out on strike.

Murdock on Duty Again

WICHITA, KAN., Oct. 27.—Marcellus Murdock, editor and publisher of the Wichita Eagle, who has been confined to his home for several days, is much improved and able to attend to his editorial duties.

G. M. Kohn Makes Change

ATLANTA, GA., Oct. 29.—George M. Kohn has resigned as Southern manager for Cone, Lorenzen & Woodman, to give his whole time to the firm of Geo. M. Kohn, Inc., Atlanta.

Louisville Is the Largest Loose Leaf Tobacco Market in the World

The Kentucky tobacco crop for 1918 was 427,500,000 pounds, valued at \$98,325,000.00

This was one-third the entire tobacco production of the United States.

Tobacco is but one of the many sources of wealth that help in the making of Kentucky's present great prosperity

Louisville, its largest city, is the natural center of Kentucky's wealth and its commercial activities.

To profitably market your product in this section, use the advertising columns of Kentucky's largest morning circulation,

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York

Western Representative: John Glass, Peoples Gas Bldg., Chicago

Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

The Shaffer Group

Louisville Herald Chicago Evening Post
Indianapolis Star Muncie Star Terre Haute Star
Rocky Mountain News Denver Times



Why Second Class Mail Is Lost



FAC-SIMILES OF ADDRESSES SHOWING WHY COPIES OF PUBLICATIONS ARE LOST IN THE MAIL

Compiled by LORD & THOMAS

EVERY day an enormous number of copies of publications that cannot be delivered are received at the postoffice, according to a statement made recently by the Chicago Postoffice.

This unfortunate condition exists to an alarming extent, and, because of numerous complaints from advertisers, advertising agencies, and publishers, the Chicago Postoffice recently made an investigation of 18,000 pieces of second class mail, already sorted for distribution within the city, to ascertain the reasons why copies of publications fail to reach their destination.

The investigation showed that 99.84 per cent of these 18,000 pieces of second class mail were properly assorted by the postoffice—that is, placed in the proper bags for distribution to the localities for which they were intended—which indicates that the cause for the failure of so much second class mail to be delivered is not due to an error on the part of the postoffice service.

Further investigation showed that a large percentage of this second class mail could not be delivered because of incomplete or incorrect, and in many cases, absolutely unintelligible addresses.

The above facsimiles of addresses on copies of publications, selected at random from one bag of second class mail, tell the story plainly. One address printed over another, double addresses, split labels, indistinct names, etc., are the causes for the failure of much second class mail to be delivered.

While publishers' mailing lists may be correct, these errors evidently point to the fact that the addressing machine in many cases is not properly handled.

As the amount of second class mail lost daily is a source of much trouble and inconvenience to advertisers, advertising agencies, the postoffice, and the publishers, themselves, the matter should have the immediate attention of the publisher.

The seriousness of the condition is clearly indicated by the fact that one advertising agency alone is obliged to write from 100 to 130 letters daily to publishers, asking for copies that have not been delivered.

KAUTZMAN REFUSES PARDON Prefers Jail to Abandonment of Newspaper Business

PORTLAND, ORE., Oct. 28.—Ham Kautzman, whose case has attracted the interest and sympathy of the Oregon Editorial Association, has refused to accept a conditional pardon from Governor Olcott. Kautzman, who is 72 years old, and was editor of the Columbia Herald, was imprisoned for sending improper matter through the mail. He still has a year to serve.

Governor Olcott's pardon was granted after an investigation made at the request of the editorial association. It was conditional on Kautzman giving up the newspaper business and leaving the state. "My newspaper has suspended publication and I am virtually ruined, but my only hope of making a living

is in the newspaper business," said the old man. "If I must leave the state and have no more to do with the only trade I know, I would become a public charge on some other state. I prefer to stay in jail."

RALEIGH TIMES CHANGES

Hellen Business Manager and Boyd to Direct Advertising

RALEIGH, N. C., Oct. 28.—George B. Hellen, for the past seven years advertising manager of the Times, on November 1 will become business manager and assistant to the publisher, John A. Park.

D. L. Boyd, Jr., will become advertising manager, being assisted by Harry Schwartz, Melvin D. Finch, and Mrs. Arthur Aronson. Mr. Finch is succeeded as accountant in the business department by R. E. Briscoe.

Dealing with the Wholesaler in Wisconsin is a CITY matter, but HE sells MOST to the country!

Still, it is no problem in Wisconsin to advertise to the ruralites, who have the money. DISTRIBUTION is provided, both for Daily papers and Commodities, by upwards of 75,000 miles of highways, 12,000 miles of which are surfaced: and by 7,693 miles of railroads, besides 847 miles of electric railroad track.

Thereby the whole country side is assured daily newspapers and goods.

Advertise your goods in the daily newspapers and the consumers will get them through the wholesalers.

As to the number of stores, remember that in Wisconsin it is not numbers but SIZE that counts!

ASK these papers for FACTS!

Papers	Circulation	Rate for 5,000 lines
†Appleton Daily Post.....(E)	5,010	.0143
Beloit News.....(E)	7,029	.025
Eau Claire Leader-Telegram.....(ME&S)	8,776	.03
Fond du Lac Commonwealth..(E)	6,026	.02
†Green Bay Press Gazette.....(E)	11,011	.025
Kenosha News.....(E)	4,594	.0178572
La Crosse Tribune and Leader-Press.....(E&S)	12,452	.03
Madison (Wis.) State Journal (E)	13,728	.035
†Madison (Wis.) State Journal (S)	10,891	.035
*Milwaukee Wisconsin News..(E)	70,248	.12
Milwaukee Journal.....(E)	101,320	.16
Milwaukee Journal.....(S)	93,847	.16
Milwaukee Sentinel.....(M&E)	75,905	.13
Milwaukee Sentinel.....(S)	60,840	.13
Racine Journal News.....(E)	7,631	.03
Sheboygan Press.....(E)	6,783	.025
*Superior Telegram.....(E)	18,154	.04
Wausau Record-Herald.....(E)	5,286	.01785

Government Statements, October 1st, 1919.

†A. B. C. Statement, April 1st, 1919.

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

*Publishers' Statement.

WATERTOWN CONVENTION FOUND ANSWERS FOR CIRCULATORS

Brought Realization That "Houses Must Be Cleaned" for Coming Day of Absolute Paid-in-Advance Subscription.

BY FENTON DOWLING

IF your publisher desires to know what you members of the New York State Circulation Managers' Association did during the two days of last week, Monday and Tuesday, when you absented yourself from your office you have the chance of your life for an alibi.

And, maybe, in having this alibi exploited in the columns of EDITOR & PUBLISHER, some publishers, who do not take proper interest in circulation affairs, will see the advantage of permitting their circulation men to join the Association, thus affording an opportunity for them to mix with a set of men who are looking for light and who are enriching their minds from an exchange of ideas brought out at the semi-annual meetings. The publishers and the business managers are invited too.

Discussions Carried On Until Midnight

The New York contingent, for instance, left the big city Sunday night, and reached Watertown, N. Y., at 9 A. M. Monday. They went into session with forty other visitors at once and accomplished that first day a vast amount of work. With the exception of a few hours for refreshments, the business discussions were carried up to midnight.

The next day the subjects were so interesting that only luncheon and a brief resting spell were allowed before train time and the start for their homes. Practically two full days' work and sixteen hours of travel were crowded inside the period from Sunday to Tuesday night.

Sure to Find An Answer

The economies necessary to be effected; the proper procedures in the event of necessity of increased prices; how to build circulation profitably during these times of high prices; how to help publishers in their trials and hardships; consistent modern methods for city, suburban and country circulation; mail room economies—are only a few of the topics discussed and for which solutions were found at this meeting.

No matter what your local problem may be you are sure to find some one in such a gathering who is having or has had similar difficulty; and if you are not afraid to ask questions, you can profit by the advice so freely dispensed.

Circulators must recognize the importance of co-operation, and the modern publisher is confronted with problems every day where the circulation man, if he is posted on methods and tactics of others who are successful, can reach a helping hand to his employer.

Day of Cash-in-Advance

Circulations must be made cleaner and less involved, for the day is fast coming when recognition of paid-in-advance or absolutely cash subscription is the only kind the advertiser will pay for. This is the program today of nearly all successful newspapers, and the recent New York meeting in its deliberations pointed out the way to this result for any who are not living up to the mark.

Extracts from papers printed in EDITOR & PUBLISHER last week and those appearing today throw light on many a hard problem. The new president of the association, M. J. Burke, of the Brooklyn Eagle, offers a plan and a promise of great value to New York State newspapers and circulation managers would best serve the interests of their employers and their own welfare by giving him wholehearted support.

Last week EDITOR & PUBLISHER presented the meat of the talks given by

James McKernan, F. S. Levy, Frank A. Roberts, W. C. Hixson, M. J. Burke, and Daniel W. Tanner. The following complete the entire program:

A simple system for recording orders and stops for city carriers and mail subscriptions was described by C. E. Blewer of the Binghamton Press and Leader. He said:

Recording Orders and "Stops"

"We have a duplicate card, one white and one blue, in pad form and the correct size for filing. The white card is given to the carrier and is marked in large letters across the face "SEND." It has a place for the name, address, and town, also the card number, route number, date started, date stopped and remarks. On the bottom of this card we print the following instructions for the carriers:

"Your increased profits depend on good service. Call and find out just where to deliver paper, then do it. Poor delivery will lose this subscriber."

The blue slip is the same form as the white except the word "SEND" is omitted. The blue cards are filed with the proper routes and our carrier records are kept in this manner.

The stop form is the same size as the send, printed in white and yellow. The white card is given to the carrier and the word "STOP" is printed across the face of it. The address and route number are noted thereon also. At the bottom are printed the following instructions:

"It is just as necessary to hold old subscribers as it is to gain new subscribers. Call and find out why this subscriber discontinued. If temporary stop, find out when you can start delivery. Your profits depend on this."

Our city carrier routes run from one to eighty-five and each route has a number. The file runs from one to eighty-five and we are very particular to keep each boy's route by itself and in the order that it is delivered.

The change slips are the same size in duplicate white and pink. The white is perforated through the center, and can be torn apart readily. The top slip reads "Stop" with subscriber's name and address. The bottom slip reads "Send" with the subscriber's name and address. These slips also contain the route number and date of change. The duplicate is retained in one slip and has the complete record of the subscriber and are filed by themselves. They are always at hand for reference.

All our carriers are independent and pay for their papers once a week. We furnish them with a slip which contains fifty-two coupons. The name and address, date started and date paid to. The carrier gives the coupon for a receipt and he can tell at a glance to what date any particular subscriber has paid. These slips are kept in a leather, loose-leafed book cover and in the order the route is delivered. We are always able to check the boy and can tell readily if he is keeping up his collections.

Our mail orders are given first to the circulation cashier who checks up the amount sent in with each order and copies them with name and address in a journal. The orders are then written on the galley sheet and our stencils for addresses are made from the galley sheet. As soon as stencils are made they are immediately placed in their respective drawers. The renewals and new subscribers that come in the morning mail are sent out the same evening. We also run a card file for the mail subscribers, divided into each month of the year.

All our mail subscribers are paid in advance. They are notified fifteen days and five days before expiration. Those that fail to renew are sent a stop letter, explaining why it was necessary to discontinue their paper.

The best results from the above methods are obtained by keeping them as accurate as possible.

Stopping papers when subscribers do not renew orders on time, after they have received advance expiration notice, was declared by G. S. England, of the Johnstown Leader-Republican to be the best means of keeping a list paid-up. His method was described as follows:

The official government notice that subscribers must make payments in advance or papers would be stopped came to us three weeks before October 1, the date set for the order to go into effect. Though we had, previous to that time, endeavored to urge advance payments we found, upon accurate investigations that the order would effect many of our subscribers.

Our first step toward the fulfillment of the order was to insert, in a conspicuous place in the paper, a notice explaining the proposition and urging the subscriber to assist by a quick response and stating that a representative of the paper would call on as many as possible before October 1.

Our second step was to have printed in red ink, small slips explaining the government order and emphasizing the necessity of advance payments. Bills covering the amount due the company October 1 and also for a

(Continued on Page 34)

FINDS BERGER DISLOYAL

House Committee Recommends Unseating of Socialist Editor

WASHINGTON, Oct. 24.—"All the evidence in this case conclusively proves that Victor I. Berger from the time of the outbreak of the war until his indictment by the Federal Grand Jury did everything in his power to hinder, obstruct and embarrass the Government of the United States, and thus to give aid and comfort to its enemies, and in the opinion of your committee is unfit to sit as a member of our lawmaking body. That he should be rewarded for his treasonable conduct by being given a seat in the American House of Representatives is inconceivable."

This is the conclusion of the special committee appointed May 19 to determine the fitness of Mr. Berger for Congress as Socialist Representative of the Fifth Congressional District of Wisconsin. The committee recommended that the House declare the seat vacant.

Berger is editor of the Milwaukee Leader.

BUYS IN WINSTON-SALEM

Son of Ambassador Page Becomes Manager of Journal

WINSTON-SALEM, N. C., Oct. 24.—Frank C. Page of New York, who recently became one of the stockholders of the Journal Publishing Company, has assumed the duties of manager of the Journal, succeeding N. L. Cranford, who recently resigned to enter the United States Revenue Service as chief deputy of the Winston-Salem division.

Mr. Page is the youngest son of the late Walter Hines Page, ambassador to

England, being now in 33d year. He attended Harvard university and finished his work there with the class of 1910. He was for two and one-half years with Doubleday, Page & Co., publishers, first on the editorial staff of the World's Work and later as managing editor of the Red Cross Magazine. After nine months of service for that publication Mr. Page entered the air service of the United States Army with rank as captain. He was later promoted to the rank of major and was on duty with the American Expeditionary Forces in France for more than a year.

Navy Men Proud of New Policy

ATLANTA, GA., Oct. 26.—Lieut. Commander O. F. Cooper, U. S. N., in charge of the Navy Department's \$300,000 appropriation to be spent with the newspapers for recruiting, is in Atlanta in connection with this work. Commander Cooper says the entire Navy Department has a new feeling of self-respect since it is being enabled to enter the editorial offices via the business manager.

Quitting As a Daily

CHICAGO, Oct. 24.—The Chicago Arbeiter Zeitung, said to be the oldest daily Socialist paper in the United States, will quit daily publication and issue a weekly.

Keeping Up With The Times

A FACT A WEEK

Washington, October 23.

To the Editor of The Times:

What is the circulation of The Times and how does its circulation compare with those of the other Washington papers?

ADVERTISER.

The Times is second among the Washington papers in daily circulation. The most recent figures of the Washington papers are in the sworn semi-annual statements filed this month with the Post-office Department. The first three papers show for the past six months:

	Net Paid Daily Circulation
First paper.....	92,860
A LOSS of 8,783 from April.	
THE TIMES.....	59,880
A GAIN of 1,371 over April.	
Third paper.....	56,789
A LOSS of 5,059 from April.	

It is noteworthy that The Times is the only one of the three to show a circulation gain over last April's statement.

The Washington Times
WASHINGTON, D. C.

OVER
5000

Intelligent
Readers
Have Money
To Spend For
The Things
You Should
Advertise in

The West Virginian

The Evening Newspaper.
Published at Fairmont, W. Va.

Member A. B. C.

Represented by
ROBERT E. WARD
New York & Chicago.

**DANA'S OFFICE BOY HEADS
N. Y. CIRCULATORS**

MICHAEL J. BURKE, the newly elected president of the New York State Circulation Managers Association, like many men who have achieved success in the newspaper business, began by selling papers when a boy. Mr. Burke, when fifteen years old, sold papers at the Broadway Ferry in Brooklyn; at the same time he began carrying copy for reporters on the New York papers.

It was while on one of his trips carrying copy that he was offered a position as office boy with Charles A. Dana of the New York Sun. From there, in 1895, he went to the Brooklyn Eagle, where, in the morning he chased copy and in the afternoon he delivered papers to the dealers.

He was soon made a circulation inspector and since then he has advanced steadily. He was a roadman on Long Island after which he was put in charge of a branch office. His next step was



MICHAEL J. BURKE

to foreman of the mailing department and in April, 1917, he was made the circulation manager. He was active in the formation of the New York State Circulation Managers Association which he now heads.

In an interview given to EDITOR & PUBLISHER, Mr. Burke stated that his aim would be the greatest possible co-operation among the circulation managers of New York. With this end in view, he wants all circulation managers and publishers to submit to him their important and perplexing problems. He will then secure expressions of opinion from men who have been confronted by the problem in question. These will be sent to inquiring managers.

Mr. Burke is a great believer in the adage that, "Many heads are better than one." His idea of bringing this out is discussion of topics at the semi-annual convention. For this reason he expects that all members will submit topics to the chairman of the program committee and that no man will refuse to prepare a paper when requested.

He suggests that circulation managers confer with their publishers on subject for discussion and also in preparing papers for reading at the conventions. If the papers are prepared, the promises to cause enough discussion to bring out all their salient points.

The new president will also try to increase the membership of the association, whose object is to have every circulation manager in New York State in its ranks. To attain this, in the State in general and in Long Island in par-

ticular, he advocates a strong campaign among publishers in order to persuade them to enroll their circulation managers as active members. With the proper support he fully expects to achieve the greatest co-operation.

FINNISH EDITORS CONVICTED

New Yorkers Face 10 Year Sentence for Criminal Anarchy

Carl Paivo and Gust Alonen, who were indicted on a charge of printing and publishing anarchistic articles in a Finnish paper called the Class Struggle, in New York, were convicted by a jury October 25 in the Criminal Branch of the Supreme Court. They were sentenced to from 4 to 8 years in Sing Sing, and the Justice in pronouncing sentence, promised to do his best to effect their deportation on their release.

Paivo and Alonen contended they were not responsible for the articles in question. The defendants were indicted largely as a result of the findings of the Lusk legislative committee investigating criminal anarchy, and the trial was the first held under the criminal anarchy statute passed after the assassination of President McKinley in Buffalo.

FARRAR SUCCEEDS CHAPMAN

Golf Layout and Pen for Latter on Leaving Denver

DENVER, Oct. 23.—On his departure for the New York newspaper field October 22, Arthur Chapman, for the past three years managing editor of The Denver Times, was presented by the employes of the newspaper with a complete golf layout and a gold fountain pen. Mr. Chapman's plans in New York have not been perfected, but probably will include special attention to the magazine field.

At Mr. Chapman's departure, Frank C. Farrar, managing editor of the Rocky Mountain News, was appointed managing editor of both the News and The Times, both papers belonging to the Shaffer group. Under Mr. Farrar will be an assistant managing editor for each newspaper, to be appointed later, when reorganization has been perfected.

Journalism Study Popular

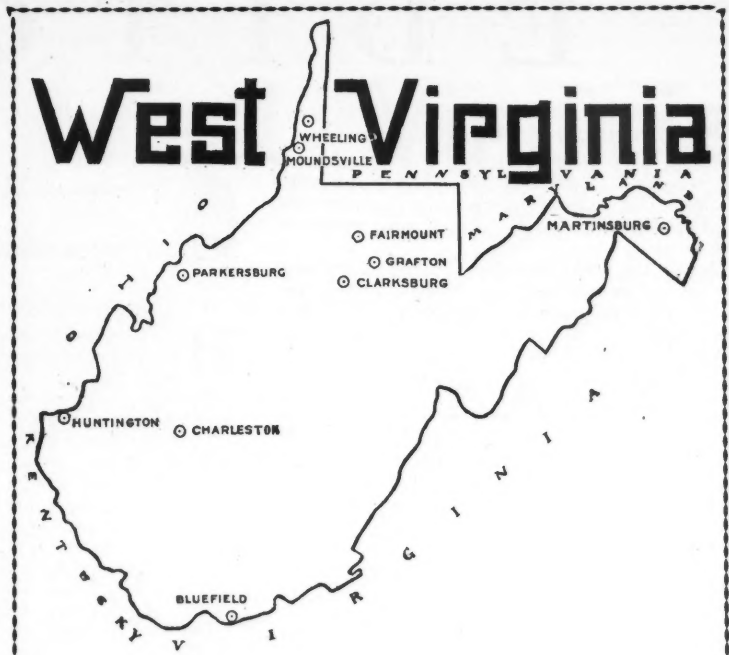
PULLMAN, WASH., Oct. 26.—The opening of Washington State College finds the new courses in journalism in demand. Sixty are now enrolled. The whole course has been reorganized under the direction of Frank Thayer, formerly director of the course in journalism at the State University of Iowa, assisted by J. L. Ashlock, T. J. O'Day and F. F. Nalder, formerly associate director of the extension division of the University of California.

New French Weekly for N. Y.

The Gazette Franco-Americaine, a new weekly printed in the French language, will appear in New York Saturday. Its purpose, as explained by the editors, will be to promote closer relations between America and France, and to stimulate better co-operation between the two republics in the various fields of peaceful activity. The editors are Arthur Plottier and Emile Cregut.

Decoration For Campbell

MILWAUKEE, Oct. 28.—Henry C. Campbell, assistant editor of the Milwaukee Journal, has received word from M. Casenave, French high commissioner to the United States, that he has been made a chevalier of the Legion of Honor.



The daily newspapers of West Virginia are neither many nor *postscripted* for circulation.

They are machine guns for advertisers searching out a territory of nearly 1,500,000 people, who live 50 to the square mile, and trade chiefly through the ten wholesale centers shown on this map.

Wholesale and retail radius of trade for these cities is unusually extensive, the direct distributors, **MERCHANTS**, most of them, not small city shops.

When you "size up" West Virginia you want to remember *that*. And also that you can safely credit these dailies with exceptional influence, *beyond numerical circulation.*

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Martinsburg		
‡Telegraph(M)	4,768	.0214	‡Journal(E)	3,249	.0129
Charleston			Moundsville		
‡Gazette(M)	11,918	.03	*Echo(E)	1,730	.0115
‡Gazette(S)	11,918	.03	Parkersburg		
‡Mail(E)	8,543	.025	*News(M)	6,239	.02
Clarksburg			*News(S)	6,239	.02
‡Telegram(E)	6,825	.02	‡Sentinel(E)	6,695	.017
‡Telegram(S)	7,730	.02	Wheeling		
After Feb. 1st, 1920, .025 line flat.			‡Intelligencer(M)	10,139	.0325
Fairmount			‡News(E)	14,749	.04
*W. Virginian.....(E)	5,192	.02	‡News(S)	17,800	.05
Grafton					
‡Sentinel(E)	2,275	.014			
Huntington					
‡Advertiser(E)	8,139	.03			
‡Herald-Dispatch (M)	11,165	.02			
‡Herald-Dispatch (S)	11,599	.02			

‡Government Statement, Oct. 1, 1919.
†Government Statement, April 1, 1919.
*A. B. C. Statement, April 1, 1919.

File the Facts for Reference

EDITORIAL

GETTING TO A BETTER BASIS

IN the days when advertising was not generally recognized as the vital factor in business building some unsound policies and practices were developed which, to some degree, still survive as traditions.

Among these was the habit of concentrating on a certain day of the week the greatest part of the advertising appropriation for that week. This policy had its inception in part in the fact that not many advertisers bought enough space to enable them to make a good showing every day of the week, or even for two or three days. They solved this problem, not through making adequate appropriations for advertising, but through using ample and impressive copy on one day and little if any copy on other days.

Having found this illogical expedient they tried to analyze the buying habits of the people and to select as their day for real advertising the one preceding (in the case of evening papers) or (in the case of morning papers) the very day on which there seemed to be the greatest "natural" volume of business.

At first Friday held favor, and Friday's papers were top-heavy with advertising. Then some of this volume shifted back to Thursday's papers—eventually to Wednesday's. The theory seemed to be that advertising could not create demand for goods—but only serve as an accelerating force, a stimulant, for an existing demand.

Monday's issue was a starved one, so far as advertising was concerned. Politicians, keenly alive to this situation, had a habit of releasing big stories for use in Monday's papers, assured of ample space. Even today, to some degree, this practice obtains. Even today there are newspapers whose Monday, Tuesday and Saturday issues are "light" in advertising, while carrying a maximum of news and appealing very strongly to reader-interest.

But many of our metropolitan papers—of a long list such conspicuous examples may be cited as the Philadelphia Evening Bulletin, the Boston Post and the Chicago Daily News—now find that the ideal of a better balanced volume throughout the week is very near to practical realization. One of Philadelphia's big department stores has been using for some time almost full copy in the Saturday issue of the Bulletin, and find that this is a strong stimulant for Monday sales.

E. A. Brown, advertising manager of the Marshall Field stores in Chicago, says: "We are now in our fifth year for consistent Saturday night advertising. We were the pioneers among Chicago retailers in this move. We started with very small copy and with very little hope of success. None of us really believed that advertising would carry over Sunday against the great Sunday paper competition. Now, however, we never pass a Saturday without generous representation in the evening papers. We find that in spite of the decrease of the Daily News' circulation on Saturday the results we get on those items advertised are frequently greater than with the same items advertised on an ordinary day."

Could there be stronger testimony to the fact that advertising creates trade, irrespective of "shopping habits" and merchandising traditions?

The Boston Post reports more business on Monday, Tuesday and Wednesday than ever before. Pressure on the advertising columns is almost equalized throughout the week. This permits a better balanced paper, more consistent treatment of news, better service to advertisers. Advertisers who insist upon position "near reading matter" are able to secure it, because of the standardization of news space. Under the old tradition certain issues were overburdened with advertising and starved for news. The problem of using at least a little news on every page except those given over to full page ads led to fantastic makeup, defeating the real purpose in view.

This question of an even balance of copy throughout the week is one demanding the co-operation of all agencies and national advertisers. With papers that are still top-heavy with advertising on certain days, schedules should provide for the use of national advertising copy on "light days." This policy will yield better results—and that should be the deciding consideration.



SIMPLE PROBLEM IN COSTS

HOW much does the white paper in one copy of your newspaper cost, before any ink is put on it?

For a newspaper using an eight-column page one pound of newsprint affords sixty pages. The present average price of paper, delivered, is about four and one-half cents per pound. Thus a 30-page paper costs, for newsprint, two and one-fourth cents; and the selling price, on the streets, of a majority of the dailies running to such sizes or larger, is two cents. As the rate to dealers is \$1.40, sometimes less, the publisher who issues a 30-page edition sustains a loss of about \$1.70 on every hundred pounds of newsprint used.

The loss sustained on white paper used in big Sunday issues is even greater, and publishers who will face the cold facts will realize that the present retail prices of their papers are wholly inadequate.

A three-cent daily issue of 30 pages, wholesaling at \$2.25 per hundred, would exactly meet the present average cost of the newsprint required. Can it be disputed that sound business methods demand that the net revenues from circulation should at least cover the total cost of white paper? Can a newspaper prosper, even with a great volume of advertising, while selling its finished product for less than the cost of the basic raw material?

Is it to be expected that the newsprint market will right itself so long as publishers persist in using a maximum of that product without regard to its cost or the loss involved?

Volume of advertising can do much to cover fundamental defects in selling policies—but it is expecting too much when this factor is depended upon to retrieve, week by week and month by month, unnecessary losses in the circulation department.

If drastic increases in advertising rates are to be avoided, a higher average selling price for newspapers must be established. The three-cent price will go far toward relieving a situation as to mounting costs which grows more menacing all the time. But it will not be a panacea. Reasonable increases in advertising rates, even at the cost of somewhat reduced space for big advertisers, must be made. These increases should be based upon the average increases in publishing costs for recent periods. It would greatly simplify this computation if the selling prices of the papers were fixed so that the revenues will cover white paper costs and fluctuations.

As a prominent publisher says, in a letter to EDITOR & PUBLISHER: "Both the subscription and advertising rates must be immediately raised to avert a break-down somewhere."

THE passing of William J. Douglas, for forty years one of the bright and well-loved figures in Canadian journalism, brings sorrow to hundreds of warm friends here in the states. He was a man of great heart and wide vision, who lived close to the ideals he cherished. His influence upon the press of Canada will live after him.

October 30, 1919. Volume 52, No. 22.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

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

James Wright Brown, publisher;

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

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

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

DAMON SUGGESTS A REMEDY

ROBIN DAMON, publisher of the Salem (Mass.) News, has acquired a reputation as a practical authority on the conservation of newspaper space—therefore, of newsprint. During the war Mr. Damon aided many publishers to save space in little ways—the elimination of useless rules, condensation of heads and news text matter, saving through narrower margins, etc. Among the metropolitan papers that utilized his suggestions successfully was the New York Globe.

Mr. Damon is somewhat of a pessimist—perhaps because he has lived too much with optimists. He does not believe that the big publishers, as a rule, are at all concerned about saving white paper. In a letter to EDITOR & PUBLISHER he uses very plain language in characterizing the wasteful practices of many of the metropolitan papers.

He sees a very simple remedy for the present shortage of newsprint—but he does not believe that the remedy will be adopted. If the Boston papers should save two pages a day, he figures, the total would be 360 tons a month, "and that quantity of paper would about supply the other dailies in Massachusetts." He believes that if this plan were to be followed in all the large cities the present sky-rocket paper market would collapse and normal prices rule.

In this argument he is in practical accord with Mr. Carvalho, who has made plain to readers of EDITOR & PUBLISHER that any drastic curtailment of consumption would result quickly in a stabilized market. Are normal market prices and an adequate supply of newsprint important enough to our metropolitan publishers to justify concerted action to end the present shortage?

WILLIAM ALLEN WHITE, newspaperman and sage, told a Kansas City audience the other day why the President is ill. In his view the presidency is now too great a burden for even a superman to carry; and, as a result of Woodrow Wilson's passionate consecration to the big tasks urging themselves upon mankind in this new day, he is halted by broken nerves and a pain-wracked body. Describing the President's unprecedented achievements at Paris Mr. White says: "He had to go alone amidst the play of great forces." Of the big issue of the hour the Kansas writer offers this classic analysis: "The League of Nations covenant is only 70 per cent perfect; sometimes I think it is much less than that, but it is the big thing of the Peace Conference, the most significant thing west of the Ganges since the crucifixion, and it is all Wilson's work. If it were only 10 per cent perfect it would still be a step in the right direction." And that is the view of all broad-visioned Americans.

MALCOLM McALISTER, an advertising man of Salt Lake City, wants to know what newspapers in the United States have discontinued the practice of publishing free reading matter and press agent stuff—particularly that applying to automobiles and real estate. No statistics are available—but it is true that a growing number of newspapers may qualify under this class. Of course there will never be a time when news matter about real estate and automobiles, as well as amusements, will be dispensed with. But the vogue of the "puff" has passed in hundreds of newspaper offices.

PELMANISM, George Creel says, is "merely the science of thinking." Any ism which can teach men the science of thinking is "some ism!" Why not try it out on certain little Senators at Washington, who think they are thinking about the league covenant in terms of Americanism?

HOW much newsprint are you saving in every issue through more intensive editing of news matter? Every inch which you save, without impairing textual value, is an inch turned over to the revenue-producing end of your paper.

ANY good newspaper may sell its classified to its readers by advertising—by persistent cultivation of reader-interest.

PERSONALS

DR. ALEXANDER BLACK, editor of the Newspaper Feature Service, is the author of "The Great Desire," which William Dean Howells claims one of the greatest of modern novels.

John H. Griffin, general manager of the Cohoes (N. Y.) Dispatch, is now acting in the same capacity for the Albany Argus, at the same time retaining his Cohoes connection. R. A. Douglas is the new editor of the Argus.

Miss Miriam Moody, daughter of C. P. J. Moody, managing editor of the Memphis Commercial-Appeal, and Robert E. Galloway, of Memphis, have been married. The bride and groom have been friends since childhood.

Robert Erwin has been made editor and publisher of the New Milford (Conn.) Gazette, following the recent death of Philip Wells.

D. R. Harris, editor and publisher of the Rusk County News and mayor of Henderson, Tex., has been appointed receiver for the Timpson & Henderson Railroad Company.

John L. Stewart, editor of the Washington (Pa.) Observer and Reporter, is chairman for Washington County of the Roosevelt Memorial Association.

IN THE EDITORIAL ROOM

Al Chase, market editor of the Chicago Tribune, has succeeded Frank N. Wood, resigned, as real estate editor of the Chicago Tribune.

W. H. Robinson has left the Cleveland News-Leader organization to become director of publicity and advertising for the Homesite Company, Cleveland.

Roger Steffan, formerly state editor of the Columbus (Ohio) State Journal, and later connected with the Institute for Public Efficiency, is now educational director for the National City Bank of New York.

Ralph Leighton Morrow, editor of the Greenwich (Conn.) Press, has been appointed permanent secretary of the Greenwich Chamber of Commerce.

J. Henry Murphy, editor of the Rensselaer (N. Y.) Eagle, and Miss Grace Steiert, of Albany, have been married.

Miss Margaret Lukes, woman's editor of the Philadelphia Evening Public Ledger, has retired and gone back to her old home in Lancaster, Pa.

J. St. George Joyce, one of the oldest newspapermen in the country, from a point of actual continuous service, has returned to his desk in the Philadelphia Evening Public Ledger after an illness of several weeks.

Francis M. Lee has resigned from the Girard Trust Company, Philadelphia, to re-enter newspaper work. He was formerly financial editor of the Philadelphia Evening Telegraph.

Harry J. Buxton, who was for several years on the staff of the North American and other newspapers in Philadelphia, has retired from active newspaper work to take care of publicity for the Pennsylvania Military College, Chester, Pa.

Miss Isabel Foster, of the Waterbury (Conn.) Republican, has joined the Bryn Mawr office staff of the Bryn Mawr Endowment Fund Campaign. She is a graduate of the Columbia School of Journalism and an A. B. graduate of Bryn Mawr.

Harry M. Neely, who was for many

years on the staff of the Philadelphia Press, returned last week from overseas, where he had spent several months doing Y. M. C. A. work, and within a few days "signed up" to sail to the South Pole region on a whaler. Mr. Neely is an expert wireless operator. He needed more material for a forthcoming book—hence the trip.

Paul MacGahan has been meeting with much success as Pennsylvania publicity director for the American Legion. He was formerly associated with the Philadelphia Inquirer.

James Vernol Clarke of Nashville, Tenn., formerly publicity director of the Charleston District of the Y. M. C. A. National War Work Council and an officer in the army during the war, has joined the executive staff of the publicity department of the Presbyterian Church in the United States, New York City.

Thomas F. Flaherty, political reporter of the Bridgeport (Conn.) Times, has resigned to become associate editor of the Trade News Service, in New York. William W. Dooley, city editor of the Times, has returned to his home in Charleston, S. C.

E. O. Sawyer, Jr., a former Los Angeles newspaper man, occupies the unique position of holding office under the Canadian government while retaining his American citizenship. Mr. Sawyer was recently appointed superintendent of the Canadian Fish Commission.

Ben Markson, formerly on the Des Moines Register and Tribune, has gone to the Los Angeles Record.

William A. Linnance, city hall man for the Hartford (Conn.) Times, was married October 8 at Winsted, to Miss Florence Babbitt. Mr. Linnance served in the U. S. N. R. F. during the war.

W. J. Barnett, who has been on the Philadelphia Record staff for some years, has succeeded the late Albert B. Baily as financial editor.

LeRoy Pond of the Hartford Post's city staff has resigned to become the Hartford correspondent for the Waterbury Sunday Herald.

Walter E. Bellinger, late of the Utica Observer, is now city editor of the Norwich (N. Y.) Sun, succeeding Foster C. Potter, who resigned to study at Syracuse University and the Pulitzer School of Journalism, New York. Miss Lenore P. Watts, a University of Missouri journalism school graduate, is the new society and correspondence editor of the Sun.

Captain J. W. Lockwood, who recently returned after twenty-six months' army service, has joined the Capper Farm Press as art editor. He was decorated with the Croix de Guerre for gallantry at St. Mihiel.

Neil D. Cranmer, a former editor of the Syracuse University Daily Orange, and Miss Leah Emmeline Rogers have been married. Mr. Cranmer, who is now in the insurance business at Elmira, N. Y., was a charter member of Pi Delta Upsilon, journalistic society.

Ernest C. Pollard has succeeded Harry P. Guerrant as city editor of the Petersburg (Va.) Evening Progress. Mr. Guerrant has accepted the position of assistant secretary of the Petersburg Chamber of Commerce.

Harry B. Crozier has been made city editor of the Dallas (Tex.) Morning News, succeeding Wilbur Keith, who has become state editor. Richard Donohue, telegraph editor, has gone to the Fort Worth Star-Telegram.

A. C. Truax is the new city editor of

McCAIN OF ALLIED MUTUAL WAS PICKED FROM FOUR

WHEN the Allied Mutual Liability Insurance Company went hunting for an advertising manager some time ago they first called upon a prominent New York advertising agency to recommend a few men for the job. The agency recommended four men and from them one was "picked." His name is J. S. McCain, Jr., and his business life has been largely devoted to advertising and sales.



J. S. McCAIN, JR.

Mr. McCain helped direct Valentine's "Valspar" Varnish campaign. In 1917 he resigned to join the truck department of the Packard Motor Car Company. In 1918, he joined the J. Walter Thompson Advertising Agency staff and did plan and research work. Early in 1919, he became specialty sales manager for L. Barth & Son, hotel outfitters. Mr. McCain does not plan to make any changes in the present organization of the Allied Mutual, but additions to the staff are planned as the work progresses.

the Dallas (Tex.) Evening Journal, succeeding Robert R. Penn, who becomes feature writer.

William Moon has been made assistant city editor of the St. Paul Daily News, succeeding Bernard Vaughn, who becomes editor of the Rural Weekly.

Maj. John J. Ahern, Sunday editor and former city editor of the St. Paul Daily News, has resigned to engage in the livestock business at South St. Paul. He and Walter Chase, the news editor, have bought a farm on the Minnesota side of the Mississippi river.

IN THE BUSINESS OFFICE

Herbert H. Fish, Jr., has been appointed Buffalo manager for the Western Newspaper Union, succeeding James H. Lee, who recently resigned to engage in other business.

Miss Zulu Lee McCaulee, formerly advertising manager of the San An-

gelo Standard, and C. B. Smith, late with the Memphis Commercial-Appeal, are now connected with the Dallas (Tex.) Evening Journal advertising department.

Walter Dathe and E. B. Phillips are now handling, jointly, the classified advertising on the Dallas (Tex.) News.

W. E. Douglas, formerly classified advertising manager of the Dallas (Tex.) News, is now with the Atlanta Georgian and American.

Howard Slocum has resigned from the local advertising staff of the Schenectady (N. Y.) Union Star.

E. W. Waldron, for the past year advertising manager of the Miami (Fla.) Daily News and previously with the Niagara Falls (N. Y.) Journal, has joined the copy staff of the Washington (D. C.) Post.

William Johnson, the New York Tribune Syndicate manager, is off on another western trip. This time he'll stop for a talk with "Ding" in Des Moines.

WITH THE AD FOLKS

George William Bricka, of the Brickford Advertising Company, New York, and Miss Ethel Leontine Hays were married October 22.

O. A. Rowley, president of the Lorain (Ohio) Advertising Club, has resigned.

W. E. Brewster has succeeded F. G. Blakelock, resigned, as advertising manager of the U. S. Light & Heating Corporation, Niagara Falls, N. Y.

Miss Jane J. Martin, advertising manager of the Sperry & Hutchinson Company, New York, was tendered a complimentary dinner by her friends, October 21, to fittingly celebrate her election as the first woman member of the executive committee of the A. A. C. W.

H. G. Jones, the New York Tribune's book advertising man, is now connected with the advertising agency of Croot & Denhard, New York. Miss Elizabeth Maltby, who has been in charge of the Tribune's tea room advertising, is to take over Mr. Jones' desk. Miss Maltby has only recently returned from doing canteen work in France.

George B. Forristall has been elected president and J. D. Mason vice-president of the Houston (Tex.) Advertising Association.

Joseph H. Fierstein, for the past two and a half years advertising manager for a Houston (Tex.) dry goods firm, has just established an advertising business in Houston.

Facts about the Haskin Service

The Washington Times has signed a contract for the Haskin Service for one year

School teachers alone received last week 14780 pieces of educational literature through the newspapers represented by this service

Frederic J Haskin Washington D C will tell you the price and plan for your paper



BRITISH JOURNALS' WAR RECOVERY IS RAPID

FOR a month or two after the Armistice there was a rush of new issues and a resumption of many publications suspended during the war. Then came an interval of comparative quiet, but now, with the return of holiday-makers and renewed activities there comes another flood of new journals. From various parts of the country comes news of projected dailies and weeklies, a recent addition being a weekly edition of the Manchester Guardian.

The proposed issue of an English edition of the Saturday Evening Post by Odhams, Ltd. (which is said to have been abandoned) is responsible for a new London weekly called Nash's Weekly, the preliminary prospectus of which frankly confessed that it was to be the British equivalent of Cyrus H. K. Curtis's Philadelphia paper. It is published by the Periodical Publishing Co., 33 King street, London, W. C. Then there are the New Commonwealth, a weekly newspaper of politics (Kelmescott Company, 133 Salisbury Square, Fleet street, E. C. 4.) Sports, a new illustrated sporting weekly newspaper from the Amalgamated Press, Football Bits (George Newnes, Ltd.), and trade and class papers including the British Builder (Organiser House, Bedford street, W. C. 2); the Musician, (17 Little Titchfield street, W. 1), which has grown out of a trade paper called the Pianomaker, founded by a plucky Scotsman, Herbert Sinclair, in a time of war-strain and trials, Works Management (A. W. Shaw Co., Shoe Lane, E. C.) Industrial Art Journal (Kingfisher Press, Southampton Row, W. C. 1) and others of minor importance.

But as a result, things are distinctly booming among editors and publishers, and the public seems to receive each new issue with open arms. Our newstands are regaining their pre-war standards in bulk and variety of the periodicals displayed and the winter season promises to be one in which the British reader will have a bewildering profusion of newspapers and other publications to select from.

Newspaper Rumors in Ireland

I UNDERSTAND that very few if any of the existing Irish newspapers—and there are some fine journalistic productions in Belfast and Dublin alone—are at all perturbed at the rumors of new Irish newspapers to be established in various political interests, or of changes in existing proprietaries. Sir Henry Dalziel (who owns the London Daily Chronicle, Pall Mall Gazette, Reynolds' Newspaper, etc.) is one of those spoken of as desirous of becoming interested in Irish newspapers.

Then, the present Government is suggested as having aspirations in the direction of an Irish newspaper as an

Higham Would Inspire National Ideal Through the Press —Editor & Publisher Is Quoted by Union of Journalists.

BY HERBERT C. RIDOUT
London Editor, Editor & Publisher

official organ and mouthpiece of its views—run as a private property, of course.

Thirdly, the leader of the Sinn Fein party in Ireland, de Valera, is said to have returned from the United States so impressed with the power of the newspaper there that nothing short of a daily Sinn Fein paper will satisfy him. It is believed that these rumors have their foundation in the fact that the death of W. Martin Murphy, of the Independent and Freeman's Journal has given rise to the idea of changes in proprietorship. But from what inquiries show, the only people who are worrying are those whose names are mentioned as projecting Irish journals

"Toby, M. P." Writes Journalistic History

FOR many years Sir Henry Lucy wrote the Parliamentary diary in Punch under the nom de plume of "Toby, M.P." He is now engaged on a volume of reminiscences of his career "The Diary of a Journalist," which is awaited with some interest since Sir Henry's period was that of middle and late Victorian and Edward VII.

Editorial and Publishing Activities

THE proprietors of established journals exhibited activities that indicate in a marked degree that determination to hold their own against the attractions of any newcomers. Perhaps the most marked instance of the kind is that of the London Morning Post, which, always a daily of strong character, if with a reputation of being somewhat staid, has inaugurated a publicity campaign for sales and advertising that has startled many of its contemporaries by its boldness and forcefulness.

There is no doubt that the fighting policy of the Morning Post during the war gave the paper a new reader-interest and power, of which full advantage is now being taken. It was a bold step, and now leaves only one competitive daily out of the field of advertising, and there is probably little doubt that the big-minded proprietor of this will not recognise his opportunity before many moons have past.

Then, following on the Times serial of Ludendorff extracts, comes Land and Water with an announcement of still further copious extracts, while the

Sunday Times is printing Von Tirpitz's story of German submarine warfare.

In another direction the Observer is effecting a radical change in its appearance by removing the trade display advertisements which have hitherto occupied its front page and replacing them with "smalls"—the object being avowedly to improve the appearance of the paper, with the mystifying addition that it is at the request of a very large number of readers.

It is an illuminating instance of the hold some British newspapers exercise upon their readers when the Observer (it is 128 years old) can advance a reason of this kind.

Editor & Publisher Is Quoted

THE official organ of the British Institute of Journalists, the Institute Journal, has been interesting itself in the question of casual authorship and its relation to newspaper production. In the last issue of the Journal Kenneth McMillan writes, apropos of the subject:

"I should like to quote from a recent number of the EDITOR & PUBLISHER of America anent that very subject. It seems that the New York World secured the stories of their Transatlantic flight from the three American aviators who essayed the attempt quite recently. Quoting the EDITOR & PUBLISHER in this connection, it is of interest to note that all of the proceeds of their journalistic work went to the writers themselves, although the article was syndicated through the World. The provision that the aviators should reap the financial reward of their stories was written into the contract by the World. "Surely this is a tip for our legislators in this very matter. If real honest bona-fide journalists, members of the

Institute would observe this code, and at the same time refuse to be the puppets of ambitious proprietors, then there would be little difficulty in expunging the practice from the best journalistic circles."

I think the influence of EDITOR & PUBLISHER in England may be fairly gauged from quotations of this kind

Trade Unionism Growing Among Newspaper Men

THE growth of trade unionism among British newspaper writers is steady and strong. The National Union of Journalists reports from Central London alone fifty-two new members in the month of August—a vacation month, too. The workers in the London house of E. Hulton & Co. number about 120 members.

As illustrating the strength of the idea, the organ of the National Union tells of an incident that occurred in a Norfolk town where a meeting was held in connection with a local laundry workers' strike. The press was represented by the district reporter of one paper and the local correspondent of another.

The chairman of the meeting challenged the press representatives regarding their trade union status. The district reporter was a member of the N. U. J., which was sufficient, but the local correspondent, naturally, was not a union member and he was requested to leave. The chairman subsequently explained that he could not allow the non-union man to sit next to another reporter who was a trade unionist.

Service

National advertisers find the Indianapolis Radius an easy market to cultivate because they can obtain exact information of conditions from the Merchandising Service Department of

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

ADVERTISING RECORD

4,732,042 Agate Lines of advertising were published in the

Clarksburg Telegram

WEST VIRGINIA

during nine months ending September 30, 1919

A gain of 31.8% over same period last year.

NATIONAL ADVERTISING

shows a gain of 87.9% for the same period.

It pays to advertise every day in the

Clarksburg (W. Va.) Telegram

(300 ft. x 280 ft.)



The Detroit News

Carries over half the entire appropriations for week day newspaper advertising in Detroit. Three competitors divide the balance.

The Evening Star

The circulation of

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.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



Last P. O. Report

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

76,806

New Orleans Item

Send for a copy of our \$3,000 Book of Facts and Figures concerning selling 1/28 of all the people in the United States.

More Separate Advertisements

appear in THE PLAIN DEALER every week, every month, every year than appear in any other Cleveland paper. Nearly every one knows the superiority in results of

The Plain Dealer

NEWSPAPERS FIGHTING TUBERCULOSIS

Hammering Away with Paid Advertising Has Most Effect on Public, Declares W. E. Chandler of Rhode Island

PROVIDENCE, R. I., Oct. 22.—“Newspapers are one of the greatest factors in the campaign against tuberculosis,” Willis E. Chandler, secretary of the Rhode Island Anti-Tuberculosis Association, declared at the New England Tuberculosis Conference, after citing the failure of leaflets to reach large numbers of people. His subject was “Paid Advertising,” the use of which was discussed as one of the more effective methods of publicity.

Mr. Chandler urged that any campaign against tuberculosis be conducted in a business-like manner. He argued that newspaper advertising is a far better means of reaching the people than by the circulation of free folders.

“The first thought of a person who is handed a free folder,” he said, “is about the same as that of a man who is handed a free cigar, namely, what is the matter with it.”

“By hammering away in the newspapers with paid advertising,” he added, “we hope to get our message to everybody.”

Mr. Chandler praised the newspapers for the co-operation they had given in tuberculosis campaigns for funds and along educational lines.

AGE-HERALD IMPROVEMENTS

Birmingham Daily Prepares to Erect Addition to Present Building

BIRMINGHAM, ALA., Oct. 28.—An addition to the Age-Herald building costing \$50,000 is to be erected at once to care for that newspaper's increased need for space.

This has been officially announced by Edward W. Barrett, editor and publisher of the morning daily, and it is said that the plans will be completed and work will begin within the next few weeks.

SIR JOSEPH LAWRENCE

Was Official of American and British Linotype Companies

LONDON, Oct. 25.—Sir Joseph Lawrence, chairman of the International Linotype Company, Ltd., and a director of the Mergenthaler Linotype Company of New York, died suddenly yesterday. Sir Joseph Lawrence was born September 23, 1848. He was educated in private schools and later became Captain of the 40th Lancashire Volunteers.

He was one of the principal and earliest pioneers in the project for the Manchester Ship Canal and took an active

part in the passage of the British patent laws from 1902 to 1907. In 1909 he was sheriff of the City of London, and from 1901 to 1906 he was Member of Parliament for Plymouth Boroughs.

Obituary

FRANCIS R. WALL, a lawyer, who was killed in a recent automobile accident in Oakland, Cal., was formerly prominent in newspaper circles in the Pacific Northwest. He was northwest editor of the Portland Oregonian from 1895 to 1898.

ADOLPHUS E. CLYMER, for the last six months telegraph editor of the Mobile News-Item, died at a local infirmary this week after a short illness. He had been employed on a number of papers in Dallas and other Texas cities.

HAL S. ROCKWOOD, aged 52, prominent in newspaper and political circles in Portage, Wis., for thirty years, is dead. He was city editor of a local paper for a number of years and later joined the staff of the Milwaukee Sentinel.

THOMAS DUNCAN, who for 29 years was market editor of the Chicago Evening Post, died recently, aged 87 years.

HENRY L. HENDRICKSON, 61 years old, employed in the composing room of the New York American for more than twenty-five years, died in Brooklyn on October 25.

JOHN H. KERN, editor of the Queens County American, died October 28, from influenza at Glendale, N. Y.

MRS. LAURA SNYDER BEAL, who when her father, Judge Frederick Snyder, was publisher of the Maryville (Mo.) Times, worked on the staff, and who later was society editor of the Maryville Tribune, is dead at her home in Maryville.

MRS. LILLIAN C. HUTTON, aged 57, for twenty years a newspaper woman of Kansas City, and for the past nine years editor of the woman's department of the Daily Drover's Telegram, died October 23.

AMOS ROBERTS, who died recently at Elmira, N. Y., started in the newspaper business with the Albany Argus, then the Atlas-Argus. He published the first Republican newspaper in Schoharie county and later edited the Courtland Democrat, owned by Daniel S. Lamont, Secretary of War during Grover Cleveland's administration. He then went to the Addison Advertiser, which he edited until his retirement ten years ago.

JOHN W. DONOHUE, vice-president of M. A. Donohue & Co., past member of the Press Club of Chicago and well known book publisher, fell dead on October 18. Mr. Donohue was born in

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers
Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

Chicago in 1868. He leaves a widow and four sons.

ANTHONY F. ROBERTSON, 48 years old, editor and publisher of the Tulsa (Okla.) Daily Record, a publication devoted to the petroleum industry, died October 12. At one time he was connected with the Dallas Morning News. The body was sent to Selma, Ala., his former home, for burial.

MRS. W. N. MCKINNEY, 57, wife of W. N. McKinney, associate editor of the Excelsior Springs (Mo.) Call, died October 5.

C. P. STEEN'S ACTIVITIES SOUTH AND WEST

(Continued from Page 10)

ploye and the other a reporter on a local paper. J. G. Kemp, field secretary, was present, also W. G. Bleyer, professor of Journalism of the University of Wisconsin. Claude R. Diegle, managing editor of Victor Berger's Milwaukee Leader (Socialist), and secretary of the I. E. A. was not here. Diegle and C. H. Hanley, also an editor of the Leader, are both members of the executive committee of five of the I. E. A.

I. E. A. CONVENTION DATES

Announces First Annual Gathering Will Be in Kansas City

(Special Correspondence)

KANSAS CITY, Mo., Oct. 29.—It has been announced that the first annual convention of the International Editorial Association, which claims to be a fraternal and beneficial organization, will be held here December 12, 13 and 14 instead of in Cleveland, Ohio. At the same time, it is said, Clyde P. Steen, managing director, will complete the formation of the Missouri Chapter.

The formation of Oklahoma and Wisconsin chapters will be completed, it is hoped, before that time. The following

WE SPEND MORE THAN \$500,000

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

“Hearst's Features Always Lead”

Write for booklet.

“Half Million Dollar Feature Service”

The International Feature Service

246 West 59th Street

are given as the officers of the organization: Clyde P. Steen, managing director; Edward Arkle, city editor Wheeling (W. Va.) majority vice-president; Claude R. Diegle, managing editor Milwaukee Leader, secretary; J. M. Magie, managing editor Waynesboro (Va.) Twin City Times, and Herbert Vanderhood, Chicago, directors.

The Wheeling (W. Va.) Majority is a weekly labor paper. The population of Waynesboro is given as 2,000. The Twin City Times is a semi-weekly paper of which R. S. Owens is editor and publisher. Its circulation figures are not included in EDITOR & PUBLISHER'S records, but the circulation of the Valley Virginian (weekly), the only other paper in that city, is given as 950. The Milwaukee Leader is Victor Berger's Socialist newspaper.

Celebrates in Waynesboro

(By Telegraph)

BEDFORD, VA., Oct. 27.—Clyde P. Steen, managing director of the International Editorial Association, left Bedford early in October and on the tenth day of this month celebrated, in Waynesboro, the acquisition of another home for editors in that town. His present address has been given as Lynchburg, Va.

Kemp Unknown on Tribune

(By Telegraph)

CHICAGO, Oct. 27.—At the managing editor's office of the Chicago Tribune it was stated that there was no record in their files of a James George Kemp ever having been in the employ of that newspaper.

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers Print Our Service

Send for our **Headline History of the World War**

Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers
170 Broadway New York

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. *

The True News FIRST

Always - Accurately

International News Service
World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

Curtis Gives Free Insurance to All Employees

Philadelphia Ledger Staffs, Pleased by Award, Sign "Round Robin" of Thanks

PHILADELPHIA, Oct. 28.—Every employe of the Public Ledger and Evening Public Ledger, who has been associated with either newspaper for a year or more, have just been handed life insurance policies, the gift of Cyrus H. K. Curtis, publisher of the two newspapers.

The policies are payable at the time of the employe's death to any person he or she may name. Upon proof of death the beneficiary of the insured is given a lump sum of \$250. This is to defray burial expenses. Following this payment the beneficiary collects each week a sum equal to the insured's earnings at the time of death. These payments are to continue until a year's salary shall have been paid.

The offer was entirely gratuitous on the part of Mr. Curtis. There are no "strings" attached to it and it is absolutely gratis to every employe. So pleased were the employes that the various departments of the two newspapers signed a "round robin" which they presented to Mr. Curtis, emphasizing the thanks of the workers for the beneficent award.

FRIENDS HONOR BOK

Retiring Ladies' Home Journal Editor Tendered Farewell Dinner

PHILADELPHIA, Oct. 24.—Edward Bok, who will resign at the end of this year as editor of the Ladies' Home Journal, was given a dinner this week by his associates in the Curtis Publishing Company in recognition of his thirty years' service. Every department of the company was represented at the dinner, which was attended also by representatives of the company's branch offices in other cities. Mrs. Bok and her son, Curtis Bok, recently mustered out of service, were also among the guests.

Cyrus H. K. Curtis presided, and introduced John Gribbel, former president of the Union League and for years associated in business with Mr. Curtis, who made the principal address. A feature was the playing of Joseph Hoffman, noted pianist, who for years has been associated with Mr. Bok through the Philadelphia Orchestra, as well as through the Ladies' Home Journal, to which the pianist is a regular contributor.

Prize for Pittsburgh Stories

PITTSBURGH, Oct. 26.—The University of Pittsburgh has received a check for \$100 from William A. Johnston, author and native Pittsburgher who is now a member of the New York World editorial staff. This amount is to be awarded as a prize for the best short story, laid in Pittsburgh, produced this year by a U. of P. student. Mr. John-

ston wishes to encourage writers to use Pittsburgh atmosphere in their stories and censures the tendency of young authors to locate their stories everywhere save home.

State Editor for Portland Paper

PORTLAND, ME., Oct. 29.—As part of a plan better to cover the state of Maine and make the Evening Express-Advertiser even more decidedly a state paper than it is at present, the paper has created the position of state editor and has appointed H. J. R. Tewksbury, who was telegraph editor of the Lewiston Sun for a number of years and came to the Express-Advertiser as an assistant news editor about a year ago. Mr. Tewksbury is succeeded on the news desk by L. Barton Motherwell.

Engravers Want \$1 an Hour

ALBANY, N. Y., Oct. 4.—One dollar an hour or \$44 a week for 44 hours work, is the rate Albany photo-engravers have set, and for which a demand will be presented to the employers shortly. The present scale is \$35 for 48 hours work. The existing contract between the workers and the employers ends in December.

WHAT OUR READERS SAY

Circus Tickets for Advertising

TO EDITOR & PUBLISHER:

At the meeting of the A. A. C. W. Newspaper Departmental in New Orleans, a motion was adopted stating it to be the sense of those present that reading notices should not be given to circuses.

As you know, it has been the practice for newspapers to give reading notices and accept tickets which are a constant source of internal strife in newspaper offices when the distribution time comes. The writer has a letter from A. M. Dockery, Third Assistant Postmaster-General, in which he says the following:

Publishers of publications entered as second class matter are not prohibited by the postal laws and regulations from inserting in their publications reading notices pertaining to circuses. If such notices are inserted in consideration of receiving tickets of admission to the circus, they should be marked as advertisements in accordance with the provisions of the Act of August 24, 1912. If the notices are not inserted in consideration of obtaining tickets of admission to the circus or of some other valuable consideration, they would not appear to come within the requirements of the Act.

The printing of circus readers has been a thing tolerated in newspaper offices from time immemorial. The writer has yet to see a circus reader followed by the word "advertisement," though it undoubtedly is never printed unless circus tickets are secured. In fact, the ordinary circus contract contains the stipulation that so many tickets are to be given and that readers are to be furnished.

It has long been the custom for city and county officials to take tickets for the presumed purpose of seeing that the law is observed or not observed, as the case may be.

Now, isn't it about time that newspapers were conducting their business on a business basis? H. H. B.

"Let Us Have Open Discussion on Writers' Organizations"

KNOXVILLE, TENN., Oct. 21, 1919.

TO EDITOR & PUBLISHER: The tendency of newswriters the country over to form unions or associations with or without affiliation with the International Typographical Union is fast spreading and the question naturally arises among reporters and desk men:

Will the movement be beneficial?

The craft appears to be divided into three classes at present: (1) Those who believe in the principle of unionism as adapted to professions; (2) those who are radically opposed; (3) those who have to be shown. I class myself with the third division after reading everything that EDITOR & PUBLISHER and other publications have carried since the agitation became acute.

It is a fact notorious and to the shame of a large percentage of publishers that salary increases in the editorial department have not kept pace with the advances in the mechanical departments. If the men who handle the news can obtain adequate compensation through organization well and good. But will it stop there?

The newswriter more than any other man keeps in close touch with the public pulse. His job is a quasi-public one. He owes a duty not only to his employer but in, perhaps, a larger extent to the public in that he must present the news in an unbiased and truthful manner for the benefit of the whole. His judgment must not be warped by any outside influence.

Recently we have seen attempts of various unions in England, Canada and the United States to censor the editorial pages of newspapers. That they have met with no success was due to the firm stand taken by publishers who preferred to suspend publication rather than submit to dictation.

Now, if the men who gather the news, write the news and prepare it for publication form a union can they act with the same interest toward the public as they do today?

This is not a criticism of the union movement. It is an honest effort to obtain light from men who are competent to shed it through the columns of EDITOR & PUBLISHER. If this agitation is worth going through with it will flourish under the spotlight; if it isn't it will curl up and die.

Let us have the opinions of men who are taking part in the daily grind in the medium sized cities of the country who are not afraid to sign their names to communications.

CHARLES B. FORBES

Night Editor, The Knoxville Journal & Tribune

The Lawrence Case Clarified

LAWRENCE, KAN., Oct. 23, 1919.

TO EDITOR & PUBLISHER: Both the heading "Publishers Complain of Invasion" and the article following on page 26 of your issue of October 9th are misleading.

The Kansan has been published at the University of Kansas as a six column folio daily five days a week for nine or ten months in the year, for the past ten years. It has its field as a University paper, but last summer it endeavored to secure an Associated Press report, by making application to one of the Directors, who referred them to W. C. Simons, publisher of the Journal-World, the member of the Associated Press at Lawrence.

Not being able to secure an Associated Press report they contracted with the United Press, which had been furnishing the U. P. report to the Gazette for several years, without conferring with the publishers of that paper. The Gazette complained and Mr. Simons was called into the matter by the state authorities.

The field of the Kansan as a newspaper and the field of the Department of Journalism as job printers were discussed and Governor Allen and the Board of Administration decided that the Kansan should not essay to become a general newspaper nor should the state owned plant of the Department of Journalism enter the field as an active competitor for job printing against privately owned institutions, but that the University paper

125,636

persons live in the territory served by the ASBURY PARK PRESS

(Evening and Sunday)

This section of New Jersey—Monmouth and the greater part of Ocean counties—constitutes the heart of the garden center of the state, besides being the "Play-ground of America."

The residents are well-to-do and form a responsive market that well repays the advertiser. And the Press thoroughly covers the territory named.

Member A. B. C. Standard Rate Card.
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Building, Chicago
J. L. Kimmonth, Owner and Publisher,
Ashbury Park, New Jersey.

When the East Reaches the West
LOS ANGELES
Evening Herald

The greatest week-day advertising medium on the Pacific coast

DAILY CIRCULATION
127,773

PUBLISHERS: If you are having trouble Collecting your N. Y. Agency Accounts due to "Missing Checking Copies," you NEED the "S. & M. INSURED Agency Delivery Service." (Send for details.)

Co-operative Service of Schorn & Mandel Inc.
450 Park Ave. N.Y. 7305-7300 Mad Sq.

should be limited to a four page seven column paper, excepting for a number of special occasions during the year, and that the job office should be confined to the printing of university publications and a certain amount of fill-in job work originating within the university. The newspaper men of Lawrence appeared before the state officials at the invitation of Governor Allen, who handled the matter very wisely.

It is the old question of whether a plant owned by the state and conducted at least in part at the expense of the taxpayers, should operate in competition with privately owned plants. It was the decision of Governor Allen that they should not be conducted for profit, and should be limited to their fields.

W. C. SIMONS,
President World Company.

Jack Barry Writes from Iquitos

IQUITOS, PERU, Sept. 9.

TO EDITOR & PUBLISHER: Here I am 2500 miles up the Amazon. Iquitos is a town of the future—the most important east of the Andes in Peru; has four daily newspapers and is very pro-American—even though there's not a single American in Iquitos!

The only communication it has with the outside world is down the Amazon or on mule-back over the Andes. There are strong wireless stations all through these wild sections of Peru and Brazil so that the newspapers each day carry all the latest important dispatches.

Did I see all? Not quite that—mostly one or two live affairs. It is surprising what "civilized" lives they live in these out of the way spots on the earth's surface. The U. S. A. seems to be looked upon as the main hope of Brazil and Peru.

I have given a few interviews to the local press in various towns in Amazonia, encouraging the idea. This is the country of the future—a "white man's" country in every sense.

J. F. BARRY.

4-5 Column Strip Features

MERIDIAN, MISS., Oct. 23, 1919

TO EDITOR & PUBLISHER: As one measure toward newspaper conservation, may I suggest that the newspapers use four and five column strip features instead of six and seven columns. By careful lettering, the captions of the scenes can be deciphered in four and five column sizes.

We are writing to the syndicates that supply us with strip features and will be glad to have the matter considered by other publishers.

RALPH R. BUVINGER,
Proprietor Meridian Star.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement 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 Pittsburgh Dispatch reduces to the minimum all chance in advertising expenditures.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Bldg., Philadelphia

New Orleans States

Member Audit Bureau of Circulation
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

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit employs 750 highly-skilled, highly-paid mechanics in thirty factories whose deposits in local banks total \$2,000,000.

Are you getting your share of this industrial wealth?

Beloit has one paper—the Daily News. Circulation over 7,000. Rate, 35 cents per year in advance.

21 DAYS' SUPPLY HELD BY PUBLISHERS

Jobbers' Stocks Fall With "Spot Market" Price \$4.58 Per 100 Imports Grow and Exports Drop

WASHINGTON, D. C., Oct. 27.—The Federal Trade Commission's report on news print paper production and consumption for the month of September agrees with the report of the News Print Service Bureau (printed in EDITOR AND PUBLISHER last week) in that there was only about 4 days' average output of paper on hand at the mills on September 30.

Tonnage reports from 753 publishers show that the newspapers of the country had on hand on September 30 a total of 139,987 tons of news print. As it is estimated that the present daily consumption of news print approximates 6,500 tons, it is evident that the publishers' stocks cover about 21 days' consumption.

1871 Tons in Transit

Publishers' stocks decreased 3,238 tons during September, which was counterbalanced in part by an increase of 1,871 tons of news print in transit. Fifty-seven publishing concerns held about 54 per cent. of the total stocks at the end of the month.

The weighted average price of contract deliveries from United States mills to publishers during September, f. o. b. mill in carload lots for standard roll news was \$3.675 per hundredweight. This average is based upon September deliveries of more than 77,000 tons on contracts involving a total tonnage of more than 1,500,000 tons of paper made 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 weighted average contract price based on deliveries from Canadian mills of more than 18,000 tons of standard roll news in carload lots f. o. b. mill in September, was \$3.663 per hundredweight. This average is based upon deliveries on contracts involving more than 200,000 tons of Canadian paper. Most of the contracts terminate on December 31, 1919.

Average Market Price Is \$4.58

The weighted average market price for September of standard roll news in carload lots f. o. b. mill based upon domestic purchases totalling more than 10,000 tons was \$4.58 per hundredweight.

Imports of news print during August, practically all from Canada and Newfoundland, totalled 47,131 tons, against 46,863 tons in August, 1918.

Exports of news print, totalled 9,650 tons in August, 1919, as compared with 8,521 tons in August, 1918. Argentina was the leading customer, with 3,781 tons, other purchasers taking the following amounts:

Brazil, 1,421 tons; Cuba, 1,116 tons; Chile, 509 tons; China, 512 tons; United

Kingdom, 476 tons; Uruguay, 275 tons; Japan, 268 tons; Peru, 225 tons; Philippine Islands, 156 tons; Australia, 100 tons.

Jobbers had on hand on September 30 a total of 7,756 tons, a decrease both in roll and sheet stocks. Commitments reported in September, 1919, to sell roll news were 5,828 tons greater than commitments to buy. Commitments to sell sheet news were 1,541 tons less than commitments to buy.

TO EDUCATE IN GAS

National Advertising Campaign Will Instruct Public in Uses

A nation-wide advertising and publicity campaign by the American Gas Association was decided upon October 16 in a meeting of the organization in New York. The campaign will be for the purpose of bringing to the consumers' notice the necessity for the use of gas in conserving the nation's resources.

Few persons, it was said, have a clear idea of the manner in which gas is produced. Few know that the gas service is handled in a highly scientific manner, and few realize that the cost of this product to them is low comparatively.

CIRCULATION NOTES

William G. Mercier, the new circulation manager of the Peoria (Ill.) Journal and Transcript, has been connected with the circulation of daily newspapers for more than sixteen years. Starting with the Chicago Examiner and American, he shifted after five years to the Cleveland News and Leader and later went with the Chicago Herald. Prior to joining the Journal-Transcript forces, he was on the staff of the Audit Bureau of Circulations.



W. G. MERCIER

The Houston (Tex.) Post published the names of prize winners of its circulation contest campaign, October 9, and distributed the prizes the following Saturday on the Federal building square.

The Seattle Daily Times, which recently made material advances in its price, the street sales on dailies going to 5 cents and the Sunday issue to 10 cents, with corresponding increases in home subscriptions and advertising rates, has announced a circulation contest in its Sunday issue. Twelve prizes, ranging from \$250 to \$50, will be awarded to the members of what is called the "Help Yourself Club" who obtain the largest number of new subscriptions to the pa-

per. Trips to the Yellowstone National Park are also planned for successful contestants.

Earl Foster, for the past seven years circulation manager of the Des Moines (Ia.) News, has resigned to go with Wallace's Farmer, Des Moines, as circulation promotion manager. G. Morrison of the Toledo News-Bee is Mr. Foster's successor.

Thomas Middlemas has been appointed circulation manager of the Cheyenne (Wyo.) State Tribune, succeeding Albert L. White, who retires after nearly 25 years' service, because of poor health, and will spend a while in California.

F. W. Conrey, for the past two years circulation manager of the Topeka (Kan.) Capital, has resigned to devote his energies to private business.

About \$60 was raised for new uniforms for the Schenectady (N. Y.) Newsboys' Association drum corps, through the annual field day. A pie eating contest was one of the features. It was participated in by about 100 carriers. Officials of the Union-Star and the Gazette helped to make the day a success.

L. L. Ricketts, formerly circulation manager of the Des Moines Capital and later on the Atlanta Georgian and American, has returned home from 18 months' overseas service as a Y. M. C. A. secretary with the U. S. mine forces in the north of Scotland. He is now in Des Moines.

H. F. Norton, formerly circulation manager of the Springfield (Ill.) State Register, is now circulation manager of the Schenectady (N. Y.) Union-Star. Mr. Norton takes the place of R. W. Kirkwood, who will be identified with the advertising department.

While the editorial staff of the Glens Falls (N. Y.) Post-Star was off duty Sunday, H. A. Wenige, the circulation manager, volunteered to make an airplane trip as a passenger and tell the following morning how it felt for an amateur to loop the loop, do reverses,

vertical reverses and nose spins. He did both jobs well. Mr. Wenige has been elected a state delegate to the national convention of the American Legion.

E. B. Reynolds, former circulation manager of the Winnipeg Free Press and of the Ottawa (Ont.) Journal, has assumed management of the Dyson Company in Winnipeg.

A fund of \$3,500 has been raised in Houston, Tex., for equipping a club-room for newsboys to be under the supervision of the Y. M. C. A. For several months the boys have been given the privileges of the Central Association building twice a week, including baths, swimming pool, games, moving pictures and other entertainment features. The Y. M. C. A. directors feel that the boys are entitled to a club room of their own to which they may have access at all times, to include games, baths, educational and other features that they can not have under the present arrangement.

The Galveston (Tex.) Tribune, of which W. L. Golden is circulation manager, recently gave its carriers and newsboys an outing, with 75 youngsters present.

Probation officers of Dallas county, Tex., have been instructed by Judge Simpson of the Juvenile Court to take into custody all boys under 10 years found selling papers on the streets of Dallas. Judge Simpson says boys of that age should not be permitted on the streets and that if their parents cannot support them they should be declared delinquent and placed in the detention.

Des Moines Register and Tribune

104,858 Daily Morning and Evening

71,240 SUNDAY

Net Paid Average Six Months ending September 30, 1919 Member A. B. C.

The 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. O. Klein, Metropolitan Bldg., New York. John Glass, Peoples' Gas Bldg., Chicago, Ill.

3 OF A KIND

New England Market Merchandising

BOSTON AMERICAN

Service Department

To cover the first effectively you need the other two.

Govt. Statement for Six Months Ending April 1st Shows 301,270

The Congregationalist

is not read for fun; it is read seriously; therefore it is well read.

Broad-minded advertisers know

THE CONGREGATIONALIST, 14 Beacon St. BOSTON, MASS.

THE PEOPLE OF NEW LONDON, CONN.

have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The NEW LONDON TELEGRAPH JULIAN D. MORAN, Pres. and Mgr. Representatives Payne-Burns & Smith, New York—Boston J. Logan Payne Co. Chicago—Detroit

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

The Pittsburg Press Has the Largest

Daily and Sunday CIRCULATION IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives. Metropolitan Tower, Peoples Gas Bldg. I. A. KLEIN, JOHN GLASS, New York, Chicago.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

BAUMGART PRESIDENT IOWA AD CLUBS

250 Delegates Attend Convention—Des Moines Wins 1920 Convention—Finest Pageant Ever Seen in Iowa

(By Telegraph)

OTTUMWA, Ia., Oct. 23.—The eighth annual convention of the Associated Advertising Clubs of the State of Iowa closed here yesterday after a very successful meeting, a banquet and dance. It was unanimously agreed upon that Des Moines be favored with the 1920 convention.

C. A. Baumgart was elected president of the association. He is editor of a publication called Building Trades with Farmers.

Over 250 delegates attended and many of them remained to attend the Iowa Press Association, held also at Ottumwa. A pageant Tuesday evening, exhibiting Ottumwa wares, was a feature of the convention. It contained 82 floats, three bands and representatives of the many advertising clubs of Iowa. It was indeed a spectacle the like of which has never been surpassed in Iowa.

Other officers are: I. Rothchild, Washington, Ia, first vice-president; R. Sydney Johnson, Marshalltown, second vice-president; Lee P. Loomis, Muscatine, secretary; W. E. Irwin, Shenandoah, treasurer.

MUST FIX SIZES AND STICK TO THEM

(Continued from Page 9)

paper. No publisher can make a profit on his business when he buys paper at such outrageous figures. Wouldn't it be better for him to curtail anywhere from four to eight pages daily now than to probably face a famine around about the first of the year?

"There is not enough paper to give all publishers all they need and there must be drastic curtailment. I find that some New York papers are running on a 24-hour supply and yet they still print anywhere from twenty-eight to forty pages daily, seemingly afraid that if they don't take all the advertising offered, some of their competitors may get it.

"As long as every publisher is trying to print 100 to 200 columns of advertising in his week day issues there is going to be a famine in news print and profiteering on the part of a few mills that may have a little tonnage for sale. If the big papers in the East would put a limit on the size of their papers and make the limit something sensible, say not more than twenty-four pages on week days, they can soon solve the white paper situation.

"If they cannot get together, however, and if each fellow is going to be afraid to act on his own initiative, then the newspaper world as a whole will suffer and we will enter the new year with a runaway market and the most uncertain, chaotic conditions the newspaper industry has ever confronted.

"I have refused to buy a pound of

paper while here at the prices now prevailing. I decided it would be better to curtail on my use, thereby conserving my present tonnage under contract, than to buy the paper we could so easily use if we accepted all the business offered us.

"Why should any large publisher build up excessive profits this year when he is merely injuring other publishers throughout the country who may not be as lucky as himself and who in many cases will be facing financial disaster if they pay six cents and above for white paper?

"I find that many of the biggest mills and biggest brokerage houses in New York regret the situation as much as do the publishers. Mills generally are begging publishers to reduce their orders and not to ask for tonnage above their contracts. They do not want an uncertain market, but prefer to have normal conditions and regular fixed prices for regular deliveries.

"In my opinion, after talking with some 10 or 15 paper manufacturers and brokers the contract prices for the ensuing year will average between four to four and one-half cents per pound, provided publishers do not go wild and begin bidding against each other for excess tonnage."

ADVANCING TO 3 CENTS IN N. Y. STATE

Higher Costs of Production Are Forcing Publishers of Newspapers to Increase Revenue from Circulation

UTICA, N. Y., Oct. 24.—The Observer says:

"Utica newspapers may be obliged to jump to three cents if the cost of white paper mounts any higher."

Various other cities in New York State have gone back to three-cent papers, which were maintained in many places during the war. Among the papers now charging three cents are the Watertown Standard, Binghamton Republican-Herald, Geneva Daily Times, Ithaca Journal, Elmira Star-Gazette and the Auburn papers.

AUBURN, N. Y., Oct. 24.—The Advertiser-Journal makes the following announcement:

"The Auburn papers, following the decision made in other communities, have decided to raise circulation rates.

"A glance at the cut above shows that the Auburn papers are not alone in this decision. The three-cent paper has been a reality in most of the cities of this section of the country for a long time. In fact early in the war when conditions less precarious than those now prevailing forced many New York State dailies to go to three cents, the Auburn papers paid no dividends in their efforts to weather the conditions without raising the price to three cents, the rate that prevailed here a number of years ago.

"But the demands of labor and of the newsprint manufacturers have increased instead of diminished, and no alternative remains.

EQUIPMENT FOR SALE
Advertisements under this classification thirty cents per line. Count six words to the line.

A Bargain at \$4,500

Double Drive Angle Bar Twentieth Century Duplex Press. Prints 2, 4, 6, 8 pages up to 6,000 hour. Factory price on this model now \$7,100. Guaranteed in first-class condition; now in daily operation, but is being replaced by a 16-page Duplex tubular. Write or wire American-Press, Lake Charles, La.

For Sale

To a quick buyer, one Cox Duplex rebuilt press, in good condition. Also lot of printing material. \$2,500 takes the press. The very thing for a daily with from two to six thousand circulation. To be sold on account of merger. Address Leader, Staunton, Va.

For Sale

Resmelting furnace—3 ft. across, 28 inches deep. Used a year. Good grates. Half price. The Post, Leavenworth, Kans.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted

We are in the market for a sixteen-page straight-line press and equipment—Hoe, Goss or Duplex Tubular preferred. Must be in first class condition. Give lowest price; cash deal. Vandershice & Eyerly, Bloomsburg, Pa.

Wanted to Buy

Twenty-four or thirty-two page press and equipment. Also linotype for sale. The American, Aberdeen, S. D.

Attention, Editors and Publishers

Two practical photo-engravers wish to install an up-to-date engraving plant in connection with newspaper or publishing house, who are willing to finance or otherwise assist in same. Address A-924, care of Editor and Publisher.

"The Auburn papers have just raised wages to printers, linotype operators, machinists, apprentices and other employees, varying from 10 to 25 per cent. among the lowest paid workers in the Typographical Union. Until an agreement further slight increases will go into effect January 1.

"The Auburn papers are also faced with sensationally high prices of newsprint paper, and one paper has had an increase of approximately 33 per cent in its raw materials in the present month.

"The paper market points a warning which those publishers who seek to avert disaster must heed. Conditions now compel us to ask the same price for our commodity as our neighbors charge."

INCORPORATIONS

NEW YORK.—East Side News Publishing Company; to issue a weekly sectional paper; \$20,000; J. Kandler, W. Cleck, S. Sprung, 1133 Broadway.

A. E. Publishing Company; \$60,000; A. T. deLemare, L. L. Dorey, E. E. Schwartzkopf, 438 West 37th street.

Martin J. Pollack; printing; \$20,000; M. J. and B. Pollack, B. Silverstein, 1498 Crotona Parkway, East.

Vanton Publicity Syndicate; capital, \$7,500; R. Fitzsimmons, T. E. Toovey, W. P. Van Heusen, 2345 Broadway.

Alexander McClure Service, Inc.; (Delaware corporation); advertising;

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To

POWERS

Open 24 hours out of 24
The Fastest Engravers on the Earth

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

Printing Plants and Business
BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery
of Every Description
CONNOR, FENDLER & CO
96 Beekman St. New York City

\$50,000; W. W. Reeves, P. D. Betson, A. E. Claffey.

Newman Publishing and Art Company; \$25,000; M. F. Tiltman, L. and O. Newman, 52 Irving place.

WASHINGTON, D. C.—National Pictorial News Company (Delaware corporation); capital, \$10,000; W. J. Dow, Irvin Frank, B. A. Hoffer.

HOUSTON, TEX.—U. S. Talespian Publishing Company; to publish official publications of U. S. Air Service; \$100,000; C. A. Wright, R. D. Eames, R. W. Franklin.

LANCASTER, PA.—Wilcar-Joffran Company (Delaware corporation); paper; Wilbur F. Meisky; Harry S. Meisky.

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.

Opportunity Wanted

Competent editor-manager with unusual record will consider a proposition with or without investment. Evening daily in South Atlantic or New England states preferred. University graduate, age 43 with knowledge of work from the case to the desk. At liberty because of advantageous sale of property now built up. Address A-901, care of Editor and Publisher.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulation manager on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsboys, carriers, and city and country dealers. Wide experience in R. F. D. work and contents of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-828, care of Editor and Publisher.

A Man

who knows the rotogravure work from the ground up—a practical typographer, a salesman, a make-up man, in fact, capable of managing any part or all of any rotogravure section of any newspaper, is going to be at liberty in a few days. He will be open for a proposition where such knowledge and ability will be adequately recognized. Years of metropolitan experience. Address A-919, care of Editor and Publisher.

Classified Advertising Manager

Solicitor would make change January 1st; have good record as business producer and have increased classified business of paper now with over 250 per cent in past year. Prefer Southern states; have had three years experience in one of the largest cities in the country. Address A-916, care of Editor and Publisher.

Mr. Publisher or Business Manager

I am at present automobile editor of a large Massachusetts daily of over 30,000. Have had eight years' experience in advertising and copy writing. Formerly in Hearst organization. Present position not big enough. Can write and sell forceful copy. What do you offer? Address A-925, care of Editor and Publisher.

Business or Circulation Manager

Wanted—Position as business or circulation manager. Have spent nine years building up newspapers, all departments. Now employed but want something better. Fine references. Address A-926, care of Editor and Publisher.

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 and Publisher.

Reporter-Editor

I am 30 years old, unmarried, thoroughly experienced as reporter-editor, consequently capable. Temperate therefore dependable; capable any assignment; features, sport humor column, wire or city desk; physical condition fine; excellent references; start November 1st. Address A-914, care of Editor and Publisher.

Superintendent or Composing Room Foreman

Now traveling salesman for printing machinery house. Well versed in all departments, especially large newspapers. Want change soon on January 1st. Address A-930, care of Editor and Publisher.

Re-Write Man

College graduate with four years' experience free-lance writing, wants a desk job on an evening newspaper. Has had material accepted by Life, Judge and others. Wants an opportunity to work into position of paraphraser. Can also handle feature assignments. Age 28, lame, unmarried. Address A-927, care of Editor and Publisher.

Editor

I want to establish myself as editor of a daily paper in a small, progressive city where opportunities sufficient to warrant my remaining permanently will be offered. I am just out of the army, am under thirty and have had several years experience on both country and city dailies. Address replies to A-928, care of Editor and Publisher.

Live City Editor

with pep and punch, would consider change. Eight years in the game; married; recent out of service; will prove character and ability; no morning paper; \$45. Address A-913, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Wanted—A Young Man

as assistant to the head of the advertising accounting department of one of the leading and most progressive newspapers in the Middle West. Applicant should be between the ages of 25 and 30 years, and must have had some executive experience. A thorough knowledge of display and classified book-keeping is essential, must be a good correspondent and he will be required to qualify in handling a large staff with firmness and tact. The position offers an excellent opportunity to a young man of ability, of connecting with a large, prosperous institution. State age, salary expected and publications you have been connected with. Address A-921, care of Editor and Publisher.

Circulation Manager

who can get renewals by mail. Must have had successful experience either on a farm paper, a magazine or on the country edition of a daily. Earns in a farm magazine with nearly a million subscribers and this is a real opportunity for a man who is big enough to handle this circulation and get direct by mail subscriptions. Address A-917, care of Editor and Publisher.

Wanted—Publisher

for progressive republican evening daily newspaper in eastern city of 140,000. Salary \$5,000. Address in detail stating age, experience and qualifications to Box A-918, care of Editor and Publisher.

Circulation Managers

Stars and Stripes, national veterans' newspaper, has circulation building plan including clubbing offer, syndicate service veterans' news, cartoons, special correspondents. Advance announcement, particulars upon request. Address 701-8 Munsey Building, Washington, D. C.

Circulation Manager Wanted

for semi-weekly newspaper with over 100,000 circulation covering six of the best mid-western states and must be capable of handling big force of traveling men and expert at circulation promotion work. Experience on farm paper or weekly newspapers necessary. Good salary to a producer. Give full information, references and state salary in first letter. Write E. C. White, Circulation Director, The Dispatch Printing Co., St. Paul, Minn.

Advertising Salesman

One who can close contracts with the leading merchants, and who can write general copy. A good position with old-established newspaper in lake city of 300,000 population. Write, stating qualifications and salary expected. A-923, care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification, thirty cents per line. Count six words to the line.

Ministers, School Teachers, Most Subscribers

Endorse "Folk Talks"; use as daily feature or editorial; 50 cents week; no free trial; no contract; take to week or year. F. C. Parker, Box 177, Waynesboro, Pa.

MISCELLANEOUS

Advertisements under this classification, forty cents per line. Count six words to the line.

Get Responses From Old Bills

My tested letters create mental attitude that produces action. Letter No. 2 pulled better than 80% here. Six letters, transient, contract, newsboys' accounts, one dollar. Results prove these worth ten times. Send now. Andrews, The Day, New London, Conn.

Wanted—Salesman

Covering specified territories, selling to publishers direct, to carry our live side line. Sold exclusively to ONE concern in each city. Retail \$50.00; your profit \$25.00. Territories now open. Illustrated Advertising Service, Ltd., Hartford, Conn.

Putnam Patriot Sold

HARTFORD, CONN., Oct. 28.—Capt. John J. Whitehead, Jr., has purchased the majority interest in the Putnam Patriot and will assume the direction of the paper. The Patriot was founded by William MacDonald, an associate of Horace Greeley. His son, Arthur MacDonald, will continue to have an interest in the paper. Capt. Whitehead is a former Hartford newspaper man, having been on the Courant and Times.

CHARGE SMITH WITH LAW VIOLATION

Publisher of Indianapolis News Arrested for Alleged False Statement Regarding Newspaper's Ownership

INDIANAPOLIS, IND., Oct. 27.—A warrant was served by the United States Marshal today on Delavan Smith, on an indictment returned by the Federal Grand Jury for alleged violation of the postal laws and of Section 28 of the Penal Code. The charge is in connection with the reports required to be published semi-annually, in April and October, as to the ownership, circulation, etc., of newspapers having mailing privileges.

In the case of the Indianapolis News, of which Mr. Smith is publisher, it is charged that the reports set forth that he was the owner, whereas it is alleged that Charles W. Fairbanks, and later his estate, was a three-fourths owner of the paper.

The various counts in the indictment refer to reports filed in October, 1912, the first report following the passage of the so-called Barnhart law, and the report of April, 1918, during Mr. Fairbanks's life, and the September report of 1918 and the April report of 1919, after Mr. Fairbanks's death. Mr. Smith gave bond in the sum of \$10,000, with the United States Fidelity and Guaranty Company as surety.

EDITOR & PUBLISHER of September 11, printed the following dispatch from its Indianapolis correspondent:

INDIANAPOLIS, Sept. 10.—Supplemental inventories filed in the probate court by the executors of the estate of the late Charles W. Fairbanks, former Vice-President of the United States, disclose the fact, hitherto unknown even to heads of departments in the office of the Indianapolis News, that Mr. Fairbanks at the time of his death had a three-fourths interest in that newspaper. That is now part of the Fairbanks estate.

The News property includes a one-half interest in the Griffith building, formerly occupied by the newspaper, and the present mechanical building, which is separate from the business building, and is inventoried at \$2,000,000. The three-fourth interest of the Fairbanks estate represents, therefore, a valuation of \$1,500,000.

When the founder of the paper, John H. Holliday, sold the controlling interest to the late Major W. J. Richards and associates, Mr. Fairbanks, at the instance of Major Richards, became one of the associates. He retained his interest as an investment later at the time of the sale in 1899 by Major Richards to Delavan Smith and Charles R. Williams, but took no part in the conduct of the property and had no voice in the management.

Subsequently, Mr. Smith bought out Mr. Williams and purchased the interest of Mr. Fairbanks, the latter reserving the right of repurchase. The repurchase had been negotiated just prior to Mr. Fairbanks' death, which interrupted the process of reorganization.

"Letters received from Mr. Smith, who has been ill for a long time, indicate that agreements have been reached on a friendly business and that it is the desire of all concerned that he remain in control of the paper," said Hilton U. Brown, general manager of the News, to the correspondent for EDITOR & PUBLISHER. "There is to be no change in management or policy."

In France the cost of novels has increased from 30 to as much as 100 per cent.

\$23,000 buys only daily newspaper property in a city of 9,000. Annual volume of business \$23,000. Return to owner for personal effort and investment \$4,643. Proposition T. J.

CHARLES M. PALMER

Newspaper Properties
225 Fifth Avenue. New York

WILMINGTON DISPATCH SOLD

Sale of the Wilmington (N. C.) Dispatch to R. S. Carver, announced in the columns of this paper last week, was made by

HARWELL & CANNON

Brokers in Newspapers and Magazines Properties
Times Building New York

ANDREW J. MCCONNELL DEAD

Was Editor and President of the Woonsocket Daily Call

(By Telegraph)

WOONSOCKET, R. I., Oct. 28.—Andrew James McConnell, editor of the Woonsocket Call and president of the Evening Call Publishing Company, died yesterday at his home in this city following an illness of twelve days. Mr. McConnell, who was a native of Brooklyn, began newspaper work in the composing room of the Brooklyn Times, later becoming assistant foreman.

He came to Rhode Island in 1891 as foreman of the composing room and as dramatic critic of the Providence News when that paper was started. He entered the employ of the Woonsocket Call as news editor. The following year he became associated with Samuel E. Hudson in the management of the Call and since that time has been an active and influential factor in shaping the policy of the Call and in directing its affairs.

EXPORTS ROSE IN AUGUST

Newspaper Figures Up After Decline of Five Months

MONTREAL, Oct. 28.—Paper exports from Canada during August included 57,817 tons of news print, valued at \$4,140,812, the importing countries including the United Kingdom, United States, Argentine Republic, Australia, Brazil, British South Africa, Cuba, New Zealand, Peru. Paper exports fell off \$3,431,118 in value for the first five months of 1919, as compared with the same period last year. This year they were valued at \$30,395,082.

During August, exports of pulp and paper amounted in value to \$8,348,179, a gain over August, 1918, of \$1,229,781. Exports of pulp wood amounted to \$944,877, against \$1,978,012 in August, 1918.

Morgan Talks on Foreign Journals

LAWRENCE, KAN., Oct. 28.—William Y. Morgan, owner and editor of the Hutchinson News, was the speaker and guest of honor at the annual banquet of the Associated Journalism Students of the University of Kansas. Mr. Morgan told of his observations of European journalism, as well as the work of American journalism.

SIR CHARLES STARMER HOST TO AD MEN

British Publisher Shows Wonders
of Birmingham to Men Who
Plan and Place English
Advertising

By HERBERT C. RIDOUT

The English city of Birmingham is one of the six industrial centres outside of London that figures in every British advertiser's list of media. To miss this humming hive of industry and its 900,000 well-paid workers would be to eliminate one of the most profitably yielding territories of Great Britain.

Sir Charles Starmer, the proprietor of the Birmingham Gazette, which has a larger sale than any other morning paper in the Midland counties, believes in Birmingham, and with the object of making the men responsible for the formulation of most of the advertising campaigns in this country see through his eyes and witness for themselves the industrial glories of the city, invited a party of advertising experts to spend a week-end in Birmingham and district.

To all it was a revelation. Most knew Birmingham as a big place, rich in its industries, well-favoured in its wage-earning capacity, and as ranking high among the first cities to be considered in any advertising plan. But to none had been given the "open sesame" which Sir Charles Starmer's excellent scheme secured.

Perhaps the most outstanding facts of the cleverly planned visit were the important place which Birmingham is filling in the production of British motor-cars, the scenic beauties of the country outside the city of furnaces and the hospitality of Sir Charles Starmer and his staff.

City of Wage Earners

The respective industries which engage the workers in Birmingham make an interesting study, as the visitors found. For instance the Engineering and allied trades, including sheet metal workers, tool workers, and motor body builders, engage about 150,000; the Jewellery and allied trades, between 40,000 and 50,000; the Brass and bedstead trade, about 50,000; the Hardware industry, about 50,000, and the Gun trade, sporting section, 3,000, military section, 1,000, total 4,000.

Among the visits arranged was one to the works of the Austin Motor Co., Ltd., at Northfield, and here every process and stage of manufacture was witnessed from the rough castings to the final finished production of the Austin Car—to-day one of the most prominent figures in English advertising.

Guns and motor-cycles were the next industry to be laid bare to these advertising men, and the Birmingham Small Arms Co., Ltd., exhibited their

fine works and almost-human machinery to their visitors with an entirely justifiable pride, for the "B. S. A." sporting guns and bicycles are among the highest-prized in their respective departments the world over.

The Dunlop Rubber Co., Ltd., revealed the mysteries of Dunlop Tyres, in a factory that is a wonder-house of production. The visitors had a new respect for the name of Dunlop when this interesting experience was concluded.

It was a triple glimpse of the phenomenal activities of Birmingham, a convincing suggestion of the importance of the city as a manufacturing centre, and a striking reminder of the vital necessity that Birmingham must ever be counted among the first of the advertising fields of the country. In this, the astuteness of Sir Charles Starmer was made manifest, for one cannot think of a good advertising territory without thinking of media, and as the Birmingham Gazette stands where it does in prestige and influence—the moral is obvious.

Tribute should be paid to the excellent arrangements made by Sir Charles Starmer's lieutenants, Mr. L. Thorneloe and Mr. Robert Thornberry, both of whom knew exactly what to do and how to do it.

Expert Tells the Merchants to Buy Newspaper Space

Jesse M. Joseph Says 75 Per Cent
of Their Advertising Should
Be in Dailies

MILWAUKEE, WIS., Oct. 26.—Newspaper advertising and plenty of it is the foundation on which a successful retail business can be built, Jesse M. Joseph, Cincinnati advertising agent, told members of the advertisers' and the retail divisions of the Association of Commerce and the Kiwanis Club at a recent luncheon.

Mr. Joseph recommended that retail stores devote at least 75 per cent of their advertising appropriations to newspaper advertising. He pointed out by practical application to Milwaukee how newspaper advertising is elastic, in that it may be used for all kinds of publicity at almost any price; how it brings results within twenty-four hours; and how the psychology of the readers is such that they will respond more readily to the advertisements in newspapers than to almost any other form of advertising.

MERGER IN WOOSTER

Republican and Democratic Papers
Now Under One Ownership

WOOSTER, OHIO, Oct. 27.—The publishers of the Republican, Albert and E. C. Dix, have purchased the Daily News and Wayne County Democrat, which, beginning today, will be issued in connection with the Republican for

an indefinite time. J. F. Daubel and W. A. Weygant, manager and editor, respectively, of the Daily News, retire from the newspaper business in Wooster for the present. Announcing the deal, the owners of the Daily News say:

"The transaction is in line with similar action in hundreds of other cities. In Ohio there have been numerous consolidations. Among the most recent have been the purchase of the Mansfield Shield by the Mansfield News, the consolidation of the three newspapers of Zanesville, two in Xenia, all of the daily and the two weeklies of Ashland under one ownership, and the two of Lorain. One of the dailies of Alliance was absorbed by the other last year.

"The spirit of the times, based on good business principles, is against two daily newspapers in cities of similar size to Wooster."

WATERTOWN MEETING OF CIRCULATORS

(Continued from Page 24)

started time after October 1, accompanied these notices.

The third step was sending out the representative, who experienced considerable difficulty in collecting both the amount past due and the advance payment. The result was that he returned with many "stops."

On October 1 the papers of all subscribers who had not complied with the order were discontinued. The result of this was, that a few who had evidently not taken the notice seriously recorded the paper at once and as the weeks passed others did likewise. During the year bills were sent for the amount past due to subscribers whose papers had been discontinued and who had not reordered.

We consider the best methods of collecting back accounts is to have our own representative call and talk direct with the people.

Early this summer the same representative was sent to make a thorough canvass of all past and present subscribers. He made the trip by automobile, calling at homes throughout the country and by displaying a certain amount of "stick to business" returned with surprising and gratifying results.

Seventy per cent of the subscribers whose papers were stopped October 1, 1918 paid the back account, and paying in advance, and ordered the paper started at once.

We find as a result of the government order that the majority of the subscribers are satisfied to have formed the habit of paying in advance and a habit is a difficult thing to get rid of.

Take away the H and he will still have abit. Take away the A and he will still have a bit. Take away the B and he will still have it. The habit of paying in advance.

Handling Bad Dealers

J. M. Annenberg, who has just resigned from the Albany Knickerbocker Press to become circulation manager of the Philadelphia Press and was elected an honorary member of the N. Y. S. C. M. A., in discussing points by which circulators may co-operate, brought up in particular the case of troublesome newsdealers, saying:

We have a big association in this state and it is composed of members from all sections, so that a wonderful machinery of co-operation can be put to valuable use.

Nearly every newspaper has more or less trouble with a few newsdealers here and there; and right now it costs a considerable amount of money for road men to take care of a few minor complaints or a small collection of a bill.

Why should this be necessary? Why can't the member who is having trouble, inform the party that, unless he pays his bill on time as he should or gives him an even break on pushing his paper, the association members will take united action and cut off his supply.

You will find that he will take care of this matter at once as he relies on the newspaper business for his livelihood and cannot afford to offend any publication. Of course, there are some small instances where this would not be necessary but, in many cases, there should be action of this nature so as to avoid some of the unnecessary expense which every one of you is incurring to get some of these fellows who won't pay a bill unless you send after it.

I do not mean that this is general as, in this state and especially in our section, we have a fine lot of dealers, but there are a few bad ones, and, if we could get the proper co-operation from all the members of this organization, just see what it would mean.

Your publisher would soon sit up and take notice and realize that he is getting a lot of good out of the association. When you show your publisher that this association helps him with new ideas and the saving of money, he would not hesitate to go the limit and co-operate with you to make the association a larger institution. I have been thinking of this point for a long time and believe that the time is now ripe for solid action.

Salaries of road men and the expenses have gone up and it costs a considerable amount of money to travel these days. Of course, some newspapers need them, while others can get along without such members on their staff if they could be assured of co-operation from all the members.

This point, I believe, is the most vital of all, but believe you understand clearly just what is meant by solid co-operation from all members, for the best interests of the publisher.

Let us all give and take and thereby help each other to make our positions stronger at all times.

Efficient Mailing

F. E. Kessinger of the Rome Sentinel recommended a device called the "Addressograph" for recording, addressing and mailing smaller city newspapers. This machine has been fitted with improvements by the Sentinel's own force and, driven by a small electric motor, operates with complete satisfaction. He said:

The cost with full equipment is approximately \$800. The labor it saves in our establishment, while we have not figured it closely, amounts to considerable more than the cost, besides being a more accurate and dependable mailer and preventing many of the errors which formerly were annoying.

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.

Morning Edition, 2c
Sunday Edition, 5c

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

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

FIRST

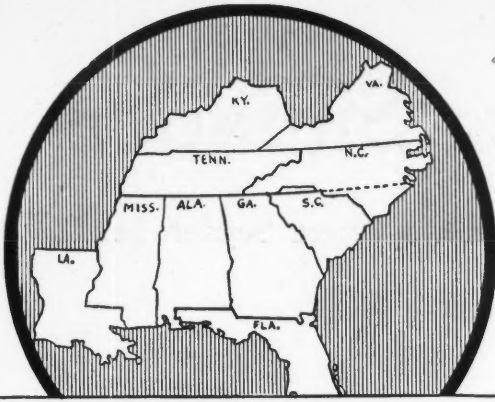
The New York Times has more than a quarter of a million circulation in the New York metropolitan district among men and women who want only "all the news that's fit to print." The Times prints more advertising than any other New York newspaper.

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



An Empire in Itself

Sharpshooters' Medals

Every soldier is supposed to be able to shoot a gun--to know how to load a gun, aim it, and pull the trigger.

But there are soldiers set apart from their comrades, and wearing medals, resembling miniature targets. They are *sharpshooters*.

They not only know how to *load* a gun and pull a *trigger*--but they know how to *aim* at some object and *hit that object*.

Their shooting *counts*. No *general results* with them. It is right to the *point*--and they get *results*.

Think what a regiment of sharpshooters could do in a battle! Every shot *aimed*, every bullet fairly sure of *landing* where it will do business--where it will *produce results*.

Sharpshooting is much like territorial advertising.

In territorial advertising *every* shot is aimed at *some* particular object. You can aim at something *definite*--you can *sight* your gun, so to speak, through the local dealer--and can reach your objective.

Daily newspapers are the *best* advertising guns--and the South is a wonderful spot at which to aim--for you are sure to bag big game down that way.

These daily newspapers, covering this territory as it can be covered in no other way--are sharpshooters, every one of them.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
Birmingham Age-Herald(M)	22,300	.07	.05
Birmingham Age-Herald(S)	27,405	.08	.06
Birmingham Ledger(E)	34,018	.07	.07
**Birmingham News(E)	46,121	.08	.08
**Birmingham News(S)	48,588	.10	.10
Mobile News-Item(E)	10,136	.03	.03
Mobile Register(M)	23,709	.05	.05
Mobile Register(S)	33,137	.06	.06
Montgomery Advertiser(M)	24,187	.05	.05
Montgomery Advertiser(S)	24,736	.06	.06
FLORIDA			
Jacksonville Metropolis(E)	18,740	.05	.05
Florida Times-Union, Jacksonville(M&S)	26,915	.06	.06
Palatka Morning Post(M)	1,450	.0122	.0122
Pensacola Journal(M)	6,485	.025	.025
Pensacola Journal(S)	7,900	.025	.025
Pensacola News(E)	5,425	.02	.02
GEORGIA			
†Atlanta Georgian(E)	49,441	.08	.08
†Atlanta Sunday American.....(S)	92,918	.12	.12
*Augusta Chronicle(M)	11,074	.03	.03
*Augusta Chronicle(S)	10,008	.035	.035
Augusta Herald(E)	13,958	.035	.035
Augusta Herald(S)	9,413	.035	.035
Columbus Ledger(E&S)	7,592	.03	.03
Macon Telegraph(M)	23,450	.04	.04
Macon Telegraph(S)	19,321	.04	.04
Savannah News(M&S)	21,120	.055	.04
Savannah Press(E)	15,357	.04	.04
KENTUCKY			
Louisville Herald(M)	45,616	.08	.08
Louisville Herald(S)	49,090	.08	.08
Paducah News Democrat(M)	6,972	.0225	.018
LOUISIANA			
New Orleans Times-Picayune.....(M)	76,171	.12	.12
New Orleans Times-Picayune.....(S)	98,360	.15	.15
†New Orleans Daily States.....(E)	41,994	.10	.08
†New Orleans Daily States.....(S)	37,675	.12	.12
†New Orleans Item.....(E)	73,905	.15	.15
†New Orleans Item.....(S)	87,588	.15	.15
NORTH CAROLINA			
Asheville Citizen(M)	11,985	.03	.03
†Asheville Citizen(S)	9,734	.03	.03
*Asheville Times(E)	7,316	—	—
†Charlotte News(E&S)	10,849	.03	.03
†Charlotte Observer(M)	19,217	.055	.03
†Charlotte Observer(S)	19,217	.065	.04
Durham Sun(E)	5,325	.02	.02
†Greensboro Daily News(M)	16,955	.045	.035
†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)	4,498	.02	.02
Wilmington Dispatch(S)	3,840	.02	.02
†Winston-Salem Journal(M&S)	6,447	.025	.02
†Winston-Salem Journal(E)	7,600	.025	.02
SOUTH CAROLINA			
†Anderson Mail(E)	4,693	.0178	.0178
Charleston American(M)	7,603	.03	.03
Charleston American(S)	13,709	.03	.03
†Columbia Record(E)	11,789	.03	.03
†Columbia Record(S)	11,789	.03	.03
Columbia State(M)	21,091	.05	.05
Columbia State(S)	8,485	.035	.03
Greenville News(M&S)	4,785	.02	.02
Greenwood Index Journal.....(E)	2,958	.03	.03
Spartanburg Journal & Carolina Spartan(E)	4,416	.03	.03
Spartanburg Herald(M)	5,262	.03	.03
Spartanburg Herald(S)	5,262	.03	.03
TENNESSEE			
**Chattanooga News(E)	17,262	.04	.04
Chattanooga Times(M)	26,988	.07	.07
Chattanooga Times(S)	23,466	.07	.07
†Knoxville Sentinel(E)	24,022	.05	.045
†Knoxville Journal-Tribune(M)	24,838	.05	.045
**Knoxville Journal-Tribune(S)	78,214	.14	.12
Memphis Commercial Appeal.....(M)	109,031	.17	.15
†Nashville Banner(E)	49,590	.07	.07
†Nashville Banner(S)	34,349	.08	.08
†Nashville Tennessean(M)	15,196	.08	.08
†Nashville Evening American.....(E)	34,051	.08	.08
†Nashville Evening American.....(S)	34,051	.08	.08
VIRGINIA			
†Bristol Herald Courier.....(M&S)	8,750	.04	.04
Danville Register and Bee.....(M&E)	9,451	.03	.027
Newport News Times-Herald.....(E)	10,354	.04	.04
Newport News Daily Press.....(S&M)	6,476	.04	.04
Norfolk Ledger Dispatch.....(E)	38,494	.08	.08
Roanoke Times(M&S)	9,570	.06	.04
Roanoke World-News(E)	10,315	.06	.04
Government Statement, October 1st, 1919.			
†Government Statement, April 1st, 1919.			
*A. B. C. Report, October 1st, 1919.			
**A. B. C. Report, April 1st, 1919			
‡Includes Bristol, Tenn.			

New York Advertising Situation

Space used by leading retail shops in the daily newspapers September
1919 and 1918

These are the stores:

Abraham & Straus
B. Altman & Co.
Arnold Constable & Co.
Best & Co.
Bloomingdale Bros.
Bonwit, Teller & Co.
J. M. Gidding & Co.

Gimbel Brothers
Jas. A. Hearn & Son
Fredk. Loeser & Co.
Lord & Taylor
Jas. McCreery & Co.
R. H. Macy & Co.
Oppenheim, Collins & Co.

Franklin Simon & Co.
Stanley & MacGibbons
Stern Bros.
Stewart & Co.
Worth
John Wanamaker

Evening Newspapers

	1919	1918		1919	1918
Globe	327,429	212,041	Mail	142,263	120,473
World	254,687	162,285	Telegram	84,459	96,721
Journal	259,343	169,530	Post	49,849	47,208
Sun	273,631	199,806			
Total 1919.....	1,391,661		Total 1918.....	1,008,164	

Morning Newspapers (six days, excluding Sundays)

	1919	1918		1919	1918
World	39,666	34,789	Times	60,232	55,273
American	10,930	14,560	Sun	48,786	7,801
Herald	49,228	53,319	Tribune	65,902	11,380
Total 1919.....	274,744		Total 1918.....	177,122	

Sunday Newspapers

	1919	1918		1919	1918
World	101,228	105,662	Times	135,550	147,427
American	98,063	60,875	Sun	71,375	17,603
Herald	82,371	81,005	Tribune	77,544	42,246
Total 1919.....	566,131		Total 1918.....	454,818	

The tendency toward the evening newspapers grows steadily

The evening newspaper goes to the home, while the morning newspaper goes
to the office waste basket.

Member
A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000
A DAY







EDITOR & PUBLISHER



Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Second Section—16 Pages.

NEW YORK, THURSDAY, OCTOBER 30, 1919

Vol. 52, No. 22

EDITOR & PUBLISHER'S Space-Buyers' Chart and Market Survey of the STATE OF RHODE ISLAND

PAGES I TO XVI INCLUSIVE

RHODE ISLAND, STATE OF THE PAYROLL, OFFERS ATTRACTIVE MARKET POSSIBILITIES

Midget Among the States It has the Densest Population and Stands High Among Wealth-Producing Communities—Here Center Great Textile and Jewelry Interests of America

RHODE ISLAND, as a market for advertised goods, affords a most interesting field of study and analysis. Smallest of the states in land area—having a land surface of 1,067 square miles—this midget of the sisterhood of commonwealths has tremendous industrial importance and supports the most dense population of which any state can boast.

The last federal census placed the density of population at 508.5 inhabitants to the square mile. Of the total population of the state at that time 96.7 per cent. was urban—which fact places Rhode Island in a class by itself as essentially a state of city dwellers.

The estimated total population in 1914, made by the census bureau, was 591,000, as compared with official figures for 1910 of 542,610. If this rate of growth has been maintained—and many authorities will contend that it has been greatly exceeded—the present population of the state should be approximately 660,000.

Strictly a Manufacturing State

A striking illustration of the extent to which the population is engaged in manufacturing industries is shown in the fact that ten cities, each having a population of more than ten thousand, whose aggregate populations represented 82.8 per cent. of the people of the state, produce 83.5 per cent. of the state's total annual manufactured products. This indicates that the business of manufacturing is not confined to the larger cities but extends to the towns and villages in about the same proportion.

It is trite, and usually inaccurate, to say that a state is a "hive of industry." Yet the description seems to be the only adequate one to apply to Rhode Island.

It is not an agricultural state. Its terrain, generally speaking, does not favor farming. Dairy farming shows a healthy growth, due to the tremendous demand for dairy products in local cities; and there is a consistent attempt to supply local demands for garden truck, but Rhode Island people buy the bulk of their table necessities from outside sources.

The total value of the manufactured products of Rhode Island according to the federal census figures for 1914 was \$279,545,873. The value created by the process of manufacture was \$117,120,654. These products, and this new wealth, were created in 2,190 manufacturing establishments, employing a total of 124,109 people, the average number of wage earners being 113,425.

The total value of products for the state represented a per capita of \$473. The corresponding per capita figure for continental United States was \$245. These figures illustrate again the extent to which the state is devoted to wealth production through manufacture.

The capital invested in manufacturing in the state in 1914 amounted to \$308,444,563. The amount paid out in salaries and wages totaled \$72,621,981.

Vast Extent of Textile Industries

The textile industries are the most important in the state. Statistics of the Department of Commerce covering the calendar year of 1914 show that woolen and worsted goods head the list, with products valued at \$60,888,755. These lines employed 22,745 wage earners. The new wealth created by the process of

manufacture amounted to \$19,153,956.

The manufacture of cotton goods ranked second among the state's industries, employing 29,483 wage earners, and with an annual product valued at \$49,718,837, of which amount \$20,962,528 represented value added by the process of manufacture.

Third among the state's dominant industries is the manufacture of jewelry. Two hundred and ninety-one establishments, employing 8,778 wage earners, turned out products valued at \$21,522,251, and \$10,313,204 of this sum represented value created in manufacture.

Fourth in the list is foundry and machine shop products. In this industry there are 182 establishments reported, employing 10,728 wage earners, with an annual products valued at \$19,373,113. Of this, \$12,263,131 represents value added by manufacture.

The fifth industry of the state is dyeing and finishing textiles. Forty-seven establishments employ 7,928 wage earners. Their annual product is valued at \$16,300,783, including \$7,536,480 new value added by manufacture.

Proud Record for a "Little State"

The industry ranking sixth in importance is silk goods, the seventh rubber goods, the eighth meat packing, the ninth electrical machinery and the tenth printing and publishing. There are 162 establishments engaged in printing and publishing, employing 1,515 wage earners and turning out annual products valued at \$4,293,489. In this industry the value added by manufacture is very high, totaling \$3,131,697.

The combined textile industries, including woolen and worsted goods, cotton goods, silk goods, hosiery and knit

(Continued on Page VIII)

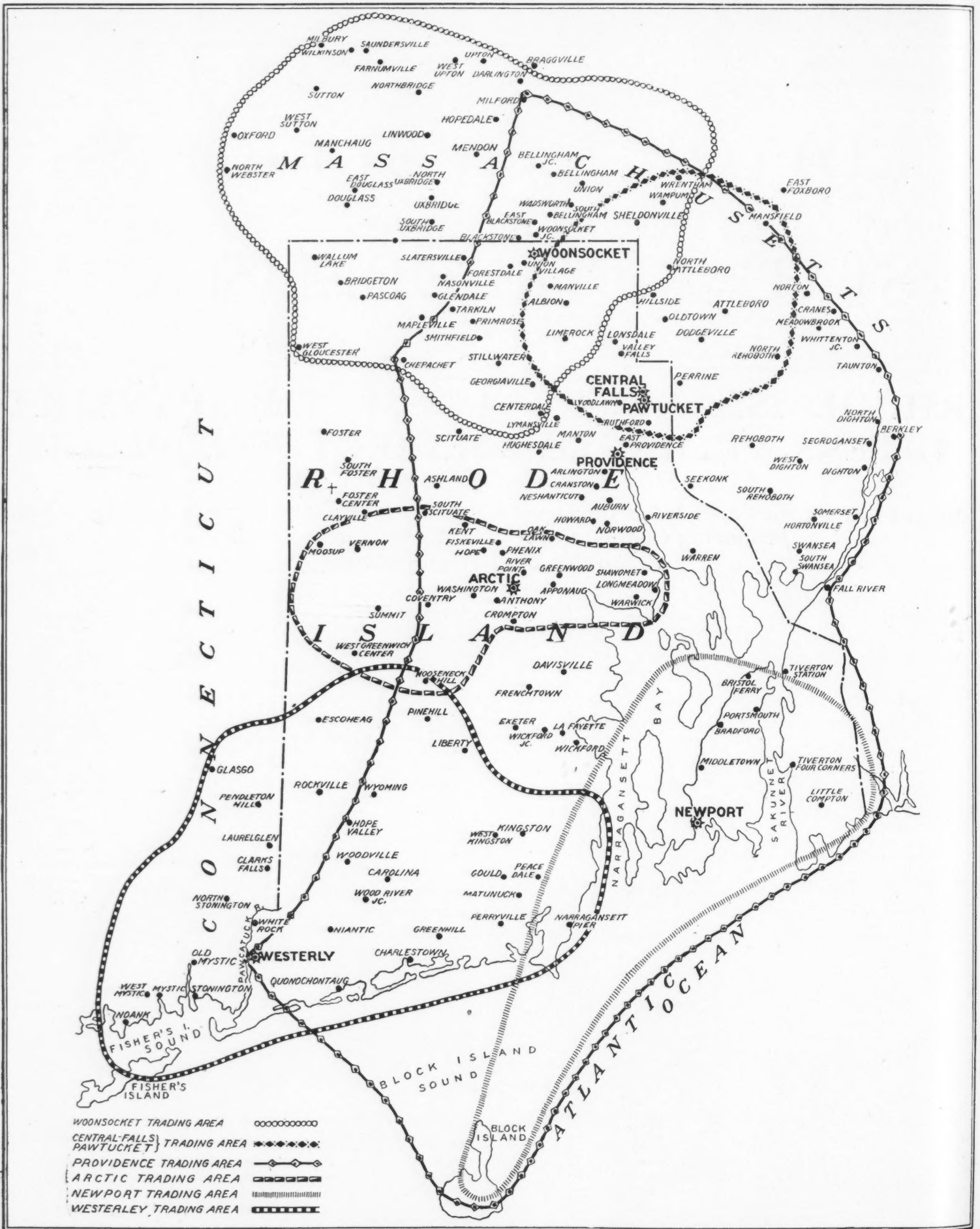
Daily Newspapers of Rhode Island

City	Newspaper	Providence... News	(E)
Arctic.....	Pawtuxet Valley Times	Tribune	(E)
Newport.....	Herald	Tribune	(S)
Pawtucket...	News	Westerly... Sun	(E)
Providence...	Times	Sun	(S)
	Bulletin	Woonsocket.. Call & Reporter..	(E)
	Journal		
	Journal & Bulletin(S)		

INDEX TO SPACE BUYER'S CHARTS

City	Page	City	Page
Arctic	XV	Providence	III-V
Newport	XI	Westerly	XIII
Pawtucket	VII	Woonsocket	IX

EXTENT OF TRADING AREAS OF THE PRINCIPAL CITIES OF RHODE ISLAND





EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Two Parts.....Part 1

Providence, R. I.

Population	
1910 Census	224,326
1915 (State Census).....	247,266
A. B. C., March 31, 1919, City.....	275,000
A. B. C., City and Suburban.....	770,000
Chamber of Commerce estimate, City.....	265,000
Chamber of Commerce, City and Suburban.....	548,447
Native Whites..... 65%	English reading 92%
Foreign born 33%	Industrial workers... 35%
Negro 2%	Home owners 40,000
Students 1,500	Summer residents... 10,000

City Classed As

One of the largest industrial cities in Eastern United States and very important educational center.

Banks	
Savings	4
State Banks.....	3
Trust Companies.....	4
National	7
All National Banks of the State of Rhode Island are in Providence.	

Location

On main line of N. Y., N. Y. & H. R. R. Also the following steamship lines— Providence Line to New York; Colonial Line to New York; Bay State Line to New York; Merchants & Miners Transportation Co. to Norfolk, Va.; and Providence-Block Island Packet Line.

Theatres

8 motion picture exclusively; 2 motion picture and vaudeville; 1 vaudeville exclusively; 3 legitimate. Total seating capacity nearly 20,000; only 3 less than 1,000 seats; 3 more than 2,200.

Schools

Public Grade Schools.....	96	Pupils.....	30,189
High Schools.....	4	".....	3,518
Trade School.....	1	".....	120

There are 17 schools for backward children with 273 pupils, 13 Catholic schools with 6,707 pupils, Brown University with an enrollment of 1,177.

There are 35 other schools, including nine business colleges, Institute for Deaf, music schools, dramatic schools, Rhode Island College of Pharmacy, schools of design, girls' preparatory schools, boys' preparatory schools and others.

Churches

Baptist, 17; Congregational, 8; Episcopal, 15; Jewish, 10; Roman Catholic, 29; Methodist, 12; Negro, 7; Universalist, 2; Unitarian, 2; Lutheran, 2; Presbyterian, 5, and 12 other churches.

Suburban Residents

Within a twenty-mile radius: Pawtucket and Central Falls, 92,000; Woonsocket, 45,000; Attleboro, 20,000; North Attleboro, 11,000; Warwick, 14,000; West Warwick, 16,000; Bristol, 11,000; Cranston, 27,000. Each city and about 20 smaller villages are thriving manufacturing centers.

Principal Industries

Fine tools, files (all kinds), screws, silverware, jewelry, woolen, cotton, electric wire, webbing, tools, gold wire, artificial leather, sprinklers and other fire extinguishers, chemicals, baking powder, paper boxes, electric lamp bulbs, pattern making, automobile bodies, rubber goods of all kinds from surgical and domestic to automobile tires, boilers, soap, carbonated beverages, laces, leather belting, textiles, bread, stoves, brewing, and oysters and other seafoods.

Special Information

Total value of yearly factory output more than \$200,000,000. Oyster industry valued at \$5,000,000 per year. Here is located the largest machine shop in the world, producing fine tools. Providence is the headquarters of the file industry of the United States, the American Screw Co. and Gorham Silverware Co. Average weekly wage for skilled labor, \$38.50; average weekly wage for unskilled labor, \$22.00.

In heart of city is a gigantic poor farm occupying property worth more than \$1,000,000. This farm is nearly 2,000,000 square feet in size and produces fine vegetables which are shipped to Boston markets as well as local stores.

Principal State Institutions (Reformatories, State Prison, etc.) are in or near city.

There are more than 200 firms manufacturing jewelry in this city. The port of Providence is sometimes called "New England's Southern Gateway" because of its fine harbor and the possibilities of direct connection with all eastern ports of South America. This shipping is being developed very rapidly. Providence is New England's largest oil distributing port.

NOTE: Sources from which these figures and those of Part 2 were secured: Chas. E. Lincoln, Editor of the Providence, R. I., Magazine (official organ of the Providence Chamber of Commerce); Latest A. B. C. Reports, Superintendent of Schools, State Bank Commissioner, Commissioner of Industrial Statistics, and other dependable sources.

THE PROVIDENCE NEWS

A New England Wonder

From Nearly Nothing to the Second Evening Circulation in Rhode Island IN ONE YEAR.

Now Gaining at ONE THOUSAND A MONTH in the Race for the State's Biggest Circulation.

Space Buyers should Get up-to-the-minute Figures on the Providence Newspaper Situation, or They Will Overlook Much of this Rich Field Reached by no Newspaper But

THE PROVIDENCE NEWS

JOHN A. HENNESSY, President and Editor.

James C. Garrison, Vice President and Advertising Director.

Publishers' Representatives: New York and Boston, Payne, Burns & Smith, Inc. Chicago and Detroit, G. Logan Payne Co.



*Use the Main Entrance
to Rhode Island ~*

TO INTRODUCE AND MOVE YOUR MERCHANDISE

The Providence Journal

== AND ==

The Evening Bulletin

have built through rigid supervision of advertising columns
as well as the high character of editorial and news pages a

Reader Confidence and Influence

that make them valuable mediums for manufacturers who
seek good company and a friendly welcome in nearly
every worth-while home in this prosperous community.

The Providence Journal Company

PROVIDENCE, R. I.



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Two Parts.....Part 2

Providence, R. I.

Wholesale Houses

Grocers	23
Beef	17
Provisions	5
Stationers	2
Jewelers	4
Bakers	7
Tobacco	4
Coal	14
Confectionery	7
Druggists	5
Dry Goods.....	11
Fish	3
Florists	2
Fruit	15

The large number of wholesale houses is due to the fact that they supply not only the Providence area but go to every part of the state and far into Massachusetts. The great compact population demands complete service. National advertisers receive exceptional distribution for their goods. Trolley freight, steam train steamboat and auto delivery are as fine as any in the United States.

Retail Section

The principal shopping district is located on Westminster Street, Weybosset Street and Washington Street, which run parallel to each other. Crossing these streets are ten or twelve shorter streets. The entire district totals about two miles of stores of every description; department stores, specialty shops, large grocery stores, theatres, etc.

There are three Italian shopping centres. One about one-half mile on Atwell's Avenue and Acorn Street, another in the Eagle Park District about one-half mile long, and one on Pocasset Avenue or Silver Lake District nearly one-half mile long.

On North Main Street there is a Hebrew shopping district about one-half mile long.

Residential Features

In the fine residential section, which is very large, one-family houses predominate. There is a rapid growth of fine apartment homes but few cheap tenements. On the West Side two and three-family houses predominate.

The demand for luxuries and exclusive home comforts is great. The demand for homes is greater than the supply and building is booming, especially in the fine suburban districts.

Many Providence residents own cottages and summer homes along the river and even as far distant as the shores of Long Island Sound and Block Island.

Trading Area

The Providence trading area is one of the largest in square miles and one of the most thickly populated territories in the United States.

The network of trolley lines and excellent railroad and motor highway transportation facilities are great aids in the developing of retail business which this area contributes to the city of Providence.

The Providence trading area extends some distance beyond the state boundary lines into Massachusetts. Fall River, fifteen miles distant, and Taunton, Mass., mark the eastern limits of the Providence territory.

To the south, the territory extends to Long Island Sound. In the summer months a large amount of business is attracted from Block Island, about sixty miles distant. Fine steamboat service daily, both freight and passenger, has been constantly enlarged and improved as the island has grown in popularity as a summer resort.

The fact that Providence merchants advertise in Westerly newspapers is evidence that the latter city contributes business to the local stores.

The territory extends to Milford on the north, twenty-three miles distant.

Retail Outlet for Nationally Advertised Product

Auto (Passenger) Agencies.....	25	Delicatessen	14	Garages	60	Milliners	76
Auto (Truck) Agencies.....	14	Dressmakers	469	Grocers	862	Opticians	19
Auto (Tire) Agencies.....	16	Druggists	158	Hardware	30	Photographers	44
Auto (Parts) Agencies.....	54	Dry Goods	106	Hats and Caps.....	9	Pianos	16
Bakers	117	Department Stores	4	Jewelers	26	Plumbers	121
Cigar Stores	44	Electrical	18	Ladies' Tailors	29	Restaurants	185
Cloaks and Suits.....	18	Florists	56	Meat Markets	94	Shoe Dealers	50
Clothing	71	Furniture	69	Men's Furnishings	20	Sporting Goods	8
Confectioners	29	Furriers	13	Merchant Tailors	272	Stationers	14

Morning Newspapers

Providence Journal

Evening Newspapers

Providence Bulletin
Providence News
Providence Tribune

Sunday Newspapers

Providence Journal
Providence Tribune

Weeklies

L'Eco Del Rhode Island (Italian)
Corriere Del Rhode Island (Italian)
Alba (Italian) Visitor (Catholic)
Advance (Negro)

Miscellaneous Publications

Brown Daily (Brown University) Brunonian (Monthly) Brown Alumni (Monthly)

"Try it Out" in Rhode Island

We have the Dealers with us

Your constant promotion and educational work among dealers and methods of perpetually stimulating their interest, in our estimation, has made advertising in the Providence Journal a sure profit paying investment.

Assuring you of our thorough appreciation of your progressiveness, we are

Very truly yours,

MALLOTT MITCHELL & FAUST.

Jane E. Faust

PEP L

C We will help you put it across

C Get in touch with our Promotion Dept.

—Trade Investigations

—Promotion Work

—Effective Co-operation

The Providence Journal

The Evening Bulletin

RHODE ISLAND'S GREAT AND INFLUENTIAL NEWSPAPERS

Their Combined Circulation Exceeds the Number of English-Speaking Families in the State

The Providence Journal Company

CHAS. H. EDDY COMPANY, Representatives

New York

Chicago

Boston

Providence

*Second City in New England in
Wealth and Population*

A World Leader in Many Well Paid Industries

Is the Home of Half the People of Rhode Island

Included in the Providence Metropolitan District—the
buying radius of the city—are Half a Million residents

*There is No Richer Buying
Section in America*

Its Pocketbooks Are Quickly Opened Through

**THE EVENING TRIBUNE
THE SUNDAY TRIBUNE**

Distinctive Newspapers, Occupying a Field of Their Own

Tribune readers appear to like The Tribune—
Evening and Sunday—so well that few of
them buy any other local newspaper

Circulation and Selling Influence Concentrated in the Buying and Population Centre

“A RHODE ISLAND NECESSITY”

REPRESENTATIVES:

RALPH R. MULLIGAN
30 East 42d Street
New York City

C. J. ANDERSON
Marquette Building
Chicago, Illinois



EDITOR & PUBLISHER

SPACE BUYERS CHART



Pawtucket and Central Falls, R. I.

Although they have separate city governments, these cities are so closely attached that they have but one railroad depot and closely allied interests. Therefore this survey is made to cover both places.

Suburban and Farm Residents

Within ten-mile radius townships of Cumberland, 11,000; Lincoln, 10,000; Attleboro, 20,000; North Attleboro, 11,000; Wrentham, 5,000; Norton, 2,500; Mansfield, 6,000. A few prosperous produce and dairy farms.

Wholesalers

Beef 3
Grocers 2
Confectioners 5
Tobacco 3
Hardware 1
Dry Goods 2
Produce 3
Supply the Pawtucket and Central Falls trading area. Providence wholesalers also maintain fine service in this locality. Shipping facilities the best.

Retail Section

Principal shopping section about 1 1/2 miles on East Ave., High St., North Main St., North Union St., Main and Broad Sts. Broad St. in Central Falls has a shopping section about 1/4 mile long.

Residential Features

Many one and two family houses. Rapid growth of 3 to 6 family structures. A city of "homes and workers."

Special Information

Average value of yearly factory output more than \$85,000,000. Average weekly wage of unskilled labor, \$20. Average weekly wage of skilled labor, \$35. Plants growing fast and new concerns seeking locations.

Trading Area

To the north extends to Wrentham, west to Manville. Part of the latter trade shared with Woonsocket. Southwest nearly to Enfield and on the south about midway to Providence. In fact, Providence advertisers find it advisable to use large space with Pawtucket papers and thoroughly "cover" field. East boundary lines extend beyond North Rehoboth and Attleboro. Pawtucket paper has extensive circulation throughout this area.

Population

1910 Census	{ Pawtucket	51,622
	{ Central Falls	22,754
A. B. C. March 31, 1919, Pawtucket and Central Falls.....		80,000
A. B. C. City and Suburban.....		130,000
Chamber of Commerce		
Pawtucket		62,000
Central Falls		30,000
Chamber of Commerce, City and Suburban		135,000

Classed City as Industrial

Location

On Providence Division and Worcester Division of N. Y., N. H. & H. R. R. Main Lines. Daily passenger and freight service by boat to New York City. Motor truck express and freight to Providence, Boston, Worcester, New Bedford, Fall River and Taunton. Trolley to North Attleboro, Attleboro, Woonsocket. Seven trolley lines and jitney service to Providence and one to East Providence.

Principal Industries

Fancy cotton goods, brass and steel foundries, machine shop products, hosiery, lace, knit goods, wooden products, silk, printed matter, cigars, advertising novelties, glass, electric lamp bulbs, paper boxes, boilers, carpets, confectionery, cold rolled steel, leather novelties, dolls, chemicals, dye, tapes, braids, shoe laces, tire fabrics.

Theatres

4 motion picture and 1 motion picture and vaudeville in Pawtucket. Total seats 5,400. Largest 1,400. Two motion picture in Central Falls, seats 1,000.

Churches

In Pawtucket—Baptist, 5; Roman Catholic, 8; French Catholic, 1; Congregational, 4; and 15 others. In Central Falls—Roman Catholic, 4, and 8 other denominations.

Banks

Savings (Pawtucket)....	2	Resources	\$8,796,702
Trust Co.	1	Resources	17,181,629
One other Trust Co., a branch of Providence banking house; resources included in those of parent company.			

Schools

(Pawtucket)			
Public grade schools....	23	Pupils	6,893
High schools	1	Pupils	811
2 business schools, 7 Catholic schools.			
(Central Falls)			
Public grade schools....	9	Pupils	1,525
High school	1	Pupils	175
3 Catholic schools.			

Retail Outlets for Nationally Advertised Products

(Pawtucket and Central Falls)

Auto (Passenger)	9	Delicatessen	1	Garages	18	Milliners	43
Auto (Trucks)	5	Dressmakers	195	Grocers	332	Opticians	5
Auto (Tires)	26	Druggists	54	Hardware	11	Photographers	12
Auto (Parts)	3	Dry Goods	40	Hats and Caps	4	Pianos	6
Bakers	33	Dept. Stores	4	Jewelers	15	Plumbers	8
Cigar Stores	9	Electrical	6	Ladies' Tailors	2	Restaurants	39
Cloaks and Suits	3	Florists	10	Meat Markets	49	Shoe Dealers	24
Clothers	29	Furniture	28	Men's Furnishings	8	Sporting Goods	2
Confectioners	11	Furriers	1	Merchant Tailors.....	55	Stationers	1

Newspapers

The Evening Times (Daily except Sunday)
Le Jean Baptiste (French Weekly)

NOTE: Sources from which figures and facts were secured: Clifford B. Denison, General Secretary Chamber of Commerce, latest A. B. C. Reports, Bankers, Board of Education, business men and others.

THE EVENING TIMES

PAWTUCKET, R. I.

MEMBER AUDIT BUREAU OF CIRCULATION

PAWTUCKET is the heart of New England's great industrial center.

It is an extremely prosperous community, and the people of Pawtucket and Central Falls are in a position to satisfy any desire created by advertising.

The EVENING TIMES is the only daily paper published in this compact and densely populated section, and covers this territory almost exclusively.

The estimated population of Pawtucket, Central Falls and suburbs is 130,000, or approximately 26,000 homes.

The EVENING TIMES with its 23,023 net paid circulation reaches practically every home in this territory. *It is supreme in its field.*

GILMAN, NICOLL & RUTHMAN

SPECIAL REPRESENTATIVES

WORLD BUILDING
NEW YORK

TRIBUNE BUILDING
CHICAGO

RHODE ISLAND STATE MARKET SURVEY

(Continued from Page 1)

goods and dyeing and finishing, comprise by far the most important group of industries in the state. They gave employment to 64,511 wage earners and reported products for the year 1914 of \$138,764,688. Rhode Island stands fifth among the states in the value of products of cotton goods, third in woolen and worsted goods, fourth in dyeing and finishing textiles, sixth in silk goods and fifteenth in hosiery and knit goods.

In estimating the value added by manufacture there is taken into account only the difference between the costs of raw materials and the value of the finished product. As overhead expenses are not considered, it is obvious that these figures do not throw any light on comparative profits earned in the various industries.

Of the 113,425 wage earners employed in the industries of the state in 1914, 64.6 per cent. were males over 16 years of age; 31.8 per cent. were females, and 3.7 per cent. were under sixteen. In the period, 1909-1914, there was a slight decrease reported in the number of women workers and an increase in the number of male workers. At present, of course, the factor of child labor is eliminated.

Women workers are employed chiefly in the textile industries. In most of these lines they outnumber the men. A steadily decreasing number of women workers are employed in the manufacture of electrical machinery and of jewelry.

The maximum number of wage earners employed in 1914 was reached in the month of March, the total being 116,501. The minimum was in December, the total being 108,261. It will thus be seen that industrial employment in Rhode Island is stable; for the low-ebb month reached 92.8 per cent. of maximum.

Wage Earners of 10 Largest Cities

In the ten largest cities of the state during the year 1914 wage earners were employed as follows: Central Falls, 3,077; Cranston, 2,218; Cumberland, 4,666; East Providence, 1,906; Lincoln, 2,602; Newport, 893; Pawtucket, 16,713; Providence, 44,176; Warwick, 6,439 and Woonsocket, 10,952. Estimates as to the number employed in these cities at the present time are found in the surveys of cities printed elsewhere in this issue.

The eight-hour day, so far as the statistics for 1914 indicate, has not become generally recognized in Rhode Island's industries. In that year 72,681 wage earners worked 54 hours a week; 26,013 worked between 54 and 60 hours, while but 5,871 worked 48 hours or less per week.

Of the total number of manufacturing establishments but 32.6 per cent. are under corporate ownership, yet these reported 84.9 per cent. of the total value of products. Only in bakery products do individually owned shops show greater value of products than do the shops under corporate ownership.

There are 1,410 establishments in Rhode Island employing an average of less than 20 wage earners throughout the year. While these represent 64.4 per cent. of the state's manufacturing establishments, they employ but 6.5 per cent. of the state's wage earners. There are 228 establishments employing more than 100 wage earners each, and these carry on their payrolls 88,978 workers, or 78.4 per cent. of the total.

The total number of cotton spindles in Rhode Island in 1914 was 2,574,942, and almost all of these were active during the year. The total number of

RHODE ISLAND'S MANUFACTURING INDUSTRIES

CENSUS OF 1914.

INDUSTRY.	Number of establishments	Average number of wage earners.	Value of products.	Value added by manufacture.
All industries	2,190	113,425	\$279,545,873	\$117,120,654
Woolen and worsted goods	80	22,745	60,888,755	19,153,956
Cotton goods, including cotton small wares	102	29,483	49,718,837	20,962,528
Jewelry	291	8,778	21,522,251	10,313,204
Foundry and machine-shop products	182	10,728	19,373,113	12,263,131
Dyeing and finishing textiles	47	7,928	16,300,783	7,536,480
Silk goods, including throwsters	12	2,325	7,664,472	2,337,878
Rubber goods, not elsewhere specified	6	1,541	6,088,988	2,026,579
Slaughtering and meat packing	23	265	5,470,413	481,177
Electrical machinery, apparatus, and supplies	13	1,581	5,468,065	1,674,995
Printing and publishing	162	1,515	4,293,489	3,131,697
Hosiery and knit goods	23	2,030	4,191,841	1,787,239
Bread and other bakery products	204	1,112	4,016,959	1,691,189
Liquors, malt	8	511	3,918,332	2,319,247
Gold and silver, reducing and refining, not from the ore	15	73	3,289,857	329,501
Gas, illuminating and heating	6	605	2,462,161	1,578,605
Lumber and timber products	53	779	2,091,780	1,006,067
Soap	12	167	1,539,069	610,166
Paper goods, not elsewhere specified	10	329	1,490,519	549,197
Copper, tin, and sheet-iron products	62	549	1,304,271	638,451
Furnishing goods, men's	10	650	1,277,201	514,224
Iron and steel, bolts, nuts, washers and rivets, not made in steel works or rolling mills	5	645	987,572	598,501
Marble and stone work	46	658	955,160	669,324
Confectionery	20	268	880,078	358,571
Flour-mill and gristmill products	20	74	797,553	107,479
Dyestuffs and extracts	7	91	792,817	280,633
Boxes and cartons, paper	12	499	625,754	327,355
Confectionery (ice cream)	46	126	582,576	247,439
Brass, bronze, and copper products	19	123	576,617	366,733
Carriages, wagons and repairs	47	271	508,901	327,707
All other industries	647	16,976	50,467,689	22,931,391

looms was 66,972, including those used in weaving cotton goods, woolens and worsteds and silks. There were 1,864 knitting machines in use.

A Community of Wealth-Makers

Rhode Island is a state of payrolls. It is a great community of producers of wealth. Its industries are, on the whole, of the stable kind, whose products are always marketable. These conditions give to the little state special attractions as a market for goods not made at home.

This vast army of workers needs a great commissariat; requires and is able to buy and pay for every desirable commodity or product used in the modern home. Wage earners who are prospering—as are those of Rhode Island—are liberal spenders. They are finding, in better wages, that new economic freedom which is the portion of the thrifty worker. They want finer things for their homes, and they are constantly raising the standards of their home life. Providence, the state capital, is one of

the most important manufacturing cities in the United States. It has 1,670 streets. New buildings in 1918 cost \$4,972,700. Providence stores and shops are noted for enterprise and progressiveness. There is a fine civic spirit, rivaling that found in some of the Pacific Coast cities.

Within a radius of fifty miles from Providence 3,044,122 people live. The U. S. census of 1910 gave to Providence a "Metropolitan District" in which at the present time it is estimated that 548,477 people are to be counted.

The city is the home of the world-known Brown University and of other famous educational institutions.

Providence people point to the map as proof that their city is the natural gateway of New England.

"Produce More" Is the New Slogan

The members of the Providence Chamber of Commerce are working to stimulate greater production by the industries of the state, seeing in this the answer in part to the question of how to stabilize the cost of living. "Produce more" is the slogan in Rhode Island in these days, and that sound economic doctrine is making headway. With maximum production, these manufacturers believe, lower selling profits are possible.

Pawtucket, about five miles north from Providence, is the birthplace of the cotton industry of America. The mill built by Samuel Slater in 1790 stands intact to-day. Vast natural water power is fully utilized by the city's diversified industries. The port enjoys extensive commerce. In 1914 there were employed 16,713 wage earners, and the value of products was placed at \$42,028,728.

Woonsocket, the third city of the state, is 16 miles north of Providence. Its industries employ 10,952 wage earners. The annual value of its manufactured products is \$28,115,187.

Newport, always thought of as the home of the rich, is one of the society

(Continued on Page X)



CENTER OF PROVIDENCE, PHOTOGRAPHED FROM AN AIRPLANE



EDITOR & PUBLISHER

SPACE BUYERS CHART



Woonsocket, R. I.

Population	City
1917 Census 38,125	Classed
B. C. March 31, 1919, City 41,125	as
A. B. C. City and Suburban 110,000	Industrial
Chamber of Commerce Estimate, City 45,000	
Chamber of Commerce, City and Suburban 60,000	
Native Whites 65 1/2%	English Reading 80%
Foreign Born 33 1/2%	Industrial Workers 60%
Negroes Less than 1%	Home Owners 3,500
Students None	Summer Residents None

Banks	
Saving 3	Resources \$16,500,000
Trust Cos. 1	Resources 954,000
National 3	Resources 4,546,000

Schools	
Public grade 20	Pupils 3,985
High school 1	Pupils 376
There are six parochial schools with nearly 4,000 pupils, and one business school.	

Theatres	Churches
2 motion picture exclusively, 1 motion picture and vaudeville, 1 motion picture and road shows. Total seats more than 4,000. Largest 1,200.	Baptist, 1; French Baptist, 1; Roman Catholic, 4; Polish, 1; Episcopal, 2; Jewish, 1; French Catholic, 5; and seven other churches.

Location
Woonsocket is 39 miles southwest of Boston, Mass., and 14 miles north of Providence, R. I., at a point on the Blackstone River where is situated the famous Woonsocket Falls. There are three electric roads and two steam roads (Providence-Worcester division and Boston-Pascoag branch of N. Y., N. H. & H. R. R.) Convenient trucking facilities to Providence and Pawtucket. Trolleys to Providence, Worcester and all suburban points.

Principal Industries
Textiles and Appliances: Manufacturing woolen and worsted yarns by French, Belgian and Bradford processes. Numerous mills make cotton, woolen, worsted, plush and corduroy piecegoods. Silks, satins, underwear, bathing suits, handkerchiefs, narrow fabrics, machines, top rolls, shuttles, fibre spools, paper tubes, combs, presses, wool carbonizing, dyeing, bleaching and finishing, rubber shoes, washing wringers, rubber rolls, special order machinery, aeroplane motors, brushes, candy, castings, cigars, sheet metal products, wagons and paper boxes.

Special Information
Largest rubber shoe factory in the world.
Largest factory in the world devoted almost exclusively to special order machinery.
Annual value of manufactured products, \$70,000,000.
Annual payroll \$21,000,000.
Average weekly wage unskilled labor \$20.00.
Average weekly wage skilled labor \$35.50.

Suburban and Farm Residents
Within ten-mile radius, townships of Burrillville, 8,000; Gloucester, 1,400; Smithfield, 3,284; Blackstone, 2,000, and Manville, 1,500. All composed of busy industrial villages contributing trade to Woonsocket. Woonsocket consumes most of produce raised on nearby farms and also buys generously from large jobbing centers of Providence.

Wholesalers	Retail Section
Bakers 1	Principal shopping center is about 1 1/2 miles on Main street, South Main street, and North Main street. Here are located all kinds of retail stores. In the social district is another shopping center about 1/2 mile long on Social street, Clinton street, and Cumberland street.
Beef 3	
Butter, eggs and cheese 1	
Flour, grain and feed 2	
Grocers 3	

Residential Features
Mostly one and two-family houses. No large apartment houses. A few three to six-family houses near one or two of the larger mills. There should be a building boom within a few months due to need for homes because of increase in labor demands at all factories.

Retail Outlets for Nationally Advertised Products			
Auto (Passenger) ... 10	Delicatessen 0	Garages 17	Milliners 19
Auto (Truck) 5	Dressmakers 55	Grocers 151	Opticians 2
Auto (Tires) 5	Druggists 12	Hardware 7	Photographers 7
Auto (Parts) 11	Dry Goods 22	Hats and Caps 2	Pianos 5
Bakers 17	Department Stores.. 6	Jewelers 4	Plumbers 14
Cigar Stores 6	Electrical 4	Ladies' Tailors 1	Restaurants 23
Cloaks and Suits... 5	Florists 6	Meat Markets 19	Shoe Dealers 19
Clothiers 17	Furniture 19	Men's Furnishings.. 15	Sporting Goods 5
Confectioners 39	Furriers 2	Merchant Tailors ... 28	Stationers 6

Trading Area
To the southeast the boundary line is about midway between Woonsocket and Pawtucket. To the east Plainville, Mass., marks the limit. To the north the line extends beyond Dartington, and on the northwest trade comes from Millbury and Oxford. To the west the area extends to the state line.
Fine auto roads, good train service and trolley schedule enable people throughout this territory to patronize Woonsocket stores.

NOTE: Sources from which figures and facts were secured: Chas. E. Smith, secretary Chamber of Commerce, School Superintendent, Bank Statements, Latest A. B. C. Reports, merchants, theatrical managers and others.

Newspapers { The Woonsocket Call and Evening Reporter (P.M.)
La Tribune (French Daily)

An Industrial Section--Served Exclusively by One Evening Newspaper

Ninety-five Per Cent. of the Newspaper Readers in Densely Populated Woonsocket Trading Area Get Their Store News and News of Nationally Advertised Products from The Woonsocket Call.

Woonsocket Served by Four Branches of N. Y., N. H. & H. R. R. and Five Trolley Lines.
Over 125 Mills manufacturing Woolen and Worsted Yarns, Rubber Shoes and Boots, Cotton Yarns, Cot-

ton, Woolen, Worsted, Plush and Corduroy Goods; Clothes Wringers, Tools, Machinery, as well as drop forging, dyeing, bleaching, finishing and carbonizing plants, are located in Woonsocket's Trading Area.

Only Evening Paper printed in English between Pawtucket, R. I., 12 miles south; Worcester, Mass., 28 miles north; Boston, Mass., 38 miles east and Willimantic, Conn., 48 miles west.

Excelled by no other New England paper in the handling of World News. Its local and suburban news service from Woonsocket and surrounding towns is covered systematically and thoroughly.

Daily Average Net Paid Circulation		
1st Quarter 1917.....		8,813
2nd " "		9,326
3rd " "		9,545
4th " "		10,042
1st Quarter 1918.....		10,441
2nd " "		10,705
3rd " "		11,025
4th " "		11,801
1st Quarter 1919.....		11,928
2nd " "		12,078

These figures are from A. B. C. Auditors' Reports

Advertising lists for Mass. and R. I. must include The Call, if they are to cover this thickly populated industrial area in the Heart of Southern New England.

Four-fifths of The Call's large suburban distribution goes into Massachusetts towns and villages.

The other fifth covers northwestern Rhode Island.

The large City circulation covers northeastern Rhode Island.

Total net paid average daily circulation was 12,096 for month of March, 1919. Total net paid city circulation average for the month 6,645; total net paid suburban circulation average for the month 5,005; total net paid country circulation average for the month 446 (largely by mail).
Circulation covers a buying population of over 100,000 people who are particularly responsive to advertising, and who live in an industrially active area.

The Woonsocket Call and Evening Reporter

Printed Evenings, Sundays Excepted, by

THE EVENING CALL PUBLISHING CO., at 75 Main Street, Woonsocket, R. I.

RHODE ISLAND STATE MARKET SURVEY

(Continued from Page VIII)

capitals of America. Aside from this distinction the city has important industries, including extensive fisheries.

Westerly has granite quarries employing 2,000 men, as well as other important manufacturing interests.

Because of its concentration of population and the uniform earning capacities of its people, Rhode Island affords an excellent "try-out" market for any new product. Its newspapers are modern and fully up to the high standard set to-day for our American press. They reach all of the people, and reach them quickly. No predated issues are necessary to Rhode Island newspapers, for their field is near at hand. Rhode Island publishers cooperate cheerfully and helpfully with advertisers seeking to win a foothold in that market.

Excellent Compensation Law

Rhode Island has an excellent workmen's compensation law, under which wage earners in all the industries are protected. In case of death from accident sustained in the course of duty the dependents of the deceased receive \$10 a week (maximum) for a period of 300 weeks. In case of disability, free medical attention and compensation; and, in case of total disability, a maximum of \$10 per week for 500 weeks.

To realize the vastness of Rhode Island's army of wage earners in the industries—an army of more than 113,000 in 1914—it may be noted that only thirteen other states could show a greater number, while 34 states fell behind—some of them very far behind—Rhode Island's record.

The figures for the city of Providence alone are impressive when compared with those of many states. In 1914 Providence had 44,176 wage earners employed in her 1,207 manufacturing establishments. There are fourteen states, not one of which can show so great a number employed in the industries. Several other states show figures but slightly higher than those of Providence.

If Rhode Island's wage earners were to form in procession, marching in columns of ten, allowing a space of six feet between columns, the procession would be almost eleven miles long.

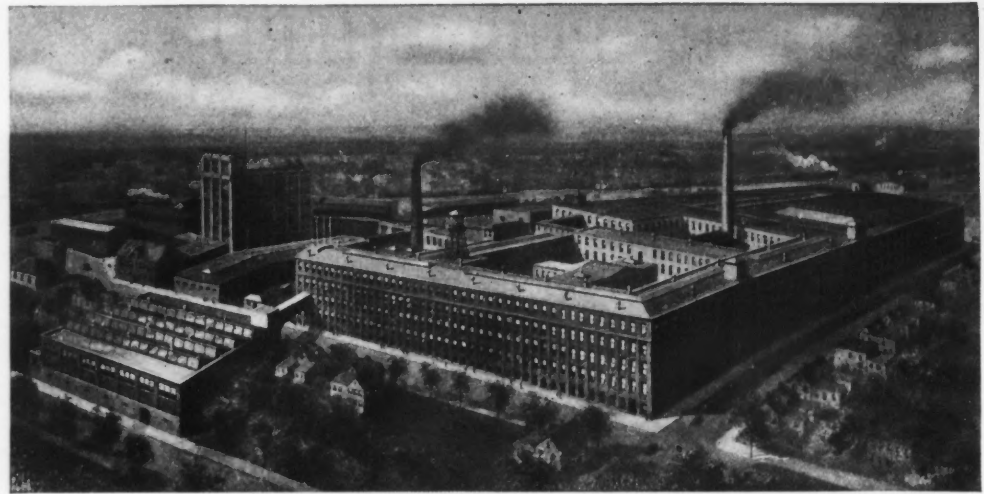
As an example of how specialization has built up great manufacturing plants in Rhode Island, the making of shoe laces may be cited. One concern in Providence has a weekly output of 26 tons of these small but necessary adjuncts to dress. This establishment is said to be the largest of its kind in the world.

Providence's Pride

Providence people are proud of their splendid system of public parks, of the beauty and variety of shade trees which line her streets, of her many historic buildings, many of them dating back to colonial days. The John Brown house was pronounced by John Quincy Adams, in 1789, the finest private residence on the continent.

Providence people are also proud of the city's leadership in the manufacture of jewelry, the city's excellent port facilities, modern schools, ample transportation systems and splendid public buildings. The new state house cost more than three million dollars.

The following steamship lines at



WORKS OF THE TAFT-PEIRCE MANUFACTURING COMPANY, WOONSOCKET

present use the port of Providence regularly: Fibre Line, Colonial Navigation Company, Hartford and New York Transportation Company, New England Navigation Company, Hartford and New York Transportation Company, New England Navigation Company, Merchants' and Miners' Transportation Company, Dyer Transportation Company, Block Island, Newport and Providence Steamship Company, and Providence, Fall River and Newport Steamship Company. The channel, 27 miles long to the ocean, is 600 feet wide and 30 feet deep at low tide.

Few Children Employed

According to the latest available statistics the number of male wage earners employed in the industries of Rhode Island is 75,129, and the number of females

38,296. During the period, 1909-14, the number of male wage earners increased 1,696 and the number of females decreased by 228.

The proportion of wage earners under sixteen employed in Rhode Island industries has never been large, and of course this factor in employment has been practically eliminated through the child labor law provisions.

Pawtucket, second city of the state, made the greatest gain from 1909 to 1914 in the value of products of her industries. This gain amounted to \$4,332,542 and was due in part to the increased products of its silk mills. The greatest relative gain, however, was scored by Newport, amounting to 66.7 per cent., and was in part the result of increased activity in shipbuilding and the manufacture of confectionery.

The naval torpedo station at Newport, operated by the Federal Government, employed in 1914 an average of 588 wage earners.

The textile industries are dominant in Pawtucket, Woonsocket and Warwick. In Pawtucket textiles accounted for 52.3 per cent. of the total values of manufactured products in 1914; in Woonsocket they represented 74.7 per cent. and in Warwick 76.7 per cent. Woolen mills lead in importance in Woonsocket and cotton mills in Pawtucket and Warwick.

In Providence 83.5 per cent. of the total value of products were reported by establishments under corporate ownership. In Cumberland 98.7 per cent. of the manufactured products are reported by concerns owned by corporations. Lincoln reports but 53.6 per cent.



VIEW OF PAWTUCKET, AS CAUGHT BY THE CAMERA OF AN AIRMAN

EDITOR & PUBLISHER

SPACE BUYERS CHART

Newport, R. I.

Population	City
1910 Census 27,149	Classed as
1915 State Census..... 30,472	Summer Resort of
Present Estimate..... 35,000	Wealthiest Soci-
	ety People.
Present Estimate City and	Government Na-
Suburban 50,000	tional and Military
	Base
Native Whites72%	English Reading90%
Foreign Born20%	Industrial Workers .. 3%
Negroes 8%	Home Owners5,000
StudentsNone	Summer Residents ..5,000

Banks	
Savings 3	Resources\$15,000,000
Trust Company 1	Resources 2,800,000
National 3	Resources 4,000,000

Schools	
Public Grade Schools...12	Pupils3,534
High Schools 1	Pupils 648
Industrial 1	Pupils1,406
There are three Catholic schools and one business college.	

Theatres
1 community theatre for entertainments of all kinds in the interest of soldiers and sailors, 1 motion picture exclusively, 1 motion pictures and vaudeville, 1 motion pictures, vaudeville and road shows, total seating capacity, 4,000; largest house, 1,500.

Churches
3 Baptist, 3 Roman Catholic, 4 Methodist, 4 Episcopal, 2 Congregational, 1 Christian Science, 2 Jewish, 1 Unitarian, 1 Presbyterian, 1 Negro, 1 Evangelical Lutheran, 1 Friends.

Location
Terminal of the Fall River-Newport division of the N. Y., N. H. & H. R. R. Two trolley lines, Bay State and Newport-Providence. Steamboat all year around to Block Island. Freight and passenger service on the Providence-Newport-Fall River line to New York daily. New England Steamship lines to New York daily. Boat connections with Wickford and from there by rail to the Shore Line Division of the N. Y., N. H. & H. R. R.

Principal Industries
Newport is not a big industrial city. The fame and the wealth of the city lies in the fact that it is America's greatest summer resort for the richest society people of the entire nation.

The Government contributes liberally to the prosperity of Newport through the military and naval activities of this big base. There is, however, a large number of the local inhabitants who are employed in the chewing gum factory and the New England Steamship Co.'s repair shops. There are the usual small factories devoted to furniture making, tailoring, foods, etc.

A Government torpedo factory employs many well-paid mechanics.

Special Information
In spite of the fact that Newport is not a big industrial center, there is without doubt a greater amount of wealth in this city, especially in the summer season, than any city its size in the United States.

Stores are advanced in ideas and stock because numbered among their customers are many of the wealthiest society people of the world and their demands are often very exacting. Newport should be an excellent field for "try-out" campaigns of advertising.

Suburban and Farm Residents
Within a radius of fifteen miles are Jamestown, 1,200; Middletown, 2,000; Portsmouth, 3,000; Block Island, 1,200; Tiverton, 4,900; Little Compton, 1,500, and several smaller villages.

Wholesalers

Confectioners 5
Fish 7
Flour and grain.... 2
Fruit 2
Grocers 6
Produce 3

Retail Section
The principal shopping center is about two miles long on Broadway and Thames Street. On Bellevue Avenue there is an exclusive shopping center composed of branch shops of many New York and Boston houses which open these places in the summer to cater to their society trade. A few of these shops are open all year.

Residential Features
A large number of one family houses. A few two family houses. No tenement district. The Government erected a number of buildings of permanent types in their \$225,000 housing system. The homes of the wealthy society residents vary in value from a few thousand dollars up to the million dollar mansions. There are nearly 300 beautiful villas of the rich.

Retail Outlets for Nationally Advertised Products

Auto (Passenger) 13	Delicatessen 6	Garages 15	Millinery 16
Auto (Truck) 5	Dressmakers 59	Grocers 115	Opticians 3
Automobile (Tire) ... 14	Druggists 15	Hardware 10	Photographers 16
Automobile (Parts) .. 28	Dry Goods 21	Hats and Caps 2	Pianos 4
Bakers 12	Department Stores .. 5	Jewelers 20	Plumbers 25
Cigar Stores 19	Electrical Supplies .. 6	Ladies' Tailors 6	Restaurants 49
Cloaks and Suits 12	Florists 18	Meat Markets..... 23	Shoe Dealers 16
Clothing 23	Furniture 16	Men's Furnishings .. 5	Sporting Goods 6
Confectioners 27	Furriers 2	Merchant Tailors.... 54	Stationers 6

Trading Area
The Newport trading area as outlined in square miles does not do justice to the amount of retail business enjoyed by the local merchants. Thousands of dollars' worth of business is received from visitors who may reside many miles beyond the boundaries of the Newport area. On the north the territory extends nearly to Fall River. To the east the lines extend to the limits of the State. On the south Block Island is a source of much trade and the fishermen all along the Rhode Island coast spend no small sum of money with the Newport merchants. To the west the boundaries of the trading zone extend beyond Kingston.

NOTE: Sources from which these facts and figures were secured: W. P. Clarke, Secretary, Newport Board of Trade, Frank N. Fullerton, City Clerk, Bank Statements, Board of Education, Tax Collector's Office and other reliable sources. **Newspapers** (Newport News (P. M. Daily), Newport Herald (A. M. Daily), Mercury (Weekly))

"It is possible to buy quality in advertising."

NEWPORT IS THE SUMMER CAPITAL OF THE UNITED STATES—

Newport
Middletown
Portsmouth
Jamestown
Tiverton
Are Our Field

NEWPORT DAILY NEWS

Established 1846
Full Associated Press
Seven Linotypes
Circulation 6260 Net
Special Correspondent
in Washington

The Newport Daily News is an evening paper with a prestige that Advertisers appreciate. Newport is not a large city, but an important one.

It is the recognized summer capital of society, noted for the wealth and buying power of its residents. It is also the greatest Naval Base on the North Atlantic Coast, and includes the War College, Training Station, Torpedo Station, and Coaling Station.

The News is a part of this community. It is one of the few daily newspapers in this section whose circulation has increased since the close of the war.

Having been established as a daily since 1846, it is among the oldest papers in the State. National advertisers realize that Newport must be covered. Consult any advertising agent for an account of the value of this paper as an advertising medium. The rates for space in The News are rigidly maintained. The News does not use premiums or any other form of circulation boosters. The circulation does not have to be solicited, yet IT IS IN PROPER RATIO TO THE POPULATION. It is our business to keep it there. It is your business to get the benefit of this field. SOCIETY READS THE NEWS. The soldier, the sailor, mechanic and farmer also read the News.

Published by THE T. T. PITMAN CORPORATION
EDWARD A. SHERMAN, President and Treasurer

Advertising Agents Are Great Business Builders

THE more newspaper men with whom I come in contact, the more I appreciate how general is their ignorance regarding the important functions performed by the advertising agents for the development of larger volume of advertising for all newspapers.

From the newspaper viewpoint the advertising agent is often looked upon as a pernicious middleman who should be eliminated. Such newspaper men foolishly consider that if the middleman could be eliminated they would receive higher rates for their space.

Too many of us look upon advertising as something that grows on trees, something that can be garnered in by merely venturing forth occasionally and shaking the branches and picking up the fruit.

Cost Is Less

We do not take the trouble to study the matter thoroughly enough to discover that, in the absence of the many advertising agents scattered all over the country carefully cultivating prospects, it would cost us two or three times as much money to secure probably the same volume we now receive.

I know how many newspaper men feel toward advertising agents because I have been in the business for about 40 years and talked with many hundred of them on the topic, and must admit that until about eighteen months ago I was in sympathy with the erroneous opinion.

First Collective Action

Only about three years ago when the American Newspaper Publishers Association at its annual meeting adopted a resolution stating that it was the sense of the meeting that the time had come to eliminate commission to agents, I was a member of the committee appointed to draw up the resolution and read it to the convention.

I was largely influenced in reaching the conclusion then in mind by the expressed opinion of such men as John Lee Mahin, that a basis of net rates to all advertisers with agents charging a service fee in accordance with service rendered would simplify the relation.

No sooner had the resolution been adopted than I realized that we had spilled the beans, as it were. Many of the newspaper men who had voted for the resolution considered that by so doing they were establishing their then existing gross rates as net, and that they were therefore increasing their earning 10, 15, 20 or 25 per cent.

Would Work Injury

Immediately after the meeting I was called on by a group of advertising agents and we had a conference which lasted several hours. I was convinced that the elimination of commissions to agents would work a serious injury to the whole industry of advertising. I then commenced a quiet individual study of the situation, but not until July, 1918, at the meeting of the Southern Newspaper Publishers' Association at Asheville, N. C., did I grasp the underlying factors in a way to be of constructive use to newspapers and the agents.

Investigation revealed the fact that long years before the day of the general medium, the advertising agent came into being, as a convenience to the advertiser wishing to insert his copy in more than one newspaper or to use those in other cities. At first he was looked upon as the agent of the newspapers and paid a commission for working up and bringing in business.

This Is the Ninth of a Series of Constructive Articles on Newspaper Building.

BY JASON ROGERS

Later on as newspapers became more numerous and agents controlled more and more business, the newspapers found themselves placed in the position of soliciting business from their own agents.

Solicited From Own Agents

This double expense was thought by many publishers to inflict too heavy a cost in the stimulation of business, and the newspaper men naturally grew to view the commission to agents, who now represented the advertiser and not the publication, as a fee which should be paid by the advertiser and not the publisher.

At about this stage of development came the general medium, with its thin cover of the whole country. The publishers of the general mediums were quick to grasp the situation. They sought to placate the agent with liberal commissions and to show him how much larger profit he could make by using their mediums than many hundred newspapers.

General Medium See Opening

Like many another illusory scheme, brilliantly conceived, and ably carried on, by the most skilled talent obtainable from the ranks of journalism and the agencies, the new kind of advertising found rapid root and grew to tremendous proportions.

For a time it was comparatively easy to get dealers everywhere to stock up on the strength of a showing of proofs of a heavy campaign in the magazines, and the agents found they could garner in their 15 or 20 per cent on a

total appropriation consumed in 15 to 50 accounts, instead of handling, checking and bothering with 300 to 500 newspaper accounts.

In the meanwhile newspaper publishers while on one hand seeking business from the agents were doing everything in their power to eliminate him, all of which helped the general mediums to a large share of appropriations.

Heavy Cost to Dealers

Dealers all over the country at their cost learned that it was one thing to stock up on the strength of a so-called national medium campaign, and quite another matter to get goods moved from their shelves.

Manufacturers gradually learned that general medium advertising was an expensive luxury until they had a general distribution all over the country, and owing to the impossibility of localizing their appeal it was ineffective regarding definite checkable results.

It was not until the general mediums were satiated to the point where they could scarcely care for the business that was offered them, and some few of them became so arbitrary in their treatment of customers as to offend them, that many concerns and agents commenced to use daily papers for dominant and direct results.

Newspapers' New Triumph

Newspaper advertising with its modern efficiencies thus came in for a new demonstration largely through accident, as it were, but it has proved an eye opener to many advertising men brought up during the period of general medium hysteria and exploitation.

Leading men in the agency business such as William H. Rankin, Wilbur D. Nesbit, and others, by reason of close contact with Red Cross and Liberty Loan campaigns in the newspapers and other experience, came out emphatically endorsing newspaper advertising as a discovery.

Our newspapers have not even yet felt the full force of the immense volume of general advertising which is to come to them. It is business which has been worked up and created by advertising agents.

The expense of developing new business by the advertising agencies is much greater than it ever was before, just the same as in any other lines of business. The newspapers which still insist that 10 per cent agents commission is all they can afford to pay are a menace to the industry.

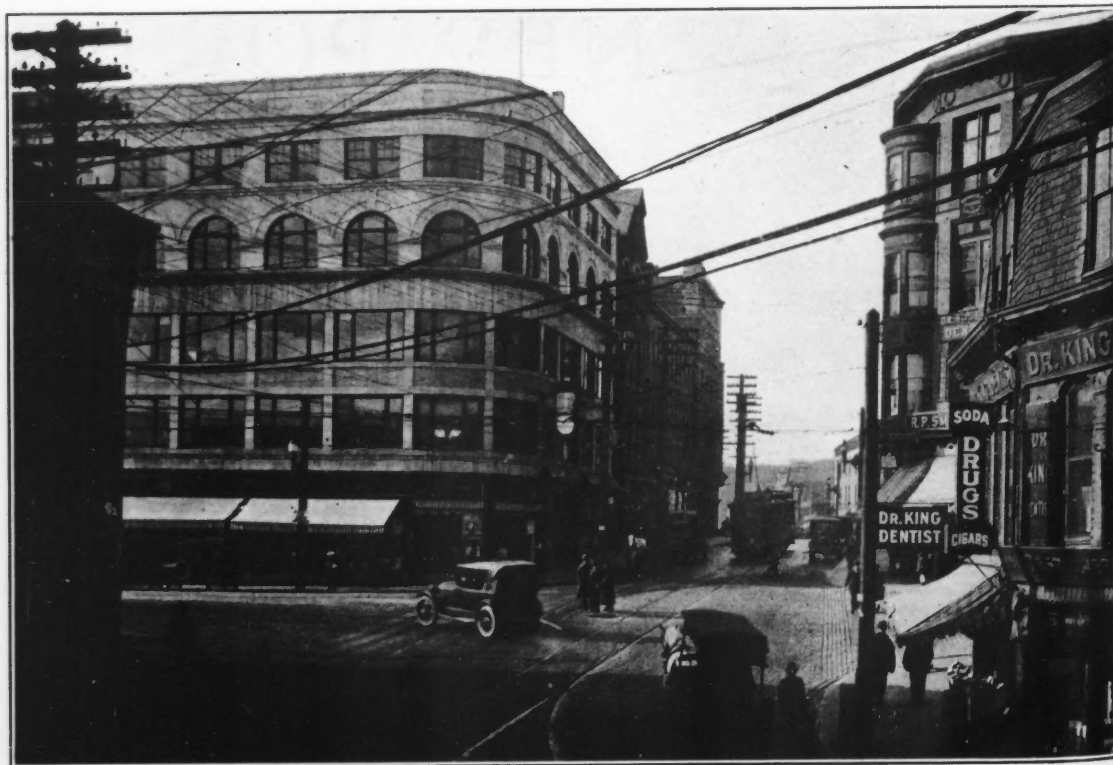
Operation Cost

These men in effect are demanding that the agents do business with them for less than the cost of carrying on the service. Figures furnished by the exchange of experience between leading agents indicate that the cost of doing business varies from 11½ to 12 per cent, and that even the payment of 15 per cent commission and 2 per cent cash discount would not make millionaires of them.

The few newspapers still refusing to meet a real condition would only have to slightly adjust advertising rates to enable them to meet the necessities of and to help the agents in developing new business for them. It should be obvious to them that this is essential. Otherwise they stand as a stonewall in the path, and virtually encourage the agents to continue to do business with the general mediums in order to live.

No newspaper or group of newspapers can ever render an advertiser or prospective advertiser as effective a

(Continued on Page XIV)



A BUSY CORNER IN WOONSOCKET



EDITOR & PUBLISHER

SPACE BUYERS CHART



Westerly, R. I.

Population	City	Location
1910 Census 8,696	Classed	On the Pawcatuck River, which is part of the state boundary line. Pawcatuck, which is on the Connecticut side of the river, is practically part of the city. In fact mail service is rendered Pawcatuck through the Westerly Post Office. On "Shore Line" division of N. Y., N. H. & H. R. R. Independent tide water freight service and lighter system for coal and lumber. Trolley to Norwick, Conn.; New London, Conn.; Ashaway, R. I.; Watch Hill, R. I., and shore resorts.
A. B. C., Mar. 31, 1919, City 19,175	as	
A. B. C., City and Suburban 42,996		
Board of Trade Estimate, City 15,000		
Board of Trade Estimate, City and Suburban 40,000	Industrial	
Native Whites 74%	English Reading 85%	
Foreign Born 25%	Industrial Workers 25%	
Negroes 1%	Home Owners 1,500	
Students None	Summer Residents 3,000	
Banks		
Trust Cos. 2	Resources \$11,000,000	
Schools		
Public grade 8	Pupils 1,436	
High school 1	Pupils 247	
1 Catholic school, 2 private schools, and the high school also conducts a vocational branch.		
Theatres		
2 moving pictures exclusively, 1 motion picture and road shows. Total seating capacity 2,250.		
Churches		
4 Baptist, 2 Seventh Day Baptist, 1 Episcopal, 1 Congregational, 1 Methodist, 2 Roman Catholic, 1 Seventh Day Adventist.		

Principal Industries
Granite—world renowned, noted for its fineness of texture, beautiful color and hardness. Supply almost inexhaustible. Printing Presses—an industry representing great capital. Webbing and elastic fabrics, automobile tire cloth, cotton cloth, felt, woolen, thread, macaroni, brass fittings.
Westerly's florists specialize in Dahlia and Rose Growing.

Special Information
Average yearly volume of business \$15,000,000.
Great demand for skilled labor.
Average weekly pay roll \$50,000.
Average wage for unskilled labor \$22.50 per week.
Average wage for skilled labor \$38.50 per week.
An exceedingly large increase in wealth during the summer months due to the size and nearness of rapidly growing shore resorts.

Suburban and Farm Residents
Within ten-mile radius: Ashaway, 2,500; White Rock, 500; Noank, 1,000; Bradford, 1,000; Mystic, 5,000; Clark Falls, 200; Potter Hill, 500; Old Mystic, 4,000; Hope Valley, 4,000, and other thriving towns. Numerous beaches and fine produce and dairy farms.

Wholesalers
Beef 1
Flour, Grain and Feed 2
Grocers 1
These serve the Westerly Area and shore resorts.

Retail Section
About 1½ miles on Broad, High, Main and Canal streets, in Rhode Island, and Mechanic and West Broad streets on the Connecticut side of the state line. All lines are represented by thriving and well kept establishments varying in size.

Wholesale houses from New London, Conn., and Providence, R. I., also do business in this territory and there is assured rapid and thorough distribution of all necessities and luxuries for which a demand is created.

Residential Features
Mostly one and two family houses. Several tenement buildings in Italian quarter. Many beautiful estates and summer homes within five-mile radius.

Retail Outlets for Nationally Advertised Products

Auto (Passenger) 16	Delicatessen 2	Garages 9	Millinery 6
Auto (Trucks) 3	Dressmakers 32	Grocers 38	Opticians 2
Auto (Tires) 18	Druggists 6	Hardware 4	Photographers 4
Auto (Parts) 8	Dry Goods 5	Hats and Caps 8	Pianos 2
Bakers 9	Dept. Stores 2	Jewelry 6	Plumbers 6
Cigar Stores 22	Electrical 2	Ladies' Tailors 2	Restaurants 7
Cloaks and Suits 9	Florists 6	Meat Markets 10	Shoe Dealers 9
Clothiers 8	Furniture 6	Men's Furnishings 8	Sporting Goods 3
Confectioners 8	Furriers 2	Merchant Tailors 8	Stationers 3

Trading Area
To the north it extends to Noosenack Hill.
To the east, Saunderstown and Narragansett Pier, from which points there are excellent auto roads. Kingston and points south and southeast along the shore contribute big business.
On the west, boundary lines extend to Noank. The latter town and Mystic divide their out-of-town business between Westerly and New London.
Each town in the territory has one or two busy factories employing well paid men and women. Fishermen along the shores of Fishers Island Sound and Block Island Sound swell the yearly business of Westerly merchants.

NOTE: Sources from which figures and facts were secured: Westerly Board of Trade, Chas. Perry, President Washington Trust Co.; A. B. C. Reports, Board of Education and others.

Newspapers

The Sun, every evening except Saturday. Regular Sunday evening edition home delivered same as any week day.
Watch Hill Topics (Summer only).
Westerly Times (Weekly)

THE WESTERLY SUN MUST BE USED

If the advertiser desires to cover Southern Rhode Island and Southeastern Connecticut

WESTERLY IS A ONE DAILY FIELD

One person in every four of City and one in every seven of city and Suburban population read The Westerly Sun.

Papers delivered directly into home. No street sales.

WESTERLY HAS THE LARGEST PERCENTAGE OF NATIVE BORN IN THE STATE

Her people are thrifty. In recent war drives, she led larger cities of state in per capita purchases of bonds and in donations. Leads state in purchase of War Saving Stamps, and Rhode Island leads all other states.

WESTERLY IS TRADING CENTER FOR SCORES OF PROSPEROUS NEW ENGLAND TOWNS AND VILLAGES WITH DIVERSIFIED INDUSTRIES

Trolleys, state roads and railroads radiate out into rich industrial, agricultural and summer resort field, which demands that merchants stock their shops with best of goods and luxuries not found in most towns the size of Westerly.

THE UTTER COMPANY, Publishers.

MANUFACTURERS THINK IN TERMS OF MAJOR AND MINOR MARKETS

Newspaper Advertising Offers Only Method by Which Dealer-Influence May Be Utilized Fully in Localized Selling Campaigns.

BY H. R. DRUMMOND

THE theory of intensive cultivation of a comparatively small market, rather than attempting to cover the entire country, especially with merchandise that is new, is fundamentally sound and logical.

There are so many things that enter into a successful advertising and selling campaign that, unless they are co-ordinated and followed through in their logical sequence, something is more than liable to go wrong, and the whole thing topple.

One Territory at a Time the Best Policy

Assuming that the main object in entering any campaign is to make money, and that the matter of expense is one to be considered—not, perhaps, because of a lack of money, but for sound business reasons—it is correct to have the thought of thorough introduction and sale in a certain territory, rather than the tremendous expense of attempting to cover the country at one time.

Every advertiser is vastly more interested in his proposition than is the general public; and, while his advertising may attract attention, while it may arouse interest, while it may create desire to possess, it may stop there unless it points out an easy way for the reader to get the merchandise.

National advertisers must take into consideration the influence of the local dealer and, in order to be successful, must enlist this co-operation to the greatest possible extent.

Local Merchants Factors

Local merchants have loyal followers—or they would not be merchants—and those loyal followers take the advice of these merchants to a greater extent than they take the advice of manufacturers whom they do not know.

The "home folks" element of psychology enters strongly into every transaction. Particularly is this true in the smaller cities, for the people, for the most part, are loyal to their home cities. They live there, work there, pay taxes and vote there, and if they are good citizens, like to think that their home town is a good town, a "comer" and, for that reason, if for no other, they prefer to spend their money where they make it.

The local merchants are "home folks." They, too, pay taxes, they furnish employment for more "home folks," they simply belong.

These "home folks" read home newspapers. They are interested in happenings in their own baliwick. They pay closer attention to their own city than they do to the doings in other places.

"Merchandising" New York

Take the state of New York, for instance. The total population of the state is 10,273,375 people—10 per cent of the United States.

New York city is the largest city, containing 5,602,841 people, over 50 per cent of the population of the state.

Let us assume, for instance, that we wish to merchandise a new line of canned goods, which sell better in cities than in rural communities. First, we will merchandise New York city.

In New York city there are 66 wholesale grocery dealers. They, ob-

viously are the first people to line up. They, in turn, have 8,852 retail grocers and delicatessen dealers to cater to.

These wholesalers can make or break any proposition. They have the situation well in hand. They can, if so disposed, kill anything they wish, for they can discriminate against retailers who handle brands they themselves do not supply.

We will assume, however, that we win these wholesalers, or jobbers. They are the ones we want first.

Then we talk our proposition to the retailers, taking orders which we clear through the jobbers.

These retailers are subject to constant watching and jollying. We must keep our brands in front, as much as possible, for they are going to move through introduction.

Of course our package is attractive. We have seen to that. Our goods have merit, some particular merit not found in others, and we must see to it that the buying public knows about that.

Ready to Advertise

So now, and not until now, are we ready to advertise. The jobbers have the goods, the goods are on the shelves of the retailers. Now it is up to us to move those goods.

So we go to the consumers through the daily newspapers that these same consumers read. We tell them about the goods and, most important of all, we tell them what the goods are going to cost them, and where they can get them. That is the important thing to do. Tell people what the goods will cost and where they may be had.

It will take a crew of men to do this work. It will take men constantly at it to keep the ball rolling, once it is started.

When we have New York city well in hand we will go to the next largest city, which is Buffalo, with 468,558 people.

Buffalo has 15 wholesale grocers and 1,530 retail outlets for our product.

Rochester, with 256,417 people, 6 wholesalers and 814 retail dealers, is our third city, and Syracuse, with 155,624 people, 9 wholesalers and 608 retailers, follows.

Albany, with 104,199 people, 14 wholesalers and 440 retailers is the fifth city. Schenectady, with 100,000 people; Utica, with 85,692 people; Troy, with 77,916 people; Yonkers, with 100,000 people and Binghamton with 53,973 people follow and thus we have the ten largest cities in the state.

Now, in order to make this introduction successful it should be thorough. In order to make it thorough it should be given intensive cultivation, and that means careful local cultivation, which means not only cultivation, but co-operation.

Obviously the best, cheapest and quickest way to do this is to co-operate in every possible way with the "home folks" which means the local jobber, the local dealer and the local daily newspaper.

Retailers Value Advertising

It is a fact that retailers, no matter who they are, or where located, like to see their names in the newspapers. This is not a matter of personal pride, but they realize that every mention they get means a boost for business, and they are more kindly disposed to manufacturers who mention them in the advertising.

And it is a fact that the majority of people who read advertising in their home paper, advertising telling them of the goods, and at the same time telling them that some store they know, some merchant with whom they deal, and in whom they have confidence, handles these goods, will buy quicker than they will if the news is brought to them through some outside source.

The state of New York has 198 wholesale grocery concerns and 29,758 retail grocery and delicatessen stores, and this is the biggest, most profitable territory in the world to work.

When New York is thoroughly covered it is, but a step into Pennsylvania, with its 8,522,017 people, its 228 grocery wholesalers, its 24,420 retail grocers and delicatessen dealers.

The Sound, Logical Way

Ohio adjoins Pennsylvania, and has 5,150,356 people, 123 wholesale grocers and 25,918 retail grocers and delicatessen dealers.

Indiana lies next to Ohio, and has 3,000,000 people, 91 wholesalers and 7,168 retailers. Then comes Illinois with 6,152,257 people, 134 wholesalers and 19,240 retailers, and so on, ad lib.

Coming to Rhode Island, which is thoroughly analyzed as a market unit in these pages, we shall find in this small

but populous state simpler merchandising conditions than prevail in larger territories. The problem of distribution is easier. Transportation facilities are one hundred per cent. ample and adequate. In the market surveys of Rhode Island cities will be found detailed information about wholesale and retail dealers.

It is logical, it is fundamentally sound, that intensive, localized cultivation of each market, as a unit, is going to pay better than any other method of getting merchandise where it will be moved.

Such sales work is less spectacular than the nation wide work, that hits here and there. It is hard work. It is linking many component parts together, but it is the sound, logical way to sell goods.

ADVERTISING AGENTS AS BUSINESS BUILDERS

(Continued from Page XII)

service as a well-organized advertising agency with a wide lot of successful experience behind those in it.

Advertiser Pays

No matter how many ways newspaper men like to figure it, they do not pay the commission to the agent. The advertiser pays both the net rate and the commission, which are included in the gross rate which he pays.

From the broadest possible newspaper standpoint, the support of reputable service agents operating on an entirely contingent basis—which is what they do—is the most logical and profitable activity they can encourage.

QUESTIONS AND ANSWERS

BY JASON ROGERS

Q.—In judging whether a newspaper is carrying a fair, good or very good amount of advertising, what percentage would you figure at times like this when print paper is as high as it is?
A. B.

A.—A newspaper in a town of your size (11,000 population) would do well to establish a standard of 30 to 35 columns of reading matter, including everything printed except paid advertising.

In my judgment the whole theory of percentage of reading and advertising matter is a radical mistake which leads editors to burn up dollars needlessly.

If every time we receive a full-page ad our editors are permitted to crowd in another page of reading matter in a paper operating on a fifty-fifty basis, white paper is being wasted and an unfair charge put upon advertising.

"A good amount of advertising" for a newspaper like yours is, in my opinion, as much or more than your competitor carries at sound rates. Mere lineage does not tell the story.

I am coming to the theory that whenever the advertising carried by a newspaper forces it beyond 24 pages the rates should be raised to automatically hold down volume.

A Jewelry Center

The manufacture of jewelry, in which industry Providence, R. I., leads the cities of the country, is closely allied with the silversmithing and silverware industry and with the reduction and refining of gold and silver from sweepings, clippings and scraps. The census bureau does not give combined figures for these allied industries, as it is the practice of the bureau not to make public statistics which would disclose the operations of individual establishments.



PLANT OF BROWN & SHARPE AT PROVIDENCE, R. I.

"The heavy night hung dark,
The hills and waters o'er,
When a band of exiles moored their bark,
On the wild New England shore."

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522			
		Circu- lation	2,500 lines
			10,000 lines
†Boston Advertiser and American(S)	365,660	.40	.40
Boston American(E)	301,270	.42	.42
Boston Globe(ME)	282,172	.35	.35
Boston Globe(S)	327,924	.45	.45
Boston Post(M)	407,787	.45	.45
Boston Post(S)	342,524	.35	.35
Boston Record(E)	40,392	.15	.15
Boston Transcript(E)	32,837	.20	.20
Fall River Herald....(E)	9,439	.025	.025
Fitchburg Daily News (E)	5,525	.01785	.01785
Fitchburg Sentinel... (E)	7,073	.02857	.025
Haverhill Gazette ... (E)	13,791	.035	.025
†Lynn Item(E)	15,121	.05	.0333
‡Lynn Telegram- News(E&S)	15,221	.04	.04
Lowell Courier- Citizen(M&E)	16,975	.045	.045
New Bedford Standard- Mercury(ME)	26,622	.05	.05
Salem News(E)	18,407	.055	.04
MAINE—Population, 762,787			
Portland Express ... (E)	23,674	.07	.05
Portland Telegram... (S)	21,942	.06	.045
RHODE ISLAND—Population, 591,215			
Pawtucket Times(E)	23,142	.06	.04
Providence Bulletin..(E)	52,274	.12	.12
Providence Journal (M*S)	31,702	.075*10	.075*10
Providence Tribune..(E)	25,877	.08	.07
Westerly Sun(E)	4,309	.02	.015
†Woonsocket Call-Re- porter(E)	11,888	.04	.03
VERMONT—Population, 361,205			
Barre Times(E)	6,678	.0225*	.0175
Burlington Daily News (E)	7,890	.02	.02
Burlington Free Press (M)	10,921	.025	.025
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Stand- ard-Telegram ..(M&E)	45,294	.095	.09
Bridgeport Post(S)	13,715	.045	.04
Hartford Courant ... (MS)	25,746	.06	.05
Hartford Times(E)	35,092	.07	.07
New Haven Journal- Courier(M)	15,728	.04	.035*
New Haven Register(E&S)	27,405	.065	.055
New London Day....(E)	10,493	.0357	.03
†New London Telegraph(M)	4,830	.0128	.0128
Waterbury American(MS)	11,054	.035*	.025
Government Statements, October 1st, 1919.			
†Government Statements, April 1st, 1919.			
‡A. B. C. Statement, April 1st, 1919.			
*Rate on 3,500 lines.			

Next year New England celebrates its 300th Anniversary

Where all was wilderness and a few Indians three hundred years ago, in 1920 now are upwards of seven million people.

Two of the states, Rhode Island and Massachusetts are more densely populated than any European countries except Belgium and Holland.

Even within the last fifteen years its population has doubled, while the wage-earners have increased over 350 per cent.

That its present vision extends to ruralizing its cities augurs well for the future. Massachusetts is now 92 per cent urban, and farm lands near Boston bring \$500 to \$1,000 per acre, and for under-glass cultivation \$5,000.

At present New England buys three-quarters of its food supply from other states. It is the biggest per capita market for high-grade food specialties, clothes and investment securities.

Its daily newspapers offer opportunities for intense advertising that have made a host of national trade-marks famous in New England.

