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EDITOR & PUBLISHER



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

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

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

NEW YORK, THURSDAY, AUGUST 21, 1919

Vol. 52, No. 12

OHIO STATE
UNIVERSITY

AUG 25 1919
LIBRARY

A QUESTIONNAIRE

to readers of The Chicago Tribune residing outside of Chicago bears powerful evidence to the radiating influence of this great metropolitan newspaper.

One question, for instance, read: "Check any of the following kinds of advertising that you are accustomed to read in The Tribune?"

45%	were accustomed to read clothing ads
40%	" " " " financial "
34%	" " " " book "
33%	" " " " auto "
32%	" " " " grocery "

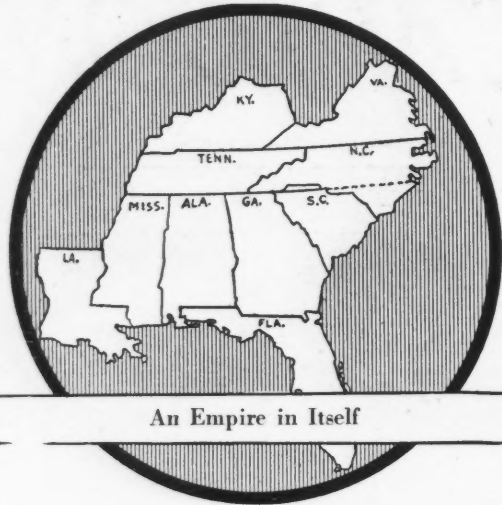
Of all those who answered the questionnaire, 46% stated that their local grocery carried Tribune advertised products, and 42% stated their local

drug store had the same policy. Forty-four per cent expressed themselves as interested in farm advertising.

A full tabulation of all replies to this questionnaire is contained in The Chicago Tribune's 1919 BOOK OF FACTS on Markets and Merchandising, which will be mailed to any publisher or selling organization if requested on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER



The South as a Market Unit

Ten states: 469,285 square miles, 18,213,401 people. 153 cities over 5,000; 65 cities over 10,000; 56 cities over 15,000; 34 cities over 25,000; 16 cities over 50,000; 7 cities over 100,000; 532 department stores; 6,017 shoe stores; 7,736 drug stores; 5,655 hardware stores; 27,616 grocery stores; 54,839 general stores.

- Saturday Evening Post
- Ladies' Home Journal
- Cosmopolitan
- Woman's Home Companion
- Delineator
- Good Housekeeping
- American
- McClure's
- Pictorial Review
- People's Home Journal
- Metropolitan
- Red Book
- Century
- Harper's
- Scribner's
- Hearst's
- Sunset
- Everybody's
- Review of Reviews
- World's Work
- Designer
- McCall's
- Women's Magazine
- Mother's Magazine
- System
- Current Opinion
- Munsey's
- St. Nicholas
- Boy's Magazine
- American Boy
- Literary Digest
- Collier's
- Leslie's
- Outlook
- Life
- Scientific American
- Popular Mechanics
- Popular Science
- Theatre Magazine
- Physical Culture
- Field and Stream
- House Beautiful
- Motion Picture Magazine
- Photoplay
- Modern Priscilla
- Christian Herald
- Atlantic Monthly

Forty-seven magazines — the pory of the entire country. Good magazines all of them. They are the popular sellers, the magazines that cover the country so thoroughly.

The combined circulation of all of these good magazines in these ten states is 1,566,375.

The combined circulation of this list of daily newspapers in these ten states is 2,053,339.

The combined population of these ten states is 18,213,401 people.

Figures show that daily newspapers reach the people of the South in greater numbers at smaller cost than they may be reached in any other way.

The daily newspapers listed here co-operate with local merchants in selling goods.

Manufacturers co-operating with local dealers through local dailies secure splendid results.

This territory is well worth your attention.

Southern Daily Newspapers with Cooperative Spirit

NORTH CAROLINA				GEORGIA			
	Net Paid	2,500	10,000		Net Paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines
Asheville Citizen (M)	11,420	.025	.025	Atlanta Georgian (E)	49,441	.08	.08
Asheville Citizen (S)	9,734	.025	.025	Atlanta Sunday American (S)	92,918	.12	.12
Asheville Times (E)	10,087	.025	.02	Augusta Chronicle (M)	12,248	.03	.03
Charlotte News (E&S)	11,598	.03	.025	Augusta Chronicle (S)	10,651	.035	.035
Charlotte Observer (M)	19,217	.055	.04	Augusta Herald (E)	17,413	.035	.035
Charlotte Observer (S)	19,217	.065	.04	Augusta Herald (S)	12,812	.085	.085
Durham Sun (E)	5,000	.02	.02	Augusta Herald (E&S)	7,362	.0275	.0275
Greensboro Daily News (M)	16,955	.045	.045	Columbus Ledger (M)	23,450	.04	.04
Greensboro Daily News (S)	22,488	.06	.04	Macon Telegraph (S)	19,321	.04	.04
Greensboro Record (E)	3,481	.045	.035	Savannah News (S)	20,120	.04	.03
Raleigh News and Observer (M)	21,209	.05	.04	Savannah Press (E)	16,300	.04	.04
Raleigh News and Observer (S)	21,209	.05	.04				
Wilmington Dispatch (E)	5,305	.02	.02	ALABAMA			
Wilmington Dispatch (S)	5,305	.02	.02	Birmingham Age-Herald (M)	23,560	.07	.06
Winston-Salem Journal (M&S)	6,447	.025	.02	Birmingham Age-Herald (S)	29,795	.08	.06
Winston-Salem Sentinel (E)	7,600	.025	.02	Birmingham Ledger (E)	38,022	.07	.07
				Birmingham News (E)	46,121	.08	.06
SOUTH CAROLINA				Birmingham News (S)	48,588	.10	.10
Anderson Mail (E)	4,693	.0178	.0178	*Birmingham News (E)	10,766	.03	.03
Charleston American (M)	7,393	.025	.025	Mobile Register (M)	25,179	.05	.05
Charleston American (S)	10,451	.025	.025	Mobile Register (S)	35,048	.06	.06
*Columbia Record (E)	13,709	.03	.03	Montgomery Advertiser (M)	24,258	.06	.04
*Columbia Record (S)	11,789	.03	.03	Montgomery Advertiser (S)	24,258	.06	.05
*Columbia State (M)	24,614	.05	.05				
*Columbia State (S)	24,680	.05	.05	LOUISIANA			
*Greenville News (M&S)	10,376	.035	.03	New Orleans Times-Picayune (M)	78,417	.12	.12
Greenwood Index Journal (E)	5,245	.02	.02	New Orleans Times-Picayune (S)	94,624	.15	.15
Spartanburg Jour. & Car. Spartan (E)	2,978			New Orleans Daily States (E)	41,994	.10	.08
Spartanburg Herald (M)	4,388	.03	.03	New Orleans Daily States (S)	37,675		
Spartanburg Herald (S)	5,473			*New Orleans Item (E)	73,906	.12	.12
				*New Orleans Item (S)	87,588	.15	.15
TENNESSEE							
*Chattanooga News (E)	17,262	.04	.04				
*Chattanooga Times (M)	30,408	.06	.06				
*Chattanooga Times (S)	26,868	.06	.06				
Knoxville Sentinel (E)	24,022	.05	.045				
*Knoxville Journal-Tribune (M)	24,838	.05	.045				
*Knoxville Journal-Tribune (S)							
Memphis Commercial Appeal (M)	82,275	.14	.12				
Memphis Commercial Appeal (S)	118,148	.17	.15				
Nashville Banner (E)	49,590	.07	.07				
Nashville Banner (S)							
Nashville Tennessean (M)	34,349	.08	.08				
Nashville Evening American (E)	15,196	.06	.08				
Sunday Tennessean & American (S)	34,051						
VIRGINIA							
†Bristol Herald-Courier (M&S)	11,094	.04	.04				
Danville Register and Bee (M&E)	10,669	.03	.03				
*Newport News Times-Herald (E)	13,087						
*Newport News Daily Press (S&M)	9,463	.04	.04				
Norfolk Ledger-Dispatch (E)	43,389	.07	.06				
Roanoke Times (M&S)	11,305	.06	.04				
Roanoke World-News (E)	11,288						

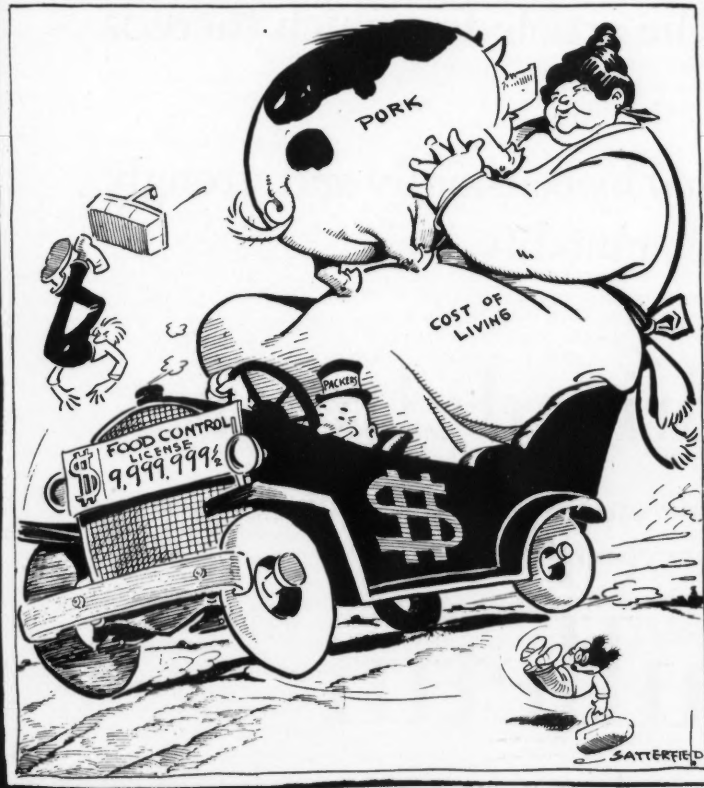
Government Statements April 1st, 1919.
 *A. B. C. statement, April 1st, 1919.
 †Publisher's statement, April 1st, 1919.
 ‡Includes Bristol, Tenn.

SATTERFIELD'S CARTOONS

SPEED BUGS, PAST AND PRESENT



IN THE LAP OF LUXURY



THE BUSY BEES



included
EVERY DAY WITH N-E-A-
 write or wire
 THE NEWSPAPER ENTERPRISE ASSOCIATION
 (A SERVICE NOT A SYNDICATE)
 CLEVELAND, OHIO.

The prime essential of your advertising
in Philadelphia is to get the people
to ask for and buy your goods.

“Dealer co-operation,” “Trade Helps,” “Personal Service”
and all the other fancy schemes fall by the wayside in get-
ting DISTRIBUTION if you do not properly and dominantly
get before the public.

Retailers and wholesalers do not stock your goods because
they like your pretty label or are impressed with your name
or your trademark.

What they want is volume of business, and they are bound to
give the widest distribution to the article for which there is
the most demand.

Big demand can only be obtained by constantly and strongly
advertising the merits of your commodity.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the
newspaper “nearly everybody” reads

The Bulletin

*Net Paid Average
for July*

455,112

*Copies
a Day*

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



EDITOR & PUBLISHER



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

Vol. 52

NEW YORK, THURSDAY, AUGUST 21, 1919

No. 12

656 NEWSPAPERS IN PROPOSED \$90,000 CAMPAIGN THIS FALL IN SMALL TOWNS FOR ARMY RECRUITS

Insertion of 5,000 Lines in All English-Language Dailies Where Recruiting Sub-Station Are Located Is Recommended to Secretary of War Baker to Round Out Results Obtained Previously in Larger Cities

By ROBERT T. BARRY.
(Washington Correspondent)

WASHINGTON, August 20.

RECOMMENDATIONS by Col. J. T. Conrad, chief of the Publicity Bureau of the Army Recruiting Service, for a newspaper advertising campaign in 449 cities, none of which was included in the 56 cities where newspapers carried army advertising in June, will be presented to Secretary of War Baker by the Adjutant General's office within a few days.

The recommendation calls for an insertion of 5,000 lines in each of the daily newspapers in each of the recruiting sub-station cities, and would cover about 656 daily papers. The estimated cost of the advertising is \$90,821.42 gross, or with discounts for cash amounting to \$1,602.18, \$89,219.24 net.

List of Papers Already Prepared

It is proposed that this advertising campaign shall be undertaken early in the fall, and a list of papers already has been prepared. The recommendation is based on the conviction of the recruiting service chiefs that the \$174,000 invested in the June campaign achieved such excellent results as to make newspaper advertising an essential feature of Army recruiting efforts. It reads, in part:

"It is recommended that newspaper advertising be used in every sub-station city throughout the United States. A two-weeks' intensive drive, similar to the one just completed in the large cities, should be inaugurated city by city, using personnel from the main stations to supplement the efforts of the local party.

"This campaign would round out and complete the results so far obtained. The newspapers that have been used have covered the 56 main recruiting station cities thoroughly and well. These newspapers are, with few exceptions, entirely local in their influence, and it is fair to assume that the principal benefits from the campaign have been gotten mostly in these 56 cities, although supplementary work has been done so far as possible in sub-station towns.

Few Complaints of Discrimination

"The newspaper publishers who received the advertising have, of course, been pleased and have more than made good in the matter of co-operation. The newspapers in the United States that have not been favored with the advertising have been, in the main, content

with the ruling of the publicity bureau, that the initial effort must be confined to selected cities, and in only a few cases are we aware that any complaints have arisen that the small towns were discriminated against, and the reasons, when stated, have met these objections adequately.

"The smaller newspapers of the country, doubtless, were disappointed that they were not included in the first advertising campaign. They have been

"It should be borne in mind, that in the sub-station cities and towns there are several hundred newspapers all of local influence and all ready and eager to provide the same sort of co-operation in their localities that have been furnished in the cities already covered.

"Furthermore, there is no doubt that in the small cities the local newspaper does very fairly cover its field, reaching and influencing a larger proportion of the inhabitants than is true in some of

"All newspapers of general news character published in English in the sub-station cities have been listed and the cost of a campaign in these newspapers estimated. There are 449 of these cities where daily newspapers are published (this figure of 449 is subject to change as new stations are opened). The total number of daily newspapers on the list is 656. Of the total number of sub-station towns there are 46 towns where no daily newspapers are published. So it is possible that in such towns no advertising would be done.

English Language Papers Only

"It is recommended that in a general way the same procedure for securing co-operation be followed as that followed for the initial effort of June. All the recruiting offices will have had the advantage of their experience in the previous drive. They will have learned what stumbling blocks to overcome and how to overcome them.

"They are familiar with the method of handling newspapers and securing from them the utmost degree of assistance. They know how to approach merchants and get window displays. They have on hand doubtless a considerable volume of window display material collected or prepared for the initial drive.

"The big city papers in the 56 main recruiting station locations are of a more metropolitan character. They reach urban populations; the small-town papers more generally go out into the rural districts, reaching the young men on the farms. Therefore, from this secondary campaign we should look for a considerable increase in the number of recruits from the back country. People of small towns are more accustomed to seeing their names in the local newspapers. There would, therefore, be an intimation in the small town campaign that was, of necessity, lacking in the metropolitan effort."

Again Ask Free Publicity

As in the June advertising campaign for the army, free publicity will be sought from newspapers carrying advertising, but an effort will be made—doubtless because of criticism of this feature of the previous campaign—to improve on the "news value" of all matter submitted for publication gratis. The recommendation of the Army's Publicity Bureau on this subject is:

"Maintenance of cordial relations with newspaper editors and reporters is
(Continued on Page 14.)

NEW YORK HERALD'S CORRESPONDENT DENIES HE AIDED REVOLUTIONISTS IN EGYPT

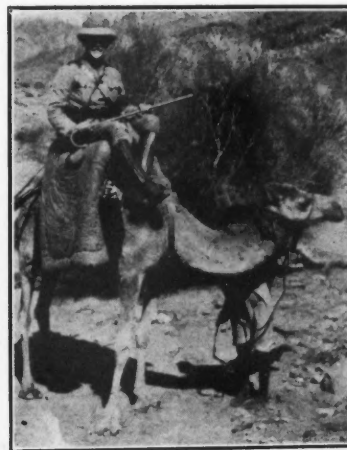
DENIAL of an official report of the State Department to a Senate committee that detention of himself and son in Cairo, Egypt, for nearly a month was because he was active in the Egyptian nationalist movement, is made by Dr. W. T. Ellis, foreign correspondent of the New York Herald, who has just returned to this country.

"If commonplace, industrious activity, such as exercised every day by thousands of American reporters, in trying to see for myself the conflicts and demonstrations in Cairo, may be called 'conspicuous activity in nationalist movements, I suppose I must plead guilty,' he said.

"Had I followed the example of the American military attaché, and stayed snugly in Shepherd's Hotel, drinking with British officers and cursing the Egyptian principles when the city was in a ferment of excitement and deadly disorder, I certainly would have been safer from flying bullets, but the American people would not have had the only eye-witness account of events which have affected the history of the entire Near East, if not of the British Empire.

"The nature of the charges against me

show how complaisant our officials are to even the most absurd schemes of those British authorities whose blunders



DR. W. T. ELLIS
In the Desert of Sinai

are entirely responsible for the Egyptian insurrection and its consequences."

reasonable in the matter, however, in the vast majority of cases, but if they now learn that they are themselves to have a share of this War Department advertising they will redouble their efforts to prove that the small town papers are alive and alert.

"They will redouble their efforts to prove by results that the small towns can produce a big quota of recruits. Their incentive is plain. It would be a matter of patriotism and pride with them to outstrip their larger neighbors.

the metropolitan centers. In New York City, for instance, with its more than four million people, and in spite of the thoroughness of the advertising, there can be no doubt that there was some waste circulation, which, of course, would be due largely to the cosmopolitan character of this city. It is our belief, therefore, that in proportion to each dollar of expenditure in the sub-station towns, a larger number of people would actually be reached and influenced than in the big cities.

CONGRESS WILL PASS ON \$2,000,000 WAR RISK BUREAU CAMPAIGN

Publicity Director Declares It Is Absolutely Necessary to Use Newspaper Advertising to Find Thousands of Policy Holders—Plans of Navy and Shipping Board.

(SPECIAL CORRESPONDENCE)

WASHINGTON, August 24.—Congress which has talked much but done little with respect to official advertising is to have an opportunity soon of showing just how it stands. While it is true that funds have been invested in advertising by executive departments, it is not recalled that Congress ever has said that a certain amount of money should be so expended.

The issue will be raised by the request of the Bureau of War Risk Insurance for an appropriation of \$2,000,000 for advertising in connection with its efforts to locate thousands of soldiers, sailors and marines whose failure to give proper addresses are held to be important in the present troubles of the bureau.

May Develop Definite Policy

The House Committee on Appropriations is expected to act this week on the request of the Bureau and then to throw the matter into the House for debate. Should favorable action follow, the first step will have been taken toward recognition by Congress of government advertising and should lead to something like a definite policy for the future.

While the War Risk Bureau is awaiting decision of Congress on its proposed campaign, other branches of the Federal government continue to outline plans for advertising.

Besides the War Department's proposed second recruiting campaign, in which copy would be sent to newspapers in 449 cities, the Director of Sales of the War Department, is preparing to open a campaign for the sale of the smokeless powder plant, near Charleston, W. Va., and is obtaining bids on full-page and half-page advertisements from leading daily papers. It is proposed to run either a half-page or full-page at least three times in each of the papers selected.

Navy Department's Plans

The Recruiting Service of the Navy Department is getting its program under way and a definite outline of what it is proposed doing is expected within a few days.

The Shipping Board is undertaking to dispose of many thousand tons of shipping through advertising in the principal daily papers which feature ship news, and will advertise in trade journals and daily papers in the effort to sell close to \$75,000,000 worth of surplus supplies.

R. W. Emerson, publicity director of the War Risk Bureau, informed EDITOR & PUBLISHER today that he would be unable to outline the scope and details of the Bureau's newspaper advertising campaign until he had information as to the amount of money Congress will appropriate. He declared that the Bureau feels it is absolutely necessary to use the advertising columns of the daily newspapers in order to find thousands of policyholders who cannot otherwise be located.

Would End Criticism

The Bureau has been under attack for many months and the most severe criticism has been directed against its officers for failure to issue policies to men who applied for them. It is contended that much of the trouble is due to the fact that soldiers did not give correct addresses, names or other information which would enable the Bureau to handle the work. It is proposed to reach these men through advertisements which will carry simple questionnaires for the men to fill out and mail to the Bureau.

There are no indications of any change of heart on the part of the various branches of the Government which are to engage in the fight for reduction of the cost of living. Appropriations aggregating about \$3,000,000 have been requested of Congress to gather statistics, public reports, engage additional clerks, teach people how to eat fish, and employ field agents, but nowhere has there been any mention of advertising.

Labor Crisis Most Grave Carl Ackerman Finds

Former War Correspondent Is Now Conducting a Nation-Wide Investigation for Philadelphia Public Ledger

CLEVELAND, O., August 20.—Carl W. Ackerman, until recently war correspondent in Europe for the New York Times and the Cleveland Plain Dealer, now on a nation-wide mission to discuss with manufacturers and others the possible solution of existing labor disputes, spent a day last week in this city. The results of his mission will be written for the Philadelphia Public Ledger. He visited several big industrial plants while in Cleveland.

"The problems in which America is interested in Europe are far less important than our industrial relations at home," Mr. Ackerman told the correspondent of the EDITOR & PUBLISHER.

"Some satisfactory solution for industrial and economic unrest must be found and found very soon. The seriousness of the labor situation lies not so much in strikes themselves as in the fact that every time a manufacturer pays his workmen more, he passes the increase on to the consumer, and prices are going up and up. This makes his worker ask for more money, and so on without end.

"If unrestrained, the movement of prices and wages upward ultimately will break the public."

Mr. Ackerman says there is "little to be feared from radical groups," such as the I. W. W.

News Print Mill for Brockville

BROCKVILLE, Ont., Aug. 19.—Plans are underway here for the erection of a newsprint paper mill by the Brockville Paper Manufacturing Company, which has increased its capitalization from \$150,000 to \$250,000. The mill will be three stories high, 185 feet long and 65 feet wide, and will employ 150 men and women. No figures have been made public as to the probable output of the plant.

PARKE TO HEAD PARIS BUREAU OF INTERNATIONAL

The International News Service has sent Newton C. Parke to Paris to take charge of that press association's Paris bureau. Mr. Parke sailed on Saturday.



NEWTON C. PARKE.

Robert J. Prew, who has had charge of the Paris bureau since Mr. Parke's return to this country, a little more than six months ago, will shortly come to the United States and spend a year in the American service of the I. N. S. before returning to Europe. Mr. Prew's newspaper experience has all been gathered abroad and he is to study American methods.

Mr. Parke is a native of Ohio and is 30 years old. He worked at various times in Columbus, Dayton and Indianapolis and for a time "covered" politics for the St. Paul Pioneer-Press. For five years he was connected with the United Press in Chicago and later was cable editor for that press association in New York.

He has been connected with the I. N. S. for three years, and before going to Europe originally for the International he was manager of the day and night bureaus in Chicago. Mr. Parke was with the American Expeditionary Force in France continuously from the beginning to the end of America's part in the war and showed himself an able and clever writer and news gatherer. He covered the opening phases of the peace conference in Paris, but returned to the United States early in the winter.

Since his return to this country Mr. Parke has been assistant day editor at the New York office of the International.

OHIO AMATEUR WRITERS ELECT

Warren Broedie and Harry E. Martin Are Chosen Presidents

Warren J. Broedie, dean of Cleveland's amateur press writers, has been elected honorary president of the Cleveland Amateur, representing the national organization of amateur newspaper writers. Other officers are A. F. Moitoret, president; Samuel Loveman, vice-president and official editor; William J. Dowdell, secretary-treasurer, and William H. Porter, literary director.

The Northern Ohio Amateur Journalists' Association has been organized with Prof. Harry E. Martin, head of the department of English at Mount Union College, of Alliance, as president. Other officers are John O. Baldwin, Twinsburg, vice-president; A. R. Fletcher, Salem, official editor; Mrs. Dora H. Moitoret, West Park, corresponding secretary. Cleveland, Toledo, Alliance, Scio, Warren and Canton are represented on the advisory board. The next meeting of the association will be in Alliance, Thanksgiving Day.

Will Advertise Texas Resorts

Plans have been made by the Commercial Association of Galveston for a campaign to raise \$52,000 to advertise the winter resorts of Texas, beginning September 15. San Antonio, Corpus Christi, Marlin and Mineral Wells business men will help raise the money.

EXCLUSION OF RIVAL PAPERS FORBIDDEN

Federal Trade Commission Rules That Neither Newspapers Nor Magazines May Monopolize Services of Dealers

WASHINGTON, Aug. 27.—The Federal Trade Commission has established an important precedent by ruling in the case of the Curtis Publishing Company that publishers of newspapers, as well as of magazines, may not maintain contracts with wholesale news dealers, which provide that such dealers shall not, without written consent of the publishers, handle the publications of competing companies.

Although the original complaint against the Curtis Publishing Company for alleged unfair methods of competition in enforcing the "exclusive clause" contract with news dealers covered only the magazine circulation, the Commission in issuing its restraining order included newspaper distribution.

The Commission set this precedent by linking the Philadelphia Public Ledger with the periodicals of the Curtis company—the Saturday Evening Post, the Ladies' Home Journal and the Country Gentleman.

This course was followed on the ground that the Public Ledger was published by the Curtis company, while the facts are that while Cyrus H. K. Curtis is president of the Public Ledger Company, this organization is distinct from the Curtis Publishing Company.

The order of the Commission follows:

Text of the Order

IT IS ORDERED that the respondent, Curtis Publishing Company, and its officers, directors, agents and employees, cease and desist, while engaged in competition in commerce among the several states and territories of the United States and the District of Columbia, from entering into any contracts, agreements or understandings with persons, partnerships or corporations already engaged in the sale or distribution of the magazines or newspapers, or both, of other publishers, which provide that such persons, partnerships or corporations shall not act as agents for, or sell, or supply to others at wholesale rates, any periodicals other than those of respondent without the written consent of respondent; and from entering into any contracts, agreements or understandings with persons, partnerships or corporations already engaged in the sale or distribution of the magazines or newspapers, or both, of other publishers, which provide that such persons, partnerships or corporations shall not sell or distribute, or shall not continue to sell or distribute the magazines or newspapers, or both, of other publishers; and from enforcing any provision which may be contained in any of respondent's present outstanding contracts with persons, partnerships or corporations now engaged in the sale or distribution of magazines or newspapers, or both, of other publishers which provide that such persons, partnerships or corporations shall not sell or distribute the magazines or newspapers, or both, of other publishers without the written consent of respondent.

Complaint Against Oklahoman

In another publishing company case involving a newspaper, the Trade Commission has entered a complaint against the Pictorial Review Company, of New York, and the Oklahoma Publishing Company, publishers of the Daily Oklahoman, of Oklahoma City, alleging unfair methods of competition.

The complaint alleges the Pictorial Review Company, for the purpose of "hampering and embarrassing a competitor publishing company," and obtaining "an unfair and undue advantage" in the sale of the Pictorial Review as against a similar periodical, induced the Oklahoma Publishing Company to have compiled, through the "service department" of the Daily Oklahoman, a list of news dealers throughout Oklahoma handling the competitor magazine, together with the number of copies of each issue sold by each dealer.

This information, the complaint sets forth, was obtained without disclosing to the dealers its purpose.

GENERAL CHARLES H. TAYLOR COMPLETES HIS 46TH YEAR AS EDITOR OF BOSTON GLOBE

Dean of New England Journalism, Who Has Played a Conspicuous Part in the Development of the Modern Newspaper, Still Actively Engaged in Editorial Work at the Age of 73—Proud of His Newspaper's Record of Unselfish Public Service.

GENERAL CHARLES H. TAYLOR has completed his forty-sixth year as editor-in-chief of the Boston Globe, and the event—interesting and gratifying to every newspaperman in the country—was commemorated on Monday, August 17. On that date newspapers throughout the country carried dispatches noting the fact, and the Globe on Sunday, last, carried a brilliant special article by James Morgan, long an editorial associate of General Taylor, in which was outlined the brilliant service to journalism embodied in the career of the distinguished editor.

Two years ago General Taylor contributed to the columns of EDITOR & PUBLISHER a notable story of his life, in which he recounted in a modest way his early struggles, ideals and eventual victories over great odds. That brief autobiography was a classic, and was widely read. It has served as inspirational matter for students of journalism as well as for the younger men of the profession.

The Globe came under the control of Charles H. Taylor in August, 1873, and he has directed its policies and dominated its course at all times during the 46 years intervening. The paper was started in March, 1872, but never really "came into being" until Mr. Taylor acquired it. Under his direction, it has attained and steadily held a place of leadership among American newspapers, and in New England this leadership is cheerfully conceded even by its strongest rivals.

Has Subordinated His Own Personality

General Taylor has always been a believer in impersonal journalism—so far as he himself was concerned. In the long course of his control of the Globe it is said that his name has been signed to but three or four articles. He has not imposed this limitation upon his associates, however. Rather, he has always generously encouraged them to sign their names to special articles—and to use full-face type.

Now that the days of vicissitudes are merely a memory, General Taylor often recounts his experiences in the first years of his control of the Globe, when he was often hard pressed to meet the weekly payrolls and white paper bills. Having no capital of his own, he had to finance what had been from the beginning a losing venture solely on his personal credit. The load of obligations was often very difficult to carry, and friends advised him to go through the processes of bankruptcy in order to relieve himself of the strain and to gain a fresh start. "If I went back on the friends who have helped me," said the young publisher, "there wouldn't be an alley in Boston dark enough for me to skulk through."

Charles H. Taylor didn't go back on his friends. He fought on until a losing business was transformed into a winning one. He made good every obligation he had assumed—including that biggest and most important one of all: to make the Globe the unbiased, unbought, uninfluenced champion of the rights and interests of its readers and the people of Boston and of New England.

When the Globe was young it was, like practically all newspapers of that day, edited from one angle. It was a man's newspaper. General Taylor was, perhaps, the pioneer in the movement to broaden the appeal of newspapers through devoting special attention to the interests and concerns of women and children. The Globe was, as a result of this policy, one of the first "home newspapers" of the country. And it has always remained a publication for the whole family.

One of General Taylor's policies is to keep the organization—the family—spirit strong with the Globe folks. He "raises" his own staff members and keeps them, advancing them as occasion arises. A publisher once called upon him to ask if he could recommend a capable man to take the place of a man who had resigned from an important position on his paper. General Taylor told him that he did know of just the man for the place, and he named the man on the visiting publisher's own staff who should logi-

cal, and enforced, among his associates, common-sense, humane, unselfish, golden-rule policies. Here are some of his instructions to his editors and news writers:

"Never say that a man refused to be interviewed, as if he were an evasive criminal in the dock; a man has a right to refuse. Never needlessly drag in the family of a man who has gone wrong; they are suffering enough through no fault of their own. When a man gets married, or dies, do not go into the 'graveyard' and dig up unpleasant things in his past if he has lately been living a decent life. Whenever you make a cartoon of a public man, draw a caricature of him that even his wife can laugh at.

During General Taylor's 46 years at the head of the Globe he has witnessed a change in the ownership of all other Boston papers except the Transcript. As a young editor he was the contemporary of William Cullen Bryant, Charles A. Dana, Whitelaw Reid, Joseph Pulitzer, George W. Childs, Wilbur F. Storey, Joseph Medill, Murat Halstead, Samuel Bowles and Henry Watterson—the latter and General Taylor being the only survivors of the brilliant group.

EDITORS DENOUNCE SEDITION

"One Language, One Flag" Is Slogan at Minnesota Outing

WINNEBAGO, Minn., Aug. 15.—Members of the Second Congressional (Minn.) Editorial Association at their annual outing here passed unanimously a resolution in favor of "one country, one language, one flag."

"Since the United States has aroused the highest type of loyalty and patriotism, all persons found guilty of disloyalty and sedition and conscientious objectors should be disfranchised and deprived of American citizenship," the editors voted.

CANADIAN MAY MEET SOON

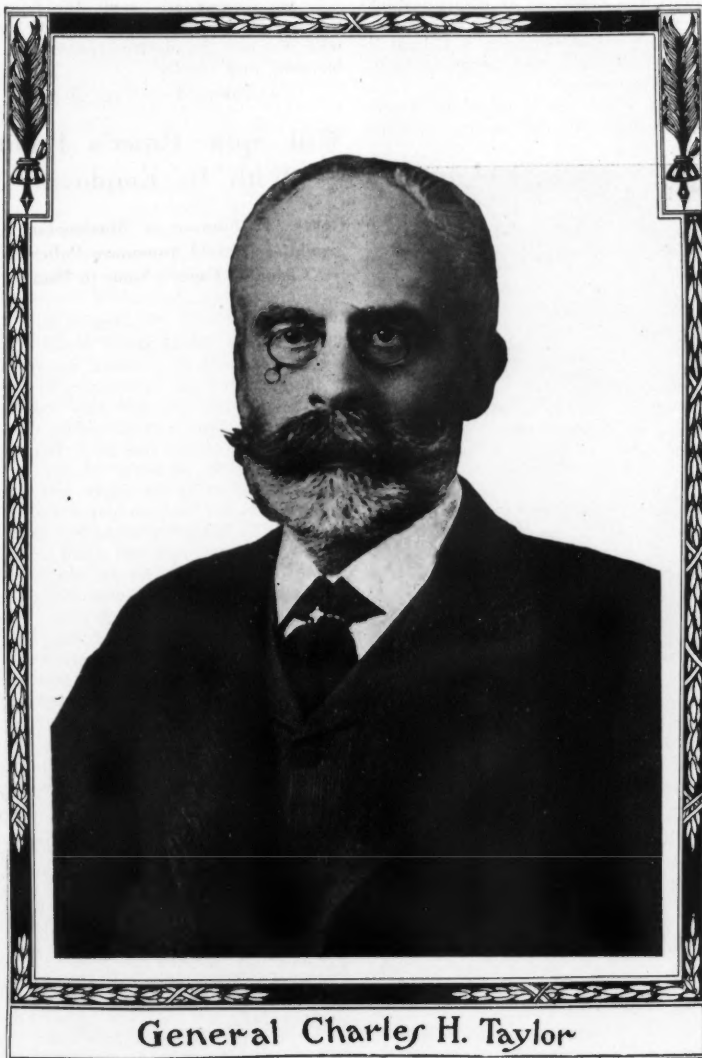
Press Officials Are Making a Tour Through the West

MONTREAL, Aug. 20.—W. J. Taylor, president of the Canadian Press Association, and John Imrie, manager of the Association, passed through here this week on their way to the Maritime Provinces, where they will consult with the Provincial Association and generally get in touch with the newspaper men there.

It is expected that the annual meeting of the Canadian Press Association, postponed from last June because of labor troubles in the west, will be held in Toronto about the middle of October.

Mrs. Mayes Again Honored

Mrs. Lois K. Mayes, owner of the Pensacola (Fla.) Journal, who recently was elected a member of the executive committee of the Southern Newspaper Publishers' Association, has also been elected executive secretary of the Florida State Newspaper Association. She placed Pensacola in nomination as the State convention city for 1920 and won out over Tampa and Jacksonville.



General Charles H. Taylor

Made the Globe a Family Newspaper

General Taylor has always been a man of ideas. He has never carried his liking for the new and original to freakish extremes, but has had the courage to break away from outworn traditions. At the time of Garfield's death he devoted the entire first page of the Globe to a collection of poems, written by the foremost poets of that time in commemoration of the martyr President. Dr. Oliver Wendell Holmes contributed one of these, and was astounded to receive General Taylor's check for \$600 in payment.

cally succeed to the post. It was a new idea to the publisher. He had not thought of looking for the right man so near home.

It is related that an office boy once took it upon himself to get out an extra edition of the Globe before any of the editors had arrived on the scene. The job was well done, the propriety of the daring venture was obvious—and that office boy was suitably rewarded.

His Editorial Ideals

General Taylor does not claim to have "ideals" that are so "high" that they cannot be practiced. He has always fol-

URGES THAT PUBLISHERS OPPOSE LICENSE BILLS IN CONGRESS

Paul E. Faust Declares Extension to the Press of the Principle of Government Control Proposed in Kenyon and Kendrick Measures Would Be "Perfect Muzzle."

By Paul E. Faust.

Mallory; Mitchell & Faust, Chicago.

"THE first step towards licensing all business" epitomizes the legislation now pending in Congress, typified by the Kenyon and Kendrick bills.

Business, publishing, and advertising men are supremely concerned in this legislation which purposes not only to fundamentally rebuild our present national food processes in this critical period of reconstruction but also to introduce a confessedly new principle into our national business economy and thereby establish a precedent which bids fair to become increasingly dangerous.

"A Commandeering of Capital"

The Kenyon bill, which proposes to apply the new control-by-license principle to the meat industry, would establish a Commissioner of Foodstuffs under the Department of Agriculture, who shall have authority to issue necessary licenses to all the larger dealers in meats and dairy products, to compel the obedience of licensees to such regulations "as the Secretary of Agriculture shall from time to time prescribe," to revoke licenses or appoint receivers, according to his judgment of the proper business conduct of licensees—subject only to review by the Circuit Court of Appeals.

The Food Commissioner may also dictate the kinds of business any licensee may engage in, may deprive him of branch houses, railroad terminals, or private cars and decide his proper margin of profit.

In essence, the "license plan" as outlined in the proposed bill, means "government operation—private ownership"; a "heads I win—tails you lose" proposition for the government; a commandeering of private capital, organization and equipment for governmental control and use, leaving to private ownership only the financial risk and whatever margin of profits happens to be left.

It is a perpetuation of the most stringent measures for war-time control of industry, minus the financial guarantee.

Indefinite Powers

In addition, the powers of the governmental agent, a political appointee called the Commissioner of Foodstuffs, are not defined but made purposely indefinite and elastic. Mr. Colver, the chairman of the Federal Trade Commission which is fathering this type of legislation, clearly expressed the issue before the House Committee on Interstate and Foreign Commerce. To quote:

Mr. Rayburn: "I think that is a very unsafe governmental policy to put some power in a man's hands—and say: 'You are never going to use it.'"

Mr. Colver: "There is no end to be gained by running away from a square-toed admission that this is the theory of the bill. There is no quibble about that. It is."

That the license plan has already found deep root in Washington is clearly evidenced by President Wilson's message to Congress on August 8. To quote:

"Let me urge, in the first place, that the present food control act should be extended both as to the period of time during which it shall remain in operation and as to the commodities to which it shall apply. I should judge

that it was clearly within the constitutional power of the congress to make similar permanent provisions and regulations with regard to all goods destined for interstate commerce. We should formulate a law requiring a federal license of all corporations engaged in interstate commerce."

What would be the effect on American business, if the license principle



PAUL E. FAUST.

were applied to all persons and corporations doing an interstate or foreign business?

Clarifying the Issue

Senator Moses of New Hampshire has vivified and clarified this license issue—as entirely separate from the case of the packers—by his proposed amendment to the Kenyon Bill, which calls for a licensing of all interstate business. The identical powers proposed for the Department of Agriculture and the Commissioner of Foodstuffs by Senator Kenyon are to be delegated.

Can we imagine a Commissioner of Industry with authority to deprive the Texas Company of their tank cars, the Ford Motor Company of its branch houses, the U. S. Steel Company of its ore docks; to forbid Reid Murdoch & Co. to sell woodenware or Butler Brothers to sell soap? Senator Moses does not seem to have exceeded the provisions of the Kenyon bill by so much as a hair, but the net result of his amendment seems to be "reductio ad absurdum"—perhaps intentional.

Though accurate prophecy concerning the details of such radical changes as would result from the proposed licensing of industry is impossible, the nu-

cleus of those changes appears almost indisputable—and highly injurious to business. Indeed, it can hardly be imagined how such a plan in general application could be tolerated for any appreciable period.

The license principle strikes a direct blow at the mainspring of American industry—the American irresistible enthusiasm for individual achievement which absolutely depends upon private ownership and control.

If Applied to Newspapers

As Charles M. Schwab, who paved the Atlantic with wooden ships, has so well said: "I think the development of this country has come and for many years is likely to come * * * from individual initiative. * * * And that is to say, that the best and most economic results will not be obtained in America by government ownership or direct control; that there should be national supervision of all great enterprises, supervision such as will prevent destruction, but will preserve in business, and elsewhere, our priceless gift of national freedom. Of that I am sure."

If we theoretically apply the license principle to the publishing business, we will discover its destructiveness more instantly and vividly.

(Continued on Page 26.)

Will Split Paper's Profits With Its Employes

George F. Johnson of Binghamton Republican-Herald Announces Policy in Changing Paper's Name to "Sun"

BINGHAMTON, N. Y., August 9.—The name of the Binghamton Republican-Herald, the oldest morning newspaper in the southern tier of counties of New York state, was changed this week to the Morning Sun, and coincident therewith, the new owner, George F. Johnson, announced that whatever profits were made hereafter by the paper would be divided between the newspaper and employes who helped to make the profits. He also said that sick and death benefits would be established for the employes.

The change of name was announced at a dinner given the employees of the paper by Mr. Johnson and came with the 218th number of the ninety-seventh year of the paper. It was in line with the policy of the new owner to make the paper entirely independent, the name "Republican" carrying with it the intimation that the paper still was the official organ of the Republican party of Broome County. Mr. Johnson, in making the announcement, said:

"We expect to spend a half million dollars on new equipment and the running expenses of the newspaper in an effort to publish a paper worthy of the support of the community. I do not think that I need to explain to you that for some time at least, there is not likely to be any profit in the conducting of this paper. Quite the contrary. I wouldn't be surprised if our newspaper lost \$100,000 for several years. To serve the public ought to be our aim, rather than to make the most out of the investment.

"There are 65 people on the staff, which has been increased from about 50. If you can help us make this paper profitable we will split the profits with you fifty-fifty—after we have paid you a good liberal wage for your work. If it is a success it will be your success and, if a failure, your failure."

George E. Genung, for many years publisher of the Waverly Sun, and postmaster of the village of Waverly, N. Y., has been added to the editorial staff of the paper

WILL DISCUSS ADS AS FOES OF HIGH COSTS

Capitalists and Labor Leaders at A. A. C. of W. Convention Will Seek to Evolve Plan for Reducing Expense of Production and Distribution

Advertising as an aid in solving the high-cost-of-living problem, by reducing the cost of production and of merchandising, will be the chief topic considered at the annual convention of the Associated Advertising Clubs of the World at New Orleans, September 21 to 25. The problem will be studied from the following five angles:

What can the employer do toward advertising to his workmen, thereby increasing production by making them better understand the relationship between employer and worker?

What can the employer do by advertising to the public the plans and ideals of his business institution, thus reaching employes indirectly?

What can be done in similar lines by associations of manufacturers and other employers?

What can labor leaders do by advertising to the working men and women?

What can civic bodies, official agencies, and others who are not identified either as employer or worker, do to help promote a better understanding?

Addresses will be delivered by men high in the councils of labor and capital, and a committee representing various lines of industry will meet and will formulate a number of basic points upon which it appears that capital and labor can agree.

They will then study methods employed by others who have used advertising to help solve such problems, with the purpose of making recommendations for the further use of paid advertising space as a method for obtaining harmony and co-operation between employers and employes.

Will Send Special Trains

There will be special trains for delegates to the convention from New York City, Texas and Indiana, people of the latter State being especially interested because Indianapolis is after the 1920 convention of the association. A prize of a silver loving cup, offered by the Indianapolis Club, for the best reason why that city should have the next convention, was won by Miss Mary Coddington, a department store saleswoman, who wrote:

"Indianapolis should have the 1920 convention of the Associated Advertising Clubs of the World because more advertising men can get here in less time and at less cost and get more after they come, than in any other city on the western hemisphere."

Chicago, Cleveland, St. Louis, Boston any many other cities have indicated that they will send record-breaking delegations, and a party of twenty business men has already been assured from San Francisco. Cable messages have been received for hotel reservations from men as far away as Australia. The Advertising Club of Shanghai also has made reservations.

The NC-4, the first airplane to cross the Atlantic, will be brought to New Orleans by Lieutenant Commander A. C. Reed for the last day of the convention.

INLAND PRESS SYMPOSIUM

Proper Relationship of Department Heads to Be Discussed at October Meeting

The Postal Zone law will be discussed at a meeting of the Inland Daily Press Association, October 21 and 22 and there also will be a symposium by an editor, an advertising manager, a circulation manager, and a foreman of news room as to the relationship that should prevail between the quartette on each paper.

"PITILESS PUBLICITY" IS EXPENSIVE, NEWS WRITERS AND CAPITAL CORRESPONDENTS FIND DESK MEN STRIKE

They Are Refused Admittance to "Public" Conference of President and Foreign Relations Committee and Forced to Pay "Official Stenographer" Fancy Price for Transcript.

(BY OUR SPECIAL CORRESPONDENT)

Washington, August 19.

"PITILESS publicity" and "open covenants of peace openly arrived at" were served to the press of the nation—and accordingly to the American people—at fancy prices here to-day. The publicity market opened strong and remained firm at about "twenty-five dollars for the first three hours and about three dollars for each hour thereafter." The newspapers paid the bills.

Efforts of the Washington correspondents to obtain admittance to one of the really momentous and absorbing conferences of the current era of American history proved just about as effectual as did the fight of the correspondents in Paris against the stone walls of stand-pat diplomacy.

Forced to Make Own Arrangements

The President and Senator Lodge—the dominant figures in the conference—were agreed that "full publicity" should be accorded everything occurring at the White House today, but the newspapers were forced to make their own arrangements and to rely solely upon their own resources, financial and otherwise, to obtain as much as possible of that "full publicity."

No numerically greater assemblage of newspapermen has covered any story in Washington in a generation. The correspondents literally were "shouting at the key-holes," in their demands for uncensored stenographic reports of the exchanges between the President and the members of the Committee on Foreign Relations.

Admission to a very limited number of correspondents was requested by Gus. J. Karger, chairman of the standing committee of the newspaper correspondents, but his letter to the President was not permitted to get beyond the desk of Mr. Tumulty. That ever-alert guardian of the White House sanctum took it upon his own well-rounded and carefully groomed shoulders to withhold the letter from the President and to inform Mr. Karger in response to a telephone inquiry, that he had talked it over with the President.

Tumulty Says "Nothing Doing"

The Karger letter to the President was read to Tumulty over the telephone by Ralph Foster. Foster then informed Karger that Tumulty said he had "taken up" that matter with the President and that there was nothing doing. No written reply was sent to the chairman of the correspondents' committee. He got his information by phoning the White House.

Senator Lodge sent a courteous reply to Karger. He said the committee was willing that newspaper men should be present, but he was forced to confess that even the Senate is impotent in some things, especially in regulating affairs at the White House.

The official reporters of Senate debates are not authorized to cover committee hearings, and the Foreign Relations Committee accordingly has engaged a commercial stenographer to report its hearings on the treaty of peace. The contract was sought by all commercial stenographers in Washington. Carbons obtained by newspapers must be paid for at the arbitrary rates of the stenographers.

Newspapers desiring transcripts of the conference had to make their arrangements with Griffith Johnson, a commercial stenographer. There were some complaints against the sum

charged by him, but on the whole the correspondents were happy to get the stenographic reports at any price. Without Mr. Johnson's organization the afternoon papers would have been out in the cold with little else than the formal statement read by the President at the opening of the conference. This statement had been mimeographed in advance.

Johnson set a flat rate of \$25 for each paper for the first three hours of the conference. For all time after three hours, he set a rate of \$70 an hour, to be prorated among the papers getting carbons. Eighteen newspapers and press associations and two other organizations obtained carbons. Johnson, accordingly, received his usual pay from the Senate and \$500 for the first three hours and \$70 for the approximate fourth hour.

With the very efficient service of "Jim" Preston and William Donaldson, the superintendent of the House gallery, the correspondents had no complaint against the speed with which they obtained the carbons. The first take of about 2,000 words was ready thirty minutes after the questioning of the President began and it ran along at a very fast pace until the full 30,000 words were distributed shortly after 4 o'clock. The press associations ran the text of the report rather fully and the afternoon papers obtained a generous share of it.

These Received Transcripts

Transcripts were made by Johnson for the Associated Press, International News Service, United Press, Central News, New York World, New York Herald, New York Times, New York American, New York Sun, Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia Press, Chicago Tribune, Boston Evening Transcript, Christian Science Monitor, Washington Times, Washington Star, Baltimore Sun, The League to Enforce Peace, and the Republican National Committee.

While the correspondents were grouped in the long corridor of the White House, the President appeared.

"Are you getting what you want?" he inquired, and when assured they were, the President added: "That is very gratifying."

It was not the cost of the "full publicity" which drew the fire of the correspondents, but the principle involved. The newspapermen knew that their papers would gladly bear the expense in order to get the stenographic reports, and not a few of the correspondents would have been willing to pay admission fees of \$100 each to get into the Cabinet room.

Omaha Bee Reporters and Copy Readers Demand Higher Pay—Form Union When Publisher Rosewater Refuses to Comply

(BY TELEGRAPH)

OMAHA, Neb., Aug. 20.—Fourteen reporters and copy readers of the Omaha Bee struck for a 35 per cent increase in pay, Tuesday evening. This was all the reportorial staff except one man, a special writer.

Victor Rosewater, editor and publisher of the Bee, refused to grant the demands or to negotiate with the men collectively.

The salaries of the men ranged from \$20 to \$35 per week. Dissatisfaction has been brewing for some time and

COLLEGE PROFESSOR CHOSEN HEAD OF N. Y. EVENING POST



Copyright, Underwood & Underwood

Dean Edwin Francis Gay, of Harvard, who will move to New York, January 1, to assume his new duties.

this came to a head Tuesday when the force organized and signed a petition which they submitted to Mr. Rosewater, reading as follows:

"We the undersigned members of the staffs of the Omaha Morning and Evening Bee respectfully request an increase of 35 per cent of our salaries retroactive to Saturday, Aug. 16, and a six day week to provide one full day or night off a week. We will expect your answer not later than this evening."

Mr. Rosewater replied immediately with a written statement in which he said: "Answering your communication dated Aug. 19. I cannot see my way clear to comply with such a demand, which does not even attempt to present a justifying reason. Those who wish to quit will please notify me in writing by tomorrow, (Aug. 20) noon. You will

Boys Will Preside at Trials of Newsboy Ordinance Offenders

PORTLAND, Me., Aug. 19.—One of the interesting new features planned by the Portland Boys' Club for the season of 1919-20 is a newsboys trial court, which will enable a jury of the boy's peers to sit upon any alleged violation on his part of the ordinance governing the sale of newspapers in Portland. The plan is said to have the approval of the chief of police.

The proceedings are to be conducted as in a regular court, and the verdict turned over to the chief of police for his approval. The era of newsboys under ten years of age is about over in Portland; likewise the era of badgeless newsboys, according to Chief of Police Irving S. Watts.

convey this answer to all who signed the paper.

VICTOR ROSEWATER."

Organize Local Number One

Following this, the reporters and copy readers repaired to the labor temple where they proceeded to organize a union. Here they interviewed C. J. Warren, district organizer of the A. F. of L. who immediately wired eastern headquarters for a charter for Local Number One of the American News Writers' Union. Mr. Warren then interviewed other union employees of the Bee in regard to possibility of a sympathetic strike, but is said to have received little encouragement.

Striking reporters are today, picketing the news runs and attempting to prevent any outsiders from obtaining news for the Bee.

"I will never treat with these news writers as a body," said Publisher Rosewater, "but will be glad to deal with them individually. One of the signers of the demand had been employed on the Bee for only ten days, and only two of them had been with the paper continuously for more than two years, and one of these in that time had already had his pay raised 30 per cent."

Taylor Kennerly, managing editor of the Bee said: "Many of the strikers are cubs and five of them are under twenty years of age. I employed one reporter three days ago at \$30 a week and raised him \$5 yesterday. Today he walked out. We will get out a newspaper all right."

MUNSEY BUYS SUN BUILDING

One of First Sky-Scrapers—Sold for About \$1,800,000

Frank A. Munsey, owner of the New York Sun and the Evening Sun, has bought the twenty-three story building at Nassau and Spruce streets, now occupied by these newspapers, for about \$1,800,000 from the New York Life Insurance Company.

As soon as alterations are completed in the Munsey Building, formerly the Stewart Building, at Broadway, Chambers and Reade streets, the two newspapers will be moved there.

Buy Wichita Falls Paper

W. H. Bagley and J. H. Allison, owners of the Fort Worth Record and the Ranger (Tex.) Daily Times, have acquired the Wichita Falls (Tex.) News-Tribune, and have changed its name to the Wichita Falls Record-News.

NEWSPRINT AND LABOR PROBLEMS HOLD ATTENTION OF N. E. A.

Warning of Editor & Publisher on Paper Market Conditions Is Discussed by Delegates—Mayor Hanson Asks Press to Suppress Bolshevism

(BY TELEGRAPH)

SEATTLE, August 17.—On the inside, the chief problems now facing newspaper business in this country are: First, scarcity of newsprint, which demands not so much conservation on news but on elimination of non-essential matters from papers.

Second, what is facing many publishers is marked scarcity of trained workers in mechanical departments.

On the outside, the chief duty of newspapers today, whether large or small, daily or weekly, is to give deep thought and study to the industrial situation in order that Bolshevism may be checked and stamped out. Upon editors and publishers of the country will largely determine survival of real structure of true democracy in this country.

N. E. A. Delegates Are on Their Way East

The above were the dominant notes that resounded at sessions of the National Editorial Association's convention held here. The newspaper chiefs, gathered from all parts of the nation, left Seattle at 6 o'clock tonight, after a stay of four days, for Victoria, where the last session of the convention will be held before the party returns East.

In discussing scarcity of newsprint, several speakers referred to articles on the subject appearing in *EDITOR & PUBLISHER*, particularly Mr. Carvalho's warning to the newspaper industry.

Warning Attracts Attention

"In coming here this morning we received the last edition of *EDITOR & PUBLISHER*, and in that we are warned of the newsprint situation," said J. E. Gratke, editor of the *Evening Budget*, of Astoria, Ore. "It is a timely warning. The time has come when newspaper publishers must tackle their problems in a scientific manner to avert any crisis that may be impending. It is a duty of organizations of newspaper men like ours to employ experts to analyze problems that we must face, to advise us on the operation of the business ends of our publications and to organize joint buying agencies, etc.

"Co-operation and unity of action is what we must have in the newspaper industry, particularly among publishers and editors of the smaller papers."

Mr. Gratke also said that newspapers should encourage the movement to have journalism included in the curriculum of high schools, as well as universities.

Mayor Hanson Speaks

President Hardy and H. C. Hotaling also pleaded for unity of action on the part of the members of the association in newsprint and other business matters. Mayor Ole Hanson, Seattle's famous foe of the "Reds," and Dr. Henry A. Suzzallo, president of the University of Washington, were the chief invited speakers at the convention.

Mayor Hanson appealed to the delegates to wrestle with Bolshevism and use the great power that lies within their hands to crush it. It is a menace that is threatening every structure of American life, he said, and if the nation's editors don't fight to their utmost, it will spread its fangs rapidly.

Bolshevism in Schools

In attacking this problem, Mayor Hanson said editors can make good progress by urging more substantial pay for school teachers, who were being paid as a general rule less than most unskilled laborers. It is the teacher who,

in imparting knowledge to the rising generation, has the power to mould the student's mind, and unless they are reasonably paid, Bolshevism is going to continue to get encouragement right in the classroom, he said.

Dr. Suzzallo praised the press for the

Albright Is Elected President of N. E. A.

(BY TELEGRAPH)

VICTORIA, B. C., Aug. 20.—The following officers of the National Editorial Association were elected here yesterday at the closing business session of the annual convention, the general opinion being that good men had been chosen, fitly representing the membership.



EDWARD ALBRIGHT

President Edward Albright, Gallatin (Tenn.) News; vice-president, Will Wilke, Gray Eagle (Minn.) Gazette; recording-secretary, George Schlosser, Wessinton Spring (So. Dak.) Republican; treasurer, J. Byron Cain, Belle Plain (Kans.) News.

Executive Committee, two-year term, Edward E. Brodie, Oregon City (Ore.); G. L. Caswell, Bloomfield (Iowa); Frank N. Henderson, Little Rock (Arkansas). One year, W. W. Aikens, Franklin (Indiana).

work it has done in the war, and in educating the people on international questions, particularly since the armistice was signed.

"The work of education carried on by the press during the last few months has been the most colossal accomplishment in American public life," he said.

Frank P. Goss Speaks

Col. Peter J. Hennessey, U. S. A., and Herbert Cuthbert, executive secretary of the Northwest Tourists' Association, were other speakers at the opening business session.

The delegates were welcomed to the city by Frank P. Goss, of the Seattle Post-Intelligencer, State chairman for the convention; E. A. Batwell, president of the Seattle Press Club, and Edward

N. E. A. ISSUES PAPER CONSERVATION APPEAL

Boston Will Be Next Convention City—Zone System of Mailing Endorsed—Urge Government Publicity

(BY TELEGRAPH)

VICTORIA, B. C., Aug. 20.—The selection of Boston as the next meeting place of the National Editorial Association was the final act of the delegates at the closing business session of the annual convention here yesterday before sailing for Vancouver where they will board their special train for the homeward journey through the Canadian Rockies.

The convention issued a special appeal to the newspaper publishers of the United States to immediately eliminate waste in the use of newsprint and to continue to use all the practicable methods of conservation in force during the war to save paper.

The following resolutions on subjects that had been under discussion since the delegates began their northwest tour four weeks ago were adopted:

Endorsement of immediate ratification of National woman suffrage; pledged support to assist the Government to bring about readjustment of living costs, reconstruction and normal economic conditions; commending the work of the Federal Trade Commission, urged Congress to grant additional appropriations immediately so that body may continue investigations to prevent profiteering; endorsed the zone system of mail distribution; condemned the publication of veiled advertising in the guise of reading matter; indorsed the campaign to secure the adoption of uniform rate cards; urged the establishment of a non-partisan publicity bureau by the Government.

Connor, president of the Washington State Press Association. Mr. Hotaling, editor of *Enterprise*, of Mapleton, Minn., and former president of the national association, responded.

Following the business session the visiting editors were guests at an elaborate banquet, given by the four daily newspapers of Seattle. Six hundred persons attended. The chief speaker of the evening was John Kendrick Bangs, famous author and humorist.

Armistice Branded Crime

Bangs declared that "in ten years clear-minded editors and other thoughtful citizens in this country will see that signing of armistice with Germany was the greatest crime in all American history.

"The only place that the armistice should have been signed was in Berlin, after Allied troops had occupied the city, and you men and women will appreciate that after a few years have elapsed."

The speaker, who has recently returned from a tour of Germany, said there is "not man, woman or child in Germany with a consciousness that their country was defeated.

"To newspapers of the country during the past few months there has been sent propaganda just as vicious as the Hun propaganda before and during the war," he said. "It is designed to drive a wedge between the United States and her Allies, and we must be on guard against it."

Other speakers at the banquet were: President Hardy, Harvey Bingham, editor of the *Register-Leader*, Des Moines (Iowa); Mrs. I. G. Stafford, Siftings-News, Idaho Springs (Colo.); "Will"

Wilke, of the *Gray Eagle Gazette*, Gray Eagle (Minn.); Edward Albright, vice-president of the N. E. A., and C. E. Ingalls, president of the Oregon State Editorial Association. Judge C. E. Claypool acted as the Seattle Press Club's official toastmaster.

Following the banquet, a ball was given in the Masonic Auditorium.

Steamship Editor Launched

One of the chief features of Seattle's program, in honor of visiting editors was the launching of the 9,600-ton steamship *Editor*, named in honor of the newspaper profession, at the plant of the Skinner & Eddy Corporation.

Mrs. Hardy christened the vessel as the newborn craft broke away from its cradle and slid gracefully down the ways to the cheers of assembled editors. For many of the editors from the inland States, it was the first launching of an ocean-going vessel they had ever witnessed.

On the great prow of the ship was a sign bearing the legend, "In honor of Ye Editor." Paintings of large ink-wells dotted the red, white and blue walls of the sponsors' stand.

—and the Paste Pot Was There

At the top of the steps rose an arch that brought pleased smiles from every face. The arch, consisting of a huge pair of shears, supported on one side by the replica of a quill pen and on the other side by the replica of a blue pencil. From the central pivot of the outspread scissor blades hung a gigantic paste pot.

At closing of ceremonies, President D. E. Skinner presented a beautiful diamond and platinum bar-pin to Mrs. Hardy as a token of appreciation from the company.

Following the launching the editors inspected the plant and then boarded a specially chartered steamer that took them on a cruise of Elliott Bay, and then through the Government Canal Locks into Lake Union and Lake Washington. They were escorted through the canal by airplanes.

Yesterday's program ended with a royal Western stag party at the Seattle Press Club for visiting newspaper men, and an elaborate banquet for visiting newspaper women at the New Washington Hotel. While the men enjoyed a riot of fun invited by competent riotmasters, the women were feted and heard addresses from members of the national and local newspaper organizations.

Women Hold Banquet

Mrs. James W. Wood, wife of the editor of the *Seattle Post-Intelligencer*, introduced Mrs. H. C. Hotaling as toastmistress of the evening.

Responses were made to toasts by Mrs. Honora M. Connor, of South Bend; Mrs. Hardy, Mrs. Will Wilke, of Gray Eagle, Minn.; Mrs. E. E. Brodie, of Oregon City, Ore., and Miss Adella Parker and Mrs. Lorence W. Wilson, Seattle.

Aside from one speech, that by Stephen T. Mather, assistant to Secretary of the Interior, Frank K. Lane, the Star High Inks was given over entirely to fun.

Visit Navy Yard

This morning the delegates went on a special steamer to Bremerton and inspected Puget Sound Navy Yard. Later they were luncheon guests of the Bremerton Chamber of Commerce. W. B. Jessup, editor of the *Bremerton Searchlight*, was in charge of arrangements. Returning to Seattle at 3.30, editors were taken in automobiles on a tour of the city, and at 6 o'clock they left for Victoria, warm in their praise for Seattle newspaper men for the hospitality shown them.

Leaving Oregon, the editorial party arrived in Tacoma last Wednesday and were entertained at luncheon by the Tacoma newspapers and the Chamber of Commerce. After luncheon they were taken in automobiles to Mount Rainier, where they spent the night near the snow-capped top of the famous peak. Returning to Tacoma they attended a concert in the Stadium and then left on a special boat for Seattle, arriving here at midnight.

N. E. A. DELEGATES SOUTHWARD BOUND FROM SEATTLE



The Above Picture Was Taken for EDITOR & PUBLISHER at the Great Northern Railroad Station as the Delegates, to Whom Copies of This Journal Had Just Been Delivered, Were Preparing to Board a Special Train for Portland.

Oregon Editors Pay Amount of Tribune Libel Bill

The management of the Chicago Tribune on August 15 was in receipt of the following telegram from Seattle, Wash.:

"To the Chicago Tribune, Chicago, Ill.—The Oregon Editorial Association, regarding the Chicago Tribune as vindicated by the verdict of the jury in the Henry Ford libel case, has this day, through its officers and executive committee, sent the Chicago Tribune a draft for six cents with the request that it be used to pay the judgment secured by the world's leading candidate for frivolity.

"O. E. INGALLS, President."

FAVOR ALASKA AS NEXT MEETING PLACE

Convention of Pacific Slope Newspaper Makers May Be Held Aboard Ship on Northern Cruise—Washington Association Closes Convention

SEATTLE, Aug. 16.—A movement to hold a joint convention of the editorial associations of the Pacific Slope next year aboard a steamer on cruise to Alaska, was launched at the annual convention of the Washington State Press Association held here this week in conjunction with the meeting of the N. E. A.

On motion J. C. Kaynor, editor of the Ellensburg Record, the convention authorized the appointment of a special committee to investigate the practicability of the joint assembly and cruise. Kaynor declared the time has arrived when the newspaper men must get together from a wider area and exchange ideas and discuss their problems of business.

A. R. Gardner, editor of the Reporter, Kennewick, was elected president for the ensuing year, succeeding Edward M. Connor. Clarence Ellington, of the Bee-Nuggett, Chehalis, was named vice-president; E. I. Wheeler, of the Times, Waitsburg, second vice-president, and N. Russell Hill, of the Times-Tribune, Davenport, secretary-treasurer.

On motion of Fred Kennedy, University of Washington journalism department, delegates voted for the appointment of a special committee to investigate the need of a special field agent for country newspapers of the State.

FORD LIBEL VERDICT SATISFIES ALL

Charges of Selfish Designs of Tribune in Mexican Intervention Not Proven—Costs of Long Trial Estimated at Half a Million Dollars

MT. CLEMENS, Mich., Aug. 15.—After deliberating ten hours the jury in the case of Henry Ford against the Chicago Tribune for \$1,000,000 damages for libel, based on an editorial in the head of which the plaintiff was called an "anarchist," last night returned a verdict of six cents and costs against the defendant. Under the laws of Michigan, "costs" are limited to \$50, it is stated.

Orvy Hulet, foreman of the jury, said they took "nine ballots that I can remember," the first one, according to Leonard Measel, another juror, standing 8 to 4 in favor of awarding Mr. Ford some damages.

Alfred J. Murphy, attorney for Mr. Ford, said:

"The important issue has been determined favorably to the plaintiff. He has been vindicated. Money damages were entirely subordinate and were not sought by Mr. Ford. He stands not only vindicated but his attitude as an American citizen has been justified. His friends are entirely satisfied.

Weymouth Kirkland, of counsel for the Chicago Tribune, said:

"We consider it a victory for the reason that Attorney Fred Lucking, in closing for Mr. Ford, stated that anything less than substantial damages would be a defeat for his client."

Mr. Ford was not in court. The Chicago Tribune was represented by Capt. Joseph Medill Patterson, one of the publishers.

Judge James G. Tucker in his charge to the jury held that a newspaper has no greater privileges in making comment than has an individual.

The Judge said that plaintiff's charges of pro-Germanism against the Tribune and of a selfish interest in advocating intervention in Mexico had not been proved and the jury need not consider it. He told the jurors:

"The editorial as it appeared in the paper and standing by itself, without explanation, is libellous, or, in legal terms, libellous per se (of itself).

"The defendant Chicago Tribune admits the publication, and insists that it was true, and therefore justified; and that even if not true, it was fair comment upon a matter of public interest, either of which defenses are sufficient if proved."

Trial Costs Set Record

He held that the heading "Ford Is an Anarchist" and the editorial asserting that he would not provide for enlisted men or their families and referring to him as "so deluded an individual" and "an ignorant idealist," and recommending his banishment to a country without law and order were libellous.

Judge Tucker, however, upheld the fight of a newspaper or individual to fair comment on the acts or utterances of any public citizen, and held that Mr. Ford, because of the large number of his employees, could be considered a public character and his acts and expressions subject for the public criticism if their criticism was just and in good faith.

The tremendous legal costs of the trial set a record for expenses in ratio to the monetary damages obtained. The costs to the Chicago Tribune are estimated at \$250,000, which does not include the court costs which the Tribune must pay. These include pay of jurors, Judge, court officials and Sheriff for four months.

The Ford expenses are estimated at another \$250,000, making a total \$500,000 for the four months. The testimony and arguments extended over three months and one month was consumed in the preliminaries.

Correction

The April 1, 1919, Government statement of the Warsaw (Ind.) Union reports a circulation for the preceding six months' period of 1,900 copies daily. This statement was not available when the last ratings for EDITOR & PUBLISHER were compiled, and the paper was credited with 2,085, the average reported for the six months previous to October 1, 1918.

Lady Bathurst, proprietor of the London Morning Post, is the only woman in England owning a newspaper.

Inland Papers Disagree on Postal Zone Law

Members of Daily Press Association Submit Various Replies to Questionnaire on That Subject

The Inland Daily Press Association has tabulated replies received from members to a questionnaire on the postal zone law. The question, "Are you in favor of the postal zone system for all publications, as now in force?" was answered by forty members of the association in the affirmative and by thirty-seven in the negative.

The question, "Are you in favor of the zone system, the present law to be modified in accordance with justifiable costs after investigation by Congress?" was answered by seventy-six members in the affirmative and by thirteen in the negative.

The questionnaire was accompanied by a copy of a letter regarding the postal zone law, addressed to Congressman Burton E. Sweet of Iowa by A. W. Peterson, publisher of the Waterloo Evening Courier and president of the association. It read, in part:

"Much national advertising is diverted from the country papers on account of large periodical publications carrying it at a low rate per inch per thousand circulation on account of their having a privilege which requires Uncle Sam to haul their papers all over the country at a loss.

"Representative Mansfield of Texas is championing the law as it now stands, and I believe the right step is to support him in this first move and then, later on, if we can have the law amended so that it will be perfectly fair and just to all, the situation will be agreeable to every class of publication."

Two questions were submitted to members of the association, pertaining to the Audit Bureau of Circulation.

"Do you think the A. B. C.'s semi-annual statements of publishers are of use and should be circulated among advertisers?" was answered "Yes" by forty-seven, and "No" by eight, while others qualified their replies.

"Do you think the publishers' statements should be abolished and that newspaper members of the A. B. C. should depend solely upon the audits which are made annually by the A. B. C.?" was answered "Yes" by twenty-one, and "No" by forty-two.

Chandler Goes to Business Office

ATLANTA, Aug. 18.—Charles Chandler, formerly circulation manager of the Georgian and Sunday American, has been promoted to assistant business manager of those papers. He will also have charge of the foreign advertising department. C. D. Hatcher, formerly of the Detroit Journal, succeeds him as circulation manager.



At Oregon City N. E. A. Delegates Took Part in the Unveiling of a Monument to the Spectator, First Paper West of the Rockies—Mrs. Guy U. Hardy, Wife of the President of the Association, Who Unveiled the Monument.



Reminding the Merchant that Advertising Exists— Making the News-Courier Pay



It's Just as Well, Occasionally, to Advertise Advertising and to Do It in an Inescapable Way, for the Merchant Is Rather Impressed When He Sees the Doctor Show Faith in His Own Medicine. By W. Livingston Larned. (Original Illustrations for Editor & Publisher.)

"IT strikes me that there is more 'advertising of advertising' of late," said the General Manager to the Ad-Man, "than ever before. The agencies are exploiting their ambitions and their purpose and many daily newspapers carry convincingly written arguments in favor of the public print as a means of selling goods. For my part, I like to see this. It should have been done a long while ago."

"But you know the adage," responded the Ad-Man, "the shoemaker's children going barefooted. Advertising men have always seen the wisdom of exploiting their own wares, but the mere thought of it frightens them. If you want to see agony, undistilled, drop in on a copy writer at the moment he is attempting to create an advertisement for his own shop. You'd think he had never written a line before in his life. Cold chills go up and down his spine—and, as like as not, he makes a sorry mess of it."

The purpose of this series is to help the advertising manager develop new local business. Earnest effort is made to make the text reflect actual merchandising conditions in the smaller cities; and the illustrations are designed to enhance the value of advertising space.

The weaker ones are pushed out of the nest.

"I am not so sure that one advertising agency should command the services of a rival—and rivalry must be universal—there are professional secrets and methods and internal mechanisms that one house would not care to divulge to another. And you can't write an advertisement unless you KNOW the proposition from top to bottom.

"No—I'd rather look at it in THIS way—an agency should use its own problems as a test case. Certain agencies are advertising their own wares in a highly efficient way. That shows it CAN be done."

"I think," said the General Manager, "that all peoples everywhere are more interested in advertising than they were even two or three years ago. As a matter of fact, the Public is more interested than the very man who SHOULD reach out to it—the advertiser himself—and particularly the local merchant who uses space in his home-town newspapers. He is the last in the procession."

"And yet there is no excuse for this. Every manufacturer, jobber and wholesaler with whom he does business is constantly bombarding him with educational matter—about advertising. I can't think of a man who has MORE sources of educational help.

"In any line of business you can start a shop tomorrow and in a week you will be given a free course in how to advertise your store and your goods. There will be illustrated ads in electrotype form that cost you absolutely nothing—there will be broadsides and window trims and store cards and follow-up letters and heaven only knows what else. Moreover, you will be told how to APPLY and USE this immense amount of material. There will not be one weak link.

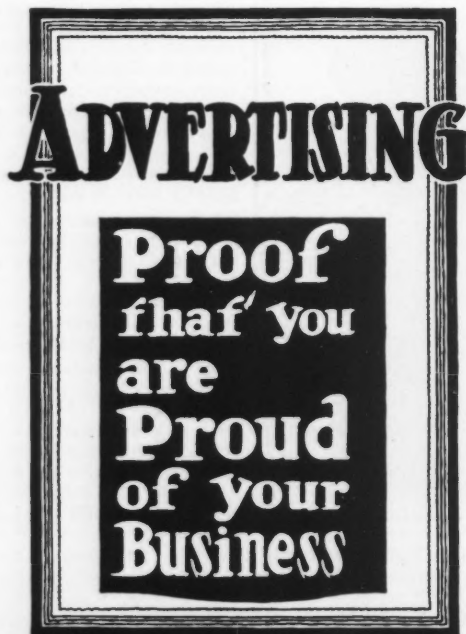
"You just ought to see some of the advertising departments of certain live concerns when they unlimber on dealer campaigns. It's quite the most vital issue of all—to them. There is no underestimation of values and of significance.



"Then why not settle upon a very obvious solution," interrupted the General Manager, "no doctor tries to prescribe for himself. It's not being done. He goes to another physician. That's what advertising agencies should do—call another group of specialists in and turn the responsibility over to them. Then they would get results."

Professional Jealousy

"WHAT about professional jealousy? Advertising men have it in a highly developed degree, I sometimes think. Ever see a bunch of them fighting over a new account? Wow! Some conflict! On the other hand, it is perhaps no worse than the healthy competition that must always and inevitably take place in business of any kind. It's true to groceries or hardware or—or anything



"Yet a vast proportion of this co-operative scheme shoots high over the head of the little dealer. He just doesn't get it, that's all—and even if he DOES, he will not apply it."

"You are optimistic this morning."

Don't Take Advertising Seriously

"I'M trying to see conditions as they are. You know I am in a position to know the TRUTH. Every day I'm out with these chaps in their stores. I know them personally. I do my best to sell them space. It very often astonishes me to discover that they look upon me and the paper as evils that must be tolerated. Some day they might want a favor of the paper. They recognize ITS power, but they will NOT take advertising seriously."

"This situation is improving, however?"

"Yes, I'll grant you that."

"And the advertising that advertising men are publishing these days to explain and make clear the principles of their own business—do you think that retailers are reading it and that it will have any impression upon them?"

"Eventually, yes. It's all a wonderful part of the growth of the IDEA OF ADVERTISING. Advertising is young as yet. It is just getting over the awkward age—it's all legs and arms and self-consciousness—it suffers from growing pains. I have

ADVERTISING

THE LANGUAGE OF THE CONSUMER.

WHY NOT SPEAK IT

always felt that the small merchant has one great, sincere excuse. He is so busy trying to make his establishment pay—so busy facing the hundred and one problems that confront him in a new guise every working day, that he has no genuine opportunity to give Advertising the thought it deserves.

The Little Dealer Must Be Educated

"A GREAT department store—yes. There we have an advertising department with a competent head. That's different.

"But John Smith has a little corner haberdashery. One or two clerks help him. He is his own book-keeper, expert accountant, treasurer, landlord and stock-taker. Morning, noon and night he's on the job. A large collar house sends him a book of fifty electros for local advertising. But John Smith never gets around to reading the introduction. Every time he starts, a customer interrupts him. And it's always that way, year in and year out.

"The demands upon John Smith, even with a small shop, are far greater than you can imagine. I really think that if John and his associate merchants on Main Street HAD THE TIME TO SIT DOWN AND DIGEST THE BIG TRUTHS OF THE POWER OF ADVERTISING, they would be the first to follow out its rules and regulations. The fact remains they haven't the time."

"Which gets back to educating him."

"Every newspaper in the country and every manufacturer are in the midst of that problem."

"Do you think that these large space advertisements in newspapers, paid for by the manufacturer and run as campaigns, discourage the local man?"

"I don't think I get you. They help move stock from shelves in his own shop."

"No, that isn't what I mean.

"Suppose I am an independent tobacco dealer in an average prosperous town. Suppose I am not tied down by trade restrictions to any one big trust or combination; I am merely satisfied to keep a fine line and run my own business in my own way; and suppose you come to me as representative of the News-Courier and solicit me for a series of advertisements; I open your paper and spread it out on the counter and point to one or two or perhaps six large-space illustrated advertisements, put out by the American Tobacco Company or any of a number of others

An "Independent's" Argument

"NOW, these ads are shrewdly put together. They are monopolizers of space and of attention. They go about advertising in a way that, I, the small dealer, could NEVER dream of doing.

"And they come along relentlessly. It seems as though they would never end. The best grade of advertising brains in the country has produced them.

ADVERTISING

WHAT BLOOD IS TO THE BODY— LIFE!!

Is it not true that I look upon competing with such advertising as a hopeless task? I can't use single-column and double and hope to drown them out—or even meet them on anywhere near equal ground. They frighten me off the reservation. I say to you: 'Don't mention advertising! How can I compete with these big fellows—these so-called monopolies?

"No—I will continue my policy of winning individual customers, via personal solicitation, friendship appeal and close attention to quality. It will not pay me to fight these gigantic campaigns. I will build a comfortable business on the strength of legitimate exclusive brands of cigars and cigarettes."

"I have been watching the progress of these present-day tobacco advertising campaigns. Millions of soldiers came back with a preference for cigarettes, for instance. That is what they smoked while in service. The cigar folks began to get a little frightened. So they are advertising more than ever—and more cleverly. Whereupon the cigarette crowd said: 'All right—we'll show you how two can play at that game,' and cigarette publicity appears in unbelievably large space.

"Watch the latest Camel scheme—a teaser series

to arouse new interest in an old brand. Four column space, newspaper, carried an impressive showing of tracks in the desert sand—that and no more. Then came men following the tracks in the direction of a brilliant oasis—and finally the large camel—and the package of cigarettes.

"These stunts monopolize attention. If I were a little dealer I confess I would be apt to view the situation as hopeless—that is, in so far as my little modest ads were concerned."

"But that is a false premise," came back the Ad-Man, "and I'm surprised to hear you say these things. Any advertising of cigarettes and cigars or smoking tobacco that appears is a help to ALL brands and all tobacco shops. The fallacy of your reasoning has been shown time and time again. Size of copy, moreover, is not necessarily significant. I have seen a single-column display, properly keyed, do as much business as a page."

The Newspaper's Part Pointed Out.

"NEED again for educational matter on our part—the newspaper," parried the General Manager. "There are times when I think we should run some sort of appeal every day in the year—simple, educational displays on the general subject of advertising that are different from straight type harangues, such as most newspapers are prone to apply. It can be done in any number of ways."

"We begin a series this week," was the quick answer, "I agree with you. If the advertising agents can find a fat appropriation, then we should give assistance—keep the movement alive. Sometimes this constant hammering away with homely truths, tersely put, wears down the opposition.

"Our first series is made up of MERE SEN-

Advertising

One of the Signs you are in Business.

TENCES ABOUT ADVERTISING—what it is and what it does. And I want you to run them on the first page."

The General Manager shrugged his shoulders.

"First page!" he exclaimed.

"What's the matter—does that scare you?"

"Why not inside—you fellows can't expect to take the place of news!"

"Ah, but that is precisely what good advertising IS," answered the Ad-Manager—NEWS—and the MOST IMPORTANT NEWS IN THE WORLD—business news."

656 NEWSPAPERS IN PROPOSED \$90,000 CAMPAIGN

(Continued from Page 5.)

highly necessary. Requests on their space should be modest and the story offered for publication should be viewed from the standpoint of the newspaper and its readers, and not the recruiter. The story offered must be a timely one—insistence that stories of any other nature be printed only leads to friction.

"Every recruit enlisted should be questioned, for there is a potential human interest story in the life of every man. When one is discovered, it should be developed, prepared in an attractive way and given to the press. As far as possible, news should be supplied to local newspapers of men enlisting in towns where the papers are published; that is, keep track of the men after they enlist.

"It would be entirely possible to occasionally send a questionnaire through the Adjutant General's office, following up a list of, say, twenty men.

"Facts about them, such as promotion, expert marksmanship, acts of heroism, etc., could then be woven into the stories to be given out by the recruiting officers to their home-town newspapers. A service of this kind would be of great value in gaining favorable publicity."

General Peyton C. March, chief of staff, has issued a statement voicing the pleasure of the War Department over the unexpected number of enlistments. The speed with which the "first hundred thousand" recruits asked for the permanent regular army has amazed army officers and officials generally.

NEW YORK AND CHICAGO ADVERTISING TEAMS PLAY FOR CHILDREN'S CHARITY



HERE is reproduced a photograph of the "New York Advertising Giants" taken at the White Sox Ball Park recently when they played the "Chicago Advertising White Sox" for the benefit of the "Off the Street Club," a children's charity supported by advertising men. The score was 9 to 5 in favor of Chicago. Those in the photograph are: Left to right, standing, Arthur Mower, advertising manager, American Tobacco Co.; L. M. Hart, assistant advertising manager of Collier's; H. R. Smith of A. W. Shaw Co.; Lee Maxwell, vice-president and advertising director of Crowell Publishing Co.; Howard P. Ruggles, Ruggles & Brainard, Inc.; kneeling, A. C. G. Hammesfahr, vice-president, Glen Buck, Inc.; seated, L. D. Fernald, business manager Christian Herald; John E. Williams, advertising manager Collier's; Robert Rankin (mascot), son of Wm. H. Rankin; M. A. Bergfeld, Ruggles & Brainard, Inc.; Graham Patterson, publisher of Christian Herald.

NEWSPAPERS LISTED FOR ARMY'S NEXT CAMPAIGN

The newspapers to be given copy, according to present plans for the next advertising campaign by the Recruiting Service, follow:

Alabama

Bothan—Eagle; Gadsden—Journal, Times News; Mobile—News Item, Register; Montgomery—Advertiser, Journal, Times; Selma—Journal, Times; Tuscaloosa—News & Times, Gazette.

Arizona

Phoenix—Arizona Gazette, Arizona Republican.

Arkansas

Ft. Smith—Southwest American, Times Record; Jonesboro—Sun, Tribune; Meua—Star; Newport—Independent; Texarkana—Four States Press, Texarkanian.

California

Bakersfield—California, Echo; Eureka—Humboldt Standard, Humboldt Times; Fresno—Herald, Republican; Marysville—Appeal, Democrat; Oakland—Enquirer, Post, Tribune; Redding—Courier Free Press, Searchlight; Sacramento—Bee, Star, Union; San Bernardino—Index, Sun; San Diego—Sun, Union Tribune; San Jose—Mercury Herald, News; San Luis Obispo—Telegram, Tribune; Santa Barbara—News & Independent, Press; Santa Rosa—Press Democrat, Republican; Stockton—Independent, Record.

Colorado

Colorado Springs—Gazette, Telegraph; Durango—Democrat, Herald; Grand Junction—News, Sentinel; La Junta—Democrat; Pueblo—Chieftain, Star Journal; Trinidad—Chronicle News, Picketwire.

Connecticut

Bridgeport—Post & Telegram, Times; Hartford—Contract, Post, Times; Meriden—Journal, Record; New Haven—Journal Courier, Register, Times Leader, Union; New London—Day, Globe, Telegraph; Waterbury—American, Democrat, Republican.

Delaware

Wilmington—Every Evening, Journal, News.

Florida

Miami—Herald, Metropolis; Ocala—Banner, Star; Orlando—Reporter Star, Sentinel; Tallahassee—Democrat; Tampa—Times, Tribune.

Georgia

Albany—Herald; Athens—Banner, Herald; Augusta—Chronicle, Herald; Brunswick—Banner, News; Columbus—Enquirer, Ledger; Macon—News, Telegraph; Rome—Tribune Herald; Thomasville—Times, Enterprise; Valdosta—Times; Waycross—Journal Herald.

Idaho

Boise—Capital News, Idaho Statesman.

Illinois

Alton—Telegraph, Times; Aurora—Beacon News; Belleville—Advocate, News Democrat; Bloomington—Bulletin, Pantagraph; Cairo—Bulletin, Citizen, Herald; Centralia—Sentinel; Champaign—Gazette, News; Danville—Commercial News, Press; Decatur—Herald, Review; East St. Louis—Journal; Galesburg—Mail, Republican Register; Harrisburg—Register; Joliet—Herald News; Kankakee—Democrat, Gazette, Republican; Kewanee—Star Courier; La Salle—Post, Tribune; Mattoon—Commercial Star, Journal Gazette; Murphysboro—Independent, Republican Era; Quincy—Herald, Journal, Whig; Rockford—Register Gazette, Republic, Star; Springfield—Illinois State Journal, Illinois State Register; Sterling—Gazette.

Indiana

Anderson—Bulletin, Herald; Bedford—Democrat, Mail; Elkhart—Review, Truth; Ft. Wayne—Journal Gazette, News & Sentinel; Gary—Post, Tribune; Hammond—Lake County Times; Kokomo—Dispatch, Tribune; Lafayette—Courier, Journal; Laporte—Argus, Herald; Linton—Citizen; Logansport—Pharos Reporter, Tribune; Madison—Courier, Herald; Marion—Chronicle, Leader Tribune; Muncie—Press, Star; Richmond—Item, Palladium & Sun; South Bend—News Times, Tribune; Terre Haute—Post, Star, Tribune; Vincennes—Capital, Commercial, Sun.

Iowa

Burlington—Gazette, Hawk Eye; Cedar Rapids—Gazette, Republican, Times; Creston—Advertiser Gazette, Plaindealer; Des Moines—Capital News, Register, Tribune; Dubuque—Telegraph Herald, Times Journal; Ft. Dodge—Messenger & Chronicle; Marshalltown—Times Republican; Mason City—Globe Gazette; Ottumwa—Courier; Sioux City—Journal, Tribune; Waterloo—Courier & Reporter.

Kansas

Arkansas City—News, Traveler; Coffeyville—Journal; Dodge City—Globe, Journal; Emporia—Gazette; Ft. Scott—Tribune & Monitor; Hutchinson—Gazette, News; Kiowa—Record; Leavenworth—Post, Times; Manhattan—Mercury, Nationalist; Ottawa—Herald; Parsons—Eclipse Republican, Sun; Pittsburg—Headlight, Sun; Salina—Journal, Union; Topeka—Capital, State Journal.

Kentucky

Ashland—Independent; Bowling Green—Park City News Democrat—Messenger, Times Journal; Covington—Kentucky Post; Louisville—Courier Journal, Times, Herald, Post; Owensboro—Messenger, Inquirer; Paducah—News Democrat, Sun.

Louisiana

Alexandria—Town Talk; Baton Rouge—State Times; Lake Charles—American Press; Shreveport—Journal, News American, Times.

Maine

Bangor—Commercial, News; Lewiston—Journal, Sun; Waterville—Sentinel.

Maryland

Cumberland—News, Times; Hagerstown—Globe, Herald, Mail.

District of Columbia

Washington—Herald, Post, Star, Times.

Massachusetts

Brookton—Enterprise, Times; Fall River—Globe, Herald, News; Fitchburg—News, Sentinel; Haverhill—Gazette; Holyoke—Telegram, Transcript; Lawrence—Eagle, Tribune, Sun American, Telegram; Lowell—Courier Citizen, Sun; Lynn—Item, Telegram News; New Bedford—Mercury, Standard, Times; North Adams—Herald, Transcript; Pittsfield—Berkshire Eagle; Taunton—Gazette; Worcester—Gazette, Post, Telegram.

Michigan

Alpena—News; Battle Creek—Enquirer, Moon Journal; Bay City—Times Tribune; Cadillac—News; Cheboygan—Tribune; Escanaba—Mirror, Press; Flint—Journal; Jackson—Citizen Patriot, News; Kalamazoo—Gazette; Lansing—State Journal; Muskegon—Chronicle; Pontiac—Press Gazette; Port Huron—Times Herald; Saginaw—News Courier; Traverse City—Record Eagle.

Minnesota

Benidge—Pioneer; Crookston—Times; Duluth—Herald, News Tribune; International Falls—Journal; Mankato—Free Press, Review; St. Paul—Dispatch, Pioneer Press, News; Virginia—Enterprise, Virginian; Winona—Republican Herald.

Mississippi

Biloxi—Herald; Corinth—Corinthian; Greenville—Democrat Times; Hattiesburg—American; Meriden—Dispatch, Star; Vicksburg—Herald, Post; West Point—Times Herald.

Missouri

Cape Girardeau—Southwest Missourian; Chillicothe—Constitution, Tribune; Columbia—Missourian, Times, Tribune; Hannibal—Courier Post; Jefferson City—Capital News, Democrat Tribune, Post; Kirksville—Express, News; Moberly—Democrat, Index, Monitor; Popular Bluff—American; Sedalia—Capital, Democrat; Springfield—Leader, Republican; St. Joseph—Gazette, News Press; Trenton—Republican & Tribune, Times.

Montana

Billings—Gazette; Butte—Bulletin, Miner, Post; Livingston—Enterprise; Missoula—Missoulian, Sentinel.

Nebraska

Grand Island—Independent; Hastings—Tribune; Lincoln—Star, State Journal; Norfolk—News.

Nevada

Reno—Gazette, Nevada State Journal; Tonopah—Bonanza, Times.

New Hampshire

Manchester—Union & Leader, Mirror & American.

New Jersey

Camden—Courier, Post Telegram; Elizabeth—Journal, Times; Hoboken—Hudson Observer; Jersey City—Journal; Paterson—Call, News, Press Guardian; Perth Amboy—News; Trenton—State Gazette, Times.

New Mexico

Albuquerque—Herald, Journal; East Las Vegas—Optic.

New York

Auburn—Advertiser Journal, Citizen; Binghamton—Press & Leader, Republican Herald; Hornell—Times Tribune; Ithaca—Journal, News; Jamestown—Journal, News, Post; Niagara Falls Gazette & Journal; Olean—Herald, Times; Poughkeepsie—Eagle News, Star Enterprise; Schenectady—Gazette, Union Star; Troy—Record, Times; Utica—Herald Dispatch, Observer, Press; Watertown—Standard, Times; Yonkers—Herald, News.

North Carolina

Asheville—Citizen, Times; Charlotte—News, Observer; Durham—Herald, Sun; Fayetteville—Observer; Raleigh—News & Observer, Times; Winston Salem—Journal, Twin City Sentinel.

North Dakota

Fargo—Courier News, Forum; Grand Fork—American, Herald; Minot—News.

Ohio

Akron—Beacon Journal, Press, Times; Ashland—Star & Beacon; Athens—Messenger; Belaire—Herald Tribune, Independent, Leader; Canton—News, Repository; Dayton—Herald, Journal, News; East Liverpool—Review, Tribune; Hamilton—Journal, Republican News; Ironton—Frontonian, Register; Lima—News, Times Democrat, Republican Gazette; Lorain—Times Herald; Mansfield—News, Shield; Marietta—Journal, Register Leader, Times; Marion—Star, Tribune; Portsmouth—Times; Salem—News; Springfield—News, Sun; Youngstown—Telegram, Vindicator; Zanesville—Signal, Times Recorder.

Oklahoma

Ardmore—Ardmoreite; Bartlesville—Enterprise, Examiner; Chickasha—Express; Enid—Eagle, News; McAlester—News Capital; Muskogee—Phoenix, Times; Democrat; Shawnee—News Herald; Tulsa—Democrat, Times, World.

Oregon

Astoria—Astorian, Budget; Baker—Democrat, Herald; Eugene—Guard, Register; Giants Pass—Roque River Courier; Salem—Capital Journal, Oregon Statesman.

Pennsylvania

Allentown—Call, Chronicle & News, Democrat, Item, Leader; Altoona—Mirror, Times, Tribune; Beaver Falls—Tribune; Butler—Citizen, Eagle, Times; Chambersburg—Franklin Repository, Public Opinion, Valley Spirit; Chester—Republican, Times; Coatesville—Record; Eaaton—Express, Free Press; Erie—Dispatch, Herald; Greensburg—Record, Review, Tribune; Johnstown—Democrat, Leader, Tribune; Lancaster—Examiner, Intelligencer & News, Journal; New Castle—Herald, News; Norristown—Herald Times; Oil City—Blizzard, Derrick; Pottstown—Ledger, News; Pottsville—Chronicle, Journal, Republican; Reading—Eagle, Herald, News, Times, Telegram; Shamokin—Dispatch, Herald, News; Uniontown—Genius, Herald, News Standard; Washington—News, Observer, Reporter; Wilkes Barre—News, Record, Times Leader; Williamsport—Gazette & Bulletin, Sun; York—Dispatch, Gazette.

Rhode Island

Woonsocket—Call & Reporter.

South Carolina

Charleston—American, News & Courier, Post; Columbia—Record, State; Florence—Times; Greenville—News, Piedmont; Rock Hill—Herald; Spartanburg—Herald, Journal.

South Dakota

Lead—Daily Call; Sioux Falls—Argus Leader, Press; Watertown—Public Opinion; Yankton—Press & Dakotan, Dakota Herald.

Tennessee

Chattanooga—News, Times; Clarksville—Leaf Chronicle; Columbia—Herald; Jackson—Sun; Johnson City—Staff; Memphis—Commercial Appeal, News, Scimitar, Press.

Texas

Ablene—Reporter; Amarillo—News, Panhandle; Austin—American, Statesman; Beaumont—Enterprise, Journal; Corpus Christi—Call & Herald; Denison—Gazette, Herald; Fort Worth—Record, Star, Telegram; Galveston—News, Tribune; Paris—News, Dinner Horn; San Angelo—Standard; San Antonio—Express, Light, News; Victoria—Advocate; Waco—News-Tribune, Times Herald.

Utah

Ogden—Examiner, Standard.

Vermont

Burlington—Free Press, News; Rutland—Herald, News.

Virginia

Danville—Bee, Register; Lynchburg—Advance, News; Norfolk—Ledger Dispatch, Virginian Pilot; Roanoke—Times World-News.

Washington

Aberdeen—World; Bellingham—American Revue, Herald, Journal; Port Townsend—Leader; Port Angeles—Herald, News; Tacoma—Ledger, News, Times; Yakima—Herald, Republic; Wenatchee—World.

(Continued on Page 36.)

NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe, and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising"

MANY years ago I commenced to use a loose-leaf book, with pages 4 x 7 inches, for vital data regarding the business end of the New York Globe. I called it "the little book," which I have described in contributions to EDITOR & PUBLISHER and in my other writings, more particularly in "Newspaper Building," where I reproduced many of the pages.

This form of crude memorandum has been very generally adopted, on my sug-

gestion, by newspaper publishers all over the country, and as expressed to me in many letters received has helped to chase away the clouds of uncertainty and discouragement in many places.

By processes of natural development for a person of my temperament, always seeking something new and more effective, my original "little black book" grew so thick that it had to be assembled in two covers, and finally three. I kept adding new series of pages covering every phase of business activity in quickly comparative form. Each segregation of expense, for example, had a separate page and gradually covered many years' experience.

Shortening the Records

Instead of the old process of writing out figures the way we are taught in school, I hit upon the plan of merely using thousands or hundreds so as to save space and get all the essentials. Thus 36,000 became 36, while in some departments 2,100 became 2.1, the two before the decimal point meaning thousands and the one after it hundreds.

Profit and loss account might read 2, meaning a loss, while 2. meant two thousand profit.

The only figures I wanted were what I call "gut" figures, the vital facts that tell the story. I wanted enough figures to enable me to work out the answer to any problem that might come up, but not a figure that would occupy space.

Opening one page for each item, I found that I had a book of only 20 pages, which I could carry in my vest pocket. The items were:

Gross expense, gross earnings, profit or loss, net advertising earnings, lines of advertising, cost per line, rate per line, circulation revenue, average gross print, average net paid, paper bill in thousands of dollars, tons used, with pages for expenses of editorial, composition, advertising department, cir-

cular department, business office, press-room, stereotyping, and general expense.

Years ago I gave up the method of matching the first Monday in June, 1918, against the first Monday in June, 1919. All I want to know is what we did in the first six publication days (the first week) in each of the years.

"Dope Book" a Treasury of Facts

The "dope book" is not loose leaf, but a little leather bound affair that one can carry in any pocket without really

6.3
7.2
4.3
5.1
6.2
4.2
<u>130.6</u>
1200
12
36.40

SPECIMEN No. 3.

knowing that it is there. From it I can answer any question that can come up regarding major operations. If I require further details I can go to my larger books of which I keep a copy at my home and my office.

What Specimen Pages Show

Referring to the specimen pages shown, No. 1 reflects total expenses month by month for three years. The figures are purely imaginary. Each column is composed of 13 figures, the last being the total for the year in tens of thousands instead of thousands, just to make it harder for the uninitiated to follow.

Each of the items specified is covered in this way. It serves my every purpose and every publisher visiting my office since last April, and there have been many of them, has assured me that he was going right out to buy a few of the little blank books.

Referring to cuts Nos. 2 and 3, here we find a method for watching daily net advertising earnings day by day so as to know exactly where we are at any time. I purpose to watch this in group of six days, a full week of six publications, regardless of when the week in any month starts.

In these figures I continue to use the thousand and hundred; 2.1 means 2,100, 3.8 means 3,800, etc.

In the book I find that I can get three weeks on the front side of every page and the other week and odd days and

summary on the other side. Cut No. 2 shows the front side and No. 3 the reverse.

The summary shows the total cost for the month, the total number of columns, the average net rate, the column rate in dollars.

Perhaps there may be some better system, but I have never seen it. If you have never kept such daily dope and records, my advice is to start tomorrow and wear a smile instead of a frown.

A ZU ZU CLOWN LANDED MACE IN DEPARTMENT WHICH HE NOW HEADS

THERE is merit in knowing what you want, going after it with vigor and determination, and having ability enough to hold it after you catch it. That's the reason why A. C. Mace became advertising manager for the National Biscuit Company, and the reason why he is still holding down the job.



A. C. MACE

Soon after the company was formed Mr. Mace was devoting his after-school hours, in 1900, to a small advertising business of his own. He had a natural talent for drawing, developed and improved by attendance at the Chicago Art Institute. He saw some possibilities for advertising display in the National Biscuit Company, and asked for a job in the advertising department. Every place was filled.

That did not discourage him. He gave up his business and took a place in the package department at \$40 a month, so as to be on the inside. Then he worked up ideas of nights and presented them to the advertising manager. They didn't go. One day he submitted a number of car cards featuring the Zu Zu Clown that everybody knows now. The Clown made a hit, and young Mace was taken into the advertising department. He worked up to the head of the art department, and finally to the advertising manager's position. He is only thirty-six years old now.

Mr. Mace is tall, broad-shouldered and broad-minded. He is rapid in action and prolific in ideas. He has developed what many advertising experts describe as the best follow-up system of advertising in use.

DES MOINES "NEWSIE" REJECTS NORTHCLIFFE OFFER

Champion Salesman of The Stars and Stripes Returns to His Iowa Home

DES MOINES, Aug. 19.—Pat Ryan, who served overseas with the A. E. F., and made a sensation in Paris by crying The Stars and Stripes on the streets, just as the boys do in American cities, has arrived home. He sold 20,000 copies of one issue of the paper, being accompanied by a Red Cross nurse who collected the money. Many of the papers sold for a hundred francs. Lord Northcliffe heard of the feat and made Ryan an offer to remain in Europe and sell the London Daily Mail in Paris, but Ryan insisted on returning to Des Moines, where he learned the art of selling papers.

Of course, Pat returns home with some new ideas.

103	104	144
95	96	136
105	126	166
100	127	169
107	128	176
105	121	182
93	113	
94	109	
106	130	
120	151	
118	135	
112	126	
126	146	

SPECIMEN No. 1.

3.4	4.3
2.9	3.5
3.1	4.3
6.2	5.1
7.8	8.6
5.2	7.4
<u>28.6</u>	<u>33.2</u>
4.1	4.6
3.6	5.4
4.2	3.8
7.8	5.2
9.4	8.6
3.7	7.2
<u>61.4</u>	<u>68.0</u>
4.2	5.3
4.3	5.2
5.6	6.3
8.2	8.7
9.3	9.4
4.2	8.1
<u>47.2</u>	<u>111.7</u>

SPECIMEN No. 2.

System Shown by Cuts

The same shown in cuts in this page show the way these pages look in real life. Instead of writing in the name of the department and months, I used numerals for titles, and knew that the third figure down a column means March, the sixth, June, etc.

I opened similar series for watching circulation, profit and loss and about everything else that I could reduce to the condensed form, until I had every detail at my instant command, without calling on the accounting department for any data.

All of this was very interesting and most effective, but these little black books did not serve the purpose for

gestion, by newspaper publishers all over the country, and as expressed to me in many letters received has helped to chase away the clouds of uncertainty and discouragement in many places.

By processes of natural development for a person of my temperament, always seeking something new and more effective, my original "little black book" grew so thick that it had to be assembled in two covers, and finally three. I kept adding new series of pages covering every phase of business activity in quickly comparative form. Each segregation of expense, for example, had a separate page and gradually covered many years' experience.

In every case department totals constituted the first page for that department, with added pages for each subdivision, such as, for example, editorial total, editorial salaries, editorial space and correspondence, etc., etc. With our system of some 160 sub-divisions this made a book in itself.

Keeping Informed as to Competition

Then I methodically recorded advertising earnings in total and by classification, kept track of the advertising of all of the large stores in all of the New York newspapers in a way which enabled me to know more regarding what they were doing and had done than they knew themselves. I have these records back to 1900 in some details and in absolute detail back to 1914.

All of this was very interesting and most effective, but these little black books did not serve the purpose for

CHART FOR SPACE-BUYERS PRESENTED AS A SUPPLEMENT TO EDITOR & PUBLISHER

Timely Analysis of Markets, Based on Populations of Cities, Together With Circulation and Rate Data of Daily Newspapers of United States, Under Handy Group Classifications, Compiled for This Issue by Barbour's Advertising Rate Sheets, Inc.

IN a special supplement, which is part of this issue of **EDITOR & PUBLISHER**, there is presented the most comprehensive analysis of the circulations and advertising rates of the English-language daily newspapers of the United States ever published.

This tabulation, occupying the space of three full pages, is in effect a **SPACE-BUYERS' GUIDE**, affording answers to every variety of question involved in estimating costs of advertising campaigns in the daily or Sunday newspapers. Used in conjunction with the complete list of morning, evening and Sunday English-language papers, with the details of the circulations and rates of all, as published in the issue of August 14, this tabulation—which is much more than a mere summary—will enable space-buyers to readily formulate campaigns for any desired market units and to calculate costs accurately.

This data chart was conceived and compiled for **EDITOR & PUBLISHER** by Barbour's Advertising Rate Sheets, Inc., and it is the belief of Mr. Justin F. Barbour that it represents the most comprehensive chart ever prepared for the use of advertisers. The labor involved in the making of this statistical table has been very great, but the results achieved justify the painstaking care with which the task has been done. It covers every daily paper, whether a newspaper or a trade daily—such as *Women's Wear* and the *Racing Form*.

The Barbour organization, appreciating the importance of presenting these statistics at a time when they will be of the greatest possible use to space-buyers—just now, when fall campaigns are in the making—has worked overtime in completing the material for presentation in this issue of **EDITOR & PUBLISHER**. To expedite matters, a representative of Barbour's Advertising Rate Sheets made a special trip from Chicago to New York, carrying type and proofs with him.

Nine Groupings Classify Markets

The table is divided into nine sections, or groups, covering the number of newspapers, morning, evening and Sunday, with circulation figures and advertising rates, for each state in the Union.

The groupings of newspapers are on the basis of populations of the cities in which they are published.

If an advertiser desires to cover a market in any state limited to cities of less than 5,000 population he will find in Group Number One the vital facts concerning such markets.

For example: Under the caption of Illinois he will find that, in cities of this class, there are 2 morning and 14 evening papers published. He will find that the two morning papers have a circulation of 1,345, with a joint advertising rate—on a basis of a 5,000-line contract—of .019643 an agate line. The 14 evening papers in cities of this class have a combined circulation of 22,964, and a joint advertising rate of .1497324 an agate line. He will find that in this group there is but one Sunday paper, with a circulation of 1,200 and a rate of .0107143 an agate line.

If, therefore, an advertiser desires to use all of the English-language morning, evening and Sunday papers in Illinois in cities of less than 5,000 population, he will place on his list a total of 17 papers, with a combined circulation of 25,509 copies (net paid averages according to A. B. C. and Government statements for six months' period ending March 31, 1919) and the combined rate for this group will be found, by adding the figures given, to be .1800897 an agate line. By multiplying this rate by the number of lines required—5,000 or more—he will have an accurate estimate of the cost of such a campaign, through which he would be able to blanket the smaller cities, towns and rural communities of Illinois. The rates given here, as in all other groups, are those in effect August 1, 1919.

No Dailies in This Class

This Group Number One of the tabulation reveals that there are no dailies published in cities of less than 5,000 population in the following states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, South Carolina, Utah and Vermont. In some states, however, it will be seen that there are a goodly number of dailies published in this class of cities. California, for instance, has ten morning, 38 evening and 10 Sunday papers in cities of less than 5,000 population.

The alphabetical grouping of the states is followed in this chart. The space-buyer will find, under each state, the same general information as to newspapers, circulations and rates as noted above for the state of Illinois.

Advertisers will find, by reference to the lists published in **EDITOR & PUBLISHER** of August 14, in which the cities were listed for each state according to their populations, the names of the papers enumerated in this chart. He will also find the rates of each paper stated, so that if it is desired to use only selected papers in such territories the matter is simplified.

Illinois Cited as an Illustration

Group Number Two deals with newspapers in cities of more than 5,000 and less than 10,000 population. Under this classification we find a greater number of papers and larger circulation, generally speaking. To follow through with the illustration as to Illinois, we find that in this group we have 4 morning, 36 evening and 2 Sunday papers. The morning papers have a combined circulation of 6,270; the evening papers have a combined circulation of 76,976; the two Sunday papers have 2,982. The joint advertising rate for the four morning papers is .0489287; for the 36 evening papers the joint rate is .4039295; for the two Sunday papers it is .0328572. Thus the joint advertising rate for these 42 papers, with a combined circulation of 26,228, is .4857154 an agate line on 5,000 line contracts.

Group Number Two shows no daily newspapers in cities of more than 5,000 and less than 10,000 in the states of Delaware, Nevada, Rhode Island, Wy-

oming, or the District of Columbia. All other states make a showing under this classification.

765 Papers in Group Three

Group Number Three deals with cities of more than 10,000 and less than 25,000 population. This classification shows some facts of remarkable interest. In cities of this class we find that there are a greater number of papers published than in any other grouping of cities shown. The morning papers in these cities number 152; evening, 469; Sunday, 144. The total is 765. The combined circulation of the morning papers is 715,183; evening, 1,841,569; Sunday, 691,547; total, 3,248,299. By using the newspapers in the cities grouped under the third classification an advertiser would be able to reach every state in the Union except Delaware, Utah and the District of Columbia.

The morning newspapers in Group Three have a joint advertising rate of \$2,748,576; the evening newspapers, \$7,473,657; the Sunday, \$2,931,342. Thus at a combined rate of \$13,153,576 an agate line an advertiser would be able to purchase 5,000 lines of space in every morning, evening and Sunday newspaper, in the English language, in every city in the United States of more than ten thousand and less than twenty-five thousand population. This would mean reaching markets which support a greater number of daily newspapers than any other classification shown.

States Which Lead in This Class

Turning to state statistics under Group Number Three it is shown that Pennsylvania has 66 morning, evening and Sunday papers in cities of more than 10,000 and less than 25,000 population; Indiana ranks second among the states with 50; Ohio has 48; New York and Texas have 47 each; California has 42 and Illinois 41.

Pennsylvania also leads in total circulations for this group of papers—270,416. Ohio's totals are 202,004; New York, 188,852; Illinois, 158,079; Texas, 133,682; California, 113,340; Indiana, 84,267.

Group Number Four includes cities with populations of more than 25,000 and less than 50,000. In cities of this class there are published 74 morning, 181 evening and 90 Sunday newspapers, a total of 345. These papers have a combined circulation of 3,713,667. Thus the 345 newspapers in this group have a total circulation 465,370 in excess of the combined total of the 765 papers in Group Three. The combined advertising rate for this group is \$10,243,147, as compared with \$13,153,576 for the papers in Group Three. This illustrates the general and perfectly sound rule that line rates are less per thousand of circulation in larger newspapers than in the smaller ones.

Reaching the Larger Cities

Group Number Five covers cities of more than 50,000 and less than 100,000 population. In cities of this class there are published a total of 191 morning,

evening and Sunday papers, with a combined circulation of 3,278,402 and a joint advertising rate of \$7,340,000 an agate line.

Group Number Six, applying to cities of more than 100,000 and less than 250,000 population, shows a total of 211 morning, evening and Sunday newspapers, with a combined circulation of 7,076,974 and a combined advertising rate of \$13,234,000. This joint rate is but slightly larger than the rate charged in Group Three for papers having a total circulation of 3,248,299.

Group Number Seven includes cities with populations above 250,000 and less than 500,000. There are 115 morning, evening and Sunday newspapers in this group, with combined circulations of 7,284,133 and a joint advertising rate of \$12,350,507.

Group Number Eight embraces cities between 500,000 and 1,000,000 population. There are 66 morning, evening and Sunday newspapers in this group, with a combined circulation of 7,300,950 and a joint advertising rate of \$10,957,500 an agate line.

Covering Metropolitan Markets

Group Number Nine includes all cities of more than 1,000,000 population. In these cities there are 81 morning, evening and Sunday newspapers published, with the vast total circulation of 11,110,138 and a combined advertising rate of \$18,702,282 an agate line. The total circulation of the 81 papers in these cities is 3,810,188 greater than the total circulations of the newspapers in Group Number Eight, while the average line rate is slightly higher, per thousand of circulation, providing an exception to the general rule.

Under the section of Grand Totals in the Chart we find that there are 2,162 morning and evening papers and 508 Sunday issues in the United States.

The evening papers outnumber the morning issues more than three to one, the figures being: Morning, 506; evening, 1,656.

The morning papers have a combined circulation of 9,919,339; the evening papers, 18,073,960; the Sunday issues, 17,619,517.

Tremendous Circulation Totals

Thus the combined circulations of the morning and evening newspapers printed in the English language in the United States total 27,993,299; the Sunday papers being added bring the total circulation of the English-language daily and Sunday papers of the United States to 45,612,816.

The combined advertising rate of the morning papers of the United States is \$23,111,885 an agate line.

The combined advertising rate of the evening newspapers of the United States is \$44,490,027 an agate line.

The combined advertising rate of the Sunday papers of the United States—Sunday issues of dailies—is \$39,302,310 an agate line.

The joint advertising rate for all of the morning, evening and Sunday

(Continued on page 23.)

GREATEST NEWSPAPER FEATURE OF THE YEAR WHAT HAPPENED TO EUROPE!

By **FRANK A. VANDERLIP**

America's Foremost Banker and Financier

Now Appearing in Leading American Newspapers Including:

NEW YORK SUN
CHICAGO DAILY NEWS
ST. LOUIS STAR
FORT WORTH RECORD
ST. PAUL NEWS
BUFFALO TIMES
SYRACUSE JOURNAL

PITTSBURGH GAZETTE-TIMES
PORTLAND OREGONIAN
SEATTLE TIMES
PHILADELPHIA PUBLIC LEDGER
OMAHA NEWS
INDIANAPOLIS STAR
DES MOINES REGISTER

“The articles are exciting intense
and wide-spread interest in this city”

—PHILADELPHIA PUBLIC LEDGER

Mr. Vanderlip spent three months in an extensive study of European conditions.

He came to some startling conclusions.

Important adjustments must be made, in his judgment, if the present order of civilization is to endure.

Every phase of the economic disturbances now exciting the attention of all American newspaper readers has previously made its appearance in Europe.

In “What Happened to Europe,” Mr. Vanderlip tells how the greatest political, financial and labor leaders of the allied nations are meeting the emergencies that face their countries.

Every employer, every merchant, every working man and woman in your city will find in “What Happened to Europe” a direct appeal to their keenest interest.

An American feature for American newspapers.

Wire for option and rate today.

UNITED FEATURE SYNDICATE

318 WORLD BUILDING

NEW YORK CITY

SMALL PAPERS ALREADY FEEL PINCH OF TIGHT NEWSPRINT MARKET

Available Supply Is Rapidly Disappearing or Has Vanished—
International Paper Company Has Contracted for Capacity
Until 1920—Shipments in July Exceeded Production

THE outstanding feature of developments in the newsprint market during the past week was the issuing of reports by the Newsprint Service Bureau, on 39 mills showing that shipments exceeded production by 1,204 tons for the month of July.

The report credits the companies with producing 157,074 tons and with shipping 158,278 tons. The average daily production of newsprint for the same mills for the month amounted to 99.6 per cent of their average daily output during the three months of their greatest production in 1918.

Exports for July Were 7½ Per Cent of Production

In the past July has been one of the low months for consumption. During that month it has been the practice of newspapers to lay in a surplus stock to meet winter needs, but shipping reports this year show that conditions were reversed.

Exports of newsprint to countries outside of North America, for July were 7½ per cent of total production, or less than for the same month last year. Import reports on pulp and pulp wood for June show that we purchased 407 tons from England and 20 tons from the Netherlands.

In its survey for the month of July the News Print Service Bureau in the monthly bulletin just issued, says:

"Production by the United States mills during the first seven months of 1919 was 38,416 tons or 6 per cent greater than during the same months in 1918. Canadian production during this period exceeded that of the same seven months in 1918 by 23,148 tons, or 5 per cent, making the combined production of the 39 reporting Companies 61,564 tons, or 6 per cent greater than in the first seven months of 1918.

"The United States mills shipped 3,675 tons and the Canadian mills 13,551 tons more in the first seven months of 1919 than in the corresponding period of 1918, making combined shipments 17,226 tons or 2 per cent more.

"Stocks during July decreased 1,151 tons at United States mill points and increased 218 tons at Canadian mills, making total stocks 933 tons less on July 31, 1919, than on June 30. The total of 34,491 tons on hand at all mills July 31 amounted to slightly more than five days' production."

Small Papers Feel Pinch

Many small papers are already feeling the pinch of a tight market, according to reports reaching EDITOR & PUBLISHER and at least one paper in a plea for newsprint has stated that it will be compelled to suspend unless a supply for immediate needs is secured.

The available supply is rapidly disappearing or is already gone. The International Paper Company is completely sold out for their entire production up to January 1, 1920.

Large purchases of surplus stocks at prices ranging around the 5 cents a pound mark have been rumored and generally credited during the past week.

Regardless of figures which show that excessive demand is rapidly eating up available supply an easy feeling has been created in some circles by reports of new paper mill projects, incorporations and improvements at old mills. In speaking of this an authority said:

"Publishers should not be carried away by false hopes. Many new mills are contemplated and great improvements are under consideration, but we must not get away from the fact that a

50-ton machine does not begin turning out newsprint in a few days after the order is placed. A 50-ton capacity machine weighs 700-tons. Two years is the usual time allowed for building and then an additional 6 months must be allowed before it reaches the point of perfection where it will turn out news print."

Blames Government Regulation

J. A. Bothwell, president of the Canadian Pulp and Paper Association, in a recent much-quoted signed article that appeared in the Canadian edition of the New York Sun of August 12, said:

"It is true that the domestic consumption of newsprint has increased materially in the past six months. Advertising has expanded very considerably. Newspapers are no longer conserving their supplies as they were doing during the war. New publications are springing up and the publishing business was never more prosperous or more active, to judge from outward appearances. But that does not mean that any one is going to be deprived of paper. There has always been sufficient to meet the demand, and probably always will be.

"Expansion of the newsprint industry has been unduly handicapped by obstacles put in its way, such as Government control of prices, etc. For these the manufacturers are in nowise to blame. How can an industry be expected to expand when it does not know what price it is receiving for its output? Government prices fixed as applicable to paper sold throughout 1918, are still a matter for judicial decision in both Canada and the United States, and both manufacturers and the consumers are left in ignorance as to what they ultimately will be. Government regulation in Canada had the immediate and certain effect of shutting off plans to increase the output of paper, as there is ample sworn evidence in the various records to prove. If this has resulted in a shortage of paper and higher prices, those who invoked Government regulations are responsible—not the manufacturers."

No Price Reductions

In another place he said:

"As to prices, it is true, as stated, that conditions do not favor an immediate reduction. Industrial demands, the rise in transportation rates and the increased cost of raw materials are all opposed to it. On the other hand the majority of the manufacturers are not disposed to take undue advantage of the situation. Publishers who are willing to be fair and reasonable are having no difficulty in securing fair and reasonable contracts. Some contracts already made for next year's supply show no appreciable advance over this year's prices.

"Certainly few, if any, of the larger manufacturers desire to see a runaway market with prices advanced beyond all reason, nor will they do anything to help

bring about so undesirable a situation."

In discussing a recent article appearing in EDITOR & PUBLISHER, Mr. Bothwell said:

"The opinions of newspaper publishers of the experience and standing of S. S. Carvalho are certainly entitled to the utmost consideration, and when he says that an increase of 100 per cent in the paper manufacturers' costs for labor, the doubling of the price of his coal, of which it takes practically one ton to produce a ton of paper, the added expense of wood gathering due to the more extended areas from which it has to be brought, and the fact that the foreign markets are offering to pay almost twice what domestic consumers are now paying for their paper must inevitably result in higher prices for domestic consumers, no sensible man will desire to dispute him.

Urges Conservation

"Mr. Carvalho urges conservation and the cutting out of waste as a proper means to meet the situation. Certainly waste and unnecessary hoarding will not help. Sound business would also suggest that waste is not justifiable under any circumstances, but it is for the consumers themselves to define what is waste and to take whatever helps may be necessary to forestall it.

"In the various Government inquiries into the news print industry the manufacturers have made attempts to show that all publishers were not making

careful use of their raw material, but publishers themselves resented any such suggestion coming from the manufacturers. They have always maintained that they know their own business best and undoubtedly they do. Statements, however, which represent the manufacturers as indifferent to the situation and to the possible difficulties that await publishers in getting their paper supplies do the manufacturers an absolute injustice. The only criticism the manufacturers have to offer is that the policies pursued by certain newspaper publishers in the United States and Canada during the last three years in bringing about Government regulation of the industry are reacting upon the publishers, since without such regulations the Canadian end of the industry at least would now be in a much better position to supply the increasing demand for paper."

Within the last few weeks production has been increased 50 tons by putting an additional machine in operation at the mill of the Brompton Pulp and Paper Company at East Angus, Que. The Spanish River Pulp and Paper Mills, Ltd., have orders in for two 50-ton machines for their mills at Sault Ste. Marie, Ont. From an authoritative source EDITOR & PUBLISHER learns that these machines may be in operation in about eight months.

This will increase the available supply by July 1 next year 150 tons and

(Continued on Page 23.)

—adaptability

What manufacturer has not had the problem of "spotty" sales; of lightning movement in certain sections and stagnation in others?

The diagnosis usually gives you the reason and sometimes the solution. But occasionally certain local conditions make it impossible to conduct a profitable business.

Now if you cannot show a profit, why advertise there?

Conversely, if local appeal, a treatment different from any other in the country, will enable you to show a profit, why don't you concentrate there?

Through national mediums part of your advertising has at least two obvious chances of going to waste: inadequate distribution, wrong appeal.

Through newspapers you stop advertising leaks. You confine your campaign to channels of distribution. You change your copy appeal to meet local conditions.

A newspaper campaign is the obvious and logical adjunct to your sales organization.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

NEW YORK STATE

A MARKET FOR MERCHANDISE

HERE is a real story of a real advertising campaign, told by an agency man in New York City, whose name, for obvious reasons had better not be mentioned.

A MANUFACTURER of a floor covering was induced to trade mark his product and then, naturally, to advertise it, thereby popularizing it and creating a permanent market.

THE agency man who tells the story took hold of the proposition. He was given a large, juicy appropriation and proceeded to buy pages in many of the standard magazines—not only to buy pages, but to have colored plates made, and finish up the job brown in every way.

THIS campaign ran for nearly a year, and was scheduled for an indefinite run, and salesmen, armed with proofs and copies of the advertisements, went out on the road, looking for business—which they did not find.

THEY were asked, in almost every instance: "What stores in New York have this merchandise on their floors?"

THIS was an embarrassing question, for it was a fact that the goods were merely "sampled" in the stores in New York, and there were no real goods on the floors, and merchants in other places did not want to handle the goods unless they had "made good" in New York.

ALMOST every expedient had been tried to induce New York merchants to handle these goods—but New York merchants argued that there was no demand for them, and unless a demand appeared they would not stock them.

FINALLY New York daily newspapers were used. They were not treated as well as the magazines, to be sure—but they were used.

AND the demand was created, and the merchants stocked the goods, and the traveling men went into the territory and sold the goods because they had "made good" in New York, and they had made good in New York because the demand was created by daily newspaper advertising, and the merchants were alive to the demand and stocked the goods—and that is the answer.

NEW YORK daily newspapers can do it. They have done it a thousand times. They are doing it all the time. As a well known moving company advertises we say: "When the side lines of advertising won't, daily newspapers will."

ANOTHER thing this story points out is that, once you win a market in New York the rest of the country is easy to win.

THESE New York daily newspapers can and will open the door for your goods if you will give them a chance.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	33,559	.07	.07
Albany Knickerbocker Press (S).....	43,957	.07	.07
Albany Sunday Telegram.....	27,959	.05	.05
*Batavia News (E).....	8,458	.0225	.0225
Binghamton Press-Leader (E).....	26,546	.07	.06
*Brooklyn Daily Eagle (E).....	46,902	.18	.18
*Brooklyn Daily Eagle (S).....	69,046	.18	.18
*Brooklyn Standard-Union (E).....	53,264	.15	.15
*Brooklyn Standard-Union (S).....	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)...	70,626	.15	.12
Buffalo Courier & Enquirer (S).....	115,359	.17	.15
Buffalo Evening News (E).....	103,634	.16	.16
Buffalo Evening Times (E).....	56,861	.10	.10
Buffalo Sunday Times (S).....	71,435	.10	.10
Elmira Star-Gazette (E).....	25,889	.06	.05
Glen Falls Post-Star (M).....	8,045	.0214	.0214
Gloversville Leader-Republican (E)...	6,275	.02	.02
Gloversville Morning Herald (M).....	6,245	.03	.02
Ithaca Journal (E).....	6,791	.025	.025
*Jamestown Morning Post (M).....	9,131	.025	.02071
*Mount Vernon Daily Argus (E).....	7,193	.02	.02
Newburgh News (E).....	10,613	.04	.03
New York American (M).....	305,241	.50	.41
New York American (S).....	947,270	.75	.65
New York Globe (E).....	179,906	.39	.36
†New York Herald (M).....	107,642	.40	.36
†New York Herald (S).....		.50	.45
New York Evening Journal (E).....	675,118	.75	.75
New York Post (E).....	32,369	.25	.20
New York Sun (E).....	194,695	.39	.36
†New York Sun (M).....	117,414	.39	.36
†New York Sun (S).....		.342	.315
†New York Telegram (E).....	190,681	.246	.225
†New York Telegram (S).....		.50	.485
New York Times (M).....	350,598	.55	.5335
New York Times (S).....	500,000		
New York Tribune (M).....	108,011	.32	.28
New York Tribune (S).....		.40	.40
New York World (E).....	355,069	.40	.40
New York World (M).....	334,513	.40	.40
New York World (S).....	569,762	.40	.40
Niagara Falls Gazette (E).....	12,454	.03	.03
Poughkeepsie Star (E).....	9,920	.03214	.025
*Rochester Times-Union (E).....	67,121	.14	.12
Rochester Herald (M).....	35,826	.06	.06
Rome Sentinel (E).....	5,353	.0179	.0157
Schenectady Union Star (E).....	17,660	.08	.04
Syracuse Journal (E).....	45,030	.08	.08
Troy Record (M&E).....	25,537	.04	.04
Yonkers Daily News (E).....	3,640	.0178	.0178
*A. B. C. Statements April 1st, 1919.			
Government statements April 1st, 1919.			
Total Circulation.....			6,914,295
10,000 Line Rate.....			9,4766
2,500 Line Rate.....			10,2097
†Seven-day average.			

A DOUBLE

Having purchased the exclusive serial rights of

GENERAL LUDENDORFF'S OWN STORY

for the United States and Canada—which rights are fully protected by copyright—and having sold exclusive publication rights of this story in their territories to more than sixty leading American and Canadian papers, we hereby notify all other papers in those territories that publication of extracts or paraphrases of the Ludendorff material—whether taken from the American or European press—will be a direct infringement of the rights of those papers which have purchased the publication rights for their territories, and any publication in open territories—except through an arrangement with us—will be a direct infringement of our rights.

THEREFORE

To avoid complications, all publishers and editors are respectfully cautioned not to print any Ludendorff material except through arrangement with us.

AND

Those in open territories have still the golden opportunity to obtain the biggest feature in the history of journalism for their readers.

Publication begins September 7th. Will run approximately

If your territory is open, close today by wire, and advertise the
publication in the

THE McCLURE NEWSPAPER SYNDICATE

WARNING

The papers which have already arranged with us for the publication of

LUENDORFF'S OWN STORY

and whose rights we are protecting by this announcement are

- | | | |
|---------------------------|---------------------------|-----------------------------|
| NEW YORK WORLD | LOUISVILLE COURIER | PHILADELPHIA PUBLIC LEDGER |
| SAN FRANCISCO EXAMINER | JOURNAL | ROCHESTER TIMES UNION |
| LOS ANGELES EXAMINER | CHICAGO DAILY NEWS | PITTSBURG GAZETTE TIMES |
| TORONTO STAR | SEATTLE STAR | SYRACUSE HERALD |
| BRIDGEPORT POST | ST. LOUIS POST DISPATCH | MILWAUKEE JOURNAL |
| WATERBURY REPUBLICAN | CANTON REPOSITORY | SAN DIEGO (Cal.) SUN |
| DAYTON NEWS | ATLANTA GEORGIAN | NASHVILLE TENNESSEAN |
| SPRINGFIELD (Mass.) UNION | BALTIMORE NEWS | SPRINGFIELD (Ohio) NEWS |
| SAN ANTONIO LIGHT | BUFFALO TIMES | YOUNGSTOWN TELEGRAM |
| PORTSMOUTH TIMES | ALBANY KNICKERBOCKER- | SALT LAKE CITY TRIBUNE |
| FARGO (N. D.) FORUM | PRESS | GREENVILLE (S. C.) PIEDMONT |
| TACOMA TIMES | ITHACA JOURNAL | OMAHA WORLD HERALD |
| LEXINGTON HERALD | SUPERIOR (Wis.) TELEGRAM, | AUSTIN (Texas) AMERICAN |
| OKMULGEE (Okla.) DEMOCRAT | PADUCAH (Ky.) SUN | FRESNO (Cal.) REPUBLICAN |
| HAMILTON SPECTATOR | ABILENE (Texas) REPORTER | VANCOUVER PROVINCE |
| LINCOLN STAR | PORTLAND OREGONIAN | EDMONTON JOURNAL |
| SASKATOON PHOENIX | CALGARY HERALD | OTTAWA CITIZEN |
| MOOSE JAW TIMES | LONDON FREE PRESS | LETHRIDGE HERALD |
| BOSTON POST | EVERETT HERALD | FINDLAY (OHIO) PUBLISHING |
| | REGINA LEADER | CO. |
| | WINNIPEG FREE PRESS | EVANSVILLE COURIER |
| | CLEVELAND PLAIN DEALER | WASHINGTON POST |
| | | MINNEAPOLIS TRIBUNE |

roximately one hundred days. 2,500 words daily.

e the most momentous story that has ever been secured for first the newspapers.

373 FOURTH AVENUE, NEW YORK

TIPS TO THE AD MANAGER

F. WALLIS ARMSTRONG COMPANY, North American Bldg., Philadelphia. Placing copy for a linoleum combination.

GEORGE BATTEN COMPANY, 381 Fourth avenue, New York. Sending out orders generally for E. A. Mallory & Son.

NELSON CHESMAN & Co., 1127 Pine street, St. Louis. Will make list during September for Marmola Company.

CRITCHFIELD & Co., Brooks Bldg., Chicago. Placing full page advertisements in newspapers for Firestone Tire & Rubber Company.

D'ARCY ADVERTISING COMPANY, International Life Bldg., St. Louis. Placing advertising for Indian Packing Company.

DARLOW ADVERTISING COMPANY, World-Herald Bldg., Omaha. Making up fall list for George H. Lee Company.

DIPPY & AITKIN, 12th and Filbert streets, Philadelphia. Placing the advertising for Mason Tire & Rubber Company. Placing the advertising for Eavenson & Sons, Inc., using only Philadelphia newspapers, but will gradually extend their campaign.

FERRY-HANLY ADVERTISING COMPANY, 1120 Walnut street, Kansas City. Placing the advertising for Kansas City Chamber of Commerce.

HANFF-METZGER, 95 Madison avenue, New York. Placing mostly full page copy generally for Famous Players-Lasky Corporation.

WYLIE B. JONES ADVERTISING AGENCY. Placing orders for Dr. Cary Marsh Root.

H. K. McCANN COMPANY, 61 Broadway, New York. Making contracts generally for Standard Oil Company.

MISS L. T. MARTIN, 280 Broadway, New York. Placing large copy with newspapers generally for Friends of Irish Freedom.

MUNYON HOMEOPATHIC REMEDY COMPANY, 54th street and Columbus avenue, Philadelphia. Usually make up their new list during September and October.

E. P. REMINGTON AGENCY, 1280 Main street, Buffalo. Again placing copy generally for Kondon Manufacturing Company.

RITESERVICE ADVERTISING AGENCY, 621 Broadway, New York. At present placing large copy in New York City and Washington, D. C., and contemplate adding more newspapers later to their list for American Committee for the Relief of Hungary.

SHERIDAN, SHAWHAN & SHERIDAN, INC., 30 East 34th street, New York. Will place their advertising in cities where local dealers will assume 50 per cent of the cost for Bethlehem Motors Corporation.

VANDERHOOF & Co., 140 S. Dearborn street, Chicago. Placing full page advertisement in National weekly newspapers for Commonwealth Motor Company.

VAN PATTEN, INC., 50 East 42nd street, New York. Sending out orders to Canadian newspapers and to newspapers in most large cities in the United States for Cosmopolitan Magazine. Also sending out new copy for Chalmers Automobile and Maxwell Automobile.

WOOD, PUTNAM & WOOD COMPANY, 178 Tremont street, Boston. Making up list for fall campaign for Peerless Knitting Mills Company. Placing advertising for American Woolen Company.

BROOKS, SMITH & FRENCH, INC., Detroit. Placing an extensive campaign for Larrows Milling Company.

W. A. PATTERSON COMPANY, INC., 1 Madison avenue, New York. Will place the account for Dailey & Co.

LIVE OAK OF HARTFORD TAKES UP NEW YORK AT BUFFALO

WHAT is a loss to the advertising field of Hartford is Buffalo's gain in the transfer of Walter A. Allen to the latter city to take charge of the



WALTER A. ALLEN

office opened there by the Manter nach Company, of which he is secretary, for as president of the Charter Oak Ad Club he played a big part in the live activities that have helped keep the Connecticut city up and doing things.

Mr. Allen's connection with the Manternach Agency dates back to 1913 when he joined the organization as manager of sales. His business experience started in 1902 when he gave up farm life at the age of 18 to enter a strictly commercial pursuit. During the period of ten years, he was connected with several large organizations including Field Work for Armour & Co, The Hartford Rubber Works Company (U. S. Tire Company), etc.

Mr. Allen has made a life study of selling and advertising. His experience is very practical, including work with manufacturers and then in the more strictly advertising business. He is, therefore, admirably fitted for his position of president of the Charter Oak Ad Club to which he was elected in 1918. Prior to that time he had served in the position as secretary to the club.

As secretary and then president of the Charter Oak Ad Club, Mr. Allen was largely responsible for the very active participation of the Ad Club in war work. The club handled advertising and publicity campaign for the entire state of Connecticut on Liberty Loan drives, War Stamp drives, etc.

"Automatic Newsboys" Now Serve Philadelphia

Slot Machines at Street Corners Deliver Copies of Public Ledger and Evening Ledger—No "Blanks"

PHILADELPHIA, Aug. 20.—Philadelphians may now purchase the Public Ledger and the Evening Public Ledger from "automatic newsboys" at various street corners throughout the city. Two cents dropped into a slot machine releases a copy of either of the newspapers. The machines are placed only at such corners as are not served regularly by "newsies," or which do not have newsstands.

One reason for installing the slot machines, according to announcement by the two newspapers, is that frequently the newsboys quit business early in the evening and often the newsstands close up soon after sundown.

In the case of the Public Ledger—the morning newspaper—only the local edition is put into the slot. With the Evening Public Ledger, however, changes are made as each edition appears "on the street."

The papers may be had for two cents only. If any other coin is dropped into the apparatus it drops out again. When the papers in the machine are exhausted, money dropped into them is automatically returned.

The machines are painted yellow.

Win Contest to Control Western Labor News

International Union Members Oust Editor Who Represented Their Rivals and Put Circulation Manager in Charge

WINNIPEG, Aug. 20.—A fight for the possession of the Western Labor News, formerly the official organ of the Winnipeg Trades and Labor Council, is one of the aftermaths of the Winnipeg general strike, and a phase of the struggle between the international unions and the One Big Union.

At a recent meeting of the Trades and Labor Council, which the international element declares was "packed," the O. B. U. carried a vote to take control of the council and all its property. The international men fought the transfer and won out.

It was held that the O. B. U. had no legal right to anything belonging to the Trades and Labor Council, which is a branch of works under the authority of the Dominion Trades Congress, with headquarters at Ottawa.

The Rev. William Ivens, one of the leaders in the recent strike, and a disciple of the O. B. U., has been dismissed as editor of the Labor News, and Alder-

man W. B. Simpson, formerly circulation manager, is in charge editorially until the status of the paper is definitely settled and a new editor appointed. In the meantime the One Big Union faction is preparing to issue a bulletin of its own.

The Western Labor News claimed a circulation of 30,000 as a weekly. During the strike period it was published as a daily.

WAGES UP AT ALBANY

Old Contract Allowed to Lapse by Mutual Agreement

ALBANY, N. Y., Aug. 18.—The Pressmen's Union No. 23 of Albany, which includes about 40 employes of local newspapers, has agreed to a new contract with the publishers, which calls for an increase in pay of \$5 a week for pressmen and \$4 a week for assistants. They will get an additional raise on January 1 of \$2 a week for all except female employes, who will get \$1.

J. S. CLARK, SECRETARY-TREASURER OF the Birmingham (Ala.) News, is in New York City for two weeks on business and pleasure and is stopping at the St. James Hotel. He is accompanied by Mrs. Clark.

Brooklyn has about 400,000 homes.

What have you to sell that goes into a home?

How many of these 400,000 Brooklyn homes contain your product now?

Here is a concentrated market, and all of the Standard Union circulation is concentrated in Brooklyn.

British News Agencies Busy in South America

John F. Barry Sees Need for More Extensive Service There by the Press Associations of the United States

John F. Barry, special staff correspondent of the New York Commercial in South America, writes from Para, Brazil, concerning the efficiency of the British system of news propaganda in that country. He points out the great amount of news matter furnished to the Brazilian papers from London, all of it written from the British angle.

Telegraphic dispatches have lately been specially emphasizing the dominance of England in the development of the airplane for commercial purposes, says Mr. Barry, while the reader is naturally disposed to believe that the United States is doing nothing at all in this line.

Mr. Barry notes the good work accomplished—although as yet only in a small way, comparatively—by the American press associations. He believes that an extension of this work, through which news of the United States will be made available to all South American newspapers, will prove to be the most vital factor in the extension of our trade to South America.

COX ATTACKS FOOD PROFITEERS

Ohio Governor-Editor Wants 2,000,000 Pounds of Food Seized

CLEVELAND, Aug. 20.—Governor James M. Cox, whose two newspapers, the Dayton News and the Springfield News, have been denouncing food profiteering, has asked United States Attorney-General Palmer to take steps to seize more than 2,000,000 pounds of meats alleged to be held in storage in this city in violation of law.

Many daily newspapers in other cities of Ohio are conducting campaigns against food profiteering, the subject furnishing more live-news copy just now than anything else.

The Fort Worth (Texas) Star Telegram has begun excavating for a new building, which will cost \$400,000 and which it will occupy exclusively. About \$200,000 will be spent for new equipment, including two high-speed Goss octuple presses and complete stereotyping equipment.

CHART FOR SPACE BUYERS

(Continued from Page 16.)

newspapers of the United States is \$106.7042236 an agate line.

Only Sunday issues of daily newspapers are included in the enumeration of Sunday newspapers in the United States.

Presents Unanswerable Arguments

This chart for space-buyers affords, in the astounding figures it presents, the strongest possible brief in behalf of newspaper advertising—showing the intensive way in which newspapers cover every market unit, the adaptability of newspaper campaigns to localized national advertising and the amazingly low rates at which the newspapers sell advertising space.

Used in connection with the detailed lists of newspapers, with their circulations and rates, contained in EDITOR & PUBLISHER for August 14, the task of making estimates for prospective advertisers on campaigns of any character or extent is made comparatively easy. The value of this chart and of the detailed lists to agencies is therefore apparent.

EDITOR & PUBLISHER, working in co-

operation with Barbour's Advertising Rate Sheets, Inc., presents this matter to its readers—the space-buyers, advertising agencies, national advertisers and newspaper publishers of the United States—with full realization of its immediate value and helpfulness to them. The task has been done in line with the policy of EDITOR & PUBLISHER to give the fullest measure of service—"a measure pressed down and running over." There is one element of selfish interest involved—the knowledge that "we grow as we serve."

SMALL PAPERS ALREADY FEEL PINCH

(Continued from Page 18.)

will put back on the market an amount of newsprint equal to that lost since the Niagara Mill of the International Paper Company has been closed. The Niagara Mill discontinued the manufacture of newsprint in February, 1918, when it went on war work and it is understood that the International has no present intention of returning this mill to newsprint production on account of the high cost of operation at that point.

Price Brothers & Company are understood to have placed orders for two 50-ton machines with an English firm. EDITOR & PUBLISHER learns from a well-informed source that work on these machines has not yet been started.

The International Paper Company has started work on a 200-ton mill at Three Rivers, Que., which may be ready for operation in two years. A 100-ton mill at Port Arthur, Ont., is being discussed for possible promotion.

Paper Mill, under a Washington date line in the issue of August 16, said:

"Outstanding facts in the newsprint situation today as Government officials in Washington view the matter show conclusively that the price of this commodity is bound to take another step up the ladder of high prices.

"First, in the cycle of events is the Canadian proposal of an embargo on wood pulp from Canada. There is an embargo now from Crown lands.

"Second, the proposal of the United States to repeal the Reciprocity agreement between the United States and Canada.

"Third, the demand of Europe for newsprint paper withholding from the American market Norwegian and Swedish exportation of wood pulp.

"Fourth, the absolute destruction of the extensive Russian spruce and hemlock forests, taking care of the European market for newsprint supplies and the necessary absorption of the Scandinavian output.

"Fifth, and perhaps more serious, is the growing scarcity of paper making materials in the United States.

"While the timber supply in the United States, if properly developed, would be entirely adequate for all demands of the paper consumer in the United States, the Forestry Division of the Agriculture Department predicts that within twelve to twenty years, the near market supplies will be entirely exhausted. This estimate is premised on the present consumption for both timber purposes and for supplies to paper manufacturers."

Mexican Press Makes Protest

The newspapers of Mexico have made vigorous protest against the invasion of their country by our military forces, sent in to capture the bandits who captured the U. S. aviators and held them for ransom. El Universal, of Mexico City, has discontinued its English-language section until such time as the American troops are withdrawn.

MORE THAN 38,000 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

REVISED PRICES OF LINOTYPES
Matrices, Parts and Supplies

Effective August 25th, 1919, the following prices of Linotype Machines supersede all previous quotations:

LINOTYPE MACHINES

Model 4	-----	\$3700	Model 16	-----	\$4150
Model 5	-----	3150	Model 17	-----	4350
Model 8	-----	3800	Model 18	-----	3700
Model 9	-----	4800	Model 19	-----	3900
Model 14	-----	4000	Model 20	-----	3100
Model 15	-----	2600	Model L	-----	2400
			Model K	-----	\$2700

Effective August 14, 1919, the following prices of Linotype Magazines, Linotype Matrices, and Linotype Parts and Supplies supersede all previous quotations:

LINOTYPE MAGAZINES

Model 5	-----	\$150	Model K	-----	\$165
Model 15	-----	155	Model 20		
Model 16-17	--	185	Upper Half	--	100
Model 9	-----	175	Lower Half	--	85

Auxiliary Magazines - \$30

LINOTYPE MATRICES

Two Letter Fonts		One Letter Fonts	
1,500 Matrices,	\$95	1,400 Matrices,	\$77
1,200 Matrices,	76	1,021 Matrices,	56
1,044 Matrices,	66	Sorts, - -	5½c Each
Sorts, - -	6½c Each	Model 20 Fonts	
Head Letter Fonts		523 Matrices,	\$120
1,031 Matrices,	\$170	Sorts, - - -	24c Each
Sorts, - - -	17c Each		

LINOTYPE PARTS AND SUPPLIES

All other Linotype Parts and Supplies are advanced 15%

THESE comparatively small advances are made necessary by greatly increased and increasing costs of manufacture and expenses in every branch of the business. All prices are subject to change without notice.

MERGENTHALER LINOTYPE CO.

New York, U. S. A.

MANY WOMEN ATTEND N. E. A. CONVENTION

Took Leading Part in Discussions—Their Place, as Factor Is Established—Mrs. Mabel Shaw Commends Work to Other Women

SEATTLE, Aug. 20.—One of the outstanding features of the annual convention of the National Editorial Association, held in the Pacific Northwest, was the turn out of women editors and publishers and the demonstration by their presence in the party of their importance as a factor in newspaper work. Never before in the history of the association have so many women editors attended a convention.

"Speaking generally and not specifically, I believe that women can be very successful in newspaper work," said Mrs. Mabel Shaw, owner and publisher of the Evening Telegraph, of Dixon, Ill., one of the 42 delegates from that State to the convention. "It is a work that will thoroughly absorb a woman's interest, and she will throw her whole soul in it."

Woman Can Be Power

Mrs. Shaw insists that a woman at the helm of a newspaper can be just as forceful a power in a community as a man, if she has the right spirit.

Mrs. Shaw has published the Evening Telegraph since the death of her husband, fifteen years ago.

Another interesting woman delegate to the convention is Mrs. Frank Edgcombe, of The Signal, of Geneva, Neb. Mrs. Edgcombe is the chief associate of her blind husband, who, though without sight, is the active publisher of the paper.

Women Attending

Other women delegates to the convention include Miss Patricia Studstill, of the Oddfellow, of Montgomery, Ala.; Mrs. Fred W. Allsopp, of the Gazette, of Little Rock, Ark.; Mrs. I. G. Stafford, of Sifting News, Idaho Springs,

Colo.; Mrs. H. E. Hogue, of the Herald, Eaton, Colo.; Miss Mareta Black and Mrs. W. L. Black, of the Daily News, Elgin, Ill.; Mrs. R. L. Davis, of The Register, Mt. Vernon, Ill.; Miss E. Alvord, of the Western Monthly, Chicago; Mrs. C. Woodring, of the Daily Journal, Peru, Ind.; Mrs. W. W. Aikens, of the Daily Star, Franklin, Ind.; Mrs. John Mead, of The Monitor, Fort Scott, Kan.; Mrs. W. A. Buckingham, of the American Post Women, of Baltimore, Md.; Mrs. Amanda L. Xanders, Columbus, Neb.; Mrs. D. R. Carlson, of the News-Tribune, Towner, N. Da.; Mildred Donahue, of the Enterprise, Palmyra, Wis.; Miss Hazel Hobart, of the News, Woonsocket, S. D., and Mrs. C. N. Searl, of the Herald, Humboldt, S. D.

START WORK ON NEW PLANT

Three Rivers Mill Should Be Completed in Three Years

MONTREAL, Aug. 20.—Work has been started on the new plant of the International Paper Company at Three Rivers, Que. This will cost in the neighborhood of \$4,000,000 and will have an output of some 200 tons of newsprint per day. Now that ground has been broken, the work is to be rushed with all possible speed and it is expected that the structure will be up by the end of the year. The plant will employ about 3,000 men and will be in operation in about three years.

The International Paper Company has absorbed the St. Lawrence Lumber Company, which has been carrying on operations at Three Rivers for some time.

Wins Prize with Essay

J. L. McCool, who has charge of the foreign advertising of the St. Paul Daily News, won the second prize for the best essay on the subject "The Advantages of Home Ownership," in the contest for a legend for the Victory arch erected in St. Paul in honor of soldiers returning from France.

EDITOR AND PUBLISHER

"GROWS AS IT SERVES"

- ☞ And an example of HOW it SERVES is shown in the presentation, with this number, of a SPECIAL SUPPLEMENT carrying a SPACE-BUYERS' CHART, in which the market units of the United States are outlined in groupings based on populations of cities.
- ☞ This chart shows the circulations and advertising rates of the daily newspapers through which these markets may be reached.
- ☞ This valuable statistical table has been compiled for EDITOR & PUBLISHER by Barbour's Advertising Rate Sheets, Inc., and its accuracy is guaranteed.

WHERE and HOW

—not to spend one's publicity funds is quite as important as the know-how of doing it right.

An experience in the handling of many millions of dollars has taught us many things.

This experience is at the service of a limited number of accounts, providing after investigation it should appear we could be of mutual value.

LIBERTY ADVERTISING AGENCY, Inc.

149 Fifth Ave., New York

Newark (N. J.) Ledger's Great Gains

First Six Months 1918—Total Lineage.1,954,802
 First Six Months 1919—Total Lineage.3,155,962
 Gain1,101,160

Percent Gain 51%

NATIONAL ADVERTISING

First Six Months 1918..... 18,032
 First Six Months 1919..... 132,138
 Gain 114,106
 July (Morning only) 1918..... 357,784
 July (Morning only) 1919..... 474,754
 Lineage Gain 116,970

This is the largest percentage gain in New Jersey for Display, Classified and National Advertising. Newark Morning Ledger, each day, is the highest priced morning newspaper in Newark, being 13 cents against 10 cents for the next highest priced home delivered newspaper.

Sale Price, single copies, Morning 2c, Sunday 5c
L. T. RUSSELL, Editor and Publisher

CARNEGIE DECLINED EDITORIAL JOB

Asked to Act as Editor of Pittsburgh Post For a Day or a Week, to Demonstrate His Ideas of Newspaper Making, He Begged to Be Excused

By Joseph S. Myers.

Ohio State University, Columbus.

The death of Andrew Carnegie reminds me of a meeting I had with the library-giving Scot more than a decade ago.

While I was managing editor of the Pittsburgh Post I conceived a brilliant idea, among others, please remember, and proceeded to act upon it, as a good managing editor should do.

Mr. Carnegie had shaken the dust of Pittsburgh from his feet, as many another steel millionaire has done after he has made his pile, and was living in his new mansion in Fifth avenue, New York. In those days Mr. Carnegie occasionally returned to Pittsburgh, where he was welcomed by his young partners whom he had transformed into millionaires, and by the reporters with whom he was on far better terms than most men of his class are. It is true that he had seldom had much of importance to communicate, but he liked to say something about his pets, the Carnegie Institute and the Carnegie Technical school, preparatory to giving them a few more millions in U. S. Steel 5 per cent bonds. Several times he had jokingly said that he would like to be a newspaper man, and it was even reported that he was going to be the angel for an endowed newspaper that would revolutionize journalism.

Here is where my idea came in.

The Big Idea

I would ask him to edit the Post for a day or week, or longer, to put into effect some of his notions as to how a newspaper should be edited. I wired him at once asking for an appointment, without, of course, telling the dark purpose. The answer came promptly, fixing the time for noon of the following Thursday.

After walking around the block two or three times so as to be punctual I was admitted and told to wait in a small room at the side of the front door until I could be announced to the laird. From there I was shown to a large room, the library, and a moment later Mr. Carnegie emerged from an adjoining room, greeting me cordially and inviting me into his office, or den or sanctum, another large room. After a few questions and answers about dear old Pittsburgh, I told him of my brilliant idea.

It would be easy here to put into quotation marks our conversation, if I were dealing in fiction, which I am not. When you read a conversation reported after several years you may be sure somebody is faking.

He Liked the Idea, But—

The great little man listened attentively with a growing smile, and when I had finished, admitted that he may have said once upon a time that he would have liked being an editor, but he had not thought seriously of rising to such heights. The experiment now suggested to him would be edifying and profitable, no doubt, but he would not be able to accept the invitation; he was busy, his health was none too good, perhaps some

"Dutch Boy Painter's" Fame-Maker Once Sold Books

WHENEVER you see a reproduction of the "Dutch Boy Painter,"



O. C. HARN

it is perfectly permissible to think of O. C. Harn. He originated the Boy, his business being at that time, and now, to see that the National Lead Company is properly and effectively advertised.

Mr. Harn has had splendid preparatory experience for an advertising manager's work.

Born in Dayton, Ohio, he was educated in Ohio Wesleyan University and then went to Cornell University, graduating from the Ithaca institution in 1894.

He had had some experience in business, having clerked it in a book store when he was a boy, but after he got his sheepskin he aimed higher, and covered a reporter's billet on the Cleveland Leader. The Cleveland Press wanted a good telegraph editor some time after that, and Harn got the job. Subsequently he edited the Interstate Architect and Builder and the Inland Grocer. That was the end of his editorial work.

He became advertising manager for the H. J. Heinze Company, but in 1905 took his training and his advertising activities to the National Lead Company. He was one of the organizers of the Association of National Advertising Managers, the predecessor of the A. N. A., and its second president. For two terms he was president of the Technical Publicity Association, and more recently was elected chairman of the National Advertising Commission.

When the Government needed the services of advertising men during the war, Mr. Harn became a member of the Division of Advertising of the Committee on Public Information. The efficient work he did on that patriotic body will always be remembered by his associates.

other time, and so forth. As it was not a time for arguing and coaxing, not much more was said, although I received the clear impression that the ironmaster was pleased, not to say flattered, for you know every man has a sneaking idea that he can edit a newspaper better than the man who is on the job.

As I arose Mr. Carnegie remarked that he always took a constitutional about this time of day, and asked me if I would like to walk with him. Of course I would. As we passed through the library I made some remark about his home, perhaps it was something about the pipe organ. Anyhow I got an invitation to see the house, and of course I praised his paintings, the magnificent dining room, or rather banquet hall, the organ.

We walked for half an hour through Central Park, my companion, of course, doing the talking. He spoke freely of the Carnegie Steel Company and its sale to the Steel Corporation. He spoke, too, of how he had built the Bessemer Railroad because his company could not get satisfactory freight rates to the lakes. Then he talked real estate, pointing out to me parcels of expensive land he had bought and sold at a profit, certainly.

ILLINOIS

The population of Illinois, 6,152,257, is six percent of the population of the United States.

Out of this, 76.7 percent are native born whites; 21.4 percent foreign born and 1.9 percent negroes.

Illinois, as a manufacturing state, ranks away up toward the top of the heap—as a railroad state, it is the king pin and as a farming state, the Illinois farms invoice higher per acre than do the farms of any other state.

From Chicago on the north to Cairo on the South; from Danville on the East to Quincy on the West; Illinois is made up of 58,980 square miles of "Business Opportunity."

In manufacturing, alone, Illinois producers merchandise to the tune of \$2,000,000,000.

Tryout campaigns in Illinois daily newspapers pay big profits. Use these daily newspapers listed here and get your share of this business.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M)	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	289,094	.38	.31
*Chicago Herald-Examiner (S).....	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E).....	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E).....	13,477	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, \$2,3304.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

URGES PUBLISHERS TO OPPOSE LICENSE BILLS

(Continued from Page 8.)

The axe would be slashing at the root of the tree of advertising immediately.

The war-time slump in revenue from railroad advertising due to national control would fade into insignificance before a nation of partly licensed, partly nationalized business. Not alone for selfish reasons should the publishing and advertising business oppose the license principle; from the pilot-house of business, editorial and advertising men can readily see that our nation cannot afford in this period of reconstruction and striving for world markets, to give up the tried and tested methods of large-scale competitive merchandising lubricated by the oil of advertising in exchange for wartime bureaucratic control of business.

A Muzzle for the Press

Not only a crippling loss of revenue and a denial of the great business service of advertising would result to the publishing business, but a license to every publication would be the most perfect muzzle for the press ever invented by republic or monarchy. Under the license régime, as so far explained, the editorial, news and advertising departments, the subscription and advertising rates, the wages and salaries, the postal habits and methods must all conform to the Washington idea.

The leaders of American thought, political and commercial, appear to have been tending away from the petty tactics of hampering big business merely because it is big. Taught by the war that powerful nation-wide business organization enables armies to go over the top to victory, taught by the national buying and selling pools of foreign business which American firms have had to fight single-handed, Congress recently passed the Webb-Pomerene Act, the first law passed contrary to the Sherman Act since 1890. By this act, numerous business men with limited individual capital, can combine into an association and increase their financial power.

Must Move with Events

Secretary Redfield, before the United States Chamber of Commerce recently deplored the suspicious attitude of the public toward big business and declared the Sherman law out of date. John Franklin Fort, ex-governor of New Jersey, now a member of the Federal Trade Commission, in the July Scribners says of the Webb-Pomerene Act:

"Let us give thanks that it is there (on the statute books)" and again, "All business in domestic and foreign trade should be fostered and left as unhampered and unrestricted as possible."

As men of the business world, as well as citizens, we must read affairs in their setting. The license principle, applied to all business may appear too obviously a stringent war measure, too absurd to be seriously considered in time of peace—read in the light of contemporary events, it needs a different interpretation. Not only do we have the testimony of the President of the United States that he believes in "permanent, similar (to food control act) provisions with regard to all goods destined for interstate commerce," but we have the demands of two million railroad men for part-nationalization, part labor-ownership of the entire rail system of the country.

It hardly behoves American leadership to allow lawmakers, unusually obsequious this one year out of four, besieged by a public goaded into exasperation by the high price level, to force the

Daily Mail Starts Campaign for American Comforts in English Homes

LONDON, Aug. 20.—American household efficiency and comfort devices are becoming so popular in England that the London Daily Mail has offered 2,500 prizes to architects and the public for plans and suggestions to revolutionize the interiors of antequely planned homes.

Even the American custom of heating houses with steam, formerly scorned in England, is making headway here, principally because of the dearth of servants and their antipathy to carrying coal to top floors. The Daily Mail says that 80 per cent of the fuel used in grates is wasted and reports that in a recent efficiency test a maid walked nearly a mile to make and serve a pot of tea.

nation to adopt as a temporary expedient a harmful principle which may later catch the popular fancy and in these times of unrest and indefinite dissatisfaction, form a demagogue's tool to cripple our economic future.

As Nicholas Murray Butler said recently: "To put the matter bluntly, there is under way in the United States at the present time, a definite and determined movement to change our representative republic into a socialistic democracy."

Leaders of public opinion must recognize this reactionary principle of licensed industry for what it is and may become; must definitely oppose reactionary legislative experiments that tamper with our industrial machinery in time of national crisis; must teach the public the difference between business bigness and badness; must find a method of controlling badness and stimulating bigness in industry—instead of applying the wet blanket of license over both the just and the unjust.



FLORENCE DAVIES

perhaps the most brilliant and thoughtful woman writer in the country, has contributed for years, a short, daily editorial:

"WOMAN'S VIEWPOINT"

A feature of unusual quality, and of the keenest interest. 6 times a week.

About 500 words.

Released by

Thompson
Feature Service

No. 443
Fourth Ave.,
NEW YORK

Bargain Tire Dealers Often Trap Unwary

Only Safe Procedure Is to Buy Products of Known Quality, A. A. C. of W. Bulletin Cautions Motorists

The unknown dealer in unknown tires and automobile accessories, who is here today and gone to seek greener pastures tomorrow, or who offers his "bargains" by mail from a far-away city, is in his glory at this season, says a bulletin from the Associated Advertising Clubs of the World. He is working night and day upon the principle of "gittin' plenty when he's gittin'."

There is more fraud, and therefore more loss, in connection with "bargain" automobile tires than in relation to other needs of the motor car owner, says the bulletin, because a layman cannot tell from the appearance of an automobile tire whether it is good.

The only safe procedure, it is suggested by the Association, is to buy a tire of known quality. The manufacturer of a tire which has stood the test of time cannot afford to put his name on a tire which will not give service.

The average wages of professors is eighteen cents an hour, according to a Harvard announcement that has just been issued.

PRAISES COUNTRY PRESS

A. A. A. Executive Committee Telegrams Greetings to N. E. A.

SEATTLE, Aug. 20.—In sending telegraphic greetings to the annual convention of the National Editorial Association, the executive committee of the American Association of Advertising Agents, said:

"We desire to record with your convention the belief of the organized body of ethical, creative, constructive advertising agencies of America that the country press is a promotion and a defense of national strength fundamentally essential to the progress and maintenance of the general welfare of the country. Every truly national undertaking, either social or economic, must have the aid of the country press to attain to proper success."

Harold McGrath Visits Old Shop

ALBANY, N. Y., Aug. 18.—Harold McGrath, novelist, became Harold McGrath, reporter, for a few minutes recently, when he visited the Knickerbocker Press editorial department, where he broke into the newspaper game. Several staff men who were in the employ of the paper when McGrath was a cub, greeted him and he was honor guest at an informal dinner given by his friends afterward.



The Best Rotogravure Section in America

A Complete 16-page "Movie" Magazine Free Every Sunday With

THE PHILADELPHIA

RECORD

Circulation—Exceeding 140,000—Advertising Rates
40c per Line—Yearly Contracts, 30c per Line

BRIEFS

SENECA (KAN.) TRIBUNE AND THE Seneca Courier-Democrat have been consolidated as the Seneca Courier-Tribune, a weekly. George C. Adriaance and Dora Adriaance are the publishers. W. H. Jordan published the Tribune until his death a short time ago.

J. N. STONEBRAKER, PRESIDENT OF THE Missouri Press Association, has sold the Carrollton (Mo.) Republican-Record to Harry L. Thomas. He has owned the paper for the past five years.

BUTLER (MO.) MORNING STAR IS A new newspaper, with Lewellyn Smith as editor.

ADA (OKLA.) NEWS, MARVIN BROWN, owner, has taken over the Ada Star-Democrat. Futher Harrison, former owner of the Star-Democrat. Luther Harrison, former owner of the Star-Democrat, will be assistant editor, and W. B. Little, business manager.

THE CLASS IN JOURNALISM OF THE Kansas City (Kan.) High School has received a new \$3,500 printing press and paper cutter, and will begin publication of a newspaper at the opening of school. Howard Morgan, former Kansas City Star reporter, will teach the classes.

MESSRS. CRAIG AND BARNES, OWNERS of the Athens (Tex.) Review, recently entertained their county correspondents with a luncheon and theater party.

Organization of the newsboys of Kansas City, Mo., into a labor union has received the endorsement of the Central Labor Union.

ALL DEPARTMENTS OF THE PERKINS (N. J.) Daily News recently held a "get-together" dinner at a hotel and a committee was appointed to form a permanent organization.

CLYDE E. MOCHMORE, city editor of the Ponca City (Okla.) Daily News, has been elected president of the American Legion post in Ponca City.

RAY MCGILL, OF DAWSON, GA., HAS been appointed local Cartoonist on The Atlanta Georgian. He has just returned from service overseas. Mr. McGill was formerly with the International Harvester Co., Chicago; also free lanced in Chicago.

MISS NORMA ABRAMS, WHO LEFT THE staff of the Seattle Post-Intelligencer a year and a half ago to go to France with the Red Cross, has returned home. She is official war historian of the medical and surgical departments of the Red Cross.

ELGIN (ILL.) DAILY COURIER WILL move into a new home early in the fall, its first change of location for thirty years. It will occupy the basement and first floor of the O'Beane Building.

STACY JONES, FORMERLY OF THE SEATTLE Post-Intelligencer, has returned from France where he served as an army field clerk.

Staff Changes

WALTER H. MAIN, SIX YEARS STATE editor of the Utica (N. Y.) Saturday Globe, has become an editorial writer on the Schenectady Union. He was formerly with the Troy Times.

JOSEPH S. ROGERS HAS RESIGNED FROM the copy desk of the Philadelphia Evening Public Ledger to conduct a circulation campaign for the Irish Press, Philadelphia weekly newspaper. He also established the Rogers Business Building Service with John L. Rogers, his brother.

JOHN H. MILLER, FORMERLY ASSISTANT Sunday editor of the New York American, has assumed charge of the new Philadelphia Ledger Photo Service.

BEVERLY RANDOLPH, RECENTLY ON the copy desk of the Philadelphia Public Ledger, is now on the Atlanta Georgian desk.

ASSOCIATION NEWS

NICHOLAS M. PETERS has been appointed chairman of a committee of the Syracuse (N. Y.) Advertising Men's Club to arrange for representation of the club at the A. A. C. of W. convention at New Orleans.

THE SUMMER MEETING of the Ohio Newspaper Women's Association will be held at Lakeside, August 22, 23 and 24. W. K. Matthews, editor of the Dayton Journal, will be one of the speakers.

WALTER C. JOHNSON, secretary and treasurer of the Southern Newspaper Association, who has been business manager of the Chattanooga News, has been made general manager of that paper.

BIG AD GAINS IN JULY BY N. Y. PAPERS

Every Newspaper Shows Increase in Volume Compared with Same Period a Year Ago—Totals Show High Tide for Mid-Summer Business

According to statistical tables just issued by the New York Evening Post, the newspapers of New York and Brooklyn all showed substantial gains in advertising volume during the month of July, 1919, as compared with the same month last year.

The total number of pages of advertising, of all classifications, printed in the Morning newspapers during July, 1919, carried a total of 4,974 pages, 2,176 pages in July, 1918.

The Evening newspapers, during July, 1919, carried a total of 4,974 columns, while in July, 1918, the total was 4,138 pages.

The Sunday newspapers carried in July, 1919, 2,452 pages, compared with 2,176 pages in July, 1918.

These figures cover seven Morning papers, nine Evening papers and nine Sunday issues.

GET \$5 WEEKLY INCREASE

New Scale Is Obtained by Winnipeg Newspaper Printers

WINNIPEG, Aug. 20.—The new scale for the newspaper printers in Winnipeg is \$35.50 for day men and \$38.50 for night men, eight hours, day, and seven hours, night. The new scale dates back to May 1.

The increase over the old rate is approximately \$5 a week. A new scale for the Winnipeg job men is now being negotiated. The agreement is good for one year.

Buys Dodgeville Chronicle

DODGEVILLE, Wis., Aug. 19.—The Chronicle, which has been published during the last seventeen years by John M. Reese, has been purchased by Byron D. Stokes, of Chicago, who has had many years' experience in the country newspaper field, as well as in metropolitan journalism.

Bristol May Have New Paper

BRISTOL, Conn., Aug. 19.—Connecticut newspapermen are interested in the rumor that the Bristol Press is to have a rival. Arthur Barnes, editor of the Press, just announces that his paper will "continue to dig out the news of the city."

Prints Peace Edition

The Worcester (Mass.) Telegram recently published a Peace Edition, devoted editorially to the part Worcester had played in the world war, which carried 11,081½ inches of advertising.



What West Virginia Supplies to You—

You may not know it, but West Virginia mines probably furnished the coal you burn in your home and your factory—and the miners are NOT foreigners. They are Americans whose families live near the mines and they read the West Virginia daily newspapers.

The crisp water cress you enjoy so with your meals in the country's best hotels and clubs probably came from West Virginia—even the beauty spots here produce wealth.

The great steel industry comes to West Virginia for the high grade limestone—hundreds of carloads a day—that is used in fluxing. The best steel you buy is made "best" by the best limestone from the great quarries that in West Virginia are operated by natives whose families read the local daily newspapers.

The apples, the peaches, the apple products and vinegar you use on your table—if you get the best—come from West Virginia and by the price you pay, you know the orchardists here are making big money. They read the West Virginia local daily newspapers.

The water power from the mountain streams of this "little mountain state" operate hundreds of factories that supply your silk hose and the woollens for your clothes. The factory workers are spenders—they read the local daily newspapers.

These readers buy what they see advertised in these local daily newspapers that they read.

	Circulation	Rate for 5,000 lines.		Circulation	Rate for 5,000 lines.
Bluefield			Martinsburg		
*Telegraph ... (M)	5,463	.02142	†Journal (E)	3,249	.0129
Charleston			Moundsville		
†Gazette (M)	11,410	.03	*Echo	1,730	.0115
†Gazette (S)	11,700	.02	Parkersburg		
†Mail (E)	9,336	.025	*News (M)	6,239	.02
Clarksburg			*News (S)	6,239	.02
†Telegram (E)	7,864	.02	†Sentinel (E)	6,695	.017
†Telegram (S)	8,351	.02	Wheeling		
<small>After Feb. 1st, 1920..... .025 line flat.</small>			†Intelligencer .(M)	10,139	.0325
Fairmont			†News (S)	14,749	.04
*W. Virginian. (E)	5,192	.02	†News (S)	17,800	.05
Grafton					
*Sentinel (E)	2,275	.014			
Huntington					
†Advertiser ... (E)	8,524	.02			
†Herald-Dispatch (M)	11,165	.02			
†Herald-Dispatch (S)	11,599	.02			

*Government statement, April 1, 1919.
 †A. B. C. statement, April 1, 1919.
 ‡Publishers' statement, April 1, 1919.

Read Up on West Virginia!

EDITORIAL

CONSERVATION AS A POLICY, NOT MERELY AS AN IDEAL

FOR the first time within the recollection of men in the newsprint industry it has not been possible during the summer months this year to accumulate surplus stocks to meet the usual fall and winter needs of the newspapers. Shipments, for three months past, have been in excess of production. Mill stocks are lower than ever before—below the line of safety.

In face of this situation, and with the assurance of a very great volume of fall and winter advertising, publishers should cooperate in strictly enforcing sensible conservation policies.

This does not mean that advertising revenues are to be ruthlessly sacrificed, or that worth-while feature matter should be cut out. It does not mean that we shall have to sacrifice the actual value-factors in our newspapers.

It does mean that paper waste must be stopped. It means that the re-adoption of the old system of returns, even on a limited scale, is unthinkable. Returned copies of a newspaper represent sheer waste of newsprint—that basic commodity without a supply of which a newspaper ceases to be. To adopt this old and wasteful policy, the need for which does not now exist, is to court disaster. There is a higher consideration involved here than that of meeting the suicidal competition of some rival newspaper—the consideration of the common good and the public interest. That should be controlling. A waster should not be permitted to force his own policies upon his competitors.

Happily, there is no general tendency among publishers to revert to the return privilege. A few instances have been noted, and they should be promptly corrected. The old virus in the blood of circulation men—prompting them to adopt any and every measure for capturing the last possible reader—was pretty thoroughly eliminated during the war period. If it shows signs of renewed activity, the common-sense curative should be applied.

A BIG IDEA WINNING FAVOR

WHEN the proposition of R. D. Blumenfeld, editor of the London Express, for an interchange of staff men, for periods of a year, between British and American newspapers was first made through the columns of EDITOR AND PUBLISHER it must be confessed that it did not win immediate approval on the part of our newspaper executives. It appealed at once to some, but others looked upon it as merely an idealistic plan, not likely to be seriously undertaken.

The leading British publishers, however, acted promptly on the suggestion, and proceeded to name a committee to formulate details. In a recent issue of EDITOR AND PUBLISHER a distinguished British newspaperman, J. R. Scott, of the Manchester Guardian, who has been visiting New York, expressed his cordial approval of the idea and proposed that the plan be made to include men in the business departments as well.

That a favorable public opinion is developing among our publishers is shown by the messages of approval printed in EDITOR AND PUBLISHER from such leaders of the American press as Melville E. Stone, Cyrus H. K. Curtis, Marcellus E. Foster, Hon. Guy U. Hardy, Herbert L. Bridgeman, R. A. Crothers, W. H. Dodge, Clark Howell and J. K. Ohl.

This plan of Mr. Blumenfeld's was conceived in broad vision. It takes into account the new conditions in the world, calling for better understanding and closer unity between English-speaking peoples. It offers no immediate revenue gains to those who participate in it. But it does offer an opportunity to build for the future welfare of mankind—to set in motion those forces which shall be potent for future peace and concord among the nations.

IN his comment on the newsprint situation in EDITOR & PUBLISHER, Paul Patterson, of the Baltimore Sun, speaks of certain newspapers "going back to the return privilege." "Going back" is the proper phraseology. And in a time when the only safe road is the one that leads forward!



TIMELY SERVICE

THE three-pages wide tabulation by States and market classifications, based on population groupings, of circulations and advertising rates of the English-language daily newspapers of the country, prepared for EDITOR & PUBLISHER by Barbour's advertising Rate Sheets and published as a supplement with this issue of EDITOR & PUBLISHER, contains such obvious factors of value to space-buyers that the need for comment on this head is negligible. Needless to say it is like all "E. & P." and "B. A. R. S." Service Features—close to 100%. Indeed, so confident are we of the accuracy of Mr. Barbour's work that we will pay \$1 to any one pointing out an error in it.

This service-feature is presented at a time when it will prove especially helpful to those who are planning fall and winter advertising campaigns in the newspapers. Such campaigns are now in the making. The rate men in the agencies are unusually busy. Market units are being studied more closely than ever before. Lists of newspapers to be used are being prepared with care as to their adaptability to the selling campaigns in hand.

The relation which a newspaper bears to a market unit—a city or section—is a subject for close analysis by space-buyers. It is a subject on which they welcome actual information—not mere general claims, which no longer exercise their old spell. The facts as to circulations and rates of newspapers—supplied by EDITOR & PUBLISHER in this and previous issues—are highly important, of course. They serve space-buyers as a means by which to visualize fundamentals.

It remains for the publishers of newspapers which dominate their fields—or which have in their communities special prestige and influence with the people—to give to space-buyers for national advertisers that intimate information which it is impossible to carry in statistical tables. Publishers are sometimes inclined to take too much for granted. They know the reasons why their papers may not be overlooked in campaigns of localized national advertising; their local merchants know, and their readers know. But space-buyers for national advertisers may not know, or give proper weight, to these reasons. They are in a mood to listen. They want the facts. They want to be able to appraise the elements of value in every newspaper which is available for selling service to them.

Publishers, therefore, have before them an opportunity for advertising their newspapers to buyers of space in a constructive way—giving to national advertisers in detail the information about their newspapers which these advertisers are eager to get and to consider. This is the new era in advertising—in which facts count large. It is a time when the old attitude of stand-patism is no longer impressive.

Buyers of advertising, nowadays, expect that those who have space to sell shall themselves utilize advertising in selling it.

STANDARD OIL ADVERTISING

ARTHUR BRISBANE, in his widely printed column, "To-day," intimates that newspaper criticism of Standard Oil and the Rockefeller interests has been tempered—and, in some instances stilled—through the generous distribution of Rockefeller advertising. He mentions particularly "Nujol" advertising.

It is hard to take Mr. Brisbane seriously in this attack upon the essential integrity of the press. And it is still harder to see what public interest is served by this brilliant writer through an attempt to destroy the confidence of the people in their newspapers.

Would Mr. Brisbane have his public believe that our newspapers, for the most part, are for sale—so far as their editorial principles and public obligations are concerned—to any rich man who desires to muzzle them through buying advertising space in their pages?

If this were true the cause of democracy in our land would be lost. It is not true, of course. It has never been true. It never will be true.

There are, certainly weak and venal publishers, a few of them in every country in the world, who strive to use their newspapers as mere instruments of private greed or indirect blackmail. Every industry and every profession is cursed with some men of this breed. But to make the indictment general, as thoughtless critics sometimes do, is quite as foolish as to charge a whole people with crime.

Advertisers in newspapers buy space in which to develop markets for their goods. They do not thus purchase immunity from criticism. This is assured through but one course—living and acting in such a way that criticism is not justified.

Corrupt newspapers would be quite as great a menace to the public good as corrupt courts. Americans know that the charge of corruption will not hold against either. To utter such a charge is an offense not to be lightly overlooked.

THE GOOD SHIP, "EDITOR"

THE U. S. Shipping Board has launched, at Seattle, a 9,600-ton freighter, named "The Editor," in honor of the newspaper men and women of the country. While this particular publication naturally regrets that the words, "& Publisher" were not included, yet must we summon enough grace to express proper appreciation, on behalf of the editorial profession, for the compliment. But why, it occurs, should the name have been bestowed upon a freighter, instead of a passenger ship? Has the Government chosen by this means to subtly acknowledge that the editors of the country have been patient bearers of public burdens during the great world crisis? Is it in the official mind that this role should be made a perpetual one?

Now that "The Editor" has been launched, sponsored by Mrs. Hardy—whose husband is a good editor and a good public servant—may the staunch craft soon start upon the first of a long list of happy and useful voyages, living up to the traditions clustering about its name. May no useless cargo ever encumber its valuable space, nor deadhead freight be carried just to please the shipper! May it never alter its course to suit the whim or caprice of wind or wave—or King, merchant or serf! May it be fortunate enough to avoid a libel suit! May it be the servant of all—the slave of none!

"I BELIEVE a limitation of matter other than advertising should be put in effect," says J. H. Higgins, of the Boston Herald, in discussing conservation measures. Let the limitation begin with baseball, the most overplayed topic of news in our papers. Let it include advance notices of amusements. Let it extend to the deletion of all press agent stuff!

A TAILOR, in a Western city, conceived the idea of wearing better clothes than any other man in town. He found that it paid. Publishers who have advertising to sell find it equally profitable to do a little better advertising than even the most progressive of their advertisers do.

August 21, 1919. Volume 52, No. 12.

EDITOR & PUBLISHER

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PERSONALS

IN THE EDITORIAL ROOM

Lt.-Col. E. W. M. Grigg, who is the Prince of Wales' military secretary on his Royal Highness' Canadian tour and American visit, was associated with the London Times and the Outlook (London) before the war.

Hugh Ayres, a reporter on the Manitoba Free Press, has started out to see the world. He will have a look at California and Honolulu for a beginning.

Edward Doherty of the Chicago Tribune editorial department is on a vacation.

John Gairing of Chicago, editor of the Publishers' Auxiliary, the weekly newspaper organ of the Western Newspaper Union, is on a month's vacation.

James Hamilton Lewis, former U. S. Senator from Illinois and member of the Press Club of Chicago, was guest of honor at luncheon in the club last week, addressing members on "The Government Duty to Relieve Citizens of the Expensive Burden in the Cost of Living."

Frederick A. Shepherd, city editor of the Waterville (Me.) Sentinel, who has been in France nearly two years for the Y. M. C. A., has arrived at Hoboken, and is expected to return to Waterville soon.

City Editor Herbert M. Sawyer of the Worcester (Mass.) Telegraph is passing his vacation at his bungalow at Cox's Head, near Bath, Me.

John Clair Minot, recently returned from duty overseas, now connected with the editorial staff of the Boston Herald, is having a rest at his former home in Belgrade, Me. He was at one time associate editor of the Augusta Kennebec Journal.

Roy Atkinson of the Boston Post, formerly connected with the editorial staff of the Augusta Kennebec Journal, has just completed a vacation of two weeks at his home in Farmington, Me.

Captain Carl F. White, former telegraph editor of the Kansas City Journal, has returned from overseas and is on a leave of absence. He has not yet decided whether to enter newspaper work again, or remain in the army.

John W. Keys, a reporter on the Kansas City Star, and a sergeant-major of the 140th Infantry, has been given an official citation for distinguished and exceptional bravery in action.

After two years with the army, Lieut. Angelus Birch, a former Topeka (Kan.) Capital reporter, is visiting in Topeka on thirty days' leave. He was wounded in battle just an hour before the armistice was signed.

R. W. Atkeson has been appointed editor of the Butler (Mo.) Democrat, succeeding Sam Davis. He is a son of W. O. Atkeson, former editor of the Bates County (Mo.) Record, and served with the A. E. F. in France.

Frank E. Burkhalter, a newspaper man, formerly with the Houston Chronicle, Fort Worth Record, Waco News and San Antonio Express, has been placed in charge of the publicity department of the South in the campaign for funds for the Baptist Church.

Emil E. Hurja, who was recently discharged from the air service of the army, is in Texas making a tour of the oil fields, representing the Seattle Post-Intelligencer, the Morning News and Scientific Press of San Francisco and a string of papers in Alaska—Fairbanks, Alaska, being his home.

E. Newkirk, who formerly published a small country newspaper in

New Mexico, has joined the reporting staff of the Seattle Times, having just been released from the army.

Hamilton Easter Field, art editor of the Brooklyn Daily Eagle, had a narrow escape from death while motoring in Maine, when his car collided with another automobile and was hurled into a ditch. He was uninjured.

Herbert Graham, recently mustered out of army service as a captain, who had planned to take the state desk of the Lexington (Ky.) Herald, has bought an interest in the Frankfort State Journal, and instead will be connected with that paper.

Charles N. Christman, for many years with the editorial department of the Philadelphia North American, has been appointed city editor, to succeed James S. Benn. The latter was named by Governor Sproul as a Public Service Commissioner at a salary of \$10,000 a year.

Carl Zeisberg, who recently returned from overseas, where he served in the 79th Division, has joined the editorial staff of the Philadelphia Evening Bulletin.

Stuart H. Perry, of the Adrian (Mich.) Daily Telegram, was given the honorary degree of master of arts as "an editorial writer of widely recognized merit" at the commencement of the University of Michigan, from which he was graduated in 1894.

Edgar A. Waite, for four years in the International News Service at New York, Los Angeles and San Francisco, has assumed the post of associate editor of the Santa Rosa (Calif.) Republican.

IN THE BUSINESS OFFICE

B. R. Brooker, who has been in charge of the automobile advertising of the Winnipeg Free Press, has been appointed promotion manager. He will continue to direct the news side of the automobile pages of the Press.

G. E. Rice, manager of La Pas Herald at Las Pas, Manitoba, is visiting Augusta, Waterville and other Maine cities. He has seen overseas service.

WITH THE AD FOLKS

Fred Shoknecht has left the St. Louis Republic's advertising department to join Howard Lee Bergen's advertising service.

J. Albert McCollum, formerly of the advertising department of the St. Louis Republic, is advertising manager of the Traffic Motor Trust Corporation of St. Louis.

Witold Markwitz, recently with the Bush Advertising Service, and previously with Blackman-Ross Company, is now connected with the New York office of the S. C. Beckwith Special Agency.

The Western Advertising Agency of Racine, Wis., has engaged W. A. Jones, advertising manager of the LaCrosse Tractor Company, to take charge of its agricultural department, beginning September 1.

"Arch" Jarrell, who since his return from overseas has been connected with the advertising department of the Topeka Capital, has resigned to become assistant to Z. G. Hopkins, special assistant for the southwest region of the U. S. Railroad Administration.

Lawrence H. Merrick, formerly editor of the Zanesville (Ohio) Times-Recorder, staff correspondent for the United Press, and special writer for the New York World, has become advertis-

Nathan Hale, Famous Journalist, was Born 135 Years Ago

On August 16, 1784, Nathan Hale, journalist and author, a nephew of Nathan Hale, the patriot, was born at Westhampton, Mass. In 1814 he became proprietor of the Boston Daily Advertiser, which paper he conducted for nearly 50 years. At first a Federalist, he became a Whig when that party was organized, and finally a Republican.

He was a strong opponent of the slave power, and antagonized the repeal of the Missouri compromise and the Nebraska bill in 1854. He was chairman of the commission which created the water works of Boston; was president of the Boston & Worcester Railroad, and was a member of the State Legislature, and one of the founders of the North American Review.

He died in Brookline, Mass., on February 9, 1863.

editor manager of the Cambridge (Ohio) Daily Jeffersonian.

Charles J. Hazen, formerly advertising manager of the General Tire & Rubber Company, Akron, Ohio, has been appointed advertising manager of the Marathon Tire & Rubber Company, Cuyahoga Falls.

Mitchell Loeb, recently commercial art teacher in New York high schools, has associated himself with and is directing the art department of the Arthur Rosenberg Advertising and printing Service.

Wallace Perry has resigned his position as state editor for the Daily Oklahoman of Oklahoma City to become publicity manager for the Seamans Oil Company and associated concerns, in New York City.

L. L. Putnam, formerly advertising manager of the Modesto Evening News, and for twelve years in the advertising department of the San Francisco Examiner, has been appointed advertising manager of the Santa Rosa (Calif.) Republican.

HOUSTON TO BAN BILLBOARDS

Mayor Asks for Ordinance That Will Prohibit Them

Houston, Tex., Aug. 19.—Houston has started a movement to rid her landscape of the unsightly billboards. Mayor Ammerman has asked City Attorney Krahl to prepare an ordinance forbidding them.

Houston has one of the most beautiful boulevards in the country on her main street, and objects to the billboards that line that aristocratic thoroughfare telling where she can buy motor cars, food-stuffs and patent medicines.

A. B. C. Reports

CHICAGO, Aug. 20.—The Audit Bureau of Circulations has issued reports on the following newspapers:

Oil City (Pa.) Derrick, Titusville (Pa.) Herald, Warren (Pa.) Evening Times, Denver Post, Denver Times, Denver Mountain News, Elyria (Ohio) Telegram, Hastings (Neb.) Daily Tribune, Harrisonburg (Va.) Daily News-Record, Lewiston (Me.) Daily Sun, Lewiston (Me.) Evening Journal, Lewiston Saturday Journal.

Martinsburg (W. Va.) Evening Journal, Salt Lake City Deseret News, Salt Lake City Telegram, Salt Lake City, Tribune, Scranton (Pa.) Republican, Scranton Times, Syracuse (N. Y.) Herald, Syracuse Journal, Syracuse Post Standard.

Charlotte News Changes


The Charlotte (N. C.) News has appointed J. P. Hutto, formerly of Alabama, city editor, and J. H. Brittain, formerly with the Birmingham News, circulation manager. Julian S. Miller will continue as editor.

Horicon Reporter Sold

HORICON, Wis., Aug. 20.—The Reporter, which has been edited and published by A. A. Washburn for the last twenty years, has been sold to Henry Hoate, of Janesville, Wis.

Joins A. N. P. A.

The Newburgh (N. Y.) Daily News has been elected to associate membership in the American Newspaper Publishers' Association.



The Haskin Letter has a direct appeal for the solid reader.

ONLY PRACTICAL TALKS AT SESSIONS OF A. A. C.'S NEWSPAPER SECTION

Ban Has Been Put On Generalities At New Orleans Convention and Discussions Will Be Limited to Topics That Pertain Strictly to Advertising Departments

THE Daily Newspaper Department of the Associated Advertising Clubs of the World has put its ban on speeches containing generalities at the New Orleans convention of the Association, September 21-25.

It has prepared, instead, a program of about two practical talks each day. After this part of each day's program, it will go into executive session and discuss matters and ideals pertaining strictly to the advertising departments of daily newspapers.

Here Is the Program of Talks

The program of talks, as just announced by Charles Miller, advertising manager of the Birmingham (Ala.) News and secretary-treasurer of the Daily Newspaper Department, is as follows:

Jason Rogers, publisher, New York Globe—"Necessity for a Greater Standardization of Newspaper Advertising."

Frank D. Webb, advertising manager, Baltimore News—"Selling the Local Representative for Nationally Advertised Goods on the Use of the Newspapers in His District."

James W. Brown, publisher, EDITOR & PUBLISHER—"Proper Advertising Rates."

James O'Shaughnessy, executive secretary, American Association of Advertising Agencies—"The Relation of the Advertising Agency to the Newspaper and Advertiser."

Fred Millis, assistant advertising manager, Indianapolis News—"Building Steady Business."

William Woodhead, former president of the A. A. C. of W., now director of advertising publicity for the Sperry & Hutchinson Company—"Value of Trading Stamps."

Major Roy Dickinson, associate editor, Printers' Ink—"Proper Compensation for Advertising Solicitor's Labor."

A. B. Weitz, advertising manager, Tulsa (Okla.) Democrat and Morning Times—"Automobile Show Under the Auspices of a Newspaper."

Herman Phillipson, Dallas Times-Herald—"Converting National Advertisers to the Use of Daily Newspapers."

A. L. Shuman, Fort Worth Star Telegram—"Build-a-Home Campaign."

A. A. Brentaino, Evansville (Ind.) Courier—"Making Special Editions Popular and Profitable."

There may also be a talk by George Creel and one or two others.

Will Discuss 20 Topics

The department also has prepared a list of twenty topics it will discuss at the convention and has sent these to 700 newspapers, inviting them to be represented at the convention. The topics are:

- The value of co-operation with national advertisers, and to what extent should it go?
- Should newspapers sell merchandise in order to obtain advertising?
- Flat rate versus sliding scale.
- Should the local and foreign rates be equalized?
- Uniform rate card.
- The movie and vaudeville rates.

The best plan for notification of local and foreign raise in rates.

Should the newspaper or the advertiser pay the agency commission?

Amusement publicity.

Automobile publicity.

Why questionable advertising of all kinds should be eliminated—and what is considered questionable?

How best to regulate compensation of advertising solicitors, in view of increased cost of living.

Bonus versus salary increase. (A very definite plan which has been in successful operation for more than a year, and which has resulted in 1,500,000 lines local gain, will be disclosed.)

Should newspapers furnish free art work and cuts?

Should there be a free or paid exchange of mats and cuts?

The use of news style heads on advertisements.

Should newspaper contracts be made for one year or more?

Uniform style of makeup.

The value, if any, of special editions.

Do scheme pages lower the standing of a newspaper?

Best methods to build up classified advertising.

To "Convert" Big Buyers

Considerable time also will be spent in discussing plans for converting national advertisers to the use of daily newspapers by selling local representatives.

For the benefit of newspaper publishers who join the Daily Newspaper Department, the dues of which are \$10 a year, the department will prepare and send out a complete digest of the entire proceedings, so that publishers who have no representative present will get a good idea of what was accomplished. Only representatives of publications which hold membership in the department will be admitted to its executive sessions.

"It is our intention to make the Daily Newspaper Department sessions at the convention of real value to newspapers throughout the country, and I believe every publishers who sends his advertising manager to the convention will be repaid a hundred-fold," Mr. Miller, the secretary-treasurer, writes EDITOR & PUBLISHER.

Hold Annual Picnic

Employees of the Manitoba Free Press held their annual picnic to Grand Beach on August 9. Five hundred attended. A special edition, called "The Harpoon," was issued and sold on the picnic train.

Herman G. Halstead, vice-president of the Paul Block Co., has returned from a business trip through the South.

I. N. S. REPORTS GO IN RECORDS

British Atrocities in Egypt Are Alleged In Peace Conference Protest

WASHINGTON, Aug. 18.—Senator Borah, of Idaho, today read into the Congressional Record the report carried by the International News Service on alleged British atrocities in Egypt as charged in the protest filed against the British protectorate in Egypt with the Peace Conference at Paris.

Senator Borah charged that the reason news of these alleged atrocities had not been reported from Paris was because the two biggest continental news gathering agencies, Reuters and Havas, are dominated by the British and French governments.

The International News Service carried the first of the Egyptian stories August 16 as a special feature, and continued to carry stories quoting from and based on the report to the Peace Conference on Monday, Tuesday and Wednesday of this week.

The State-Lake Theater, Chicago, has installed a playroom for children.

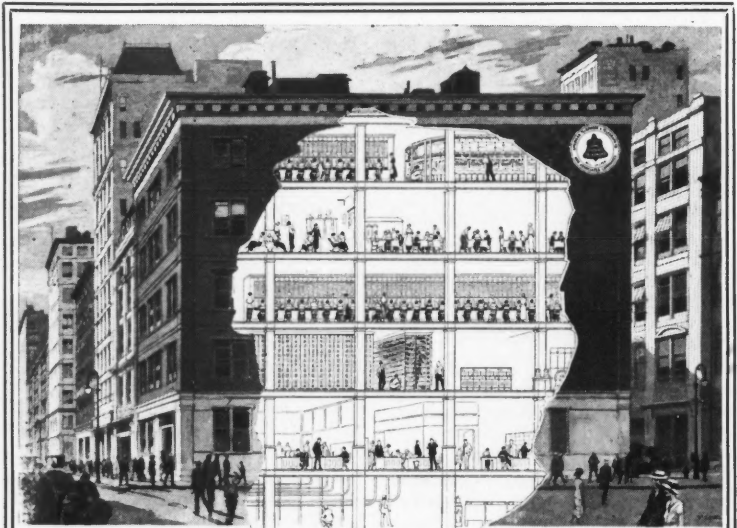
JOINS NATION'S BUSINESS

J. F. Jarrell, Kansas Newspaper Man, Will Be Transportation Editor

TOPEKA, Kan., Aug. 20.—J. F. Jarrell, former publicity director for the Atchison, Topeka & Santa Fe, but during the war connected with the railroad administration in Washington, has resigned to become transportation editor of "The Nation's Business." Prior to his taking the position, Jan. 1, next, he will have charge of a publicity campaign of the United States Chamber of Commerce, publishers of the paper.

Mr. Jarrell is a well-known Kansas newspaper man, having been connected with the Kansas City Times, Topeka State Capital and owner of the Holton (Kan.) Signal, prior to entering the Santa Fe service in 1909. His wife, Mrs. Myra Williams Jarrell, is a well-known newspaper woman, having been connected with Topeka papers as society editor and special writer for years. Two sons, Sanford and Archibald, also are newspaper men.

Now turn to page 36. It will interest you.



The Great Task of Construction

With the coming of peace the Bell System faced an enormous construction program. Conditions arising from war resulted in the wiping out of the reserve equipment normally maintained, and necessary to give prompt connection to new subscribers. The release of industry and accumulated growth of population now makes telephone demands almost overwhelming. Telephone construction, including buildings, switchboards, conduits, cables and toll lines, must, from its inherent nature, be undertaken in large units. A metropolitan switchboard, with its tens of thousands of parts, may require from two to three years to construct and install. Only great extension can meet

the present excess burden of traffic and provide for future requirements. Extension which cares for immediate demand only, is uneconomical and calls for continuous work of such a character as to be frequently detrimental to the service.

During the war the Bell System devoted all its margin to the needs of the Government. The great task of getting back to normal pre-war excellence of operation requires the re-establishment of an economic operating margin capable of taking care of a larger growth than has ever before confronted the Bell System.

Construction is being pushed to the limit of men and materials; while every effort is being made to provide the best, present service.



American Telephone and Telegraph Company and Associated Companies

One Policy

One System

Universal Service

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

N. Y. PRESSMEN WIN NEW WAGE CONTEST

Majority of Arbitration Board Extends Increase of \$6 Weekly to Foremen and Assistant Foremen—Louis Wiley Dissents

A dispute between the Newspaper Publishers' Association, of New York City, and the Web Pressmen's Union as to whether the decision of an arbitration board, rendered May 3, granting an increase of \$6 weekly to all journeymen members of the union, applied as well to foremen and assistant foremen, has been decided affirmatively, in favor of the union.

Votes in favor of this interpretation of the arbitration board, composed of Charles Stelzle, chairman; Albert Kreitler, representing the pressmen, and Louis Wiley, business manager of the New York Times, representing the publishers, were cast by Mr. Stelzle and Mr. Kreitler, with Mr. Wiley dissenting. A statement issued by Mr. Wiley, explaining his dissent, reads:

"Stamps Bonus as Wage"

"The only question before the arbitration was the establishment of a minimum wage scale. "The request of the pressmen's union is similar to that made by the typographical union and refused by the arbitrator in that case. "The decision tends to make a bonus, such as is paid a foreman above the wage scale, a part of the scale. "The statement signed by Messrs. Stelzle and Kreitler stamps a bonus as a wage, destroying the plan of a fixed scale, because bonuses differ in every pressroom. "The decision tends to diminish the control of owners or publishers over their pressrooms and lessens their authority over their foremen, who as members of the pressmen's union possessing superior ability, have been placed in executive positions and given much responsibility as representatives of owners and publishers."

The Union's Contentions

The decision which grants foremen and assistants the same increase in wages as other members of the pressmen's union, is as follows:

"It is contended by the union that since the foremen and assistant foremen are members of the union it applies to them equally with all other journeymen—especially in view of the fact that the union made the following paragraph the basis for discussion: 'The union requests an increase of \$9 per week for all journeymen members over the present wages paid.' "The publishers on the other hand insist that the pay of foremen and assistant foremen did not enter into the discussion and that it was not a subject for arbitration because the only matter under consideration was the minimum wages to be paid to journeymen and that whatever is paid to foremen in excess of this minimum wage is purely a matter between publishers and foremen and assistant foremen. "The union declares that the subject submitted for arbitration was not the minimum wage but an increase in wages for all journeymen members above the present wages paid."

A Preliminary Issue

"Furthermore, it is contended by the union that the question of the increase in the foremen's wages was a point at issue in the preliminary discussion before the case came to arbitration and that by mutual agreement this point was referred to a committee consisting of Mr. Polachek and Mr. Simons, who together were to frame up the points to be arbitrated. It is asserted by Mr. Simons that it was agreed that the union was to incorporate in its demand a comprehensive statement which should include all points, not mutually agreed upon during the preliminary discussion. "This, it is declared by the union, was its understanding when it inserted the clause which stated that the increase was to be given to all journeymen members, as the question of the pay to be received by the foremen and assistant foremen had not been settled in the preliminary controversy. "The union also said that while no reference was made specifically to foremen and assistant foremen when the case was being arbitrated, it was understood that while the arguments made by the union were upon the basis of a minimum or 'living' wage, foremen and assistant foremen should also share in any advance that might be given the other journeymen members of the union as they deserved at least a proportionate increase in their wages."

Cites a Precedent

"Reference was made by the publishers to the decision rendered by Frank Morrison in the case of Typographical Union No. 6 and the Publishers of New York, during which arose the question as to whether or not the advance granted the journeymen should apply to foremen in the composing room. Mr. Morrison decided that the increase was to be granted only to the journeymen compositors and not to the foremen."

"However, the Web Pressmen's Union insists that its case is not parallel—that it was understood by them that the foremen were definitely included in the request for an increase of nine dollars per week and that this was not so in the case of Typographical Union No. 6. "Apparently, therefore, there seems to be a misunderstanding between the Web Pressmen's Union and the Publishers' Association as to who was to be included in the demands made by the union—the union assuming that it included the foremen and assistant foremen and the publishers understanding that it applied only to pressmen in charge, and all other pressmen actually working on the presses."

Voluntary Increases

"However, the fact that practically every newspaper connected with the Publishers' Association of New York City gave the increase to its foremen and assistant foremen without any question seems to imply that the pressmen's view of the case was accepted by these publishers. "It was stated that only two newspapers had declined to grant an increase in the wages of foremen and assistant foremen, although it was stated that in some instances the advance was given by other newspapers merely because it was believed by their publishers that the foremen and assistant foremen deserved at least a proportionate increase in their wages without regard to the union's demands. "That the publishers have heretofore included the foremen in decisions which referred to members of the union, even though foremen were not mentioned specifically, is demonstrated in the arbitration decision rendered October 14, 1918, when the increase granted the journeymen pressmen was also given to the foremen and assistant foremen without any question on the part of the publishers. "While it is true that the arbitration committee did not have under specific consideration the increase of wages of foremen and assistant foremen, all the implications seem to justify the decision that as members of the Web Pressmen's Union, the foremen and the assistant foremen are entitled to the same increase in wages granted to all other journeymen members of the union—namely, \$9 per week, and the arbitration committee so decides."

A HAY MOW OUTING

George Reynolds Asks Fellow Circulation Managers to Share One at Nantucket

NEW BEDFORD, Mass., Aug. 20.—The proposed August outing of the New England Association of Circulation Managers at Nantucket, Mass., has been called off, because, according to George H. Reynolds, of the New Bedford Standard, it is almost impossible to obtain hotel accommodations. Mr. Reynolds is, however, holding an outing there anyway.

"On August 20 I am going to Nantucket and stay over night, having an option on a first-class hay mow. Will you join me?" he wrote recently in a circular letter to members of the Association.

CIRCULATION NOTES

More than one hundred newsboys—carriers of the Elgin (Illinois) Daily News—were the guests of their paper at an all day picnic at Wing Park on August 7. A parade through the business section of the city preceded the trip to park.

J. R. Brown, for ten years connected with the circulation department of the Los Angeles Examiner, and two years circulation manager of the Modesto Evening News, is now in charge of the circulation department of the Santa Rosa (Cal.) Republican.

The Hamilton (Ohio) Republican-News is giving away the Evansville Joy-Toy Monoplane to boys and girls who secure new subscriptions to that paper.

The Inter-State Circulation Managers' Association will hold its fall meeting at Scranton, Penn., September 10 and 11.

James L. Doolittle, of the circulation department of the Des Moines Register and Tribune, has resigned to become circulation manager of the Port Huron (Mich.) Times-Herald.

The Fall River (Mass.) Herald is continuing its popular outings for kiddies.



Wisconsin IS.

That is its appeal to YOU. You want to sell to a LIVE, solvent customer.

Wisconsin IS.

In order to BUY, to really acquire the high grades in whatever goes to make up INDUSTRIAL, SOCIAL and domestic life, there must be MONEY and taste—

The taste to discriminate; the where-withal to pay to gratify it.

Wisconsin has both! It specializes in the products of the farm, in livestock, in education; and it MAKES specialties that it gets well paid for.

It does not make so MANY things, but in a FEW IT LEADS and there puts forth its big effort.

To lead, requires the equipment, and the habits of a LEADER.

If you have anything to sell to leaders, here is your market.

Papers

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
†Fond du Lac Commonwealth (E).....	6,017	.025
†Green Bay Press Gazette (E).....	11,011	.025
Kenosha News (E).....	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,391	.03
Milwaukee Wisconsin News (E).....	*68,431	.10
Milwaukee Journal (E).....	113,830	.14
Milwaukee Journal (S).....	93,830	.14
Milwaukee Sentinel (M&E).....	81,752	.11
Milwaukee Sentinel (S).....	67,162	.11
Racine Journal News (E).....	7,666	.025
Sheboygan Press (E).....	6,693	.0214
Superior Telegram (E).....	15,152	.035
Wausau Record-Herald (E).....	5,353	.01785

Government Statements, April 1, 1919.

*Publisher's Statement, April 1, 1919.

†A. B. C. Statement, April 1, 1919

NEW SCALES SIGNED WITH PRINTERS

Many Newspapers Sign Agreements Carrying Increases of Substantial Kind—Eight Hours, Day or Night, the Working Schedule

The Typographical Journal for August reports the following increases in wage scales for printers employed in newspaper offices:

Newburyport, Mass.—Handmen, operators, \$25. Eight hours. Increase, \$7.
 Galt, Ont.—Handmen, operators, \$24. Eight hours. Increase: Handmen, \$8; operators, \$6.
 Dayton, O.—Handmen, operators (day), \$36; (night) \$39. Eight hours. Increase, \$6.
 Yakima, Wash.—\$38.40 days; \$40.20 nights. Increase, \$3.
 Regina, Sask.—Handmen, operators (day) \$37; (night) \$39. Seven and a half hours. Increase, \$8.
 London, Ont.—Journymen, day, \$30 (increase \$8); night, \$32 (increase, \$9). Forty-two hour week.
 Scranton, Pa.—Day, \$34; night, \$37; increase, \$8.
 Lansing, Mich.—(Day) Handmen, \$32.50; operators, \$33.50; (night) \$35.50, \$36.50. Eight hours. Increase, day, \$8.50; night, \$10.50.
 St. Paul.—Newspapers have granted a bonus of \$2 a week and one week's vacation with pay.
 Watsonville-Salinas, Cal.—Flat increase of \$3 per week.
 Appleton, Neenah, Menasha, Wis.—Handmen, operators, \$18. Eight hours. Increase—Handmen, \$4; operators, \$3.
 Owensboro, Ky.—Handmen, \$22; operators, piece rates. Eight hours. Increase—Handmen, \$6.
 Vallejo, Cal.—Increase of \$6 per week for foremen and operators (operators to take care of machines) and an increase of \$5.50 for journeymen.

Worcester, Mass.—(day)—Handmen, operators, \$29. (Night)—Handmen, operators, \$32. Eight hours. Increase (day and night)—\$5.50. In addition to the above, a war bonus of \$2.50 is paid.
 Waycross, Ga.—Handmen, \$22; operators, \$27. Eight hours. (Night)—Handmen, \$24; operators, \$29. Seven hours. Increase—(day and night)—Handmen, \$1; operators, \$3.
 Idaho Falls, Idaho.—(Day)—Handmen, \$26.40; operators, \$30. (Night)—Handmen, \$30; operators, \$33. Eight hours. Increase—(Day)—Handmen, \$2.40; operators, \$3. (Night)—Handmen, operators, \$3.
 Topeka, Kan.—Minimum for journeymen on evening newspapers, \$30; morning newspapers, \$33; forty-eight hours.

Colorado Springs, Colo.—Newspaper publishers granted a voluntary \$2 per week war bonus. The increase makes the wages for day work (seven and one-half hours), \$30; and the wages for night work, \$32.
 Raleigh, N. C.—(Day)—Handmen, operators, \$30. (Night)—Handmen, operators, \$33. Eight hours. Increase—(Day and night)—\$5. In addition to the above a \$2 per week bonus will be paid during the life of the contract.
 Zanesville, Ohio.—Newspaper proprietors voluntarily increased scale from \$26.50 and \$28 for night work to \$31 and \$33 per week, and for day work from \$24 to \$28 and \$30 per week.
 Lexington, Ky.—\$33 night, \$1.02 per hour overtime; \$32 day (Saturday double-header), and 80 cents per hour overtime. Increase—\$6.
 Elyria, Ohio.—Handmen, operators, \$27.50. Eight hours. Increase—Handmen, \$7.50; operators, \$4.50.
 Middlesboro, Ky.—Handmen, operators, \$24. Eight hours. Increase—\$9.
 Brownwood, Texas—Handmen, operators, \$24. Eight hours. Increase—\$5.50.

Montreal, P. Q.—(Day)—Handmen, operators, \$32. Eight hours. (Night)—Handmen, operators, \$35. Seven and one-half hours. Increase (day and night)—\$6.
 Mitchell, S. D.—Handmen, operators, \$5 per day. Eight hours. Increase—Handmen, \$1.50 per day; operators, \$1 per day.
 Huntington, W. Va.—Handmen, operators, \$34. (Night)—Handmen, operators, \$37. Eight hours. Increase—(Day)—\$8. (Night)—\$9.
 Binghamton, N. Y.—Increase in wages of \$10 per week over old scale. The Press (evening) from \$24 to \$34, and the Republican-Herald (morning) from \$27 to \$37 per week.
 Bloomington, Ill.—(Day)—Handmen, operators, \$28. (Night)—Handmen, operators, \$30. Eight hours. Increase—(Day and night)—\$6.
 Lockport, N. Y.—Increased newspaper scale from \$21 per week to \$28.50.
 Hannibal, Mo.—(Day)—Handmen, operators, \$25. (Night)—Handmen, operators, \$27. Eight

hours. Increase—(Day and night)—Handmen, \$5; operators, \$4.

Edmonton, Alberta, Can.—(Day)—Handmen, operators, 76 cents per hour. (Night)—Handmen, operators, 81 cents per hour. Seven and one-half hours. Increase—Newspaper (day)—\$9.24. (Night)—\$9.45.

Philadelphia, Pa.—Increase of \$6 per week in the newspaper scale. The scale now stands, \$32 day and \$35 night.

Sioux City, Iowa.—(Day)—Handmen, operators, \$33. (Night)—Handmen, operators, \$36. Eight hours. Increase—(Day and night)—Handmen, operators, \$6.

Jersey City, N. J.—\$5 increase, making a \$7 bonus over the scale of \$30. One of the papers is paying \$39 and pay for holidays.

St. Catharines, Ont.—(Day)—Handmen, operators, \$25. Eight hours. (Night)—Handmen, operators, \$27. Seven and one-half hours. Increase—(Day and night)—Handmen, \$10; operators, \$8.

Columbus, Ohio—Bonus of \$4; the newspaper scale for day work is now \$35.50; night, \$38.50.

Centra, Wash.—(Day)—Handmen, operators, \$32.70. (Night)—Handmen, operators, \$35.10. Eight hours. Increase—(Day and night)—June 10, 1919, \$4.50; September 9, 1919, \$2.40.

Tonopah, Nev.—Handmen, operators, \$42. (Night)—Handmen, operators, \$48. Eight hours. Increase—(Day and night)—\$6.

Bucyrus, Ohio—Handmen, \$14; operators, \$20. Eight hours. Increase—\$1.50.

A "Victory" edition of the Denton (Tex.) Record-Chronicle, issued recently, commemorated the deeds of the Denton county boys who served in the late war.

WHAT OUR READERS SAY

The Tax on Advertising

BUTLER COUNTY PRESS.

David City, Neb., Aug. 9, 1919.

To Editor and Publisher:

Following is an extract from a letter just sent Congressman Mansfield in response to a request for my opinion on the zone system for second-class mail, a poll of the press of the country, more especially the country press, being taken: "In the country newspaper business 42 years, it is a business I am constantly studying. It appears to me the zone system affects the country newspaper business unfavorably. "1. It discriminates against and penalizes advertising, the life of the newspaper business, also in itself a great creator of postal business of the first class and fourth class. "2. It is a complex, expensive and vexatious system, costing much time in classifying into zones and in measuring and reporting advertising and reading separately. The increase in postal rate is the least annoying and least expensive part of the burden on publishers of country papers. "3. It was passed as a war measure and as a rider. The war is over. Rider legislation is usually forced judgment and unjust. "4. If the Government needs the money, and probably it does, although reduction of letter postage from 3 cents to 2 cents does not indicate need, and if the postal service is to be made to pay a profit, an accurate cost system should be established and the margin of profit determined and secured by increased rates on all classes of mail service in proportion to cost of each class. The cost of carrying Government franked mail should not be charged against second-class mail. The second-class rate should be a flat rate, as the first and third-class rates are. It should be the same rate for advertising as for reading. Advertising is business news. "5. National weeklies and magazines nor metropolitan dailies do not and cannot monopolize so-called foreign advertising. They have

The circulation of

The Evening Star

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

U. S. P. O. Report

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

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

developed it and country papers are getting an increasing amount of it, were getting it before the zone system was established, and are getting it on their merits as advertising media, not because of the zone system, which is a handicap on advertising and penalizes advertising. A greater volume of advertising necessitates a greater volume of reading, and all are profited."

That many country newspaper men, giving little or no thought and accepting opinion ready made for them, give approval of this zone system and the Government disparagement of advertising and Government penalizing of advertising that is a feature of it, affected by contentment that it hurts the wealthy publishers and will cause them to lose advertising to the country papers, appears to me an amazing and pitiable example of credulity and selfishness.

C. F. CLARK, Publisher.

Papers That Crossed on the R-34

New York, August 15, 1919.

To Editor and Publisher:

In your edition of August 7, John J. Spurgeon, editor of the Philadelphia Public Ledger, writing about newspapers carried by the British dirigible R-34, said "It was the Public Ledger and not the New York Times that was delivered to King George, as the acknowledgment from his secretary to our correspondent in London proves."

The R-34 carried, as regular mail addressed to King George, a copy of the New York Times of Monday, July 7. When the dirigible was delayed in leaving, another package for King George was made up and entrusted to Major Scott, commander of the airship. This package contained copies of the New York Times of July 9, the Mid-Week Pictorial of July 10, Current History Magazine for July and a part of the Rotogravure Picture Section of the New York Times of July 13. Both the copy of the New York Times sent by mail and the copy entrusted to Major Scott were delivered to King George on July 13.

Lieut. Col. Clive Wigram, assistant secretary to King George, sent by messenger to the London correspondent of the New York Times, the same evening, a letter acknowledging receipt by the King of "the New York Times of the 9th inst.," and the magazines which "were duly received this afternoon, soon after I P. M., by the King," and asking "that you will be good enough to convey to the editor of the New York Times an expression of his Majesty's best thanks for them."

A copy of his letter was published in the New York Times, Tuesday, July 15. In that issue it was stated that the comparison of days and hours shows that the New York Times was delivered to King George nearly one and one-half hours before the Ledger reached him.

Clippings of the cable news reports in the New York Times of July 14 and 15 are enclosed.

In making this simple statement of facts I have no wish to minimize the enterprise of the Ledger. It is one of America's great newspapers. I have strong admiration for it and its progressive methods. It merits the wide recognition it has received.

Very truly yours,

LOUIS WILEY,
Business Manager New York Times.

Editor Leech Thanks Friends

Memphis, Tenn., Aug. 17, 1919.

To Editor & Publisher:

I want to thank you for the space devoted by your excellent publication to my recent imprisonment for contempt of court.

I would also appreciate it if I might convey through your columns my thanks to the editors throughout the United States who used my case to point out editorially the grave danger of courts assuming powers never intended for them.

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

During the seven months ending July 31

614,922

of national advertising were published in

The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

It pays to advertise in "West Virginia's Leading Newspaper."

and in direct violation of the constitutional guarantees of free speech and free press. I have several hundreds of editorial clippings from papers throughout the Union, denouncing my imprisonment and calling for action to prevent I might think each editor personally or by letter, but that is obviously impossible, and a magazine such as your own furnishes the only medium of reaching them.

Thanking you again, I am

EDWARD LEECH,
Editor, The Memphis Press.

A Statement From the New York Tribune

To Editor & Publisher:

August 12th, 1919.

In your issue of August 7th, on page 15, you ran a story on the New York Tribune dropping its own delivery service, one paragraph of which reads as follows:

"Last summer, when newsdealers demanded a reduction in price of all New York dailies to \$1.20 per hundred copies and attempted to enforce their demands by boycotting the Hearst newspapers, the Tribune management met the dealers' rate, but the American News Company refused to handle the papers at the lower figure."

This statement is incorrect.

The Tribune did not make the price of \$1.20 per hundred until after the American News Company had refused to deliver the Tribune at the regular price of \$1.40 per hundred to any dealer unless that dealer also took the Hearst papers. In other words, we were asked to stultify ourselves and our campaign against the Hearst papers, which we had undertaken at the specific request of the Federal authorities, by refusing to deliver Tribunes to a dealer who, at least partly for patriotic reasons and patriotic pressure from the public whom he served, refused to deal in Hearst papers.

It was only when we were unable to deliver the Tribune at any price, except under these circumstances, that we accepted the challenge, inaugurated our own delivery system and made the price \$1.20.

The Tribune wishes its record in this matter kept clear and asks, therefore, that you make the necessary corrections.

Yours very truly,

NEW YORK TRIBUNE.

G. V. Rogers, General Manager.

"How" will be the central theme of the annual convention of the Associated Business Papers, Inc., which will be held in Chicago, September 18, 19 and 20. Every subject on the program will deal with the "How" part of the publishing problem.



The Detroit News

is 1st in America in paid advertising because it is the only paper that covers the rich Detroit and Michigan field—so far outclassing all competitors in circulation that advertisers concentrate in the News.

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

98% Sandusky Homes take the evening

STAR-JOURNAL

Member A. B. C. Foreign advertising representatives:

La Coste & Maxwell,
45 W. 34th Street New York
C. J. Anderson Spl. Agency,
Marquette Building Chicago

THE ALVORD & PETERS CO.
Publishers, Sandusky, Ohio

LETTERS OF AN EDITOR TO HIS SON

About six months ago a young newspaperman undertook the management of a somewhat slow going country town daily. His father, an experienced editor, has written him many letters of practical advice. EDITOR & PUBLISHER has secured extracts from these actual letters for publication in several chapters, the third of which follows:

I WAS glad to have your letter today giving some of the details of your job. I am not a bit surprised to know of your difficulties, for I think I appreciated them better than you did a few weeks ago. But they are not insurmountable. It will mean the hardest kind of work for many months, but you are not afraid of work. You have common sense and are quick to learn, qualities that will make up for your lack of experience, and this latter you will get fast enough. As long as you believe in yourself and are willing to give the best you have in you, I have no misgivings as to the outcome.

I was not surprised to know of your discovery about the circulation lying. The only thing to do now is to make a clean breast of it to your advertisers, who probably won't be much surprised, for I doubt if they had been fooled at all.

Here is my suggestion as to your circulation problem. See the larger advertisers yourself, tell them just what you have found out, and declare yourself as being utterly opposed to the old policy. Lay your cards on the table by telling the exact truth about the circulation, and promise as rapid an increase as legitimate methods will bring. But make plain that even if the circulation is only 2,000 the ten cent rate is low, and that they are getting more than ample returns for their expenditure.

A Matter of Business, Not Sympathy

Show them how they can afford to increase their space, purely as a business proposition. In addition appeal to them to assist in giving the county a good newspaper; not as a matter of alms, however. They cannot afford to see the town left with only one newspaper, for then they would be at the mercy of that one paper. Of course you are not begging anything of them, always keep that in mind. If the paper is not worth anything to them as an advertising medium you do not want their money. I have no use for the whining, sympathy-seeking editor.

Your best bet in circulation-getting is a good newspaper, and let me repeat that local news is your best bet in making a good paper. As I see it you must do something that the opposition is not doing. You must make the public see that if it wants the news it must take your paper. You can spend money to no better advantage than on a good reporter, who just now will do you more good than the best solicitor you can hire. Let me give you a few suggestions, some of which you may find workable.

That was a bully good murder story you had the first of the week, but I did not see any follow-up on it. Never drop a big story cold, even if there is not much real news in the aftermath. I know I wanted something more, and probably other readers felt the same way I did. In the follow-up you might have referred to the scoop you had, your enterprise, etc. Blow your horn.

Some Concrete Suggestions

Get some news from the various war activities bodies. Get your Y. M. C. A. secretary interested in your paper by asking him to write for it. Give him a little department of his own once or twice a week.

Get more news of the court house and keep it altogether. Readers are always interested in litigation. Even the routine is worth printing, and it is always possible to get something more than routine.

Establish a sporting department, even if it is small. You are publishing considerable sporting news, but it is scattered all over the paper. Perhaps you can get a high school boy to take charge of it. Use his name at the head of the department. If in time you can build up a good department of sports you will have done something well worth while in getting circulation. In any event keep this news together, and you can ask for contributions as you do for society and church news.

Have you thought of the possibility of getting some agricultural news? Have you a county agent and a lodge of the Grange? Do you get the clipping sheet of the agricultural college? A department of this kind of news once a week would interest your farm readers.

Ask the city librarian to furnish you a weekly list of new books added. Get from him some figures on book-drawers and the kind of books most in demand. Perhaps he would review a book for you occasionally. Do the bookstores advertise?

Is there a man in town who is a sharp on local history? He might be jollied into writing for you a series of articles on people and things.

What kind of a board of trade have you? Is it doing anything for the town? If not, it is up to you to wake somebody up.

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

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.

No doubt the town needs cleaning up and painting up. Urge a clean-up day and go after some advertising in connection with it.

You claim in your masthead to be the party organ of your county, but I find precious little political news. See your county and city chairmen and make them produce some news for you.

Near-at-Hand News

Don't place too high a standard for news. You will find many an occasion to play up a story that would be more or less inconsequential in the city, but of real importance for you. A minor automobile accident on your main street is worth more than a big tornado in the far west. Even if every man, woman and child in town saw the accident and knew all the details, publish them all. The people will be more interested in reading that sort of a story than one they know nothing about.

If there is any movement on for city improvements interview leading citizens on the subject.

You see there is scarcely any limit to the news possibilities, especially if you have an editor who is interested in making news. However, you evidently have one of the kind who just simply waits for things to happen. That sort of a man is not an editor at all. However, one of these days you will be your own editor, I hope. Don't be a routine man, no matter where you are or what kind of work you are engaged in.

(To be continued)

Tokio Papers Resume

TOKIO, Aug. 11.—Newspapers have resumed publication here, following the settlement of the strike of printers which forced a general suspension last week.

W. I. REILLY, OF COLORADO SPRINGS, was elected president of the Intermountain Typographical conference at the annual convention of the State Federation of Labor held August 13 at Fort Collins.

OPENS SERVICE BUREAU

South Bend News-Times Installs New Department to Aid Advertisers

South Bend, Ind., Aug. 19.—With the return from army service overseas of



WILLIAM R. ARMSTRONG

William R. Armstrong to the advertising managership of the News-Times, that newspaper has established a Service Department for the convenience of both local and foreign advertisers.

The new department will supply data of many kinds on business conditions in the territory of northern Indiana and southern Michigan and will advise and co-operate with advertisers in the merchandising of their products.

Staten Island Changes

The Staten Island (N. Y.) Daily Advance has appointed Frederick W. Pangborn, formerly editor of the Jersey City Evening Journal and of Godey's Magazine, local news editor, and announces that Nora H. Golden, formerly advertising manager of Lane Bryant, Inc., will serve advertising clients as counsel hereafter.

New Idea in Book Reviews

The St. Paul Pioneer Press is conducting a department of book reviews by readers, edited by the City Librarian.

New Era Features

30 East 42nd St., New York City

Forty Leading Papers
Print Our Service.

Send for our Headline History of the World War

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

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

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

NEW YORK POLITICAL WRITER DIES

James E. McBride, Well-Known Newspaper Man, Died Thursday at His New York Home—Managed Mayor Hyland's Campaign

James E. McBride, formerly president of the Municipal Civil Service Commission and well known in the newspaper world of New York for nearly twenty years, died Thursday of heart disease at his home, 947 West End avenue. He was 38 years old.

In the last Mayoralty election Mr. McBride virtually managed the campaign of John F. Hylan, and his reward was the appointment to the head of the Civil Service Commission.

He resigned to take an executive position with the Fox Film Corporation. Mr. McBride was born in Buffalo and entered newspaper work in that city as a political reporter on the Inquirer. His ability soon attracted attention and twenty years ago he came to this city as a reporter for the Evening World. Later he was Albany correspondent and reporter for the New York American. He leaves a widow and daughter.

The honorary pallbearers at the funeral in the Funeral Church on Sunday afternoon were: Mayor Hylan, Transit Commissioner Delaney, William Randolph Hearst, William Fox, Winfield R. Sheehan, Supreme Court Justice Wagner, L. J. O'Reilly, Victor Watson, James J. Montague, Louis J. Lang, Charles S. Hand, Axel Warn, George H. Payne, W. A. Orr, Morris Deiches and Martin Green.

Injury to His Hand Causes Publisher's Death

A. F. Smith, 70 Years Old, Had Been Connected with Vandalia, Ill., Herald for 56 Years

A. F. Smith, 70 years old, editor and publisher of the Vandalia (Ill.) Fayette County Democrat, died in a hospital in St. Louis on August 16, following injuries to his hand in a job press in his office on July 25.

He was brought to St. Louis a week later, and an effort made to save the hand, but the infection gradually spread to the whole arm, and it was decided that even amputation of the whole arm would not save his life.

He had been sole proprietor of the Democrat since the death of his father, Charles G. Smith, many years ago, and had been connected with the paper more than 56 years. The paper was founded in 1863. He left a wife, a daughter and two grand-children.

ANDREW S. TRUXILLO, 57 years old and for 27 years an employe of the Galveston News pressroom, is dead.

Obituary

TANCREDO ZANGHERI, for several years past a foreign correspondent of the Chicago Daily News and a member of the staff of the Milan Setolo, lost his life recently when an airplane in which he and fourteen other persons, also killed, were passengers, fell near Verona, Italy, during a record speed flight. During the war he served as a captain in the Italian army and contributed many vivid dispatches to the Daily News.

WILLIAM H. STRONG, for many years identified with the old Chicago Inter-Ocean, died last week in St. Luke's Hospital, Chicago, aged 66 years. He began newspaper work as a reporter for the Inter-Ocean, becoming a special feature writer, and finally representative of the paper in England and Spain. He bought an interest in the paper, selling it later. He was prominent in the work of the Episcopal Church and contributed many articles to religious periodicals.

MRS. JOHN L. SPELLMAN, wife of the Chicago Tribune's city hall reporter, died last week after an illness of seven years.

A. J. PIRTLE, former editor of the Severance (Kan.) News, died in Chicago recently. His son, Clarence, was killed in a train accident at Marshall, Mo., about the same time his father died.

WALLACE HERBERT BLAKE, who became an Episcopal clergyman, after being engaged for several years in newspaper work and advertising, died at a tuberculosis sanitarium at Oak Forest, Ill. He attended Northwestern University at Evanston, Ill., and was editor of the college paper. Later he worked on the Chicago Tribune and the Chicago American, and after engaging in the advertising business, entered the ministry and served several churches in the central and far west.

BENJAMIN SUSSEY HUNTOON, superintendent of the Kentucky Institute for the Education of the Blind and head of the American Printing House for the Blind, died at his home in Louisville, Ky., after a long illness. He was widely known for inventions which adapted the printing press to the production of books for the blind. He was 83 years old.

COLONEL NICHOLAS SMITH, father of

A Worth-While Field

Cleveland, the largest city of Northern Ohio and the "big city" to a dozen or more live industrial towns, is an ideal market for any product that can muster a talking point.

The Plain Dealer binds all these separate communities into one big merchandising unit. You can cover that unit with

The Plain Dealer

Largest Morning Circulation Between New York and Chicago

LOS ANGELES

EVENING HERALD

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION 127,773

Charter Member A. B. C.

the late Mrs. Nixola Grecley-Smith Ford, died suddenly Friday night at the home of another daughter, Mrs. Louis F. Geissler, at Fort Salongat, L. I. He was 82 years old.

WEST TEXAS TO ADVERTISE

Will Buy Space in 5,286 Country Weeklies, Reaching 15,000,000

FORT WORTH, Tex., Aug. 13.—The West Texas Chamber of Commerce has launched a movement looking to an extensive advertising campaign to place the resources of West Texas vividly before the entire country. The movement was inaugurated by Tarrant county and the Fort Worth Chamber of Commerce. Invitations were sent to the 86 Texas counties to the west and northwest of Tarrant county to join in the plan, and it was then taken up by the West Texas Chamber of Commerce.

It is planned to insert display advertisements in 5,286 country weeklies that will reach at least 15,000,000 people. The advertisements will cover 30 column inches and will, aside from placing the advantages of West Texas before the public, form a permanent directory of the progressive business men and firms of west and northwest Texas, particularly of the North Central Texas oil fields.

Russian Daily Raided

The Chicago offices of Daily Free Russia, a recently-established newspaper, were raided by operatives from the U. S. Attorney General's office this week. Damon Lincoln Orlowsky, the editor, was later called into conference by the authorities as to the policies of his paper.

Ada Patterson, star feature writer of the Hearst papers, has returned from a vacation spent in the Rockies.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

The Indiana Farmer

is reached by a much larger circulation, with the freshest news and the only special farm and poultry pages, by using—

The Indianapolis Star

Special Representatives:

KELLY-SMITH CO.,
Marbridge Building, New York City
JOHN GLASS
Peoples Gas Building, Chicago
R. J. BIDWELL CO.,
742 Market Street, San Francisco

Will Counsel Advertisers on Minneapolis Mediums

Vigilance Bureau of Minneapolis Forum Plans to Supply Detailed Information on All Publications in Its Field

Detailing information concerning publications of all types soliciting advertising patronage in the Minneapolis field hereafter will be supplied to its subscribers by the Vigilance Bureau of the Minneapolis Advertising Forum, a unit of the Associated Advertising Clubs of the World.

"It will not be the function of this service to make recommendations to advertisers as to their attitude toward any publication," reads a bulletin issued by the Bureau.

"The purpose will be, rather, to obtain from publishers a sworn statement of facts, which may in the Division's discretion, be verified or supplemented from other sources.

"Such facts will be issued to subscribers in detailed reports. With the facts thus available from an impartial source, advertising buyers can exercise a real discretion in making decisions on any medium.

"While some effectiveness has been secured through civic or trade bodies in curtailing questionable or worthless mediums, no practical survey or requirements have been made to place responsibility on the publisher or solicitor. This work is now to be assumed by the Bureau."

W. L. West has sold the Polk County Enterprise to H. C. Connally, of McGregor, Tex.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEORGE B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburg Dispatch

for nearly four score years has sold good merchandise for advertisers.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agency.
Sole Foreign Representatives
New York Chicago St. Louis

The Test Town of the Country for the National Advertiser Beloit, Wisconsin

Beloit has the largest oil-engine factory, the largest wood-working machinery plant in the world. It is the disc-grinding center of the United States. It makes great paper-machines. It has a total of 30 factories. Beloit is the heart of the richest agricultural and dairy region of the continent.

The people are highly educated and have \$7,000,000 in deposits in local banks.
One paper—the Beloit Daily News. Circulation over 7,000. Rate, 2½ cents per agate line.

HOW HOSKINS SCORED TWO FAMOUS BEATS

New Managing Editor of Houston Post Got Control of Only Wires Out of Galveston and San Francisco at Time of the Big Disasters

L. A. Hoskins, whose appointment as managing editor of the Houston Post was announced in a recent issue of **EDITOR & PUBLISHER**, has returned to Houston and the Post after an absence of nearly twenty years. In the meantime he has worked through all the "runs" and desks, and had eight years' experience in the editorial management of newspapers in California and the Pacific Northwest.

Mr. Hoskins really started his newspaper career on the Post. As a young man he learned to telegraph. He soon mastered the intricacies of the high-speed wire code and went with the Associated Press. Twenty years ago, at the close of the Spanish-American War, he traded "jobs" with another operator and returned to Houston, his boyhood home.

After working the wire for a year, and immediately following the Galveston flood, which came while he was on vacation and which offered opportunity for him to try his ability as reporter, he decided to break away from the telegraph. A change on the desk offered an almost immediate opportunity. His vacation "sub" continued on the wire and he assumed the duties of telegraph editor.

Scored Two Great News Beats

While covering hotels and railroads in 1901, opportunity came for a trip to California, and when the Los Angeles Examiner was started, in 1902, Mr. Hoskins was one of the staff. He remained with that paper for nearly ten years, working himself into the position of night editor. In 1911 he left the Examiner to assume the managing editorship of the Los Angeles Tribune. Eleven months later he merged the editorial management of the Tribune (morning) and the Express (afternoon)—both Earl publications and both printed in the same building—and for the next five years was the managing editor of both papers.

Leaving the Tribune and Express in 1917, Mr. Hoskins went to Tacoma, where he assumed editorial management of the Perkins papers, with the title of assistant publisher. This connection terminated when the Tacoma News (afternoon) and Ledger (morning) were sold by Mr. Perkins to E. H. Baker, of Cleveland, O., and the News

was merged into the Tacoma Tribune. From Tacoma, Mr. Hoskins went to Atlanta, Ga., where he became the day editor of the Georgian, the Hearst paper of the South. While thus employed Mr. Hoskins went to Houston to visit his parents and out of the visit grew the negotiations which made it possible for him to return to the Post and his old home town.

During his newspaper career Mr. Hoskins has been able to score in a large way. For instance, it was through his keen news sense and his ability to telegraph that it was possible for him to get the first news of the Galveston flood to the outside world. The hurricane that destroyed so much property and so many lives at Galveston, also wrecked telegraph wires. Mr. Hoskins knew this and searched about until he found a wire that was open on which to send out the news.

How a "Scoop" Was Obtained

He did the same thing with the San Francisco earthquake and fire. His was the first story that went over the wires telling of the destruction of the city. His ability to telegraph had enabled him to bring the news into the Los Angeles Examiner office after the press wires had closed and the regular operators had gone home, and to enable that publication to get out an extra on the 'quake hours ahead of its rivals. Immediately after, he went to the telegraph office and, getting a direct connection with the New York Journal office, sent the story direct to them, composing it as he sent, and putting them on the streets hours ahead of competitors.

Asked how he secured the San Francisco 'quake scoop, Mr. Hoskins recently told a bit of unpublished history.

"The trick was simplicity itself," he said. "I happened to be in the Examiner office, chatting on the wire with an old Texas friend, Tom Brophy, who was the 'repeater man' at Ashfork, Ariz. All eastbound wires from California went through Tom's office. Suddenly all of his 'Frisco wires failed and he broke off the conversation. A minute later he was back on the wire and said the postal chief at San Francisco had only had time to tell him that they had been hit by a 'quake and that buildings were falling on all sides."

"That tip was enough. I jumped for the postal main office in Los Angeles. At almost the same instant I arrived there our sending operator at San Fran-

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.
Sunday Edition, 5c.

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—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

Thousand Dollar Newspaper Advertising Campaign Brings Home "Tunnin"

Deal Beach, N. J., Aug. 20.—A one-thousand dollar newspaper advertising campaign is no great shakes of a campaign for automobiles, for instance, but when a product like "Tunnin" is being advertised, it is a considerable campaign, as Lewis S. Thompson of Red Bank, who spent the \$1,000, will tell you.

"Tunnin" is not a new breakfast food but is baby-talk for "Cunning" and the name of a wire-haired fox terrier owned by Mr. Thompson's young daughter, Geraldine. He disappeared the other day and his owner's grief was so great that her father lost no time in investing the \$1,000 in advertising the canine's disappearance in newspapers of New York, Brooklyn, Newark, Philadelphia, and in every resort along the New Jersey Coast from Seabright to Bay Head. Pictures of the animal were printed, with an announcement that a reward of \$50 would be paid for its return.

The whole Jersey Coast began looking for "Tunnin" and he was found strolling on the beach at Long Branch. When told by his mistress that it had cost \$1,050 to get him back, he declared in barks, easily translated by her, "Newspaper advertising always pays."

cisco, Warren Wootten, also arrived, having been thrown out of bed when the hotel he was in was shaken down. He was bewildered, but unhurt, and had found the telegraph office for safety. I quizzed him and had about five minutes' wire talk with him when that and all other wires failed to Los Angeles. I had enough to make a story—and I got busy to get a printer crew and a stereo-

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency Checking Copies by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS

New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-States	Ithaca Journal
Mail-Eve. Sun	Bridgeport
Eve. World-Sun	Post-Telegram
Wilmington	Sloux City, Iowa
Journal-News	Argus Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Register
Post-Transcript	

Co-operative Service of Schworn Mandel Inc
450 Fourth Ave. N.Y. 7205-7206 Mad Sq

The Shortest Route From Dealers' Shelves to Consumers' Homes.

Is Via

BOSTON AMERICAN

301,270

Govt. Statement For Six Months Ending April 1st. This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

type crew on the job to get out an extra, and roused the managing editor.

"Then came the problem—more news right away out of San Francisco. I tried the railroads and the telephone offices. Nothing doing. I went to the Western Union operating room and to the switchboard, where testing was going on. I got busy on the railroad wire section of the switchboard—wires that are regularly allotted to railroads and little used by the commercial company. I began calling points north. Finally, after many trials on many wires, I got a response. It was an unfamiliar signal, and I asked what station it was. The reply was that it was the Santa Fe station at Berkeley, just out of San Francisco, across the bay.

Quake Crossed the Wires

"Inquiry of the Los Angeles chief operator, Bob Vaughn, developed that the Western Union had no such wire or station. I learned from the man at Berkeley that he was sending to me on a Postal wire, while I was sending to him on a Western Union wire. The 'quake had 'crossed' the wires near Stockton. As it was, the wire belonged to no one. The Western Union couldn't use it, and the Postal couldn't use it, because neither had anything more than a terminal on it.

"But believe me, I could use it. I had found it, and I claimed it. I slipped an Examiner loop onto the Los Angeles end and told the Berkeley man there was \$100 for him if he would get in touch with our men in Oakland and would keep the wire going full tilt until one of them appeared. He agreed, and for four days we—the Los Angeles Examiner—had the only wire out of the earthquake district. Naturally, we scored big beats every day."

The population of the NORTH JERSEY SHORE RESORTS is larger than ever before. Advertising placed in newspapers in these resorts comes before discriminating readers from all parts of the country.

THE ASBURY PARK EVENING PRESS and THE SHORE PRESS (SUNDAY)

are the leading mediums in 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. Lyle Kinmonth, Publisher, Asbury Park, N. J.

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES

I. A. Klein, Metropolitan Bldg., New York.
John Glass, Peoples' Gas Bldg., Chicago, Ill.

The Pittsburg Press Has the LARGEST

Daily and Sunday CIRCULATION IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives. I. A. KLEIN, JOHN GLASS, Metropolitan Tower, Peoples Gas Bldg. New York, Chicago

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

MAINE PUBLISHERS ARRANGE ANNUAL PROGRAM

Meeting Will Be Held Early in October at Portland

PORTLAND, Maine, Aug. 20.—The next annual meeting of the Maine Press Association will be held in this city on Thursday and Friday, October 9 and 10, in the City Council rooms in City Hall. The business meeting for the election of officers, which will be held Thursday morning, will be for members only. All other sessions will be open to the printers and publishers of Maine, all of whom are invited to be present.

Don C. Seitz, business manager of the New York World, will deliver an address Friday forenoon on "The Newspaper and the Community." Mr. Seitz lived at Norway, Maine, for a number of years, where he obtained his early schooling and learned the printing trade in the office of the Norway Advertiser, a weekly publication.

AROOSTOOK PULP MILL SOLD

Will Resume Operations at Once After a Shutdown of Several Weeks

PRESQUE ISLE, Maine, Aug. 18.—The stock interest of E. P. Lindsay and others in the Aroostook Pulp & Paper Company's mill at Keegan, near Van Buren, has been purchased by A. R. Gould of Presque Isle and H. B. Stebbins of Boston. The mill has been closed some weeks.

A new company, which has been formed, will begin operations immediately. The plant was built two years ago and is thoroughly equipped. Its capacity is 60 tons, about one-fourth that of the mills of the Great Northern Paper Co., at Millinocket, and it will employ about 200.

N. Y. ENGINEERS GET RAISE

Newspaper Publishers and Union Employees Compromise on \$34 Weekly

New York City newspapers and their union engineers have come to terms regarding wages hereafter, after negotiations during some months past between committees representing the Publishers' Association and the union. Boss engineers hereafter will receive \$36 weekly and other engineers \$34 weekly.

The engineers at first asked \$39 for all newspaper engineers, having previously been paid a flat wage of \$30 by most of the New York City newspapers. The committee submitted a counter offer which was accepted by the union and will be in force hereafter.

Barnum Visiting Pacific Coast

Jerome D. Barnum, publisher of the Syracuse (N. Y.) Post-Standard, who has been very active in fighting for the restoration of the recently discontinued rural delivery routes of northern New York, is spending a vacation in California. He expects to return about September 1.

The Nationalists in India are trying to substitute the vernacular for English in the public schools of the peninsula.

"Cover the Whole Earth!" Is This Newspaper Man's Unique Assignment

VANCOUVER, B. C., Aug. 20.—"Visit every country on earth and find out what the people want," is the unique assignment given Charles W. Wood, a New York newspaper man who has sailed from here with his wife to begin his investigations somewhere in Western Asia.

Mr. Wood, who comes from the Sunday editorial staff of the New York World, is being sent on this extraordinary mission by the Centenary Committee of the Methodist Church. He is not going merely to write-up the missions, but interpret the needs of each country he visits, so that approximately \$170,000 the church has raised as a centenary fund for religious and social improvement work abroad may be expended to the best advantage.

Incidentally, he is a Socialist, a contributor to Socialist papers, a candidate for Municipal Judge on the Socialist ticket in New York City, and the writer of a group of essays soon to be published in a book called "Hurrah for Sin!"

"I may seem to be about as rank an outsider as the Methodists could have picked for my present assignment, but they seem satisfied, and so am I. I am not a churchman, but I believe, like Jesus, in helpful service and I see a chance to help my fellow men on this assignment," he said.

His immediate destination is Cheng Tu, in Western China, but he has no idea as yet how to get there.

"I don't know anything about China, except that it has about 400,000,000 people, and I have always taken it for granted that most of them ran laundries. I expect to spend the next two years learning things that I would't let my geography teacher tell me," he said.

Stern at Atlantic City

J. David Stern, formerly publisher of the Springfield (Ill.) News-Record, is spending a vacation at Atlantic City.

NEWSPAPERS LISTED FOR ARMY CAMPAIGN

(Continued from Page 14.)

West Virginia

Bluefield—Telegraph; Charleston—Gazette, Mail; Clarksburg—Exponent, Telegraph; Martinsburg—Journal, World; Parkersburg—News, Sentinel; Wheeling—Intelligencer, Register, Telegraph.

Wisconsin

Eau Claire—Ledger, Telegram; Fond du Lac—Commonwealth, Reporter; Green Bay—Press Gazette; La Crosse—Tribune & Leader; Madison Capital, Democrat, Wisconsin State Journal; Milwaukee—Journal, Leader, Sentinel, Evening Wisconsin & News.

Wyoming

Casper—Daily Press, Tribune; Cheyenne—State Leader, Wyoming Tribune; Sheridan—Enterprise.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

Base Ball Player Board For World Series

Best Yet, Inexpensive, Easy to Operate—Shows Every Play—Batter—Fielder, runner, etc. No lights, outdoor or indoor proposition. Used by 11 Eastern Newspapers.

Sent on Approval—Satisfaction Guaranteed. 6 New Boards Available for World's Series. Wire at once, Standard Ball Player Corp., George H. Reynolds, Treas., New Bedford, Mass.

Goss Comet Press

In satisfactory condition, together with eight chases. Equipment now in use. Price \$4500 F.O.B. Wichita Falls, Texas. Address J. H. Allison, The Record, Fort Worth.

For Sale

Two No. 1 Belknap Addressing Machines, with steel cabinets and trays for holding stencils. All in perfect condition. Address Providence Journal Co., Providence, R. I. Circulation Department.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

WANTED

An electric sign about 6 or 8 feet long, with name "Record" on both sides. Letters 2 or 3 feet high preferred.

Anyone having a second hand sign of this description for sale, please communicate with Manager, Fort Worth Record, Fort Worth, Texas.

WILL FIGHT BOLSHIEVISM

Chamber of Commerce of U. S. Plans National Advertising Campaign

SEATTLE, Aug. 20.—National advertising defining the attitude of business toward labor, designed to check the growth of Bolshevism tendencies, will soon be launched by the Chamber of Commerce of the United States. This decision was reached at a meeting of the executive board of the national chamber held in Seattle this week.

Frederick J. Koster, president of the California Barrel Company, was named chairman of a committee to make plans for waging the extensive publicity campaign. Mr. Koster left here for San Francisco to immediately start work on the advertising program and did not accompany the board, which has been making a tour of the country, on his return trip to the East.

Donald Wright, recently discharged from U. S. army service and formerly connected with the Erwin-Wasey Co., Chicago, has connected with the copy department of Critchfield & Co., advertising agents, Chicago.

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 & COMPANY
Plainfield New Jersey

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNOR, FENDLER & CO.
96 Beekman St. New York City

Whatever You Say!

THE EDITOR & PUBLISHER says: Most healthy minded men like baseball. Yet even a confirmed "fan" will admit it, if you pin him down to frankness, that the newspapers carry more baseball news and gossip than he finds time to read—and much of it is trivial and foolish.

The writer might have added, Or knows what it means after he has read it.—Inland Daily Press Association Bulletin.

A successful Detroit jeweler holds a widely advertised dollar sale annually and says that it pays.

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.

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 circulator 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 F. D. work and contests 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.

Column Writer and Paragrapher

Column writer and brilliant paragrapher and wife, both now employed, desire change on account of climate. Will be open for positions on September 15. Six-day week. Man has had 20 years' experience in newspaper work. Good salary expected. Permanent.

Wife thoroughly experienced, now conducting woman's department. Will not do society. Good salary, permanent. In replying state full particulars. Address both A-837, care of Editor and Publisher.

Special Engagement

Newspaper business manager will entertain special engagement to organize either the business end of a new daily publication or reorganize and place upon a progressive footing a non-satisfactory business end. Over 30 years successful experience. Address A-846, 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 & Publisher.

Cartoonist

Young man wants position with Western daily—highest references—political cartoons and comics. Address A-821, care of Editor and Publisher.

Manager

Manager-owner, want to be free? Manager, broad practical experience, now employed, can be ready thirty days to make your newspaper most successful leading journal and paying investment. References exchanged. Address A-829, care of Editor and Publisher.

Cartoonist

Cartoonist, young man experienced on comics and cartoons. Desires employment. Samples furnished upon request. Address A-820, care of Editor and Publisher.

Newspaper Printer

Young, efficient, all-around newspaper printer, with practical experience in all mechanical departments, particularly the composing room, wishes connection where I can develop into good position for future. Served as linotype machinist, press and composing room foreman on large dailies. Good references regarding ability, character, etc. Address A-840, care of Editor and Publisher.

Thoroughly Trained

newspaperman. Twelve years reportorial and editorial wishes desk position anywhere. Prefer place where hard work and ability will count. Am in the prime of life. State position and salary first letter. Address Advertiser 803, Garfield Street, Port Huron, Michigan.

Editor

Editor, fully competent to take charge of and build up editorial department of daily, now employed, seeks change. College man, eleven years' experience, without backward step. Not a cheap man but a good one. Versed in all departments. Address A-838, care of Editor and Publisher.

City Editor

Seeks position city of about 30,000 in central states. University graduate, married. Nine years' experience. Good personal address and character. Can come at once at right salary. Address A-842, care of Editor and Publisher.

SITUATIONS WANTED

To Class Journal Publishers

Advertising and Circulation man, used to meeting people of all religions and moods, real business getter, good public speaker, sober, wants real opening. Has done class publication work on smaller scale, including religious and drink, as well as on every branch—except mechanical—of daily and weekly newspaper work, and has had agency experience. Young in energy and results, aged only 45. Seeks opportunity with scope (or would go into special edition work again) but prefers commission with drawing account and expenses, although salary with bonus might prove acceptable. Good feature writer and conjunctive business getter. Knows good ad copy and writes it. Has sold printing and art work with it. Preference will be shown to weekly or monthly publications in trademarked lines, food products, toilet preparations, specialties, etc., in department store branches, or any line where sales ability and co-operation with advertiser counts. Lacking technical experience in machinery, but adaptable to weekly or monthly general publications, development or other journals of growing circulation. Can take ordinary daily or weekly, with good plant, near big city on Interurban out of Dallas, St. Louis, Kansas City, Portland, Oregon, Los Angeles, Chicago, Indianapolis, Cincinnati, New York or any other city equally as well located, and create idea that will mean to the publisher and the undersigned real money, if you can appreciate a man whose experience from Atlantic to Pacific has merely broadened his vision. Could represent several class journals in fixed territory. Don't write unless you can pay promptly and really want a gentleman who is a man engaged to marry and wants permanent headquarters with state or nation-wide influence. Send all details with samples to Emil Held, Box 813, Sherman, Texas. He can "sell anything he believes in."

Circulation Manager

Young man with lifetime experience in circulation work temporarily located, desires permanent place. Recently discharged from military service. Best of references from former employers. Address A-845, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Classified Advertising Manager

Wanted—Classified Advertising Manager. Live paper—live town of 200,000. Man who can develop business. Address A-844, care of Editor and Publisher.

Advertising Solicitor

Advertising solicitor for newspaper near New York city; bright man who understands layouts and assisting merchants prepare copy; who has had experience on small city dailies and is honest, industrious and reliable. Good chance for advancement. Address stating experience, age, references and salary expected to A-841, care of Editor and Publisher.

Representative Wanted

To represent in New York on a commission basis, monthly publication with circulation among municipal officials of New Jersey. New Jersey Municipalities, Princeton, N. J.

Special Edition Solicitor

Wanted—special edition solicitor able to take on proposition near New York at once. State references and kind of experience in replying to A-839, care of Editor and Publisher.

Circulation Manager and Pressman

Strong, aggressive circulation manager and an experienced pressman to handle Cox Duplex wanted on live afternoon daily in Southern college town of 25,000. Good salaries attached to both positions. Address C. W. E., care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Opportunity

A young man with good business judgment and newspaper experience can with a little cash establish himself as publisher of a clean metropolitan paper in a Southern city of 30,000. Chance to consolidate competing property. Man with good backing and ability can have absolute control for a few thousand. Address A-836, care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification, thirty cents per line. Count six words to the line.

Bedtime Tales

Prominent author of children's books and stories, preparing new series of bedtime tales, wishes distribution through newspaper syndicate offering best terms. For particulars address A-843, care of Editor and Publisher.

Portland Better Business Week Was Big Success

Ad Club Conducted Campaign in Which William P. Green of A. A. C. of W. Gave Much Assistance

PORTLAND, Ore., Aug. 20.—Material assistance for the week's campaign for truthful advertising, that is being conducted by the Better Business Bureau of the Portland Ad Club, is being received from William P. Green, organization secretary of the national vigilance committee. Mr. Green is making a tour of the Pacific Coast, having already visited Spokane. After a week here he will proceed to San Francisco, Oakland, and Los Angeles.

Mr. Green is throwing new light on the ethics of advertising to audiences of business men and employes of business houses whom he is addressing. He also is meeting the buying public, particularly the women, and giving them an insight into the motives and methods behind the great advancement that has already been made in the standard of newspaper advertising.

"Every merchant in the country who believes in honest advertising, as all reliable business men do, is personally damaged every time untruthful statements appear before the public from the hands of fake investment sharks," said Mr. Green soon after his arrival in Portland. "The people are influenced to lose confidence in advertising in general and made to lack faith in the honest statements of legitimate business men."

"Today business is built upon a whole-hearted service to the public, and the vital force in business, namely, advertising, has come to be known as an investment in public confidence. The great function of advertising is not only to get business, but to build and retain business. Advertising wins public friendliness and confidence."

"While it may be safely estimated that 90 per cent of the total volume of advertising is truthful, the remaining 10 per cent, or less, of misrepresentations breeds a general distrust of advertising that is far reaching and damaging. Advertising was first seized upon by the quack and faker, and extravagant advertising was the rule, rather than the exception. 25 or 30 years ago.

"However, since advertising has been used by reliable business it has become more truthful and believable as the volume of advertising has increased. Advertising and business men must and are taking steps to purge advertising of fraud, falsehood and deception of every sort, even half-truths and petty deceptions."

CHICAGO MAN GOES WEST

Charles F. Armstrong Joins the Izzard Company of Portland and Seattle

Charles L. Armstrong, for some time past associate copy director for Malory, Mitchell & Faust, Chicago, will leave that connection September 1 to associate himself with the Izzard Co. advertising agency, of Seattle and Portland, Ore., in which he has purchased an interest.

There he will have charge of mer-

Democratic weekly of a far West county seat paid owner \$3,675.80 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for \$8,500; \$5,500 cash necessary.

Proposition S. Y.

Charles M. Palmer

Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building New York

HAS LITERALLY GROWN UP IN NEWSPAPER OFFICE

SAVERY M. LEWIS, who owns and publishes the Ruston (La.) Leader, daily and weekly, is equipped to go into any part of his plant and run whatever job he cares to take hold of. Literally, he grew up in the business of making and producing a newspaper.

His father, Judge Thomas C. Lewis, owned the Farmerville (La.) Union Record when Savery was born in that town, February 12, 1869, and gave his son a job in the mechanical department when the latter was 15 years old. So he has been "devil," compositor, make-up, pressman, advertising solicitor, business manager, reporter, copy-reader, managing editor and publisher.

When Savery became of age he took rather a dislike to the newspaper business, left home and went to Ruston, La., to study law. He dropped that ambition, however, and became chief deputy clerk of Lincoln Parish. After a decade or so of political life he found the smell of printers' ink still in his nostrils, so he became interested in the Ruston Leader and was elected president of the company that published it.

The company's affairs took such a turn in 1902 that it had to go into liquidation, and Mr. Lewis became sole owner of the plant and of the newspaper, and took hold as editor and publisher. Two years later he began the publication of the Daily Leader, and has published both daily and weekly ever since. That is, he put Ruston on the map as the only city of its size in Louisiana with a daily newspaper.

chandising and copy planning departments. The Izzard Co. has simultaneously established Chicago outlet connections with Greig & Glover, Inc., 440 South Dearborn street, Chicago.

A. J. Izzard is president of the Izzard Co. and was lately a visitor in Chicago, at which time he established the connection. The Izzard Co. was developed six or seven years ago from the old White advertising agency, of Seattle, which was one of the pioneer organizations of its kind in the Pacific north-west.

TWO AMERICAS CAN BE WELDED BY NEWSPAPERS, SAYS EDITOR

Better Understanding Between Peoples of These Continents Is Needed, He Warns Publishers, Because Germany Is Preparing for a Great Trade War

IN '49 when America's youth was blazing new trails westward, across southwestern deserts and through tropical jungles, in their rush to the gold fields of California and new wealth, the fates that rule marooned a party of men at Cristobal, Panama, on July 4 of that year.

To properly celebrate that great day in world history they decided to publish an American newspaper as a lasting chronicle of their stay in that strange and new country.

New Star Appeared July 4, 1849

Their journey and their hopes were toward the setting sun, and their thoughts were no doubt that day, "Westward the Star of the Empire takes its way." So they called their little two-column, one-sheet, The Star. They were proud of the paper, and the fellow who ran the little one-man shop where it was printed liked it so well he decided to make it a weekly event in the community if Americans continued to pass that way.

The Star is still being issued regularly, daily now instead of weekly. Its present name is the Star-Herald, as the result of its consolidation with a later-day paper. It is now a 16-page paper with Associated Press telegraph news, and up and down the West Coast it is looked upon by many persons and institutions as the spokesman of American ideals.

The family of the late Joseph Gabriel Duque has been interested in the paper for half a century. Associated with them at the present time as one of the proprietors and chief editorial writer is S. P. Verner, a South Carolinian.

Went to Panama with Gen. Gorgas

Mr. Verner, who went to Panama ten years ago with General Gorgas on his mission on sanitation, is a deep student of Latin-American affairs. He is now bringing to a close a six months' visit to the United States, resting part of the time from his newspaper labors, which, during the war, included official representation of the Committee of Public Information, but devoting some time to arranging here to widening the scope of the Star-Herald in the news field and its American influence.

Incidentally, the Star-Herald is not worrying a great deal about the price of newsprint, as it sells for 5 cents the copy.

Before going to Panama, Mr. Verner spent 13 years in Central Africa and four years in Mexico and South America. Twenty years ago he was for a time a Washington correspondent. At various times and at many places he has acted as a special correspondent of the London Times and the New York Sun.

In discussing the affairs of South

America with EDITOR & PUBLISHER this week, he said:

"The newspapers, magazines and advertising agencies of the United States can do three big things for the promotion of the commercial, social and political influence of the United States in Latin-America.

"The first is to increase the amount and to improve the quality of the news about Latin-America affairs. I have been amused to see how much space in our newspapers is taken up with unimportant local matters—petty police records, the vast mass of society, theatrical, sporting and other news—to the relative exclusion of important events in Latin-America, while even the other foreign news—from Europe, Asia, etc.—consists often of much petty gossip where events of large bearing on the present and future relations of the two Americas are conspicuous by their absence.

New Print Paper Source

"For example, how many American manufacturers with direct or indirect interest in airplanes know that a Central-American tree, the Balsa (or Ochroma Lagopus) has lately been discovered whose timber is the best known for aeroplane bodies?

"In this day when print-paper is so scarce, how many know that a process has been worked out in Venezuela for making paper from sugar-cane megass, of which enormous quantities are available in the West Indies and Latin-America?

"How many know that Japanese are

welcome in Ecuador and are likely to get well-established on the West Coast of South America?

"How many know about the enormous resources of the two big German banks in South America, whose assets have been scarcely touched by the war and which are now ready to promote the tide of German immigration preparing to flood South America?

"Such items of news rarely get much wide publicity in the United States, yet they have a direct bearing on the business and political relations between the peoples of the two continents.

"The second is that the doings of citizens of the United States in Latin-America ought to be chronicled more fully, widely and authentically.

The Colombian Treaty

"A good illustration of the importance of this is afforded by the recent developments in the matter of the ratification of the pending Colombian treaty. It is said that some American interests in Colombia are menaced by proposed measures in that country, and the American people are called upon to decide whether a clause must be inserted in the treaty to endeavor to guarantee protection to those interests.

"It is a matter of large importance to the present and future interests of American business in South America that the action in this matter be well considered; that in the effort to protect these existing or projected interests in Colombia the negotiations should not prejudice much larger present and prospective interests both in Colombia and all over the southern continent.

"But how can the American people act intelligently in this matter unless they know who and what the interests are, and what the measures inimical to them are?

"The lack of previous information on this subject handicaps them immensely in wisely and promptly deciding this matter, yet it ought to be decided soon.

"This brings up the third need—that American merchants, manufacturers, and others seeking Latin-American trade ad-

vertise in the Latin-American newspapers.

"This is one of the very best possible ways to accomplish three big purposes—to get the good will of the Latin-American press, to inform Latin-Americans about what they can buy in the United States and where, and to stimulate the Latin-American editors and journalists to send news about their communities to the press associations and newspapers in the United States.

"The enormous potential business of Latin-America, as well as much of the actual current business with the United States there, may be lost or least severely handicapped unless the American people wake up on this subject, and these three elements in the awakening—more news, better news, and advertising in Latin-America are among the most important means to the end of mutual profit and of mutual good will.

South Americans Will Reciprocate

"On the other hand, if this stimulus be given, Latin-Americans will learn to reciprocate.

"They will advertise their lands, mines and products in American papers. They will buy American newspapers and periodicals more freely.

"They will seek to give to American papers a true picture of their local political and other conditions, for they will realize the value of accuracy when its influence on their immediate business is direct and clear, and they will begin to form personal ties with their correspondents and patrons in the United States which will be one of the best agencies for dissipating mistrust, removing ignorance, and creating a unity of spirit in both continents."

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

FIRST

The New York Times publishes more financial advertising than any other newspaper in the world. In seven months of 1919, The Times printed 1,237,272 agate lines under this classification, 38 per cent of the total printed in all New York morning newspapers.

R. J. Bidwell Co

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

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

Hemstreet's

PRESS
CLIPPINGS

Tenth Avenue at 45th Street
New York

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

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press

Clipping Agency

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

We cover every foot of Canada and Newfoundland at our head office,
74-76 Church St., Toronto, Can.

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

PENNSYLVANIA

A man died last week. He was very young when he went to Pennsylvania. He was poor, but before he died he gave away over three hundred millions of dollars—and every dollar he gave away he made in Pennsylvania.

He did not give all of his money away—but died one of the richest men in the United States.

He not only became a millionaire but he created many other millionaires—all of them in Pennsylvania.

No state can offer more or better opportunities for money making than can this great Keystone State.

Commercially Pennsylvania is a producer and with Pennsylvania's prosperity comes Pennsylvania's demand for goods of all kinds—and Pennsylvania's daily newspapers to carry your message to these people.

These daily newspapers co-operate in every way to make advertising pay and pay handsomely. Use them to get your share of the prosperity.

Daily newspaper advertising works alone to better advantage than does any other kind of advertising.

Daily newspapers, with their local circulation, their local news and their local advertising, do more toward popularizing merchandise than does any other kind of advertising.

These daily newspapers, in this highly profitable territory, tell the home news to these people, day by day, and can tell your story to a much greater advantage than you can get it told any other way.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M).....	22,175	.03	.03
*Altoona Mirror (E).....	23,676	.04	.04
Altoona Times (M).....	14,940	.025	.025
Bethlehem Globe (E).....	6,766	.025	.025
*Chester Times & Republican (M & E).....	14,177	.04	.03
Connellsville Courier (E).....	6,888	.015	.025
*Easton Express (E).....	11,096	.02	.02
Easton Free Press (E).....	15,455	.0285	.0285
Erie Herald (E).....	8,632	.02	.02
Erie Herald (S).....	8,491	.02	.02
Harrisburg Telegraph (E).....	28,910	.045	.045
Johnstown Democrat (M).....	9,841	.03	.025
Johnstown Leader (E).....	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M & E).....	22,018	.05	.05
Lebanon Daily News.....	8,349	.0179	.0179
New Castle News (E).....	13,411	.025	.025
Oil City Derrick (M).....	6,135	.023	.018
Philadelphia Record (M).....	123,277	.25	.25
Philadelphia Record (S).....	133,680	.25	.25
Pittsburgh Dispatch (M).....	54,810	.12	.08
Pittsburgh Dispatch (S).....		.19	.14
Pottsville Republican (E).....	10,797	.0329	.0329
Scranton Republican (M).....	27,130	.08	.07
Scranton Times (E).....	36,861	.08	.07
West Chester Local News (E).....	11,926	.03	.03
Wilkes-Barre Times-Leader (E).....	19,376	.05	.035
*Williamsport Sun (E).....	16,110	.05	.035
York Gazette (M).....	15,026	.03	.03
Total	678,802	1.6323	1.4418

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

The New York Globe

A Newspaper With Strong Individuality in Which the Advertiser's Appeal Is Believed

The Globe invites comparison with other New York newspapers.

The Globe day by day is a better newspaper and will be a still better newspaper in another year.

The Globe's editorial page is the best in the city and commands greatest influence.

The Globe's features and special articles stand in a class by themselves.

The Globe is not a mere newspaper, but a service to 180,000, who buy it every day.

The Globe is independent, accurate, fearless, clean, and interesting.

Compare it with other newspapers and you will note the difference.

Globe readers have as much confidence in the advertising it accepts and prints as in its news columns

Member
A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000
A DAY

