



EDITOR & PUBLISHER



1854 The Oldest Publishers and Advertisers' Journal in America 1918

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OHIO STATE UNIVERSITY

NEW YORK, SATURDAY, OCTOBER 12, 1918

10c Per Copy

How Chicago Department Stores Reach Their Public

The Daily News' leadership in Dry Goods and Department Store advertising is the outstanding feature of newspaper advertising in Chicago.

This statement, covering a period from January 1 to September 30, 1918, fairly illustrates the buying habits of Chicago as they are determined by the combined merchandising genius of America's Second City.

Total Lines Display Advertising, Dry Goods and Department Stores, January 1 to September 30, 1918:

	The Daily News		Tribune		Herald		Examiner		Herald & Examiner		Post	American	Journal
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday			
Boston Store	342,828	7,186	114,534	21,994	16,485	38,722	29,463	69,571	18,235	139,653	202,501		
Rothschild & Co.....	321,128	23,119	105,977	8,313	23,180	7,711	39,579	9,871	58,082	11,146	145,908	201,821	
The Fair	317,818	8,009	125,528	2,524	22,990	13,451	45,089	16,882	67,365	32,926	230,192	202,177	
Mandel Bros.	253,829	147,181	90,091	21,818	29,280	9,209	21,156	21,515	50,866	29,551	207,050		
Marshall Field & Co.	211,239	211,468	101,338	56,899	86,529	13,348	22,718	136,227	201,145	179,835			
Wieboldt's	174,034	30,461	840	24,002	1,049	37,800							
Hillman & Co.....	174,026	1,800	70,110	46,115	38,550	51,366	30,841	46,699	58,142				
Carson Pirie Scott & Co.	172,530	190,259	115,415	19,123	10,248	256	27,946	5,250	45,472	14,833	7,439	51,310	41,814
The Hub	138,543	115,415	19,123	10,248	256	27,946	5,250	45,472	14,833	7,439	51,310	41,814	
Siegel, Cooper & Co..	122,486	2,556	45,078	2,394	40,922	5,035	1,919	32,708	36,144				
M. L. Rothschild....	121,354	128,132	1,676	2,005	5,035	1,919	32,708	36,144					
Chas. A. Stevens....	64,967	117,470	48,535	4,114	2,186	2,653	769	3,964	1,814	16,185	37,493		
L. Klein	55,082	381	35,284	27,084	17,801	16,313							
Klee Brothers	35,284	27,084	17,801	16,313									
Twelfth St. Store....	27,084	47											
L. Weber	17,801												
Becker, Ryan & Co...	16,313												
TOTAL	2,566,346	952,976	649,484	196,146	97,700	177,676	230,721	268,353	309,663	291,413	935,301	1,217,907	

The Daily News printed:

1,613,370 lines more than the next morning paper.

971,195 lines more than all morning papers combined.

1,348,439 lines more than the next evening paper.

121,725 lines more than all other evening papers combined.

963,886 lines more than the next daily and Sunday paper combined.

1,278,778 lines more than all Sunday papers combined.

No stronger evidence can be offered that The Daily News completely dominates this highly important field of advertising.

THE DAILY NEWS

FIRST in Chicago

When Georgia Bonds Sold on a Par with New York

it surprised people to whom Georgia was just a name!

Georgia is Rich, with money to spend and afford it. It can buy and not worry.

This largest state area east of the Mississippi has established itself among the leading states of the Union. Tenth in area, twentieth in population, it is SIXTH in the value of its farm crops.

The South contributed nearly 6,000,000,000 of the total of \$13,600,000,000, farm crop production of the entire country; and Georgia's crops amounted to OVER \$550,000,000, the produce of 291,000 farms.

These farms are on islands that skirt the coast, where the famous sea island cotton is grown; in the lowlands where rice is cultivated; on the terraces where cotton blooms make rare pictures; and in the highlands where there are literally miles of peach orchards. In 1914 Georgia produced over 2,500,000 bales of cotton. The average peach crop is 6,000,000 bushels.

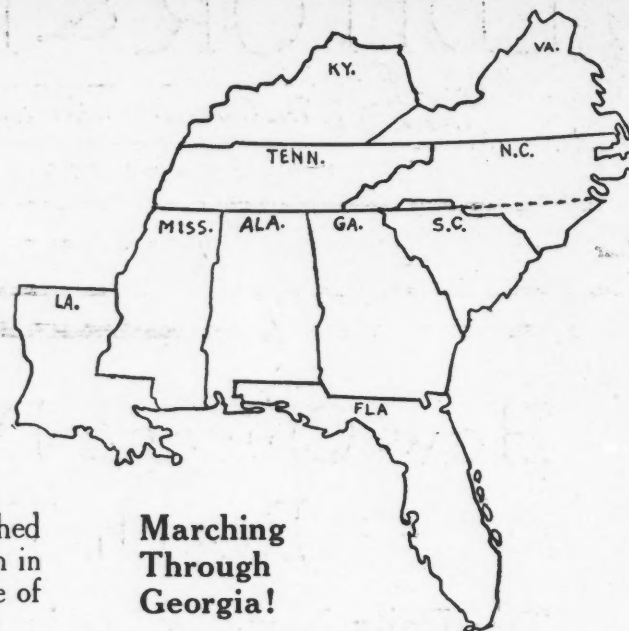
Georgia leads in naval stores, is second in cotton production and sweet potatoes. It is constantly increasing in manufacturing and converting its resources into goods. It now exceeds Massachusetts in the output of cotton duck and leads the country in coarse cotton yarns. But the iron and steel industry is overtaking the textile industry in importance.

These camps have also a stimulating effect on trade and make calls for all manner of things, some of which have not been hitherto sold in the South.

- Americus, Aero Training Station.
- Atlanta, Camp Gordon, 82d National Army Division. Fort McPherson, Internment Camp. Quartermaster's Supply Depot for Army Camps in North Carolina, South Carolina, Georgia, Florida and Alabama. Camp Jesup Machine Shops.
- Augusta, Augusta Arsenal and Camp Hancock, 28th National Guard Division, Ordnance Training Camp.
- Dodge, Fort Oglethorpe.
- Fort Oglethorpe, Officers' Training Camp.
- Fort Screven, Fort Screven.
- Macon, Camp Wheeler, 31st National Guard Division. Civilian Balloon School.

Particularly well equipped with newspapers of long standing and home influence—Georgia offers an exceptional opportunity to advertisers to have their wares introduced under the auspices of long acquaintance and mutual confidence.

Buying habits are being established in these days of unusual business expansion by judicious newspaper advertising. It takes buying habit to make "good will"—the basic principle of business success.



Marching Through Georgia!

		Net Paid	2,500	10,000
		Circulation	lines	lines
ALABAMA				
*Birmingham Age-Herald	(M)	27,140	.07	.05
*Birmingham Age-Herald	(S)	35,155	.08	.06
Birmingham Ledger	(E)	40,504	.07	.07
Birmingham News	(E)	50,000	.08	.08
Birmingham News	(S)	56,000	.10	.10
Mobile News Item	(E)	7,993	.03	.03
Mobile Register	(M)	17,997	.04	.04
Mobile Register	(S)	24,802	.05	.05
*Montgomery Advertiser	(M)	22,151	.05	.04
*Montgomery Advertiser	(S)	24,103	.06	.05
FLORIDA				
*Jacksonville Metropolis	(E)	19,120	.045	.045
Jacksonville Times-Union	(M&E)	32,714	.055	.055
Pensacola Journal	(M)	5,385	.0172	.0172
Pensacola Journal	(S)	6,500	.0172	.0172
GEORGIA				
Atlanta Georgian	(E)	62,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
*Augusta Chronicle	(M&S)	12,247	.03	.03
*Augusta Herald	(E)	13,920	.03	.03
*Augusta Herald	(S)	11,149	.03	.03
*Columbus Ledger	(E&S)	7,404	.0225	.0225
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,307	.04	.04
Savannah News	(M&S)	14,037	.04	.03
KENTUCKY				
Louisville Courier-Journal	(M)	41,078	.1250	.07
Louisville Courier-Journal	(S)	61,815	.15	.09
Louisville Times	(E)	37,372	.10	.08
Louisville Herald	(M)	55,786	.07	.07
Louisville Herald	(S)	48,562	.07	.07
LOUISIANA				
New Orleans Times-Picayune	(M)	65,500	.10	.10
New Orleans Times-Picayune	(S)	81,250	.12	.12
New Orleans Daily States	(E)			
*New Orleans Daily States	(S)	43,487	.09	.07
*New Orleans Item	(E)	70,964	.12	.12
*New Orleans Item	(S)	90,242	.15	.15
NORTH CAROLINA				
*Asheville Times	(E)	10,087	.025	.02
Charlotte Observer	(M)	13,696	.055	.03
Charlotte Observer	(S)	17,826	.065	.04
Greensboro Daily News	(M)	12,753	.045	.035
Greensboro Daily News	(S)	18,219	.06	.04
*Winston-Salem Sentinel	(E)	7,574	.02	.02
SOUTH CAROLINA				
Charleston American	(M)	11,151	.0286	.0178
Charleston American	(S)	11,151	.032	.0215
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	22,456	.05	.05
Columbia State	(S)	23,990	.05	.05
Greenville News	(M&S)	9,620	.03	.025
Spartanburg Jour. & Car. Spartan	(E)	3,790		
Spartanburg Herald	(M)	5,394	.03	.03
Spartanburg Herald	(S)	6,611		
TENNESSEE				
Chattanooga News	(E)	20,686	.035	.035
Chattanooga Times	(M)	26,341	.06	.06
Chattanooga Times	(S)	21,682	.06	.06
Knoxville Sentinel	(E)	23,279	.05	.04
Knoxville Journal-Tribune	(M)	25,000	.04	.04
Knoxville Journal-Tribune	(S)	25,000	.04	.04
Memphis Commercial Appeal	(M)	81,185	.12	.10
Memphis Commercial Appeal	(S)	118,359	.14	.12
Nashville Banner	(E)	46,078	.07	.07
Nashville Banner	(S)	46,078	.08	.08
Nashville Tennessean	(M)	53,000		
Nashville Evening American	(E)	20,000	.08	.08
Sunday Tennessean & American	(S)	40,000		
VIRGINIA				
Newport News-Times-Herald	(E)	16,082	.03	.03
Newport News Daily Press	(S&M)	16,082	.03	.03
*Norfolk Ledger-Dispatch	(E)	46,145	.07	.06
Richmond News Leader	(E)	39,401	.08	.06
Roanoke Times	(M&S)	10,567	.04	.035
Roanoke World-News	(E)	9,918		

*Government statements October 1st, 1918.
Other circulations publishers' statements or 6 month period ending April 1st, 1918.

The most remarkable proof of *the essential service* rendered by *The Associated Newspapers* is its steady growth in members. There were 31 members when the war started; there are 50 members now—an increase of 60 percent.

The following leading newspapers are now members of The Associated Newspapers:

The Chicago Daily News	The Decatur Herald	The Richmond News-Leader
" New York Globe	" Des Moines Capital	" Sacramento Bee
" Philadelphia Bulletin	" Detroit News	" Salt Lake Deseret News
" Boston Globe	" Halifax Chronicle	" San Francisco Call
" Akron Times	" Hamilton Herald	" Saskatoon Star
" Albuquerque Herald	" Honolulu Star-Bulletin	" Schenectady Union-Star
" Atlanta Journal	" Houston Post	" St. John's Star
" Baltimore Star	" Kansas City Star	" St. Louis Star
" Binghamton Press	" Milwaukee Journal	" St. Paul Dispatch
" Boise Statesman	" Montreal Star	" Syracuse Herald
" Bridgeport Post	" Moose Jaw News	" Tacoma News-Tribune
" Buffalo News	" Norfolk Ledger-Dispatch	" Toronto Star
" Calgary Canadian	" Oakland Post	" Troy Record
" Charleston Gazette	" Omaha World-Herald	" Vancouver Province
" Cincinnati Times-Star	" Ottawa Journal	" Waco News
" Columbia State	" Pittsburgh Chronicle-Telegraph	" Washington Star
" Dallas Times-Herald	" Regina Post	

The following great newspaper features are exclusive with The Associated Newspapers:

THORNTON W. BURGESS	Little Stories for Bedtime
DR. FRANK CRANE	Daily Editorial Articles
H. T. WEBSTER	Daily Cartoons
R. L. RIPLEY	Sport Cartoons
HERBERT COREY	War Articles
H. ADDINGTON BRUCE	Talks on Mind and Body
CAROLYN BEECHER	Women's Serial
FRAZIER HUNT	Private Danny in France
THE EVENING STORY	Daily Short Fiction
FOUR COMIC STRIPS	Daily in 5 or 6 Columns
Keeping up with the Joneses	
Little Pal	
Dicky Dippy	
Cat Tales	
NEWS HALFTONES	Daily News Pictures
AMERICAN FASHIONS	Daily Illustrated Service

The service of The Associated Newspapers goes *only to its members*. Newspapers in cities not covered in the above list may join the association at the same proportionate rates as exist for present members. Membership cost is based on population. Wire or write for complete information.

THE ASSOCIATED NEWSPAPERS

170 Broadway

New York

"Concentration is the Nation's Watchword"

PROSPERITY

is the keynote in

PHILADELPHIA

If you want a quick market for anything that can be used in more than 400,000 homes, or to meet the thousand and one needs of man, woman or child, Philadelphia is your market, and now is the time to enter it.

In normal times its workers are kept busy in its eight thousand or more manufacturing places. War times have called people from all parts of the United States to enter Philadelphia's shipyards, munition plants, ordnance works, mills, etc. (With their families they number about 400,000).

Fixed means of wholesale and retail distribution are at hand.

Highly paid workers have the money to buy your goods.

You can DOMINATE PHILADELPHIA, create maximum impression at one cost by concentrating in the newspaper

"NEARLY EVERYBODY READS THE BULLETIN"

Net paid average **444,836** *Copies*
for September *a Day*

(Third largest circulation in the United States)

The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day



EDITOR-PUBLISHER



Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President and Editor; Edwin Doddridge DeWitt, Sec'y and Treas.

Vol. 51

NEW YORK, SATURDAY, OCTOBER 12, 1918

No. 18

N.Y. NEWSPAPERS DESCRIBE IN DETAIL HOW THEY COVERED MUNITIONS EXPLOSION STORY

Trains Were Lacking, Men Were on Leave, Some Local Correspondents Had Gone to War—City Editors Jumped to the Attack, Each Laying Out His Individual Plan of Campaign—Reporters Risked Lives to Gather News of Disaster

WHO doesn't like to listen to the tales of newspaper men on the way they covered a big story? Not what they saw—considerable of that appears in their papers—but what they did, how they surmounted difficulties that only determined, trained, and efficient men can overcome, and the strenuous efforts they were obliged to make to get important news immediately to a waiting public.

Big news of dramatic character always breaks like a thunderclap, and the city editor who is not thoroughly awake, who does not know every inch of his territory, who cannot see at one swift glance the need for the quickest kind of action, who does not appreciate to the last ounce what each man on his staff is capable of, and who cannot mobilize his forces on the spur of the moment, is lost.

The city desk is Great Headquarters, and from it sentries are established, patrols sent out, the forces of the newspaper army launched to the attack, and guards established so that no unimportant or irrelevant bit of news can enter, while everything that will give the reading public adequate knowledge of an occurrence is allowed to pass for the copy desk.

New York and its environs, though the facilities they offer for gathering and transmitting news is unsurpassed, still present many difficulties not encountered in smaller cities when a big story breaks. The extent of territory covered is one handicap, and the quick guard placed by the authorities for the safety for the teeming population is another. Police and the military authorities are quick to close avenues of approach to a dangerous district, and often their lines are passed only by persistent pushing, an oily tongue, and a confident manner. The city editor must know all these, and also the men on his staff who can win their way through and get the news, and he must, as well, lay out like a flash a plan of campaign.

Here is the story of how New York newspapers covered the great explosion on October 4 and 5 in the Gillespie munition plant at Morgan, N. J. Each paper was kind enough to have its own narration prepared in its own office especially for EDITOR & PUBLISHER:

Young Sun Reporter Only Available Man, and First Blast Gave Him His Chance

When the first flash of the Morgan, N. J., explosion came in to the Sun on Friday night there was nothing to indicate that it was as big a story as it turned out to be. The night city editor grabbed a young reporter who covers the State courts as his regular job. Luckily the latter was able to catch a train within a few minutes which took him to Perth Amboy. There he found the situation in charge of military police and other self-constituted authorities, who took particular delight in arresting him and any guard caught giving him any news.

He was arrested exactly six times, but was properly released each time. He is telling his friends he was arrested so often he got so he didn't mind it at all. He found a chaotic condition, with facts available only here and there and in disjointed form. He telephoned in everything that he was able to get and this, patched together with the information sent in by the Standard News Association, gave the rewrite man the information for the story printed on Saturday morning. When the night city editor went home it looked as though the story was pretty well over, but the reporter in Perth Amboy was told to stay there all night; and he did. As every one knows now, it got worse instead of better during the night.

All Night Without Sleep

The reporter could not sleep if he had wanted to, and he came into the office at ten o'clock the next morning so thoroughly fagged out that he could not write a line at that time. He was told to get a good sleep and then come back at six o'clock to write a general incident story of what he had seen the night before and in the early hours of the morning. At ten o'clock on Saturday morning it was apparent that there was another news story on hand that came pretty close to Black Tom in extent.

Looking over the list of men available for work in the Sun office that day was discouraging at first glance. Two good men were ill, two more were on vacations, and three were scheduled for a day off. Few newspapers have the staff they had a year ago, so it was necessary to get everybody available, no matter what the personal feelings

of the reporters might be. The two vacation men happened to be at home and were pressed into service for night work in the office. Those who had a day off reported for work as usual. Four men were routed out of bed on the telephone, and all were told to get together at the New Packer House at Perth Amboy. They met down there at about one o'clock with Frank W. O'Malley, the oldest in point of service, in charge, and set out with as much system as could be devised in a moment to pick out the various angles of the news. The others were R. D. Owen, Eugene Harrison, and C. A. Reiser. At the same time, word came from the Newark division of the Red Cross that it had opened headquarters for refugees and relief work in Smith Street, Perth Amboy.

Miss Simmons's Splendid Work

At about this time Miss Eleanor B. Simmons called on the telephone to ask what there was for her to do that day. "Miss Simmons doesn't hesitate to do a man's work when she can, and she jumped at the chance of going to Perth Amboy to write a human-interest story on the relief work, and the stories of the stricken families, who might well be called refugees. At five o'clock in the afternoon the man in charge of the story at Perth Amboy telephoned to the city desk that Miss Simmons had secured a "peach of a story," that she had succeeded in getting into South Amboy, which was totally wrecked, and which had been a barred zone for reporters, up to that time at least, and that she had been sent back to the office with what they thought was a fine human-interest story. Her story made two and three-quarters columns, and in the Sun office there is a general opinion that the first estimate of her story, made before it was written, was fully borne out by the finished product.

In the meantime, a man had been sent from the office to Staten Island, where more refugees were coming in. Another had made a fruitless trip to the local office of the Gillespie Company, and a third had written briefly of the other big explosions that had happened since the war in this neighborhood. A local story was also gotten up on the disruption of Jersey train schedules.

In the middle of the afternoon, when things were boiling hardest, and the Perth Amboy reporters were calling up-

on on the phone frequently, a rumor started that the fire was approaching a big collection of explosives and that a tremendous blast might be expected at any time. The Sun reporters on the spot told the office that they could find no basis for the rumors. However Mayor Hylan closed down the bridges and tubes under the rivers as a precaution, and a traffic jam of unusual proportions developed. Another story calling for quick work. Reporters were scarce by that time, but the Sun City Hall man had some of it and he dropped his other work and completed the job.

Three on Re-write

Three good reporters were assigned to stay in the office as long as necessary at night to write the explosion story as it came in over the phone from the four reporters left in Perth Amboy, as it was impossible for them to return to town to catch an early Sunday morning edition.

Very little of the Standard News Association stuff was used. Almost all the story as it appeared in the Sun came directly from the four men on the spot over the telephone. One man was assigned to write the first column and a half of the story—the lead—and every high spot in the news was told to him in detail before it was written, by the man who took it over the phone. With a story of such magnitude it will be realized that it was an extremely difficult task to take these disjointed reports and weave them together into a consecutive freely running story. It was also a hard task for the night city editor to supervise it and to keep it straight. Such work requires experience and able reporters and supervisors, but luckily such men were on the job. When the Sun came out with its last edition there was a total of about 20 columns of matter in shape that was immensely satisfactory to the office at least.

The Herald City Editor Got on the Job Without Waiting to Leave Home for His Office

(Leaving the story of Friday night out, the Herald begins the narratives with Saturday, the second day of the explosion. At midnight Friday it seemed as though the story was all over except the usual cleaning up.)

H. C. (Dick) Silver, day city editor of the New York Herald, heard the Satur-

day explosion at his home in Flatbush, Brooklyn. He telephoned to the city editor of the Evening Telegram and learned some details. Before leaving his home he ordered two photographers to proceed to Perth Amboy, the nearest place to the scene of the disaster, and used the telephone to rout several of his reporters from their beds.

Upon reaching the Herald office Mr. Silver and his assistant, R. R. Harrison, stretched a map of the region of the trouble before them and constituted themselves a board of strategy. Instead of sending all the reporters haphazard to the scene, Mr. Silver carefully mapped out to them the course they were to take. It was known that the military had taken charge of the situation, that no one was permitted to cross the Raritan River from Perth Amboy toward South Amboy, and the great shell-loading plants, and that even passengers for Perth Amboy were stopped at Sewarren, north of that place.

One reporter, Harry D. Kingsbury, was directed to take the Central Railroad of New Jersey direct to Perth Amboy and to take charge of the story there. Another, M. F. Haggerty, was directed to approach the Amboys by another route. Orders were to get to the shell-swept area by any means possible. A motor boat across Raritan Bay was suggested.

The day desk man mapped out a third route for another reporter, R.F. McCabe, who was instructed to take a Pennsylvania train to New Brunswick, then proceed by trolley to South River, southwest of the scene of the disaster, and then get an automobile or other conveyance, or use his feet if necessary, and approach the "battle ground" from the rear, as it were.

Strategy Worth While

The strategy of sending three men by different routes demonstrated its worth. By going around by the rear McCabe got all the missing details. He dodged shells several hours, went through a region already devastated and evacuated, got the first-hand news, and reached Perth Amboy with a remarkable story, bristling with thrilling details, and too ample for one human to write in the allotted time.

Haggerty was unable to get a boat to the scene of the first explosions, but he got the first-hand statements of numerous workmen and officers of the company who had fled from the explosions, adding a most important chapter to the narrative.

During the day the staff was busy in the city. Edward D. Sullivan, who has a reputation for "painting the lily," was instructed to read all the evening newspaper reports and the A. P. and Standard News reports and to hold himself ready to write the general lead for the story, a matter of three columns. Hewston had been detailed to cover the Red Cross activities from headquarters and the refugees and their care. A. F. Ruttenber was sent out to get details of damage to buildings in New York city and police arrangements. Steele was detailed to the closing of the bridges, tunnels, and subways, the consequent congestion of traffic, the panic throughout the city as the people waited for the main magazine of 180 tons of TNT to explode, and E. W. Voute covered the arrival of refugees along the waterfront of Manhattan. The Brooklyn office was directed to send over an "early story" of damage and panic there, as were the correspondents in Newark and other suburbs.

A little after six in the evening Kingsbury left Perth Amboy, loaded down with his own matter and that of McCabe and Haggerty, reached the Herald

office at half-past eight o'clock, and in a ten-minute conference gave Mr. Sullivan enough for his lead. Then the typewriters hummed on until long after midnight, and in every edition the Herald displayed a story of the disaster from every angle.

How McCabe Covered it

How Mr. McCabe covered his end is best told in his own words, written especially for EDITOR & PUBLISHER.

My assignment Saturday morning was to get into South Amboy from the south side, as no one was allowed to cross the Mile Bridge connecting the wrecked city with Perth Amboy. I was fortunate in knowing the lay of the land in that section, having toured it a week previously to investigate an explosion in the Oliver Loading Company, at Runyon. I also knew my way about Perth Amboy, whence most of the information was obtained, from occasional visits to relatives there. Furthermore, I bought a map of the region before leaving New York.

I was sent to New Brunswick, ten miles from South Amboy by most direct road, reaching that base at one o'clock in the afternoon. On the train with me were two other reporters from New York. The three of us hired the first taxicab visible. They wanted to get to Perth Amboy so, of necessity, I had to go that way, too. On the eleven-mile ride we picked up some information from the chauffeur, whose brother worked in the plant; could see shells exploding far off in the air, and saw at first hand groups of scared refugees streaming toward New Brunswick and Perth Amboy, getting a good idea of the Belgium-like aspect of the fight.

Couldn't Cross Bridge

Dropping the other two reporters in Perth Amboy, which was at that time headquarters for the military, I sought to cross the bridge, but guards prevented, so I returned to New Brunswick, there reporting to my office and grabbing a hasty lunch.

My second attempt to reach the devastated area led along the curves of the Raritan River, the ten-mile route. I got as far as Sayreville, four miles from South Amboy, and was again held up. Returning to South River, a town I had passed through, I went south to Old Bridge and then northeast toward South Amboy along a little used road that leads past several other shell-loading plants—a round-about way, but it got me there. Turning through the outskirts I got within a mile from the plant's north boundary before being held up by coast guard men. It was back through the city then in search of the military authorities for a permit, which they refused to grant, getting good picture stuff every way I turned.

Crossing the bridge over the Raritan from the South Amboy side without difficulty, I met two other Herald men at the hotel in Perth Amboy, and turned over to one of them what I had gathered. In New Brunswick, by the way, I bought the latest extra of the local paper, which contained valuable local details which would have taken hours to ferret out otherwise. I stayed in Perth Amboy that night, telephoning adds to New York through the evening.

Got a Girl Driver

On Sunday afternoon I was one of a party of New York newspaper men who obtained the use of a girl driver from the motor corps of the National League for Women's Service to essay to reach Morgan. Passes obtained from the

militia officers then established in Perth Amboy City Hall got us across the bridge and into South Amboy. An aviation officer, a friend of the fair driver, succeeded, by the power of his uniform, in getting us past the army guards at the outskirts of the city and right out to the road in front of the plant.

A Herald photographer who was with us jumped out and began to take pictures, when guards rushed at him and forced him to stop. As I held his pass, too, I ran to his rescue. Both of us were marched about a quarter of a mile away to the headquarters of the Gillespie police force. There our photographer said that he had not had time to take any photographs and we were released, with instructions to get outside the cordon of guards as fast as we could. The Herald on Monday morning published the first and exclusive picture of the ruins of the plant.

Permission for the refugees to return having been granted for Monday, our work on that day was to gather information principally about the three R's—refugees, Red Cross, and reconstruction, which we did in Perth Amboy. Four of us—the Tribune, World, Sun, and Herald—hired a taxicab about noon for another trip to South Amboy and if possible to the plant. Reaching South Amboy and viewing some twenty bodies that had so far been recovered, we got a pass from the major commanding that would let us ride on "all roads contiguous to the Morgan plant." Passing along the same road where we were Sunday, we went around that side of the plant and then decided to try to "make" the rear or Cheesequake road, at which end the first started. We even bluffed past a cordon of Gillespie police with the passes, and got a close view of the worst ruins and the scene of the heaviest damage. We were the first newspaper men to do so.

That trip, we decided, cleaned up the story, and with the information we had gathered earlier and on our return to town about the "three R's" we headed for New York.

Night Editor of the World Realized at Once He Had a Big Story, Hard to Cover

Unlike many elusive wartime news events, those Jersey explosions have a way of tipping themselves off to the newspaper offices in and about New York, and W. A. Thayer, night city editor of the World, knew he had a big job on his hands the moment the first boom and crash of the exploding TNT at Morgans, N. J., set the World Tower rocking and sent shivers up and down the rock backbone of Manhattan. The time was 7:40 or thereabout.

Now, Jersey has many powder and shell plants, and it is no easy job to locate the scene of a blow-up, even though you may have a general idea of its locality. By a process of elimination conducted by telephone, Mr. Thayer traced the scene of this latest tragedy to the little town of Morgans, and shortly thereafter had forced the telephone blockade, and was ready to hear the high-spots from World local correspondents there and in surrounding towns, notably Perth Amboy and South Amboy. But the war had beat him to it. The World men ordinarily on the job in those places had responded to the call to the colors and were, presumably "Somewhere in France."

Joseph J. O'Neill, of the World staff, a vivid writer and a fast worker, rushed away to the scene. He journeyed by train (painfully slow it seemed to him),

for more explosions and a great smudge of yellow flame and smoke told him that the story was going to "stand up."

Came Straggling In

Straggling news service from New Jersey and State Island points was furnished by correspondents, and the suburban news agencies had meantime reached the World office, and Donald Clarke, on the rewrite desk, whipped this into shape for the first edition, subsequently leading off with matter supplied by O'Neill by telephone. A frightened group of inspectors and other employees from the Gillespie plant, who were interviewed in New York on their arrival from the disaster, were other sources of more or less accurate information.

O'Neill remained at his task all night, at times shaken, and once actually thrown off his feet by the force of an explosion, but there was enough of him left to return to the office Saturday afternoon and write a full and graphic account of the whole affair.

Don Clarke had succeeded him in charge of the story at Morgans that morning. By then the loss in shells to the American army, the loss in dollars and the loss in life were apparent in all their staggering proportions, and when John Gavin, city editor, reached his desk, he saw that Saturday's clean-up was hardly less of a problem than had faced the night desk the evening before. Being a Jerseyite and having been kept awake half the night by those recurrent detonations, Mr. Gavin was tuned up to the job. What was done that day in the way of a lay-out can perhaps best be shown by giving verbatim the entries on the day schedule with reference to the explosion. To newspaper men at least it will be plain. Here it is:

The Explosion

Clarke—The Lead—Events of the day.
O'Neill—Night Incidents—Signed story of the disaster.

Hopkins—Cause of the Disaster—Inquiries; statements from officials, etc.
Spewak—List of the dead and injured.

Vivian—Van Raalte-Brooklyn—Subways halted; precautions, anxiety and effects of disaster in the city.

O'Doran—Refugees on Staten Island.
Van Raalte (correspondents)—Effects in surrounding towns—Aid rendered.

Miss Graeme—Red Cross and women's organizations aid from New York.

Swift—History of the Gillespie Company and plant.

Washington Bureau—Official statements and explanations.

Ryberg—Warnecke—Photos of the disaster.

Artist—Diagrams, maps, etc.

The American Used Autos to Get Its Reporters There Before the Military Cordon

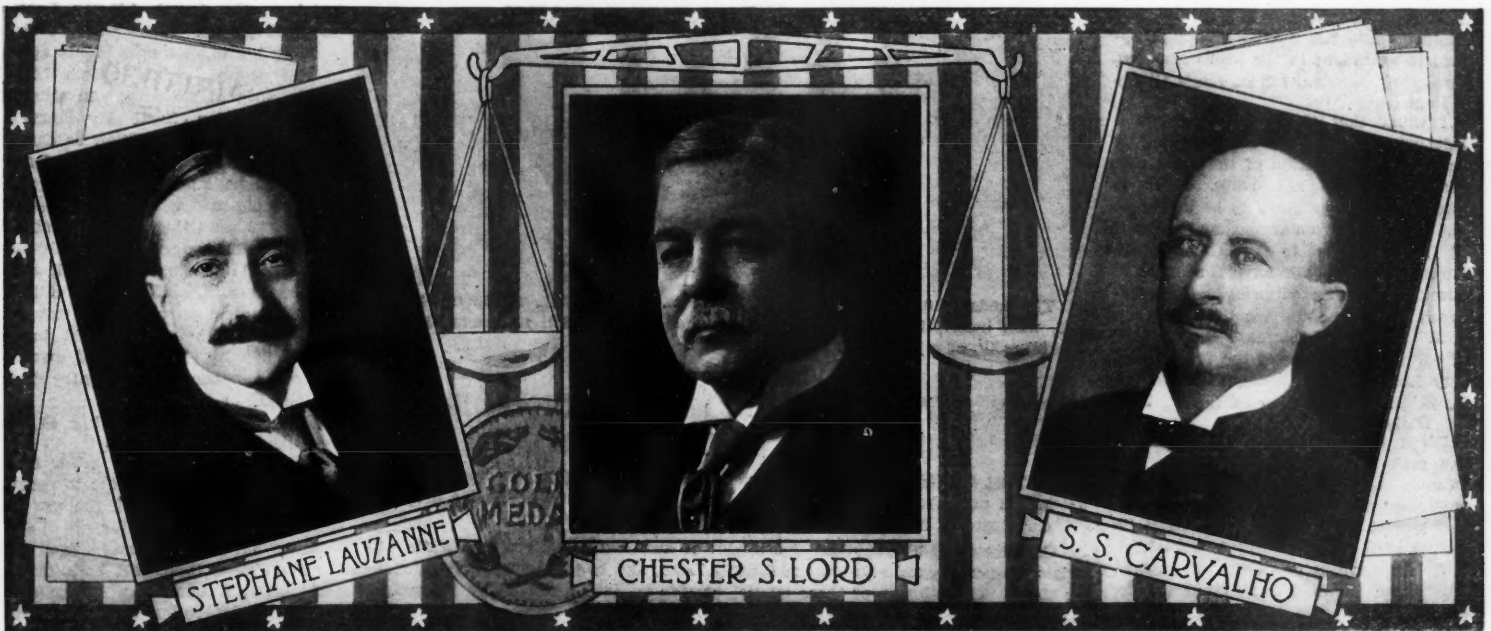
The first news of the explosion arrived at the American shortly after 8 o'clock Friday night, when a telephone message was received from a woman in Brooklyn. Her only comment was "It's another Black Tom." Within a few minutes after the first blast, half a dozen persons called to give or ask information.

As usual it was impossible to locate the explosion immediately. A few telephonic inquiries by the night city desk soon located the scene of the explosion at the Gillespie plant. Morgan is in a section of New Jersey where suburban correspondents are scarce, and where train service is infrequent. Close figuring and careful assignment were therefore necessary to get results.

(Continued on page 34)

NATION-WIDE INTEREST AROUSED IN CONTEST FOR BEST EDITORIALS ON LIBERTY LOAN

Editors Regard Competition as a Vital Service to the Government in the Great Campaign for Six Billions of Dollars—Entries to Close November 1—Every Patriotic Newspaper Should Participate in Race for First Honors—Every Daily and Weekly in the United States Eligible



JUDGES OF AWARDS IN EDITOR & PUBLISHER'S COMPETITION FOR BEST EDITORIALS ON LIBERTY LOAN

EDITOR & PUBLISHER'S patriotic contest for the honor of writing and publishing the best editorials on the fourth Liberty Loan, open to all daily and weekly newspapers in the United States, has enlisted that general interest among editors and publishers which was anticipated.

While a majority of newspapers will naturally wait until the closing days of the great drive before submitting editorials in this competition, yet a goodly number of entries have already been received, and for the most part these are of a high order of merit.

The fourth Liberty Loan drive ends October 19. As the second week of the campaign draws to a close the indications are that in the closing days there will be a rallying of the American people to the colors such as has never before stirred their minds and hearts—for the loan subscriptions, during the first two weeks, fall short of the standards set, and there must be a real American finish which will put the great enterprise "over the top."

They Will Do Their Part

In this last-week effort the editors of the country will be in the front-line trenches. They will do their part in kindling the smouldering fires of service in American minds and hearts.

Entries of editorials in this competition will be received up to November 1. This will permit newspapers on the Pacific Coast to enter their editorial contributions which will have been published in the last days of the campaign.

The gold medal of honor, as explained, is to be awarded to the newspaper winning the highest distinction

for the publication of the editorial which will be adjudged the best of all submitted. To the writer of the winning editorial there will be awarded a special diploma of honor for distinguished national service.

In awarding additional honor certificates for editorials of special excellence, both the newspapers printing them and the writers of the editorials will be recognized.

The judges of awards, Messrs. Lauzanne, Carvalho, and Lord, are men in whose judgment and impartiality all newspaper men have the fullest confidence. These men have had distinguished careers as journalists, and stand in the very front rank in their profession. They have generously agreed to undertake this public service in the interest of the fourth Liberty Loan, without regard for the amount of labor it will involve for them.

Public Men Favor It

This contest has attracted favorable comment from many men prominent in public life. Among the letters received in commendation of the contest is one from Guy Emerson, Director of Publicity for the New York Federal Reserve District, who says:

"I have just learned of your plan to award a medal of honor to the newspaper publishing the best editorial on the fourth Liberty Loan. I do not believe that anything is needed to stimulate the editors of the press of this district to do their best. They have done their best from the very beginning of the war. The award of your medal as a recognition of service rendered, however, seems to me excellent, and it may have the additional value of focussing

attention on the tremendous possibilities of powerful Liberty Loan editorials at a time when the pressure on the editors of the country is enormous and the variety of subjects to be treated almost infinite."

James O'Shaughnessy, executive secretary of the American Association of Advertising Agents, writes:

"Your offer of a gold medal for the best editorial on the Liberty Loan is highly commendable, because it adds that much more to the great drive which is going to put this loan over quicker and bigger than the magnificent loan successes that have gone before.

"I think, however, that it will take more than human judgment to decide which is the best editorial, as I have already seen several which could be easily classed as absolutely the best. I am very glad to commend your splendid patriotic enterprise."

As an indication of the appeal of this contest to the editors of newspapers in a few typical American cities, the following expressions are given:

H. M. Bittner, managing editor, Pittsburgh Press:

"We expect to submit editorials in this contest and are in hearty favor of anything which tends to stimulate interest in the fourth Liberty Loan in this patriotic way. We are doing our utmost to promote the loan by editorials and news matter."

W. U. Christman, managing editor, Pittsburgh Post:

"The editorial writers of our paper are doing their utmost to write good, stimulating, patriotic editorials to forward the fourth Liberty Loan. But I think they will, if this is possible, work

a little harder to aid Editor & PUBLISHER in its patriotic work of urging that every reason for buying this bond issue be brought to the public editorially as often as possible."

Alexander P. Moore, editor-in-chief, Pittsburgh Leader:

"Individuals have some mighty fine reasons why the fourth Liberty Loan should be bought to the limit by each and every person. These individual reasons can be put into splendid editorials. I believe this contest will bring out a lot of good points, and think the award is a patriotic work on the part of Editor & PUBLISHER. Of course, you can expect to hear from the Pittsburgh Leader.

C. W. Danziger, managing editor, Pittsburgh Chronicle-Telegraph:

Personally I like best a plan of money awards being made to the editorial writers. But I do not think that by any plan could the editorial writers of the country be spurred to greater effort. They are all working to the limit now for this fourth Liberty Loan, and every other patriotic endeavor. But it will be a fine thing for them to compete for honors for their newspapers and home towns, and bring out in a bunch a fine lot of copy.

G. A. Buder, editor and publisher, St. Louis Times:

It is a fine thing to note that the work of editors is to have this form of recognition. For many years there have been medals and diplomas for painters and sculptors and writers and peace-makers, warriors, and heroes, but never a medal or diploma for the maker of all of these, the bulder of public

opinion. Perhaps the work has been regarded as its own reward, but anyhow I am glad that it is to have additional, formal, and concrete recognition.

Capt. H. L. Wells, editor, St. Louis Star:

I realize that few editors will write with the gain of a medal in view, but the fact that such a step as outlined by EDITOR & PUBLISHER has been taken will naturally stimulate more thought on the subject of the fourth Liberty Loan and produce a better grade of editorials. Naturally, a better grade of editorials will advance the cause of the loan. This, of course, is a service to the Government. My own opinion is that in the Eighth Federal Reserve District there has not been enough appeal to sentiment in the loan campaign. Casper S. Yost, editor, St. Louis Globe-Democrat:

I think that the plan of EDITOR & PUBLISHER is a good one, because it shows an appreciation of the work that editorial writers are doing, which is something that is likely to be lost sight of. In this particular the movement is of real service to the Government. However, it will not have the effect of stimulating these editorial writers, because they are doing the best they can now. It will not increase the number of editorials in favor of the fourth Liberty Loan, nor make them any better. H. B. R. Briggs, editor of the St. Paul Daily News:

It's a splendid idea! But of course the real inspiration must come, not from a hope of winning any medal or engrossed certificate of merit, but from the inmost heart, the strong patriotic feeling of the writer. He delivers himself spontaneously, with no reward whatsoever in mind aside from the ineffable gratification of feeling that he has done the very best that in him lies for his country and the cause of humanity, civilization and world-wide liberty. I can see how EDITOR & PUBLISHER competition will fructify not only in a stimulated interest in the Loan, but in still higher standards of editorial writing generally. In my opinion, first-class newspaper editorials are even more potent to-day than in the times of "the editorial giants—Greely, Raymond, Dana, Medill." Ever since the United States declared war against the barbarous Huns EDITOR & PUBLISHER has been more helpful to the Government than perhaps any other publication in the country, for it has brought

DESIGN OF GOLD MEDAL OF HONOR TO BE
AWARDED TO NEWSPAPER PUBLISHING
BEST EDITORIAL ON LIBERTY LOAN



The medal, the exact size of which is shown in this sketch, will be of 14-karat gold, with inscription of the award on reverse side. It will represent the best workmanship of a jeweler of high reputation.

EDITOR & PUBLISHER'S COMPETITION FOR BEST
EDITORIALS ON LIBERTY LOAN

EDITOR & PUBLISHER will award a Gold Medal of Honor to the newspaper which publishes the best editorial on the fourth Liberty Loan, and a special certificate of honor to the writer.

Certificates of distinguished merit will be awarded to editors who write editorials of special excellence on the Liberty Loan, and to the newspapers publishing them. The number of these special awards to be determined by the judges of the contest.

The competition, which is designed to fittingly commemorate notable editorial work in behalf of the greatest financial undertaking in the history of the world, is open to every newspaper in the United States, daily and weekly.

Editorials may be submitted as soon as they appear, or until November 1—on which date entries will be closed. Name of newspaper and of writer, and date of publication, should accompany each editorial submitted.

The Judges of Awards are:

Stephane Lauzanne, of the French National Committee, formerly editor of *Le Matin*, Paris;

S. S. Carvalho, formerly editorial and general manager of the *New York World*, and for twenty years general executive manager of the *Hearst newspapers*;

Chester S. Lord, for thirty-two years managing editor of the *New York Sun*.

Editorials should be addressed: LIBERTY LOAN EDITORIAL CONTEST, EDITOR & PUBLISHER, 1117 World Building, New York.

a wholesome and irresistible influence to bear directly upon its clientele of thousands of newspapers which in turn have spurred their readers to the top notch of patriotic enthusiasm and endeavor. This competition is bound to bear excellent fruit in inciting all classes of the community to still more strenuous patriotic effort; arousing anew the patriotism that speaks from the pocket-book as well as the machine gun and aerial bomb.

Sam Hellman, managing editor, St. Louis Republic:

The idea of EDITOR & PUBLISHER in recognizing the value of the editorial by offering a gold medal for the best editorial on the fourth Liberty Loan is an excellent one. Every editorial writer is doing his utmost now in his appeals to the people to buy fourth Liberty Bonds, so that no prize can stimulate them to greater effort. My suggestion would be that the condition be changed so that it will not be necessary for editorials to be submitted. I am afraid that the big men will not clip their editorials and send them for any contest.

(NOTE: The suggestion of the editor of the St. Louis Republic that it should not be necessary to submit editorials in this contest is, obviously, not quite practicable. The plan would involve the reading by the judges of award of every newspaper in the country during the period of the drive.)

H. R. Galt, managing editor, St. Paul Dispatch-Pioneer Press:

I do not know of any better means of inspiring the newspapers to renewed exertion in the winning of the war than EDITOR & PUBLISHER's offer.

To be sure, these papers have from the start done their best both through their editorial and news columns; but the gold medal offer will have a tendency to spur them anew. It is a happy thought—and not the first of EDITOR & PUBLISHER's happy thoughts, either—and will add fresh fuel to the flame of patriotism among newspapers and their readers the length and breadth of the land. The cause of the Liberty Loan will of necessity be appreciably advanced thereby. While not able to subscribe unreservedly to the position of EDITOR & PUBLISHER in some cases, I have always looked upon it in the main as a wise "guide, philosopher, and friend," to the American press, both in peace and war. This competition is a valuable service to the Government and will be appreciated fully.

DON - MARTIN DIES
FROM INFLUENZA

Special War Correspondent Was Known
and Loved by Many Newspaper Men
—Did Splendid Work Covering
News on Battle Front

In every newspaper office in New York city, throughout the State, in Washington, and in hundreds of other places scattered all over the country wherever men bend over news copy under the electric lights, there ran a thread of gloom and sorrow when the cables flashed to this country the word that Don Martin, the special correspondent of the *New York Herald*, at the theatre of war in France, was dead. The dread influenza effected what neither scores and myriads of Hun bullets and shells, nor the vicissitudes of trench life and his own reckless daring in gathering news at the battle-front, could not accomplish, and Don Martin succumbed to its attack after two days of illness in a base hospital in Paris.

For fourteen years Don Martin had

been a member of the *Herald* staff. Before that he was a writer for the *Buffalo Express*, but from one end of the country to the other he was known as a journalist, able, honest, and fearless; a man of superb judgment, keen analytical powers, and possessed to an extraordinary degree with common-sense, a sense of proportion, and a sense of humor.

In his personal life he was of unusual charm, his natural magnetism bringing to his circle of friends men in all walks of life. He knew and was known to bankers, business men, politicians, national and State legislators, Governors, Presidents, men high in statecraft—in fact, included in the intimacy of his life were almost all of the men of all political parties who have lived and done the big things in this country during the last fifteen years.

A keen observer, a virile writer, with all the enthusiasm of his trade, he nevertheless maintained to the highest degree the ethics of journalism, and was trusted with secrets that were passed to few men whose livelihoods are gained by writing the news of the day.

Before the war Don Martin was best

known for his political writings and for his amazing success in forecasting the result of local, State, and national elections through the eyes of the *Straw Man*. Don Martin was the *Straw Man*, and through some of the closest and most perplexing political situations that ever developed in this country he saw the truth with amazing clarity, predicting many times how elections would go.

When Don Martin went to Europe last December to join Gen. Pershing's forces he was absolutely new to war correspondence. With that adaptability for which he was famous, however, he rapidly adjusted himself to new conditions, new experiences, and new environment, and so sent some of the best war matter that has been published.

That he died in the performance of his duty will cause no surprise to those who knew Don Martin. Plunging into the fray with the American forces when Foch started the great Allied drive at Château-Thierry, he remained in the field, tireless in his labors until he was stricken down a week ago. One of his last personal messages from abroad was a letter to Theodore Roosevelt, an old friend, in which he gave that stricken

father the last details of the death of his gallant son, Quentin, and enclosed a photograph of the rough grave in which lies the body of the aviator.

Don Martin was as well known in Albany, Washington, Philadelphia, and other large American cities as he was in New York. He began his newspaper career in Buffalo, to which city he went as a boy from his birthplace, Silver Creek.

One of his early successes was his graphic description of the assassination of President McKinley at Buffalo. His stories at that time attracted attention in parts of the country and resulted in his being brought to the *Herald*.

During his service on the *Herald* he was day city editor, political editor, and reporter. For the last few years he had been Albany correspondent during the sessions of the Legislature. In 1912 and 1916 he was in charge of the reporting of the Republican and Democratic Conventions at Chicago, Baltimore, and St. Louis. One of his greatest personal triumphs was in 1916, when he predicted the reelection of President Wilson because that result was indicated by the *Herald's* straw vote, which he personally conducted.

CREATING ADVERTISING FUND FOR PROMOTING WAR ACTIVITIES

St. Louis Post-Dispatch Has Solved Problem of Timely Advertising Campaigns for Recognized Branches of War Welfare Work by Novel Method

An entirely new idea in the handling of unorganized patriotic war advertisements for daily newspapers has been developed by the St. Louis Post-Dispatch. The plan has been in operation for the last two months, and is an unqualified success.

It is what is called a Patriotic War Advertising Fund, with the purpose of overcoming the continuous, haphazard canvass for subscriptions which has been going on ever since America entered the world war.

Includes All War Activities Except Red Cross and Liberty Loan

This fund was created for all who care to subscribe a certain amount each month as their donation to help win the war through advertising. The entire amount subscribed will be used to cover the cost of advertising in the Post-Dispatch for all the war activities where there is no organization for such a purpose. The space will be bought for those branches of war activities that most need it, but will not include the Red Cross or the Liberty Loan, which have their own organizations for raising the funds for advertising.

Here is the plan as outlined by George M. Burbach, advertising manager of the Post-Dispatch:

"We tried out this proposition with a selected list of names, going after small monthly subscriptions of not less than \$5 per month. An especially strong feature of it is that we have not called on a single regular advertiser, all these subscriptions being taken from individuals and firms that seldom, if ever, advertise in the daily newspapers. We have more than 100 subscribers to this fund, and to show how satisfied they are, only two have taken advantage of the clause in the contract which provides for cancellation by notice thirty days in advance, and one of these was because the man who signed the contract was without authority to do so.

"In our contract form we do not specify any rate. But it is optional with others whether they want to create a special rate or base the rate on space used. It is specifically stated in our contract that the subscriptions to this fund are not to be used for advertising in connection with any war activity where there is an organized staff for creating such a fund. The purpose of this is to overcome any objection the Red Cross or Liberty Loan organizations may have, as it is not our intention to use any of the money for either of these organizations.

"In St. Louis we have the army, the navy, the marines, Y. M. C. A., Knights of Columbus, Y. M. H. A., Salvation Army, War Savings Stamps, Fuel and Food Administrations, and Labor Board branches which have repeatedly called on us to create advertising for them.

Using Discretion in Allotting Space

"We are using the subscriptions for the war activities that need it most each month. We will decide what branch will be given space by keeping in touch with the various branches of war activities and consider the merit of each case. Advertisements are printed only on written request of the activities, and the space is used most conservatively. The size of the advertisements has ranged from 200 lines to half a page. We have favored these advertisements with the best positions.

"We have followed the plan of printing the names of subscribers in each

advertisement in which their pro rata of the cost is placed against their monthly subscriptions. For instance, if an advertisement costs \$100, and ten firms are paying the expense, the pro rata charged to each subscriber would be \$10. A small space at the bottom of each advertisement is used for the names. The size of the advertisements and the frequency with which they are inserted is governed by the demand for space and the total amount of the subscriptions.

"The solicitors' talking points are the fact that the method does away with the haphazard, unsystematic method of asking for funds every time a request for advertising is received from some war activity. It also gives the war activities a definite fund to work with, which enables them to plan ahead. It also can be said that this plan will cost the subscriber far less in the long run, as he does not have to subscribe to any other war fund outside of the Liberty Loan and Red Cross.

The Form of Contract

"The solicitation was done by two men unfamiliar with the selling of advertising space. Here is the contract we offered them:

"The Pulitzer Publishing Co.:
"You are hereby authorized to enter our subscription of .. dollars per month for each month until the war is ended in connection with your Patriotic War Advertising Fund.

"It is understood that the aggregate of all subscriptions to this fund will be used in purchasing space in the Post-Dispatch at its special War Promotion rate, the space to be devoted exclusively to the war activities where an organized staff is not available for special advertising promotion work.

"It is further understood that the Post-Dispatch will prepare all copy and will devote the advertisements to the War Activities which most need it.

"This contract cannot be cancelled except by written notice thirty days in advance."

"When a contract is signed, a member receives a card 9x6, with red, white, and blue cord for hanging, which reads:

"We are members of the St. Louis Post-Dispatch Patriotic Advertising War Fund. Our monthly contribution covers all unorganized war activities in the St. Louis District."

"Members of the fund are notified in writing when an advertisement containing their name is inserted, the notice including the name of the war activity, the date, the total number of lines, and the members' pro rata of the space in money. The amount charged monthly to each member never exceeds the amount of his monthly subscription. In addition a copy of the page containing the advertisement is sent each member whose name appears thereon."

Mr. Burbach said that to October 5, 5,981 lines had been used in the Post-Dispatch, payment for which was made from this fund. All copy is prepared by the Post-Dispatch.

London Daily Chronicle Sold to Sir Henry Dalziel

Famous Newspaper Taken Over by Lloyd George Supporter at Figure Said to Be 1,500,000 Pounds

The sale of the London Daily Chronicle is reported from the British Capital. The price is mentioned as 1,500,000 pounds, but includes Lloyd's Weekly Newspaper, which had a circulation before the war of more than a million copies, and now probably exceeds that volume. Sir Henry Dalziel, the principal in its purchase from the United Newspapers' Company, represents a group of papers which includes Reynolds Weekly and the Peli Mell Gazette.

It is probable, judging from Mr. Dalziel's previous attitude, the Chronicle will now support the Government heartily.

The Chronicle has been an independent and sometimes severe critic of the Government and its war policies; the editor, Robert Donald, from being at one time a strong supporter of Lloyd George and all his works, has lately taken an independent and sometimes severely critical standard with respect to the Premier. The new owner of the Chronicle, on the other hand, is one of Lloyd George's warmest admirers and stoutest supporters.

Sir Henry Dalziel, himself a working journalist, as well as a member of Parliament, purchased Reynolds's Weekly a few years ago, when it had the reputation of being extremely radical and almost revolutionary. He soon converted it into a paper of mildly radical principles, and it was an organ of the administration when Asquith was Premier. When Lloyd George took up the reins of office Sir Henry stood for him and an active prosecution of the war in whole-hearted fashion.

The Chronicle is recognized as one of the great papers of London. Charles Dickens served as a reporter on it. Robert Donald proved himself a man of sturdy independence as well as marked ability, but his suspected pacifist tendencies and ultra-critical attitude toward his former friend and several of his Cabinet colleagues alienated many supporters. When General Maurice had his dispute with Lloyd George, following the former's indiscretion in criticizing Foch for not bringing up reserves to the assistance of the British forces last March, and was retired in consequence, the Chronicle employed that officer as a war expert and critic.

BRISBANE INQUIRY MAY LAG

Investigation of Washington Times Likely to Go Over Until After Election

WASHINGTON, October 8.—It is likely that the inquiry by the Senate into the purchase of the Washington Times by Arthur Brisbane will go over until after election.

The scope of the investigation is still a matter of controversy among the members of the sub-committee. Some of them believe there should be a searching inquiry into the use of German money in the purchase of American newspapers. Others believe their efforts should be confined to the specific purposes of the investigating resolution, which they interpret to mean the examination of documents in the possession of A. Mitchell Palmer, Allen Property Custodian, and the Department of Justice.

Sell that idle press through EDITOR & PUBLISHER'S classified.

STANDARD RATE CARD ADOPTED BY A.A.A.A.

Form of Contract and Order Blank Also Agreed Upon by Agencies' Representatives at Second Annual Convention in Waldorf-Astoria

Though their sessions were en camera, the American Association of Advertising Agencies chose for their meeting place for their second annual convention, October 9 and 10, the sun parlor on the roof of the Waldorf-Astoria Hotel.

Probably the most important act of the convention was to adopt a standard rate card for all publications. The standard was prepared by Newcomb Cleveand, of the Erickson Company. Many attempts have been made to create a rate card that would be standard, and at the same time acceptable to both agent and publisher. None of them has succeeded thus far, but it is believed that the one adopted by the A. A. A. A. will stand the test and become general in use.

Mr. Cleveand also submitted a standard form of order and contract. It was believed by the delegates present that this, too, would be acceptable, but the motion to refer it to the entire membership in referendum prevailed.

Stanley Resor, of the J. Walter Thomson Company, chairman of the Committee on Agency Service, reported a code of ethics of the advertising profession that the delegates believed would wipe out many evils and result in benefit to the business.

A standardized system of agency cost was presented by O. H. Blackman, Blackman-Ross Company, and Ben S. Nash, Frank Seaman, Inc., furnished a satisfactory system for improving the efficiency of advertising plans and copy.

The two-days meeting was preceded on Tuesday by an all-day session of the Executive Council in the quarters of the A. A. A. A. in the Metropolitan Tower. The dinner was held Thursday night in the Manhattan Club. The speakers were Val Fisher, who represents a number of British publications; Edward Meredith, of Successful Farming; Capt. Bruce N. Bainsfather, of the British Army, and a representative of the French High Commissioner.

U. S. Still Picture Bureau Moved to New York

Pictures for Newspaper Use Now Come to It Direct from France for Distribution to Editors

The Bureau of Still Pictures, of the Division of Films, Committee on Public Information, has been moved from Washington and is now installed in the New York office at No. 6 West 48th Street.

Director Charles S. Hart announces the appointment of William A. Grant, president of the Rathbun-Grant-Heller Company, of Chicago, as manager of the bureau, which will be organized to meet the needs of newspapers for still pictures of the war comprehensively than has hitherto been possible. The thousands of photographs on file in the Washington office of the bureau, together with all the office equipment, were brought to New York in army motor trucks.

Arrangements have been completed by which all pictures will be received at the New York office direct from France.



A FUR CAMPAIGN— Making the News-Courier Pay



Telling the Story of Winter Furs in Picture and Text. Merchants can do it Very Cleverly in Small Space and in a Way to Attract New Customers.
By W. LIVINGSTON LARNED.

It is a duty every advertising manager owes his town and his paper, to educate new customers—to “create accounts.” Almost any individual, with several ounces of energy and a pinch of initiative, can take care of the old clients and coddle them along to a steady diet of so many lineal inches a month, on contract or not.

But the moment an Ad-Man commences to find reasons for merchants to advertise—merchants who have never used newspaper space before, THEN commendation is in order and things take on the color and texture of progressiveness.

We know one advertising manager of a small-town daily who was responsible for the growth of one of the largest

laboratories in the country—one that is spending a million dollars a year in advertising—or was—until the United States Government came along and set the establishment to work making bandages and medicines for wounded American soldiers.

There was no mystery to the transaction.

Some people seem to think that conspicuous successes are woven of peculiarly elusive fabric. There are magic stitches in it. The God of Good Luck yanks out a wand and does some hocus pocus stunts to make dreams come true.

Success, in advertising, appears to be a simple blend of common sense, good

judgment, and the DESIRE to do a little more than your next door neighbor in the same line. A newspaper day is an exceedingly SHORT day. It's a hurried, bustling, time-tickling span, posted with aggravations. There isn't a second left for invention, the creating of ideas—genius. It's very much as the cub reporter put it when he was sent out to write up the lynching. “Why didn't you get in your copy?” the city editor roared. “B-because,” was the stammering response, “as I was s-sitting down to write the dern thing the presses started running.”

Nevertheless, ad-managers of modern newspapers MUST find time to create. Otherwise they will find no steady, sure growth in their business.

There was a small druggist in a Western town. He managed and owned a mighty popular drug store. But, as a chemist, he liked to putter around his own laboratory. And this puttering developed three specials which he sold locally in a limited manner—a corn cure, a medicated soap, and a tooth paste, excellent for diseased gums. Town folks tried the products and liked them. The local sales were quite flattering.

And one day the Ad-Manager of one of the papers went in to see this druggist. “You can make a national thing out of those three lines,” said he, with the utmost confidence; “why not advertise them?”

“Oh, I hadn't thought of THAT,” was

A SHOWING OF BEAUTIFULLY SEASONABLE STYLES IN THE VOGUE OF TODAY.

FURS

For a special announcement.—The strong blacks make an eye-catcher in any space or in any position.

Where the Quality Furs come from



FURS



To tell people more of the romance of fur gathering and the wonderful far places from which they come.—An Alaskan totem pole as a decoration.

FURS

A Sketch-Book on Fifth Avenue



FURS

As An Investment



An attractive layout for three-column use.—Suggesting that the showing of furs is of the most modish models.

Advancing the thought that even in "War Times" furs are a wise investment in health and in futures.

the response; what's the use? Folks here know and when they want any they come in after it."

"But not EVERYBODY knows," insisted the Ad-Manager, "come, come, grow up. Make something really BIG out of this. You HAVE three splendid lines. They are better than many now on the market. Try single column space, every day for a month, here in the village, and then use the same copy across the county line, in Abbeysville. You can afford to try this experiment."

It took a deal of coaxing.

And, finally the druggist agreed. We fancy he did so because he knew the Ad-Manager and liked him, and was willing to lose a few dollars just for pride and vanity's sake. So the copy began to run. And more and still more of the products was sold. The local sales jumped amazingly. A similar campaign from electros was tried in Abbeysville. Pretty soon, it was going over the entire State. And from that it went into large national weeklies. The druggist is the head of a syndicate now. As much of his soap and tooth paste and corn cure is sold in California as in his home town and State and community.

It all began with a firm belief in a working principle. An advertising man with a horizon had seen the possibilities. Then he had put them into practice.

Tucked away, in every locality, there are embryo business successes, waiting for a man with a constructive idea.

Strangely enough, the manufacturer possesses no such creative instinct. He doesn't understand about advertising. It's such a big, overwhelming force, that precious few folks not actually in it, DO have the proper valuation.

It was the News-Courier Ad-Man who put over that deal in furs for Mason & Jollet, the Dry Goods folks.

It was not a complex idea, either. It could be worked in ANY town, anywhere. That's why we want to tell you about it.

The Fur-Selling Problem

There had been two backward years for furs in town. People had not seemed to purchase them—as they should. Perhaps the War was responsible. Buying Bonds and furs are antagonistic. In any event, the Big Stores found this department of it's business did not pay . . . did not, at least, pay as it SHOULD. This hurt the managers and the department buyer for a splendid line of furs was always kept in stock and there was no other such establishment for many miles around. The community bought furs . . . yes . . . but did not buy servicable quality. It bought through the medium of the mail order catalog. And that was exceedingly bad for local stores.

Merchants do not appear to realize the stupenduous and growing competition that comes with every new mail order house and every attractive mail order catalog, done in five colors and leaf gold. They think windows will fight the issue. Have you seen any mail order catalogues recently? They are beautiful. Exquisite drawings, skilfully reproduced are presented to the quiet woman of the remote section who has lots and lots of time to sit down and mull over those alluring pages. The arguments are shrewd. The prices are enough to weaken even the most stout-hearted believer in civic

pride and the buy-in-your-home-town movement.

Mason & Jollet occupied a three-story structure and were the largest merchandisers of their type in the county. It was, in a sense, a thoroughly modern department store, and agreeably progressive for a town of that size.

They had employed half pages and full pages for a matter of nine years . . . never less. They believed in advertising and stuck to it religiously.

Once every two weeks, there came to the desk of the advertising manager of this house, a portentous sheaf of general illustrations. They covered every line and every department. It was just the same conventionally prosaic if correct dry goods store plate matter. We do not say it was not efficient. We concede that much of it was drawn well and plated with infinite care. It served a corking purpose since there was no engraving plant of any consequence in the place and no artists at all. It was this or nothing.

Same Old Ideas Grow Tiresome

But it DID grow a trifle monotonous. Anything WILL in time. When the Advertising Manager of Mason and Jollet wished to run an illustration in connection with a fur sale, he clipped a picture from the sheaf, of a woman in furs and wrote or wired for the matrix.

We contend that these ad-books are a God-send to the small town merchant. He would have very dull advertisements indeed if he did not have recourse to them. They are his salvation. We are equally positive that this same merchant should originate material of

his own, in conjunction with his newspaper ad-man.

And here was where the News-Courier chap helped in the little affair.

"My fur department can't be stirred—it's in a ditch," said the Mason and Jollet pessimist.

"Why don't you advertise it?" asked the News-Courier Optimist.

"I thought I WAS," came the answer.

"Not in an innovational way," returned the News-Courier representative.

"What have you to suggest?"

"Give your fur advertising breathing space . . . take it out of your main display . . . lift it entirely away from the half and full pages, where it is lost in the jumble of many lines and many illustrations."

"Do you suggest using additional space elsewhere in the paper?"

"That's what I mean."

"But—but we have never attempted that before."

"That's how Columbus happened to discover America."

"What space?"

"Three columns approximately ten inches—or smaller. You might go as low as two columns."

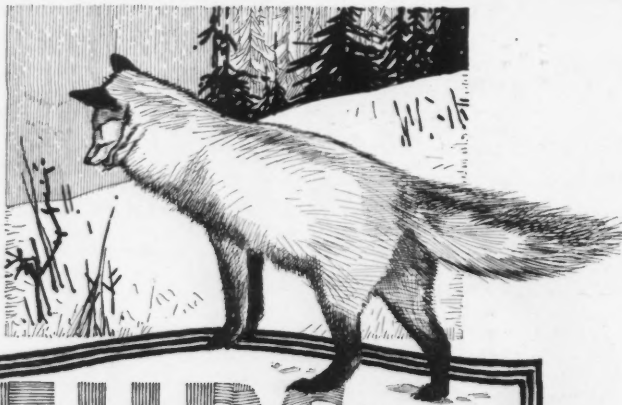
"But where would we run this matter?"

"Try it for a while on our page with special features for women."

"I rather like the idea," assented the Mason and Jollet man, "I'll go you. I'll write the copy to-night. We are due for a big fur sale."

"That isn't enough—just copy—and type."

"What more IS needed?"



FURS FROM THE LAIR OF THE RED FOX!

A picturesque setting for facts concerning the source of supply and the quality of the article.

"Something to brighten the space . . . special pictures. Draw them in a slightly different vien from the cuts you are using in your main space. I'll help you originate these and secure the drawings."

"But can we afford it?"

"Can you afford to drift as you are. Is the Fur department paying?"

"It most assuredly is NOT."

"Then your question is answered."

Yes—Good Things Cost Money

"These special drawings would cost money, and—"

"Granted, but be, a Columbus for a change. Go on a sort of voyage of discovery. You do not know your own territory, I take it. And you have some worth-while competition. There is Snells, the furrier, on North Main Street. He seems to be selling goods. And the McMurdy Shop, on Avenue D. They advertise in a hap-hazard fashion. Let's show them what can be done. Let's run the mail-order catalogue out of the country as far as furs are concerned.

"I hope the result sare as glowing as your personal enthusiasm," smiled Mason & Jolliet. "But I'm on. When do we begin to see tangible evidence of this projected campaign?"

"I can have drawings in two days," said the Ad Man.

And in exactly two days the series was on the desk of the Mason & Jolliet progressive. Moreover, they were finished—in pen and ink.

"If YOU don't want them, I'll take them over to Snells," remarked the News-Courier representative.

"No, no, nothing like THAT!" was the exclamation—and Mason & Jolliet eyes sparkled.

One design was of a trapper, on hands and knees, beside a little stream. He was setting traps for beavers and 'coon. There was an attractive vista of the big woods. The word FURS had been printed out on the surface of the water.

"For five years you have pictured nothing but women in furs," said the Ad Man, "I have to suggest that you try a slight departure. The average woman does not appreciate the condition under which furs are secured. If she did,

I fancy there would not be so much kicking at prices. Moreover, she should be educated in the matter of fur quality—what location has to do with it. . . . the animals . . . trading posts, and all of that. It is an interesting side of the question."

"But do you think women care a whoop about those details?" asked the Mason & Jolliet man.

"They are coming to it," was the answer; "this war has given women a desire for general knowledge. And knowledge always makes it possible to buy wisely. Take the case of Revillon Freres, of New York. Here is a firm specializing in furs. They have their own exacting system of fur-gathering. Perhaps the most successful advertising they have ever attempted is a unique series now going the rounds of the newspapers. The style note does not appear. It's all a history of furs and fur-gathering.

Once a day a new piece of copy ap-

pears. Two-column space is used, but they hammer away at it consistently, under the general head 'The Story of Revillon Furs.' The firm intends that its customers shall KNOW to what lengths they go for quality goods? Women SHOULD be educated in these points. An ice-bound trading vessel is pictured—and described. A trading post in the frozen zone—the trappers and seal hunters. It makes intensely engrossing publicity literature.

Getting Hooked Up to a Plan

The News-Courier man spread out his sketches, disclosing two rather attractive pieces, dove-tailing with this same exploitation scheme. There was one of an Alaskan totem-pole and a background sketch of the fur-bearing country, rising snow-capped against the gray winter sky. The copy memo suggested that a few lines of text should tell of the home of certain furs and the hardships connected with gathering them. Women sometimes have the notion that furs "just grow" . . . that they are manufactured as one would manufacture a tailor-made gown. A third sketch of the series was of a particularly fine specimen of Red Fox, silhouetted against a snowy landscape. The opening text

lines would give a brief history of various kinds of fox furs, where they come from, etc.

"Did you know," continued the News-Courier man, "that the Government is encouraging the trapper, both because of food values and the wearing apparel angle. The more furs the less spinning looms. Wool and cotton are badly needed abroad. Our soldiers must be kept warm. One trap-manufacturing house has concentrated on this argument in all its extensive newspaper dealer advertising. I have one here in my desk . . . the first of a series of many newspaper ads. A trapper is shown with a trap in one hand and a Liberty Bond in the other. And the headline reads: 'The Patriotic Trapper.' The hint is thrown out that trappers can buy more Liberty Bonds through the use of this trap. It has patented features. These ads will be run in every section where traps are apt to be used."

The style element was not forgotten in the campaign. But the presentation was novel and different. A sketch pad was shown at the top of the space with leaves falling from it, each leaf bearing a sketchy little picture of an at-

(Continued on page 22)

THE TRAPPER'S TREASURES.



Few women know the story of how the furs are obtained and why they are worth the prices charged.

**"NEWSPAPER CABINET"
RENDERED SERVICE**

John D. Rockefeller, Jr., Tells of Experience with Newspaper Correspondents in His Investigation of Colorado Labor Troubles

At the second fall meeting of the Editorial Conference, held last Friday at the Automobile Club, New York, John D. Rockefeller, jr., chairman for New York of the United War Work campaign, outlined to about one hundred and fifty editors of trade newspapers the importance of their cooperation in the November drive for \$170,000,000.

To many of the editors present Mr. Rockefeller had been for years more or less of an abstraction—a sort of Prince of American industrial life, vested with power far-reaching and full of potentialities for good or evil in our civic life. In the course of this meeting Mr. Rockefeller became to them a personality—a man whose mental processes were attuned to their own, and whose outlook upon life and the patriotic problems of the hour was seen to be in no respect at variance with that of the average citizen.

Mr. Rockefeller looks young. The record shows him to be in his forty-fifth year. He could pass for thirty-five. He is utterly democratic, utterly simple and earnest. He gave to his hosts on this occasion, and to their other guests the impression of a man consecrated to the one purpose of making this great war drive a complete success—financially and ethically. He demonstrated his broad vision through an appeal for cooperation in the united drive on straight patriotic lines. He called for the elimination from this effort of every evidence of religious division among our people.

Mr. Rockefeller took occasion to relate his experience with an improvised "newspaper cabinet" on the occasion of his personal investigation, some time ago, of industrial conditions in Colorado. That experience, he confessed, had given to him a new realization of the service-spirit of the American newspaper man.

"I am increasingly impressed," he said, "with the power of the press in moulding public opinion. I can say, from my own experience and observation, that, almost always, this power is exerted for betterment.

"When I felt that I should go to Colorado to gain a personal, first-hand knowledge of labor conditions in enterprises there in which I was financially interested, I concluded to go quietly and to try to get at the exact truth. When I arrived I found, somewhat to my surprise, eight newspaper correspondents awaiting me. They represented important newspapers. I was not sure of their motives and purposes, and was inclined to urge them to excuse me from discussing matters on which I had not yet gotten the light I sought.

"But they made plain to me that they were there to help me get at the facts. They remained for three weeks, going with me into the industrial centres and aiding me in every way to appraise conditions.

"After my investigation had been completed I said to them: 'Gentlemen, you have seen the things that I have seen. You have seen conditions that must be remedied. I want to find the remedies, and apply them. I came here seeking honestly and conscientiously to ascertain the truth. So did you, gentlemen. I think we have succeeded in that. I feel that I may depend upon you to get the truth to the public.'

The world's richest young man then

NEWSPAPER MAKERS AT WORK



JOHN L. STURTEVANT.

"I AIM to publish a newspaper every line of which, news, editorial, and advertising, may be read by a fifteen-year-old girl in a mixed company." This is the response of John L. Sturtevant, editor and publisher of the Wausau (Wis.) Record-Herald, when asked to define his idea of a newspaper.

Incidentally, Mr. Sturtevant says that it pays to publish that sort of a newspaper. Wausau is a city of about 20,000 people. There are 4,000 homes. The Record-Herald is delivered every day by carrier to nine out of every ten of these homes. So, it would seem, it DOES PAY to publish that sort of a newspaper—yet Mr. Sturtevant says that, while it has long been his policy to print a newspaper 100 per cent. clean, it does not often happen that any of his readers assign that as a reason why they like his paper. They have been educated to expect this sort of paper as a matter of course. If the paper failed, on any occasion, to measure up to that standard it is to be presumed that Mr. Sturtevant would hear from his constituency in no uncertain terms.

Mr. Sturtevant is a Wisconsin man by birth and choice. He gained his first newspaper experience on the St. Paul Pioneer-Press, in the eighties, under the tutelage of Joseph A. Wheelock, Frank A. Carl, and T. Z. Cowles. He published a country weekly at Waupaca, Wis., for eighteen years—but the daily newspaper game had gotten hold of him "for keeps" and he entered the Wausau field in 1907, consolidating two small dailies into one larger one.

Mr. Sturtevant is interested in politics, but refuses office. He tells the truth about his circulation—thus finding no embarrassment in his membership in the Audit Bureau of Circulations. He is chairman of the Central Division Advisory Board of the Associated Press and president of the Wisconsin Daily League. He plays golf, fishes for trout and is fond of curling; but he considers the newspaper game the king of sports, and plays it every day with the zeal of the golfer, the patience of the fisherman and the total consecration of the curler. His sixteen year-old son is also learning the great game.

Mr. Sturtevant has rounded out forty years of service as a newspaper man—and he feels that he is just getting warmed up in the race. He is an optimist on principle—and one of the sort of optimists with whom one may associate without becoming, thereby, a pessimist.

testified to the fact that these newspaper men had served the public interests in trying to picture the Colorado labor situation as it was, and in suggesting remedies.

He had not sought to have them gloss over ugly conditions, and they had not. He had sought their counsel in finding remedies, and they had given him aid of the most valuable kind.

HAS 56 WOMEN WORKERS

Des Moines Register and Tribune Uses Them in Business and Editorial Work

DES MOINES, Ia., October 8.—The Register and Tribune boasts fifty-six young women on its staff. Nineteen of this number are in the editorial department and thirteen are soliciting and handling the advertising matter. The other twenty-four are in the business and circulation end. The service flag, with seventy stars, accounts for it.

Fisher-Smith Assigns

The Fisher-Smith Advertising Company, 122 East 25th Street, has assigned for the benefit of creditors to Lucy

Guttman. The company was incorporated in 1912. Joseph H. Fisher is its president.

HONOR GLOBE'S CASHIER

Associates Recognize His Long Service on Toronto Paper

TORONTO, October 8.—David W. Weddell has been cashier of the Globe here for thirty-seven years, and during that time has endeared himself to the men in every department whose pay envelopes he makes up every week. As a token of their appreciation of him, his geniality and his helpfulness, their wishes for his happiness and continued service, his associates on the "main floor, front," made up a purse of gold which was presented to him, together with an address of appreciation.

Appreciates Rotarian Editorial

The American Defence Society will print and distribute 100,000 copies of Arthur Woodward's editorial, "Conscientious Traitors," which appeared in a recent Rotary Page in the New York Times.

FIGHTING INFLUENZA WITH PAID ADS

Massachusetts Used Display Copy to Instruct People in Battle with Epidemic and to Call Trained Nurses Into Service

The State Health Department of Massachusetts has employed newspaper publicity in the fight against the Influenza epidemic. The campaign was placed in the hands of State Epidemiologist Bernard W. Carey, M.D., and Prof. Charles E. Hallatt, of the Department of Advertising at the College of Business Administration of Boston University.

They received the customary whole-hearted and intelligent cooperation of the Massachusetts press in the handling of the daily publicity, and all the newspaper men assigned to the work took hold with enthusiasm.

Display advertisements calling for nurses were sent by wire last week to daily papers in many Eastern cities, and on Sunday and Monday, October 6 and 7, the dailies of the State carried a 600-line paid advertisement telling what to do while waiting for the doctor and how to reduce the chances of infection—advice decided upon after consultation with some of the most experienced pathologists in America.

Fire Destroys Guide Plant

Fire has destroyed the building and plant of the Gause (Texas) Guide. A new plant will be installed as soon as machinery and equipment can be purchased.

EDITOR & PUBLISHER'S classified columns are for YOUR USE.



There is No Sin For an Editor Like The Sin Of Not Knowing. To Miss The Mind Of The Masses Is To Miss Everything Else—Circulation, Influence, Profit.

It Would Pay the Man who Makes Newspapers to Visit Around among The Folks and Find Out What they Talk About. He Might Hear more about Religion than about Politics or Sport or Drama or Stocks.

For "Man is An Incurably Religious Animal"—Especially in War Times.

**THE ELLIS SERVICE
Swarthmore, Pa.**

Offering Two Weekly Features
1. A "Different" Sunday School Lesson
2. The Religious Rambler
ALSO "A Daily Prayer For Victory"



SMALLER BODY TYPE MAY AID IN CONSERVING NEWS PRINT

"Light-Complexioned" Newspaper Not Necessarily Easy to Read—Suggestions of Jason Rogers for Condensation Winning Wider Favor—Typing Problems to the Fore

By WILLIAM H. BRIGGS.

THE views of Charles I. Stewart, chairman of Paper Conservation Committee of the S. N. P. A., as outlined in EDITOR & PUBLISHER of October 5, are most interesting, for it seems to me that he has put his finger on two very important weaknesses in the manufacture of newspapers: head and body type, and make-up.

In the recently published book, "Newspaper Building," by Jason Rogers, many of its most interesting pages are devoted to the economies worked out by Mr. Rogers on the Globe in New York and by Robin Damon on the News in Salem, Mass., and the suggestions in that book will serve as guides to newspaper publishers in almost any sized field. They show how the space saved has cut down paper bills, very much like the case cited by Mr. Stewart of \$5,000 on a comparatively small circulation.

Size of Body Type a Live Question

The significant part of Mr. Stewart's interview, however, relates to body type, and in my judgment he is doing some pioneering in a field which must eventually be taken up seriously by newspaper publishers. About all that has been done so far is summed up in James Keely's recent slogan for the Chicago Herald: "Easy to Read and Worth Reading." Others have done what Mr. Keely did, notably the Pittsburgh Gazette-Times. Their solution has been the use of a wide-face body type or dress.

The adoption of a wide-face body type is based on the theory that more white space in and around individual letters, in conjunction with leading, is the best solution of the problem. This treatment gives a lighter appearance to a page, but it is open to serious criticism on two counts. From the standpoint of the managing editor this dress does not take care of enough copy. From the standpoint of the reader, it demands more eye-strain. A light-complexioned newspaper is not necessarily easy to read. A wide, or extended, face of body type is not easy to read, nor is it read quickly. It must be remembered that the eye never actually sees many of the individual letters in a word, some words it never sees at all. In travelling across the line of extended letters it gets less at each of its three pauses, and is forced to grope for what it does get.

This, of course, is unconscious on the part of the reader, but nevertheless it all goes into the net result, so far as the newspaper is concerned, increasing what may be called the resistance which the newspaper presents to its readers. The use of sub-heads in long stories is one of the most common methods of overcoming reader-resistance, of inducing him to read long stories. Would it not be logical to go a step further, to the body type itself, in a study of making newspapers easy to read?

Father of the Page-Wide Headline

Foster Coates, one of the un-sung geniuses of American newspaper-making, fought all his life for simplicity in make-up. He by no means despised boxes, reading captions, cuts, freak head-banks, and all the wealth of material which modern mechanical means has put at the disposal of the managing editor in making his newspaper attractive. During a long period at the head of his copy desk I have heard him plead constantly with make-up editors and copy readers. Daily, as the first copies of each edition would come up from the press-room for marking, Coates would spread the paper flat and analyze it.

"Give the reader a chance!" Coates used to say this a dozen times a day; and remember that he was no purist, for he was the first managing editor to use a head stretched entirely across the first page.

I think it is a fact that managing editors, in striving to make their newspapers readable in appearance, have taken what they found ready to hand without going deeper than the surface. The use of a wide-face body type has been unconscious, and it is one of the results of mechanical composition. It has been prompted by the desire of the managing editor, or whoever selects the dress, to avail himself as completely as possible of the wonderful variety which the linotype can give him.

The development of combination matrix, those with body and display dies of the letter on the same matrix, has widened the body letter. If Mr. Stewart will go to a linotype in his composing-room and take from the magazine one of these combination (two-letter) matrices, say a six-point lowercase "a," he will see what has happened. The full-face "a" is fatter than the body type "a." The matrix is wider by just the added thickness necessary to accommodate the full-face "a" over what would have been the normal width of the body-type "a." The latter has been stretched so that, instead of having the unused space come between the letters it is distributed through them. In other words, the body type "a" has been widened into what is called an extended face. The linotype company has been amazingly enterprising in these combinations, and its designers have shown skill in making the individual letters attractive and harmonious in their proportions.

An Example of Space-Saving

In a laboratory test, under the direction of Prof. John Wallace Baird, of Clark University, experiments were made recently which would be of great benefit if applied to newspaper body type. The New York telephone directory had reached such a bulk that something had to be done. The directory was taken in hand by Professor Baird; the page was set in several styles, and the tests applied to each. The result is the present page of the directory, and the convincing proof of success is that scarcely a user of the directory is aware of any change whatever. But a column has been added, making four narrower columns on the same-size page, which had formerly held three. The size of the type remains the same. A more condensed face is used, that is all. The tests show, also, that a telephone num-

ber can be found more quickly in this type than in the former extended face.

With the help of the linotype company I began an experiment, which is still incomplete. I took a number of stories as they appeared on the first page of the New York Sun set in six-point. I re-typed them in a face of seven-point condensed on an eight-point body. These stories followed the general custom; that is, they had a few two-point leads dropped between the lines in the first stick-full, and were thereafter solid to the end. Some of the stories about hold their own in space occupied in the seven-point setting, others lose a line or two—generally the shorter ones. In several cases the seven-point shows one line gained in every eighteen over the six-point. In other words, taken over the general run of the paper, the seven-point on eight accommodates as much copy as the six-point, paradoxical as this may seem.

My experiment can be taken only for what it is worth, as it is far from complete. I am sure that the seven-on-eight body type needs a rather different treatment of heads than is now generally used, and in heads there is much chance for improvement. This is a separate problem, in so far as make-up and individuality are concerned in the solution. Body type has been so little studied, however, that it ought to have first claim.

I believe that newspapers are only beginning to know the possibilities of slug composition, and that they will be increasingly well typed and readable.

PEE DEE TATLER FULL OF SNAP

Plain Dealer's Creed Published in Home Organ Is Inspiring

CLEVELAND, O., October 8.—The October issue of the Pee Dee Tatler, published by the Plain Dealer employees, is one of the most interesting sheets of its kind ever printed by a newspaper. The paper is full of "family affairs," personal and otherwise, and no department is overlooked. The creed of the publish-

ers, who reflect the sentiments of the Plain Dealer employees, follows:

"We will work, we will give, we will sacrifice, we will endure, we will act, we will fight, cheerfully—we will die, if need be—as if the entire issue of this bloody conflict depended upon each of us—alone. America shall win this war that the nations of the people, for the people, and by the people shall not perish from the earth."

SASKATOON PRESS PASSES

Turner's Weekly Edited by Blind Canadian Soldier, Takes Its Place

TORONTO, October 7.—The Saskatoon Saturday Press, established ten years ago by W. F. Herman, of the Saskatoon Star, and subsequently owned by several different publishers, is no more. Its place has been taken by Turner's Weekly, a new publication edited by Harris Turner and owned by Mr. Turner, Alexander McRobbie, A. P. Waldron, and H. G. Cole. Mr. Turner was a well-known newspaper man in Saskatchewan prior to the war. He enlisted early in the war, served with the Princess Pats, and eventually lost his sight. On his return to Canada he was in great demand as a lecturer, and was elected to the Provincial Legislature by his comrades in France.

T. Fraser, who sold the Saturday Press to Mr. Turner and his associates, is coming east to accept a position with the Maclean Publishing Co., Toronto.

Herald and News Combine

The Herald and the News of Manitowoc, Wis., have been consolidated as the Herald-News. George McFarlane, formerly with the News, has been made city editor.

It's harder than it was a year ago to find the right man for that work you want done—but it is by no means impossible. Use EDITOR & PUBLISHER'S classified.

"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 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. Advertisers are allowed to cancel their contracts at will and another advertiser immediately secured to take their place. All advertising is solicited on an indirect result, general publicity basis.

Representative sent upon request.

JOHN B. GALLAGHER COMPANY

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

The image shows a dense grid of small advertisements. Some of the visible ads include:

- STEEL**: Advertisement for steel products.
- Traveling!**: Advertisement for travel services.
- Coca-Cola**: Advertisement for Coca-Cola.
- ERNST & ERNST**: Advertisement for an engineering or consulting firm.
- COCA-COLA**: Another advertisement for Coca-Cola.
- ERNST & ERNST**: Another advertisement for Ernst & Ernst.
- COCA-COLA**: Yet another advertisement for Coca-Cola.
- ERNST & ERNST**: Yet another advertisement for Ernst & Ernst.

Another Big Advertising Increase

1,000 Columns Gained

In the Month of September

BY

The Baltimore Sun

The Baltimore Sun (all issues) has gained almost two and a quarter million lines of paid advertising so far this year (Jan. 1 to Sept. 30)

The growth of Baltimore's Big Newspaper is keeping pace with the growth and prosperity of its Home Town.

The Baltimore Sun (all issues) in the last five months published more paid advertising than appeared in all other Baltimore newspapers combined.

¶ Illustrative of the splendid condition of the Baltimore market is the fact that almost 38 million

dollars (\$37,879,600) were subscribed by Baltimore for Liberty Bonds of the fourth issue on the first day of the sale (September 28th). This first day total exceeds the city's entire subscription to the Third Liberty Loan.

¶ This is 62% of the quota for Baltimore and places the city in first place for Liberty Bond sales on the opening day.

¶ The volume of Baltimore's subscriptions was exceeded only by New York City, and on a percentage basis the Baltimore subscription exceeds that of New York.

OUR SERVICE DEPARTMENT CAN HELP YOU

Call on us. We can assist you in placing your product before the Baltimore public. We will be glad to outline the Baltimore situation, offer suggestions and give the co-operation necessary to make the sales and advertising campaign a complete success.

The Baltimore Sun

Paid Circulation, September Figures, 168,000 Daily, 116,000 Sunday

JOHN B. WOODWARD
Times Building
NEW YORK

GUY S. OSBORN
Tribune Building
CHICAGO

"SMALL-FRY" ADVERTISER WORTHY OF SPECIAL ATTENTION

Plans for Developing New Local Accounts, as Outlined in Larned Articles, Successful in Decatur—Merchants Appreciate Real Co-operation

By B. C. WHITSITT,

Advertising Manager, Decatur (Ill.) Review.

THE writer has been reading the "Making the News-Courier Pay" articles in the EDITOR & PUBLISHER with a great deal of interest, inasmuch as they are suggesting action along lines adopted by myself a few months ago to create more business for my paper by helping small advertisers make advertising pay. I believe you have "hit the nail on the head."

Big space holds so many attractions for the average advertising salesman that many a promising account and future big advertiser remain hidden to his view because they are considered "small fry." I believe sincerely that every man with merchandise or a service to sell can be made into a consistent newspaper advertiser whenever newspaper men decide to make the effort.

Organized a Real Service Department

A few months ago we organized a service department, designed to assist advertisers to obtain more results from their advertising in our columns as well as to create new business. This department consists of two good copy writers and two artists. The Review Press, a sister corporation, is located in the Review Building. We maintain our own engraving plant. This service enables us to handle anything in the advertising line from a small want ad. to a large, illustrated catalogue, including the copy writing, designing, artwork, layouts, engraving, and printing.

Going back to the subject of creating business among small non-advertisers. I came to the conclusion that if an advertising man went to a small merchant with a desire to cooperate with him in bringing more business his way; presented a well-thought-out plan of action, intelligently prepared and originally illustrated, basing the advertising plan upon not less than a year's try-out, that he would meet with open arms as far as a hearing was concerned.

To test my theory I chose two different businesses to start with; one, a business college then advertising to the extent of twenty inches a week, and the other a non-advertiser, a manufacturer of several home remedies which have quite a local demand. To the business college owner I presented my plan. He O. K.'d every suggestion I had to offer and told me to go ahead. I started him with a minimum of three inches every day for one year; had the art department get out some small cuts, and started insertions. Results came immediately. He was so well pleased with them and with the thought I had given his business that he had me prepare some 80 and 106-inch advertisements for Sunday insertions, the small ads running throughout the week. This campaign started the first of August. Mr. Waitz, owner of the school, telephoned me the other day to come over. He wanted to show me how my idea was proving out.

Amazed by Results Obtained

Since the first day of September sixty-nine students enrolled, who were directly traceable to his advertising in the Review. He also gave the advertising credit for influencing other student enrolments by acquainting them with the value of a business-college training and the particular merits of his school. He was so delighted with returns that he gave me authority at any time I had an idea which might prove profitable in an advertisement to prepare it and run it without obtaining

a direct order: "Just send the statement in once a month, that's all." He has not only developed into a good, consistent advertiser, with faith in advertising based on known returns, but is actively engaged telling others what a result-producer the Review is, and what a wonderful service I have rendered his business.

Now for the other case. To make this test doubly interesting, I called upon the manufacturing chemist during the busiest period of his day. Upon stating my errand he appeared about as much interested as the usual non-advertiser when advertising is broached. I unfolded my roll of layouts and illustrations, and in less than five minutes' time I had his order to go ahead on a year's campaign of a three-inch a week. Not many inches, nor dollars, but sold. This copy has not started yet, but it will pay because we both have put our faith back of it and it cannot fall.

You have struck a subject near to my heart, and I thought you would be interested in knowing that out here in Decatur the ideas you are advocating have been tested and found absolutely sound in every particular. By writing the copy and doing the art work we are enabled to put that essential quality of good advertising, "local atmosphere," in the copy, as well as please the advertiser because "it's original stuff."

We've Got the Germans Going Writes D'Arcy's Man

Capt. John F. Oberwinder Tells His Former Chief That America Will Negotiate Only With Steel

St. Louis, Mo., October 8.—In a letter to W. C. D'Arcy, Capt. John F. Oberwinder, Headquarters Staff, First Field Army, formerly of the D'Arcy Advertising Company, says:

"I tell you we've got them going, and already the press of Germany, in chorus, has started talking peace negotiations.

"Negotiations—hell!

"The only thing they know is steel and gas, and that is what we'll negotiate with. They are beginning to admit that they are not so keen for the way the Yanks fight. It is wonderful to see the spirit and morale of the British and French since we have put on a show or two of magnitude and swept everything before us. You can't stop us with shells, we go right through.

"Give us those 3,000,000 men and watch this thing come to a speedy end."

Marine Corps Leads the Way for Others to Follow

Stops Tri-Weekly Letter to Conserve Paper and Relieve Editors From Useless Work and Worry

Again the Marine Corps is first. Editors all over the country have been urging that most of the so-called "copy" sent out by the Government departments, which necessarily includes all branches of army and navy work, not only could well be dispensed with, but actually was dispensed with by being tossed into the waste basket or spiked on the dead hook; that many, many reams of perfectly good paper were ruined by ink that might be used to better purpose, with no result except to add to the already huge burden of the editors, deplete the stock of the country's paper and give vent to perfunctory efforts at publicity, which, even if successful, could be of scant service in winning the war. War press agents have been slow to act upon the suggestions that they quit, even if they realize the waste and worry they were causing, but at last one ray of hope, small, but perhaps portentous, appears.

By comparison there is much that could be missed with less regret, to put it mildly, than the tri-weekly letter sent out from the publicity bureau of the Marine Corps in New York. It has contained good stuff from time to time, but there has never appeared, even in this active and virile branch, any necessity for a regular service that should be sent out whether there was anything to say or not.

Now this is to cease. Many an editor will emit a heart-felt "thank you," or some stronger expression of relief, and voice a prayer that more serious offenders follow the lead of the aggressive Marines. The announcement evangel says:

UNITED STATES MARINE CORPS
RECRUITING PUBLICITY BUREAU
117-119 East 24th Street
New York City

MEMORANDUM FOR ALL EDITORS

"To conserve white paper and your patience and your space, we have decided to suspend our tri-weekly service to the newspapers on our syndicate list. We think it sort of sacrilege to send out the kind of matter we are forced to send out, when our Marines "over

there" are writing publicity with their bayonet points dipped in Hun blood. There's the kind of Marine Corps publicity that counts!

"We were 'first' to have a publicity bureau and a press service, and we are going to be 'first' to take the hint to discontinue in the interest of paper conservation.

"You've been mighty good to us these last three years. You've helped us make the old globe, eagle, and anchor as well-known as the Gold Dust Twins. We want to thank you for that and we want to let you know that anything you receive from this bureau in the future will be *real stuff*—up to the Marine Corps handle as it were—else we'll not send it out. But the tri-weekly story dies with this letter. We're through!

"With sincere and grateful thanks for what you have done for us in the past and in the hope that we'll be able to send you now and then a *regular honest-to-goodness* story, I am,

Sincerely,

T. G. STERRETT,

Captain U. S. Marines,
In charge of Bureau.

Audited by A. B. C.

The Audit Bureau of Circulations announces that audits have been made of the following newspapers: Atchison (Kan.) Daily Globe, Bismarck (N. D.) Tribune, Cape Girardeau (Mo.) South East Missourian (formerly the Daily Republican, Chicago Abendpost, Des Moines Capital, Des Moines Register, and Evening Tribune, Harrisburg (Pa.) Patriot and the Evening News, Harrisburg (Pa.) Telegraph, Lewiston (Me.) Evening Journal, Lewiston (Me.) Saturday Journal, Lewiston (Me.) Daily Sun, Lorain (O.) Times-Herald, Peoria (Ill.) Journal, St. Joseph (Mo.) News-Press, St. Joseph (Mo.) Gazette, Washington (D. C.) Herald, Wheeling (W. Va.) Intelligencer, Wilkes-Barre (Pa.) Times-Leader, Wilkes-Barre (Pa.) Record, Williamsport (Pa.) Sun, Vincennes (Ind.) Commercial, Buffalo (N. Y.) Courier-Buffalo Enquirer, Buffalo (N. Y.) Express, Buffalo (N. Y.) Evening News, Buffalo (N. Y.) Buffalo Times, Cairo (Ill.) Bulletin, Cairo (Ill.) Evening Citizen Columbia (Mo.) Evening Missourian, Davenport (Ia.) Democrat and Leader, Davenport (Ia.) Daily Times, Grand Forks (N. D.) Herald, Kalamazoo (Mich.), Gazette, Oil City (Pa.) Derrick, Warren (Pa.) Evening Times.

The shortage of news paper has put a premium on truth and brevity in the presentation of news. No change in policy has been found necessary by

THE
PHILADELPHIA
RECORD

"Always Reliable"

Uneasy Lies the Head that Wears No Bond. Stuff Your Pillow With Them.

The Largest Circulation of any Daily News-
paper in the United States

and

Double the Circulation of any Other New
York Evening Newspaper

**The New York
EVENING
JOURNAL**

657,912

DAILY NET PAID

6 months average—Apr. 1 to Sept. 30, 1918,
at TWO CENTS a copy.

Are you reaching this vast multitude—this
great city of HOMES—Journal City—with
YOUR Advertising?

Net Paid Circulation for September 30, 1918

683,508

Member of the Audit Bureau of Circulations



FIRST IN WAR - THE LONDON TIMES

Most Dependable Service During Peace Negotiations

WHEN the belligerent powers assemble at the Peace Table the LONDON TIMES CABLE SERVICE will profit by this prestige. Old World diplomatists favor old and tried friends honored by long records for trustworthiness and honor.

Not a "War Bride"—Greatest Service After the War

After the war when censorship barriers fall the LONDON TIMES CABLE SERVICE will remain by far the greatest news-gathering organization of the world. Its cordon of correspondents stretched about the world will remain at their posts—will be augmented rather than reduced. It will not suffer from the retrenchments which must immediately affect cable services which are "War Brides." Thus, after the re-establishment of peace this service will be an asset even more valuable than it is now and subscribers who have obtained their territorial rights will be completely equipped to cover future history, as it is made.

Principal Correspondents and Experts Whose Dispatches Are Carried in the Service

Military Critic: Herbert Sidebotham, formerly military critic of the Manchester Guardian, contributes illuminating analyses of the purposes and accomplishments of the contending armies. His remarkable military prognostications won recognition as far back as the South African War, when he had the distinction of being the only military writer whose writings Lord Kitchener consistently read. In the present war, Kitchener advised his friends to "Read Sidebotham" for an intelligent appreciation of the war's developments from week to week.

With the American Forces: Henry Noble Hall who writes from an American viewpoint gained through previous service on the staffs of several American newspapers, including the New York World; also as Washington correspondent of the London Times. His vision has been further broadened by service as correspondent in the West Indies, Philippine Islands and Brussels.

Herbert Bailey, also accredited to Pershing and writing with an especial appeal to American readers.

On the British Front: H. Perry Robinson, who, having been American correspondent of the Times, writes from the American angle, and who did previous service in Brussels.

W. Beach Thomas, a graphic writer and expert at reporting the rapid troop movements in the field.

With the Australian Troops: C. W. Bean, a clever writer who previously won distinction in journalistic circles of Sydney.

On the French Front: Gerald Campbell, former Times Editorial writer, who has been in the thick of defeat as well as victory since he won his spurs with the Belgian retreat.

On the Italian Front: G. Ward Price, who has fearlessly lived with the Italian armies during their exciting campaigns.

With The British In Palestine: W. T. Massey, who recently gave the Western World its first news of the destruction of the Turkish Army in The Holy Land.

London: Harold J. Learoyd, former managing editor of the Public Ledger and New York Evening Post, whose previous career as an English journalist gives him entree to British officialdom.

F. A. MacKenzie, Editor of the Times Weekly and London correspondent of the Toronto Star, who has repeatedly visited the fighting fronts on invitation of the allied governments.

Paris: G. S. Adams, whose long previous service with Reuter's Agency has made him an encyclopædia of old world politics, centering in Paris.

Holland: Ernest Brain, for many years special writer for the Times, and one of the best known journalists and accomplished linguists of England.

Boston Evening
EDITORIAL
Boston, Sept

Dear Mr. Watkins:

Replying to you
announcing the increase of
Times cable service, all
proved itself sufficiently
own terms.

John Elfreth Watkins, Esq.,
Public Ledger
Philadelphia,

*"The Sun considers the L
you control in this country,
the United States."*

*"It is so excellent that it is d
—Henry C*

The Balkan Countries: James David Bo covered for the T world-renowned authority on the Balkan problem.

Spain: A. B. Filson, correspondent of the Manchester C staff on the "Lion."

During the past few weeks the LONDON TIMES CABLE SERVICE has been covering Peking, Tokyo, Madras, Cairo, Singapore, Vladivostok, Copenhagen, Stockholm, etc.

Opportunities For

THE Times is the British Empire's most powerful newspaper and marred ministries. Its influence was largely responsible for George to the Premiership.

This closeness to the British government and its allies gives

Inside News From

Along all enemy frontiers the Times has established a clever the central empires.

For Further Details and Terms for Am e THE LEDGER INDEPENDENCE SQUARE

FIRST IN PEACE TIMES CABLE SERVICE



Generations of Confidence and Prestige

THE London Times ("The Thunderer") has been building the world's most comprehensive news-gathering machine since before the American Constitution was ratified. No news organization covering Europe, Asia and Africa can for generations hope to eclipse this vast system, fortified by more than a century of prestige and the utter confidence of those who make world news. When writers such as Kipling, Conan Doyle, Shaw, Wells and the great statesmen of Europe wish to obtain an international audience they give "first call" to the Times because its service is the channel through which not only Britain speaks to its colonies, but through which the big news of the day is universally distributed. The leading newspaper in every foreign country subscribes to this service.

Notable News Beats

FOR a century and a third the London Times Service has been first to glean inside knowledge of the events by which wars have been caused and prevented. A brief review of some of its notable achievements follows:

- 1785**—Was publishing the world's news before the United States had an organized government.
- 1789-1804**—Gave England its first news of the French Revolution.
- 1804**—Printed news of England's early moves against Napoleon on the first automatic newspaper press.
- 1805**—Made the world's first great war news beat by publishing, five days before the official reports reached London, detailed news of the capitulation of General Mack's army to Napoleon.
- 1807**—Established the profession of War Correspondence by sending Henry Crabb Robinson to Altona to write his "Correspondence from the Banks of the Elba."
- 1814**—Printed accounts of Napoleon's exile at Elba upon the world's first newspaper steam press.
- 1844**—Gained a beat on O'Connell's trial in Dublin by rushing Wm. Howard Russell from the Irish Capital by special train to Kingston; special boat to Holyhead; special post chaises to Chester and special train to London.
- 1845**—Began beating all news out of India by a short cut over 200 miles of desert effected by dromedaries from Suez to Alexandria and special messengers thence to Ostend.
- 1853**—Instituted modern military correspondence by sending Russell to the Crimean War. He later made notable beats for the Times during the Indian Mutiny, American Civil War, Austro-Prussian War and Franco-Prussian War.
- 1865**—Was the world's only newspaper to have a representative upon the Great Eastern while laying the first trans-Atlantic Cable.
- 1875**—Timely exposure of the political situation by its famous Paris correspondence, de Blowitz, averted a second Franco-Prussian War.
- 1878**—De Blowitz made important beat on the agreement between Great Britain and Russia—on the Bulgarian question; and achieved the brilliant feat of enabling the Times to publish the text of the Berlin treaty two hours before it was signed in Berlin.
- 1899-1902**—Had in the Boer War 24 war-correspondents and the only correspondent to witness the signing of Peace in Pretoria.
- 1899-1902**—Its staff of 24 war-correspondents covering the Boer War made such notable beats as the first account of the fight of Willow Grange, the earliest news out of besieged Ladysmith, and the first full descriptions of the attacks at Stormberg and Paardeberg.
- 1903**—First regular commercial transmission of news by wireless established between New York and the Times Office.
- 1903**—Surprised the world by a beat on Turkey's recent bargain for the German-controlled Baghdad railway.
- 1904**—Made notable beats during Russo-Japanese War by commissioning a special dispatch-boat fitted with wireless. Published the result at Liao-Yang three days before any of its contemporaries.
- 1904**—Its special correspondent with the expedition to Lhasa beat all other papers by three days in announcing the outbreak of war in Thibet. Also made a notable beat on the full text of the draft of the new treaty with Thibet.
- 1908**—Gave the world its first warning October 5, that on that day Ferdinand of Bulgaria would "trample on the treaty of Berlin" by proclaiming the independence of Bulgaria and that on the following day Austria-Hungary would announce the annexation of Bosnia and Herzegovina. First disclosed the great acceleration of dreadnaught construction in Germany resulting in the crisis of 1909.
- 1911**—First to publish news that the Franco-German-Morocco crisis had passed and first to publish the treaty.
- 1912**—Published first English review of Bernhardi's exposure of Germany's plans to despoil her neighbors.
- 1913**—By keeping its private wire from Berlin open all night, beat the world with the first detailed account of the bills for increasing the strength of the German army and German strength in the air.
- 1914**—First news service to produce in full the Austrian ultimatum to Serbia.
- 1915**—Times correspondent in the Balkan Peninsula first announced Turkey's agreement to cede her Dedeagatch Railway interests to Bulgaria, which meant Bulgaria's entrance into war as Germany's ally.
- 1917**—The London Times Cable Service on March 16 gave to America and Canada their first complete accounts of the Russian Revolution.

1917-18

SINCE America's entrance into the war this service has continued to cover the great World Drama more completely and yet more economically than any special news service of the world.

The most vital events in the greatest World Drama are now impending. Newspapers desiring to thoroughly cover these events henceforth will act wisely if depending upon a firmly-established, permanent, universal news service, supported by the press of the enlightened world rather than upon a temporary service established to cover the war period.

Transcript
DOOMS

September 20, 1918.

in favor of September 18.

rate for your London

can say is that it has

to be able to dictate its

ally yours,

Wm. Howard Russell

Philadelphia, Pa.

London Times Cable Service, which
is far the best that is received in
—The Sun, New York
difficult to exaggerate its worth."
Campbell, Milwaukee Journal.

... who accompanied the Kaiser to Jerusalem, who for years has
... Russia, Roumania, Bulgaria and Macedonia and who is a

... gardian through the South African War and on Admiral Beatty's

... SERVICE has carried dispatches from its correspondents also in
... Rome, Aviona, Milan, Basle, Berne, Santander, Christiania, Stock-

Inside War News

... and the greatest of the chain owned by Lord Northcliffe. It has made
... the downfall of the Asquith government and the elevation of Lloyd

... the Times access to many sources of exclusive war news.

Enemy Countries

... cordon which picks up "inside news" as soon as it leaks out from

American and Canadian City Rights Apply to
SYNDICATE
PHILADELPHIA, U.S.A.

NEW ENGLAND CIRCULATORS WILL MEET WITH NEW YORK MEN

Joint Convention of Two Organizations at Albany, October 22 and 23, Promises Big Treat to Delegates—War-Time Policies to the Fore

THE First Annual Convention of the New York State Circulation Managers' Association will be an event of unusual interest, as the New England Association of Circulation Managers join with the New Yorkers for a combined meeting.

The convention will be held at Albany, N. Y., Tuesday and Wednesday, October 22 and 23, with headquarters at the Ten Eyck Hotel. Reasonable war-time rates have been arranged for at the Ten Eyck, and every possible provision has been made for the comfort of the delegates.

Timely and Interesting Programme

The officers of the two associations have collaborated in formulating a programme, which has just been issued by President J. M. Annenberg, of the New York Association, and by President George H. Reynolds, of the New England Association. On Tuesday morning, preceding the session in the convention hall, routine business, including a meeting of the boards of directors, will be transacted in the secretary's office.

Reports of committees and of officers will be read at the general session in the morning, followed by papers and discussions.

John Mansfield, of the New York Evening Journal, will discuss the workings of the zone law, and the advisability of making different rates for dealers and subscribers in the various zones.

R. C. Webster, of the Hartford Courant, will read a paper on building outside circulation on morning and Sunday papers.

C. E. Blewer, of the Binghamton Press, will talk on the ethics of giving prizes to newsboys and carriers.

At the Tuesday afternoon session, C. W. Palmer, of the Woonsocket (R. I.) Call, will have for his topic the maintaining of office records and control of dealer and carrier delivery service. E. F. McIntyre, of the Syracuse Herald, will tell about the shortage of newsboys and what to do about it; J. N. Nolan, of the Springfield Union, will outline what sort of circulation promotion work may be done under the new rulings of the War Industries Board, and William Henry, of the New York American, will consider what section may be eliminated from the Sunday edition with the smallest loss in circulation.

The topics for general discussion at the Tuesday sessions include: Effect on circulations of the new War Board rulings; the mail service; expiration notices to subscribers; circulation at war camps; the practice of selling to mail subscribers at a lower rate than to city readers; effect on circulation of elimination of racing results and cutting down of sporting news space; abuses that still exist in circulation methods, and the combination carrier system.

Programme for Second Day

At the Wednesday morning session W. C. Hixson, of the Syracuse Post-Standard, will deal with the fundamental causes in the growth of circulation, other than service. Edward Gans, of the Fall River Herald, will present his ideas as to the functions of the circulation manager under present conditions; A. W. Cockerill, of the Utica Press, will suggest further economies in supplies and in distribution, and H. M. Wheeler, of the Hartford Times, will tell why 3-cent newspapers are increasing in Connecticut.

At the afternoon session on Wednesday W. E. Potter, of the Manchester

Union and Leader, will estimate the advantages of welfare work among carriers and newsboys, and George H. Reynolds, of the New Bedford Standard, will give a few reasons why circulation managers should attend their State and sectional conventions.

Among the topics for general discussion on Wednesday are: Collections; increasing street sales; the abuse of selling papers above published price; the feature which, aside from the war news, has been found most valuable as a circulation factor; house organs; small-town correspondence; getting country circulation without solicitors; bulletin service, etc.

Members have been invited to "spring" questions bearing upon knotty problems they have encountered in these war times, and it is expected that the sessions will bring much new light to all who attend.

WAR-TIME PROBLEMS TO BE DISCUSSED

Circulation Managers' Association of Illinois to Meet in Semi-Annual Convention on Tuesday at Rockford—Organization Is Growing

The semi-annual convention of the Illinois Circulation Managers' Association will be held on Tuesday, October 15, at Rockford, Ill. The membership list of this Association is growing, and it is expected that the Rockford meeting will show a large attendance.

Secretary G. S. Galloway announces

that the Mayor of Rockford will deliver the address of welcome.

The following papers will be discussed:

"Independent System of Handling Carriers;" William Bennett, Champaign Gazette.

"Paid Carriers;" W. H. Coonrad, Decatur Review.

"Value of Camp Grant Circulation and Method of Handling;" G. S. Galloway, Rockford.

"War Industry Board Ruling and Its Effect on Circulation;" W. P. Lovell, Bloomington, Ill.

"Best Ways to Handle Stops, City and Mall;" C. Eyster, Peoria, Ill.

"Handling Outside Carriers;" E. C. Hewes, Danville, Ill.

"The Comparative Cost and Result of Securing Mail Circulation by Personal Solicitation and by Circularizing;" E. R. Ragan, Springfield, Ill.

"How to Train a Real A1 City Carrier;" L. V. Van Cleve, Republic, Rockford.

"Rural Route Circulation — Best Methods of Securing Same and Actual Cost Per Subscription." Every member will be called upon for a three-minute talk on this subject. "What Method Have You Used and What Brought the Greatest Result During the Past Year." Open for discussion.

Also the following questions:

"Postal Rates—What Have the Membership Done to Meet This Increase?" "Experience in Soliciting by Telephone—and Results."

"What Should Be the Average White Waste and Unaccounted for Paper Per Issue?"

Following the meeting the members of the Association will be given a ride through Rockford and a trip of inspection at Camp Grant, where they will be served a regular military dinner in the evening.

OF INTEREST TO CIRCULATORS

Charles M. Coleman, city editor of the Los Angeles Examiner, in writing a greeting to the route men and newsboys of that paper, asks them to be on the lookout for local news items in the neighborhoods which they serve. He assures them that they may all be ex-officio members of the news staff.

REGULATIONS BY WAR INDUSTRIES BOARD APPLYING TO NEWSPAPER CIRCULATION PROMOTION

THE order issued by the board under date of September 20 reads as follows:

The regulations governing daily and Sunday newspapers dated August 5 placed no limitations upon the natural growth of circulation because it would be obviously unfair to cut down circulation to the six months' period of January to June, 1918, in communities where there has been an unusual increase in population due to war activities. But to allow newspapers to artificially stimulate circulation would defeat the purposes of the regulations of August 5, which were designed to reduce the total tonnage used by the newspaper industry 15 per cent. in daily editions and 20 per cent. in Sunday editions. It is therefore necessary to add the following regulations:

12. No publisher shall sell his paper at retail less than his published prices.

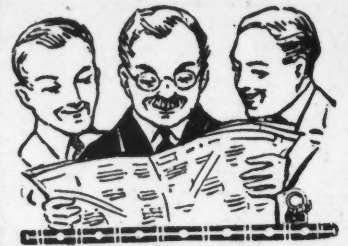
13. No publisher shall use premiums, contests, or similar means to stimulate his circulation.

14. No publisher shall issue holiday, industrial, or similar special numbers.

The following have been ruled as legitimate methods of stimulating circulation:

- (1.) Advertising the newspaper on billboards.
- (2.) Advertising the newspaper on dead walls.
- (3.) Making poster announcements of forthcoming features.
- (4.) Buying space in contemporary papers announcing special features.
- (5.) Making announcements in its Sunday or daily editions of special features to come.
- (6.) Canvassing without premiums.

THOMAS E. DONNELLEY, Chief, Pulp and Paper Section.



The Toledo Blade

In excess of 68,000 — steadily growing two-cent circulation, of which 95% is home delivered direct from the publication office.

The Detroit Journal

A larger circulation now at two cents than it ever enjoyed at half the price. More than 100,000 and still growing fast.

The Newark Star-Eagle

The largest one-cent circulation in New Jersey. 60,000 right in the heart of Newark.

Local Merchants—

In each city where these papers are located, the local merchants are well pleased with the Reader Influence and Reader Habit created.

There is no accident about the individual success attained by each of them. On the contrary, the result is the fruits of careful watching and giving the people the kind of a paper they want.

Representing the best interests of the public alone thru progressive, fearless and constructive journalism has placed these papers in the front rank as local institutions.

PAUL BLOCK, Inc.

In charge of National Advertising.



HOWARD BROCK
Editor

August 31, 1918.

Mr. K. A. Bickel,
United Press Associations,
World Building,
New York, N. Y.

My dear Mr. Bickel,

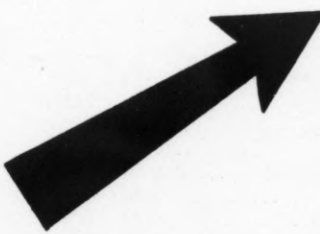
The Traveler, as you know,
has endeavored for a few months to get
along without the United Press service.

We attempted this in the
interest of cutting down expenses in-
cident to the war, feeling that perhaps
one news service was all that we could
afford.

I am now convinced that
this was a mistake, and want you to put
the U. P. back in our office as soon as
you can.

I feel sure that any after-
noon paper which tries to get along with-
out the U. P. is making a serious blunder.
We may cut in other directions but we shall
cling to the U. P.

Very truly yours,



Howard Brock

INLAND PUBLISHERS ARE OPTIMISTIC

Chicago Convention on Tuesday, October 15, to Sound Note of Good Cheer—Kellogg, Sidener, and Clague to Address Association.

The Inland Daily Press Association, composed of newspapers in thirteen Central States, will held a merged summer and autumn meeting on Tuesday, October 15, at the La Salle Hotel, Chicago.

Members have been urged to arrange for a stay in Chicago of at least two days. On Tuesday the business of the convention will have right of way, while on Wednesday it is proposed that the visiting publishers make a tour of the Chicago advertising agencies for the purpose of getting better acquainted with the men who place national advertising with them.

President A. W. Peterson calls for a convention of optimists and optimism. He announces that he wants to hear talks of success and not of failure; to hear from publishers what big things they are doing and propose to do, in face of conditions of war. Troubles are to be a side issue.

The work of the reorganization committee, of which Senator Thomas Rees, of Springfield, is chairman, will be fully reviewed in the convention. The plans worked out by this committee for the expansion of the membership of the organization are said to look toward strengthening it that it will rank closely in importance with the A. N. P. A., and still preserve its advantages as a sectional body.

There are 680 newspapers, published in the States which are eligible for membership in the Inland Association, a majority of which it is expected will eventually identify themselves with this organization. The scale of membership fees, fixed at the May convention, divides these newspapers into six classes. Those having circulations of 40,000 and upward will pay annual dues of \$30. The scale is lowered for each class, those having circulations of 2,500 or less paying \$5.

Among the speakers scheduled for the Chicago convention are:

Fred, LeRoy, publisher Streator (Ill.) Independent-Times, who will discuss "Print Paper Versus Trusts"; H. N. Kellogg, chairman special standing committee on labor, A. N. P. A., whose topic will be the ironing out of labor troubles; Merle Sidener, chairman vigilance committee, A. A. C. W., who will tell of "A New Asset for the Smaller Papers"; Stanley Clague, managing director of the A. B. C., who will speak on the benefits of the circulation audit, and J. W. Lauder, of the Champaign (Ill.) Gazette, who will have for his theme, "Should Newspapers Be Privately Owned?"

A round-table discussion will be participated in by every member in attendance.

J. M. SCHMID HAS ZONE CHART

Shows Postal Charges on Packages from One to 20,000 Pounds

John M. Schmid, circulation manager of the Indianapolis News and former president of the International Circulation Managers Association, has prepared a chart showing the postal charges by zones for newspaper bundles weighing from one pound to 20,000 pounds. The chart is in printed form, and Mr. Schmidt has sent copies of it to all

members of the I. C. M. A., to many publishers and to a number of post-masters. He says he will send a copy of the chart to any publisher or post-master upon request and without charge.

E. J. STACKPOLE'S SON WOUNDED IN ACTION FOR THIRD TIME

A cable dispatch to E. J. Stackpole, president and editor of the Harrisburg (Pa.) Telegraph, brings the information that his son, Capt. E. J. Stackpole, Company M, One Hundred and Tenth Infantry, has been wounded a third time and is now in a Paris hospital.

Recent letters from Capt. Stackpole, who before entering the army was actively engaged in newspaper work as assistant to his father, described the bitter fighting at Château Thierry, near where his company went into action at the beginning of Gen. Foch's counter-offensive. Capt. Stackpole tells of the loss of all his lieutenants in this action. He, too, was wounded, once by shrapnel and again by a hand grenade fragment. In later fighting he was wounded twice with machine-gun bullets, from which wounds he is now in hospital.

Recent press dispatches state that his company went into action with 230 men and came out with 72, but letters from the company commander give no details save that the casualties were heavy.

The second member of the Stackpole family in the service, Lieut. Albert H. Stackpole, received his commission recently. He enlisted as a private in the U. S. Field Artillery in May, 1917, and as he did not reach his majority until June 28, he could not be commissioned as an officer before that time. He had considerable training at Plattsburgh, Fort Meyer, and in a French artillery school. He went through the various ranks as corporal and sergeant before entering the French school. Immediately after receiving his commission he joined his company at the front.

MAKING COURIER PAY

(Continued from page 12)

trative woman in stylish furs. Here the text was to tell the trade that the department kept in constant touch with the style markets—New York's famous Fifth Avenue, for one.

There was also an illustration to accompany the idea that furs constitute a splendid investment. They mean health—they are good from season to season. The initial expense is small when one measures the results obtained. And the last design was a dominating view of a pretty girl, smiling over her snug furs, but executed with a vigorous pen treatment that would not be lost, no matter the newspaper position or what competition was met.

The Mason & Jolliet man paced the floor, stopping every little while to glance over his shoulder at the sketches.

Suddenly he stopped, and said: "Have you shown those to anyone else in town?"

"No," was the answer, "but I had thought of going down this afternoon to—"

The Mason & Jolliet man make a grab for the sketches.

"Consider them sold," he thundered, "if you let that material get in the hands of our competitors I'll cancel my space contracts for the next seven generations."

IOWA

was the first state in the Union

"Over the Top"

for the Fourth Liberty Loan

This is just an indication of Iowa's teeming wealth—a wealth or purchasing capacity which should inspire every National advertiser and advertising agent to "get theirs."

Iowa has been termed the most typical American State in the Union. During these war times Iowa has lived up to its reputation in the intensive cultivation of every resource—and Iowa has many resources.

The following daily newspapers intensively cover the important trading centers of Iowa where manufacturers should first make distribution of their product and then advertise in local newspapers to move goods "over the top" of the local counters.

Leading Representative Iowa Newspapers which will "do their bit"

	Circulation	Rate for 5,000 lines.
Boone News-Republican(E)	2,848	.0121
Burlington Hawkeye(M)	11,885	.025
Burlington Hawkeye(S)	12,648	.025
Clinton Herald(E)	7,827	.02
Council Bluffs Nonpareil(E & S)	16,645	.03
Davenport Times(E)	25,927	.05
Des Moines Capital(E)	67,519	.10
Des Moines Register & Tribune (M&E)	131,920	.14
Des Moines Sunday Register.....(S)	65,552	.12
Dubuque Telegraph-Herald....(M & E)	16,033	.03
Dubuque Telegraph-Herald(S)	16,103	.03
Fort Dodge Messenger & Chronicle (E)	9,711	.025
After July 1st, 1919, rate .03c. per line.		
Marshalltown Times-Republican ..(E)	14,000	.0215
Mason City Globe-Gazette(E)	9,428	.02
Muscatine Journal(E)	7,275	.02
Ottumwa Courier(E)	12,568	.025
Sioux City Tribune(E)	51,342	.07
Waterloo Courier(E)	14,675	.03

Government Statements, 6 months period, Oct. 1st, 1918.

After 18 Years' Experience with LINO TYPE SERVICE

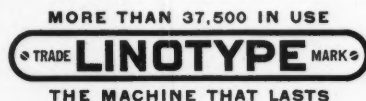
I have been doing business with your company as a publisher for the past eighteen years, first as owner and publisher of the Norfolk Dispatch, and for the past twelve years as owner and publisher of The New Orleans Item. It is almost superfluous to say that your people have furnished trust-worthy machinery and have kept abreast with the times, but it has been interesting to me to note in addition to this that the agents of your company have shown every disposition to be obliging and helpful, as well as efficient in their dealings with our enterprise.

Very truly yours,

James M. Thomson
Publisher, New Orleans Item.

The New Orleans Item recently installed three Model 14 Linotypes, and James M. Thomson, publisher, wrote us a letter expressing his entire satisfaction with the new machines.

Above is the closing paragraph of his letter. Read it carefully. After 18 years' experience with LINO TYPE SERVICE, Mr. Thomson is well qualified to comment upon it.



*Linotype Supremacy has been established and is maintained
by "trustworthy machinery" plus "helpful
and obliging" service.*

MERGENTHALER LINO TYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 So. Wabash Avenue

SAN FRANCISCO: 646 Sacramento Street

NEW ORLEANS: 549 Baronne Street

TORONTO: Canadian Linotype Limited, 68 Temperance Street

BUSINESS IN CHINA FREE FROM GRAFT

Frederick R. Sites Tells Export Division of Ad Club How Trade May Best Be Carried on by American Merchants

Under the auspices of the export division of the New York Advertising Club, Frederick R. Sites, treasurer of the Federal Shipbuilding Company, for many years resident engineer in China for the U. S. Steel Products Company, told at a club luncheon of some conditions manufacturers find in the Flowery Kingdom.

There are difficulties there, he explained, in the way of carrying on trade, but none that cannot be overcome by right action and living up to specifications. He warned American manufacturers against betraying the trust of the Chinese, showing the difficulty of regaining confidence once lost.

"A very marked line separates two classes of business in China," said Mr. Sites. "There are the Government contracts and dealings with large corporations, which, unfortunately, are frequently tainted with graft, or 'squeeze,' and there is the merchant business, generally quite free from 'squeeze,' because these transactions are carried on by the owner of the business himself.

"On several Government railways it seems at times as if materials were purchased not for necessary repairs or renewals, but for the purpose of lining the pockets of officials. It is fortunate for the foreign merchant that he is very seldom involved in these shady transactions, for it is customary for the material to pass through several hands before reaching the railway or other ultimate buyer.

"Commissions taken in this way have become so fixed a custom through centuries of habit that you cannot, in China, charge it against the man as you would here. But the custom has resulted in developing an attitude in which self-gain is paramount, while efficiency and zeal in service are less common.

Not a Discouragement

"The difficult and peculiar circumstances which abound in Government business have been cited, but ought not to discourage the American manufacturer. To avoid disagreeable entanglements, bargainings, and quibblings, the manufacturer usually sells his product outright to one of the American commission houses already established in the Far East. These firms are experienced in Oriental customs and well staffed to meet any local problems. They are prepared to make whatever financial arrangements that may be necessary through the banks or otherwise, so that the manufacturer may proceed with the preparation and shipment of his goods amply protected by a confirmed bankers' credit.

"The merchant trade of China offers an alluring prospect. This consists of supplying the simpler requirements of China's 400,000,000 people, and is made up of a stream of daily transactions which are free from the scheming and the annoyances of official business. It is based almost exclusively on price, delivery and good reputation. The Chinese dealers, however, are srewd, and soon learn to know whose promises are dependable and whose are not. Many a hopeful American sales manager has entered the field at Shanghai only to

find before long that his principles have left him in the lurch by not supplying goods when promised; or, to discover that he has made a mistake in some little detail of the specifications, or to learn by bitter loss that he has taken an unwarranted chance in the matter of exchange. But disheartening experiences should serve as a stimulus to the American manufacturer to live up to his promises of shipment by allocating a definite proportion of his output, to familiarize himself with the needs of the market, and to employ the services of live American firms or individuals already on the ground who are familiar with local conditions.

The Money Situation

"The money situation in China suggests local currency and foreign exchange.

"When a traveller enters a 'money shop' in Shanghai his gold or his yellow-backed bills are readily accepted, and he is given in return local currency in the form of bank notes and local silver dollars. The bank notes should be examined carefully, as one can be safe only by accepting notes issued by the foreign banks, such as the Hongkong Shanghai Bank, the International Bank, and others. When shopping the difference between 'big money' and 'small money' will be observed, for you will find that it takes eleven or twelve dimes to make a dollar and twelve or thirteen one-cent pieces to make a dime. This is due to the short weight of the smaller coins.

"Foreign exchange has a very different meaning as applied to China, a silver country, from that ordinarily thought of in connection with European or other countries which are on a gold basis. Fluctuations in exchange are extreme. For instance, a few years ago a Chinese silver dollar was equivalent to about 40 cents gold, but to-day the Chinese dollar will buy approximately 80 cents gold. This increase is largely due to the increased market price of silver resulting from the war.

"These fluctuations in exchange have brought large profits to many Chinese importers, and occasional losses. The Chinese are great gamblers, and take their chances in exchange with great courage and coolness. The American manufacturer has little occasion to concern himself with exchange, for the banks and the commission houses are prepared to accept such risks.

"It would seem that one of the most important objects of organizations such as your export division will be to create and maintain throughout our country a general interest in foreign countries. We feel that definite steps should be taken by you in cooperation with other similar organizations to carry on a campaign of education to reach the manufacturer through his trade journals, the public through daily papers and magazines, and the children of the country through readers and text books."

Carrier Boys in War Work

Edward Gans, publisher of the Fall River Evening Herald, is putting over "with a bang" a weekly contest among his carrier boys for the honors of collecting from their customers the largest donations of fruit stones to be used in the making of charcoal for gas masks. "Two hundred fruit pits may save a soldier's life" is the slogan which stimulates the boys in their work. Cash prizes are also offered, with the suggestion that the money thus won be invested in War Savings Stamps.



ILLINOIS

It doesn't make any difference what way you look at it or how strong your prejudice may be—for or against—

You *Know It's* Illinois.

It's the same with its resources and its opportunity for Advertisers—you can't help but see the opportunity, whether you accept it or not.

Then why don't you accept it?

Illinois is the greatest food producing state in the country. It's the center of everything right now—except submarine scares.

No better roads to get your goods there—no better stores to sell them—no better people to buy them—no better papers to reach these people, than in Illinois.

Here are the papers. Use them. You can't make up a better list anywhere:

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	15,855	.04	.04
Bloomington Pantagraph (M)	16,637	.035	.035
Chicago American (E)	326,998	.42	.38
*Chicago Herald-Examiner (M).....	305,230	.32	.28
*Chicago Herald-Examiner (S).....	520,208	.53	.46
Chicago Journal (E)	110,641	.24	.21
Chicago Daily News (E)	386,775	.43	.43
Chicago Post (E)	55,477	.25	.12
Elgin Courier (E)	7,857	.02	.02
Freeport Journal-Standard (E)	6,170	.015	.015
Galesburg Evening Mail (E)	9,147	.015	.0178
Moline Dispatch (E)	10,147	.03	.03
Peoria Star (E)	22,470	.045	.035
*Quincy Journal (E)	9,001	.02	.02
Rock Island Argus (E)	6,400	.015	.015
Springfield State Register (M)	25,000	.035	.035
Sterling Daily Gazette (E)	5,195	.017	.017

Government Circulation Statements April 1, 1918.
*Publishers' Statement.

*Stands the test
at 2¢ a copy*



Government Report Six Month Period.

“New York’s Most Powerful Evening Paper”

It was only natural to expect that with the increase in price from one to two cents of New York City newspapers there would be a falling off of circulation among all the papers.

The following is a percentage table showing the loss over the last two Government periods of the six large evening papers who increased their price:

		Over one year ago.	Over six months ago.
The Evening Sun . . .	Loss	7.18 %	1.4%
The Evening Telegram	“	14.3 %	8.8%
The Globe	“	17.5 %	6. %
The Evening Journal .	“	18.6 %	10. %
The Evening World . .	“	24.7 %	11.5%
The Evening Mail . . .	“	29.8 %	15.5%

THE RESULT PROVES AN EVENING SUN VICTORY

EDITORIAL

FOR THE BEST LIBERTY LOAN EDITORIALS

EDITOR & PUBLISHER'S competition for the honors of writing and publishing the BEST EDITORIALS on the fourth Liberty Loan is attracting, as was anticipated, nation-wide interest.

The announcement of this patriotic contest was first made in EDITOR & PUBLISHER'S special Liberty Loan issue, September 28, and on the morning of September 30 the first entry was received. It came from a leading New York daily newspaper, and the editorial submitted was one of force and distinction. Since then the entries have arrived in increasing volume. The announcement of the personnel of the committee of judges served to deepen interest in the contest. It is practically assured that a majority of American daily newspapers, and many weeklies, will be represented in this competition.

It is the general comment that Chester S. Lord, S. S. Carvalho, and Stephane Lauzanne comprise an ideal board of judges. It was proper that men should be selected who were not now connected with newspapers, but whose judgment of editorial values would be conceded by every newspaper man to be unimpeachable. This was happily accomplished through the cordial willingness of these distinguished journalists to undertake this public service.

That the work of the judges of awards may be facilitated in every possible way, it is urged that editors submit editorials in the competition as soon as they are published, sending further entries from time to time until the end of the campaign.

The number of secondary awards to be made will depend upon the number of really high-class editorials entered. These awards will take the form of certificates of distinguished merit for editorials of special excellence. They will be awarded to newspapers and also to editorial writers, and will be handsome souvenirs in themselves. They will commemorate real service to the nation.

"IN FLANDERS FIELDS"

SHORTLY before his death in the service of humanity, Lieut.-Col. John McCrea, a Canadian physician in charge of a hospital just back of the lines in France, wrote a poem which may well be considered the classic of the great war to date.

Elizabeth Barrett Browning, described by our own Edgar Allan Poe as "the most illustrious of her sex," wrote: "Poets are the only Truth-Tellers left to God."

This has been true from the beginning. The Preacher, who "was king over Israel in Jerusalem," was essentially a poet; and so were John and Paul. And greater than all these was He whose boyhood was spent in that Nazareth but lately reclaimed from barbaric rule by the forces of civilization—and greatest of all poems is His Sermon on the Mount.

Out of the thunders of Armageddon has come in this poem of three brief stanzas, a call to realization and to duty, clear and compelling:

In Flanders fields the poppies grow,
Between the crosses, row on row,
That mark our places; while in the sky
The larks, still bravely singing, fly
Unheard amid the guns.
We are the dead. Short days ago
We lived, felt dawn, saw sunsets glow,
Loved and were loved. And now we lie
In Flanders fields.
Take up our quarrel with the foe.
To you from falling hands we throw
The torch. Be yours to bear it high.
If ye break faith with us who die
We shall not sleep, though poppies blow
In Flanders fields.

GEN. FELIX AGNUS, the distinguished editor of the Baltimore American, is contributing a series of analytical articles on the daily events of the war to his newspaper, over the signature of "Felix." Having served in the Garibaldi Flying Guards when little more than a boy, and having won military honors in our own civil war, Gen. Agnus is well qualified to comment on the present conditions on the European battle fronts.



MEETING THE ISSUE

THE publishers of the United States are no more daunted by economic difficulties than are the soldiers of our country by military ones. To an American a difficult problem merely represents a thing to be solved—not something to be evaded or even to be bargained with.

Our brief war years have brought about a new order, sweeping away the dead wood of precedents and traditions. But, to this new order, without long and painful processes of mental readjustments, the publishers of the country are conforming.

Under the new order of things we have an era of higher costs. All commodities are subject to this economic condition. News print is not exempt; nor are labor costs. No item of overhead expense in publishing a newspaper remains at the old level.

Among all of our business men the publishers have been most reluctant to admit that, when a manufactured product costs more to produce, the selling price must be increased PROPORTIONATELY. This assumes that the previous selling price was just and fair. The truth of this proposition is so obvious, however, that a majority of publishers have accepted it as the only possible solution of the riddle of how to meet the new difficulties.

Advertising rates have not yet kept pace with the rising costs of production. The difficulties here are well understood by newspaper makers. They are concerned chiefly with existing contracts, at low rates, which have many months to run. These may not be repudiated. But the new rates may be made to apply to all space not already sold.

Advertisers are not, as a rule, men of contracted vision or of limited practical sense. They deal with realities. Manufacturers of nationally advertised commodities have had to raise their selling prices. They know why. They know why a publisher must increase his advertising rates. They are not in a mood to ask him to sell space at a loss, for they do not believe it either wise or necessary to sell their own products at a loss.

National advertisers realize, too, that, under the new order in the publishing business, waste is being eliminated; that, when they pay for circulation, they get it—not merely the "circulation" which is partly represented by "overs" and returns and free copies, but NET PAID CIRCULATION, every part of it PRODUCTIVE.

The same considerations appeal to the local merchant. He has learned the lesson of rising costs. He adjusts his selling prices to his increased overhead and commodity costs. He knows that a publisher must do the same thing, or go out of business. In his innermost mind he is already "sold" on a higher advertising rate.

This fundamental problem of adjusting advertising and subscription rates to cost conditions offers no difficulties which may not be met by a policy of common-sense—but it cannot be met by evasion.

THE WORK OF THE BIG ADS

THE first half of the Fourth Liberty Loan drive has developed some excellent advertising. The copy used in this campaign, for the most part, breathes life, hits hard, drives home to the reader something of the actual import of the unimaginable events taking place in the life of the world to-day. It unleashes the wrath of a people slow to anger and over-patient under ghastly wrongs.

The full page displays in the newspapers are sounding forth the trumpet-call to duty and to action, making Americans abhor any lurking inclination to place private and selfish interests before the demands of the Fourth Liberty Loan.

These big ads are doing war work at home comparable in effectiveness to the work of the great guns in France. They are the moral artillery of the world's first democracy. They batter down the counterpart of the Hindenburg line here at home!

All honor to the men who have written them, to the artists who have made them vivid, to the patriotic business men who have paid for their publication! The newspapers are giving to their appeal added force through the publication of impressive editorials and vivid accounts of the progress of the Fourth Liberty Loan drive.

The big bond issue will go over the top in American fashion. Our home people have caught the spirit of the boys over-seas. They are going to make their dollars count as dollars have never before counted in the making of history.

FULL SPEED AHEAD!

AN executive of one of the great press associations, serving news to hundreds of dailies throughout the country, said to EDITOR & PUBLISHER this week:

"The newspaper business of the country was never in a better condition than right now. The publishers, generally speaking, are optimistic. They are spending more money for news than ever before. They are meeting the demands for conservation of news print without seriously impairing the news value of their papers.

"They are paying their bills. Never before in the history of this organization have collections been so satisfactory. Nowhere is there a disposition to retrench in any direction which would affect the service of the newspaper to its readers and advertisers.

"There has come some natural disappointment to publishers through the decision of the United States Court fixing a higher maximum price for news print. The retroactive feature of this decision is the one which causes greatest hardships. But publishers are game. They accept the bitter with the sweet. And they will go cheerily forward, meeting their obligations, adjusting their policies to meet new situations, and they will earn and reap, in the coming year, fair and satisfying returns for their efforts. There are no clouds on the horizon. It is a time for good cheer, and full speed ahead!"

THE rulings of the War Industries Board as to methods which may be used in the promotion of circulation will be generally accepted as sound and necessary. Newspapers may be advertised in their own columns, in the columns of other newspapers and through the use of posters, bill boards, etc., canvassing, without premiums, is permitted. The obvious purpose of the regulations is to put an end to methods of promotion which involve waste of news print. In these times there is, indeed, no need to "force" circulation at all. The newspaper which carries the news of these stirring days is in demand. It need not be given away.

WHEN an editor persuades himself to buy still one more Liberty Bond, after he had decided that he had reached his utmost limit, he should put into an editorial the arguments which moved him.

YOU can match gun-might with pen-might by putting your pen back of the Fourth Liberty Loan.

October 12, 1918. Volume 53, No. 16.

EDITOR AND PUBLISHER

Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, editor; W. D. Showalter, managing editor; Walter Sammis, news editor.

London: Valentine Wallace.

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.

Philadelphia: John B. Geraghty.

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

Canadian, 50c.

Entered in the New York Post Office as second-class matter.

PERSONALS

Ralph Helms, rewrite reporter on the Philadelphia North American, left the paper on Monday and awaits passports to France. He has been appointed civilian field clerk for duty in or near Paris. He went with the North American four years ago.

Richard E. Norton, publicity director for the loan drive in the third Federal Reserve District, has been confined to his home in Philadelphia suffering from Spanish influenza. Gilbert E. Gable, promotion director for the Philadelphia Record, is vice-director of the publicity organization.

Harold P. Quicksall, dramatic and music editor of the Philadelphia North American, is another Philadelphia newspaper man suffering from Spanish influenza.

Thomas W. Morris, formerly connected with the Associated Press, Pittsburgh office, left on October 1 for the London office of the Associated Press. After a few weeks there he will proceed to the front as a war correspondent.

Iva I. Rowley, club editor of the Pittsburgh Gazette-Times, has been accepted for overseas Y. M. C. A. canteen work.

George S. Applegarth, of the Pittsburgh Post, has been sent by his paper to Europe to write personal glimpses of the boys of western Pennsylvania while they fight in foreign lands.

The Leader employees were one of the first Pittsburgh enterprises to report a 100 per cent. roll-of-honor for the fourth Liberty Loan.

Marion Stingle, formerly feature writer for the Denver Post, has accepted the position of publicity woman for the Colorado branch of the United States Food Administration.

Mrs. Shad O. Krantz, formerly a reporter on Portland, Ore., and Denver papers, has been accepted as a reconstruction aide, and ordered to report to the Letterman General Hospital, the Presidio, San Francisco.

Lester Osborne, for several years past editor of the Fort Collins (Col.) Express, has become a member of the Associated Press staff in Denver.

Ray M. Humphreys and Richard Milton, both star men on the staff of the Denver Times, have entered the army service.

Carl P. Weddon, formerly of the advertising department of the Chicago Herald-Examiner, is now connected with the Sunday magazine section of the Hearst newspapers, with headquarters in New York.

The Denver Express has a woman sporting editor. She is Miss Marion O'Hearn, and her pithy comments on matters fistic, baseball, football, and athletics in general appear under her writing name of Judy O'Hearn.

Miss Mattie Durkee, for six years a member of the editorial staff of the Denver Times, serving first as librarian, and lately as editor of Women's features, has taken up canteen work for the Red Cross in France.

Arthur Chapman, managing editor of the Denver Times, has been appointed professor of journalism for Denver University. He occupied a similar post at the University of Colorado at Boulder last year.

Claude C. Manly, formerly police reporter of the Milwaukee Journal, has been promoted to captain of Company A, 120th Machine-Gun Battalion. The company was in the thick of the fighting at Château-Thierry, and it is understood that Capt. Manly's promotion was due to the work he did during the battle.

PUBLIC opinion stands recognized as a vital part of national defence, a mighty force in national attack. The strength of the firing line is not in trench or barricade alone, but has its source in the morale of the civilian population from which the fighting force is drawn.—George Creel.

Fred C. Perry, S. A. Greene, "Cy" Farnum, Ralph B. Kirby, and Paul B. Howland are among the Providence, R. I., reporters who have been ill with influenza.

Arthur W. Eddy and Edward Kavanaugh, reporters on the Pawtucket (R. I.) Times, left last week to join various branches of the military service.

The Pawtucket (R. I.) Times is advertising for women reporters. Miss Dorothy Jenks and a Mrs. Burgess have already joined the staff.

Hugh Farrell, for fifteen years a member of the copy-desk staff of the Lynn (Mass.) Item, has joined the copy-desk staff of the Salem Evening News.

Frank Adams Weidinger, former news editor of the Chicago Inter-Ocean, has taken a copy-desk position with the Indiana Daily Times, Indianapolis, succeeding D. F. Jones, who went to Boise City, Idaho.

Everett W. Shumway, for the past twenty-nine years a member of the Herald reportorial and editorial staff, has become private secretary to Massachusetts Fire Prevention Commissioner Lewis.

John Clair Minot, of Boston, a member of the Youth's Companion editorial staff, and formerly with the Kennebec Daily Journal, at Augusta, Me., has been chosen editor of the American Expeditionary Forces news film service.

LEDBETTER GOES TO A RANCH

Daughter's Illness Takes Him from Editorial Page of St. Louis Republic

ST. LOUIS, Mo., October 8.—William M. Ledbetter, one of the best-known newspaper men in the West, has resigned as editor of the editorial page of the St. Louis Republic, and will take his family to Arizona for the winter on account of the ill health of one of his young daughters. They will live on a ranch, in which he owns an interest. Before going West, Mr. Ledbetter will spend several weeks in southeast Missouri, where he owns a large farm.

Mr. Ledbetter has been in newspaper work in St. Louis for twenty years. He was city editor of the Globe-Democrat for eleven years, and came to the Republic five years ago as managing editor, filling that position until eighteen months ago, when he became editor of the editorial page, succeeding Paul W. Brown.

Sam Hellman, managing editor, will have charge of the editorial page of the Republic.

Editor Killed in Action

PARRSBORO, N. S., October 8.—Mrs. Thomas Choisset has been officially notified that her husband, Thomas Carroll Choisset, was killed in action on September 2. When he enlisted, he was editor and publisher of the Parrrsborc Leader.

Victor F. Lawson, who was near death in New York last week when a falling piece of cornice from the building at 51 Chambers Street narrowly missed hitting his head, is almost entirely recovered from the injury done by the heavy stone to his foot. He returned to Chicago last Wednesday.

HERALD REPORTER WOUNDED

Lieut. Chalaire Took Part in Desperate Air-Fight Over Belgium

Lieut. Walter P. Chalaire, of the Aviation Service, formerly a reporter on the New York Herald, distinguished himself during the great aerial activity over Belgium recently, and is now in England with a bullet wound through his shoulder.

While attached to a British photographic group Chalaire and another machine went out over Ostend. On the way back he became separated from the other machine. Soon afterward Chalaire and his observer discovered a large group of German machines above them and another group below the tail of their machine. The enemy groups began a concerted attack.

Chalaire manoeuvred the machine and used his machine gun and the observer used his gun with the result that at least two enemy machines were seen to go earthward in a spin.

Speed Best to Army Work

Frank Best, advertising manager for R. H. Macy & Co., has enlisted in the Motor Transport Corps, and is now at that organization's headquarters in Jacksonville, Fla. A luncheon was tendered to him at the Vanderbilt Hotel the day before he left New York. Among those present were: Benjamin Butterworth, of the New York Times; Arthur Freeman, advertising manager of Gimbel Brothers; Joseph White, advertising manager of Lord & Taylor; Louis Rosenberg, advertising manager of Franklin Simon; J. M. Boyle, advertising manager of the Evening Telegram; J. O'Neill, advertising manager of Vantine's; Howard Davis, W. G. Woodward, and Martin Ready, of the New York American.

EDITOR & PUBLISHER'S classified columns are for YOUR SERVICE.

U.S. Editors Headed by Glass Arrive in England

Second Delegation to Visit Britain — American Trade Journals May Be Invited to Send Representatives

The party of editors and publishers, headed by Frank P. Glass, who sailed recently to visit England and the battle-fronts as the guests of the British Ministry of Information, have arrived safely in England. The members of this unofficial mission have anticipated a busy time abroad, as they will visit their comrades of the British press in the interest of better acquaintanceship and more intimate coöperation in the solution of the war problems facing the Allies in common; address English audiences, inspect munitions plants, meet officials on whose shoulders the details of the British war efforts rest, and finally obtain first-hand war impressions on the fighting fronts.

With Mr. Glass are: H. V. Jones, E. H. Butler, E. W. Barrett, W. A. Patterson, A. W. McKay, LaFayette Young, Jr., E. Lancing Ray, Edgar B. Piper, Col. C. A. Book, F. R. Kent, and E. H. O'Hara.

The first group of editors and publishers to go abroad as guests of the British Government, and who sailed late in August, are now witnessing the great events on the western front. This group consisted of F. W. Kellogg, J. M. Thomson, L. W. Nieman, Duncan Clark, Edward W. Bok, Dr. Albert Shaw, Ellery Sedgwick, Richard Oulihan, Alfred Holman, E. J. Wheeler, Mark Sullivan, and Charles H. Towne.

It is said that an invitation from the British Ministry of Information is to be extended to editors and publishers of trade journals to make a similar tour of England and the battle zone.

Chauncey C. Brown in Y. M. C. A. Work

Chauncey C. Brown, former managing editor of the Fort Worth (Tex.) Record, has completed his preliminary training for Y. M. C. A. work at San Antonio, and has been placed in charge of publicity for the United War Work Fund campaign in the State of Oklahoma, with headquarters at Oklahoma City.

The Newark Star-Eagle Has Signed a Contract for the Haskin Service

TIPS FOR THE AD MANAGER

N. W. AYER & SON, Philadelphia. Places advertising for the Amolin Company, Lodi, N. J. Also reported will make up a list of newspapers during November for Maul Brothers, St. Louis.

BAYER & CO., 117 Nassau Street. In future will place their advertising direct.

BERRIEN-DURSTINE, 25 West 45th Street. Places advertising for the Dial Publishing Company, Chicago.

CALKINS & HOLDEN, 250 Fifth Avenue. Placing small copy with some New York city newspapers for Sherwin-Williams, Cleveland.

DORLAND ADVERTISING AGENCY, 360 Fifth Avenue. Placing six-time orders with newspapers in New York city and vicinity for Fidelity Products Company, New York.

GEORGE L. DYER COMPANY, 42 Broadway. Again placing copy with some New England newspapers for Penick and Ford Company, New Orleans. Also placing orders with some New York city newspapers for H. Black & Co., Cleveland and New York.

FEDERAL ADVERTISING AGENCY, 6 East 39th street. Placing copy with pictorial sections of newspapers on existing contracts for E. & Z. Van Raalte, New York. Also placing a few contracts with some large city newspapers for the Bradley Knitting Company, Delevan, Wis., and making 10,000 line contracts with newspapers in the Middle West for the Nucoa Butter Company, New York.

CHARLES H. FULLER COMPANY, Chicago. Reported will make up newspaper list during next month for the Channel Chemical Company, Chicago.

H. H. GOOD ADVERTISING COMPANY, 45 Murray Street. Again renewing some of their newspaper contracts for the Carter Medicine Company, New York.

HANFF-METZGER, 95 Madison Avenue. Again placing orders with practically the same list of newspapers as last spring for the F. H. Hoyt Shoe Company, Manchester, N. H.

HAYS ADVERTISING AGENCY, Burlington, Vt. Has charge of the advertising for the Dairy Association Company, Lyndonville, Vt.

HOYTS SERVICE, 120 West 32d Street. Placing orders in pictorial section of some New York city newspapers for the Dry Milk Company, New York.

H. B. HUMPHREY COMPANY, Boston. Placing orders with some Eastern newspapers for the State Health Department, Boston.

H. W. KASTOR & SONS ADVERTISING COMPANY, Chicago. Placing orders in magazine sections of newspapers for the Kolor-Bak Products Company, Chicago. Also placing orders with some weekly newspapers for Anti-Kamnia Chemical Company, St. Louis.

MARTIN V. KELLEY COMPANY, 171 Madison Avenue. Placing orders with newspapers in selected sections for the Esta Company, Boston.

H. K. McCANN COMPANY, San Francisco, and 61 Broadway, New York. Placing orders with a selected list of newspapers for the Crown Company, Portland, Me. Also making 12,000-line contracts with a large list of newspapers for the Standard Oil Company, Bayonne, N. J.

W. HANCOCK PAYNE, Philadelphia. Will place orders with newspapers about October 15 in the following cities: Baltimore, Altoona, Philadelphia, Washington, D. C., and some in New York State

for Joseph Tetley & Co., teas, New York. Will also place orders with newspapers about November 1 in the following cities: Cleveland, Indianapolis, Philadelphia, and Pittsburgh for Winters & Kesler, Philadelphia.

GEORGE P. DOWNING, INC., New Haven, is placing advertising with newspapers for the Korein Company, Inc., New York.

MALLOY, MITCHELL & FAUST, Chicago. Again making contracts with newspapers in selected sections for the Lewis Knitting Company, Janesville, Wis.

P. F. O'KEEFE ADVERTISING AGENCY, Boston. Placing advertising for the Davol Rubber Company, Providence, R. I.

FREDERICK PABST COMPANY, Los Angeles and San Francisco. Placing three-inch two-time orders with newspapers generally for the Harry A. Miller Manufacturing Company, Los Angeles.

RUTHRAUFF & RYAN, 404 Fourth Avenue. Placing advertising for the American Bureau of Home Nursing, Pleasant Hill, N. Y.

SHERMAN & RYAN, 79 Fifth Avenue. Placing orders with newspapers in selected sections for the Borine Manufacturing Company, New York.

STONETON ADVERTISING AGENCY, Hallowell, Me. Again placing orders with newspapers generally for Dr. H. P. Clearwater, Hallowell, Me.

A. M. SWEYD COMPANY, 347 Fifth Avenue. Placing advertising for A. L. Clark & Company, New York.

J. WALTER THOMPSON COMPANY, 242 Madison Avenue. Placing orders with some Pacific Coast newspapers for Ponds Extract Company, New York.

VANDERHOEF & Co., Chicago. Have secured the advertising account of the Crown Chemical Co., Indianapolis, manufacturers of "Wash Day Wonder" Tablets and Boncilla Toilet Preparations. Newspapers in Indiana and Illinois will be used.

RICHARD S. RAUH COMPANY, Pittsburgh is handling the advertising for the Bessemer Gas Engine Company, Grove City, Pa. Copy will run in newspapers, trade papers, and general magazines. C. F. Fithian is sales and advertising manager of this company.

AD FIELD PERSONALS

LIEUT. CHARLES P. EDDY, of Charles H. Eddy & Co., 200 Fifth Avenue, now a pilot in the United States Air Service, was married to Miss Anne Terhune, of Hackensack, N. J., on Tuesday, October 1.

WILL H. POWELL, who resigned last winter as manager of automobile advertising for the Portland Oregonian, has returned to that publication, and is in charge of classified ads. During his absence from the Oregonian he has been district sales manager for an automobile company.

ENSIGN W. CONKLIN, of Verree & Conklin, Inc., 225 Fifth Avenue, has joined the colors, enlisting in the Students' Army Training Corps, Columbia University, New York city.

H. R. KEELING has resigned as advertising manager of the Haynes Automobile Company, Kokomo, Ind., to become vice-president of the Sidener-Van Riper Advertising Company, Indianapolis.

EREN GRIFFITHS has been appointed advertising manager of the Vacuum Oil Company, of New York, succeeding Arthur W. Sullivan.

F. J. BEST has resigned as advertising manager for the R. H. Macy Co., New York, to enter the Motor Transport Service.

Indiana's Natural Development Invites All National Advertisers

To advertise in the following Select List of Representative Indiana Daily Newspapers in order to get their share of the unprecedented wealth of the State Wide Prosperity.

Advertise NOW in These Leading Indiana Paper

	Circulation	5,000-line rate
Anderson Bulletin	(E) 5,992	.01857
Anderson Herald	(E) 5,427	.0125
Evansville Courier	(M) 19,660	.04
Evansville Courier	(S) 15,709	.04
Fort Wayne Journal-Gazette	(M) 28,304	.04
Fort Wayne Journal-Gazette	(S) 23,000	.04
*Indianapolis News	(E) 123,437	.15
*Indianapolis Star	(M) 91,343	.11
Indianapolis Star	(S) 112,305	.14
*Lafayette Courier	(E) 8,435	.015
Lafayette Journal	(M) 10,041	.02143
Marion Leader-Tribune	(M) 8,140	.0215
*Muncie Press	(E) 9,646	.01786
Muncie Star	(M) 24,858	.0425
Muncie Star	(S) 14,516	.0425
*Richmond Item	(M) 8,221	.02
*Richmond Palladium	(E) 11,003	.025
*South Bend Tribune	(E) 17,138	.035
Terre Haute Star	(M) 26,724	.04
Terre Haute Star	(S) 19,253	.04
*Terre Haute Tribune	(E) 25,412	.04
*Vincennes Capital	(E) 3,210	.01071
*Terre Haute Tribune	(S) 18,870	.04

* Government statements Oct. 1st, 1918.
Other circulations Government statements April 1st, 1918.
Prepared by RUSSELL M. SEEDS ADVERTISING CO., Indianapolis, Ind.

THEY RAISED THE ROOF

(In Birmingham, and in Every Other I. N. S. City)

11.30 P. M., October 5th, '18.

Mr. C. Snyder, Jr., Assistant Gen. Mgr.,
International News Service,
New York City.

Dear Sir:

I cannot refrain from explaining to you fully just how the International News Service Flash and subsequent lead carried this city tonight.

To begin with, thousands of people were on the streets as it is Saturday night, and Saturday night is a "Large Night" here, where thousands are employed in the steel works and furnaces. These people thronged the streets and to add to this, there was in process a tremendous Liberty Loan parade staged by the women of this city. Fully 100,000 people lined the sidewalks and when the hundreds of newsboys appeared with "Extras" the people went wild, broke through the ropes and broke up the parade in their wild response to the news. I cannot describe the scene which followed more than to say that for more than two hours traffic was impossible, while thousands formed small parades and marched through the streets yelling, "Down with Germany," "Hurrah for the Fourth Liberty Loan," "Down with the Kaiser," and every other phrase which has been coined since the war began. Groups formed on corners as Liberty Loan speakers and Four Minute Men, who were in town by the scores—added to the enthusiasm of the people with fiery speeches. The Extra of the Birmingham News caused this and the International News Service head was over every story.

In the Bijou Theatre a copy of the International News Service dispatch was read to the audience. First, however, the manager caused the actors to clear the stage, much to the amazement of the people. The orchestra then stood and played the Star Spangled Banner, and as the last note was reached, the Manager read the International News Dispatch from London and Copenhagen to the effect that Germany offered to enter into an armistice with the Allies. The people gave forth a mighty yell and began to climb over seats, etc. This demonstration continued for more than thirty minutes and excelled anything ever witnessed in this city.

We beat the Associated Press more than one hour here, and the Age Herald didn't even get out an extra. The News, as you are aware, takes the I. N. S. and U. P. on Saturday night. All officials there are loud in their praise of the scoop, as we were ahead of every other service exactly 43 minutes.

We beat all competition more than one and one-half hours to all Pony clients.

Sincerely yours,
VIRGIL V. EVANS,
Manager Birmingham Bureau.

The True News First—Always—Accurately

INTERNATIONAL NEWS SERVICE

World Building

NEW YORK

MAKES G. J. PALMER CONSERVATION HEAD

Will Have Charge of News Print Matters Affecting Papers As Donnelley Aid—Regional Representatives Appointed From Active Publishers

WASHINGTON, October 11.—George J. Palmer, a publisher of thirty years' experience, has been selected to administer all features of the news print paper conservation measures urged upon daily and country newspapers.

The appointment was made by Thomas E. Donnelley, chief of the Pulp & Paper Section of the War Industries Board, and endorsed by Chairman Baruch. Mr. Palmer has assumed his duties and intends to devote practically his entire time to his task.

Mr. Palmer is active vice-president of the Houston Post, and during most of his thirty years' connection with that paper was general manager. He has been active in the work of the American Newspaper Publishers Association, and during the last ten years has served on the publishers' committee for the arbitration of all disputes with the printing trades unions.

Controls Conservation

Mr. Palmer will have immediate control of all regulations related to the conservation of paper by the newspapers, and will bring to his new work an understanding of the publishers' point of view that is calculated to promote a fine working spirit between the papers and the Government. He has not yet outlined any of the policies which he intends to urge, the few days he has been at a desk in the War Industries Board offices being consumed in familiarizing himself with the routine of what already had been started by Mr. Donnelley.

One of the first steps to follow Mr. Palmer's appointment will be the selection of regional representatives of the Pulp and Paper Section. It is proposed that all of these men shall be active newspaper men who are in touch with local conditions in their districts, and who will be able to present accurate information when reports on a particular State are required. They also will be the medium of contact between Washington and the local publishers.

Regional Representatives

The regional representatives thus far chosen include the following:

Arkansas—Elmer E. Clark, of the Arkansas Democrat, Little Rock.

Southern California, below Fresno and Arizona—Frank Carlisle, of Los Angeles.

Colorado—Samuel S. Sherman, of the Rocky Mountain News, Denver.

Georgia, Alabama and Florida—W. T. Anderson, the Daily Telegraph, Macon, Ga.

Illinois and Indiana—Hopewell L. Rogers, the Daily News, Chicago.

Iowa—E. P. Adler, Davenport Times.

Kentucky—C. G. Gladfelter, Louisville Herald.

Louisiana and Mississippi—J. L. Eybaugh, Times-Picayune, New Orleans.

Michigan—George G. Booth, Detroit News, Detroit.

Minnesota, North and South Dakota—William S. Jones, the Journal, Minneapolis, Minn.

Nebraska—Victor Rosewater, Omaha Bee, Omaha.

New England—Charles H. Taylor, Jr., the Boston Globe, Boston, Mass.

New York State and Northern New Jersey (to and including Trenton)—H.

L. Bridgman, Brooklyn Standard Union, Brooklyn, N. Y.

North and South Carolina—Walter B. Sullivan, Charlotte Daily Observer, Charlotte, N. C.

Ohio and West Virginia—E. H. Baker, Cleveland Plain Dealer, Cleveland, O.

Oklahoma—E. K. Gaylor, Oklahoman, Oklahoma City, Okla.

Tennessee—Alfred F. Sanford, Journal and Tribune, Knoxville.

Texas and New Mexico—Marcellus E. Foster, the Chronicle, Houston, Tex.

Virginia—S. L. Slover, Norfolk Ledger-Dispatch.

Washington—Frank S. Baker, Tacoma Ledger.

BRISBANE BUYS TWO PAPERS, IS REPORT

Persistent Rumor That He Is Now Owner of Milwaukee Free Press and Evening Wisconsin, to Combine Them, Not Denied

Reports have been current for several days that Arthur Brisbane, owner of the Washington Times and editor of the Chicago Herald-Examiner, was negotiating for the purchase of the Milwaukee Free Press and Evening Wisconsin, with the purpose of consolidating the two newspapers and establishing through the combination a seven-day newspaper, morning and evening.

Inquiries made at Milwaukee fail to confirm the reports. E. B. Gennrich, business manager of the Free Press, when interviewed by an Editor & Publisher correspondent, stated: "I have nothing to say at this time." Others interested in the newspapers named refused to discuss the matter.

Telegraphic inquiries addressed to Mr. Brisbane have not elicited any response.

LOOK FOR \$78 A TON NEWS PRINT PRICE

Canadian Manufacturers Believe It Will Touch That Figure—Accept Award of Arbitrators as Basic, Not Maximum, for Charge

MONTREAL, October 8.—Paper manufacturers here see great benefit to their business in the recent decision of the judges of the Second Circuit Court, in New York, fixing \$70 a ton as the maximum price for news print in the United States, and believe that before the price boosting stops it will reach \$78 a ton.

A. L. Dawe, secretary of the Canadian Pulp and Paper Association, stated that the manufacturers naturally regarded the \$70 a ton decision of the court as in the nature of a basic price, determined by conditions in April, and the Federal Trade Commission would now have to take into consideration the rise in costs of manufacturing since then, amounting to about \$8 a ton.

One of the interesting features of the decision is that the court considered that the manufacturers were entitled to a return of 15 per cent. on invested capital, with a fair basis of capitalization placed at \$39,500 per ton of daily output. The contention of the publishers in the hearing before the court had been that a return of 10 per cent. was sufficient.

As the new price of \$70 a ton, apart from any further increase that may be ordered, is retroactive, the Canadian mills will collect \$8 a ton additional on all the news print shipped to American publishers since April, these shipments amounting to about 88 per cent. of Canadian output.

AD MANAGERS TO FORM NATION-WIDE BODY

Meeting Called for November 18-19 in Chicago for Purpose of Organizing a National Association of Newspaper Advertising Managers

The advertising managers of daily newspapers throughout the country are to be brought together at the LaSalle Hotel, Chicago, November 18 and 19, to form the National Association of Newspaper Advertising Managers. This plan was decided upon at the conference of advertising managers of Chicago dailies with President H. A. Ahern, of the New York association, at the Chicago Athletic Association on Friday last.

It is the belief of Messrs. H. A. Ahern, New York Post; W. E. Parsons, Chicago Tribune, and John B. Woodward, Chicago News, the organization committee, that the proceedings the first day and part of the second day should deal almost wholly with the adoption of a constitution, by-laws, and a standard of practice.

On the afternoon of the second day, after the association has been formally organized, one or two speakers will address the association.

Plans are under way for a big get-together dinner at the LaSalle on Monday night, November 18, and it is expected that the advertising staffs of all Chicago newspapers will be present.

W. E. Parsons, of the Tribune, who is doing some constructive merchandising work, has been invited to be the principal speaker.

It is the belief of the committee that this dinner will bring the Chicago boys into a close spirit of coöperation, and visiting delegates will also gain a knowledge of the experience of one of our great newspapers.

There will be a luncheon of the advertising managers of New York dailies at the McAlpin on Tuesday, October 15, and a dinner of all newspaper advertising managers within a radius of fifty miles of New York on Thursday evening, October 24, at which Truman A. De Weese will be the principal speaker.

Have you an unused press? Some fellow-publisher needs it. Use Editor & Publisher's classified—and sell it.

THE NEWS

Covers the

Baltimore Field

September Average Net Paid Circulation

107,565 - Daily
110,587 Sunday

Gain over last year

19,789 Daily or 22%
31,904 Sunday or 40%

News Daily and Sunday 2c. this September, against 1c. last year

Frank W. Webb
Advertising Manager

DAN A. CARROLL
Eastern Representative
Tribune Bldg.
New York

J. E. LUTZ
Western Representative
First Nat. Bk.
Bldg., Chicago

THE LOS ANGELES EVENING HERALD

Prints more paid advertising, six-days a week, than any Los Angeles newspaper. During the six months just ended, the Evening Herald surpassed its next nearest contemporary by more than a half million lines.

Advertisers look to the Herald when they look for RESULTS.

Evening Herald Publishing Co.

Member A. B. C.

LOS ANGELES CALIFORNIA



Des Moines REGISTER

and TRIBUNE

Circulation Is Now

Over 115,000 Net Paid

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue
NEW YORK

Lytton Building
CHICAGO

Covering Indiana

The Muncie Star has approximately three times the circulation of any other paper in Muncie.

The Terre Haute Star has a greater circulation than any other paper in Terre Haute.

The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper. (The Daily Star has a circulation of approximately 90,000.)

These three papers, comprising The Star League, offer the most effective and economical method of covering the Indiana market.

Combination rate of 15 cents daily and 17 cents Sunday is allowed, provided the advertiser uses equal run of copy within twelve months.

Special Representatives

Kelly-Smith Co.
220 Fifth Avenue
New York City

John Glass
Peoples Gas Building
Chicago

R. J. Bidwell Co.
724 Market Street, San Francisco

VIRGINIA, MINNESOTA,

is in the heart of the Mesabab Range, which produces 80% of all the iron mined in the United States.

The Daily Enterprise

Representative

ROBERT E. WARD
225 Fifth Ave. New York
5 S. Wabash Ave. Chicago

Gordon B. Massengale Dies In His Atlanta Home **Capt. Walter E. Gillam Killed on Western Front**

Was Vice-President of Famous Advertising Agency and General Manager of Massengale Bulletin System

Gordon B. Massengale, vice-president of the Massengale Advertising Agency and secretary and general manager of the Massengale Bulletin System, died at his home in Atlanta on October 1 from pneumonia after a brief illness. Mr. Massengale had left a sick bed to attend a meeting of the Thomas Cusack Company managers in Chicago, and exposure on this trip brought on the pneumonia which caused his death.

Mr. Massengale was thirty-five years old, in the best of health up to this brief illness, and his friends foresaw for him a most successful career, for he was untiring in energy and possessed of unusual ability. He built up the Bulletin System, which had been founded by himself and his brother, St. Elmo Massengale, until it was one of the most successful in the country. He was one of the most widely known and popular advertising men in the South, and numbered friends by thousands all over the United States.

Gordon Massengale was one of a family which has distinguished itself in developing the advertising of the South. The Massengale Advertising Agency was founded more than twenty-three years ago by the eldest brother, St. Elmo Massengale, who afterward was joined by his brothers Gordon and W. R. Massengale, who became officers of the company. Gordon was named for Gen. John B. Gordon, the Confederate leader.

Though distinctly a "man's man," fond of good fellowship, and extremely popular among all who knew him, Gordon Massengale was also of unusually high moral character and a lover of his home. There was no more straightforward nor right-thinking citizen in Atlanta. He was a member of Grace Methodist Church.

Mr. Massengale was a thirty-second degree Scottish Rite Mason, a member of Yaarab Temple of the Mystic Shrine, a Knight Templar, a member of the Atlanta Chamber of Commerce, the Atlanta Athletic Club, the Advertising Club of Atlanta, and others.

He is survived by his wife and two young sons; his mother, Mrs. H. E. Massengale; three brothers, St. Elmo, Walter R., and Roscoe Massengale; three sisters, Misses Ethel and Alice Massengale and Mrs. R. V. Hartwell. His wife was Miss Cornelia Stephenson, of Birmingham.

At the funeral the famous choir of Scottish Rite Bodies and Mr. Massengale's brother Masons conducted the ceremonies.

The sympathy of his associates in the newspaper world goes out to W. C. Shepherd, managing editor of the Denver Post, whose thirteen-year-old son, Winston, died as the result of a bullet wound inflicted by himself. The only possible cause for the boy's action is believed to have been a sense of injury following a reprimand for not mowing the lawn.

Samuel S. Goshen, for many years prominent in newspaper and baseball circles in Colorado, was killed near Colorado Springs in an automobile accident. He had acted as circulator for a number of years for Colorado newspapers.

Makes Supreme Sacrifice — Had Been Associated With Father in Advertising Business in New York

Capt. Walter Ernest Gillam, commander of Company D, 306th Machine Gun Battalion, was killed in action on September 4, according to advices received by his parents this week from the War Department.

Capt Gillam was 37 years old. He was the son of Manley M. Gillam, one of the pioneers in modern advertising. He had been associated in business with



CAPT. WALTER E. GILLAM,

his father for sometime previous to entering the Plattsburgh training camp, from which he graduated as a Captain of Cavalry, standing second in a class of two hundred. He was later transferred to the machine gun branch of the service, owing to the fact that the immediate military needs in this branch were greater than in the cavalry.

Capt. Gillam, in writing but recently to the father of the first man of his company to be killed in action, said:

"and high on the northern slope of a mountain overlooking the River Vesle the battalion chaplain, unmindful of enemy shelling, rendered the burial services, and there the grave will forever give mute testimony of what American manhood stands for in this war for righteousness."

he was occupied for the most part with other work than voice culture. He remained with the McClure syndicate until he took charge of the syndicate department of the Tribune, April 20, 1915.

EUGENE C. PARCELLS DEAD

Was Head of New York Tribune Syndicate Department Since 1915

Eugene Charles Parcels, head of the New York Tribune's syndicate department, died Oct. 4th from double pneumonia, following an attack of influenza, at his home, 749 Eastern Parkway, Brooklyn.

He was born in Honesdale, Pa., November 6, 1877, the son of Charles Doyenne and Hannah Parcels, and came to New York in 1900 to study music and train his voice.

Soon after reaching New York he obtained employment with the McClure syndicate, and from that time forward

Let all get on the bond wagon.

Maybe you have noticed in the report of General Crowder that fewer soldiers coming from NEW JERSEY were rejected than from any other state in the Union—proving that

NEW JERSEY Is a QUALITY STATE

In her cities she houses a wonderful cosmopolitan population—people from everywhere, with wants of every kind—working like Trojans to win the war—making money hand over fist—saving some; spending freely.

In her suburbs—as fine as the country possesses—she makes life delightful and beautiful for the well-to-do and the very wealthy—the folks who indulge in manifold luxuries—the big money spenders.

At her famed seashore and mountain resorts gather annually people from all over the country with money to spend and the will to spend it.

Here's a feast for a king of advertisers—a prospective clientele no seller of goods or service can afford to neglect.

These Jersey Newspapers Will Reach a Multitude:

Paper	Circulation	Rate 5,000 Lines
Asbury Park (E)	7,358	.0207
Atlantic City Press (M) Union (E).....	13,135	.0350
Camden Courier (E)	11,691	.025
Elizabeth Journal (E) (A.B.C.).....	16,350	.0314
Hackensack Record	5,072	.0178
Newark Sunday Call (S)	52,245	.11
Newark Star-Eagle (E)	57,835	.11
Morristown Record (E).....	3,925	.0107
Passaic Herald (E).....	6,614	.015
Passaic News (E).....	7,627	.0215
Paterson Call (M).....	13,824	.0321
Paterson Press-Guardian (E).....	11,107	.03
Paterson Sunday Chronicle (S).....	8,534	.03
Perth Amboy Evening News (E)	8,025	.0214
Plainfield Courier-News (E).....	7,427	.0215
Union Hill (Weehawken) Hudson Dispatch	14,000	.02

Theodore S. Fetting Advertising Agency, 314 Kinney Building, Newark, N. J.

"ALLIED NIGHT" AT SPHINX CLUB

First Dinner of Season to Be in Honor of Distinguished Representatives of Allied Governments—Time: October 15; Waldorf-Astoria

The Sphinx Club, America's premier advertising organization, will hold its first dinner of the season Tuesday, October 15, in the Grand Ballroom of the Waldorf-Astoria, New York.

The occasion will be known as Allied Night, and official representatives of the Belgian, British, French, and Italian Governments will be guests of honor, and will deliver addresses. These guests will be: His Excellency Emile de Cartier de Marchienne, the Belgian Minister; Sir Henry Babington Smith, Acting British High Commissioner; Monsieur Edward de Billy, Acting French High Commissioner, and Capt. Guiseppa Bevione, of the Italian army, and member of the Italian Parliament.

President George Ethridge believes it fitting that this first dinner of the season should take on the spirit of the hour, testifying to the comradeship in ideals and purposes of the free nations leagued together for the safeguarding of the liberties of the world.

"It is to be so much more than a dinner," Mr. Ethridge says; "it is an opportunity to honor representatives of those Governments which are fighting side-by-side with us, bearing democracy's colors, going to the very brink of death's trench that the world may be a decent place to live in. It is fitting that we should hail and salute the flags of our allies in these momentous days when eyes are turned eagerly to that greater purpose which is finding its dramatic finale upon the western front."

The speakers will deal with the vital things of the hour, the things uppermost in the minds of thoughtful men, the things which are determining the courses which world-events will follow in the coming years—in short, with the war and its meaning to mankind.

Sphinx Club traditions are hard to live up to. The Club has set the pace for many years in the matter of original and brilliant banquets, featured by oratory and entertainment, surprises, and "stunts" of a superlative order. President Ethridge and his associates of the present administration, however, are writing new chapters in the history of the organization, which will not lack in lustre when compared with the older records.

W. S. Eakin, advertising manager for Swift Specific Company and Bradfield Regulator Company, Atlanta, Ga., will be in Chicago at New Southern Hotel from October 15th to 28th. This is Mr. Eakin's regular annual Fall trip to Chicago during which time he adjusts any matters pertaining to the contracts that are open on the special representatives' list.

Circulation Reports Indicate News Print Conservation

New York Newspapers Show Falling Off in Last Six Months in Average Net Paid Number of Copies

Government reports of daily newspapers for October indicate that the newspaper publishers of the country are responding whole-heartedly to the Government's appeal for the conservation of news print paper.

In the New York city field six morning and seven evening newspapers distributed an average net daily circulation for six months ended September 30, 1918, of 3,082,667 copies per day. This was 231,572 copies per day less than the average for the preceding six months and 548,283 copies per day less than the average for the six months' period ended September 30, 1917.

The loss for the six months' period reported October 1, 1918, on the 2-cent basis, as compared with the average for the six months' period reported October 1, 1917, on the one-cent basis, was 16 2-3 per cent.

Government statements of New York newspapers for October, 1918:

Morning Papers			
	Oct., '17.	Apr., '18.	Oct., '18.
World	407,308	363,166	346,312
American	451,799	423,041	384,414
Times	357,225	352,794	368,492
Tribune	100,551	95,661	89,478
Herald	130,209	128,814	108,972
Sun	141,758	121,639	117,807

Evening Papers			
	Oct., '17.	Apr., '18.	Oct., '18.
Journal	808,608	731,047	657,912
World	431,222	367,101	324,745
Telegraph	217,846	204,622	186,612
Globe	314,836	188,772	177,344
Mall	156,529	130,083	109,908
Sun	492,259	180,988	178,437
Post	20,809	26,501	32,234

Retail selling price advanced from 1 to 2 cents on January 26, 1918

The Providence Journal's "Our Boys in France" tobacco fund went over the \$75,000 mark last Monday.



GEORGE ETHERIDGE, PRESIDENT OF THE SPHINX CLUB.

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

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

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 Evening Star
"One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included.

Net A.B.C. Circulation 2 Cent Basis
March 1st, 1918—98,714

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

Meriden Morning Record
Only A. B. C. paper in Meriden, Conn.

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.

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 for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL
225 Fifth Avenue New York

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

THROUGH THE CLASSIFIED COLUMNS

of EDITOR & PUBLISHER you may find the man you need in your organization—get in touch with the opportunity you seek—sell a newspaper or any part of a newspaper plant—in short, you may make these classified columns serve you just as profitably as your own classified columns serve your readers.

SITUATIONS WANTED FOR SALE

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.

Circulation Manager

Man with eighteen years' experience and past draft age, wants position as circulation manager or assistant on evening paper in city from one hundred to three hundred thousand population. Best of reference. Address I 935, care of Editor and Publisher

Circulation Manager

with initiative and originality; thoroughly capable and experienced, open for position within three weeks. Glit-edged references furnished. Address I, 940, care The Editor and Publisher.

Copy Editor

Man, now in responsible position with trade weekly, wishes change to broader field. News, editorials, specials. "Terse-ness, accuracy, terseness." Age 51; active, dependable. Address I, 941, Editor & Publisher.

Newspaper Promotion Man

The War Industries Board says, there shall be no more special editions for the duration of the war. I am a special edition man with eight years' experience promoting and producing specials. I now offer my services to the most desirable bidder to place me where I will be of greatest advantage to the Newspaper. Can sell advertising and have good reputation and character which can be proven. I am married, age 32 years with family and prefer the South. Address I 937, care of Editor and Publisher.

Our Profits Proved

by detailed cost system. You have to pay income tax if you buy 1-3 of capital stock for \$5,000. Right now I have chance to move up to bigger field. Will sell 1-3 and pay good salary to capable solicitor-editor of democratic weekly. No better chance in Rocky Mountains. Applicant must measure up. I make \$4,000 to \$5,000 yearly here. Address I 931, care Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Wanted

Man thoroughly experienced in selling by mail, pianos, talking machines or Correspondence Courses. Must be familiar with Collection Methods. Fine opening in old established house. Address I, 942, care Editor & Publisher.

Splendid Opening

for good advertising man on live Southern Daily, in town of 75,000 population. Applicant must come well recommended and be in deferred classification draft. State salary wanted and give references in your answer. Address I 934, care Editor and Publisher.

Telegraph and Reportorial Man

Wanted—Thoroughly qualified trained man for combination telegraph and reportorial work. Applicant wire and follow with letter, addressing "Arizona Republican," Phoenix, Arizona.

Street and Desk Man

morning newspaper; permanent; Middle West city of 50,000. Address I 939, care of Editor and Publisher.

Advertisements under this classification, twenty cents per line. Count six words to the line.

Linotype

Three Model 1 machines, with complete equipment of molds, magazines, and matrices. New Haven Union Co., New Haven, Conn.

Linotype

Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LEGAL NOTICE

The Dahl Mfg. Co.

The Annual Meeting of the Stockholders of the Dahl Manufacturing Company will be held at the Company's factory, 841 East 136th Street, in the Borough of the Bronx, New York City, on the 15th day of October, 1918, at 8 o'clock P. M., for the election of Directors and Inspectors of Election for the ensuing year. Carl M. Nicholson, Secretary.

MISCELLANEOUS

International Paper Company

New York, September 25, 1918. The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable October 15th, 1918, to preferred stockholders of record at the close of business October 7th, 1918.

OWEN SHEPHERD, Treasurer.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF
THE EDITOR AND PUBLISHER,
published weekly at New York, N. Y., for
October 1, 1918.

State of New York, County of New York, ss.:
Before me, a Commissioner of Deeds in and for the State and County aforesaid, personally appeared Edwin D. DeWitt, who, having been duly sworn according to law, deposes and says that he is the publisher of THE EDITOR AND PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, Edwin D. DeWitt,
37 South Maple Ave., East Orange, N. J.
Editor, James Wright Brown,
234 Valentine Lane, Yonkers, N. Y.
Managing Editor, W. D. Slowalter,
701 West 179th Street, New York city.
Business Manager, George P. Leffler,
21 Bennett Avenue, New York city.

2. That the owners are:
THE EDITOR AND PUBLISHER CO., 63
Park Row, N. Y. City; James Wright Brown,
234 Valentine Lane, Yonkers, N. Y.; Edwin D.
De Witt, 37 So. Maple Ave., East Orange, N.
J.; T. J. Keenan, Keenan Bldg., Pittsburgh,
Pa.; George P. Leffler, 21 Bennett Ave., New
York City; John Huldermann, Harrisville, W. Va.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee of in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

EDWIN D. DE WITT,
Sworn to and subscribed before me this 30th day of September, 1918.
(Seal.) CELIA BROADWIN,
Commissioner of Deeds, N. Y. C., No. 3.
(My commission expires January 16th, 1919.)

PITTSBURGH PRESS CLUB VERY MUCH ALIVE UNDER BITTNER



HARRY M. BITTNER.

A vital part of the life of Pittsburgh is the Press Club. So ably has this association been manned during the thirty-three years of its existence that its fame has spread far beyond the boundaries of western Pennsylvania, and notables of newspaperdom, and in fact all circles of life, call at this hospitable inn without a latchkey whenever they pass through the World's Workshop.

This year, Harry M. Bittner, managing editor of the Pittsburgh Press, heads the active list of officers as president, with T. H. Given, president of the Pittsburgh Post and Sun, as honorary president. R. M. Chilton is first vice-president, W. A. Hyman second vice-president, R. M. Ginter secretary.

During the presidency of J. Kingsley Burnett the Press Club bought a substantial home. However, this year they have let the whole property to a business concern at a fine profit and taken quarters more centrally located in the Nixon Theatre Building.

One of the big things that have placed the Pittsburgh Press Club close to the top of the list are the splendid speakers which are brought to the city under its auspices. Last spring more than 2,500 persons attended the anniversary banquet given in honor of Stephen Lutzanne, Le Matin, Paris; Herbert Hoover, and Melville E. Stone.

The membership of the club is slightly more than 400, and since America's part in the winning of the war has caused so many foreign commissions to visit the United States, and since Pittsburgh is always included in the tour, the Pittsburgh Press Club has taken a part in the entertainment of every foreign commission.

Many of the men who founded the club in 1885 are still active members of it, although quite a few of them have now become big men in industrial enterprises in western Pennsylvania.

Calls Vorwaerts to Washington

The Vorwaerts, a Milwaukee German Socialist weekly, has been ordered to show cause at Washington why its second-class mailing privilege should not be revoked. No reason for the order has been given.

\$100,000 for Investment

in a daily newspaper property located near New York City. Offering most interest a practical newspaper publisher. Proposition R. P.

Charles M. Palmer

Newspaper Properties

225 Fifth Avenue, New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties

TIMES BUILDING NEW YORK

Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager

37 WEST 39TH ST., NEW YORK

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

GROSS HIGH SPEED FIVE ROLL STRAIGHT LINE FOUR PAGE WIDE PRESS

with Two Folders

For sale by

WALTER SCOTT & COMPANY

Plainfield, New Jersey

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., New York City.

Established a Quarter of a Century.

COVERING EXPLOSION

(Continued from page 6)

A train left New York at an hour impossible for a staff man to catch it. but the Elizabeth, N. J., correspondent, Walter H. Van Hoesen, was able to meet it in his city and proceed to the scene immediately. He was one of the first reporters to reach the plant and was able to obtain a very complete and thoroughly comprehensive story before the military cordon was established.

Used His Home Phone

Victor Watson, city editor of the American, took active charge of covering the story by telephone from his home in Flushing, L. I. The office end was handled by Marcel L. Deutsch, acting night city editor, and Raymond Torrey, assistant night city editor.

Joseph Vulvane, a staff man, and a squad of photographers from the International Film Service, hurried from New York to Morgan by automobile. J. Tushingham, Staten Island correspondent, was sent to Perth Amboy to establish a link between the men on the scene and the New York office.

The first coherent details began coming into the office shortly after 10 o'clock. These, together with the fragmentary details, sent out by the International News Service, Associated Press and Standard News Association men welded into a running story by Lawrence Sloan, rewrite man. The first edition of the American went to press promptly at 11 o'clock and a few minutes later the first story of the disaster—necessarily incomplete at the time—was being eagerly read by thousands of people in all parts of the Greater City.

As the great explosions of T. N. T. continued the reporters originally assigned were kept on the job all night. In the meantime additional reporters were instructed by telephone and telegraph to report at the office.

At an early morning conference between Mr. Watson and his assistants, Mr. Deutsch and Mr. Tuttle, the day's possibilities were thoroughly discussed. Every end to the story was "mapped out" and each reporter thoroughly instructed in his or her assignment, and thus a great amount of duplication was avoided. Later developments taxed the full strength of the staff by reason of the kaleidoscope happenings in New York city, where something unexpected was taking place every fifteen minutes. The local situation was handled by Glenn Laughery.

Off in Automobiles

The American reporters started for the scene of the explosion in several high-powered automobiles shortly before noon Saturday. The party consisted of Miss Anne Dunlap, James Danahy, Howard Greene, John K. Winkler, Don Allen, and photographers. An office boy, Julius Berenshten was sent along to maintain at all times telephonic connection with the New York office. Headquarters were later established in the New Packard Hotel at Perth Amboy, where the American representatives were always in communication with the office.

The automobiles containing the American reporters hurried to the scene by way of Staten Island. In Tottenville the first refugees were met. The photographers immediately got busy.

Miss Dunlap, assigned to cover every activity of the Red Cross, the National League for Women's Service, and the Women's Motor Corps of America, immediately began work with Major Hel-

en Bastedo, of the latter organization. With her, she toured the hospitals, covered the high school in Perth Amboy, where hundreds of refugees were being housed, and also aided in caring for the stricken folks.

Greene, as soon as he arrived, established headquarters at the City Hall and telephoned the office. All military activity was centered at the City Hall, and it was from here that official statements were given out. Bulletins were issued from the spot all afternoon and night. These, Greene telephoned in for every edition.

PUBLISHERS CONSIDER LABOR SHORTAGE

At New York Conference Question of Meeting Emergency Was Discussed from Many Angles—Utmost Cooperation of Unions Needed

As related in last week's EDITOR & PUBLISHER, a conference was held on Friday between publishers who had been called to New York to attend the meeting of the board of directors of the Associated Press and the War Emergency Labor Committee of the A. N. P. A., for the purpose of considering vital labor questions.

There was a large attendance of publishers, and the conference lasted all day. A topic which brought out a general exchange of views was that of the advisability of asking for deferred classification of all employees of newspapers subject to the present draft, requests to be made in conformity to provisions of Draft law. It was the opinion of some publishers that the shortage of all kinds of labor and help necessary to the publishing business had created an emergency justifying this course.

Methods of meeting the shortage of labor in the mechanical departments were discussed at length. Publishers were asked to give their experiences up to date in overcoming the deficiency. Some were of the opinion that there should be a suspension of the apprentice rules of the unions, while others believed that, in the emergency, longer hours of service should be permitted, even to the point of a seven-day working week when required. The question of employing non-union help when the unions were unable to supply the needs was also discussed.

Suggestions for the employment on a larger scale of women, and of the training for mechanical work of partially disabled soldiers, were considered. Saturday night emergency help, short press crews, the best methods of recruiting mailing-room help, and the matter of full cooperation by the unions, were considered.

The question of securing the cooperation of the I. T. U. in suspending the reset rule, in order to eliminate the waste of labor entailed by it, releasing men for live and necessary composing work, aroused general discussion. The effect of such emergency action on the I. T. U. after the war was not lost sight of, and the general discussion looked to the safeguarding of union interests in any cases where temporary suspension of union rules might be asked by publishers.

Practices which result in wastage of labor, such as the shifting of men from place to place because of the lure of bonuses or higher wages, were condemned.

Dig up the coin and bury the Hun.

Masses Editors May Go Free

Max Eastman, John Reed, and other Socialist editors of the Masses, accused of conspiring to prevent compliance with the selective draft law, may go

free, after all. The jury before whom they were tried for the second time has disagreed, as the jury did in the first trial, and the Assistant District Attorney in charge of the case says he may not move for a new trial.

You MUST Use the
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation **150,000**
MORE THAN
Member A. B. C.

U. S. P. O. REPORT
For the period ending April 1, 1918
The New Orleans Item
Daily62,141
Sunday80,288
Average64,733
Foreign representatives
THE JOHN BUDD COMPANY
New York Chicago St. Louis

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.

Sales Facts
Locate the weak spots in your Boston Sales Campaign and strengthen them. Others are doing it. We will help you analyze this territory. Write the
Merchandising Service Department of the Boston American

FOR SALE
A Scott Press with stereotype equipment; 5 linotype models, 2, 4 and 5. The property was owned by the Lynn News Company, recently taken over by the Lynn Telegram. Also Keystone Type Equipment and many fonts of the latest display type. Apply,
LYNN TELEGRAM-NEWS
LYNN, MASS.

Hemstreet's PRESS CLIPPINGS
Tenth Avenue at 45th Street
New York

To Reach the Rich Trade of Kansas
Topeka Daily Capital
Sworn Government Report for six months ending October 1, 1918
36,204
Its sales promotion department is at the service of advertisers. And it really promotes.
Arthur Capper
Publisher
Member A. B. C.

CAMERA NEWS
The double-value, up-to-the-minute, weekly pictorial page
The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

The McClure Newspaper Syndicate
Features include
Daily Comics, Four-color Comic Mats and Supplements, Fashion and Household Services, War, Detective and General Fiction Serials, Daily Short Stories, Children's Bed-time Stories,
and Numerous Timely Star Features Such as Brand Whitlock's Story of Belgium, Balderston's War Articles, "With Our Boys in France," by Henry J. Allen, and a Timely Weekly Humor Series by John Kendrick Bangs.
Send for Our List of Services and Price For Your Territory.
The McClure Newspaper Syndicate
120 West 32nd Street, New York City

TODAY'S HOUSEWIFE
One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.
GEORGE A. McCLELLAN
President

The Pittsburg Dispatch
reduces to the minimum all chance in advertising expenditures.
WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

Perth Amboy Remains the Pace-making City of New Jersey

The Recent Explosion Is Only An Incident In Its Progress

Slight damage was done and steps are being taken to prevent a recurrence.

Perth Amboy will continue to profit by the immense income from the large industrial plants of which munitions manufacturing is a small part.

Today there is more money in circulation than at any time in the history of the city.

Foreign advertisers cannot reach this rich industrial territory of Central New Jersey except through the

Perth Amboy Evening News

The only Daily reaching the most rapidly growing population in the East

Member A. B. C.

FRANK R. NORTHRUP

Special Representative

303 FIFTH AVENUE
NEW YORK CITY

ASSOCIATION BLDG.
CHICAGO, ILL.

The Soul of a Newspaper



A newspaper may amply publish the news.

It may authentically treat a variety of important subjects in department form.

It may regularly present a number of highly attractive special features.

It may enjoy an immense circulation.

It may carry a tremendous volume of advertising.

All of these things it may do, and yet not be a great newspaper.

The true greatness of a newspaper is revealed in the editorial page.

There is found the force, the character, the very soul of the newspaper.

There should the people find light and guidance in the honest, fearless and impartial treatment of all those matters important in the general welfare.

**Not to avoid nor to evade,
Nor yet to hinder, but to aid—**

that is the privilege, the duty of a great newspaper.



Member
A. B. C.

THE GLOBE

Member
A. B. C.

JASON ROGERS
PUBLISHER

