



EDITOR & PUBLISHER

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



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NEW YORK, THURSDAY, MAY 1, 1919

Vol. 51. NO. 48

MAMMA'S ANGEL CHILD

By Penny Ross



TEN years ago Penny Ross was a young illustrator on the Chicago Tribune doing a few fashions and miscellaneous routine drawings. An artist doing a page for the comic section, died suddenly and the gap had to be filled. Ross was asked to attempt something.

One of the greatest influences in his life had been a little girl in the neighborhood named Esther, whose pranks had been startling in their number, originality and lack of malice. He began drawing the actual events in which Esther had been the heroine. After a few weeks the Tribune made arrangements for another comic and Mamma's Angel Child was discontinued. The storm of letters of protest which immediately descended upon the Tribune office quickly convinced the management that a mistake had been made and Ross was asked to continue picturing the adventures of Esther.

HE has drawn thousands of Esther cartoons since, used ideas sent to him from every part of the world but has not yet exhausted the stock of real true incidents supplied by the real true Esther. Furthermore, in many of the drawings he pictures the house in which Esther lived and which is one of the landmarks of a Chicago suburb, the big grate in the house, the attic, her favorite rocking chair, and so on.

IT is probably this foundation of truth and fact which makes Esther unique among children's comics: The thousands of letters which Penny Ross receives (and answers)

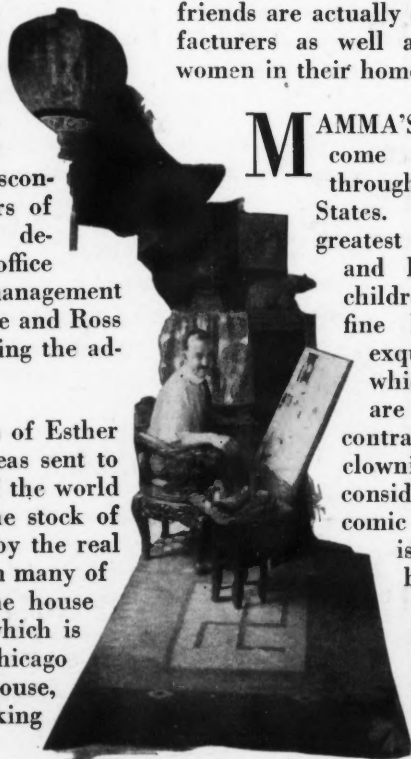
proved that little girls and their mothers really love Mamma's Angel Child—Esther Starring. The same childish fun which set the village of Oak Park roaring twenty years ago sets hundreds of thousands of Americans smiling today.

ANOTHER unique feature of this comic is the fact that it is a fashion page as well as a comic. If it were not that Ross loves Esther and likes children and finds his work the greatest pleasure in his life, he would be one of the world's great fashion artists. The gowns he designs for Esther's mamma and her friends and the little frocks in which he dresses Esther and her friends are actually copied by big manufacturers as well as by thousands of women in their homes.

MAMMA'S Angel Child has become a household word throughout the United States. She is one of the greatest characters known and loved by American children. The beautiful fine line drawings, the exquisite scenes in which her adventures are staged are in sharp contrast to the usual crude, clownish craftsmanship considered necessary by comic cartoonists. There is not, and never has been, a comic page with such a strong appeal to women and girls. It is the work of a man who knows and loves children more than anything in the world.

It is clean, artistic, original—an asset to any publication.

Your readers, especially the children, will enjoy it.



Penny Ross in His Studio

Mats in one, two, or four colors, furnished for simultaneous publication with The Chicago Tribune. Write, wire or phone for rates.

SYNDICATE
DEPARTMENT

The
Chicago
Tribune

Full Steam Ahead for



Ohio, The Debtless Commonwealth

Plus \$72,000,000—that's Ohio.

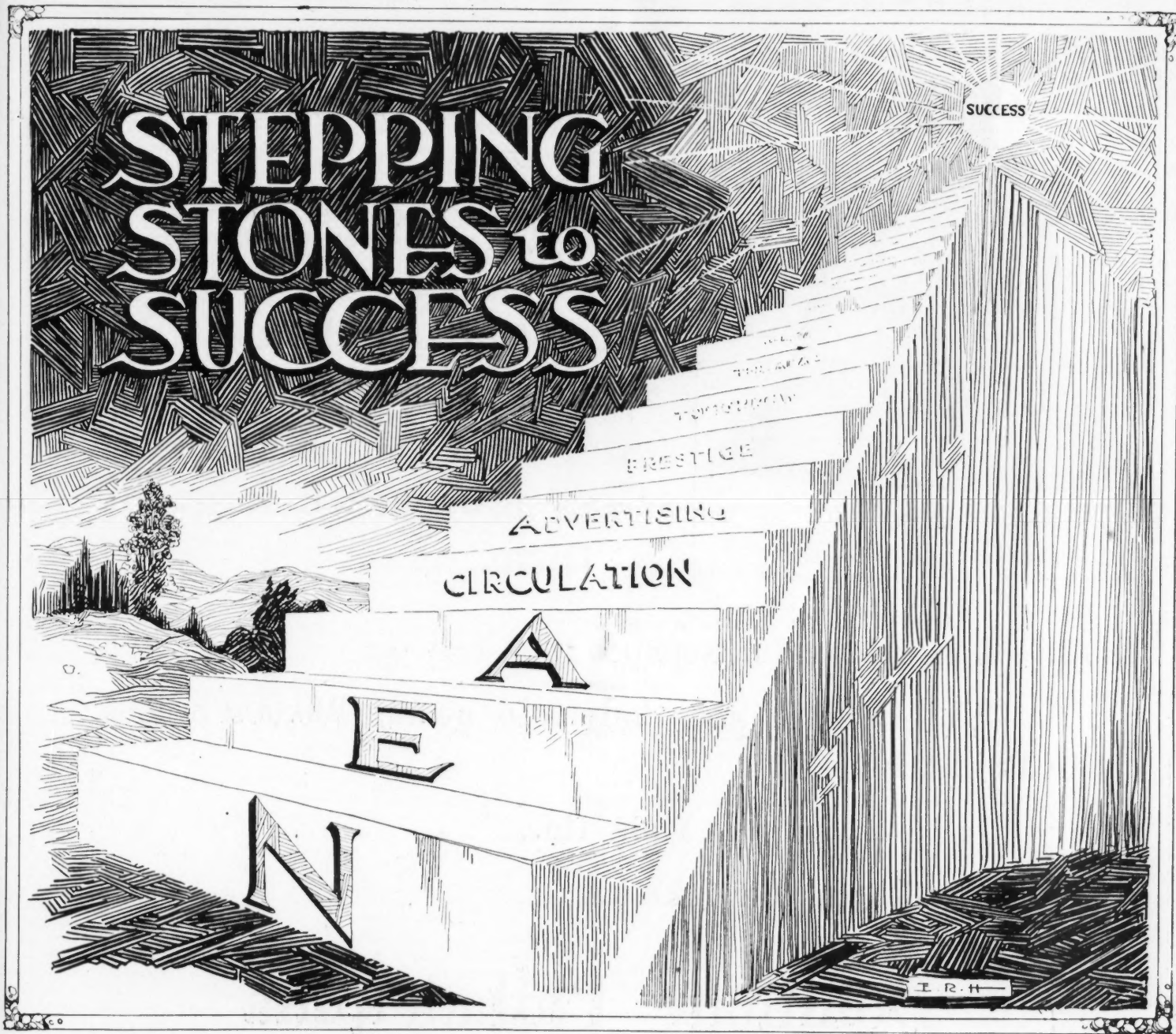
This does not sound like a very large sum, accustomed as we are to dealing in war-time billions—but these are not war-time figures; they are an example of Ohio State prosperity, as given out by State Auditor A. V. Donahy.

Advertise your standard Trade-Marked Brands in the Debtless Commonwealth. Reach its more than 5,000,000 people including more than one million wage earners who receive more than \$400,000,000 per year. They mainly rely on their daily papers for "points" on what to buy—either of necessities or luxuries. The people of Ohio have the money to buy the very best in the market. Ohio is getting a full share of a very real "Construction Prosperity." Reach the solidly prosperous people of Ohio—via these

OHIO DAILY NEWSPAPERS

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	32,807	.05	.05	Dayton News (S)	28,216	.035	.035
Akron Times	21,517	.03	.03	Lima Daily News (E&S)	11,710	.0265	.0207
Athens Daily Messenger	8,712	.02	.02	Lima Republican Gazette (M&S)	10,008	.0143	.0143
Canton News (E)	13,636	.03	.03	Marion Daily Star (E)	9,664	.02	.02
Canton News	9,571	.03	.03	Newark American-Tribune (E)	6,380	.0128	.0128
Chillicothe News-Advertiser	3,055	.00714	.00857	Piqua Daily Call (E)	4,010	.0115	.0115
Cincinnati Enquirer, 5c (M&S)	55,504	.12	.12	Portsmouth Daily Times (E&S)	11,818	.025	.025
Cleveland Plain Dealer (M)	182,552	.24	.24	Springfield News (E&S)	13,550	.025	.025
Cleveland Plain Dealer (S)	205,825	.27	.27	Toledo Blade (E)	81,897	.15	.13
Columbus Dispatch (E)	81,656	.115	.105	Youngstown Telegram (E)	21,735	.05	.05
Columbus Dispatch (S)	71,164	.115	.105	Youngstown Vindicator (E)	23,685	.05	.05
Columbus (O.) State Journal (M)	54,195	.10	.09	Youngstown Vindicator (S)	19,065	.05	.05
Columbus (O.) State Journal (S)	54,195	.10	.09	Zanesville Signal (E)	11,809	.025	.025
Dayton News (E)	36,652	.055	.055				

Government statements October 1, 1918.



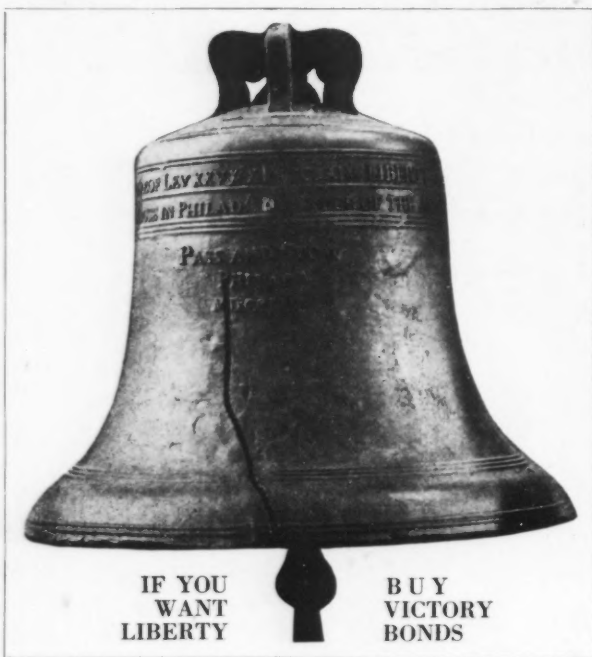
The first steps to any success are the vital ones.
N·E·A leads
 to newspaper success.

The Newspaper
 Enterprise Association



A Service -
 not a syndicate

CLEVELAND, O.



IF YOU
WANT
LIBERTY

BUY
VICTORY
BONDS

In **Philadelphia**
nearly everybody reads
The Bulletin

Most Philadelphians
Go home at night
And the Evening Bulletin
Goes home with most of
them.

It is the one newspaper they rely on.

The Bulletin goes daily into nearly 400,000 homes
in Philadelphia.

Local advertisers know this.

That's why they like it.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the
newspaper that goes daily into nearly every Philadelphia home.

The Bulletin

Net Paid Average
for March

448,979

Copies
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.
No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin."



EDITOR & PUBLISHER



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Vol. 51

NEW YORK, THURSDAY, MAY 1, 1919

No. 48

U. S. RAILROAD ADVERTISING STARTED

CAMPAIGN LAUNCHED ON \$800,000 SCALE

Newspapers Throughout Country Will be Used, Beginning This Month—Meeting in New York Today to Complete Copy Plans

Plans and copy for the \$800,000 campaign of railroad advertising that the U. S. Railroad Administration authorized last March are practically complete, and newspapers throughout the country will be printing full pages of this as early as the middle of this month—some of them a few days earlier. Full-page copy, identical with that which will inaugurate the newspaper campaign, appeared in about 20 of the May magazines—or as many as had not closed their advertising forms for that issue when the copy was ready.

A meeting of the advertising agents who have charge of the campaign is being held today in New York to put the finishing touches on the schedule.

Most of the copy that appears in newspapers will be 375 or 400 lines, and it will vary to suit the requirements of the respective localities where it appears. The plan of the government is to concentrate the attention of the public on travel to the principal health and pleasure resorts and the national parks.

For instance, the copy that will become familiar to New York newspaper readers will describe the delights of the Adirondacks, the Catskills, Thousand Islands, the New England resorts, and others no farther or but little farther away. Chicago newspaper readers will be reminded of vacation facilities at the Michigan and Wisconsin lakes—and so on.

H. E. Lesan, of New York, is chairman of the committee of advertising agents placed in charge of the campaign by the Government, the sectional agencies represented on the committee being:

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York.

Frank Presbrey Company, 456 Fourth avenue, New York.

Lord & Thomas, Chicago.

Stack Advertising Agency, Chicago. Massengale Advertising Agency, Atlanta, Ga.

Amsterdam Advertising Agency, 1180 Broadway, New York.

Thomas Advertising Service, Jacksonville, Fla.

These agencies were selected by traffic managers of the railroads in various sections of the country. The heads of these agencies then were summoned to a conference in Washington with Gerret Fort, assistant director, Division of Traffic, U. S. Railroad Administration. Mr. Fort, incidentally, is a strong advocate of newspaper advertising.

The campaign will be supervised by three committees of passenger traffic officers, located in New York, Chicago, and Atlanta, respectively.

Huge Newspaper Advertising Is Moving Stocks, Says Thomson

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, makes the following statement to EDITOR & PUBLISHER:

"The latest reports we have received from all parts of the country show that newspaper advertising continues to increase and in some sections is simply enormous.

"There is no doubt that newspaper advertising is going to play a great part in getting us over the period of readjustment by moving stocks on hand which, mind you, must be sold at the old prices.

"The American manufacturer has shown his far-sightedness by advertising to develop business and move these stocks and so hasten the time of readjustment."

HOOKER DID NOT CONSENT

Says His Name Went Before A. N. P. A. Without His Knowledge

That it was neither with the knowledge or consent of Richard Hooker, publisher of the Springfield Republican, that his name was presented to the annual convention of the American Newspaper Publishers Association, last week, as a candidate for the presidency of that organization, is made clear in an editorial statement published in the Republican.

The editorial is quoted here: "Associated Press dispatches from New York stated yesterday morning that in the annual meeting of the American Newspaper Publishers' Association that had developed on Friday afternoon a contest for the presidency of that body between the publisher of the Republican and the incumbent, the publisher of an Alabama paper, who was re-elected.

"The facts are that the publisher of the Republican earlier in the day had made extended criticisms of the manner in which certain matters had been conducted by officers of the association. But before the election of officers for the ensuing year he left the convention hall. It was wholly without his consent or knowledge that his name was presented for the presidency."

EARNIST IS U. P. NEWS MANAGER

Californian Put in Charge of News Report at New York

Lawrence C. Earnist has been made news manager of the United Press, now in general charge of the news report, with headquarters in New York. He has recently been manager of the Central Division with headquarters in Chicago, and prior to that he was Pacific Coast manager in San Francisco, his promotions following along the lines of the established policy of the United Press.

Mr. Earnist is a Californian. He is a graduate of the University of California and his home is at Los Angeles. His duties will be confined to the news report. E. T. Conkle continues as superintendent of bureaus and is in complete charge of the personnel and pony service.

Watterson Completely Out of Courier-Journal

Though Official Relations Are Severed, Veteran Editor Is Held in Highest Esteem by Associates

To satisfy readers' inquiries concerning the status of Henry Watterson's present relation to the Louisville Courier-Journal, EDITOR & PUBLISHER this week requested a statement from Arthur B. Krock, editor of that publication and the Times, who replied by telegraph as follows:

"Mr. Watterson last August disposed of his stock interest in the Courier-Journal and the Times to Judge Robert W. Bingham, but consented to remain in the capacity of editor emeritus. Toward the end of March, finding his views on the League of Nations discordant with those of the Courier-Journal, he requested that his connection be severed.

"This was done with the warmest feelings of personal friendship on both sides. These will continue to exist. You will note from this recital of facts that Mr. Watterson no longer is connected in any way with the Courier-Journal officially but as first citizen of Kentucky and the foremost publicist of his time he is held in reverence and affection by all of us."

HAILED BEFORE COURT-MARTIAL

Writer and Manager of Paris "Information" Called to Account

PARIS, April 10.—Charles Omessa, the writer of the article in Information which caused that paper to be suspended for a week for printing it although the censorship had ordered its suppression, and M. Martineau, the manager, have been haled before a court-martial on the charge of writing and publishing an article containing "information other than that given by the government communiques" concerning the work of the Peace Conference.

At the demand of the prosecution, the case was heard in camera. The result was that the writer was unanimously acquitted and the manager fined a thousand francs (\$200, but with suspension of sentence. This is the first case of the kind since the war, other papers having been suspended, some frequently, but no further action was ever taken.

MANY R. F. D. ROUTES CUT IN NEW YORK

Curtailement, Abandonment or Consolidation of 40 Routes North of Syracuse Goes Into Effect Today—Saves \$50,000 at Farmers' Expense

Sweeping cuts in the rural free delivery routes of Central and Northern New York have been ordered by the Postoffice Department and are to go into effect today. Routes covering more than 1,000 miles of territory north of Syracuse are either eliminated, curtailed or consolidated. Forty routes are absolutely dropped, and a saving is to be made of \$50,000 annually for the Postal Establishment—of course through sacrificing the interests of thousands of families dependent upon the rural service.

Forty or fifty carriers are to be dismissed and their routes either abandoned or consolidated with the routes of other carriers. No advance announcement of the change was made, so that great confusion and delay is sure to follow in the delivery of mail to the sections affected. The new routes thus established will be so long that, in bad weather, it will be utterly impossible for carriers to cover them either with automobiles or horse-drawn vehicles. For four or five months of the winter season carriers have found the greatest difficulty in negotiating their shorter routes, because of heavy snows and almost impassable roads.

It is said that many residents will now have to walk from a quarter of a mile to two miles to their R. F. D. mail boxes, and others, to get adequate service, must drive to the nearest post office.

The Syracuse Post Standard is printing a petition addressed to Postmaster-General Burleson protesting against the changes and asking that no curtailment of delivery be made. Publisher Jerome D. Barnum is of the opinion that similar projects for saving are contemplated in other sections and that publishers should be on their guard to prevent a demoralization of the R. F. D. service in their territories.

\$200,000 Fire in Norfolk

NORFOLK, Va., April 26.—Fire today caused damage estimated at \$200,000 to the building occupied by the Norfolk Ledger-Dispatch, sweeping that part of the structure occupied by the business department and by the Railroad Administration's ticket office. The mechanical equipment, which was housed in a fire-proof annex, was not damaged.

Will Try German Editor

BERLIN, April 29.—Herr Laemig, a Socialist editor, will be placed on trial May 19 for alleged complicity in the recent disorders in Berlin.

W. Allen Kindel, formerly business manager of the Columbia (S. C.) Record, has been appointed general manager of the Pensacola Journal.

STATEMENT BY HANSON ON PAPER CONTRACT

Birmingham Publisher Declares Publishers Paper Company Matter Was Used by Glass' Enemies to Defeat Him—Replies in Justice to Editor

BIRMINGHAM, April 26.—The Birmingham News Company, through Victor H. Hanson, president, today issued the following statement which was reproduced on the first page of the News:

"Some months ago a dispute arose as to the price to be paid by the Birmingham News for certain news print purchased by this paper from the Publishers Paper Company. After considerable discussion, it was agreed at the instance of the News, that the whole matter should be referred to three arbitrators, one representing the Birmingham News, one representing the Publishers Paper Company, and a third chosen by the other two arbitrators.

Award Was Made

"After hearing all the evidence the arbitrators found that the whole transaction was merely a business deal, but that owing to the fact the Publishers Paper Company was organized as a mutual corporation, its president and general manager, A. G. McIntyre, had no authority to negotiate a contract with one newspaper at a price lower than that made to any other newspaper. Accordingly the Birmingham News promptly paid the entire claim some weeks ago.

"I might add that not only did the Birmingham News pay three cents per pound for all of the paper obtained from the Publishers Paper Company, but in addition, last fall it paid \$15,000 as its pro rata share of the losses of the Publishers Paper Company, above and in addition to the total cost of the paper obtained. This sum represented approximately an additional half cent per pound paid for all paper purchased from the Publishers Paper Company.

How Contract Was Made

"The contract made with the Publishers Paper Company was negotiated between Mr. McIntyre and myself. A price of 2 cents per pound, f. o. b. New York, was agreed upon between us, owing to the fact that at that time the Birmingham News was purchasing paper from another company at approximately that figure. Later, on representations from Mr. McIntyre that the Publishers Paper Company was losing money and that 2 cents was less than what the paper purchased from the Northcliffe Mills was costing the Publishers Paper Company, the Birmingham News voluntarily permitted the price of the paper to be increased to 2½ cents per pound.

"Months afterward, the Publishers Paper Company faced huge losses, owing to mismanagement, overcharges by the United States Shipping Board and the bad weather of the Winter of 1918, which had caused shipping delays and loss of paper in transit. Then the company made a claim for another additional half cent per pound for all paper bought by the Birmingham News. This point was decided by arbitration, resulting as outlined above.

"These matters, as pointed out, had all been settled weeks ago. They were brought into the limelight at the time of the meeting of the American Publishers Association convention this week in New York for the purpose of defeating Frank P. Glass, editor of the News, for reelection as president of the A. N. P. A. Enemies made during his long and vigorous fight against American paper manufacturers seized upon this as a pretext to bring about his defeat. His re-

lection to the presidency yesterday afternoon is the best answer to the merits of the charges made by the disgruntled guarantors of the Publishers Paper Company.

"I make this statement simply in justice to Mr. Glass because of the publication in a local newspaper of intimations that he used his official position with the A. N. P. A. to benefit the Birmingham News."

Dittmore Declares Removal Was Illegal and Void

Makes New Charges Against Directors of Christian Science Publishing Society—Asks Court for Reinstatement

BOSTON, Mass., April 28.—A new development in the contest between the Christian Science Board of Directors and the trustees over the control of the Monitor and other church publications came today in the filing in the Supreme Court of a bill in equity by John V. Dittmore, asking that his dismissal from the board of directors of First Church of Christ, Scientist, be declared illegal and void. The bill charges that Adam H. Dickey, Edward A. Merritt and William R. Rathvon in voting as a majority of the board for his dismissal did so "in the hope of making a collusive and unrighteous settlement" with trustees of the Christian Science Publishing Society. The alleged settlement concerned "the civil conditions which had grown up in the Publishing Society."

Dittmore sets forth that for some time there has been a wide difference of opinion between him and other directors in the matter of the affairs of the Publishing Society. He maintained, he said, that the trustees "were selling advertising space in the Christian Science Monitor by suppression of facts and virtual misrepresentations as to the extent of their circulation."

He further charged that they "were demoralizing their agents and employes by persistent incivility, arrogance, undue partiality and abuse of power."

The defendants, also against Dittmore's protest, the bill says, "have repeatedly refused to correct a false statement in the Christian Science Monitor for November 13, 1918, that 'most' of certain expenditures aggregating \$1,375,560 had been for Christian Science war relief work overseas, whereas only about 30 per cent. thereof was so expended."

Chaloner Can Sue for Libel

By a ruling of Judge Dietrich in the Federal District Court, April 28, John Armstrong Chaloner can proceed with his \$100,000 libel suit against the New York Evening Post, although he was declared insane in this state in 1899.

Judge Dietrich maintained that inasmuch as Chaloner was declared sane in Virginia in 1900, that action superseded the New York verdict. The suit has been held up pending the decision.

Wants Death Penalty Imposed

PARIS, April 29.—At the trial today of Senator Charles Humbert, proprietor of Le Journal, who is charged with having had dealings with the enemy, Capt. Mornet, the Government prosecutor, declared that the only penalty that should be given in the case was the same as that meted out to Bolo Pasha—the death penalty.

The Tucson (Ariz.) Daily Star and the New London (Conn.) Evening Day have been elected to active membership in the American Newspaper Publishers Association.

PRINTERS MAY STRIKE IN ALBANY TODAY

Union Makes Demands of \$36 for Afternoon Work and \$39 for Morning Shift to Which Publishers Refuse to Accede.

ALBANY, N. Y., April 30.—A strike tying up the work of all commercial printers and newspaper publishers in this city will be called tonight if concessions are not made by employers. The strike will involve more than 400 machine and hand men.

The printers and publishers have a contract which runs out at midnight tonight, and it is intimated that if an amicable solution is not arrived at with the publishers, the members of the union employed by the morning newspapers, the Knickerbocker Press and the Argus, may keep the contract to the letter, quitting at midnight.

The strike will be called, if there is one, for an increase in the wage scale and for a revocation of the clause in the contract which makes the printers subject to call at any hour in the 24, with only time and a half for the work they do outside their regular hours. This they claim is not adequate compensation for the extra work, on the ground that they are usually called from great distances to do at the most two hours' work.

Scale Now \$26-\$29

The newspaper printers in this city are now working on a scale of \$26 a week for afternoon newspaper employes, and \$29 for night work on the morning newspapers. They have placed a demand for \$36 a week for afternoon paper work and \$39 for morning paper work before the publishers of the five Albany newspapers. At a conference their demands were refused.

Committees were appointed by the typographical union and the publishers to confer again, and Saturday night there was a second meeting. At this conference Henry N. Kellogg, representing the American Newspaper Publishers' Association, gave a talk and heard the sides of both printers and publishers. He told also of how similar cases had been settled by arbitration in other cities, but the meeting broke up without a settlement, both sides remaining obdurate.

The strike, if one is called, would be the first ever called by the Albany printers. Present at Saturday's meeting representing the newspapers were Judge Lynn J. Arnold, counsel; John Arnold, president, and Arthur Hecox, secretary of the Knickerbocker Press; Martin H. Glynn, publisher, and James J. Kane, treasurer, of the Times-Union; Robert B. Waters, business manager of the Evening Journal; Michael V. Dolan, treasurer of the Albany Argus, and Herbert E. Hill, publisher of the Sunday Telegram.

Another special meeting of Linotype operators and hand composition printers held on Wednesday, resulted in no agreement being reached and the possibility of walkout looms larger.

When results of the conference were made known, the gathering was turned into mass meeting of protest by 400 printers who say they will tie up publication of five Albany papers unless they get a \$7 increase, making the day scale \$33 and night scale \$35. Eleventh hour meetings have been arranged with the hope of reaching an agreement.

They pull—do those little classified advertisements of EDITOR & PUBLISHER. What do YOU want to buy or sell today?

Bennett Memorial Home Plans Are Held Up

Death of Augustus Juilliard and Resignation of Eugene Higgins Serve to Prevent Progress

No action will be taken toward carrying out the provision of the James Gordon Bennett will providing for the establishment of a memorial home for newspapermen until two new members are selected for the board of executors, according to a statement made to EDITOR & PUBLISHER by Robert W. Candler, attorney for the Bennett estate.

Under the will, the executors must fill all vacancies that occur. The death of Augustus D. Juilliard last week created the second vacancy on the board since it was named, James Stillman having died. Mr. Juilliard succeeded him. The resignation of Eugene Higgins has been in the hands of the courts for some time, but has not been accepted.

Mr. Juilliard died Saturday of pneumonia at his New York home. He was a well known capitalist and head of the firm of A. D. Juilliard & Co. Rodman Wanamaker is the third executor.

Mr. Higgins lives in France and no action can be taken on filling the vacancy caused by the death of Mr. Juilliard until he comes to this country, it is said. The new member of the board and Mr. Wanamaker will then be called upon to fill the vacancy caused by the resignation of Mr. Higgins.

Absolutely nothing has been done toward providing for the establishment of the James Gordon Memorial Home for Newspapermen, according to Mr. Candler. He said that it is a matter that can wait and will not be taken up until other affairs of the estate are taken care of. Transfers and various taxes are said to be delaying final settlement of the estate.

Fraser Companies Offer Bonds

OTTAWA, Ont., April 30.—Recent financing of interest to publishers includes an offer of 6 per cent. first mortgage bonds of the Fraser Companies, Limited, one of the largest Canadian lumber operators. The purpose of the new financing is to reimburse the concern for expenditures totalling \$2,500,000 on its 35,000-ton pulp mill, which is one of the largest and best equipped of the kind in the Dominion. This mill, located at Edmundston, N. B., began operating in December last.

Marble Heads Pilgrims

Boston, Mass., April 30.—At the annual meeting of the Pilgrim Publicity Association held last night Charles B. Marble was elected president; Perry Walton, vice-president; George D. Moulton, treasurer, and Brewster Gallup, secretary. The directors elected for two years are: H. Wesley Curtis, Adrian J. Iroro, Henry Penn, Henry Kuhn and Adolph H. Ackerman.

Goldsmith Made Ad Manager

NEW HAVEN, Conn., April 28.—J. A. Goldsmith has been appointed advertising manager of the Times-Leader. For many years he has been engaged in newspaper and publicity work in Connecticut as a business manager, circulation manager and advertising manager.

Would Exchange Editors

MILWAUKEE, Wis., April 28.—Ralph D. Blumenfeld, publisher of the London Express, in an address here tonight suggested the exchange of English and American editors, similar to the practice existing among college professors.

IRISH LINEN INDUSTRY TO FIND MARKET HERE BY SPENDING \$450,000 FOR ADVERTISING

A New Trend Is Seen in Publicity Campaign Projected by Co-operative Irish Linen Society Which Represents Interests from Grower of Flax to Manufacturer—First Step in World-Wide Propaganda

By HERBERT C. RIDOUT,

LONDON EDITOR OF EDITOR & PUBLISHER.

THE British business man is generally considered by the rest of the world to be seriously lacking in the art of showmanship. His race may be a nation of shopkeepers, but they stop short of trumpeting to the universe the merits of the goods they have for sale. At least that is their reputation—that their publicitous faculty is not highly developed. It may be so or not. Certainly the average British trader has a profound hatred of all that savors of exaggeration, and particularly of self-laudation. In his efforts to avoid these extremes, it is possible that he fails to claim all he might justly do. It is a trait peculiarly British.

It is, therefore, a startling break-away from tradition that the Irish linen industry should suddenly be brought to a realization of the fact that its future relied upon closer commercial relations of its members and that as the prosperity of each individual unit was bound up in the prosperity of the industry as a whole, then publicity directed upon the popularizing of Irish linens generally must be to the direct benefit of all concerned in the industry.

A Co-operative Movement

This combination did not come into being without opposition, for considerable suspicion lurks in all old-fashioned people, and the Irish linen industry's claim to attention is partly based on its being old-fashioned—and what that implies.

But by dint of hard work the scattered industry, from the grower of the raw flax to the manufacturer of the beautiful linens, was brought together, and the Irish Linen Corporation (now being changed to society on account of misleading suggestion of "corporation" in U. S. A.) began its work. One of those responsible for the publicity development was John C. Curtus of the American Dry Goods Economist, and it is through their office that the campaign will be handled.

Haughton Is Director

The Irish Linen Society, however, felt that above this, of course, it needed its own publicity organizer to co-ordinate its plans at home, and accordingly appointed Sam G. Haughton the publicity administrator of the scheme. Mr. Haughton who, as a director of Frazer & Haughton, Ltd., is already an advertiser of Frazer's aprons and overalls, is also a member of the provisional committee appointed by the Department of Scientific Industrial Research to establish the Irish Industry Research Association, and a director of the Flax Society, Ltd., a company supported by the Government in the growing of 10,000 acres of flax throughout Ireland in 1918. He has been temporarily released by the directors of Frazer & Haughton, Ltd., to undertake this new administrative work.

Mr. Haughton was good enough to give me new and hitherto unpublished details of the Irish Linen Society's com-

bined campaign. It has been decided to spend \$450,000 in a period of three years with the object of popularizing Irish linens as such throughout the length and breadth of the United States.

The United States has always been the greatest of the world markets for Irish linens. Depression in the American market meant immediate depression in the linen trade. Hence the choice of the American market for this co-operative plan to establish a firm footing, extend the holding, steady the financial side, and decide whether it might not be possible to extend operations to other countries.

Will Not Curtail Output

For the success of this publicity is not merely a matter of advertising and waiting. The publicity might bring the results, but those results might actually be to the undoing of the industry if the organization had not covered certain other phases beside mere publicity.

Now prosperity in an industry can be secured in other ways than by the means of publicity. The linen trade has more than once found prosperity in a curtailment of output, creating a false standard of value and leading to an enhanced demand. Other trades have done the same. But this is a vicious system, tending only to stifle an industry and to keep it dependent upon false laws of supply and demand.

In formulating its plans for the development of the American market, the Irish Linen Society found that it must not guard against creating false standards of value, but must take steps to regularize and stabilize Irish linen prices throughout the market. Both trade and public must be given absolute confidence in the fact that the price of Irish linens is not only the right price, but is a price that will rule until an authoritative pronouncement alters it. Then there would be confidence in the advertising.

Scientific Cost System

The necessity for this produced a system of scientific costing in the industry—something it had never known. Investigations and experience showed that it was possible to fix "period prices"—i. e., a price good for a definite period—and to say that there would affirmatively be no drop in that price. The society would guarantee it.

In previous experience it had been found that just as soon as any event affected the market, the price of linen would begin to drop and would keep on dropping until the bottom fell out of the market, and linen and linen traders were down and out until some beneficent "boom" revived the market.

Under the "period price" system the price scale runs by gradual steps and the Irish Linen Society says: "Good news or bad, we will hold the price steady. It will not fall until we permit it." Needless to say, this protection of prices is a double boon to trade and public. The trade knows that its prices are secure from panic, and that it can safely carry good stocks. The public finds special confidence in the always steady value-

price that Irish linens realize.

Combinations and trusts have an ugly sound, and when maintenance of prices are under discussion it suggests that the protection is all against the consumer. Not so in the Irish Linen Society, whatever it may be elsewhere.

The raw material needed by the linen trade is largely produced by little Irish farmers growing flax. Anything that can improve flax at this stage is to the good of every other person who handles linen—down to the consumer. Let me explain.

So far it has been impossible to get a pure strain of flax seed. The farmer planting never knows until harvest what his crop will be. Now only with a pure strain of seed will it be possible to get a given warp or weft or to definitely increase the yield of flax per acre sown. The Research Association and the Irish Society are trying to find that pure strain.

Uncertainties of Production

From that stage onwards there has, in the past, been indescribable waste. The new Irish Linen Society is tackling that boldly, and the steady elimination of waste, the standardization of methods, the introduction of improved machinery, the application of modern ideas—all must tend to cheapen the means of production, and act beneficially upon the quality of Irish linens and its price to the consumer.

One curious point came to light in talking with Mr. Haughton. Cotton, for some extraordinary reason, has in the past always been the bogey of the linen industry. Why, nobody knows, for there is no comparison between the fabrics. But the cotton bogey has been left behind; we shall never speak of cotton now, in comparison, and Irish linen will just be Irish linen.

It is a strange reflection that a combination of an industry, drawn together for the purpose of increasing its whole prosperity by the application of advertising of the most modern kind, should in so doing find that it must consolidate its interest, and actually work for the betterment of each other to secure the betterment of all.

And as every true Irishman has a creed, this is the

Creed of the Irish Linen Society

To promote the greater use of good linens through a wider public knowledge of their many virtues.

To establish for consumers and distributors a mark of guaranteed genuineness upon which they may absolutely and always rely.

To utilize the combined knowledge, research and efforts of the entire industry for the mutual benefit of all who produce, distribute or use true Irish linen.

These are purposes for which the Irish linen industries have associated themselves as the Irish Linen Society.

The contract for the U. S. Linen Campaign has been placed, and steps are now in progress to secure the linking up of every representative of Irish linen in-

terests throughout America. That done it is straight ahead for one of the boldest campaigns ever launched—a campaign conceived in co-operation and conducted in a country where advertising has to be something more than advertising to make good.

WILL REVISE PRINTING PRICES

Oklahoma State Officials Appoint Commission to Study Subject

OKLAHOMA CITY, April 25.—The Oklahoma state board of public affairs has announced a new policy in the handling of public printing. Recognizing that the old schedule of prices governing printing of state supplies is too low, the board has selected a commission representing country publishers, state printers, book binders and wholesale paper houses to aid in the preparation of a new printing schedule. The commission will meet here May 12 to take action.

Among the members are: John H. Anderson, of the Snyder Democrat and president Oklahoma Press Association; E. S. Bronson, El Reno American, secretary state association; John L. Newland, Frederick Leader; George H. Evans, Chickasha Express, and C. A. Looney, Muskogee Times-Democrat.

JAY E. HOUSE RESIGNS

Former Mayor of Topeka Leaves Capital After 17 Years

TOPEKA, Kan., April 26.—Jay E. House, for 27 years a Kansas editor and for 17 on the Topeka Capital editorial staff, has resigned and will come East.

Under his pen name of "Dodd Gaston," Mr. House has achieved wide fame as a paragrapher. Four years ago he ran for mayor and was elected. He was re-elected two years ago and declined a third term this spring.

Captain Bullock Moves to Syracuse

MILWAUKEE, April 30.—Capt. Warren B. Bullock, who for several years previous to entering the army was head of the Bullock News Bureau in Milwaukee, has been appointed head of the extension department of the New York forestry school at Syracuse University. James J. Delaney, formerly assistant sports editor of the Milwaukee Sentinel, has purchased an interest in the bureau and Capt. Bullock will maintain a branch of the bureau at Syracuse.

Adds U. P. Service

NEW LONDON, Conn., April 29.—Theodore Bodenwein, publisher of the Day, has signed up for the United Press service in addition to being a member of the Associated Press. John Gurley will handle the U. P. copy and Geout that of the A. P.

Cooper Back on Denver Post

DENVER, Colo., April 30.—Courtney Ryley Cooper, short-story writer, has returned from overseas army service and rejoined the staff of the Denver Post, upon which he has been a feature writer for several years.

AMERICA MUST NOW BE EDUCATED IN VALUE OF SECURITIES

Herbert S. Houston Urges Bankers to Begin Immediately a National Advertising Campaign to Teach Public the Benefits of Investing in Foreign Trade.

ST. LOUIS, April 30.—Speaking today before the convention of Chambers of Commerce of the United States on "Financing Foreign Trade at Home," Herbert S. Houston of New York declared that national co-operative advertising by bankers is the key to creating in America a proper educational and financial foundation for world-wide commerce.

Mr. Houston, who is a former president of the A. A. C. W. and is now chairman of the committee of the Council on Foreign Relations on Making an American Market for Foreign Securities, said:

A Campaign of National Education

"But how should the campaign of education be laid out and carried forward, that it would be comprehensive, immediate and decisive?"

"Manifestly in the forefront of the campaign stands the necessity of educating the educators. The educators are the bankers of the country. Through them and by them, much of the work of educating the public must be carried on, for the public will look to the bankers for advice and instruction.

Bankers Need Educating, Too

"Now the simple fact is that the bankers, like the rest of their fellow citizens, are just groping along the international road toward a new consciousness of the world beyond the seas. Both the investment bankers and the commercial bankers, through their great organizations, must be educated in the whole matter of foreign securities. But as immediate results are required, the education of the public should go forward at the same time.

"In educating the public, much can be done to educate the bankers themselves just as the national manufacturer often reaches the retailer by way of the consumer.

"This campaign to educate the public should take the form of news and editorial publicity, the distribution of printed matter, and above and behind all the rest, a strong, controlled campaign of advertising.

"Surely there is no need for any one, after the five Liberty Loans and after what advertising has done in Great Britain and Canada in the sale of bonds, to demonstrate its value for that purpose. That has already been done beyond peradventure.

"It will be urged by some that those campaigns are not analogous because of the tremendous patriotic support they enlisted and the great volume of advertising they secured, especially in the United States, without cost to the Government.

Campaigns Already Running

"And it is true, that in our own national Loans, we have been selling our own securities, to ourselves, in time of war. This has lifted the whole undertaking above the ordinary plane and placed it on the basis of essential patriotism, where helping forward with the campaign was part of everyone's bounden duty as a citizen.

"Now that will not be the case with this campaign to educate the American people to buy foreign securities. This must be undertaken by the bankers of the country and by the manufacturing and shipping companies interested in foreign trade, on a clear-cut commercial basis.

"The Investment Bankers' Association of America have already made a promising beginning by appointing an extremely able Committee on Foreign

Securities, under the chairmanship of Mr. Thomas W. Lamont, of J. P. Morgan & Co.

"The Council on Foreign Relations has appointed a committee, to work in close co-operation with Mr. Lamont's committee. It seems to me that if the American Bankers' Association, the Foreign Trade Council, The American Association of Export Manufacturers and the Chamber of Commerce of the United States appoint similar committees immediately and have them all function through Mr. Lamont's committee as a co-ordinating agency, the machinery would be created for organizing and carrying forward this campaign of education.

Raising Funds

"The raising of necessary funds could be allocated on the basis of interest, and would be secured with little difficulty. This sound procedure has been followed again and again in a number of co-operative campaigns. As a matter of fact and of interest to you men of business, no less than nine associations of manufacturers of various kinds of lumber in this country are at this time carrying on co-operative campaigns in educating builders and owners in the use of their particular brands of lumber.

"Going further into the building trades, there are very interesting campaigns being carried on by the manufacturers of cement, the makers of metal lath, and by the associations of quarrymen of Indiana Limestone and of Barre Granite.

"Then, one of the most interesting of all these campaigns is the one which has just been started in this country by the Irish Linen Society of Belfast to educate the American market in buying pure Irish linen.

"And going from building trades and linen to our foods, we find the associations of packers and distributors of both coffee and tea are now out in campaigns in behalf of their favorite beverages.

Even Florists Are Advertising

"Even as modest a business as that of our florists is being advanced by the paid advertising campaign of the Society of American Florists, and it is succeeding, too. Such campaigns as these have been uniformly successful and they have been inexpensive in proportion to the results secured. As a rule, some small tax has been levied by each of these trade associations on its members in proportion to that member's production.

"The total amount thus raised has been adequate for a broad campaign toward making a market for the product which the members of the association produced. Of course, the problem in the case of making a market for foreign securities is more complex, because

more unrelated people are interested than is true of a trade association.

"But the problem can be met and solved, I am confident, through the co-ordinating committee of the Investment Bankers' Association, supported by the co-operating committees to which I have referred.

"After all, the problem is one that can be stated with almost mathematical accuracy. The amount of our foreign trade in every line can be easily ascertained through the Bureau of Foreign and Domestic Commerce. Every dollar of this trade, if it is to continue and increase must depend ultimately on this market for foreign securities.

"So it is fair to believe that our export manufacturers will be quick to see that they have a vital concern in educating American investors to buy these securities; and manifestly the bankers of the country, who will make a profit in selling these securities, will be just as quick to see their concern in the matter.

Plan to Raise Million a Year

"One tenth of 1 per cent. considered as a selling expense and levied by the manufacturers on an export trade of a billion dollars would produce one million dollars annually, which would support an educational campaign of far-reaching power and influence.

"It would be very difficult to carry out a plan to make a similar levy on the export of food in its various forms, but even this might not be impossible, for when the time comes that the control and export of food shall return to private hands, the large exporters might easily be grouped as manufacturers and be quite willing to support a campaign on which their own prosperity would depend.

"Then with the bankers—if two billion dollars' worth of foreign securities were sold each year in this country, a small fraction of a per cent. could be levied that would yield another million dollars; and the bankers could consider this merely as part of their selling expense. This would give a fund of two million dollars, but even if $\frac{1}{2}$ or $\frac{1}{4}$ of this sum were made available, a campaign could be undertaken and pushed through to success.

Education Toward Peace

"In the address, of course, it is not possible to outline in detail, the exact lines this campaign should follow. But it would include, of course, the basic things to which reference has been made. Publicity work, based on the intrinsic interest and value of the news of this great movement; publication work, aimed primarily to reach the investment and commercial bankers of the country; and advertising work directed to the education of the general public.

"What a moving and convincing story this interrelated campaign of news, of publications, and of advertising would spread before the country. It would be a fitting climax to the chapters that have appeared during the five national Loans, a final chapter on the necessity of building up and maintaining the commerce of the world as the surest basis of permanent peace.

"In this concluding chapter the mind of the country could be quickened with the truth that Labor and Capital have a common stake in making a market for foreign securities, for on that market their own prosperity must largely depend. Investment in these securities, it could be fairly urged, would yield three direct returns: interest to the investor, wages to labor, and dividends to capital; and beyond these direct returns, the common benefit of a national prosperity in which all would share."

GRANDIN WILL START AGENCY IN N. Y.

Will Continue to Handle Postum Cereal Advertising Account—Incorporating With Paid-In Capital of \$100,000—Associates Well Known

The importance of New York City as the country's advertising agency center is about to be increased by the formation here of a new general agency by F. C. Grandin, who has been head of the "There's a Reason Company," of Battle Creek, Mich., and several associates.

A new company is about to be incorporated under the laws of the State of New York, but as yet the name has not been decided upon. Offices will be in the Broadway-Fifth Avenue Building, 149-151 Fifth Avenue.

Among the organizers of the new agency are: F. C. Grandin, A. H. Hulscher and G. V. Rothenberg, formerly of There's a Reason Company, and L. J. Lamson and Dr. C. W. Green, who have been the predominant advertising factors in the copy department of the Postum Cereal Company. Their paid-up capital will be \$100,000.

The advertising account of the Postum Cereal Company, of Grand Rapids, one of the nation's largest users of newspaper advertising space, will go to the new agency.

The president and chief stockholder of the new organization is F. C. Grandin, who with C. W. Green and L. J. Lamson, vice-presidents; A. H. Hulscher, secretary, and G. V. Rothenberg, treasurer, hold the entire stock.

The new agency is officered by men of broad and trained advertising experience in every branch of the business.

Denver Engravers on Strike

DENVER, Colo., April 30.—The Denver Post capitulated Saturday, April 26, to the demands of photo-engravers, who have been on strike for several weeks. The occasion was the opening of the Victory Loan drive and arrival home from overseas service of Colorado's own regiment, the 157th Infantry. The Rocky Mountain News and the Denver Times refused to meet the demands of the engravers. Several points were in dispute, chief among which was the demand for a minimum scale of \$37.50 a week for day work and \$40 a week for night work.

Raise Prices to Meet Postage

To meet the increase in postage, due to the zone law effective July 1, the publishers of the Cosmopolitan, Hearst's, Good Housekeeping, Harper's Bazar, Motor, Motor Boating and People's Home Journal magazines will raise their prices on that date. With the exception of the People's Home Journal, which will go up from \$1 to \$1.10, the new prices have not been decided upon.

Cited For Misleading Ads

WASHINGTON, April 30.—The Federal Trade Commission has cited C. L. Chase, of Minneapolis and Kansas City, mail order distributor of shoes, trading under the name Chase Shoe Company, on charges of false and misleading statements in catalogues and other advertising matter. Chase is to make answer before the Commission in Washington, June 3.

Sullivan Moves to Mt. Vernon

MT. VERNON, N. Y., April 30.—John Sullivan, secretary of the Association of National Advertisers, has taken up his residence here, moving this week from Staten Island, N. Y.

AN OPEN LETTER TO HON. A. S. BURLESON ON THE ZONE RATE POSTAL LAW

April 30, 1919.

Hon. A. S. Burleson, Postmaster-General, Washington, D. C.

Dear Mr. Postmaster-General:

EDITOR & PUBLISHER, representing the publishers of daily newspapers—and not at all assuming to speak for other publishing interests—has vigorously opposed the present so-called Zone Postal Law and will continue to urge its repeal in the public interest.

This letter is addressed to you because, in recent statements, you assume a share of responsibility for the present law which, heretofore, this journal has never attributed to you. You state your purpose to fight against repeal, "by the use of the bludgeon of truth," and to "pound the honest facts into the minds of those upon whom the final responsibility rests."

You ask if "the old time subsidy of \$72,000,000 a year, taken from the pockets of other users of the mails, shall be restored to the few parasite publishers who have for years plundered the postal revenues?"

Publishers of daily newspapers, Mr. Burleson, are not recipients of a postal subsidy, nor are they plunderers of the postal revenues. Your reference to "the few parasite publishers" would indicate that you are conscious of this fact.

In passing the resolution calling for an expert investigation of second-class mail costs the American Newspaper Publishers' Association merely reiterated its demand of last year, feeling that such an investigation would end forever the shameful charge, so insistently made, that newspapers are bounty-eaters. It is the belief of publishers of newspapers that their papers pay their way in the mails—that the old one-cent-a-pound rate permitted a reasonable profit to the Department within the zones of publication; and that, for the comparatively small distribution in the more remote zones, the carrying expense of the Department could not be greatly in excess of the rate charged.

If an investigation should develop that, in the outer zones, the rate should be increased, then newspaper publishers would favor such an increase, based upon the zone principles. The newspapers desire, Mr. Burleson, to pay for the service rendered to them—but they want the cost of that service determined solely upon the facts, and not based upon losses involved in carrying publications of a different class.

The injustice of characterizing newspapers as subsidy-grabbers should be plain to you in the light of your own statement that one periodical—not a daily newspaper—recently caused the Department a loss of \$120,000 in the distribution of one issue. What part of this loss is attributable to newspapers?

A majority of newspaper publishers who criticize the present law are not opposed to the principle of the zone system. They do oppose the special tax on advertising imposed by this law, and they do suffer through the operation required in complying with its provisions—the extra expense imposed upon both the newspaper and the Department in segregating the advertising.

Your view that the advertising in a newspaper is not a legitimate part of the paper, because it is paid for, is not a broad view. Do you know of any newspaper which could hold the interest and attention of its readers if it discarded advertising? Does not advertising—which is the news of business—serve the reader quite as effectually as does the general news?

Advertising, Mr. Burleson, makes markets for the products of our industries. Advertising informs the people as to buying opportunities, carrying to them the benefits assured by the competition for trade between manufacturers and between merchants. Advertising is a factor of our economic life of the utmost value and importance. Yet the present postal law penalizes advertising, as though it were an evil.

Now, more than in any previous period of the nation's life, the power of advertising must be relied upon to bring about that restoration of normal business activity upon which our peace and security

as a people depend. What more useful work may the Postal Establishment perform than in furthering in every way the revival of business, the readjustment of industry, full employment for our people? Advertising is the most potent factor in this movement toward an era of unexampled commercial activity and development.

In a recent address, in which you discussed the matter of zone rates for the parcel post, you related how you found, upon entering office, that in certain zones, where it was profitable to carry parcels, the Postal Establishment got little of the business. You said:

"How did I adjust those rates? Did I adjust them by raising the rates and diminishing the weights of the parcels? No. That would not have been in the interest of the American people. I readjusted them by lowering the rates and increasing the weight of the parcel. Almost instantly the result of that action was reflected in the returns of revenues, and from that moment we passed permanently from a deficiency to a surplus basis in the Postal Establishment."

Yet you adopt the theory that the exact reverse of this policy is necessary in regard to second-class mail. Why?

Are not the interests of the American people quite as clearly touched by the matter of second-class postal rates as by the matter of parcel post rates? IS IT NOT IN THE NATIONAL INTEREST THAT THE GOVERNMENT SHOULD AFFORD THE FULLEST POSSIBLE COOPERATION IN THE DISSEMINATION OF INTELLIGENCE? Is it not a proper governmental policy to encourage the widest possible circulation of newspapers? Does the present law do that?

It has been said of you, Mr. Burleson, that you are ambitious to create in the Postal Establishment a source of large profit to the Government. The Department was not created with that purpose—but with the purpose of intimate service to the people. The American people do not expect you to show profits from your conduct of the Department—but they do expect efficiency. They do not require profits from the operation of the Departments of Agriculture, Labor and Commerce. Like the Post Office, these Departments pay dividends in service to the people.

EDITOR & PUBLISHER deplors the trend of recent criticism of you, in which personal matters foreign to the issue have been injected. We regret, too, the attitude you have assumed in replying to your critics. For you have indicated that you no longer possess the open mind on this issue. That is unfortunate—for it is our earnest conviction that your present position is not well founded.

To assert that newspaper publishers, who ask for an investigation of the costs properly chargeable to the carrying of NEWSPAPERS in the mails, are merely "stalling" is hardly good logic. For, if the result of such an investigation should make it plain that these publishers should pay a higher rate, wherein would they profit by it?

Your belief that the publishers of newspapers have organized a movement to drive you from public life is based upon no evidence known to this journal—which is fairly well informed as to opinion and sentiment in this field. The publishers do resent—as all self-respecting men must resent—your charge that the newspapers are grafting upon the Government and plundering the postal revenues.

They do feel, Mr. Burleson, that your attitude toward the newspapers is not based upon a broad vision of their functions and service in our national life. They would greatly prefer to feel that the Postmaster-General keenly appreciated the spirit of the postal service and its real relation to the daily lives of the people.

Our purpose in bringing these considerations to your attention, Mr. Burleson, is to be helpful, opposing your view only to the extent in which that view seems to us to be at variance with the best public policy and sentiment.

Respectfully yours,

EDITOR & PUBLISHER.

Records High Paper Profits

MONTREAL, April 29.—Canadian pulp and paper mills continue to make record profits. The annual report of Price Brothers, Limited, for the 12 months ended February 28, 1919, show profits of \$1,493,000, as compared with \$1,374,000 for the previous year and \$1,240,000 for two years ago. After making deductions for bond and note interest there remains for dividends a balance of \$1,053,000, equal to 21.8 per cent of the capital stock of the company.

New Editors at Brown

PROVIDENCE, R. I., April 26.—The Liber Brunensis, printed at Brown University, has announced its new board of editors as follows: Editor-in-chief, Harry Clark North, Plattsburg, N. Y.; business manager, Lawrence B. Howell, Morristown, N. J.; art editor, George O. Podrasnik, Chicago, Ill.; member of associate managing board, Elbridge A. Minard; associate business managers, Theodore H. Bush and Joseph A. Makanna; associate art editors, Charles J. Fish and Telford R. Jones.

Rumpel Leaves Weis Company

MILWAUKEE, Wis., April 30.—The Hummel & Downing Company has appointed P. S. Rumpel as advertising manager. For ten years past he has been in charge of advertising for the Weis Manufacturing Company, Monroe, Mich.

Arnold Joins "New Departure"

HARTFORD, Conn., April 28.—Earl J. Arnold has entered the advertising department of the New Departure Manufacturing Company, this city.

Bruce Haldeman in New Post

LOUISVILLE Ky., April 28.—Bruce Haldeman, formerly publisher of the Courier-Journal and Times, is now president of the Perfect Combustion Burner & Mixer Company, this city, making an appliance for use on newspaper melting pots and other devices.

Buys \$35,000 Victory Bonds

CHICAGO, April 26.—On the opening day of the Victory Loan drive the Snitzler Advertising Company subscribed for \$35,000 worth of bonds.

PROVES AIR DELIVERY IS PRACTICABLE

London Daily Mail Experiment Reduces 90-Mile Trip from 4½ Hours to 35 Minutes — Other Publications May Establish Routes

By HERBERT C. RIDOUT,

London Editor, Editor and Publisher.

The commercial possibilities of the aeroplane are still, generally speaking, a problematical subject so far as details are concerned, but the London Daily Mail—which has already on offer a prize of \$50,000 for the first Atlantic flight, and has always been to the fore in the development of aeronautics since Lord Northcliffe himself witnessed Wright brothers in a flight of a few hundred yards from American soil—has just proved to the satisfaction of the world that there is undoubtedly a future for the aeroplane delivery of newspapers.

A Well Kept Secret

The seaside town of Bournemouth, ninety miles from London, enjoyed the distinction of being the first British town to receive its day's supplies of the Daily Mail by aeroplane. It was just as the sun rose on March 13 that, in a field, on the outskirts of the town, landed a 320-h.p. Nieuport Night Hawk machine, piloted by Leslie E. Tait-Cox, carrying from London a special edition of the London Daily Mail.

As a result of arrangements previously made, the secret of which had been well kept, the moment the aeroplane came to a stand, the newspaper bundles

were being rapidly transferred to waiting motor-cars.

One of these was straightway driven to the house of the Mayor of Bournemouth, Alderman E. Bishop, who, taken by surprise, came to the door in his dressing-gown to receive the first air copy of the paper.

"I congratulate the Daily Mail on its enterprise," he said, "and appreciate very much the honor shown to Bournemouth and myself in being the first to witness a demonstration of the practicability of the aeroplane in the safe and rapid delivery of newspapers and mails."

Within a few minutes, and far ahead of the arrival of other newspapers, the Bournemouth agent of the Daily Mail was delivering his papers at the leading hotels. Each paper had "Delivered by Aeroplane" printed on the right-hand top corner of the first page.

Made Excellent "Copy"

The aeroplane edition was also offered for early sale in the outlying districts of Poole, Parkstone, Branksome, Boscombe, and Pokesdown. People abroad in the streets bought copies as souvenirs.

The 90 miles' journey from Acton Aerodrome, London, had taken exactly 45 minutes. Usually London newspapers for Bournemouth are sent from Waterloo Station at 3 a. m., transferred at Brockenhurst, Hants, to motor-cars, and taken the last 20 miles by road, arriving at Bournemouth at 7:45 a. m., a journey of 4¾ hours.

Needless to say the Daily Mail made excellent copy out of its fine achievement, not the least interesting part being the airman's narrative of his flight.

WHERE READERS SPEAK FOR THEMSELVES

A Development of Character

Honolulu Star-Bulletin

HONOLULU, Hawaii.

TO EDITOR & PUBLISHER: I notice in a recent issue of your paper a symposium as well as an editorial discussion on the propriety of the new type of propaganda advertising that is being developed throughout the country. The suggestion is made that there is an insidious influence in this style of advertising which possibly the newspapers in the country ought to combat by refusing to accept such advertising.

I do not see that any of you writers have commented on the one very important phase of this kind of advertising, namely, that heretofore the interests that are now coming out boldly and stating their cause in definite terms over their own signature (or, if their signature does not appear, are at least willing to pay for the presentation of their views to the public) not long ago were accustomed to get before the public by sneaking into the newspaper columns under the disguise of news stories or long interviews which were nothing more than propaganda literature. I do not know whether the newspapers in the large cities are pestered by this sort of cattle as insistently as are the publishers of newspapers in the smaller cities.

It seems to me that the present system of business establishments putting their statements before the public in display form in the advertising columns is an evidence of a development of character in business administration. The people know who is making the statement; they know it comes from either an organization, or is an expression of a group of men. The difference between the present method of propaganda advertising and the old method is the difference between a man who is willing to go out on the soap box and express his own opinions to the public, and the man who sneaks into a newspaper office and gets a column article into the paper over a non-de-plume.

I certainly hope that the propaganda advertising will not be headed off in an opinion that the Government ought to do more of it. Yours very truly,

W. R. FARRINGTON,
General Business Manager.

Endorses Ryan's Article

NEW YORK.

TO EDITOR & PUBLISHER: I note the article in EDITOR & PUBLISHER of March 15 by E. J. Ryan, president of the Railway Mail Association, and I can fully endorse all he says in regard to the unsatisfactory condition of the second-class mail deliveries. Not with much hope of securing an improvement, but simply to let Postmaster-General Burleson know how we feel about it, we have written the following letter to that gentleman:

"We have hoped to see an improvement in

the delivery of second-class mail with the resumption of peace activities, but we find that our papers are reaching us from the office of publication later than ever. For example, the San Francisco Examiner of March 4 has just come in today, March 17; the Wilkes-Barre Times-Leader of March 4 was received today; the Des Moines News of February 21 was received March 14; the Omaha World-Herald of February 23 was received March 13.

"These are not isolated instances, but are merely examples of hundreds of other delays in the delivery of newspapers for which we subscribe direct, anywhere from a week to several weeks longer than seems necessary or reasonable to expect. We have made no complaint of these conditions during the period of war activities, but it seems to us that we should now begin to look for an improvement in the delivery of direct subscription papers.

"Our business is the supplying of advance information to hundreds of trade papers, building material and supply companies, contractors and other concerns that look to us to furnish them with advance news of construction, appropriations, proposals advertised, contemplated bond issues, and other indicated opportunities for business. When we deliver the information several weeks after it has appeared in the papers it is frequently too old to be of any value. Can you give us any hope for an improvement in the delivery of second-class mail?"

J. C. VAN ALSTYNE,
Manager, Luce's Press Clipping Bureau.

Coincidence of Birthdays

The Grand Rapids Herald.

TO EDITOR & PUBLISHER:

Permit me to congratulate you upon your thirty-fifth anniversary. During this span your journal and its predecessors have done a great work. I am especially interested in your anniversary date because it suggests that we have much in common. Your first issue appeared on March 22, 1884. That also is the day upon which I was born and the day upon which the first issue of the predecessor to the Grand Rapids Herald made its first appearance.

A. H. VANDENBERG,
Editor and Publisher.

A Woman City Editor Speaks

The Republic,
Yakima, Wash., April 14, 1919.

TO EDITOR & PUBLISHER:

Usually I read Editor & Publisher with a good-natured purr, but one item in the April 3 number called out all my claws.

It was the article headed "Call Women Failures as Publishers," and referred to the approaching shift from a petticoated staff to a trousered one for the Atlantic City Union. The shift was said to be because women lacked the "news" sense.

I am a woman city editor—I have been a woman city editor for the last 18 months. The paper on which I work is the only afternoon daily in a town of 15,000. There are two weeklies and a morning daily. The morning paper has a masculine staff—it always has had. The man on the city desk grew grey in the business. From a news point of view the two papers can't be compared, and I doubt whether you'll find many small papers which, published in communities the size of Yakima, cover the news of their section more thoroughly than does the Republic. Women are so gladly welcomed into the newspaper world for the stiff society or soft stuff and so unannouncedly told—by the men already safely in it—that they lack the "news" sense! They're told they can't be executives, that they can't map out a news campaign, that they can't direct men. Are you so sure? Just because one group of women failed—and the reason for their failure is so plain that he who runs may read—don't leave the impression that all women in the newspaper game would have done the same, please. Tell us about some of the women executives who, without owning any financial interest in the paper on which they work, have risen from cuboid to desk jobs, with masculine workers under them.

Yours sincerely,

S. I. ANTHONY, City Editor.

P. S. (Touch of feminism—one postscript!)—I'll admit that I'd hate to try to run a newspaper with an all-female staff, but so would I hate to have one with all men!

Supervises Over Propaganda Advertising

The Times-Picayune, New Orleans.

TO EDITOR & PUBLISHER:

In my opinion the question of propaganda advertising in metropolitan newspapers is not one that can be covered by any one general fixed rule or rules. The publisher of a newspaper should be broad and liberal in his views. He should always be willing to give a hearing to anyone, no matter how he may differ with their view.

At the same time, in my opinion, he should exercise the same discretion and censorship he would over other advertising. In the Times-Picayune we refuse to accept financial advertising if we think it comes from a dishonest source, or if calculated to mislead readers of our paper. Frequently, advertisements are submitted that are entirely acceptable but for the language used. A dealer in staple articles may so word an advertisement that it is misleading.

We try to curb the tendency to exaggerate and to exercise editorial supervision over all advertisements for the protection of the advertiser and the readers of the newspaper. I think that such supervision should be exercised over propaganda advertising. At the same time the newspaper should grant greatest liberty possible to corporations and individuals to place their views before the reading public.

Yours very truly,

D. D. MOORE, Editor & Manager.

The Old Men Knew Their Business

The Sioux City Tribune,
Sioux City, Iowa.

TO EDITOR & PUBLISHER:

At no time during the last 19 years I have been in this present position has there been such poor service and lack of sufficient help as there has been during the last 2 years. It seems that the service has been curtailed to an extent in an effort to overcome a large deficit or perhaps to create a large surplus in the postal department, but it certainly has been done to the detriment of the railway mail service, and causing much loss to the newspapers. In some cases whole lines have been reorganized, using fewer clerks and green men instead of the old time mail clerks who knew the business, so whole sacks of mail are carried by their destination, making papers 24 to 48 hours late. This of course is a very small part of what I might say of the poor service, but sincerely trust you will use it in some way to help get back what we have lost.

Yours truly,

THE TRIBUNE COMPANY,
C. H. Hoyt, Circulation Manager.

Mail Delays in Colorado

The Denver Post,
The Denver Post, Denver, Colo.

TO EDITOR & PUBLISHER:

The manager of our circulation department reports that his experience has been that the standard of efficiency of the Railway Mail Service is about the same as that maintained before the war, our one complaint being that they have taken service off of a number of trains, thereby delaying the delivery of our papers in a number of towns—in some cases twelve to eighteen hours.

There are a number of really important trains leaving Denver on which they do not have mail clerks, many of these trains running through fairly densely populated districts. This naturally delays the service to many of our subscribers.

Sincerely yours,

F. G. BONFILLS.

On the Mail Service

The Salem Evening News, Salem, Mass.

TO EDITOR & PUBLISHER:

Your symposium on wretched railway mail service interests every publisher in the land. There is a hearty "Amen" to all of the criticism that has flowed into your helpful publication.

The general condition of the mail service is serious and I trust that your agitation will continue until relief is afforded.

Very truly yours,

JOHN B. TIVNAN.

Shreveport Journal Stock All Owned Locally

Managing Editor and Business Manager Have Obtained Control by Buying Interests of Resident of Chicago

SHREVEPORT, La., April 28.—The Shreveport Journal has announced a change of ownership which puts control of stock exclusively in the hands of Douglas Attaway, the business manager, and Thomas O. Harris, the managing editor. They have acquired the stock interests of O. A. Wright, formerly of Shreveport, and now of Chicago.

Reorganization plans have been formulated under the new stock agreement, but a provision of the charter stands in the way of their immediate consummation. Legal notice of ten days is required for all meetings of stockholders, and when that time has elapsed a new board of directors and new officers will be chosen.

"It is a source of much gratification to the Journal to be able to state that every dollar of its outstanding stock is owned in Shreveport, thus making the paper exclusively a Shreveport enterprise," reads an announcement in the Journal. "The stock is in the hands of business men, who will always be ready to aid the paper's efforts to advance the very best interests of the community."

"The Journal has no private interests to serve, of any nature whatsoever, and it will continue to stand for what it conceives to be the very highest ideals of political and social life."

GIVES AN "AD VICTORY" DINNER

Judge Bingham Honors Staff on Setting 342-Line Mark

LOUISVILLE, Ky., April 28.—A "Victory Dinner" was given by Judge Robert V. Bingham, publisher of the Louisville Courier-Journal and Times, April 17, as a compliment to the advertising staff for "going over the top" with 342 columns of paid advertising in a recent Sunday edition of the Courier-Journal.

A unique feature of the menu card was the designation of the various members of the staff by military titles, as "shock troops," "sharpshooters and snipers," "signal corps," and "reserve troops," and so on. Other interesting features of the menu were fried spring chicken and strawberry shortcake.

To Send Out News of Nashville

NASHVILLE, Tenn., April 28.—To supply publishers with the news from the Capital City of Tennessee and adjacent territory, the Tennessean and American has established the Tennessean News Bureau. It is the purpose to make it permanent. The Nashville Tennessean and American also has a new house organ called "Bull Dog." This publication, which is four pages in tabloid size, is given over to matter boosting Nashville and the Tennessean and American. It is edited by L. C. Lau, advertising manager, and is an excellent little publication.

Lieutenant James Returns

OTTAWA, Ont., April 30.—Lieut. Fred James, former member of the Ottawa Citizen staff, has returned after putting in overseas service since the early days of the war. He was wounded while in action at Vimy with the Second Battalion, and after recovering returned to the front as a special correspondent for the Canadian War Records Office and for the London Times.

ONE BRITISH PUBLISHER BOUGHT NEWSPRINT AT \$500 A TON

Ralph D. Blumenfeld, Editor London Daily Express, Surprised that American Newspapers Got Off So Lightly During War—Tells of Publishing Conditions in England.

WHEN the American Newspaper Publishers' Association was in session at the Waldorf-Astoria last week, a distinguished visitor from London strolled through the corridors adjoining the convention hall, one morning, and inspected the various appliances on exhibition. He was greeted by several newspaper men who knew him.

The visitor was Ralph D. Blumenfeld, editor of the London Daily Express, who has the distinction of being a native-born American with an American newspaper training. Mr. Blumenfeld, who is a naturalized British citizen, is now on a flying visit to this country, with the object of enjoying a vacation after the excitement of the war and its aftermath in England. Incidentally, he is renewing old acquaintances, visiting familiar scenes, and taking note of journalistic progress on this side of the Atlantic.

Trained in American Journalistic School

In his youthful days Mr. Blumenfeld left his home in Wisconsin and started for New York to win fame and fortune. He found the way to both by obtaining work as a cub reporter on the Evening Telegram. Later on, when he had gained experience, he was transferred to the Herald and became a star writer.

In 1890 James Gordon Bennett sent him to London as resident correspondent of the Herald, a position which he filled for about ten years. During that time he made a close study of British and Continental affairs, and interviewed many celebrities of the period, including Gladstone and Lord Salisbury.

In 1901 Mr. Blumenfeld joined the staff of the Daily Mail (Lord Northcliffe's paper) in the capacity of news editor. His brilliant work eventually attracted the attention of Sir Arthur Pearson, who offered him the editorship of the Daily Express, which he accepted.

Being given a free hand, Mr. Blumenfeld was able to carry out his business building ideas regardless of expense. In spite of strong competition he soon placed the Daily Express on a highly profitable basis. Today the paper is read by all classes, from dukes to dustmen. When Sir Arthur Pearson, on account of his blindness, sold out and retired about two years ago, a new company was organized, at which time Mr. Blumenfeld and his friends obtained control of the Daily Express, the largest shareholder being Lord Beaverbrook.

A Fixed National Characteristic

In discussing the newspaper situation in England with a representative of EDITOR & PUBLISHER, Mr. Blumenfeld said: "There has been a great improvement in British newspaper methods, make-up and production during the last twenty years. Competition has also been growing keener. There are likely to be many important developments when normal business conditions return.

"Newspaper conditions in England and the United States still differ in many ways, and this applies especially to the London and New York dailies. Here the newspapers are entirely local in character, while the principal London dailies are national in scope, circulating in all parts of Great Britain. On that account they have much bigger circulations than the leading New York papers can show.

"The smaller provincial papers are mostly weeklies, and unlike the American country newspapers, they do not contain any local gossip of a personal nature. English people, even in the country districts, dislike publicity, and object to being discussed in the newspapers. That is only one example of

certain national characteristics which can only be understood by long residence in England.

"A great change has been made in the

pressed by the development of these features and the manner in which they are syndicated all over the country. The number of independent syndicates engaged in this business and the variety of material supplied is also surprising."

In describing the effects of the war on the English newspaper business, Mr. Blumenfeld explained that most publishers had experienced great difficulty in maintaining production owing to the paper famine, which was serious.

Paper Prices Soared

"After the war had been in progress for some time the London newspapers found themselves in practically the same position. None of them had more than a few weeks' supply of paper on hand. There was a fair amount in the mills, but a large number of workmen had been drafted for the army and production was greatly reduced. On top of that we had a coal strike, and finally the importation of pulp was stopped. Then the Government limited the consumption of paper to so many thousands of tons for the entire country.

"Naturally the price of paper soared beyond all expectations; in fact, at one time we paid as much as 18 cents a

are getting some paper as low as 6 cents a pound, but the price will not be reduced to 5 cents for some time to come. Consequently, it has astonished me to hear publishers here complaining because they have to pay 5 cents a pound for paper, which seems remarkably low to us in comparison with war-time prices."

"Our advertising kept up remarkably well throughout the war period," said Mr. Blumenfeld. "That is to be explained by the fact that the English working classes were earning higher wages than ever before and spent their money freely. Local trade was therefore wonderfully prosperous, and this resulted in an unexpectedly large volume of advertising."

Favors Six-Hour Working Day

In speaking of the labor situation in England, Mr. Blumenfeld was inclined to take an optimistic view. He expressed the opinion that Bolshevism would make no headway among the British workers.

"Every one in England," said Mr. Blumenfeld, "realizes that labor conditions in the future must differ materially from those which formerly existed. Many things must be changed. For my part, I am willing that the workman shall be given his full share of all that he helps to produce, whether it be one-half or three-fourths. But as for joint control of a plant, I am decidedly against it, having had unsatisfactory experiences with committees. There can be no efficiency in business except under one head. If you put two or three more men in control you will have chaos.

"I favor a working day of six hours, and believe that the output will be just as large as under an eight-hour day. I can make that statement impartially, because I founded the Anti-Socialist Union which killed false socialism in England. At the same time, we must cut down the week-end holidays if we are to build up English industries and enable them to meet foreign competition on a satisfactory basis.

Making a Survey of American Methods

"Labor conditions in England, however, are settling down gradually, and all our serious labor leaders are convinced that agitation is a dangerous proceeding. They have before them the terrible conditions in Russia, Austria and Germany, and they see that the people who agitate suffer much more than those who are agitated against.

"In the printing trade, fortunately, we have had no trouble whatever, the most cordial relations having always existed between employers and employed. While we naturally have our differences, there has never been any ill feeling, and disputes are invariably adjusted in a thoroughly amicable manner."

During his stay in this country Mr. Blumenfeld will spend a large part of his time in examining new appliances and investigating improved methods of production. When the war began the Daily Express had just ordered some new machinery from American manufacturers, including two Goss presses, but the restrictions on shipping prevented delivery until a few weeks ago. Two additional Goss straight-line octuples, ordered subsequently, are approaching completion and will shortly be added to the Daily Express plant.

"In looking over the various exhibits at the Waldorf," Mr. Blumenfeld remarked, "I was greatly interested in the labor-saving devices which have enabled newspaper plants to be conducted on what may be termed factory lines. Because of these devices a newspaper today can be turned out in half the space that was required twenty years ago."



RALPH D. BLUMENFELD,
EDITOR LONDON DAILY EXPRESS.

size and make-up of important American newspapers in the last thirty years. When I was on the Herald here, the Sunday newspapers were pretty big, even in those days, but there were no photograph supplements and no definite feature sections. I have been much im-

pound. That, however, was low in comparison with the price that some other publishers paid. I heard of one firm which actually bought 300 tons at 25 cents a pound—that is, \$500 a ton!

"At the present time the embargo on paper imports has been lifted, so that we

POWERS PREACHED AND PRACTISED TRUTH IN ADVERTISING

Passing of Pioneer Recalls His Great Service and Uncompromising Adherence to Highest Ideals in Copy—Work Always a Model for Younger Ad Men.

ADVERTISEMENTS may have appeared since paper was first printed upon, but advertising as we know it today dates from the late sixties of the last century. The laying of the foundations for it were begun by a Yank in London for the purpose of saving a great American firm that was floundering financially over there. The Yank's name was John E. Powers. He died last week at his home in Hartsdale, N. Y.

He was probably known personally to few advertising men of the present generation, as he retired from active business 10 years ago. He was vigorously active up to the time of his death at the age of 82 years.

How He First Met a Great Merchant

In 1867 a very active young man, with a "I-mean-business-expression" on his face, walked into the show rooms of Wilcox & Gibbs. E. P. Hatch, who was connected with the firm, was in the showroom at the time, but was busily engaged with another man. The impatience of the younger man at being delayed, however, attracted his attention.

"What can I do for you?" asked the future owner of the Lord and Taylor store.

"Buy some life insurance and sell me a sewing machine," replied the young man.

"Which will it be first?"

"I will buy the sewing machine—I will take that one over there," said the visitor, indicating the one he wished. "Now, how about the life insurance?"

Direct and to the Point

Every word spoken was direct and to the point. There was no lost motion, and it is needless to add the insurance was sold. In 1868 the affairs of Wilcox & Gibbs had reached the financial crisis in London referred to. E. P. Hatch sent for the young man who had bought a sewing machine and had sold him a life insurance policy. That young man was John E. Powers, and after explaining conditions to him, Hatch asked him to go to London and take charge of the affairs of the company.

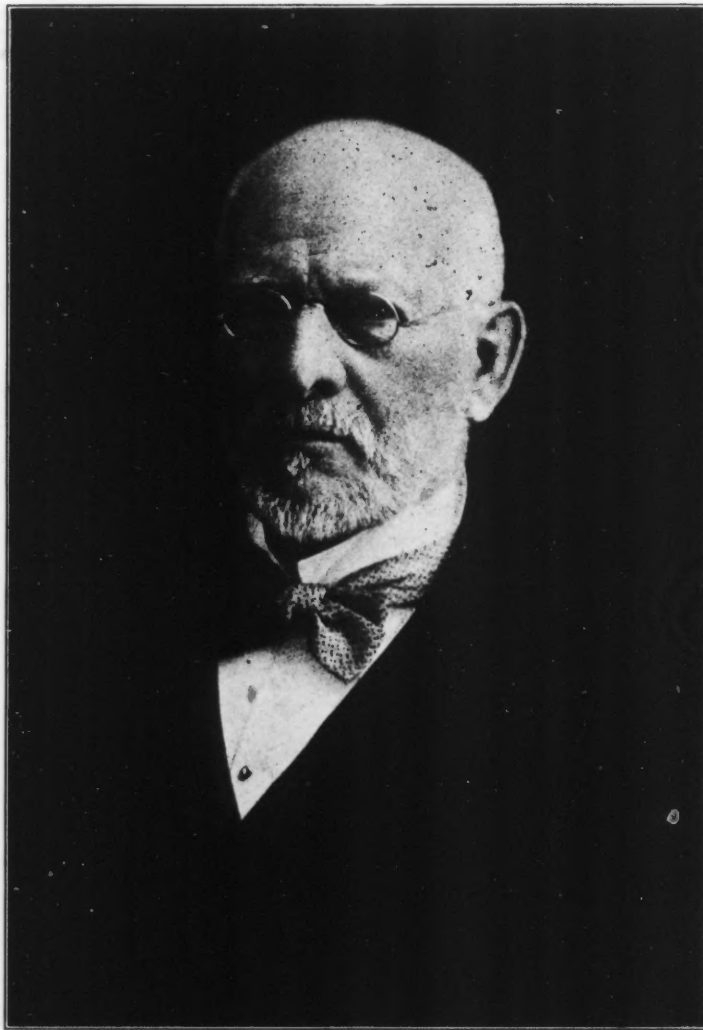
He thought out his campaign on the way over, Mr. Powers afterward said. He knew that the greatest trouble with the sewing machine market was to get people to try them. When he arrived in London, Wilcox & Gibbs' advertisements of "thirty days free trial" immediately began to appear. Those are generally accepted as the first "money-back" advertisements to have been printed. The Wilcox & Gibbs stock began to move. The firm was saved and the same plan of advertising was adopted by the company everywhere. Five years later Mr. Powers returned to the United States and became publisher of the Nation. He changed the entire appearance of that publication, pulled it out of the rut in which it had been traveling and made it pay.

Beginning of Modern Store Advertising

He retired from the Nation in 1879, and, at the invitation of E. P. Hatch, who had first coaxed him to leave the life insurance business, became advertising manager of the Lord and Taylor store. It was there that he started a style of advertising that was to revolutionize the advertising business. John Wanamaker read one of those first advertisements several times, and after carrying it around in his pocket for a number of weeks sent for Mr. Powers.

In 1880, Mr. Powers left Lord and Taylor and became advertising manager

of the Wanamaker store. It was during the six years that he was there that his influence first became noticeable in the entire advertising world. The adver-



THE LATE JOHN E. POWERS.

isements of Wanamaker's became nationally famous. The style was partly copied. In a measure that style is today the standard, and in its entirety it is the foundation upon which retail advertising is moving forward.

The driving point—in fact the creed—of the John E. Powers advertising was the establishment of a relationship of understanding between buyer and seller. So being a pioneer, the road he traveled was sometimes rough. His positive stand on all questions did not help much the way. With his employers he

was some times harsh in his method of driving home a point for which he was contending. Points that were minor with other men became paramount issues with him. He had certain standards of right between seller and buyer that he demanded be followed at all times while he was writing the advertising for the company. His contention for his high standards in advertising was responsible for his leaving many of his largest clients. When an advertiser could not see his point, John E. Powers was very apt to use direct language in expressing an opinion of him.

There are stories of his comings and goings, so many that they cannot be mentioned, but all of the older advertising men can recall a few. He was twice in the employ of John Wanamaker and his leaving in each case would probably make a very interesting story, but he and John Wanamaker were friendly at the time of his death.

One story told is of a certain large firm which one day sent a messenger to his office with material which they wished turned into an advertisement.

appreciation of ornament of any kind. This was reflected not only in his personal life and appearance, but in the advertisements that he wrote for others. He would not tolerate appeals to the eye, but believed that all appeals should be to the mind. He believed a business could succeed if decent business standards were applied; that an advertisement in clean type preaching a message of truth would succeed; that falsehood is the greatest of crimes.

Jobs came and jobs went, but he stuck fast to his principles. He was high minded always, and although rough in action, he at all times used tact and consideration with small men or those under him. All consideration of tact seemed, however, to disappear in his relationship with big men. They being big men, he lost patience when they could not see his point. While it was his general reputation during his active business days that he was one of the hardest men in the advertising business to get along with, it is not generally known that he was as sensitive and tenderhearted as a woman. Sorrow, want and suffering always touched him deeply. He was never a spender upon himself, but was liberal with others. He is credited with having helped many young men through college.

"Master of the Art of Business Writing"

Contrary to general belief among younger advertising men, Mr. Powers never had an agency, although he had many clients. He was not a business man, and aside from that, his temperament, his attitude toward matters which opposed his standards would probably have made it impossible for him to make a going concern of an agency. He was too positive and uncompromising in his opinions and actions.

Some advertising men consider his campaign for Scott's Emulsion a failure because he held to his usual high standards and style, and they contend that it should have been handled at that time as a straight proprietary medicine campaign. He was an advertising writer first, and a counsellor second, and lived and preached what he wrote. A great national advertiser has written of him: "He was a master of the art of business writing."

Mr. Powers died from over-exertion. His physician had notified him that he would have to be more careful, but up to one week before his death he drove his automobile and worked in his garden, although he had recently suffered from two heart attacks.

Believed in News Value of Advertising

During the ten years since his retirement he had been very active. He drove his car a great deal; played billiards, the one pastime he enjoyed; worked on a book which he had not completed at the time of his death, and devoted some time to his garden—that garden, like everything else he had done, was different from other gardens, just as he was different from other men, and the following advertisement, which he wrote, was startlingly different from all others up to the time of its appearance in 1899:

"I make many poor lamp chimneys, but I don't put my name on them—Macbeth, Pittsburgh."

Probably his greatest and most successful advertising campaign was that conducted in England for Fels Naphtha Soap, following a successful campaign conducted in this country in conjunction with Joseph Fels. Fels Naphtha became a household word in England. Some advertising experts consider his most successful American campaign to have been for Murphy's Varnish. To speak of any

(Continued on page 33)

He told the messenger to wait, and in a few minutes handed him the completed advertisement with a bill for \$50 enclosed. It was only a few minutes until the telephone bell rang. The general manager of the late client was on the telephone.

"We got the advertisement Mr. Powers—and the bill. How long did it take you to write that ad?"

"Thirty years," was the quick, terse reply. Two phone receivers went up, and the complaint was a closed incident.

Mr. Powers despised and had little



WHEN the PHOTOGRAPHER

Making The NEWS-COURIER Pay Advertises



He Is a Shrewd Old Bird and, Like the Lawyer and the Doctor, Thinks That Perhaps It's Slightly Unethical to Tell About Himself and What He Does Through the Handy Medium of the Public Prints.

—By W. Livingston Larned.

"I HAVE not bothered you with suggestions for quite some time," said the Managing Editor to the News-Courier Ad-Man, "but it's the open season for Advertising Men just now and I might as well have a shot at you. Why is it that on a newspaper we keep everlastingly at the tradesmen who DO advertise and attempt so little new-territory work? It would seem to me highly essential to break into new fields."

"Perhaps you are not aware of our efforts in that direction," answered the Ad-Man. "In the editorial department your idea of an advertising man is someone who answers the telephone and then runs around for copy. In direct contradiction to that, my little office has created a great deal of new business in the past six months. One of our biggest deals was to convince the local traction company that people should be educated to use the surface cars. In April we begin a series of three-column advertisements that will make surrounding pleasure resorts, parks and sightseeing nooks hum. There are

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. Constructive suggestions and ideas, adapted to particular lines of retailing, are offered each week. It is a service feature.

"One line in this section has never been advertised."

"What's that?"

"Photography."

"Granted * * * you have me there. I never thought of it."

"I did—this morning for the first. I happened to be at the Randolph Studios with my wife. We had brought our boy down for a sitting. It was his first photograph in about three years. And it frightened me when I thought that if the good Lord had suddenly taken him from us we would not have had a good picture. Oh, yes, * * * snap-shots a plenty, but nothing really worth while."

A Wizard with Children

"R ANDOLPH is a wizard. He knows exactly how to handle children. I looked over his studies of youngsters, and they are really remark-

sampling the goods the establishment could double its business * * * it could bring people from all over the village * * * it could increase the sales in OTHER departments. Yet it passes the bet—closes its eyes to the main chance."

Chief Trouble with Merchants

"THAT'S the chief trouble with our merchants * * * they get the stubborn idea that EVERYBODY DOES KNOW. The town, in the meanwhile, grows more rapidly than they imagine. The logic is wrong. People do not seem always to discover wholesome truth unassisted. I know who you mean * * * it's the Berلمان Drug Company * * * and their soda IS the best ever. I have been to see the Doctor. His answer is: 'Oh, our soda and cream are known all over this community. Why should we tell people?'"

"Looks as if the merchant was his own worst enemy."

"Almost invariably. Analyze his objection to advertising and it boils down to the one big thought—'Everybody knows.'"

That's Daddy

THE BEST IN Town

MILITARY PHOTOS

The hurriedly made "snapshot" is the greatest rival of legitimate photography, yet it can in no degree measure up to the dignity of pictures made in a gallery. Every man who has been in service should, for example, have a first-class cabinet photo made.

The BOY Who Went to SEA

His Photograph

This is the day of the cabinet photograph. Never before have they carried such significant messages to relatives and friends. Years from now they will be precious treasures indeed.

His PHOTO!

While He's Still in Uniform,

Bless his old heart! He deserves to have "his beauty struck," and by the best photographer in the home town. These pictures of him will be priceless in the years to come.

able. Yet we stumbled on this fact quite by accident. It is almost criminal that the studio is not advertising every day in the week—reminding careless parents not to neglect having pictures taken of their children. It's a rush age * * * I do not think that as many pictures are produced of this sort as in days gone by. We have grown out of the idea of sentimentally valuable photos. Yet I met a man the other day who, his wife having died six months before, said that he would gladly give a thousand dollars for a fine portrait of his mate * * * it had been neglected. He had none."

"I get your point—and it's true, too."
"Of course it is. Randolph could keep that shop of his busy every minute from sun-up to sun-down if he came out with a special campaign telling this town how necessary it is to keep a photograph record of the children in every family—step by step—as they grow to maturity. He could explain WHY

thirty-four interesting trips that can be made by trolley from the centre of town—and for 7 cents only. Every citizen will become a local globe trotter. We are making silverprint drawings of the really attractive near-by objectives and the advertising campaign is a dandy. I suppose you think we have been asleep at the switch."
"No, not exactly," responded the Managing Editor, but it often occurs to me that nowhere near ALL of the possibilities in advertising have been developed and MADE to see what's what. A certain drug store in this town serves the best soda and ice cream for fifty miles around. It believes, I suppose, that ALL THE TRADE is aware of the fact. Not true. By advertising this one specialty alone and having the ads O. K'd verbally by every one who has ever

he has been so successful at it—why he has made a substantial success. Then there is the Mother and Babe appeal—there is no good reason why he should not clean up all his competitors if he started first and hammered away. I tell you—people need reminding * * * none of us are as MUCH photographed as we used to be in the good old days. When I was a boy, I can remember, some member of my family was forever having his beauty struck. The



Those Dearest of All Pictures

WE SPECIALIZE IN
"MOTHER and CHILD"
PHOTOGRAPHS!

A great partially developed field in photography is the sentimental appeal of motherhood—yet few photographers have attempted to stimulate this trade. They wait for it to "drift in."

family photo album has about disappeared, with its velvet cover and its big metal clasp. It used to rest on the sitting room table—a cherished object." rest on the sitting room table—a cherished object."

"Just as well it DID shuffle off," interposed the

They Grow in Value

"I'M not so sure of that. I thoroughly believe in photographs. They begin to get infernally valuable after the first or second generation—it's when folks are dead and gone that we want something tangible to remember them by. The photographer has only himself to blame * * * he has permitted people to forget and gradually to lose interest * * * he does not advertise. He has NEVER advertised—consistently. Other lines DO. That's what keeps them alive."

"I'll nod approval to that. When you stop to figure it out you see that the photographer is an advertising slacker. He hangs out his shingle and waits for trade to come in—he does very little either to develop business, keep it alive, or increase it. And it is by no means impossible for a vogue to disappear—blow-up of dry rot. Twenty years ago everybody was forever getting pictures. It was a fad—a part of life—an essential industry."

"Right. Now I claim that Randolph stands in his own light when he does not awaken local interest in his shop. He has something to sell—just as the grocer has something to move from his shelves. The grocer will come out with an ad telling about coffee or sugar or canned stuff * * * the photographer never tells ANY ONE anything."

"It will serve him right if the Public forgets there IS such a thing as a cabinet photograph. I venture the assertion that every family in this town would have photographs taken, sooner or later, if the appeal was put properly in printer's ink."

"Soldier stuff."

Good Work for Soldiers

"SURE, I was coming to that. Not snap shots * * * but really fine work—the best possible. When a man has been across—or even into training camp—when he has answered the call of his country, he has done a big thing. Twenty years from now he will want to remind folks of it—he will even want to be tangibly reminded of it himself."

"Sweethearts want these pictures of men in uniform—mothers want them—fathers—friends. History has a way of enriching as time advances. The photograph of to-day will a few years from now be a most precious human document. Yet I do not see that our home photographers are coming out in our paper with that story. They say: 'Well, if they want a photo they will come and have it taken.' That's fine business logic, isn't it?"

"Typical, though," retorted the Ad-Man. "Some day you'll learn that the merchant is about the same now as he was before the first ad appeared. He doesn't change. To make him advertise is a man's size job. Believe me * * * I know."

"The time is ripe for this military advertising * * * some photographer will sweep the county clean if he begins to advertise—if he illustrates his advertising—if he puts some sentiment into the copy."

"I'll try out your suggestion."

"By all means. Here's another point. While discussing this very topic, my daughter brought up a point. She remarked: 'Dad, a woman always looks her best when she is dressed in a quaint costume. And most of us have one—go to a costume ball or a party—or act in a tableau. Yet I see very few photographs taken in this way. I believe that a

PHOTOGRAPHS.



PICTURES
of
CHILDREN

There is an ever-increasing business for the photographer who not only makes a specialty of children but who advertises the fact, day in and day out, in his local paper.

gallery would make a hit if it would only suggest that girls do this very thing—start a run on it—make it a fad. And we all run a hobby to death. If a few girls started the costume photograph idea, all of the others would follow.

"Then there is the graduation gown photo and the wedding dress photo and the photo of the girl who has been in war work and has been permitted to wear special regalia.' Again it struck me that our local studio men were neglecting a big field—a whopper of a field."

Lack Imagination

"THERE'S no doubting it * * * I agree. You should know that very few of these professional men have imagination. They can't GET YOU. That's the basic difficulty—the lack of popular imagination. When all dealers and retailers and photographers begin to widen out, intellectually, then it will not be so difficult to sell the IDEA of advertising."

"You'd think they could SEE the situation—do their own analyzing."

"But they DON'T."

"Then it's up to YOU fellows to educate them."

"We're trying—hard."

"It would seem necessary for the profession of advertising to start a national campaign advertising advertising. If, as you suggest, the average man does not GET it, he should be told."

"It is being done now—New York papers have carried full pages."

"But only in large cities. I mean broadcast—a methodical campaign—consistent and regular * * * little lessons in WHY this merchant and that dealer should advertise. Perhaps the great ideal can be reached in no other way. Advertising must be told to the unbeliever—it must itself be exploited. We all claim—I know you do—that advertising's great power is its educational strength. Has ADVERTISING, as a necessity of business, ever been exploited?"

"Not in the way you suggest."

"Then get busy. I suggest that we ourselves in our own paper, tell the shopkeepers and the business men of this town why they SHOULD advertise—better still—why they can't afford NOT to advertise."

"Give us the space and we'll jump at it."

Talk to Classes

"I DO not mean advertising such as you chaps sometimes get out—hackneyed phrases and stilted ideas. Not the mere typed announcement that it pays to advertise in the News-Courier. Pick out classes and direct your talks to them. Why not put our photographer friend on the stand and blaze away at HIM. Give him one of the ideas we have been discussing just now—show how it would operate—discuss it in quiet, reasonable, unexaggerated language."

"I'll do it."

"I'll give you front page space if you like. Make it a blind ad to the studio * * * set forth your scheme—our scheme—of the special sittings for children. Then shift over to the costume scheme. The lesson will be equally interesting to other lines."

"These fellows never learn. About a year ago I persuaded this same man to run a single column advertisement every morning for a week. It was

PHOTOGRAPHS

HAVE YOUR
PICTURE
TAKEN IN
COSTUME



One photographer has built up a fine business along new lines—he advertises in his daily paper that he specializes in pictures of costumed poses—quaint and romantic. Cabinets done in a new way.

during the convention. I had him paint a screen to represent the national committee symbol. The idea was to have your picture taken against that blazing symbol. Over two hundred negatives were made in five days."

"Wasn't that proof enough?"

"Oh, no—a week later, when I solicited him and gave him another idea, he shook his head and said he couldn't afford it * * * and—anyway—the convention was over."

THE SUPREMACY

of

The Los Angeles Times

Over all its local contemporaries in the volume of advertising printed becomes greater day by day.

THE LOS ANGELES TIMES FOR THE FIRST THREE MONTHS OF 1919 carried

—over 67% more paid advertising than any other Los Angeles morning newspaper.

Total Paid Advertising

LOS ANGELES TIMES.....	4,173,988	Lines
Los Angeles Examiner.....	2,485,924	"
<hr/>		
LOS ANGELES TIMES' Lead.....	1,688,064	"

—over 85% more classified advertising than any other Los Angeles morning newspaper.

Classified Advertising

LOS ANGELES TIMES.....	1,360,786	Lines
Los Angeles Examiner.....	733,264	"
<hr/>		
LOS ANGELES TIMES' Lead.....	627,522	"

Compared with the same period of 1918 the LOS ANGELES TIMES gained—

—over 700% more than any other Los Angeles morning newspaper.

LOS ANGELES TIMES gained.....	970,606	Lines
Second Morning Paper gained.....	119,154	"
<hr/>		

LOS ANGELES TIMES' Lead.....	851,452	"
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The Los Angeles Sunday Times

carries a greater volume of paid advertising than the Sunday Examiner and the Saturday issues of the three evening papers combined.

Foreign Representatives:

WILLIAMS, LAWRENCE & CRESMER CO.

Brunswick Building, New York City.

Harris Trust Building, Chicago, Ill.

R. J. BIDWELL CO.

742 Market St., San Francisco.

L. C. Smith Building, Seattle.

BURLESON RETURNS CABLES TO OWNERS

Telephone and Telegraph Lines Also Will Be Surrendered, He Says, as Soon as Legislation Is Obtained Safeguarding Their Interests

WASHINGTON, April 29.—An order was issued by Postmaster General Burleson today for the return of the cables to their owners, May 2. He also issued a statement in which he avowed his firm belief in government ownership and operation of the telephone and telegraph systems, explaining that as the incoming Congress apparently did not approve this policy, there was no course for him to pursue but to give back telegraph and telephone lines to their owners as soon as legislation to safeguard the interest of the owners had been enacted.

The order returning the cables reads: "The marine cable systems of the United States, and every part thereof, including all equipment and appurtenances thereto whatsoever, and all material and supplies, the possession, control, supervision, and operation of which was assumed by the President by his proclamation of the 2d day of November, 1918, to be exercised by and through the Postmaster General, Albert S. Burleson, are hereby returned to their respective owners, managers, Boards of Directors, or receivers, to take effect on midnight, May 2, 1919.

His Supplementary Statement

"Representatives of the Postmaster General now operating said properties will take immediate steps to carry this order into effect.

"By direction of the President:

"A. S. BURLESON,
"Postmaster General."

Mr. Burleson's supplementary statement is in part:

"By direction of the President, the requisite orders have been issued restoring the various cable lines to their respective owners, effective May 2, 1919. The telegraph and telephone lines will be returned to the various companies as soon as legislation can be secured from Congress safeguarding the interest of the owners thereof.

"For a number of years the Postmaster General has advocated the Government ownership of the telegraph and telephone systems and has urged that they should be blended with and become a part of the postal establishment as essential agencies of communication. As to the wisdom of this course the Postmaster General has not changed his views.

Charges Favoritism

"That the contention of the Postmaster General for a complete unification of the various wire systems is both wise from an economic standpoint and supported by sound business principles has been confirmed by the ablest experts on electrical transmission in America. That it should be brought about the Postmaster General still believes, preferably through Government ownership and operation as a part of the postal establishment, but, if this is not done, then through some means of unified control by private ownership, over which the Government should at all times exercise a wholesome regulatory supervision."

Commenting on the Postmaster General's announcement of the surrender of the cable lines, William J. Deegan, secretary of the Mackay companies said:

"Evidently Mr. Burleson's proposed legislative action is to be for the benefit of the Bell Telephone and the Western Union Telegraph companies, just the

same as every one of his acts in connection with the wires since he took control of them has been for the advantage of these two companies. The question is: Are the American people going to allow to continue in office a man who has made such a colossal mess of the entire wire situation?

"If Mr. Burleson wishes to continue his control over the Western Union and the Bell Telephone lines, in order to help them out financially, why doesn't he turn back the Postal lines? We would be glad to compete with any companies operated by Mr. Burleson, and we have no doubt of the result of such competition."

LABOR DAILY APPEARS IN LONDON

Gets a Mixed Reception—Endeavors to Cover Sports, Women's Interests and Picture Events—Critics Say It Is Too Serious

By HERBERT C. RIDOUT

LONDON EDITOR, EDITOR & PUBLISHER

LONDON, April 20.—The much advertised daily organ of labor interests, heralded by posters of a futurist cockerel of extreme precocity, has duly arrived. The first number of the Daily Herald was to be seen all over London.

The Daily Herald is but a daily dose of the strong fare that, hitherto, has been supplied weekly. The London Star points out that while it is full of good ideas and good advice, it is a little too serious for the human man.

It is, indeed, the view of several other critics that the Daily Herald gives only one view, that of the sectionalist.

In the first issue it headed its second best news item: "Capital's Big Push Opens; We Want Profits, Not Fair Wages."

Another item in the first issue is George Lansbury's "Challenge to the Allies." Mr. Lansbury states that there are now before the Allied Governments "proposals for an honorable understanding with the present rulers of Russia," and goes on to defend the Bolshevik Government, declaring that Lenin and Trotzky have been "slandered in an outrageous manner."

Its somewhat strong-flavored policy is also outlined in a leading article thus: "The Labor Party Programme itself indicates as the 'Four Pillars of the House' that the Party proposes to erect the following:

The Universal Enforcement of the National Minimum.

The Democratic Control of Industry.

The Revolution in National Finance.

The Surplus Wealth for the Common Good.

"That summarizes with equal truth the policy for which the Herald, without wavering or compromise, will continue to work," the editor declared.

In size the paper is that of a Saturday Evening Post double-truck held lengthwise. In its general presentation it combines a variety of attractive features which, necessarily, are familiar. Typographically the first number, of ten pages, is a creditable production and makes for easy reading.

It endeavors to cover sport, women's interests, and picture events. Its news is colored with labor views, and Will Dyson provides a strong cartoon. Advertisers were generous and many representative names were there.

"I never thought of that"—to advertise for an editor, business manager, circulator, bookkeeper, reporter, clerk in EDITOR & PUBLISHER classified department, but others have and got 'em.

Stop the French Censorship Le Matin Demands

Publication of Peace Treaty Ends Last Excuse for Muzzling Press, Which Isolates Statesmen from Public

PARIS, April 28.—Restoration of the full liberty of the French press is demanded by Le Matin in a long article this morning:

"The nation which has lost most in the war," continues Le Matin, "which must guard the frontiers of civilization, which has the greatest need to be assured that its interests are not neglected, now finds itself, after teaching the world democracy, still condemned to require secrecy during all negotiations.

"During hostilities Clemenceau was right in absorbing all powers, in unifying command in the Government, in establishing a severe censorship to guarantee the secrecy of military operations. But peace is not won by the same means as war, although that idea has not yet come to Clemenceau. On the morrow of victory the Premier has taken to himself the Marshalship. But he cannot exercise it on the Allies, for each of them has its own plan.

"Clemenceau ought to see in the acclamations with which Italy has received Orlando what force can be conferred on a Government by national support. Perhaps Orlando himself regrets that he had not dared to seek this public consultation before he was forced to do so by Wilson. The solitude with which the French Premier incloses himself each additional day not only deprives him of the support of public opinion in the negotiations, but of arguments and facts. It obliges him to think all alone, to possess all expert knowledge, commercial, financial, and military. In short, it condemns him to infallibility.

"Before the end of this week the peace treaty will be made public. Thus will end the last excuse of censorship. That which is about to be done concerns not only our generation, but all who follow. Every word should be studied, discussed and approved by the nation. The Deputies will have to render an account of themselves to their constituencies."

New Illinois Ad Agency

PEORIA, Ill., April 26.—The Peoria Advertising Company has incorporated to do a general advertising business, with a stated capitalization of \$2,500. Incorporators are Harry E. Hobbs, D. P. Hobbs and Joseph F. Bartley.

To be merely
great—is nothing.

To be of service—
that is everything.

The Standard

Union, in Brooklyn,

tries to be of dis-
tinct service.

Comparative Government Statements Fort Worth Papers

as filed with the Postoffice Department showing average net paid circulation six months ending April 1, 1919:

Fort Worth Star-Telegram . .	62,123
Fort Worth Record	24,043
Star-Telegram	
Excess Over Record	38,080

Star-Telegram Has Over 2½ TIMES the Net Paid Total Circulation of Any Other Fort Worth Paper.

Star-Telegram net paid CITY AND SUBURBAN CIRCULATION for this same period was 24,837, which was more than the TOTAL, (City, Suburban and Country) CIRCULATION of the Fort Worth Record.

MR. ADVERTISER

If over 38,000 more circulation is worth anything to you, you will use The Star-Telegram to cover Fort Worth and its trade territory.

In Fort Worth It's The
STAR-TELEGRAM

Over 62,000 Daily—Over 65,000 Sunday

MEMBER A. B. C.

A. G. CARTER, Vice Pres. & Gen. Mgr.

A. L. SHUMAN, Advertising Mgr.

FORECAST HOT FIGHT AT N. A. C. E. MEET

**Faction Opposed to President Steen Will
Seek to Control Meeting and May
Oust Him from Office—Split in
Organization Possible**

INDIANAPOLIS, Ind., April 28.—Upon the outcome of the convention which will be held in Chicago on May 16, 17 and 18, will depend the fate of the National City Editors' Association. Judging from present indications, there will be a fight for control of the association at that convention that will tell the tale.

Clyde P. Steen, of New York, president of the association, is understood to be planning to have the convention give him a clean bill of health, thus lifting him out from under the complications that have developed in the affairs of the association, and his friends will rally around him for that purpose.

Sullivan Is Hopeful

On the other hand, the faction among the members that is opposed to Steen and his management will also undertake to control the meeting. If they win, Steen will undoubtedly be ousted from office and the management of the association will fall into other hands.

But if Steen wins at the convention there is good reason to believe that the opposing faction will withdraw and probably form a new association under a new name which will shift for itself.

Inasmuch as Indianapolis was the birthplace of the association and Indiana's State association is the parent of the national organization, much of the interest centers here. Hassal T. Sulli-

van, of this city, second vice-president and one of the founders of the national, expresses the hope that out of it all will come an organization that will appeal to and attract into membership newspaper workers all over the country. Mr. Sullivan gave the following statement to EDITOR & PUBLISHER:

"Whether the working newspapermen of the editorial departments have a national organization for their mutual benefit depends largely on the outcome of the annual convention of the National Association of City Editors at Chicago. Every working newspaperman, who possibly can, should attend this meeting.

"The present administration of the association, as a one-man organization, has not followed a generally satisfactory policy. If the association is to be representative of the best interests of the editorial workers, it must be governed and controlled by them.

"Unless a substantial number of newspapermen take an active interest, the association either will die or continue to be dominated by one man, who, if he so desires, can bend all its influence and energies to serve his own purposes.

May Adopt New Name

"To indicate its breadth of membership the association probably will adopt a new name, and consider resumption of a publication that shall be devoted exclusively to the questions and news that concern the editorial workers, the country over, with special reference to the thousands in the small towns who are seeking helpful and constructive guidance in an effort not only to improve their own papers, but to prepare for work in a larger field.

"If the editorial workers will unite in a serious effort, a clean organization can be created which should, and will, com-

mand the support of the editors and publishers as well as that of the workers. "This is an appeal for attendance at the Chicago convention by members of the present association, members of the State branches—especially those from Indiana—and others who are interested."

Strike Item Rouses Students

PROVIDENCE, R. I., April 28.—During the telephone strike here the Providence News printed a story in which it said that the Brown students might be called on to assist to break it. On Thursday evening, the day the story was issued, about 100 of the students came downtown in a body, with the result that reserve policemen to the number of about seventy-five were called for to stand guard at the newspaper building. There was no demonstration, but the officers of the Cammarrion Club interviewed the editor, J. C. Garrison.

Arnold in American Legion

ALBANY, N. Y., April 28.—John Arnold, president of the Press Publishing Company, publisher of the Knickerbocker Press, has been appointed a member of the national publicity committee of the American legion, the newly formed soldiers', sailors' and marines' organization. Mr. Arnold was recently discharged from the army as a lieutenant.

Sproul Talks on Russia

Arthur Elliot Sproul, of the New York Sun, was the speaker at the weekly luncheon of the New York Rotary Club at Hotel McAlpin, on April 24. His subject was, "Russia's Most Memorable Year." Mr. Sproul, who was in Russia in 1917-18 on an important commercial errand, was particularly well situated to witness the closing weeks of the Romanoff dynasty, the Revolution (including the downfall of the Czar), the Kerensky regime and the final Bolsheviki uprising, followed by the conditions of anarchy that still exist.

War Honors for Reporter

Charles S. Coulter, formerly a reporter on the Providence Journal, has just been promoted to the rank of major, and has been given the Croix de Guerre. His citation reads that Major Coulter "showed extreme courage in executing a perilous mission on October 9, 1918, at which time he was badly gassed." He went overseas in 1917.

Simonis Made Ad Manager

LONDON, April 20.—Frederick Simonis has been appointed advertising manager of the Daily Express, succeeding the late George Wetton. Previous to service in the Army he had worked with the Star's advertising department and was advertising manager and managing director of the Church Family Newspaper.

The Fastest Growing Newspaper in Texas Is The Corpus Christi Daily Caller—

The Caller, published every morning, reaches a trade territory with a population of 168,000 people, from two to ten hours ahead of any other morning newspaper.

The Caller is published in the center of one of the richest farming and stockraising sections of Texas and is read by people who have the money to buy what they want.

The growing importance of the Corpus Christi Caller in the Texas newspaper field results from the simple fact that the Caller, without question, is the best daily newspaper published in any Texas city of less than 40,000 population.

During March and April the Caller carried 200,000 agate lines of display advertising more than carried during the same months of 1918.

The Caller carries more classified advertising than any Texas newspaper published in a city of less than 40,000 population.

Since last December 1, the net paid circulation of the Caller has increased 2,050 copies, and more than 500 new subscribers are being added to the Caller lists monthly.

Advertisers who are interested in this field will find the Caller to be pre-eminent beyond question.

CORPUS CHRISTI CALLER

FRANK B. HARRISON, General Manager

NEW YORK
50 Madison Ave.

WASHINGTON, D. C.
610 Riggs Bldg.

CHICAGO
104 S. Michigan Ave.



Wm. H. Rankin Company

Charter Members American Association of Advertising Agencies

WILLIAM H. RANKIN, President
H. A. GROTH, Secretary and Treasurer

WILBUR D. NESBIT, 1st V.-Pres.
ROBERT E. RINEHART, 2nd V.-Pres.

One Man or Many

By HERBERT EVERETT

WHEN you hire the Wm. H. Rankin Company to handle your advertising you hire a well-rounded organization of well-rounded advertising men:

—men of advertising experience wide and long enough not to need to experiment with your appropriation before knowing what to do and how to do it;

—men of advertising originality responsive and unfettered enough to be enabled not only to keep away from the cut-and-dried in advertising, but to devise new success-assuring ways of reaching the results you want;

—men of keen analytical ability, who can take apart your advertising and selling problem, and put it together again, minus the problem;

—men of business vision who have the concrete ability to make their dreams come true for our customers—for you.

In short, the Rankin organization is a group of earnest, hard-working, thorough advertising business men:

—each with special, highly-trained, outstanding abilities that put him 'way out in front, if not at the

very leadership, of his specialty;—all together, acting as a team-working unit and making what is substantially one big brain that combines too much real advertising, selling and merchandising ability for any one man to possess.

In the Rankin Organization, we recognize that the "Jack of all trades is master of none."

—that no one advertising man, genius though he may be, is capable of doing for a customer all that is embodied in the Rankin Idea of Service.

It would be too lengthy to explain our method of service here.

May we not tell you face to face about it?—may we not ask you to get acquainted with us personally?—for we really have a complete, well-rounded, man-size service to offer.

Write, wire, or 'phone to the Wm. H. Rankin Company, 50 Madison Ave., New York ('phone Madison Square 1815) or 104 South Michigan Ave., Chicago ('phone Randolph 6600).

This Resort Advertising Captures Trade!

Two things the "ideal" vacationist must be prepared to spend:
(Ask any hotel owner).

One is Time—ample leisure; the other is Money—ample *means*.
New York Evening Post readers have both!

Prominent men of affairs, no matter how busy, find time for recreation. Their families, of course, spend much time in traveling.

That is why the New York Evening Post with its distinguished clientele is the ideal medium for summer resort advertising. Its tremendous pulling power springs from the fact that it taps vast resources of wealth. Evening Post readers *will* visit summer resorts, go early and stay late—the question is, "Which ones?"

Expert advertisers welcome the chance to decide that question in favor of themselves and their clients.

Do you know that resort advertising in the New York Evening Post from January to June, 1918, exceeded that of any other evening newspaper in the City of New York?

	Agate lines
Evening Post	99,008
Evening Mail	32,254
Evening Telegram	20,967
Evening Sun	19,823
Globe	7,576
Evening Journal	3,049
Evening World	270

The Travel and Resort Bureau of The Evening Post gives a year-round service to advertisers and to the public. It answers thousands of travel questions in person, by mail and telephone. Its recommendations are relied on.

Summer is approaching. Evening Post readers are beginning to plan their season. By closing contracts quickly, you will be assured of swift and conclusive results.

The New York Evening Post

Southern Newspapers

Some Facts a

Mr. Advertiser and Mr. Agency Man:

THERE'S no need to go further into the matter of the South's wonderful prosperity, because you can get quickly from your mercantile agency all the growing crop reports and business data needed to convince you that the time is NOW and the place—the South.

This interesting comparison is based on the published rates for 400 lines—one insertion in each newspaper or magazine—and the circulation figures are the very latest obtainable.

Would Reach
MORE RE
Than the Same Space in
Magazines Here L
At One-Fourth

An Advertiser
The Size
Of This A
Placed in Al
84 Newspap
of the S. N.
Listed Bel

If you are interested in more information as to the "WHY" and "HOW"

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning &
Evening Advertiser

ARKANSAS

Little Rock Arkansas Gazette

FLORIDA

Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post

FLORIDA—Continued

Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening
Independent
Tampa Daily Times

GEORGIA

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian &
Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald

GEORGIA—Continued

Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal &
Times

Louisville Herald

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI

Meridian Star



The Associated Advertisers
the World Hold Their N
tion in the South at

rs and the Magazines

s and Figures

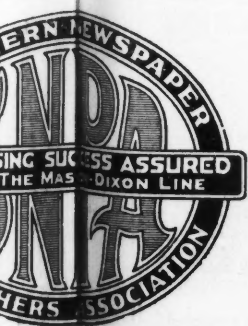
WHAT you are really interested in is how to **GET** and **HOLD** this Southern business—how to get your advertising story across in the shortest space of time—to the greatest number of people—and at the lowest possible cost. Study the comparisons here made.

Advertisement
The Size
Of This Ad
ced in All the
Newspapers
the S. N. P. A.
isted Below

Reach 822,364
RE Readers
Space in the 18 Leading
es Here Listed and
Fourth the Cost

Saturday Evening Post, Literary Digest, Collier's, Leslie's, Outlook, Independent, Cosmopolitan, Hearst's, American, Red Book, McClure's, Metropolitan, Ladies' Home Journal, Pictorial Review, Woman's Home Companion, Delineator, Vogue, Good Housekeeping.

l "HOW" of Southern Business Development, write any papers here listed



ociated Advertising Clubs of
d Hold Their Next Conven-
the South at New Orleans

- NORTH CAROLINA**
- Asheville Citizen
 - Asheville Times
 - Charlotte News
 - Charlotte Observer
 - Concord Daily Tribune
 - Greensboro Daily News
 - Hickory Daily Record
 - Raleigh News & Observer
 - Raleigh Times
 - Rocky Mount Evening Telegram
 - Salisbury Post
 - Washington Daily News
 - Wilmington Dispatch
 - Wilmington Star
 - Winston-Salem Journal
 - Winston-Salem Sentinel

- SOUTH CAROLINA**
- Anderson Daily Mail
 - Charleston News & Courier
 - Columbia Record
 - Columbia State
 - Greenville Daily News
 - Greenville Piedmont
 - Spartanburg Herald
 - Spartanburg Journal & Carolina Spartan
- TENNESSEE**
- Chattanooga News
 - Chattanooga Times
 - Jackson Sun
 - Knoxville Journal & Tribune
 - Knoxville Sentinel
 - Memphis Commercial-Appeal
 - Nashville Banner

- TENNESSEE—Continued**
- Nashville Tennessean-American
- TEXAS**
- Beaumont Enterprise
 - Dallas Morning News & Evening Journal
 - Dallas Times-Herald
 - Fort Worth Record
 - Fort Worth Star-Telegram
 - Galveston News
 - Houston Chronicle
 - Houston Post
 - San Antonio Express
 - San Antonio Evening News
- VIRGINIA**
- Bristol Herald-Courier
 - Lynchburg News
 - Petersburg Evening Progress

BLIND PUBLISHER MANAGES EVERY DETAIL OF HIS BUSINESS

The Light Failed for Frank M. Fries, Owner of Kittanning Daily Times, Thirteen Years Ago—Memory and Intuition His Great Assets.

By J. J. DODDS.

FOR those who are inclined to look on the dark side of things because of some real or imaginary handicap placed upon them by nature, or through force of circumstance, it is perhaps not amiss to write a little of the life story of a real, live newspaper man who has fought and is still fighting the big battle bravely against odds that would long ago have discouraged most of us.

For the past thirteen years Frank M. Fries, owner and publisher of the Kittanning (Pa.) Daily Times, has been totally blind. For the past ten years has been the sole owner of the paper, and that does not mean that he has been satisfied to sit back in an easy chair and have all the work done for him.

Is a Man of Marvelous Memory

His hand is on the throttle of his paper every working day in the year. More than that, he personally conducts every phase of his business, and knows exactly how his affairs stand, from actual knowledge. At 7:30 every morning he reaches his office. Good morning greetings exchanged, he buckles to the mail, dictates answers, and mentally files every item of correspondence. That memory of his is like a well ordered information bureau—every little detail in its proper pigeon hole, and available instantly when wanted. If a subscriber from the country reach the upstairs sanctum to square up his account, he is greeted by name before he has time to announce himself, and there will be no need to refer to the bookkeeper in straightening up the bill, except as a mere matter of form, for Mr. Fries knows exactly the status of the account.

In financial matters he is equally at home, and while the average arithmetician is worrying over the problem with pencil and paper and wrinkled brows, "the boss" has the question all worked out correctly by some mental short cut known only to himself. With the current news of the day he is equally conversant, and during the anxious days of the war few, even with the aid of maps, were so closely in touch with the ebbing and flowing tides of battle.

Has Keen News Sense

With the doings of his editorial staff he is entirely at home. By some marvelous intuition he knows just what is going on in every nook and corner of the town, and the county, too, for that matter, and many times he is able to give his own reporters a tip on a good news story.

A printer by trade, Mr. Fries, hampered as he is by lack of what would be considered the mainstay of a printer, his sight, makes his frequent rounds of the mechanical department during the day. He knows exactly where every piece of machinery or font of type is—or ought

to be. More, he knows when his machinery is working right, and can indicate the fault when it is not. He makes it part of his daily duty to keep the files of the paper up and properly pigeon-holed. Personally he takes care of all excess papers and makes up the shipments of these.

In fact, he takes nothing for granted, and has no time to sit idly around bewailing his hard fortune. That is one reason why Frank Fries is always to be found with a smile on his face and a cheery welcome for his numerous friends. That a measure of good fortune has attended his ownership of the paper is not to be wondered at, for he puts his whole energy into it. In addition to these good qualities, Mr. Fries is looked upon in Kittanning as a model citizen, a public-spirited man, and one whose advice is always in demand when a difficult business proposition comes up.

Warned of Impending Loss of Sight

Wondering at the dexterity Mr. Fries shows in his daily work, the writer asked him how he ever schooled himself to such a point. Mr. Fries replied that long years ago, when he was told that total blindness was inevitable, he commenced to train himself against the day when the outside world should be shut off. In fact, he determinedly set his will to conquer the obstacle which the average man would deem insurmountable.

Mr. Fries admits that he has occasional "blue" moments, and that there are brief periods when he feels that the world is all wrong—just like those of us who have possession of all our faculties. But he doesn't let these periods of depression master him. One way he has of driving dull care away is by cheering up some other fellow who imagines his lot is hard and that life isn't worth living. A chat with Frank Fries will soon chase the clouds away.

His extensive memory is an endless source of entertainment and instruction

to his friends, for he was on intimate terms with many of the real big men of America during the past quarter century.

The writer believes he is correct in making the assertion that Mr. Fries is the only blind newspaper publisher in America who is actually at the helm of his paper.

WILSON-LAWRENSON NOMINATED

His Election as N. Y. Ad Club President Considered Certain

The nominating committee of the New York Advertising Club on Wednesday named F. A. Wilson-Lawrenson as the "regular" nominee for



F. A. WILSON-LAWRENSON

president at the annual election, which is to take place May 13. As Mr. Wilson-Lawrenson is the only nominee so far in the field, his election to succeed

George B. Sharpe is considered assured.

Mr. Wilson-Lawrenson is the sales and advertising manager of the Union Carbide & Carbon Company. He was born in Great Britain and received a British University education, subsequently being in the service of the British government abroad. On coming to the United States, he built up Association Men, the official paper of the American Y. M. C. A., and more recently attained wide prominence in American advertising and sales circles as general manager of the Welch Grape Juice Company, Westfield, N. Y. During the war he was associated with Food Administrator Hoover and organized the New York City Food campaign.

The other nominations posted by the committee are: For vice-president, S. E. Leith; directors, H. H. Charles, Herbert Stroud and Anthony Van Guydenbeek; treasurer, Oliver B. Merrill.

BELL "LANDS" MONTAGUE

Famous Humorist Will Hereafter Write For Well Known Syndicate

James J. Montague, writer for the Hearst papers for 17 years and noted for his humorous prose and verse as well as for his articles on political topics, has been engaged by the Bell Syndicate, New York, to write exclusively for it. He will write a bit of humorous verse every day and an article on some current news topic, handled in light vein, for publication Sundays.

Among the newspapers that have already contracted for the Montague service are the New York World, Chicago Daily News, Washington Post, Buffalo Courier, Pittsburg Gazette Times and Philadelphia Bulletin.

C. W. Wheeler Seriously Ill

C. W. Wheeler, New England advertising representative of the New York World, is seriously ill of paralysis at his home 20 Pierrepont street, Brooklyn, N. Y.

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

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

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

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

Representative sent anywhere upon request.

John B. Gallagher Company

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

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature 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

INTERNATIONAL NUMBER EDITOR & PUBLISHER

Thursday, May 22, 1919

THE Great War drew together the newspapers of the Allied nations in a fellowship of eager service in the defense of the world's democracy. A common cause, for the first time in the history of these great nations, brought the newspapers shoulder to shoulder, fighting as comrades for the preservation of those ideals for which individually they had always battled.

Far-seeing men have discerned the world-need for a LEAGUE OF NEWSPAPERS which shall serve at once as guard and monitor for the LEAGUE OF NATIONS. Such a League may not come into flower in the guise of a formal organization whose members are committed to common policies. That, indeed, would be an impossi-

ble expectation. But it may have a very real identity and definite aims. The great majority of the newspapers of the free nations are crusaders for democratic ideals. In the new times the editors and publishers of the countries united in the League of Nations Covenant will discuss international political problems with the same zeal for the public interest which they now bring to the discussion of national and local problems. We are coming to see the larger vista of world-welfare as opposed to the old, contracted outlook. The peoples of the world are not living unto themselves. They are interdependent. The newspapers must not merely keep the pace the new days are setting—they must act as road-builders and sentinels.

To signalize the return of peace and to further international press solidarity EDITOR & PUBLISHER conceived, many months ago, the plan of publishing a notable INTERNATIONAL NUMBER, aimed to commemorate the supreme service of the press of the Allied nations to the cause of world democracy, and to establish closer relations of friendship between the newspapers and newspaper makers of the world.

Charles Capehart, representing EDITOR & PUBLISHER, went abroad in December and spent several months in studying newspaper and advertising conditions in Great Britain and France. He was cordially received by the dominant men in these allied professions in both countries, and was favored with their active cooperation in gathering material for the

International Number of Editor & Publisher

Through the news columns of EDITOR & PUBLISHER Mr. Capehart has already told of the cordiality of our friends of the British and French press—such men as Lord Burnham, owner of the London Daily Telegraph; Sir George Riddell, of the News of the World; Wareham Smith, of the London Daily Mail; Stephen Lauzanne, of the Paris Le Matin, and many others who extended to him effective aid in arousing a real interest in the effort that promises to be notable.

The greatest newspapers and the leading advertising agencies of Great Britain will be represented in this INTERNATIONAL NUMBER by striking and interesting advertisements. Lord Northcliffe's great newspapers will be fully represented—The Times by a double-page display and the Daily Mail and Evening News by impressive illustrated advertisements in colors. Among other large British advertisers in the number are: Glasgow Evening News, London Morning Post, Punch, The Spectator, African World, Bolton News, C. Arthur Pearson's Publications, The Irish Independent, the Leicester Post, Fryotype, W. S. Crawford, C. F. Higham Advertising Agency, Paul Derrick Advertising Agency, the Dorland Advertising Agency, and a score of others.

The purpose of the advertising in this International

Number by the newspapers and advertising agencies of Great Britain is to familiarize American advertisers with the rare opportunities offered in these days of reconstruction for the introduction of American products to British Markets. The newspaper and advertising agencies of the United States will have equal opportunity to present to British advertisers through this International Number the opportunities advertising offers to them for the greater development of the American markets.

The International Number, to be issued Thursday, May 22, next, will have a world-wide distribution through journalistic and advertising channels of more than 10,000 copies and should play an important part in inaugurating more intimate trade relations between the people of the Allied nations.

American newspapers and advertising agencies should realize, as their overseas contemporaries have done, the timeliness and significance of this International Number and co-operate in the effort to make it as fully representative of American as of Allied newspaper and advertising interests.

Copy should be planned and space reserved without delay.

EDITOR & PUBLISHER

1117 World Building

Telephone, Beekman 4330

New York

DISCLAIMS LIABILITY FOR PAPER DAMAGE

Carrier Steamship Line Issues New Order, Which Arouses Ire of Paper Manufacturers—Publishers Wonder Where They Stand

A question that is a constant source of litigation between users of news print paper, paper mills and railroads is the liability for damage to paper in transit to purchaser.

The latest development is an order issued by the New England Freight Association, which follows:

"Owing to the large number of claims presented for damage to paper member lines will require mills, both newsprint and other grades, when necessary to transfer shipments in transit from original cars to steamers or vehicles, or vice versa, to put on rolls body wrappers at least five (5) thicknesses, and caps, at least ten (10) thicknesses, which is in addition to the ordinary protection used in all rail movement.

"That it is the duty of shippers, and so approved by the Interstate Commerce Commission, to prepare cars and contents for safe transportation when the commodities, such as paper loaded in cars by shippers are of a nature to require special protection.

"And the N. E. Freight Association hereby serves notice on steamship lines operating from Boston, Mass., and New York to seaboard and gulf ports that member lines will hereafter decline to participate in the settlement of claims for damage to paper shipments originating at mills on their lines, due to various causes set forth below:

"(1) Rain or snow through car doors.

"(2) Ordinary chafing, cutting rolls by nails and other projections in side cars.

"(3) So-called 'snagging,' or cutting of rolls when handling by vessel slings or in transfer."

"We are instructed to advise you that on account of the above, we cannot entertain claims for damage on account of the three causes mentioned above.

"F. H. NAYLOR, Agent."

When asked to interpret this order the traffic manager of the Great Northern Paper Company said:

"The N. E. Freight Association no doubt issued these instructions, but they are illegal. I insist that each road stand upon its own foundations. Furthermore, no road can take the position of

refusing to pay claims, as taken by Agent Naylor. In a claim for damaged paper, if the papers are all right, there is absolutely no reason why it should not be paid.

"Regarding claims which the railroad decline to pay on account of wet paper, the law does not hold the carrier liable for damage that might result through either the inherent nature of the goods, or loss arising from what is known as The Acts of God, which latter commonly include violent disturbance of the elements, such as storm, tempest, floods, or the like.

"On the other hand, a carrier must provide itself with means of transportation, safe and suitable for the business in which it is engaged. No defect in any vehicle can excuse the carrier from its liability, to be answerable for the safety of the goods, at all events, except when the loss may occur from the Act of God, or the public enemy.

"What we respectfully suggest to you, that hereafter when the paper is damaged in any way, instead of signing for the paper as 'Damaged,' you should be more specific. If the rolls are cut, sign for the number of ply that is cut, examine the car promptly, and make a notation on the delivery check that the roof was leaking, or the door was imperfect, and this will enable you to collect your claims. Otherwise it might be possible to claim that it was an Act of God, and the claim would be sidetracked."

Herald-Examiner Changes

CHICAGO, April 29.—Robert C. Mehaffey, after serving with the Bureau of Public Information of the American Red Cross in France for several months, is back on the rewrite desk of the Chicago Herald and Examiner. Emmett O'Malley has received his navy discharge and now is a member of the news staff.

Paul Gilbert, who has for about a year past been doing news features, has transferred to the rewrite desk of the Evening Post. Ben Kendall has left the navy service and resumed his old run on the street. Miss Caryl Frink is again appearing on the news staff of the Herald and Examiner and is handling little feature stories.

Newspapers Welcome Their Boys

In connection with the home coming of soldiers a number of Southern newspapers have issued attractive home coming editions. These issues contain numerous features pertaining to the war and the part played therein by the units of the States in which the papers are published.

Boston Concerns Co-Operate in Advertising

304 Concerns and Individual Business Men Buy Space in Special Record Edition Honoring Soldiers

BOSTON, April 28.—Carl H. Barrett, business manager of the Boston Evening Record, believes that business interests in the East are coming to appreciate more and more the value of co-operative advertising as applied to the individual lines of trade.

That it is finding favor among Boston business firms was evidenced in the 32-page souvenir edition issued by the Record last Friday, on the occasion of the "Y. D." parade and welcome, when 304 firms and individual business men purchased eight pages of advertising space on the co-operative basis.

It was by far the largest edition issued by the Record since it came under the management of Earl Deland, as publisher, and Mr. Barrett, as business manager, about a year ago.

One double page was purchased by 103 firms, who joined in extending a welcome to the heroes of the 26th Division. Practically every line of trade was represented among the purchasers.

A second double page carried a like welcome from 74 business firms of widely diversified lines. Still another double page was sold to 96 firms, the names being carried beneath as many line cuts of marching soldiers. This page carried cuts of Maj.-Gen. Clarence E. Edwards, Brig.-Gen. Charles H. Cole, and Col. Edward L. Logan, and a list of the battles and the dates on which they were fought by the 26th Division.

One single page was given over to

banking and brokerage houses and a second to the automobile firms. Besides these there were many large space advertisements placed by the individual firms.

The majority of these advertisements appeared in the special 12-page section, devoted to a history of the 26th Division, written by Edward T. Glynn.

Catskill Trip May 26-28

The New York Circulation Managers' Association's annual trip to the Catskills will be held May 26-28. The assessment of each member will be \$10 per person, guests being permitted. The party is limited to 50 people and is strictly "stag." Chairman James McKernan, of the World, requests all desiring to go notify Richard Barrett, Catskill, N. Y., and send check, not later than May 15.

Looks for Banner Year

T. R. Williams, business manager of the Pittsburgh Press, says that the steel business was never better in peace times and that there is indication of increasing prosperity. Large foreign contracts, he says, insure activity in the mills of the Pittsburgh district for some time to come, and this assurance is being plainly reflected in the increasing amount of newspaper advertising, which promises to make this a banner newspaper year.

Chicago Press Club Moves

CHICAGO, May 1.—The Press Club moved today to the second floor of the Ashland Block, northeast corner of Clark and Randolph streets. The City Press Association and the Chicago bureau of the Associated Press are housed in the same building. Among the donations to the Chicago chapter of the Red Cross is \$843.46 given by the Club.

GOSS

the name that stands for

SPEED, DEPENDABILITY, SERVICE

THE GOSS

"High Speed Straightline" Press

Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS

Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order, Catalogue and Magazine Work.

THE GOSS

"Comet" Flat Bed Web Perfecting Press

Prints a 4, 6 or 8-page newspaper from type forms and roll paper.

GOSS STEREOTYPE MACHINERY

A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

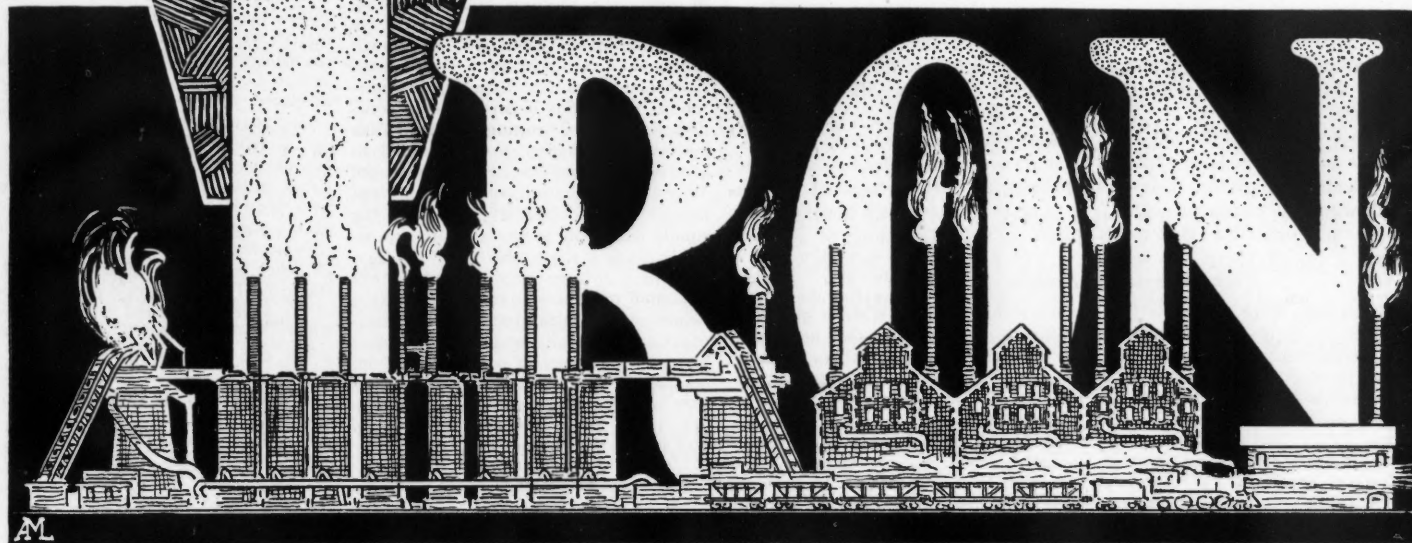
New York Office:
220 W. Forty-second St.

There is really no reason why news of special interest to women should not be accurate, interesting and helpful. Philadelphia women know from its famous woman's page that

THE PHILADELPHIA RECORD

Is
"Always Reliable"

PEACETIME PROSPERITY FOR PENNSYLVANIA



IRON AND STEEL—the greatest and most useful products necessary to carry the War to a successful conclusion—will now be needed more vitally than ever for reconstruction purposes all over the world. So with Coal, Cement, Coke, Stone, and Iron.

Wages in the Steel industry have advanced 133% between January, 1916, and October, 1918, making a total of eight wage increases during this period. Wage increases in the other above industries have also made enormous advances. All industrial indications point to a steady continuation of these high wages. This has a tremendous bearing on economical conditions in the Keystone State.

For Pennsylvania **LEADS** in the production of all these vital industrial products. This means Pennsylvania's hundreds of thousands wage-earners will continue to enjoy their high state of prosperity. Prepare for their **WINTER NEEDS** now by engaging space for your **WINTER ADVERTISING CAMPAIGN** in these representative

PENNSYLVANIA DAILY NEWSPAPERS

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03	New Castle News (E)	12,503	.025	.025
Altoona Mirror (E)	22,265	.04	.04	Oil City Derrick (M)	6,135	.023	.018
Altoona Times (M)	14,940	.025	.02	Philadelphia Record (M)	123,277	.25	.25
Bethlehem Globe (E)	6,175	.025	.025	Philadelphia Record (S)	133,680	.25	.25
Chester Times & Republican (M&E) ..	13,174	.04	.03	Pittsburgh Dispatch (M)	63,285	.12	.08
Connellsville Courier (E)	6,996	.015	.025	Pittsburgh Dispatch (S)19	.14
Easton Express (E)	11,718	.02	.02	Pottsville Republican (E)	11,533	.0329	.0329
Easton Free Press (E)	15,835	.025	.025	Scranton Republican (M)	28,534	.08	.07
Erie Herald (E)	8,632	.02	.02	Scranton Times (E)	35,344	.08	.07
Erie Herald (S)	8,491	.02	.02	West Chester Local News (E)	11,962	.03	.03
Harrisburg Telegraph (E)	26,451	.045	.045	Wilkes-Barre Times-Leader (E)	20,292	.05	.035
Johnstown Democrat (M)	9,841	.03	.025	York Gazette (M)	15,026	.03	.03
Johnstown Leader (E)	8,039	.015	.015				
Lancaster Intelligencer and News-Jour- nal (M&E)	21,098	.05	.05				

Government statement October 1st, 1918.

CORRESPONDENTS MAY FIND WAY TO PUT BAN ON OUTSIDERS

Representatives of Special Interests, Posing as Newspapermen, Often Secure Tips for Their Employers—Situation Calls for Protective Measures.

(FROM OUR OWN CORRESPONDENT)

WASHINGTON, April 28.

THE issue of reforms in the rules governing the correspondents in Washington will be brought to direct decision just as soon as President Wilson announces the date on which Congress will be called in extra session.

Whether the correspondents are to continue working under the antiquated code of regulations or shall, of their own volition, establish a new set of rules which shall protect their own interests, as well as those of the officials with whom they come in contact, is to be determined at a general meeting of the newspapermen two weeks prior to the assembling of the new Congress.

Present System Results in "Leaks"

Just at this time there appears a very decided lack of interest in the suggestions for changes which would guarantee greater protection to the scrupulous correspondents and deprive others of the opportunity of bringing discredit upon the corps. There has been some spasmodic discussion of the question of broadening the powers of the Standing Committee, but it is a fact, however regrettable it may be to state it, that few of the newspapermen are very vitally interested in amending the rules.

Recent Conferences

The recent important conferences at downtown departments relative to terms of the Victory Liberty Loan, the price-fixing controversy between the Director General of Railroads and the Department of Commerce, the railroad financing program and measures of like nature, developed that outsiders, having no connection with newspapers were seeking admittance to the confidential conferences between interested officials and the correspondents. In one instance, Brice Claggett, the assistant to Director General of Railroads, found it necessary to deny admission to a conference to three men, representing business interests, who sought to enter Mr. Hines' office with the correspondents. The question is asked: Is not such a scrutiny of persons attending or seeking to attend such conference a function of the correspondents themselves, rather than of the officials?

Men Representing Special Interests

To some correspondents it seems the time has about arrived when the persons attending such conferences posing as newspapermen, or simply walking in with the correspondents, shall be viced by a committee of the newspapermen or by a representative of the Standing Committee selected for that purpose. Under the existing system it is possible for almost any person to enter the conferences and frequently to obtain information of a highly confidential nature. For example, Mr. Hines informed the correspondents on the railroad beat that he had decided to grant a wage increase to the railroad trainmen several weeks before the actual announcement was made, and the correspondents respected his confidence.

The Standing Committee of the Press Gallery has taken action to bar from membership in the galleries of Congress men whose chief occupation is that of conducting "information services," even though such men happen to have newspaper connections. This is regarded as a very wise step, primarily for the reason that a Senator or Representative

has a right to know, when a man calls on him for information, that he is dealing with the representative or "tipster" for some commercial organization, instead of a bona fide correspondent.

Why should not a similar rule be applied to the departmental conferences?

The reason is that the Standing Committee does not presume to exercise jurisdiction over newspapermen working on the departmental runs. Its field is restricted to the press galleries. But it is a fact that, whenever a question affecting the whole body of correspondents presses for decision, it is the Standing Committee which confers with the departmental chiefs interested. Instances of this are found in the conferences over press censorship early in the war, and there is a very pertinent precedent on the minutes of the committee showing that at one time it did assume jurisdiction over a dispute between a correspondent and a bureau chief.

May Re-elect Standing Committee

Of what general value is a supervision of the professional conduct of men working at the Capitol when absolutely no attention is paid to the departmental work, and the so-called "advisers" of corporations are permitted to attend such confidential conferences? Correspondents required to work downtown under prevailing conditions are asking this question.

The meeting of the correspondents to be held in advance of the assembling of Congress will be called primarily for the election of a new Standing Committee. The terms of the present members expire and a new committee is to be chosen for the two years in which the Sixty-sixth Congress will be in session. The present members are: Gus J. Karger, Cincinnati Times Star, chairman; Ben F. Allen, Cleveland Plain Dealer; Charles Albert, New York World, and Earl Godwin, Washington Times.

There is a very pronounced sentiment favorable to the re-election of the entire committee, for the reason that it is felt no higher types nor more representative newspapermen could be found than the present members. Whether or not they will permit their names to go before the correspondents cannot be stated at this time.

How the Plan Would Work

Given the authority by a vote of the correspondents these men could take all the action necessary to bring the atmosphere surrounding newspaper work in Washington to a state of purity, and the manner in which this could be done is regarded as simple in the extreme.

Even though the rules of the Standing Committee are intended to apply solely

to men desiring admission to the press galleries of Congress, it is held that a vote of the correspondents could extend those rules to all of the downtown departments. Of course, men working downtown would not be required to sign the formal application for membership in the gallery, but through co-operation with the Cabinet officers and other officials an agreement could be reached without the slightest difficulty to bar from the conferences all men who failed to obtain the approval of the Standing Committee. Men connected with the press associations who attend all of such conferences could be named as special representatives of the Standing Committee in the various departments to scrutinize every man desiring to attend such meetings. If any man not entitled to admission sought to enter despite the objections of the committee's representative, he could be barred through the simple expedient of appealing to the officials holding the conference.

Perhaps it may be suggested, in extenuation of the existing system, that it would be an unpleasant task for a newspaperman to take steps to bar a man who might happen to be a personal acquaintance, but the answer to such a plea is that no man should be afraid to act for the protection of his profession and his personal reputation.

"Ask and Thou Shalt Receive" is the principle of EDITOR & PUBLISHER classified ads.

Pacific Boosters Favor Papers For Advertising

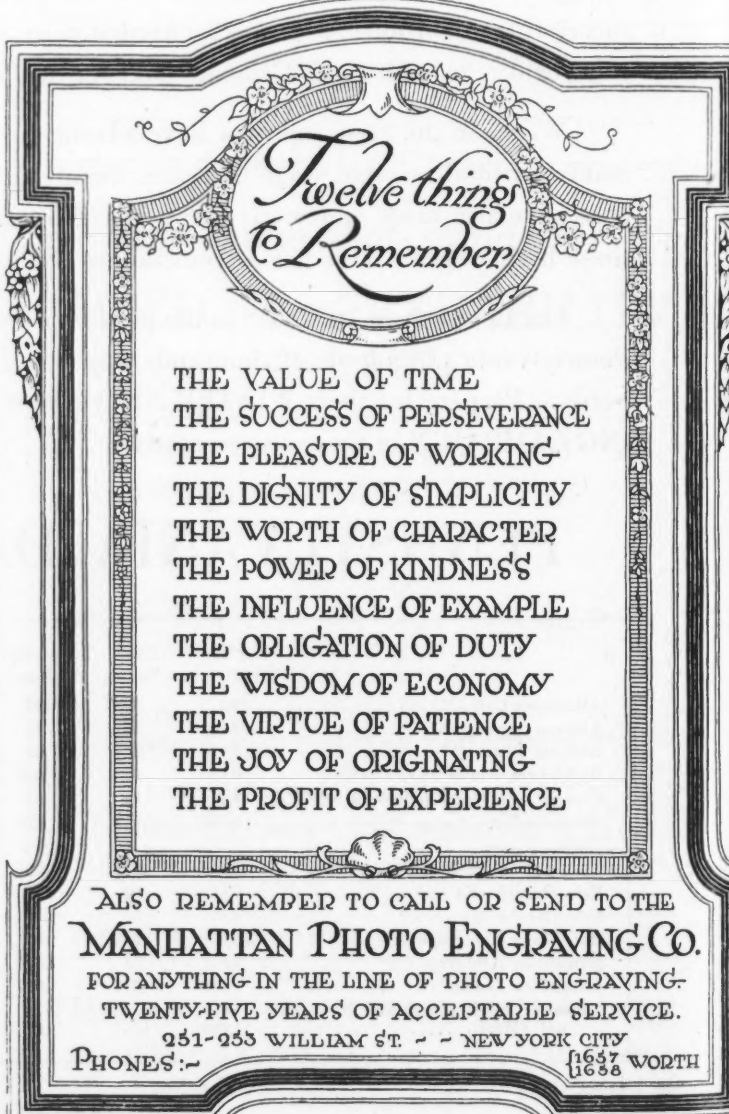
Northwest Tourists Association Will Spend \$62,500—Mostly with Dailies—To Attract Travel to That Region

PORTLAND, Ore., April 28.—Display advertising costing \$62,500 will be placed in newspapers and periodicals by the Pacific Northwest Tourist Association within the next three months. This is the official organization, financed by the governments of Oregon, Washington and British Columbia, that is boosting tourist travel to the Pacific Northwest.

The advertising is being placed under the direction of Herbert Cuthbert, of Seattle, executive secretary, who is advising with W. J. Hofmann, of Portland, president of the association. None of the money will be spent in the immediate territory of the association, but all other sections of the country will be reached. The association places the bulk of its advertising fund with the newspapers, believing that newspaper advertising gets quickest results.

Made Editor of Columbia State

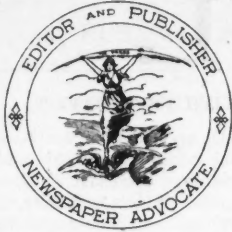
COLUMBIA, S. C., April 28.—Walter E. Duncan, who recently retired as secretary to Governor Manning, has become associate editor of the State. He was formerly on Washington newspapers and correspondent for publications.



Twelve things
to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
251-255 WILLIAM ST. - - NEW YORK CITY
PHONES: - - 1637 WORTH
1638



EDITOR & PUBLISHER

Q & A

Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—We are anxious to secure the best possible list of fire insurance publications in the United States, also marine insurance publications. As we are coming to regard you as the statistical authority on such matters, we are writing to ask if you can furnish us with these lists.

The C. Ironmonger Advertising Agency.

A.—We are forwarding lists by mail.

Q.—Isn't it all right to use the phrase "old adage" in newspaper copy? Reporter.

A.—No, "old" is superfluous. You specify "newspaper copy," presumably in the sense that a fault in literary style might be forgiven in a newspaper. You will not succeed as a reporter or editor unless you accept the fact that newspapers demand the best style, i. e., accuracy, simplicity and purity. You would not write "widow woman," or "true facts," or "partly completed," would you? Good writers avoid such silly superfluities.

Q.—We are searching for a bright catch-phrase to symbolize the speed, accuracy, reliability and general editorial value of our newspaper. "All the News That's Fit to Print," is our ideal. Have you a suggestion? Publisher.

A.—This is suggested: "All That's Wholesome in the News Reliably and Speedily Told."

Q.—Please advise me what changes in the postal laws are contemplated, and what changes will go into effect July 1, 1919. L. V. Vancleave, Rockford Daily Republic.

A.—See page 5, Editor & Publisher, A. N. P. A., convention extra, April 26, for general postal situation. We do not know of any changes effective July 1.

Q.—Is it true, as recently stated by an authority, that magazines cooperate much more effectively with national advertisers than do newspapers? B. H. C., Toledo, O.

A.—We do not think it is true. Many newspapers conduct remarkably efficient service departments and render to national advertisers tangible results which cannot be questioned. Your question is so general that it would require an article adequately to reply, but if you will follow the trend in the columns of Editor & Publisher you will be convinced of the absurdity of the comparison.

Q.—Kindly give name of a newspaper editor in Ogden, Utah? T. R. W.

A.—R. C. Glasmann is editor of the Standard and J. N. Eldredge is editor of the Examiner.

Q.—We have many kicks from subscribers due to failure of delivery and the boys are blamed, but often papers are blown away from door steps or are stolen. What do you advise? Van _____

A.—We know a publisher who supplies hooks with a screw-end which may be driven into a porch pillar, a door, or the cement of a brick wall and the newsboy hangs his papers on these hooks. It is said that subscribers usually do not object to the hook and they serve not only to keep papers from blowing away, but also to keep them from rain and snow, when there is no mail-box or person to receive them at the door. Try a few and see how they work and let us know.

Q.—Where should letter for Artist Condo, who makes the Everett True comic, be addressed? W. B. L.

A.—Care Newspaper Enterprise Association, Cleveland, O. His name is Ed. Condo.

A.—H. B. C., writing concerning reporters' wages, is informed that \$45 per week is a fair rate.

Q.—What is minimum agate line space rate of the Denver Post? Agency.

A.—For daily, .13; for Sunday, .175.

Q.—I wish to reach Secretary Lansing, through his press representative; whom should I address? Miss Lucy M. Waite, Detroit, Mich.

A.—Philip Patchin represents Mr. Lansing at Paris in this capacity.

Q.—When does that railroad advertising from the Government we have been hearing about start in newspapers, and how much will there be of it? Will it advertise resorts? L. L. Mc.

A.—See page 5 of this issue of Editor & Publisher.

Q.—Do you know of any instance where a daily newspaper publisher has reduced retail price from 2 cents to 1 cent since the war ended? Marcum.

A.—There have been a few such. A recent one is the Bridgeport (Conn.) Herald, a paper which only recently entered the field. The tendency is to remain at the increased price.

A.—To M. M. P., of Kansas City: Suggest you address your matter to W. C. D'Arcy, president of the Associated Advertising Club of America.

A.—Correspondent signing "Ad-writer" is advised to study the statistical chart published in Editor & Publisher, on Jan. 18, 1919, wherein 2,166 daily newspapers were listed. They had a total circulation of 28,625,041, with a minimum agate line space rate of \$61.63 7/10. The matter you wish to write on will be found there.

IN normal times the United States does not produce more than 20% of its sugar needs; not so Wisconsin.

WISCONSIN

In 1918 produced more than enough sugar to feed its entire population on the basis of the allotment of the U. S. Food Administration. By increasing its acreage it increased its beet sugar production nearly 40%.

During the War period Wisconsin increased its silos, increased its crops, its livestock, its manufacturing. Now it is in a position to BUY the BEST and afford it.

Wisconsin IS!

No need to refer to the past nor to invoke the future!

And you can advertise in every English language daily in the state every week in the year for less than it would cost to mail just one letter to every family.

	Circulation	Rate for 5,000 lines
Beloit News (E)	6,376	.02
Eau Claire Leader-Telegram (M&E&S)...	8,960	.027
Fond du Lac Commonwealth (E).....	5,872	.02
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	4,849	.0143
La Crosse Tribune-Leader Press (E&S)..	13,064	.03
Madison, Wisconsin, State Journal (E)....	14,708	.03
Madison, Wisconsin, State Journal (S)....	10,553	.03
Milwaukee, Wisconsin-News (E).....	*62,000	.10
Milwaukee Journal (E).....	119,386	.14
Milwaukee Journal (S).....	92,447	.14
Milwaukee Sentinel (M&E).....	79,425	.11
Milwaukee Sentinel (S).....	68,070	.11
Racine Journal News (E).....	7,666	.025
Sheboygan Press (E).....	6,329	.0214
Superior Telegram (E).....	16,000	.035
Wausau Record-Herald (E).....	5,102	.0178

Government Statements, October 1st, 1918.

* Publishers Statement, April 1, 1919.

EDITORIAL

JOHN E. POWERS, TRUTH-TELLER

THE influence of the work of John E. Powers on modern advertising will never be fully measured. There are white-haired men of the calling today whose first inspirations came from a study of Powers' copy. There are successful commercial ventures of today whose growth could be traced to their fidelity to Powers' ideals and methods of advertising.

Powers was a great writer, with a knack of putting a selling argument into a phrase or two of forceful English. His phrases stuck in the mind. They "carried." But the secret of the Powers' copy was not to be found in the charm of his literary style. It was in his basic, uncompromising honesty—his belief in the truth of his message.

No reader of a Powers' ad—whether an ad of a lamp chimney or of a soap or of a great store—ever doubted the candor of the writer. He could not employ verbal camouflage. He never evaded facts.

An advertisement which he wrote in 1881 for Wanamaker, announcing a special sale of furs, illustrates his frankness. He explained why prices on some of these furs had been reduced. He ended by this statement: "Not a tenth of our furs are marked down; only those that will be hurt by keeping over." That explanation may or may not have sold the marked-down furs—but it was just such truth-telling which "sold" the Wanamaker store and its policies to a vast clientele.

Only a courageous advertiser could afford to employ Powers. The advertiser who believed in occasional lapses from frankness for purposes of expediency could not have hired Powers at any price. It was necessary to sell the goods to Powers before Powers would sell them to others.

We have had within recent years an organized movement to further the practice of truth in advertising. It has done and is doing highly useful work. But it is work which Powers initiated and which he carried through to the end of his life with all of the ardor of a man whose pen was guided alone by his heart and conscience. His work leavened the whole bulk of American advertising. We have not outgrown his ideals nor his style of copy. We never shall.

THE INTERNATIONAL NUMBER

THE United States and Canada are the best of neighbors, not merely sharing common ideals of life and culture but transacting business on terms quite as amicable as those prevailing between the people of different states of our union or between different provinces of the dominion. This is due in no light measure to the fact that the peoples of the two nations know each other—personally to some extent, and through their newspapers to the fullest extent.

It is obviously in the interest of world progress that the allied nations, emerging from the victorious war for democratic ideals, should form more intimate ties of friendship and commerce than have ever before linked them together. The cultivation of international markets will follow the cultivation of international acquaintance and understanding—and this may be brought about only through the efforts of the press of the allied countries, working for the realization of those things for which the great war was fought.

The International Number of *EDITOR & PUBLISHER*, to be issued May 22, will constitute the first important step yet taken toward the goal of what should be, in effect, a League of Newspapers of the Allied Nations. It will bring to us here at home the cordial greetings of our friends of the press abroad. It will bring to us a glimpse of newspaper life and of its dominant personalities in our neighbor nations. It will give us surveys of foreign markets for American products. It will picture new possibilities for expansion of American trade.

The number will be notable as an example of constructive effort in trade journalism. Issued at the moment of the world's life which ushers in the new dawn, it will play its part in furthering that more cordial fellowship of the press, upon which must rest the firm structure of abiding peace.



MAKE WASHINGTON UNSAFE FOR TIPSTERS

OFFICIALS of the Government know that the reputable correspondents stationed at Washington never violate confidences. It often happens that these newspapermen are called into confidential conferences at which the frankest discussion of pending measures or programs takes place. This is in the interest of a clear understanding on the part of the correspondents of what is being done or proposed, rather than a means for giving out news.

It often happens that such advance information as may be disclosed to the correspondents in confidence, for future use, may have immediate value to some corporation. Timely tips on governmental activities or policies have a high market value to business concerns affected by them.

So it happens that in Washington there are so-called newspapermen, some of them actually having nominal connections with newspapers, whose real service is given to corporations employing them. They have found it possible to be present at conferences between officials and the Washington correspondents, and to thus obtain information which the reputable men of the calling guard until such time as it may be proper to publish it.

This puts upon the legitimate correspondents, to whom good faith is a basic thing, a burden of suspicion. This situation should end. It may be ended by the action of the correspondents themselves, in co-operation with the high officials at Washington. The Standing Committee of the Press Gallery should become a committee of broader scope, determining the status of every newspaperman stationed at Washington, and making it impossible for tipsters to ply their trade by masquerading as members of the corps.

EDITOR & PUBLISHER's Washington correspondent suggests that action in this direction may be taken at meeting of Washington newspapermen to be held two weeks in advance of the convening of the 66th Congress. This is welcome news, and should mean that a way is to be found for closing the doors to men who have no real standing as correspondents—men who keep an unholy pact with shameless employers, betraying every interest except that of the speculator who fattens on their perfidy. The issue is real; the evil condition must be met and remedied.

LORD NORTHCLIFFE'S great newspapers—dedicated to the furtherance of British ideals day by day and century by century, refusing to be mute in the interests of passing leaders and momentary exigencies in the political life of the empire—have now come to the parting of the ways with Premier Lloyd-George. The wonderful little Welshman has himself put on the paint of battle and challenges to combat the man to whom, chiefly, he owes his present high place in world councils. Unless signs fail the issue of the conflict promises to have no small influence upon the political life of the world.

May 1, 1919. Volume 51, No. 48.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, publisher; Marlen E. Pew, editor; W. D. Showalter, managing editor and John F. Redmond, News.

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

"WE HAVE WITH US TODAY—"

WA. McDERMID, president of the Association of National Advertisers, in his address at the Ad Bureau luncheon last week, said: "Such things as the curse of free publicity, from which advertisers suffer quite as much as the newspapers, merely require the education of both parties to the principles involved."

It is of course true, and should be obvious to all, that the press agent is the alien and menacing factor in the business of advertising and publishing. However his functions may be pictured—his "usefulness" lauded—the fact remains that he is employed for the sole purpose of securing for nothing something which legitimate advertisers pay for.

And he will earn his wage—usually a much higher wage than is paid to men of far greater ability in newspaper work—just so long as newspapers use his copy. He is in full flower just now. His employment, during the war period, by a majority of the departments and bureaus of the Government has served to give to his calling a sort of standing which it never had before.

The press agent is not a green hand at life. He knows the rules. He realizes that he must put "news interest" into his copy if he would impress the editor with its "value." And, as all advertising has news value, he does not find this task so difficult.

If the department stores should employ press agents, whose business should be that of dressing up store news for the news columns, there would be opened a rich field for this sort of "news." Far more interesting material could be found in the big stores than in the exploitation of automobiles, movies, etc. But the net result would be to curtail the volume of store advertising. Merchants would find it unnecessary to buy space when it could be obtained for the asking.

Is there any better reason for favoring automobile advertisers by the publication of free matter than there would be for thus favoring the big stores? It is absurd to contend that the automobile manufacturers would cease to advertise at all unless they were given a great deal of free space in the news columns as a bonus. They advertise because it is necessary, not out of motives of generosity toward the newspapers.

Why should there not be an inflexible rule in all newspaper offices requiring the submission to the advertising manager of every line of press agent copy which reaches the editorial rooms? Why should press agents not be told that they must deal solely with the business office?

It will be said, of course, that many advertising managers are eager to favor certain advertisers with free reading notices. If this is true it is a sad commentary on the value of the mediums they represent. To place responsibility with the business office, and not upstairs, however, would be a step in advance.

For it must not be forgotten that what the press agent offers for publication is ADVERTISING, however cleverly disguised as news. His copy is out of place in the editorial rooms. What he proposes is that certain advertising shall be published as news, in the news columns, without pay. Is that a matter on which the editor should pass? Is it not clearly a problem for the business office?

With newspapers whose policies are open to question in this matter it might be helpful if the store advertisers should keep a record for a specified period of the free reading matter given to advertisers, bringing this record to the attention of the management and asking for an explanation. This course would be entirely within the rights of advertisers who pay their way and ask no special favors. And it might lead to a healthy readjustment of policies in offices where the press agent finds a welcome.

IF Germany had been fortunate enough to have had a free press during the period of William the Second's reign there would have been no world war. If there shall grow up in Germany hereafter an untrammelled press there will be, in the course of time, a regenerated Germany. No real start toward that goal will be made until it is made through the establishment of press freedom as civilized nations know it.

PERSONALS

IN THE EDITORIAL ROOM

H. B. R. Briggs, editor of the St. Paul Daily News, went to New York to cover the arrival from France of the 151st Field Artillery. Meanwhile his work was looked after by Walter Chase, the news editor.

Clifford B. Denison, of the Pawtucket (R. I.) Times news staff, has resigned to become permanent secretary of the Pawtucket Chamber of Commerce.

Ralph H. Turner, who was city editor of the Bartlesville (Okla.) Examiner, is now on the New York Evening Post. He is a M. U. school of journalism graduate.

Charles Burney Ward, former reporter of the Kansas City Post, and brother of Robert Ward, the Post's livestock editor, has returned from a year's service overseas with the tanks. He was associate dramatic editor of the New York Sun when he enlisted.

William R. Baker, principal of the New Cambria (Mo.) public schools, has been made managing editor of the Macon (Mo.) Daily Chronicle-Herald, succeeding Charles N. Tolman, deceased.

Henry Cue, editor of the Dalles (Ore.) Optimist, and Mrs. Grace Stewart, of the same city, were married recently.

Capt. L. E. Edmonds has joined the staff of the Topeka Capital.

W. Y. Morgan, editor and publisher of the Hutchinson (Kan.) News, is now doing "Y" work with the 88th Division at St. Jorre, France.

Harvey Parsons, of the Topeka Capital, as a lieutenant-colonel on the staff of Gov. H. J. Allen, is assisting welcoming home the 35th Division.

Col. William Lightfoot Visscher, veteran newspaperman, poet and active member of the Press Club of Chicago, is ill.

Lawrence A. Smythe, a Bangor (Me.) newspaper man and son of Lawrence T. Smith, city editor of the Bangor Daily News, was married April 22 to Miss Josephine Gallagher.

Frederick Turner, news editor of the Buffalo (N. Y.) Commercial, was in New York this week representing his newspaper in the homecoming reception to the 77th Division.

John Koins, of the Buffalo (N. Y.) Commercial, is back at work, after a siege of influenza.

William J. Conners, Jr., editor of the Buffalo (N. Y.) Courier, is making changes in the newspaper building tending to add to its efficiency.

Miss Ella Fleischman, editor of the Omaha Bee woman's page, will soon leave for France to enter Jewish welfare work.

Thomas J. Fitzmorris, who for forty-one years was a member of the Omaha Bee staff, has resigned to enter business for himself. He entered the service of the Omaha Herald in 1873 and in 1878 went to the Bee.

Walter W. R. May, formerly assistant city editor of the Portland Oregonian, has been commissioned a captain in the public health service. He is attached to the bureau of venereal diseases in Washington, D. C.

Angus S. MacKay, financial editor of the Bridgeport (Conn.) Telegram, is leading publicity man there for the Victory Liberty Loan. Mr. MacKay, recently discharged from service as a sergeant, was with the old Bridgeport Standard prior to his induction.

Eleanor Stanton has become the society editor of the Providence (R. I.) Sunday Journal.

Martin J. Flaherty, editor of "What I Hear and See About the Town" column in the Providence (R. I.) Evening Tribune, is acting city editor.

Percy J. Cantwell, a proofreader on the Providence (R. I.) Journal, has been promoted to the rank of major in the Field Artillery.

Stanley Walker, reporter for the Dallas (Tex.) Morning News, has resigned to become private secretary to Mayor Wozencraft.

Oswin K. King, telegraph editor of the Dallas (Tex.) Evening Journal, has been made feature writer for both the Evening Journal and the Morning News.

George N. Briggs of the St. Paul Dispatch and Pioneer-Press represented his papers in New York on the occasion of the arrival of the 151st Field Artillery from overseas. He was assisted by Edgar G. Markham, Washington correspondent.

William T. Bell has resumed his old place of exchange editor of the St. Paul Dispatch-Pioneer Press, the adjournment of the legislature having dissolved the legislative bureau of the Associated Press, of which Mr. Bell was the head.

George T. McConville, assistant manager of the Associated Press in St. Paul, has been visiting in Oconomowoc, Wis.

John Keefe has returned to the St. Paul Daily News city staff after service with the Minneapolis Tribune.

Fred Stronge, lately of the Minneapolis Tribune, is now doing reportorial work for the St. Paul Daily News.

Bugler Paul Krueger, who was a member of the Brenham (Tex.) Banner-Press staff, has returned from France wounded. He is back on his old job.

F. B. Burbank has resigned as night editor of the Galveston Daily News and been succeeded by A. F. Anderson, assistant night editor.

Charles A. Harvey, an employe of the Boston Press Club, answered the call of Uncle Sam in 1918. Miss Violet F. Williams, of Bangor, Me., temporarily took his place. Harvey returned in January to his former duties at the Press Club and last Saturday Miss Williams became Mrs. Harvey.

IN THE BUSINESS OFFICE

Walter W. Trahern, formerly of the Kansas City Star business department, and a member of the tank corps in France, has volunteered for additional work in Europe and is now in Rome as an "M. P."

Fred Schwartz, formerly of the Kansas City Star advertising department and now with the A. E. F. in Germany, is an "international newsboy." He sells the Stars and Stripes to members of his division (the 89th) on the streets of Coblenz and has sold them in France, Belgium, Luxembourg and Germany since the armistice was signed. He is serving with the engineers.

Frank G. Odell, secretary of the Omaha Federal Land Bank, has joined the Capper publication's advertising staff. He was formerly editor of the Nebraska Farm Magazine and is now executive secretary of the National Conservation Congress.

D. G. Bechtel, who has been associated with the Chicago Herald & Examiner, is now business manager of the Master Plumber, Marshalltown, Ia.

J. Y. Wright has left the Paris (Tex.) Morning News to become advertising manager of the Shawnee (Okla.) News-Herald.

J. M. Ritchey has changed from the Kansas City Star to the St. Louis Republic advertising staff.

F. C. Withers, publisher of the Columbia (S. C.) State, is the father of a new baby girl, weight eight pounds.

She has been christened Martha Livingston Withers.

T. E. Powers, for ten months in service with the Naval Aviation forces, is back at his former position in the accounting department of the New York Tribune.

WITH THE AD FOLKS

J. H. Gallagher, late with the Hearst publications, has joined the advertising staff of the New York Theatre Program Corporation. At one time Mr. Gallagher was assistant advertising manager of the United Cigar Stores Company.

Terry Ramsaye has resigned as publicity director of the Rialto and Rivoli theatres, New York, and will give his attention to fiction writing and a new news film called "Kinograms."

Wilfred C. Gillies, for 10 years connected with the advertising force of the Capper Publications, left Topeka May 1 for Chicago to become associated with Edwin B. Gillispie, advertising agent.

Ralph G. Hurd, for several years with the Bridgeport (Conn.) Post Publishing Company, has incorporated and entered the commercial advertising field under his own name. He was also with the Lyon Ad Sales Service.

A. Kerber, Jr., who spent eleven months in France with the A. E. F. as a member of the 107th Infantry, has returned to his desk in the office of J. P. McKinney & Son, special agents, New York.

FEAR SHORTAGE OF PRINTERS

Texas Editors Urge Training Schools and Elect Brown President

VERNON, Tex., April 25.—At the tenth annual session of the Pan Handle Press Association, B. O. Brown, editor of the Vernon Record, was elected president; J. W. Cheney, of Amarillo, vice-president; Sam M. Braswell, Canadian News, secretary-treasurer. The association will meet next year at Amarillo.

The editors expressed apprehension of the shortage of printers and urged the establishment of a printing course in high schools, colleges and universities. They also favored a \$75,000,000 road bond issue for Texas.

Publishers need advertising men of skill in great numbers today—this is the time to use EDITOR & PUBLISHER classified columns to find your place.

A. E. Pearsall, Beloved By Many, Dies in Florida

He Wrote Song "Scatter Seeds of Kindness" and Lived in Perfect Rhythm With It

"Scatter Seeds of Kindness" is the name of a song written thirty years ago by Alfred Everson Pearsall. He died this week at Melrose, Florida, aged 73, but his song will continue to live for years as the anthem of the New York Press Club.

Mr. Pearsall is said to have done more to keep the New York Press Club alive than any other man. His life was spent in scattering many seeds of kindness. More than a score of the families of newspapermen testify to his help.

Although he retired from business in 1910 he never ceased to be an active newspaperman. He was a free lance contributor to newspapers and magazines on cotton, upon which subject he was considered an authority up to within a short time of his death.

Next to newspaper work and association with newspapermen, Mr. Pearsall's pleasures came from the outdoors. Two years ago he spent several months on tour of the West, which he made in a canvas covered wagon. At Melrose he owned a houseboat and there fished and hunted a great deal.

He was the dean of the New York commercial market reporters. He began his newspaper career more than a half century ago as a copy boy for the New York Herald. In 1902 he founded Pearsall's News Bureau. For twenty years he was commodity reporter in New York for The Associated Press. He was an authority on cotton. Mr. Pearsall retired from active work in 1910, and left the conduct of the business to his four sons. His home was at Westfield, N. J.

Soldiers Return to Work

CHICAGO, April 18.—Bradford Smollen is out of service and reading copy on the Chicago Evening American. Before going into uniform he was connected with the sports department of the Herald and Examiner. John G. Little, former "war editor" for the American and who won his lieutenantcy in France, has returned and is on the copy desk.

The Grand Junction News Has Signed a Contract For the Haskin Service for one year.

BOSTON POST PRAISES RIVAL NEWSPAPERS

Mr. Grozier's Great Paper Concedes Leadership of New England Journalism to Globe — Handsome Compliments to Contemporaries

An editorial in the Boston Post of recent date gives evidence of the spirit of mutual good will prevailing between the newspapers of the Hub. It is rare that a dominant daily newspaper takes occasion to doff its hat to its contemporaries and to concede, as the Post does, the leadership in its field to a rival publication. The editorial, in part, follows:

"The Post takes pleasure in noting the generally prosperous condition of the Boston newspapers, apparent at the present time.

"Contrary to popular impression, war times are not advantageous to the newspapers. A war disorganizes the newspaper business, increases expenses enormously and has no compensating results from a newspaper publishing standpoint. It is in the 'piping times of peace' that newspapers flourish best. The coming of peace and approximately normal conditions is reflected by the present prosperity of the Boston papers. Despite greatly increased cost of production, they are all doing relatively well.

"The Boston Globe, under the masterly management of Gen. Charles H. Taylor, and his very able sons—and the Post still takes off its hat to the Globe, as, all things considered, the leader in Boston journalism—never did so well before in its history. The Boston Herald, under the editorship of Robert Lincoln O'Brien and the business management of James H. Higgins, with its evening edition, the Traveler, has undoubtedly 'come back,' and the Post is glad to see it once again in the front rank of the successful publications.

"The Evening Transcript, under Mr. Mandell, unique and unapproachable in its class, is steadily enlarging its fine field. Mr. Hearst's American sells a big lot of papers, and is crowded with advertising. The Evening Record, under its new and wide-awake management, is making notable progress. We have to note the practical extinction of the old Boston Journal, but perhaps it is just as well, as Boston is sufficiently newspapered without it.

"All in all, the Boston newspapers have emerged from the stress of the war in rather better shape than their contemporaries in most large cities; and, while it may be admitted that they are not quite perfect, on the whole they are a credit to the community.

"May they flourish in full proportion to their deserts, and a little more."

CUTS PRICE TO ONE CENT

New Bridgeport Evening Herald Has a "Mission" to Accomplish

BRIDGEPORT, Conn., April 28.—It is eight years since a penny would buy a Bridgeport paper, but beginning today the new Evening Herald is purchasable at one cent. Whether the Post, Telegram and Times-Farmer will meet the reduction has not been decided.

The Herald announcement says in part: "In order to accomplish our mission as the newspaper of all the people, we have decided to reduce the price to one cent." The reduced price of the paper began with its 34th day of issue.

Building in Sandusky

SANDUSKY, Ohio, April 30.—The Star-Journal has just started erection of a new home.

CAPT. MYERS TAKES CHARGE

Becomes Half-Owner McAlester News-Capital, With F. C. Cowles

MCALESTER, Okla., April 28.—The News-Capital has passed into a new management and editorial policy. Capt. L. B. Myers, of Tulsa, former night editor of the Tulsa Times and Democrat and at one time night editor of the Memphis (Tenn.) Commercial-Appeal, has purchased controlling interest and becomes editor and publisher. Fred C. Cowles, of Lacrosse, Wis., owns the remaining interest in the paper, having purchased it about six months ago.

C. R. Mooney, formerly with the Kansas City Star and later with the Daily Oklahoma, will also be one of the editorial directors of the News-Capital under its new management. A new policy of "strenuous constructive service" for the whole of southeastern Oklahoma and Pittsburg County, McAlester in particular, has been announced by Mr. Myers.

Maher Made City Editor

BRIDGEPORT, Conn., April 30.—Augustus F. Maher, of New Haven, until a few months ago editor of the Bridgeport Sunday Post, has taken the city desk of the new Evening Herald, succeeding Arthur McCrea. The latter was made temporary city editor at the start of the daily. He will remain with the organization, probably returning to Sunday work.

Socialists Invade Tulsa

TULSA, Okla., April 29.—Socialists are planning to begin construction of their new publishing plant here May 8. They will first move a Socialist weekly here and as soon as possible they intend publishing a daily newspaper.

Returns to the "U. P."

H. C. Hamilton is back in charge of sports with the United Press, after a three-months' absence, a part of which time he spent with the New York Evening Mail. He went South with the "Yankees" for that paper. Hamilton has been handling sports for the United Press for three years.

M. C. Manternach is publicity chairman of the Hartford (Conn.) Victory Loan.

A NEW CIRCULATION FIELD

The Hansard Publishing Co. can place on the markets of Great Britain any American publication or proprietary article desiring an English representation. We have a staff of experts covering Land's End to John O' Groats. Write.

Hansard Publishing Co.

Circulation, Publicity and Sales Experts

53-54 Chancery Lane,
London, W. C. 2

who will undertake any commission.

SIGNS

For Classified Ad and Circulation Departments

NEW PROCESS SIGN

Looks Like Metal, Wears Like Metal, But Costs Less Than Metal

Send today for samples and quantity prices.

S. BLAKE WILLSDEN

Specialties for the Circulation Department
29 E. Madison St. Chicago

ADVERTISEMENT NO. 12

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other

National Advertisers

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Wm. Woodhead,
The Sperry Hutchinson Co.,
New York City

H. S. Richardson,
Vick Chemical Co.,
Greensboro, North Carolina

F. C. Iglehart,
B. F. Goodrich Co.,
Akron, Ohio

Karl Kendig,
The Whitman & Barnes Mfg. Co.,
Akron, Ohio

Harry J. Roach,
N. Y. Life Ins. Co.,
Alliance, Ohio

W. A. Tarker,
Father John's Medicine,
Lowell, Mass.

Miss Alzada Comstock,
South Hadley, Mass.

Edwin Dwight,
Springfield, Mass.

J. A. Priest,
Hendee Mfg. Co.,
Springfield, Mass.

D. M. Nixon,
General Plate Co.,
Terre Haute, Indiana

W. C. Helleman,
Levy Bros.,
Louisville, Kentucky

The Proprietary Ass'n.,
Chicago, Illinois

J. D. Doolittle,
Box 1403,
Iowa Collection & Rating
System,

Des Moines, Iowa

Conklin Pen Mfg. Co.,

Toledo, Ohio

M. E. Blodgett,
The Autocar Co.,
Ardmore, Pennsylvania

H. K. Gilbert,
Oliver Typewriter Co.,
Chicago, Illinois

Edgar K. Woodrow,
The Krohn Fechheimer,
Cincinnati, Ohio

William Van Note,
Midvale Steel & Ordnance Co.,
Philadelphia, Pennsylvania

J. T. Wright,
Felt and Tarrant Mfg. Co.,
Chicago, Illinois

W. B. Akin Co.,
Pittsburgh, Pennsylvania

Hub Motor Car Corporation,
Detroit, Michigan

Hyatt Roller Bearing Co.,
Detroit, Michigan

Burt Hamerstrom,
The Welsbach Co.,
Gloucester, New Jersey

Typograph Library,
American Type Founders Co.,
Jersey City, New Jersey

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

URGES NEW MAIL RULES FOR CANADA

Postmaster Moffatt Says Time and Money Can Be Saved Publishers and Government if They Will Follow His Suggestions

TORONTO, April 27.—That the work of handling newspapers through the post-office might be greatly facilitated if stricter regulations governing the posting of papers by publishers were enforced, was the contention of Postmaster W. A. Moffatt, of Pembroke, Ont., speaking before the annual convention of the Postmasters' Association of Canada. Mr. Moffatt made the following suggestions:

(1) All newspapers must have printed thereon or affixed thereto a printed name label in large readable type, having thereon name of subscriber, box number, general delivery or RR No. and name of place, color of label preferably light yellow.

(2) Such name label should be affixed to the upper left-hand corner of the paper away from the fold and horizontal to printed matter.

(3) As many, if not most, postoffices have their boxes arranged in alphabetical order, newspaper publishers should be required to set up their mailing lists of subscribers in alphabetical order and send out their newspapers to all postoffices so arranged.

Rural Subscribers

(4) It should be especially impressed upon newspaper publishers that rural routes starting from any postoffice are to be considered the same as if they were entirely separate and distinct postoffices from the office from which such rural routes radiate, and they should be required to tie up in separate bundles plainly addressed to each route papers for subscribers on such route, and on no account should any papers for subscribers on the various rural routes be tied up with the papers for the office from which the route takes its name.

The name label of each subscriber on each route should bear the name of the route and number of same in case, as sometimes happens, the bundles get broken in transit and the contents mixed.

Great care should be exercised by canvassers in getting subscribers' names down correctly, as well as exact address.

Trouble has been experienced in the past with publishers who have used worn type in printing labels.

Proper folding of papers to conform with the regulations should be strictly enforced.

Says Loss Is Too Large

"The foregoing," declares Mr. Moffatt, "would, I feel certain, do much towards assuring prompt and satisfactory delivery of newspapers to subscribers, would be worth many dollars to the publishers and greatly lessen the work of postmasters in sorting and handling the same."

Mr. Moffatt contends that the Post-office Department is carrying and delivering newspapers at too large an annual loss. In Canada the charge for daily papers is 1/4 cent per pound for dailies, while weekly papers may be mailed free to all points within a 40-mile radius of the office of publication and a 1/4 cent per pound to all other points in Canada.

The whole tenor of Mr. Moffatt's address was that a sufficient charge should be levied against newspapers to defray the actual cost of handling and give the postmasters, who are paid on the basis of the earnings of their offices, a better remuneration for their work.

AD AGENTS BOOST THE SOUTH

Prepare Promotion Series of Ads for Newspapers Gratis

ATLANTA, April 28.—Recognizing the fact that the need for advertising is greater today than ever before, as there is a more widespread appreciation of the power of publicity, the Southern Council of the American Association of Advertising Agencies has arranged for the preparation of a series of educational advertisements on advertising. Each member agency affiliated with the council has undertaken to supply two advertisements of the series, making a total of 18. The copy is of uniform size, measuring 12 and one-half inches, four columns. Mats of the ads are being offered Southern publishers with request that they be run whenever they have space available.

The series is predicated on requests from many publishers for something of the kind and is purely educational.

JOIN MIDDLETOWN PRESS

Lieut. Smith and Daniel J. Stevens Added by New Owners

MIDDLETOWN, Conn., April 30.—Frederick Nelson Smith, who left the managing editor's chair on the Lynn (Mass.) Telegram to serve his country in the war, has joined the new Hubbell-Stevens regime on the Middletown Press. Smith won his bars and served overseas as lieutenant with the headquarters staff of the 76th Division. Previously he was with the Norwalk Hour, South Norwalk Evening Sentinel, Bridgeport Standard and the Telegram. In 1915 Smith went to Italy as war correspondent for several New York publications. He is at present organizing "beat" systems for the Press.

Daniel G. Stevens has left the Bridgeport Post to become plant superintendent of the Press.

Gains of New Orleans States

EDITOR & PUBLISHER'S figures, published April 10, showing the comparative advertising lineage of the New Orleans newspapers for the month of March, 1919, as compared with the same period of the previous year, showed substantial gains for two of these newspapers but a falling off for the States. J. L. Ewing, advertising manager of the States, calls attention to the inaccuracy of the figures so far as they relate to States, which newspaper also shows a big increase. The States' figures for March, 1919, are as follows: Local display, 471,637; foreign, 110,475; classified, 90,081.

Ohio Democrats Organize

COLUMBUS, O., April 26.—The Association of Democratic Editors of Ohio was organized, with seventy-three members, at a meeting held here a few days ago. Officers are: President, Lank M. Smith, Bucyrus Daily Tribune; vice-president, D. W. Shields, Bellaire Democrat; secretary, Carrol King, Hillsboro Gazette; treasurer, W. Harry Spears, Middletown News-Signal.

Norman S. Hall Is "Missing"

BRIDGEPORT, Conn., May 1.—A little war romance is interesting local reportorial circles. Norman S. Hall, who served as lieutenant with the 26th Division overseas, became engaged to a Red Cross nurse whom he met in France. She arrived in America last week, and a substitute is covering Hall's beat on the Post, while he is believed to be enjoying a honeymoon with his bride.

1/8
of all
Glass
made in
the U. S. A.
is produced in



WEST VIRGINIA

GLASS making is one great industry where the BIG value is added by manufacture.

It furnishes employment and PAY beyond ordinary.

Ranking 23rd in the "average number of wage earners," it is 63rd in "material costs."

The difference between 63rd and 23rd is largely WAGES!

West Virginia's output has more than doubled, showing the trend of the territory, encouraging national advertisers to put it on the list.

Be a big N. P. Advertiser here for a little money!

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
*Telegraph (M)	6,426	.01428	†Herald-Dispatch (M)	10,479	.02
Charleston			†Herald-Dispatch (S)	11,103	.02
†Gazette (M)	14,500	.02	Martinsburg		
†Gazette (S)	16,500	.02	*Journal (E)	3,068	.0129
*Leader (M)	6,819	.0157	Morgantown		
*Leader (S)	7,351	.0157	†Post (E)	3,025	.0143
*Mail (E)	8,735	.02	Parkersburg		
Clarksburg			*News (M)	6,300	.0125
*Exponent (M&S)	8,607	.02	*News (S)	6,200	.015
*Telegram (E)	8,020	.02	†Sentinel (E)	6,854	.017
*Telegram (S)	7,746	.02	Wheeling		
Fairmont			†Intelligencer (M)	11,366	.0325
*Times (M&S)	7,209	.02	†News (E)	16,225	.04
*W. Virginian (E)	5,377	.02	†News (S)	16,225	.04
Grafton					
*Sentinel (E)	2,476	.014	*Government statement, Oct. 1st, 1918.		
Huntington			†A. B. C. statement, Oct. 1st, 1918.		
†Advertiser (E)	8,231	.02	†Publishers' statement.		

File the facts for reference

CLAIMS WIRE PHOTOS ARE PRACTICABLE

Le Roy J. Leishman Says He Is Able to Telegraph Pictures Any Distance and He Will Begin Regular Service on the First of July

A telegraphic picture service for daily newspapers, with thirteen sending centers and thirty receiving stations, will be opened on July 1 by the Leishman Tele-

five hours of any picture that might develop.

For some time the Leishman company has been supplying the Salt Lake City Herald with occasional pictures from New York over commercial wires with more or less success, but Mr. Leishman says that leased wires will be used, beginning July 1, and that news pictures of value will be laid down in important centers within a short time after the occurrence of events, and that the price will be within practicable limits.

The Leishman Company claims pat-

system in the ordinary meaning of the word. It is very mechanical when understood. It registers five degrees of shade and works entirely on a scale. It can be sent any distance and it is claimed that it registers perfectly when properly handled.

Thirty Receiving Stations

Experts of the company will be stationed at the receiving stations of the company, from which distribution will be made, it is announced. A picture has been sent from Salt Lake City to New York and back, a distance of 4,806 miles by this method. The result EDITOR & PUBLISHER saw was not perfect, but it seemed to indicate a remarkable development. The sending time for a picture is twenty minutes.

The second system is the "dot system," which reproduces a screened or stippled picture. It works with success up to 500 miles, according to Mr. Leishman. An engraver's unwashed copper plate, in tubular form, is used at the sending end and a heavy carbon and art paper are used at the receiving end. The sending is done by dot and the receiving is by a needle.

The third is the "Selenium system," which reproduces a half-tone. Dr. A. Korn, of Berlin, has made use of selenium in his experiments of sending pictures by wire, but in a different way. The public has been given but little information about this system, but it is said that it works best for short distances and over telephone wires or with relays at about the same distances. Two minutes is the time required to transmit a picture by this method, according to Mr. Leishman, the inventor.

Many Years' Experimenting

"Pictures by telegraph" have been a newspaper "hunch" for a great many years. At least two New York newspapers sunk fortunes in experiments along that line fifteen to twenty years ago. One year the New York Herald was reputed to have voted \$10,000 for the work and to have continued the experiment for several years.

The London Daily Mirror has always been deeply interested in the subject and T. Thorne Baker, of that paper, is recognized as one of the foremost authorities on the subject.

The greatest advances in the past were made by Dr. Korn, who is recognized as the greatest authority on telegraphic

photography. Up to the outbreak of the war it was generally believed that he would achieve success. His work was carried on in conjunction with newspapers in Berlin and other parts of the world.

Le Roy J. Leishman is a resident of Ogden, Utah. Pocatello, Idaho, may not care, but it was while waiting for a train there that he got the idea for the three inventions for sending pictures by telegraph now held by the Leishman Telegraph Picture Service. He killed time by reading a magazine that is largely devoted to fiction. The story he read told of the picture of a missing girl being wirelessly to a ship at sea. It drove home to him the idea that photographs should be sent as a whole and not in parts as had been the general practice in telegraphic experiments in the past. With that fiction story idea as his guide he began to experiment along new lines.

Used by Government

The Leishman Telegraphed Picture Service was about to be launched in 1917 when the United States entered the war. A request was made by the Government, according to Mr. Leishman, that the machines be kept off the market. It was then the intention to sell the machines to newspapers.

The company now announces that it will have nothing to sell but a picture service. Two of the Leishman dot machines are now being used by the Government and throughout the war experiments were carried on by the navy in sending pictures from airplanes to land stations with Leishman machines, it is stated. No report has been made on the success of that undertaking.



THE production above is made from a picture of Le Roy J. Leishman, inventor of the systems to be used by the new telegraph picture service, which was sent and received by the dot system at the Pennsylvania Hotel, New York, this week for EDITOR & PUBLISHER. It was not reduced in size and was not touched by an artist. The Leishman Telegraphed Picture Service states that under the dot system all pictures must be reduced one-half and advises the same amount of art work as a newspaper uses on an ordinary photograph.

graphed Picture Service, according to an announcement made by Le Roy J. Leishman, inventor of the system to be used. It is claimed that the new service will practically put the entire country within

ents on three systems of sending pictures by telegraph. It is said that for the present the code system, which has been used between New York and Salt Lake, will be depended upon. It is not a code

237,552 Lines Gain

over 1918 was the March, 1919, record of

The Plain Dealer
FIRST NEWSPAPER,

CLEVELAND—SIXTH CITY

(150 x 280)



The Detroit News

daily and Sunday increased 1,287,174 lines of advertising the first 3 months of 1919 over the same period 1918.

Member Audit Bureau of Circulations.

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.

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

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.

The **Pittsburgh Post** has the second largest morning and Sunday circulation in Pittsburgh.



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 NEW YORK
Lytton Building CHICAGO

POWERS PRACTICED TRUTH IN ADVERTISING

(Continued from Page 12)

of Mr. Powers' campaigns as successes or failures is in a manner unfair, for every one of his campaigns brought results that satisfied the client. All of his campaigns for the Macbeth Lampchimneys were highly successful, and it was while with them that he originated the bulls-eye style of small advertisements. All of his copy was written in the theory that advertising is news. This was strongly reflected in all his copy, even in the tea advertisements of A. Shilling & Company of San Francisco, for whom he conducted a national campaign many years ago.

Probably the highest compliment ever paid an advertising writer by other advertising men fell to Mr. Powers in 1890, when a group of stores trading through the Syndicate Trading Company, sometimes called the Scott Syndicate of New York, retained him to teach their advertising managers his style of writing and make-up. He was placed in complete charge of the advertising department of each store for one month. At that time these stores were the leaders in their districts. Among the stores that he visited were: Forbes & Wallace, Springfield, Mass.; Denholm & McKay, Worcester; Almy, Bigelow & Washburn, Salem.

Mr. Powers' style and standard which form the foundation upon which present day advertising is advancing are fully reflected in the following advertisement, set in plain type without decoration, which appeared in the Philadelphia papers in the spring of 1881:

John Wanamaker's

Friday: partly cloudy; slightly cooler. Do you know why we say nothing about "stock-taking" as bearing on prices? Because we like to be believed; and "stock-taking" has served so long as a peg to hang lies on, that it has come to be an uncommonly bad peg to hang truth on.

We "take stock" on New Year's; that is, count everything and value everything. There are things that we don't like to count; things that ought to have gone last week, or when cold weather began; things that are likely to be in the way and make care for months to come, and get damaged, and be old when their season begins again. It is wise to let such things go easily, have their room and begin anew next year.

The influence of this half-yearly review of our standing is now upon us; and will be for a week or two. You will see signs of it in every day's news; now here, now there; before and after.

In furs, it works thus: We are out of fur-lined circulars at \$40, for example, and have plenty at \$50. We must have some at \$40. We must make, buy, or put some of the \$50 ones down. We do the latter; for it is better to sell at cost than to keep over. We

give you the benefit of the doubt. This is only an illustration of a general fact.

You will be seeing shortly in big letters shaking with terror, in the papers, "fearful plunges in furs," and all that sort of thing; from which you will understand that something has happened. No, it hasn't. How is a furrier going to mark down, when he never had a price to begin with? He is "going to take stock"; that is, he wants you to take his stock.

Not a tenth of our furs are marked down; only those that will be hurt by keeping over. JOHN WANAMAKER.

Clothing Makers Increase

Ads in Newspapers

Chicago's Biggest Houses No Longer "Hook Up" Such Campaigns with Use of Space in Magazines

CHICAGO, April 28.—Advertising managers for nationally-known clothing manufacturers' report that there never has been a year previous when such extensive advertising campaigns were undertaken by them in the daily newspapers of the country, and particularly in the Chicago papers.

Hitherto, they point out, the big clothing houses have conducted the bulk of their national newspaper advertising upon a 50-50 expense payment basis with the merchants representing them locally, or else have confined their large-space copy to simultaneous publication with the appearance of their broadsides in the Saturday Evening Post, the Literary Digest and similar standard magazines.

This season that is no longer the actuating principle. Lord & Thomas are placing copy for Leopold, Solomon & Eisendrath; Williams & Cunningham for Hart Schaffner & Marx, and other agencies for Kling Bros. Company, B. Kuppenheimer & Co., Alfred Decker & Cohn, Sheahan, Kohn & Co., Fashion Park Clothes, Atterbury Clothes, and several other smaller local houses—this largely in addition to the local dealer's own store advertising.

M. Born & Co., originator of the wholesale merchant tailoring industry, stands almost alone locally as being a large user of both daily newspapers and farm journals. Most of the other large Chicago tailors to the trade affect standard magazine publicity.

If you want a circulation man, address the circulation men of the country with a liner on EDITOR & PUBLISHER classified page.

* * * * *

THE ELLIS SERVICE
- - - *Swarthmore, Pa.*

Offering Two Weekly Features
1. A "Different" Sunday School Lesson
2. The Religious Rambler

* * * * *

Obituary Notes

AUGUSTUS J. JUILLARD, leader in the financial world, who died in New York April 26, was an executor of the estate of the late James Gordon Bennett of the New York Herald. He succeeded the late James Stillman.

JACOB H. HOWLAND, for many years a member of the New York Herald staff and later with the old Daily Telegraph, died last week in Asbury Park, N. J., aged 67 years. Mr. Howland was also a lawyer and since his residence in Asbury Park was connected with the Evening Press there and was local correspondent for the Herald.

MRS. VIRGINIA PENN, mother of J. S. Penn, general manager of the Laredo (Tex.) Times, died at Laredo on April 18.

LEO WALTER DEVEREAUX of St. Louis died October 30 in a German field hospital at Mareville, France, according to advices received from the War Department by his mother. Devereaux, who was a reporter for the St. Louis Star, had been reported as missing in action.

THOMAS P. ROBINSON, J. P., proprietor of the Wakefield (England) Express and Norwich Mercury, died April 5, aged 72 years. Mr. Robinson was the son of the late John Robinson, who founded the Wakefield Express in 1852. He took over the editorship and management of the paper when his father died in 1879 and in the following year he established the Pontefract and Castleford Express. Mr. Robinson was a member of the Council of the Newspaper Society and chairman of the weekly section of the Yorkshire branch.

ANTHONY T. KNORR, who for 25 years conducted the Greenville (Ohio) Umschau, a German paper, died April 12 after a long illness. He was 64 years old.

ERNEST M. VICKERS, a member of the New York Tribune's advertising staff, died April 27 of apoplexy, aged 36.

JAMES T. MOORE, a writer on foreign trade and markets, died in New York April 16. He was a native of Dublin, Ireland.

MICHAEL B. WALLACE, for many years part owner of the Cohoes (N. Y.) Dispatch, died there April 16, aged 65 years.

JOHN P. T. MURRAY, a member of the New York Tribune staff and formerly with the Brooklyn Daily Eagle, died April 20 in Brooklyn, N. Y.

Form Indiana Press Service

INDIANAPOLIS, April 29.—Ellis Searles and Myron R. Green, local newspaper men, have organized the Indiana Press Service, with offices at 708 City Trust Building; to handle newspaper and trade paper correspondence and general publicity. Mr. Searles was political writer on the Indianapolis News for many years and is now editor of the United Mine Workers Journal. He has conducted a news service for Indiana papers for 12 years. Mr. Green also was on the staff of the Indianapolis News and built up a large string of trade papers.

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

Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market conditions of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL
225 Fifth Avenue New York

Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers
170 Broadway New York

The 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

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The McClURE Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Ave., New York

HIDEN NEW HEAD OF BIRMINGHAM LEDGER

Directors Elect Former First Vice-President, Editor and Treasurer to Succeed James J. Smith, Who Recently Retired as President

BIRMINGHAM, Ala., April 28.—At a meeting of the board of directors of the Birmingham Ledger Company, Robert G. Hiden, first vice-president, editor and



ROBERT G. HIDEN.

treasurer, was elected president of the company to succeed James J. Smith, who recently retired from that position.

Mr. Hiden is a native of Virginia. He received his education at the University of Kentucky and Richmond College, of which he is an alumnus. On leaving college he began his newspaper career as reporter on the Richmond (Va.) Times, now the Times-Dispatch, which was then owned and published by the late Joseph Bryan.

Mr. Bryan controlled large interests in Richmond and Virginia, as well as in the Birmingham district, being at that time vice-president of the Sloss-Sheffield Steel & Iron Company.

Mr. Hiden was soon promoted to city editor and later to managing editor, which he held for five years, resigning that position to become associate editor of the Birmingham News under the ownership and direction of the late Gen.

Rufus N. Rhodes. He served in that capacity for eight years.

Upon the death of Gen. Rhodes and the change in ownership of the News, Mr. Hiden acquired a substantial interest in the Birmingham Ledger, and became second vice-president and associate editor of the paper. Subsequently he was made first vice-president, editor and treasurer, which positions he held until his election to the presidency of the company.

Mr. Hiden is a member of the Kiwanis Club, the Chamber of Commerce, the

WAR HONORS ARE WON BY PUBLISHERS

Lords Burnham and Rothermere Made Viscount and Hulton and Dalziel Are Barons by Order of Premier Lloyd-George

LONDON, April 28.—The Premier's list of honors for public services during the war include: Viscountes, Barons Burnham and Rothermere; Baronetries, Sir Davison Dalziel and Edward Hulton. All are newspaper publishers. Lord Rothermere is a brother of Viscount Northcliffe, and was created a baron in 1914. Like his older brother, he is a publisher, owning the London Mirror. In 1916 he was appointed Director General of the Royal Army Clothing Department, and later became Minister of the Air Forces.

Lord Burnham is proprietor of the London Daily Telegraph.

Edward Hulton is owner of the London Evening Standard, Daily Sketch, Manchester Daily Dispatch, and other periodicals.

Sir Davison Dalziel is also a publisher, having been proprietor of The Pall Mall Gazette several years and recently a large stockholder in the syndicate that bought the London Daily Chronicle and other newspapers published by the United Newspapers, Ltd.

I. N. S. Chief Home From Europe

Fred J. Wilson, general manager of the International News Service, has returned to New York from a six weeks' business tour of Europe. He spent some time at each of the bureaus of the International in France, England and Italy. At Paris and Milan he made arrangements for the exchange of news with papers in those cities.

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.

The Pittsburg Dispatch

with its dominating influence brings advertisers paying results.

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 Oct. 1, 1918

44,968 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

League of Nations Will Issue Official Newspaper

It Will Be Printed in Many Languages in the Interest of Labor Conciliation

The International Labor Office, which is to be established at the seat of the League of Nations, will edit a newspaper in English and French and in any other language that the governing board may think desirable. It will also be its duty, under the control of 24 members, to collect and distribute information of every kind relating to the international adjustment of conditions of industrial life and labor.

The governing body of the International Labor Office will consist of 12 representatives of the Governments, six members elected by the delegates of the conference representing the employers and six members elected by delegates representing labor.

Sherrill Installs New Press

CONCORD, N. C., April 28.—The Tribune, published by J. B. Sherrill, has installed a Goss Comet press.

THE 1918 RECORD OF The Indianapolis News

ADVERTISING

Display.....29,047.40 columns

Classified.... 8,114.85 columns

Total.... 37,162.25

Daily average columns, 118.72.

CIRCULATION

Total net paid daily

average.....123,816

City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

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
The Julius Mathews Special Agency,
BOSTON NEW YORK CHICAGO

After the War— and on a 2c Basis

The circulation report of the Louisville Herald to the U. S. Postoffice Dept., as of April 1, 1919, shows the following.

DAILY 52,456

SUNDAY 48,767

Average Daily & Sun. 51,930

Use of premiums and reduced rate offers to mail subscribers were all discontinued in August, 1918.

The Herald has the largest daily (morning) and the largest daily-Sunday average circulation in Louisville.

Herald circulation is concentrated in the Louisville trading territory.

The Louisville Herald

Kentucky's Greatest Newspaper

Beloit News

There is not a city in the middle west where a paper so thoroughly dominates the field. There is no richer territory to cover in the middle west than the Beloit field.

G. LOGAN PAYNE COMPANY
Manager, Foreign Advertising
Chicago, New York, Boston,
Detroit

New London, Conn.

—Has increased in Wealth fully 75% during the last two years.
—Has increased in purchasing power at least 100%.

The New London Telegraph

is the only morning newspaper covering this field.

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Payne-Burns & Smith, Representatives.

ADVERTISING IS ALL-IMPORTANT TO AMERICAN EXPORTS

If U. S. Products Are to Be Sold Abroad in After-War Competition, Markets Must Be Studied Carefully and Cultivated, Trade Experts Warn.

CHICAGO, April 26.—Two addresses, "Survey and Method of Advertising for Foreign Trade," by Frank A. Arnold, manager of the foreign department of Frank Seaman, Inc., and "Foreign Advertising Successes," by W. G. Hildebrandt of the Gotham Advertising Company, were the outstanding features of the part taken by advertising men in the National Foreign Trade Convention at Chicago, which closed today after three days' sessions.

The delegates met in group sessions, "Advertising for Foreign Trade" being the general topic assigned the advertising division, meeting in conjunction with the American Association of Advertising Agents.

Newspapers Are All-Important

Mr. Arnold emphasized the importance of the newspaper in Latin-American advertising and impressed upon his hearers that "the appeal is the vital thing in export copy, and to get it you must originate your copy in the language of the people you are addressing, not running the same copy translated into different languages."

Mr. Arnold said: "Advertising is not 'the royal road to success' in the general acceptance of that sentiment.

"Advertising alone will not sell goods. The expenditure of a certain fixed sum of money in and of itself is no guarantee of large sales or repeat orders.

"There is no magic wand of any kind which the American manufacturers can wave over the Latin American or any other foreign field and obtain immediate success as the result.

"Instead you will find that the same basics which have been employed in building up domestic trade, are equally necessary in establishing foreign relations with such allowances as are called for by differences in temperament, race and climatic conditions.

"No merchant or manufacturer should seriously consider entering any foreign field without first having made a study of the country, its people and the things they buy.

Analysis Essential

"When you come to analyze foreign advertising and particularly Latin American advertising, it is really a much simpler problem than in the United States. Here we have a variety of classes and social conditions to consider.

"There your people are automatically divided into just two classes—the illiterates and those who can read—and the latter class (about 50 per cent of the population) constitute your audience. This group are nearly enough on the same basis of equality so that one style of appeal will reach them all. Do not forget that much of the foreign field is in the kindergarten stage of advertising. Most of the advertising which has failed owes its failure to the fact that it has gone

over the heads of its audience. It has been too refined, too artistic and too modern.

"A Latin American, whom I met in Cuba a few weeks ago, a student of advertising and a well-known business man, said to me: 'The secret of successful advertising to my people is in the appeal. We are an easy-going, pleasure-loving people, not overfond of thinking, and attracted by what we see more than by what we read.

"The conspicuous examples of successful advertising in Cuba,' he continued, 'are those which have emphasized the sense appeal.'

"Take this principle, and adapt the sense appeal to your product, and you have the advertising key to the Latin American mind as it exists to-day.

"In preparing copy use an illustration which has local color; and if you cannot obtain a native artist, be sure that the drawing is visualized by some one who knows the country and has lived among the people.

Play Up Trade-Marks

"Next, play up the trade-marked name, and if it is a color job, don't be afraid to put emphasis on color.

"The price is important if the article is one for consumer advertising, but when it comes to text or descriptive matter, be brief, to the point, and then stop; for the chances are that if your reader audience do not get your message before they reach the text, they will not get it at all.

"While in the office recently of the leading publisher of Havana, I was shown an example of what he considered a model advertisement.

"It consisted of a beautiful reproduction in photogravure of the article—its trade-marked nameplate, the price, and the name of the dealer. 'Simple—old style—childish, you say.' Yes, but if it carries your message and brings back the dollar and creates a satisfied customer, it comes pretty near being 100 per cent advertising for that locality.

"My feeling is that most of the failures in foreign advertising have been due to our desire to give the foreigner

what we thought he ought to have, instead of working along the lines of least resistance and conforming to his tastes and desires.

"The fact that there are comparatively few magazines published in Latin America and the good newspapers so obviously apparent by contrast, renders the selection of media a relatively easy matter. "It should be borne in mind that the daily newspaper fills the place of both magazine and newspaper, and is read in the home as well as in the office or place of business.

Choosing Media Is Easy

"A newspaper campaign should be reasonably continuous—six inch single alternated with six-inch double (12-inch) copy is good. But in this copy the same principle as outlined for magazine advertising can be profitably followed.

"American concerns are also finding a pleasing response on the part of their Latin American agents to the idea of co-operative advertising.

"The survey and method of advertising for foreign trade as applied to the other world markets varies only to the extent necessary to conform to local conditions. The same necessity for investigation arises if one enters the British, French or Italian field as that which we have already outlined in reference to Latin America.

"Each country has its own peculiarities and customs which must be observed and reflected in the plan and copy.

"For this reason special copy should always be prepared for those countries which differ widely from each other in habits, customs, language and business methods.

"The appeal is the vital thing and to get it you must originate your copy in the language of the people you are addressing.

"To sum up in conclusion: If you want foreign trade, you must go after it. You cannot get it by sitting in your office and looking at a map of the world.

"If you want your product known all over the world, you must advertise all over the world.

"Your campaign must be planned carefully, and be comprehensive enough both an plan and appropriation to accomplish your purpose, or you had better not begin at all.

"Forget all this talk about taking a \$2,500 flier in the foreign field to see if there is anything in it. Would you waste your money in any such way in the domestic field?

"Instead, take all the time you need for preliminary work and investigation even if it occupy one or possibly two years; but when you arrive at a basis of decision, if it is favorable, go to it with an open mind and a wide vision; and unless all signs fail, the manufacturers that adopt this policy will be numbered among the pioneers who have served to establish the supremacy of American goods in the markets of the world."

Study of Market and a Definite Plan for Sales and Advertising First

The advice of Mr. Hildebrandt briefly was:

"Study your market, analyze it, be sure there is a market for you before you plunge in.

"Plan your selling campaign. Plan your literature, your dealer helps, your follow up.

"Base these plans on your knowledge of your market.

"Make your overseas advertising a part of a sales plan."

"Use the right media and the proper appeal and your foreign advertising will succeed.

"There never has been a time when the American manufacturer had such an opportunity to secure export business. There never has been a time when this country needed export business as much as it needs it now.

"This trade can be secured. It can be secured on a basis which will make it both profitable and permanent.

"There is one instrument which will go far toward helping you secure it—

(Continued on Page 38)

The Circulation of The Des Moines Register and Tribune (Morning and Evening) for 1918 averaged 116,223 net paid daily, exceeding that of any two other Iowa newspapers.

The Choice Of the West The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way. The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America. Daily Circulation 139374

As long as men must eat and rest Monmouth County must please and prosper. The Asbury Park Press IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION OF THE NEW JERSEY COAST. Evening and Sunday Editions. Associated Press, A. N. P. A. and A. B. C. Membership. As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems. J. LYLE KINMONTH, Publisher Asbury Park New Jersey

Why Does The Detroit Free Press "Michigan's Greatest Newspaper" Carry more advertising in the foreign field than any other Detroit newspaper? BECAUSE The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory. VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

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.

The Clarksburg Telegram West Virginia's Leading Newspaper MARCH ADVERTISING 561,260 agate lines Rate, 2c. to Feb. 1, 1920; 2½c. line thereafter. A gain of 16.8% over high record of March, 1918.

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

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

SOLDIERS PAY HONOR TO FRANK SIBLEY

Three Hundred Military and Newspaper Friends Bid Boston Globe's War Correspondent Warm Welcome Home at Brilliant Dinner

(BY TELEGRAPH FROM OUR OWN CORRESPONDENT)

BOSTON, Mass., April 30.—"I know no better soldier than Frank Sibley, and it is a delight for me to pay him this tribute tonight. He proves that you gentlemen of the press are real soldiers and I can pay you no higher compliment."

These were the words of Maj.-Gen. Clarence R. Edwards, spoken at the dinner tendered to Frank P. Sibley, war correspondent of the Boston Globe, at the Hotel Brunswick, Monday night. The attendance numbered about 300 newspapermen, military men and friends of "Sib."

Gen. Edwards told of the high regard he had come to have for newspapermen. "Frank Sibley has done a great work. (Applause.) As far as I know there is not a word he has written but has always been an attempt to tell the truth and paint the picture correctly. He got things through somehow by infinite tact and patience, and a good deal, I am thinking, by qualities peculiar to himself."

As a Rule "Sib" Was Right

Brig.-Gen. Shelton said, although he didn't always take "Sib's" judgment at the moment, he found that as a rule "Sib" was right. He respected him at first, but learned to love him later for his cheerfulness, comradeship and courage.

"Sib," when called up, said it was the proudest moment of his life. He said he learned that there is nothing in the world equal to a true friend—not money nor anything else.

"I'm happy and I'm the richest man in Boston tonight because of my friends and friendships."

He then told his troubles and tribulations in getting annexed to the 26th. What he said about the censor and the whole censorship would not look well in print, although it was keenly relished and applauded. "And," said Mr. Sibley, "I must not forget to give my paper the credit that is its due—the paper that had the gamey sporting blood to send me over and keep me there five months before I could get a word of copy through. I never heard of anything quite so gamey as that."

"Sib" was tendered a luncheon by the Boston City Club yesterday noon, when he again related some of his experiences at the front.

Former Governor Sues for Libel

BELTON, Tex., April 30.—James E. Ferguson, former Governor and now editor and publisher of the Ferguson Forum, a political publication published at Temple, has filed suit in the District Court of Bell County, his home county, against the Houston Chronicle, asking damages in the sum of \$100,000.

Mt. Vernon Argus Is Giving Medals to War Heroes

More Than 5,000 Citizens Respond to Newspaper's Appeal to Honor Local Men Who Return from Service

MOUNT VERNON, N. Y., April 30.—The Mount Vernon Daily Argus is carrying out successfully a plan it originated of having handsome bronze medals, the cost of which was defrayed by popular subscription, presented to all the local men who return from war service.

More than 5,000 citizens contributed, the appeal made by the Argus for funds specifying that no large amounts be sent in, so that everyone would feel free to



ARGUS MEDAL FOR WAR VETERANS

help. School children sent in pennies. One secret society had a "tag day" and many lodges contributed from their treasuries.

Mount Vernon sent almost 2,000 men into various branches of the service and the Argus already has distributed 800 medals. Every man receiving a medal signs his name, address and a description of his service in a book, which will be placed in the city archives.

Medals also are presented to the next of kin of those who died in service. The ribbon of this medal contains a gold star. The ribbons of medals given to men who were wounded in service contain a silver star.

The design of the medal is a combination of a war cross and an American eagle, with a fac simile of the seal of the city and an inscription, "World War Service—1917-1919." On the obverse side is a place for the name of the recipient and an inscription, "From the Citizens of Mount Vernon in Appreciation of Heroism and Sacrifice."

Mark D. Stiles is president of the Argus, F. A. Merriam is vice-president and treasurer, and M. S. Porter is secretary and general manager.

EQUIPMENT FOR SALE

For Sale

One of the best equipped newspaper and job printing propositions (including linotype) in the South for \$8,000. Located in southeast Georgia town, official paper and no competition. Correspondence invited from parties who mean business. Address Publisher, Box 93, Metter, Georgia.

For Sale

My half interest in Iowa Park, Texas, Herald. Complete newspaper and job equipment—New 8 Mergenthaler; 6-col. quarto newspaper press; Sidney folder; two 10x15 C. & P. jobbers; one 14x22 C. & P. jobber; Miller feeder; 30-inch Roseback perforator and lots of ad and job type. Iowa Park is in center of big oil field 10 miles north of Wichita Falls. Is fast growing town with two refineries and third one projected. Oil development in infancy. Population: Iowa Park, 1,500; Wichita County, 60,000. Editorship goes with sale. Buyer must be man of character and have considerable means. Address Jack Stevens, Post Office Box 95, Iowa Park, Texas.

For Sale

Goss Comet—Flat-bed perfecting, 8-page press for sale; guaranteed good as new; buying a larger one. Write quick to A-705, care of Editor & Publisher.

NEW INCORPORATIONS

NEW YORK. Koff Press; \$3,000; Samuel Tabaknikoff, Louis Noumoff, I. B. Linden, 299 Broadway.

Rex W. Wadman, advertising agency; \$50,000; R. W. Wadman, A. Eckes, A. Pollak, 2060 84th street, Brooklyn.

Wakelee-Hanauer & Co.; \$5,000; Florence M. Bischoff, E. M. Verdes, George H. Hanauer, 403 Grand street, Brooklyn.

Theodore Gaus Sons, Inc., printing and publishing; \$20,000; M. Hopp, E. and T. Gaus, 330 8th street.

Metropolitan Publications, Inc., of Delaware (authorized); representative, J. Wigham, 432 Fourth avenue.

W. L. Clark Company, general advertising; Katherine MacLeod, M. H. Weiss, L. E. Blanckenbecker, 610 West 116th street.

H. R. Howell Publishing Company, Brooklyn; \$25,000; C. M. and C. V. Kozlay, A. M. Davis, 55 Liberty street.

English Speaking World; printing and publishing; \$25,000. R. Watson, J. A. and E. H. Bennett, 11 John street.

Toronto Car Advertising Company; capital increased from \$5,000 to \$100,000.

HOUSTON, TEX. Beck Advertising Agency; \$5,000; James H. Beck, C. E. Howe and Robert Ring.

BUFFALO, N. Y. C. R. Smith Press; \$15,000; J. C. Van Buskirk, W. C. E. Steck, C. R. Smith.

ATLANTIC CITY, N. J. Press-Union Publishing Company; \$16,000; Francis E. Croasdale, A. J. Feyl, Paul J. O'Neill.

NEWTON, MASS. Garden City Press; \$30,000; J. A. Bancroft, W. C. H. Walker, A. P. Hartshorn.

PHILADELPHIA. Home of Handell, Inc. (Delaware incorporation), printers' supplies; \$50,000; F. R. Handell, E. M. MacFarland; J. Vernon.

Penn Lithographing Company; \$20,000; Edward P. Mullan of Baltimore and others.

LANCASTER, PA. Examiner Publishing Company; \$80,000; S. R. Slaymaker.

SCRANTON, PA. Victory Publishing Company; \$10,000; M. J. O'Toole and others.

GENERAL EQUIPMENT

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products

Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO. 96 Beckman St., New York City

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour. A good press at a reasonable price.

Walter Scott & Company PLAINFIELD, NEW JERSEY

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

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

To Read and Act On

That discarded proof-press, which is rusting in your composing room, is needed by some fellow—advertise it for sale in EDITOR & PUBLISHER classified columns.

CLASSIFIED ADVERTISING COLUMNS WILL "FLASH" TREATY TO THE WORLD

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.

Correspondents Are Standing Ready in Paris to Give Newspaper Readers All Possible Information—Action Wanted

Preparations for giving the world the news of the peace treaty as soon as possible after signing have been completed in Paris.

Ray Stannard Baker, representing the American delegation, in agreement with the press advisers to the delegations of other countries, has recommended to the Council of Four the publication of the treaty immediately after its delivery to the Germans. Otherwise, it is pointed out, the first version of the important provisions of the treaty would be issued by the Germans and might be loaded up with German propaganda.

The plan proposed on behalf of the United States is for the American delegates to cable, for simultaneous distribution on the American continents, first, a 250-word official summary of the treaty; second, a 5,000-word official summary, and, third, the text of the treaty.

The two summaries would be given to the American press at about the same time and the treaty a day or two later, the text possibly to be distributed by installments as it was received.

The text of the covenant of the League of Nations has already been telegraphed to the State Department at Washington for release when authorized by President Wilson. Other parts of the treaty are likely to be cabled during the present week.

Americans Protest Secrecy

The final dispatch, which may count up to nearly 100,000 words, can be cabled in four or five hours if all the cable lines are cleared for the purpose. The capacity of the cables is 600,000 words a day, and the associated governments could order the text of the peace treaty to have first official priority, so that the enormous task of transmission could be accomplished with less delay than a press message ordinarily requires.

On the day the peace treaty is signed, the American correspondents will have their telephones in the Louis XIV bathroom in the Versailles palace. The entrance will be by a secret door not twenty yards from the peace table, into a little corridor, and thence down a few steps into the marble bathroom, which is sufficiently large for the installation of five or six telephones and a telegraph instrument.

American newspaper correspondents in Paris are holding a meeting today to decide whether to make a formal protest against the plan to exclude representatives of the press from the meetings of the Allied and German peace delegates at Versailles and the plan forbidding them to come in contact with the German delegates in any way.

Under the present plans the press will be represented at the meetings only when the final and formal signing of the treaty occurs.

Discussing a report that the Western Union Telegraph Company had been asked to send out over its cables from Paris the text of the Peace Treaty when finished, comprising 200,000 words, Newcomb Carlton, president of the company and Federal Cable Controller, said Tuesday that his company had so far only been asked for an estimate of just what the effect on its cable facilities the sending of the treaty would have.

"We are preparing such an estimate at the request of the Government," he

ROCKY Mountain or Pacific Coast daily or weekly wanted which can be bought with a first payment of \$5,000, balance deferred.

Proposition S. Q.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue, New York

Substantial Evidence

Our office walls are lined with more than twenty autographed photographs of principals we have represented in important newspaper consolidations and transfers in the past ten years. Many of these men are National figures in the publishing field and they are sending us business whenever the opportunity offers.

Harwell & Cannon

Newspaper and Magazine Properties
Times Building, New York, N. Y.

said, "but I haven't heard that we were asked to send the treaty out."

In regard to a report that the sending of such a message would tie up all the company's cable facilities for twenty-four hours, Mr. Carlton said:

"No, it would have no such effect as that. I can't say just how many wires it would require, but the transmission of even the peace treaty would not take all of them for a day."

N. Y. Newspaper Veterans Feasted by Brethren

400 Who Returned from Service Abroad Enjoy Big Night of Food and Frolic

Nearly 400 newspaper men of New York City who had returned from military service abroad were honored guests at a feast given by an equal number of stay-at-home brethren at the Commodore Hotel at midnight—and for some hours afterward—Saturday, April 26. There were talks by Major-Gen. Alexander, commander of the Seventy-seventh Division; Col. William Donovan, commander of the 165th Infantry; Major Bozeman Bulger of the Seventy-seventh Division, and Chaplain Francis P. Duffy of the 165th, who called attention to the fact that his outfit, the old Sixty-ninth Infantry, had changed the name of the Ourcq river to the O'Rourke.

Airplane Brings "Calls" to Boys

SAN FRANCISCO, April 26.—The Call this week issued striking "Welcome Home Editions" in honor of the 363d Infantry and the 347th Field Artillery. An aeroplane was used to carry pictures for the edition from Sacramento to this city and the machine carried Calls to the boys on the return trip.

Peace Sells His Holdings

GREENVILLE, S. C., April 28.—The controlling interest in the News has been sold by B. H. Peace, who has been connected with the paper for the past thirty years. Capt. Smith is president of the company.

Why buy new when a second-hand might do—EDITOR & PUBLISHER classified columns will find it for you.

HELP WANTED

Live Advertising Manager

Wanted for Sydney, New South Wales, Australia, the premier state of Australia, Live Advertising Manager, one who can get the business and hold it, for famous Sporting Weekly. Good salary and commission to man of proved worth. Apply in first instance to Mr. Yearsley, care of Mrs. J. D. Williams, 6 West 48th Street, New York City, by letter only.

Circulation Manager

Wanted for Sydney, New South Wales, Australia, the premier state of Australia, Circulation Manager for the leading Sunday newspaper of Australia. Salary \$2,500 per annum with bonus for good work. Apply in first instance to Mr. Yearsley, care of Mrs. J. D. Williams, 6 West 48th Street, New York City, by letter only.

Editorial Writer

WANTED—High class editorial writer. State experience. The Oklahoman, Oklahoma City, Okla.

BUSINESS OPPORTUNITY

Opportunity

WANTED—To sell my 25% interest in the Engineering Publishing Co., publishers of "Municipal and County Engineering," at Indianapolis, Ind. Capital stock \$100,000, but will sell my interest for \$5,000 cash. Purchaser can also obtain controlling interest at reasonable figure. Chas. A. Dickens, 732 Stowell Ave., Milwaukee, Wis.

Opportunity

Have surplus time for weekly or monthly publication of approximately 10,000 circulation. New Miehle press, Model 8 linotype, three camera engraving shop. Plant operated day and night. Will make low price for publication contract. Saturday Spectator, Terre Haute, Ind.

FOR SALE

For Sale

Daily newspaper without competitor, serving population of more than 200,000 in a prosperous growing community. Owners cannot give paper necessary attention because of other business interests. Circulation less than one-half of what it should be. Improved management would make it a splendid property. Terms will be given to responsible purchaser. Address A-685, care of Editor & Publisher.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, May 14th, at eleven o'clock, at the general offices of the Company, Pulitzer Building, suite 1116, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY,

JAMES WRIGHT BROWN, President.

FENTON DOWLING, Secretary.

New York, April 19, 1919.

Kansans Meet May 3

HAYS, Kans., April 26.—The Golden Belt Editorial Conference will meet here May 3. One hundred and seventeen editors in 34 counties belong to the association. W. L. Chambers, of Rooks, is president, and P. Casper Harvey, secretary. Gov. Allen, Professor L. N. Flint, of the Kansas University, department of journalism; Imri Zimwalt, state printer, and W. R. Smith, business manager of the Capper publications, will be among the speakers.

Starts Sunday Edition

NORMAN, Okla., April 29.—The Transcript has entered the Sunday morning field, publishing a Sunday paper in place of the Saturday afternoon issue.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Advertising Manager

Producer with clean record, now serving fourth year on leading daily with 60,000 circulation would consider position as advertising manager with minimum salary of \$3,000. Over ten years' successful experience as solicitor, copy writer and manager. A creator of new business and retainer of old. Excellent salesman and correspondent. Better opportunity for future reason for seeking change. Services available about May 15 or June first. For particulars address A-706, care of Editor and Publisher.

Advertising Solicitor and Copy Writer

Advertising solicitor and copy writer thoroughly experienced and successful desires situation on small city daily or promising weekly. Schooled under Samuel Bowles, Jr., on the Springfield Republican and Worcester Telegram, can furnish good reference. I solicit correspondence. Address A-690, care of Editor and Publisher.

Managing Editor

of seven years' experience, recently discharged from the Army with the grade of Captain, is open for engagement. Is 30 years old, married, college and university graduate. Has had weekly, small city daily and metropolitan experience. At present temporarily engaged. References. A personal interview requested. Address A-694, care of Editor and Publisher.

Baseball Writer

With seven years' experience on South's largest papers desires position. Recently discharged as Lieutenant from army. Must be in city of over 50,000 population, and permanent. No summer jobs considered. Have had considerable experience as reporter and desk man. Best references. State absolutely top salary. Address M. B. C., care of Editor & Publisher.

Circulation Manager

Experienced circulation manager, successful in promotion, organization and distribution, is now open for position on real live daily (afternoon publication preferred.) Has successful record in circulation, advertising, and business management. Address A-689, care of Editor and Publisher.

Contest Manager

Strong, aggressive contest manager of ten years successful experience on largest dailies, age 37, good producer, desires connection with first class contest company. Highest references. Address A-688, care of Editor and Publisher.

Newspaper Man

Experienced and capable newspaper man, good writer news or editorial, wants a better job. Has nose for news. Address A-700, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Experienced Managing Editor

An experienced managing editor for daily newspaper in eastern city of 100,000. Must be capable writer and thoroughly familiar with every angle of newspaper production. Address A-686, care of Editor & Publisher.

Copy-Reader—Make-Up Man

Wanted copy reader and make-up man for New York Trade Magazine. Must know type and be able to handle art. Salary \$30 a week to begin. Address A-704, care of Editor and Publisher.

Advertising Man

Border Cities' Star (Windsor, Ontario) has opening for man able to take charge and increase local advertising. Population 50,000. Big opportunity for man willing to show what he is worth. Address, Manager.

ADVERTISING IMPORTANT TO U. S. EXPORTS

(Continued from Page 35)

that's advertising. It is not necessary to sell advertising to you. Properly planned and well executed advertising pays. Whether it be the glaring poster or hand bill in Northern China, or in the agricultural publications of Australasia, the Malay newspapers in the Dutch East Indies, the illustrated weeklies or dailies of Latin America, or in our own export publications, the right kind of advertising will pay. It will pay well and you know it.

"Most American manufacturers, after deciding to spend a certain amount of money for overseas advertising, approach the problem in much the same frame of mind that the skeptic has when entering a spiritualistic seance, a doubting Thomas who questions the possibility of any tangible results," said Mr. Hildebrant, "but the manufacturer considering the definite problem of securing export trade must approach it in an entirely different frame of mind. He must realize that he cannot appropriate a few dollars, cast about in some haphazard manner without any definite conception of what an appropriation should accomplish, and then expect results.

"Surely no organization would consider attacking its domestic advertising problems in such a manner; instead it would launch up on a campaign only after careful thought and consideration. The fundamental principles of selling and advertising which apply in domestic markets, obtain absolutely and just as definitely in foreign fields."

Mr. Hildebrant outlined several advertising campaigns that had netted big returns for American exporters. On one in particular, he said:

A Campaign in Argentina

"There is a well known brand of high priced American soaps and toilet lotions selling today throughout Australasia, South Africa, the West Indies and South America, in spite of keen competition, with local products in some instances, and with lower priced European and American brands in all of these markets. This line certainly comes within the luxury class, and it truly is high priced.

"The manufacturer has secured his representatives and distribution entirely by means of a carefully prepared and well executed advertising campaign. To tell you of the complete plan would take a considerable length of time, so as a typical example of the methods followed by this manufacturer, the speaker presents a brief outline of the work in Argentina. A careful survey of the market was made, and a conservative estimate of the annual volume of business which might be secured, indicated that an intensive campaign would pay. Arrangements were made to ship a considerable quantity of merchandise to one of three prospective representatives with live selling organizations.

"Each of these firms were then advised of the contemplated plan. Proofs

of the proposed copy and schedules of space to be used, together with samples of printed matter in Spanish for distribution to the dealers and samples of the products were sent, and the prospective representatives were advised as to terms and conditions, and told that the advertising campaign would start as soon as proper representation was secured.

"The copy sheets were in one color, but the ads were attractive, the appeal was strong and the proposed arrange-



W. G. HILDEBRANT

ment with the distributor unusually advantageous. It secured a distributor. Arrangements with the distributor having been concluded, the goods were shipped and the campaign started. For media were used the first year, a series of 10-inch, 7-inch and 3-inch copy was run. During 1918 five media were used, and the cost of the year's advertising in this State of South America totaled \$5,600.

"Based on the sales for the year, this advertising was the most profitable this manufacturer had ever placed, with one exception of an intensive campaign in Canada."

It's only human to be interested in the classified pages of EDITOR & PUBLISHER—turn there and think of your own needs!

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Prominent Persons Attend Trade Convention

Advertising and Newspaper Men Take Part in Proceedings of National Foreign Trade Council

CHICAGO, April 28.—A large number of well-known newspaper and advertising agency men participated in the three-day convention of the National Foreign Trade Council at Chicago this week.

The committee on arrangements included the following newspapermen: Arthur Brisbane, editor of Chicago Herald and Examiner; Wm. A. Curley, managing editor Chicago American; John C. Eastman, publisher Chicago Journal; Victor F. Lawson, publisher Chicago Daily News; Robert R. McCormick, co-editor Chicago Tribune; and John C. Schaffer, publisher Chicago Evening Post.

On the publicity committee were Paul E. Faust, W. H. Rankin, W. A. Stiles and J. Ray Woltz, all prominent advertising agency men.

The long list of delegates to the convention included the following advertising agency representatives: Frank A. Arnold, of Frank Seaman, Inc., here representing the American Association of Advertising Agencies, New York; Jane Carroll, of the National League of Advertising Women, New York; Norman Dodge, of the Mergenthaler Linotype Company, New York; H. H. Gould, of Mallory, Mitchell & Faust, Chicago; J. J. E. Hessey, Chicago Tribune's New York office; Walter G. Hildebrant, Gotham Advertising Company, New York; J. Roland Kay, J. Roland Kay Company, Chicago; Grace Carr Leiningre, Vanderhoof & Co., Chicago; S. C. Stewart, Stewart-Davis Advertising Agency, Chicago.

There also were more than forty big paper houses and about seventy trade journals represented by delegates at the convention.

EDITOR & PUBLISHER want ads do the business!

In April the New York Times published a greater volume of advertising than any other New York newspaper.

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.

DENVER NEWS IS 60 YEARS OLD

Started When City Was a Part of Kansas Territory

DENVER, Colo., April 28.—The Rocky Mountain News celebrated its 60th birthday on April 23. It was founded in 1859 by William N. Byers, who brought the type and press with which it was published from Omaha, the nearest point from which a newspaper had hitherto been published. The part of Colorado in which Denver is now located was then in Kansas territory, and the name of the post office was Cherry Creek.

Mr. Byers charged 25 cents a copy, \$5 a year for his little four-page, hand-set paper. The advertising rate was \$10 a square for three months and most of the patronage was from Omaha and Council Bluffs firms.

Smith Leaves St. Louis Times

ST. LOUIS, April 30.—Jefferson Smith has resigned as managing editor of the Times to engage in a general advertising, publicity and promotion business with Orin R. Coile, also a St. Louis newspaper man. They will have offices in the Times Building.

Raymond Walsh, having returned from Paris, where he covered the Peace Conference for the Times, has resumed his position as managing editor, relieving Mr. Smith.

Judge Hager's Sons Take Charge

OWENSBORO, Ky., April 28.—The recent death of Judge S. W. Hager, editor and publisher of the Tribune, will in no way effect that newspaper. The business will be carried on by Lieut. Lawrence W. Hager and Bruce Hager, sons of Judge Hager.

ADVERTISING AGENTS

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Tel., Broad 3831

Publishers Representatives

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SUBURBAN LIST

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Visualize New York

Think of New York as a market. Compare it with any other state—or, if you will, with the United States—or even with North America.

New York State has one-tenth of the population of the United States of America.

New York State has one-twelfth of the population of North America.

New York State has a greater percentage of wealth than has any state in the Union.

New York State has more people than has the Dominion of Canada and the Republic of Mexico combined.

New York State has the greatest number of miles of railroad per square mile, and the greatest number of miles of good roads in the country.

All of which goes to emphasize the fact that the good people of New York are progressive, easy to reach and able to buy and utilize new, up-to-the-minute merchandise to a greater extent than are the inhabitants of any similar area of square miles on earth.

New York daily newspapers as listed below offer a daily circulation of 6,112,920 copies at a rate of \$8.9635 per agate line.

Look at these figures. Compare them per line per thousand with anything else you know of in the way of a "good buy," and remember that every newspaper circulates within twenty-four hours by freight train from any base of supplies you may have.

The greatest market.

The most accessible market.

The most productive market.

The most economical market to work.

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,433	.07	.07	New York Telegram (E)	204,622	.342	.315
Albany Knickerbocker Press (S)	39,917	.07	.07	New York Telegram (S)	204,622	.246	.225
Albany Sunday Telegram	27,959	.05	.05	New York Times (M)	350,598	.50	.48
Batavia News (E)	7,855	.0179	.0179	New York Times (S)	500,000	.55	.528
Binghamton Press-Leader (E)	27,814	.07	.06	New York Tribune (M)	108,571	.32	.28
Buffalo Courier & Enquirer (M&E) ..	71,625	.14	.12	New York Tribune (S)	367,101	.40	.40
Buffalo Courier & Enquirer (S)	107,600	.16	.14	New York World (E)	340,074	.40	.40
Buffalo Evening News (E)	100,912	.16	.16	New York World (M)	569,360	.40	.40
Buffalo Evening Times (E)	51,438	.09	.09	Niagara Falls Gazette (E)	13,162	.03	.03
Buffalo Sunday Times (S)	62,127	.09	.09	Brooklyn Daily Eagle (E)	46,068	.18	.18
Elmira Star-Gazette (E)	26,687	.06	.05	Brooklyn Daily Eagle (S)	46,068	.18	.18
Gloversville Leader-Republican (E) ...	6,339	.02	.015	*Brooklyn Standard-Union (E)	65,107	.15	.15
Gloversville Morning Herald (M)	6,245	.03	.02	*Brooklyn Standard-Union (S)	75,504	.15	.15
Ithaca Journal (E)	6,791	.025	.025	Rochester Times-Union (E)	60,614	.14	.12
Jamestown Morning Post (M)	9,266	.025	.0207	Rochester Herald (M)	35,826	.06	.06
Mount Vernon Daily Argus (E)	6,668	.02	.02	Rome Sentinel (E)	5,293	.0165	.0129
Newburgh News (E)	10,888	.04	.03	Schenectady Union-Star (E)	17,580	.06	.04
New York American (M)	367,969	.45	.41	Syracuse Journal (E)	45,830	.08	.08
New York American (S)	753,468	.65	.60	Troy Record (M&E)	25,647	.04	.04
New York Globe (E)	188,772	.39	.36	Yonkers Daily News (E)	3,314	.0178	.0178
New York Herald (M)	128,814	.40	.36				
New York Herald (S)	202,000	.50	.45				
New York Evening Journal (E)	657,912	.75	.75				
New York Post (E)	32,234	.25	.19				
New York Sun (E)	180,998	.37	.34				
New York Sun (M)	121,639	.39	.36				
New York Sun (S)	121,639	.39	.36				

*A. B. C. Statement.

Government statements October 1st, 1918.

Total Circulation	6,112,920
10,000 Line Rate	8.9635
2,500 Line Rate	9.5569

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*America's Oldest and
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offers the advertiser the privilege of addressing the soundest body of intensified reader interest and reader confidence to be found anywhere.

The Globe makes no pretense of being the "largest," "cheapest" or "greatest" in any respect.

Its 180,000 daily purchasers are of the class with money to spend equalling that of the entire population of many cities of considerable population.

The advertiser does not have to address the multitude at heavy expense in order to seek a market for his goods, provided they are calculated to appeal to the class of people who regularly buy and read The Globe.

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