

# THE EDITOR & PUBLISHER

OHIO STATE  
UNIVERSITY

JUN 1 2 1918

LIBRARY

Established 1864—The Oldest Publishers' and Advertisers' Journal in America.

\$3.00 a Year

NEW YORK, SATURDAY, JUNE 8, 1918

10 Cents a Copy

(This is the seventh of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The eighth will appear in an early issue.)

## An Appreciation of The Chicago Daily News

By BERT MOSES

SOMEHOW or other, I have a deep admiration for the man who is honest whether it pays or not.

To be honest simply because it pays, isn't honesty at all.

It is the duty of us all to be honest, and no man deserves any credit for not cheating or tricking his fellows.

When a man advertises his honesty, and displays his virtues in 72-point type, you had better have a care.

The honest man is the man who doesn't say anything about it.

Very often he is as unconscious of his honesty as he is of his heart beats.

When the advertising world started to clean house a few years ago, and much bombast and misrepresentation were blue penciled, The Chicago Daily News got out its broom and swept out a bit of dust here and there that had inadvertently found lodgment in the corners and under the stove.

It didn't say a word about it.

It just applied the litmus in private, and whenever the test showed blue or pink, as the case might be, the proper action was taken without resort to sound-

ing brass or tinkling cymbals or klaxon horns.

To do what is right is not something to boast of.

And so today you will find no advertising in The Chicago Daily News that ought not be there—nothing to defraud, nothing to offend, nothing that you don't want your wife or daughters or sons to see.

The Chicago Daily News isn't saying these things itself.

These are my words, and this praise is my praise.

And I am writing this because I admire The Daily News for its becoming modesty, and because I don't admire any newspaper which openly seeks business by holding up its own virtues as a lure for advertising.

There is no cleaner newspaper in America than The Chicago Daily News, but I don't think Mr. Lawson would ask for line of advertising on the plea that he is printing the kind of paper that every publisher ought to print.

He is simply doing what is right.

More than that no man can do.

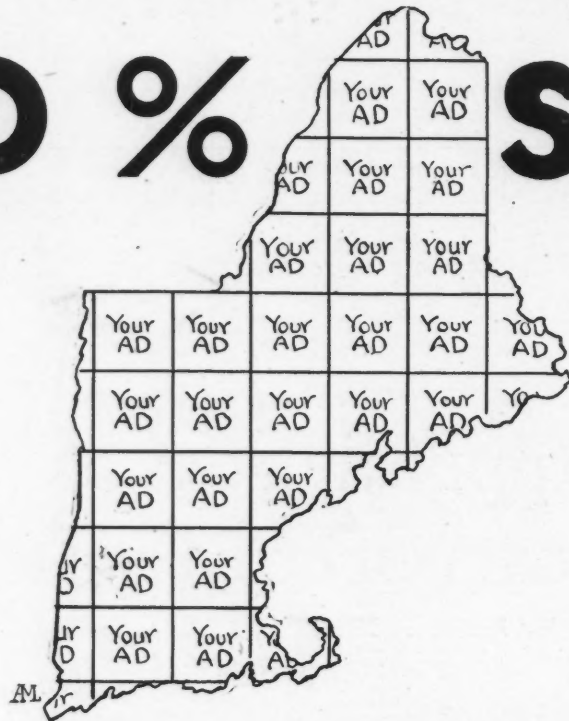
### Why this ad was written.

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of The Chicago Daily News, and said, among other things: "I want you to authorize me to write a series of advertisements for The Chicago Daily News. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real Chicago Daily News is pictured in type to the public as it actually is."

"The Daily News is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me. \* \* \* When I get through writing this series I am sure you will better understand The Chicago Daily News. As a matter of fact I want to introduce Mr. Lawson to his own child. Now then what do you say?"

And Mr. Woodward said: "Go to it!"

# 100 % SQUARE



## New England Newspaper Advertising

reaches a compact and prosperous community of over 7,000,000 people—85% urban.

This population is so compact and so carefully covered by its daily press—that your ad covers New England

### 100% Square

The Nation's most successful Advertisers reach the people of New England, by advertising in these

## STANDARD NEW ENGLAND DAILY NEWSPAPERS

	Net Paid	2,500 lines	10,000 lines
<b>MASSACHUSETTS</b>			
Boston American (E)	380,291	.40	.40
Boston Advertiser and American (S)	321,483	.35	.35
Boston Globe (ME)	277,151	.30	.30
Boston Globe (S)	316,790	.35	.35
Boston Herald-Journal (M)	252,822	.30	.30
Boston Traveler (E)			
Boston Post (M)	497,125	.45	.45
Boston Post (S)	354,706	.35	.35
Boston Record (E)	50,650	.15	.15
Boston Transcript (E)	47,794	.18	.18
Fitchburg Sentinel (E)	5,587	.02	.015
Lynn Item (E)	13,150	.036	.046
Lynn News (E)	8,229	.0357	.0207
Lowell Courier-Citizen (ME)	18,145	.035	.035
Salem News (E)	18,949	.05	.04
Springfield Union (ME)	30,742	.09	.06
Worcester Gazette (E)	30,123	.07	.05
<b>Massachusetts totals,</b>	<b>2,630,186</b>	<b>3.1362</b>	<b>3.0286</b>
Population, 3,905,522.			
<b>RHODE ISLAND</b>			
Pawtucket Times (E)	23,840	.06	.04
Providence Bulletin (E)	52,966	.10	.10
Providence Journal (M+S)	34,050	.075*09	.075*09
Providence Tribune (E)	28,089	.07	.06
Woonsocket Call-Reporter (E)	10,247	.0357	.0214
<b>Rhode Island totals,</b>	<b>142,829</b>	<b>.3206</b>	<b>.2965</b>
Population, 591,215.			
<b>MAINE</b>			
Portland Express (E)	22,970	.06	.045
Portland Telegram (S)	17,952	.045	.035
<b>Population, 762,787.</b>	<b>40,192</b>	<b>.105</b>	<b>.080</b>
<b>VERMONT</b>			
Barre Times (E)	7,249	.017	.0143
Burlington Free Press (M)	10,304	.025	.0179
<b>Population, 361,205.</b>	<b>17,686</b>	<b>.042</b>	<b>.0322</b>
<b>CONNECTICUT</b>			
Bridgeport Post-Telegram (M+E)	28,870	.0850	.06
Bridgeport Post (S)	10,311	.04	.025
Hartford Courant (MS)	21,256	.06	.04
Hartford Times (E)	31,339	.06	.06
Meriden Journal (E)	4,897	.025	.0143
New Haven Times-Lender (E)	18,978	.04	.035
New London Day (E)	9,977	.0285	.02
Norwich Bulletin (M)	9,508	.04	.02
Waterbury Democrat (E)	7,086	.017	.017
<b>Connecticut totals,</b>	<b>133,903</b>	<b>.3605</b>	<b>.2663</b>
Population, 1,114,756.			
Government Statements April 1st, 1918.			



**Get the Cesare Cartoons for  
YOUR Newspaper!**

They are on subjects of national interest. They are up-to-the-moment in timeliness. They are original in conception—worthy of the artist that creates them. They are bold and striking in execution. They will win new prestige for your paper.

Supplied daily in mat form. Terms on application.

Address Syndicate Department

**The New York Evening Post**

*More than a newspaper—a national institution.*

*Drawn by Cesare*

**More Power to His Wings**

*The Wonderful Merchandising Opportunities of*

## BRIDGEPORT

*"The Wonder City of New England!"*

are attracting the attention of General Advertisers of America. The

# Post and Telegram

cover their field "Like a Blanket." Fully ninety per cent. of ALL Bridgeport's newspaper-reading families are our constituency—and of the "worth-while" families pretty close to **One Hundred Per Cent.!**

*Bridgeport's magnificent manufacturing facilities are doing wonderful work for Uncle Sam in these war-times, just as in times of Peace they send Bridgeport-made products to all quarters of the globe.*

Singer Sewing Machines are in the homes and factories of nearly every civilized country.

Columbia Graphophones and Records delight the ear in every state and territory of the Union and in many foreign countries.

Warner Brothers Corsets enfold the female form divine in South America, Africa and the Orient.

Bridgeport-made Silverware, Electrical Appliances, Steel Chains, Machine Tools, Fine Plushes and Textiles, Rubber Goods and scores of other of her famous specialties make

**Bridgeport's manufactured products known and sold the world over!**

*and the millions in the weekly pay-envelopes of Bridgeport's mechanics make*

**BRIDGEPORT, Connecticut**

*one of the big merchandise outlets of America!*

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The POST and TELEGRAM  
A. McNEIL, Jr., Publisher  
THE JULIUS MATHEWS SPECIAL AGENCY  
Sole Foreign Representatives  
BOSTON—NEW YORK—CHICAGO

# THE EDITOR & PUBLISHER

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No. 52

## KEEP U.S. BUSINESS WHEELS TURNING DURING WAR, URGE NATIONAL ADVERTISERS IN CONVENTION

### Peace Will Return Warrior Hosts to Industries of Nation, and Preparation Must Be Made to Absorb Their Labor—Trade Marks Should Be Maintained in Public Eye Though Active Production of Goods They Represent Be Stopped—Working in Harmony With A. B. C.

BY A STAFF CORRESPONDENT.

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, June 5.—War-time problems of advertising and selling, and their solutions as a foundation for the great future of after the war, were given attention by nearly two hundred of the leading advertising men of the United States and Canada during the semi-annual meeting of the Association of National Advertisers in Chicago on June 5, 6, and 7.

The opinion of the meeting, summed up briefly, was that first of all advertising men must take home with them the spirit of optimism that will make them better citizens, better able to do their part in the successful conduct of the war.

Also they should get all the information that will help them keep the wheels turning now, but turning so they will not interfere with the production of war necessities; get a better vision of what their responsibilities are to be after the war, and what competition is to be at home and abroad, and that advertising men should learn, even though the country is producing less than normal output of goods, that they must maintain the prestige of their house by keeping trade names before the public mind, so that they can go on to increased business and prosperity when peace once more reigns.

These points were emphasized particularly by President L. B. Jones, who is member of the Government Division of Advertising, and by George Frank Lord, of E. I. du Pont de Nemours Company.

Speaking on "Advertising When Over-sold," Mr. Lord declared it is absolutely necessary to keep on advertising in spite of the most adverse war conditions. "Trade-marks are an asset of the country, not merely of the firm to which they belong," Mr. Lord said, "so for national reasons they should be maintained. Advertising is the most effective way to maintain them.

"Advertising is the stabilizer of the future after the war, in that it will entrench business against competition of the future, and will keep business in such condition that it will be able to absorb labor. This, in itself, is a sufficient reason why American business should be kept as nearly intact as possible. When the war is over there may be as many as twenty-five million people, now engaged in war work, who must be absorbed by old industries and new. The probability is that many firms

not now providing for this by creating as much new business as possible, will have to discharge two-thirds of their labor force when the war is over. Such a deplorable situation must be avoided."

MARKS SOON FORGOTTEN.

During the discussion one speaker pointed out that only a year or two are needed for the public to forget a trademark, and declared that his firm is spending more money for advertising this year than last, despite the fact that it is not selling goods, the factory producing only supplies for the Government.

The point was endorsed by many of those present at the meeting and in personal interviews with THE EDITOR AND PUBLISHER. Many of the advertising men believe that advertising has dropped off as much as it can afford to now, and that hereafter business firms will, of necessity, spend more money for advertising to protect their goodwill and trade-marks.

The necessity for localizing advertising, especially in present conditions, was also touched upon by advertisers interviewed by THE EDITOR AND PUBLISHER. Many who have for years used magazines solely, find that national distribution of their advertising is not just what they need now. They need the local retailers' cooperation more than ever before, and to get this fully they have to concentrate with timely copy in local newspapers more than they used to.

CUT UNFAIR PRACTICES.

Merle Thorpe, editor of The Nation's Business, the official publication of the United States Chamber of Commerce, pointed out certain tendencies of the Government towards eliminating unfair practices in trade, and made a plea for an educational campaign which would set forth the place advertising holds as an economic factor in the production, selling, and distributing of goods.

Mr. Thorpe thoroughly startled the advertising men by informing them that Congress and the Government officials in Washington do not believe in advertising, and even if they did they could not act favorably toward it, because the people they represent have not been educated in its purposes and uses.

"Stop trying to get favorable action from Washington on advertising mat-

ters," said Mr. Thorpe. "The layman's idea of advertising is that it is something skilful, something clever, something that will sell goods, but at bottom without scientific, economic principles. This popular misconception will result in more and more drastic regulations, if its proper place in American industrial life is not sold to the American public.

"Advertising men realize that advertising has vitally affected the living conditions and the relations of one hundred million people. It has taught them to cook without fire, to sweep without brooms, to hear the world's best music from a disc to add up figures by machinery. It has reset our breakfast table. It has created new labor-saving, time-saving, money-saving desires, and has followed those desires with the creation of devices to satisfy them. It has made us better buyers and better sellers of merchandise.

MARVEL OF WORLD.

"It has shot ahead our standard of living by centuries. It has speeded up American business to a place where it stands to-day the marvel of the world. Economically and sociologically it has paid for itself many times over.

"If those benefits of advertising to the public had been emphasized in the past, instead of the material benefits to the advertiser, there would be better consideration given to such questions as maintenance of resale prices and the Zone Publication Postal law.

"Congress and the Government heads reflect the opinion of the country in general—that advertising is an unsound factor in business. The remedy does not lie in a continuance of such educational campaigns as have been promulgated in the past—as advertising. Advertising must be advertised for its own sake, instead of as solely an economic factor. When the proper kind of an educational campaign is determined upon it should be directed to the cross-roads and grass-routes, rather than to Congress.

NOT SOLD TO COUNTRY.

"The fact stands out from the attitude of the Government, Congress, and the country in general that advertising has not sold itself to the country as an economic force. It is looked upon as an unstable factor, exercising an unwholesome influence, sociologically, per-

nicious, because it creates unnecessary and unnatural desires. Much of the unwise advertising of advertising, and also much of the selling talk used, have done great harm."

Mr. Thorpe emphasized that advertising men must take a new task in their methods of educating the people. He said any forthcoming advertising promotion campaign by out and out publicity methods would be viewed with suspicion and do more harm than good. He believed the work should be of an editorial nature and done through the newspapers and other publications.

"The situation is so bad that the knife is wanted instead of a pink pill," he said.

Mr. Thorpe told of a retail merchant who went to his Congressman and damned advertising as blackmail "because it enabled the advertiser to force goods upon the retailer for the purpose of ultimately raising prices."

"And the Congressman believed the merchant," continued Mr. Thorpe. "A great many other Congressmen get the same stories from their constituents and believe them. That is why Congress does not consider advertising seriously. The members admit it sells goods, but they do not consider the selling necessary."

DIVERSITY OF OPINION.

Mr. Thorpe's remarks caused a lengthy discussion. Many of the advertising men agreed with him that something must be done now to promote advertising. Others expressed themselves as convinced that the Government was really beginning to see advertising in its true light as a result of the Liberty Loan, Red Cross, and other war campaigns that have been made successful by it, and especially by the President's appointment of the Division of Advertising of the Committee on Public Information.

Mr. Thorpe said that the tendency of the Government to-day is to look into all processes of business which seem to add to the burdens of the consumer. He mentioned the following practices which the Federal Trade Commission has recently pointed out as needing investigation and adjustment:

Intimidation, threats, boycotts, molestations, or obstructions; refusal to accept advertising; price cutting by way of free goods, local, general, fighting brands; disparagement of goods; disparagement of business; misbranding;

use of leaders; stimulation of slogans; use of coupons; cutting of competitors' supplies and credit; bribery and enticement of employees; use of bogus independents; enhancing prices of raw materials; institution of malicious and vexatious suits; inducing breach of contract; passing off of goods; use of same or similar trade name; conspiracy to injure competitors; espionage; exclusive dealing contracts; defamation of name and goods.

In connection with the discussion on



L. B. JONES.

unfair business methods, Mr. Thorpe said he felt sure that after the war all nations will get together and wipe out unfair international trade. He said that in this respect Germany was the worst of all the nations of the world, even before the war broke, but eventually even Germany will be stopped by an international board that will have under scrutiny these fraudulent methods and the power to banish them.

Members of the A. N. A. complained particularly about the stealing of American trade marks in South America by Germany.

#### ZONE LAW AN EVIL.

It was declared by George B. Sharpe, of the DeLaval Separator Company, New York, that the zone second class postal law, which is scheduled to become effective July 1 will have a very bad effect on the marketing of American goods. All the members were opposed to the zone plan. Some favored postponing its operation until investigation of its need is made, and others declare themselves in favor of a flat increase.

"How Does Advertising Affect the Value of the Trade Mark, with Special Reference to the Excess Profits Tax?" was a subject discussed by W. A. McDermid, of the Gerhard Mennon Chemical Company, of Newark, N. J. He said:

"No big manufacturer is in the slightest way unwilling to be taxed for the winning of the war. All realize that the cost must be paid for out of the created wealth. But taxes should be devised so that, though they may take away every dollar of profit, they will yet leave the business as a growing concern to continue the production of wealth."

Mr. McDermid contended it is not a lack of patriotism to oppose methods of imposing a tax that is unequally or unfairly applied, ignores economic conditions and business facts, favors one class of business, and put an intolerable burden on another class. He said that taxation is not only the concern of the accounting department of a firm, but

also of the marketing departments, the sales and advertising departments, as taxation has a distinct relation to the good-will of business because of the earning power inherent in the brand affixed to the goods.

"Under the present excess profits tax," said Mr. McDermid, "the advertiser cannot treat advertising appropriations spent as invested capital, thereby being unable to place value on his good-will. The law will only consider as invested capital money actually paid in for acquirement of a business, whose chief value may be in the good-will to its trade mark.

"Again, the law can only think of a sale as a finished thing—not as a transaction that may be the beginning of a long period of good-will between the



MERLE THORPE.

buyer and the seller. To sum it up, the present law does not appreciate that advertising has altered the entire economics of the distribution of goods."

#### DIVISION OF ADVERTISING.

The relations between the A. N. A. and the Division of Advertising of the Committee on Public Information were reviewed by L. B. Jones, president of the A. N. A. and a member of the Division. He said:

"The division of advertising does not take entire charge of the advertising of any Government activity. It doesn't assume to run the Government's advertising, any more than your agent assumes to run the advertising department of an advertiser. The Division does say to the Government department: 'Come to us with your publicity problems. If you have one which advertising can help solve, we will plan a campaign, prepare copy and illustrations, and, so far as we have space, will allot it to you in what seems to us to be the most efficient way.'

"Although the work is mostly national, the Division of Advertising has done a great deal of work in helping prepare copy for local newspapers. The importance of having advertising men conduct war advertising was shown in the Red Cross campaign.

"When the division was started, the directors had only a few second-hand desks belonging to the Government, and their personal fountain pens; but it had also faith in the patriotism and liberality of American advertisers, publishers, and advertising agents. And that faith has been fully met. The next big job will probably be the Y. M. C. A. drive in the fall."

President Jones's report was particularly gratifying to the members of the A. N. A., owing to the fact that, as he

said, the work of bringing about the appointment of the Division of Advertising was initiated in and carried through by the A. N. A. officers.

Edward S. Babcox, chairman of the A. N. A. War Advertising Committee, reported that, as a result of the work of the A. N. A., that more than one hundred advertisers contributed space to the Division of Advertising, to a value of about \$285,000.

#### DOMINATED ATTENTION.

Three matters have dominated the interest and attention of the Association of National Advertisers during the half-year just closed the broadening of data work so that members can be of greater use to the sales departments co-operating with the Division of Advertising, and a closer affiliation with the Audit Bureau of Circulations.

In the latter respect it should be explained that the A. N. A. still declines representation in the A. B. C. as a body, but it is working in close touch with the A. B. C. in upholding the principle



GEORGE FRANK LORD.

of circulation audits. Although not advising its members to belong to or not to belong to the A. B. C., the A. N. A. takes the ground that membership by advertisers in the A. B. C. is unnecessary, in that it puts them to the expense of paying A. B. C. dues in addition to the cost of audits. That is, it maintains, covered by the advertising rates charged by publications.

Although a number of A. N. A. members belong to the A. B. C., they do so as individuals. The A. N. A. stands firmly in favor of circulation audits, and believes that the advertisers should pay for them (through the publisher's advertising rates). In every possible way the A. N. A. Committee of Standard Forms and Audits co-operates with the same committee of the A. B. C., and their exchange of information is mutual. The A. N. A. will not consider paid membership in the A. B. C. on any basis, but it is satisfied with the present working arrangement, and will do all in its power to increase the A. B. C.'s efficiency.

Thus the matter that threatened all sorts of trouble six months ago has been straightened out satisfactorily to the A. N. A. and the relations between the two organizations are mutually cordial again.

President Jones, of the A. N. A., emphasized that "there must be a hook-up between sales and advertising. The advertising manager must be no mere coinor of clever phrases, artistic designer of beautiful layouts, or visionary dream-

er. He must tie his plan to the sales plan."

In speaking of what the A. N. A. has accomplished in its nine years of life, Mr. Jones said:

"Our weight has been felt in bringing about improved conditions in many respects. Our round tables have given us education and inspiration. We were in at the start of the movement for circulation audits, and our support brought about the wonderful improvement in conditions that has come to pass during the past three or four years. The influence of our organization and of our members as individuals has been a mighty lever in the elimination of untruthful advertising. This work is by no means completed. But it has raised the standard of the advertising profession.

"Every victory in the fight against untruthful advertising increases the value of every agate line that is used for truthful advertising. Had we no better reason than that, the continuation of our organized effort against the lie and exaggeration would be worth while.

"The thing that vitally interests us now is not so much the past as the present and the future. Our present business is war, yet, so far as is sanely possible, our other business must be maintained, that we may have the profits wherewith to buy Liberty Bonds, support the mercy work of the Red Cross, and keep busily and happily employed all the labor that is not required for war essentials. And we as advertising men also have a profound duty to perform in helping to keep up the morale of the country.

#### LOVE WHIRLING WHEELS.

"Impatience is an American characteristic. We love to see the wheels going round. We advertising men must not allow our impatience to overcome our optimism. We must continue to see the light in the dark, not blow it out as does our pessimist friend. In what we write and in our speech we may convey the message of hope and good cheer. We as advertising men have it within our power, if we pull together, to do a mighty work in this battle for world democracy.

"With patriotic advertisers and publishers behind us to provide the means of reaching the whole people, with equally patriotic advertising agents to help us tell the story in a forceful way, we can put across any campaign that has as its foundation truth and honesty and fair dealing.

"Advertising has not got to change the thought of a nation, though for the time being it may have to change its habits, may have to teach thrift, economy, conservation, and may have to steady the people.

"We shall pursue that sane, middle course which will keep the wheels of business turning for the production of essentials, and just as fast for the production of non-essentials as they can turn without interfering with the steady flow of those things that are necessary to the safety, the comfort, and the efficiency of the boys 'over there.'

"Let us first of all cheerfully bear our personal war burdens. They are not equally distributed. We all know this; but if we were to stop and analyze and systematize and legalize until they were just right, either the millenium or the Kaiser would be here before they could be straightened out. Let us keep up what I like to call 'doing optimism.' That will encourage our people to greater sacrifices, greater cheerfulness and

(Concluded on page 34)

# PAPER HEARING ENDS WITH COUNSEL WIDE APART ON PRICE WHICH COMMISSION MUST FIX

**Publishers Argue for Two and a Half Cents a Pound, While Manufacturers Contend Fair Profit Demands Four Cents—Glass Declares the Difference Represents \$60,000,000 a Year—Davis Proves Paper Mills Cannot Be Considered Public Utilities—Henry A. Wise Makes Vicious Attack Upon McIntyre**

BY A STAFF CORRESPONDENT.

(Special to The Editor and Publisher.)

WASHINGTON, June 6.—The long-drawn-out hearing on the price of news print was concluded last night at eleven o'clock, and the matter of fixing the price for the commodity is now before the Federal Trade Commission for final decision. In view of the agreement drawn up by Chairman Colver and signed by the manufacturers and by labor representatives, deferring action by the latter in their demand for wage increases, the Commission must give a decision before July 1. It seems to be the general impression that this date will be anticipated, and that decision will be reached not long after the middle of June. The price fixed will be retroactive to April 1.

The argument of the manufacturers was for a maximum price of four cents a pound, while the publishers contended that two and a half cents a pound would be fair and equitable. In view of the fact that the total output of news print for the continent is 2,000,000 tons each year, the difference between the two figures is startling, amounting to about \$60,000,000 per annum.

Henry A. Wise, for the manufacturers, opened the argument Monday forenoon, after a short preliminary, in which John Walsh, chief counsel of the Commission, suggested that the counsel on either side submit to the Commission the proposed findings of fact, Commissioner Fort calling attention to the fact that the Commission had two things to find and determine—the contract and the price.

Present at the hearing of the argument were Chairman Colver and Commissioners Fort and Murdock, John Walsh, chief counsel of the Commission; G. R. Hawkins, examiner for the Commission; Dr. E. O. Merchant, in charge of news print paper investigation; Henry A. Wise and Claude A. Thompson, attorneys for the manufacturers; Messrs. Davis, Plante, Allen, and Gregory, attorneys for the American Newspaper Publishers Association, and T. L. Phillips, of the Fort Francis Pulp & Paper Company.

Mr. Wise contended that the manufacturers were justified in asking 4 cents a pound for news print. He reviewed the evidence of the manufacturers as to costs, citing a number of decisions as to the proper appraisal or valuation of property.

In his argument in rebuttal, which concluded the hearing, Mr. Wise made a violent attack upon the testimony of Frank P. Glass, now president of the A. N. P. A. and formerly chairman of the paper committee of that body, and that of A. G. McIntyre, special representative of the A. N. P. A. paper committee.

Mr. Wise was followed Monday by T. L. Phillips, of the Fort Francis Pulp & Paper Company, who reviewed many of the points made by Mr. Wise about bringing to the attention of the Commission the question of "good-will" and "going value."

## \$60,000,000 A YEAR BETWEEN MANUFACTURERS AND USERS

WASHINGTON, June 6.—In respect of the contention of the paper manufacturers before the Federal Trade Commission that four cents a pound would be a fair price for news print, and the argument of the publishers that two and a half cents affords adequate profit, Frank P. Glass, president of the A. N. P. A. issued the following statement:

"The total consumption of news print in this country is about 2,000,000 tons. The difference between the 4 cents and 2½ a pound is \$30 a ton, making an aggregate difference of about \$60,000,000 a year between the price asked for the manufacturers and that asked for the publishers."

Henry E. Davies, for the publishers, made one of the ablest arguments presented. He led his statement by a brief review of the cause of the hearing before the Commission, calling attention to the fact that the manufacturers had entered the plea of nolo contendere, "equivalent to the plea of guilty" in his belief.

"The only difference between the plea of guilty and the plea of nolo contendere," he urged, "is this; a plea of guilty is such an admission of the matters concerned as that in a subsequent decision, similar or based upon the same fact, the defendants pleading guilty are estopped to litigate the facts, whereas under the plea of nolo contendere, that estoppel does not attach.

"Now, had the matter rested there, these gentlemen would not have been before you. These companies that are concerned would not stand before you as having pleaded guilty, under conditions forbidding them ever to litigate the facts respecting which they were said to have been guilty; but when the petition in equity was considered they nullified their plea of nolo contendere as respects immunity against estoppel by assenting to vidi decree, and that they did, as the decree itself shows in writing.

"The decree distinctly adjudges the News Print Association to have been an unlawful combination in restraint of trade, and it dissolved that association accordingly. The decree distinctly enjoins the corporate defendants, their officers and everybody else related to them, from doing any act in the line of this combination in restraint of trade, and so they came out of that court self-confessed violators of the law in respect of a combination to boost the price of news print paper—and that cannot be rubbed out."

Mr. Davis laid a great deal of stress upon the definition of the words "public utility," and the purposes of a public utility.

The figures as to the proper cost of news print, from the publishers' standpoint, were presented by Guthrie B. Plante.

Two and a half cents a pound is believed to be a fair price by the publishers, as urged by the detailed and convincing statement of Mr. Plante. The argument was closed by the rebuttal arguments of the manufacturers by Mr. Wise.

Mr. Wise, for the manufacturers, directed his argument towards a maximum price of four cents a pound for news print, declaring that competition would keep the figures lower than that, but urging that four cents would allow adequate return to the mills.

In opening Mr. Wise referred to the agreement between the manufacturers and the Government, that a price for news print should be fixed by the Federal Trade Commission, as "the most remarkable document, I think, that was ever penned by the Department of Justice." He declared that the manufacturers were not there voluntarily, but under duress.

"We are here," he continued, "because we could not help ourselves: and your honors will pardon me when I say that we are here because we selected the lesser of two evils. It was destruction or regulation.

We are in the position of parties who are being deprived of the free use of their property, and so far as this proceeding is concerned, the provisions of the Constitution of the United States that guarantee the citizens of the United States against the deprivation of their property, without due process of law, apply, and we have the protection of the Fourteenth Amendment of the Constitution.

"There is another point in this remarkable agreement that I cannot refrain from emphasizing. We are not only required to fix the price, but we are told that we are to violate an unbroken line of decisions of the Supreme Court of the United States, in controlling and fixing a retail price on the part of our customers.

### WILL WELCOME SETTLEMENT.

"Any one would think from these criticisms that we were sorry of our bargain, but such is not the case. We are glad that this controversy is to be settled.

"If ever there has been a combination that has worked to the disadvantage of manufacturers and consumers of news print paper, it has been, and is, with the publishers. The American News Print Publishers' Association is the worst combination, and has done more to injure itself and its producers than any other combination that I know of. Ten years ago 99 per cent of the news print paper consumed in the United States was manufactured in the United States. To-day 35 per cent of the news print consumed in the United

States is manufactured in the Dominion of Canada, the direct result of legislation procured by the American Newspaper Publishers' Association when they put Canadian pulp and paper on the free list.

"You gentlemen are to determine the just and reasonable price for the news print paper manufactured by these concerns that have signed this agreement. We take it that you will say that we must first determine the investment, and allow a reasonable return upon that investment.

### FIXING THE MAXIMUM.

"In handling that proposition, you gentlemen are to bear in mind that you are not fixing a selling price. You are fixing a maximum price for the ten manufacturers who are more efficient than all of the rest of the industries combined, without any guaranteed minimum. There is no limit to where they may go downward, but you are putting the stop on them where they may go upward. That being so, and this being a competitive industry, it is fair to assume that unless some extraordinary condition arises, where the demand is beyond the supply, the manufacturers will never reach the maximum price. The law of competition will control.

"You have had demonstrated in the cost reports that one of them can manufacture for \$55 another for \$46, another for \$52, and another for \$47. It is certain that with those discrepancies the man who can manufacture cheapest is going to get the business, and that he is not going to put his price up so high that the lame duck can get as much business as he does. So you have competition.

"The manufacturers have furnished their manufacturing and commercial costs for 1917, month by month, and for the only three months that we could of 1918. The costs of 1917 have little to do with the present. We cannot manufacture and sell paper to-day on those costs. The things that we bought were paid for in the year 1917 at 1917 prices. The costs for January, February, and March, 1918, show you as nearly as possible what the conditions of the future will be.

"Demands from labor may involve an increase in our manufacturing costs from \$8 a ton up for labor alone. The coming increase in freight rates shows an immediate increase in cost on raw material of practically \$2 a ton.

"The International Paper Company's costs have been made up on a charge of only \$2.40 stumpage for wood. The Commission's men have told us that the cost of wood in the season of 1917-1918 was going to be 30 to 35 per cent higher than the cost of wood in the previous year. Our freight charges are going to be \$2 more, and if we get out with a 50-50 break with the labor unions, which has never occurred so far, we are going to have \$4 a ton increase for labor at least.

"Take these costs for 1918, which are

the costs that are nearest to the present time, and you see the International Paper Company's costs of \$55, Price Brothers' costs of \$46. There is the maximum and the minimum. On a fair return to these manufacturers, taking out that cost of the International Paper Company of the \$2.40 stumpage, you cannot get away from a price of 4 cents for paper as a maximum price.

"On the basis of these costs we say that the maximum price for news print paper of 4 cents would be none too high, and would be as low as it should be."

### Philips Urges That Good Will of Business Should Count in Fixing Price of Paper

T. L. Philips, attorney for the Minnesota & Ontario Power Company and the Fort Francis Pulp & Paper Company, declared that the law, as laid down by the courts, entitled competitive business to count good-will among their assets. Continuing, he said in part:

"There are certain fundamental rules along which human life, business, and activity have always moved. One of those is that price fixing, considered in the sense of price depression, has two distinct tendencies. The first one is to depress production, and the second one is to increase consumption, so that any undue depression of price by artificial restraint simply operates in a circle. It depresses or limits production, increases the demand for the product, and thereby causes either a famine in the supply or demands the removal of the artificial restraint to such an extent that production may be stimulated. That, I submit, is something that ought to be kept very clearly and distinctly in mind by all of you who have anything to do with this case.

"To-day, in this country, we are trying to limit consumption of a great many commodities. Now, the industry which uses the product of newsprint mills of this country has been by the War Industries Board placed upon a priority list in the distribution of fuel, and it therefore is to be assumed that the production of newspapers is a necessity during the period of the war. If the production of newspapers is a necessity during the period of the war, then it seems to follow as clearly as light follows darkness, or darkness light, that the production of the material on which the newspaper is printed must be a necessity.

"The one great problem that is staring this nation in the face to-day is to keep up the production and to restrict consumption, and certainly to get revenue.

#### EFFECT OF PRICE-FIXING.

"The effect of price-fixing has still a tendency toward reducing revenue to the Government.

"The rate of return ought to be fixed with regard to a number of things. In the first place, it should be high enough to afford a fair return upon the property employed in the business; it should be high enough, according to the testimony of Perley Morse, to afford a fair return upon the value of the timber lands. We are not asking for a return on the value of the timber lands, but in as much as Mr. Morse, the chief accountant for the Commission in this matter, testified as he did the other afternoon, I want to comment just briefly on that subject.

#### SOMETHING LIKE MINING.

"Mr. Morse stated that there should be taken into the manufacturing costs

an amortization charge, or a stumpage based upon a distribution of the original cost paid for the timber, that to be chargeable into manufacturing cost, and then, in answer to a question of Dr. Merchant, he stated that, in addition to that, there should be added in to the profit a fair return on the value of the investment in timber lands.

"The manufacture of paper is something like the digging of coal or of ore out of a mine. The raw material is being exhausted. There is a time coming when that raw material will be entirely used up and your investment in a paper mill, as a paper mill, is going to be gone. Unless you are to have a dead loss on your original capital, or your original investment, you must write off that investment during the period. You write that off by taking into your costs this amortization charge referred to by Mr. Morse. That has nothing to do with the stumpage Mr. Wise was talking about getting a fair return on. It may be included in it, but it is an entirely different proposition as Mr. Morse put it.

"The rate of return must be high enough to allow for the hazards of the industry. That is not just merely theory, but it has been decided by the courts. I might refer to the Des Moines Water Company versus Des Moines, 192 Federal Reporter, in which the Court said that, not only the hazards of the water company while operating a water company should be taken into consideration, but that the very fact that the company was subject to regulation and that its rates might be reduced at any time, or that it was subject to condemnation and taking over by the community, was one of the hazards which should be considered, and it was entitled to a greater return, because it was under the hazards of further regulation.

#### CITES ANOTHER CASE.

"In the Arkansas rate case, 187 Federal, 290, Judge Trevor went at some length into the question of the rate of return, and as to whether certain rates were confiscatory or otherwise. Now, we are going to hear a good deal, I expect, before we get through, about the rate of return and the rates fixed in utility cases, and therefore there was one point made by Judge Trevor in that case to which I want to refer particularly.

"Judge Trevor said that a company was entitled to earn a certain rate of return, because to earn less than that, or to permit it to earn less than that, would amount to confiscation, but he says the prices which the railroads of Arkansas may charge for their services must not be based simply upon the figure which is the lowest they may be permitted to earn, because there is no assurance they are going to earn that regularly every year; in fact, we know they will not, therefore, the rates must be so adjusted as to permit them to earn a reasonable amount above that confiscatory return, providing their business is up to the maximum each year, and that during the year when it is up to the maximum, they may earn enough to lay up a surplus, so that each year they have derived from the use of the property, year in and year out, on an average, a certain amount which shall be not less than that which is said to be confiscatory.

"That is another thought that must be borne in mind. In order to secure a net return on an investment each year, the gross return allowed by the rates must be very much higher, because, owing to business conditions varying from year to year, you know you

will never earn the maximum, and there must be some latitude, some allowance for variations in business, one year with another, and an allowance for reserves.

### Judge Davis Says Industry of Paper Making Cannot Be Called Public Utility

Attorneys for the manufacturers had declared the paper mills were public utilities. Judge Henry E. Davis, representing the publishers, quoted long and exhaustively, from court decisions, and used many apt and convincing illustrations, to show that the business of manufacturing paper could not be properly termed a public utility. He proved that a public utility "consists of mechanism and emanation," and depends for its existence upon a franchise granted by the public, which retains the right of supervision over the operations of the concern which it licenses.

"The giver," he continued, "the public, retains over this public utility this right of supervision and regulation exactly as a creator of a corporation under the old law and under the present law, in some cases, retains what is known as the visatory power, enabling the creator of the corporation to look into it from time to time to see if it is doing what it undertook to do in consideration of being given the franchise to do it.

"I submit now that neither the news print nor the newspaper-publishing industry can, by any right reasoning, be said to be a public utility.

"First, I will deal now with the news print industry. News print paper stands on absolutely no different footing with reference to a newspaper utility, which is the diffusion of information, than the rolling stock of a railroad stands to the railroad in its entirety as a public utility.

#### COGS IN THE WHEEL.

"We grant there could be no newspaper printed without paper on which to print it, and it is equally true no news can be printed without compositors to set it up or presses to do the printing, but who would think of a compositor or of a printing press or a public utility in the sense under consideration? Each may be granted to be, and is, an essential of the mechanism from which comes the emanation, public utility, but neither is more than this, any more than a cog in the wheel.

"There are several reasons why this industry cannot be regarded as a public utility, and is not such.

"(1) Neither the right to make nor the right to sell the article used, such as print paper, depends in any sense or in any degree upon anything conferred by or coming from the public.

"(2) The article is not itself what is known as a public utility. That utility lies in the end to which the article contributes, namely, the diffusion of information through the complete energy of the mechanism of the diffusion. That is the thing which we call, in a word, the press. News print paper, by countless tons might be manufactured, and yet never enter into the public utility of diffusing information.

#### NOT AN END IN ITSELF.

"(3) The production of this article is not in itself, as respects the public, an end, but it is only a means to an end, which end, the diffusion of information, is the only thing of utility to the public in the sense in which we have that expression under consideration.

"(4) The article is produced by those engaged in the enterprise of making it, not to be used by themselves in affording this public utility, but to be sold to

others whose independent intervening use of it in separate and independent enterprises of their own gives it any semblance of being a public utility.

"(5) Those manufacturing the article owe the public no duty in respect of so doing. They may continue or abandon their several enterprises without any liability to any one whomsoever, by so doing, and without affording any ground of discipline or any lawful complaint on the part of the public.

"(6.) There is no interest of the public in the news print industry by reason whereof it has any right of what kind soever, or however slight, to regulate the industry and the cost of the product or the price that may be demanded for it."

#### COMMISSIONERS AGREE.

The Chairman—The enterprise of manufacturing the article has for its object the production of a commercially marketable product, to be sold and bought like any other such product, and the objective of the enterprise is to make the product and to market it, and here the enterprise stops.

Commissioner Murdock—And, very particularly, the customer of the manufacturer of this article is not the public, but it is those between the manufacturer and the public whose use of the article alone makes the utility to the public.

"And finally," resumed Mr. Davis, "there is nothing in the industry which the public takes, or can take, from the manufacturers thereof in respect of which the latter, the manufacturers, may claim the usual required compensation, save in the event of the taking of the product itself, which is wholly outside of this case.

"Now, I am not unaware that Mr. Wise is looking at me when I say that, and I am not forgetful of what he said yesterday, that the limitation sought to be put upon the use by the manufacturers of their news print paper is, if not of itself a taking of their product, so analogous to it as to bring into play this question of constitutional protection.

#### NOT WITHIN RANGE.

"I have been at the pains of imposing upon the patience and courtesy of the Commission to this point in order that I may vindicate myself in saying, as I did at the outset, that I stand squarely on the proposition that this matter is wholly without the range of public utility inquiry, whether in respect of valuation or in respect of rate to be fixed.

"But before enlarging on that, let us assume that some light may be gotten from these adjudged cases. Let us assume that such an impression has been made upon the tribunal as that the rules that are supposedly laid down by the court with reference to rate regulation and public utilities have at least to be a little thought of before finally being rejected altogether, and see what these decisions are.

"I defy anybody to harmonize even the decisions of the Supreme Court alone on this subject. I am reminded if I may make a personal allusion, of the old ways when we used to have controversies, questions of jurisdiction in the Supreme Court over the amount in controversy, whether the amount in controversy was sufficient to give the court jurisdiction, and the ingenuity of court and counsel was put to the test to find out, and in one of the later cases that I had the privilege of presenting to that court my opening remark was that 'I have read, I believe three times fully and carefully every

(Concluded on page 35)



## WAR-TIME PROBLEMS TO BE MET AT CIRCULATORS' CONVENTION

Zone Law to Be Discussed in Washington—Officials in Special Articles for "The Editor and Publisher" Urge I. C. M. A. Value

MORE attractive than any that has gone before, and more vital in the scope of its importance, is the programme of the twentieth annual convention of International Circulation Managers Association, to be held in Washington, D. C., next Tuesday, Wednesday, and Thursday.

That the convention will be held in the Capital of the nation is not the least among the many inducements that have already attracted a number of reservations by members so unusually large that the forecast for a heavy attendance has passed beyond the promissory period and become a certainty.

### War Made Many Problems

War conditions have given rise to many important problems which the circulation manager has been forced to meet. Many of them have been coped with successfully by some, though they still remain difficulties that seem almost insurmountable to others. A large number of them have been provided for in the programme that has been arranged with skill and prescience by J. M. Annenberg and his associates on the programme committee, and their discussion, with the solutions that have been arrived at by some managers, is bound to be interesting and valuable to every member present.

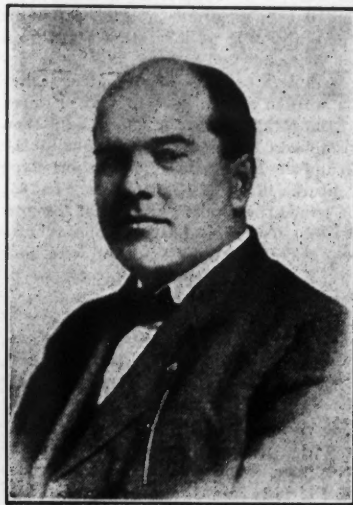
The new postal regulations, for instance, copies of which have been but recently forwarded to publishers by the postal authorities, constitutes a labyrinth through which hundreds of circulation managers are now pressing their way, seeking a clue that will lead them to familiar ground. Inquiries at local post offices have not, in a great many instances, produced satisfactory results for the guidance of the men who will have to follow the regulations or pay the penalty in delays and loss of circulation. Many circulation managers have been referred to the authorities at Washington for elucidation of obscure or difficult passages, and some of them will take the opportunity of the location of the meeting in the capital to call in person and propound their questions and get necessary rulings. These, of course, they can bring to the sessions for the enlightenment of their fellows in difficulties, thereby obviating much trouble and loss of time.

Appreciating the importance of this convention to circulation managers, and the many phases of their business that will naturally present themselves, President I. U. Sears and several others have prepared for THE EDITOR AND PUBLISHER pre-convention articles that are appropos and helpful. President Sears addresses himself to publishers on the subject: "Why Your Circulation Manager Should Attend the I. C. M. A. Convention," as follows:

### I. C. M. A. Has Corrected Many Long-Prevailing Conditions

Some have contended that because of the peculiar nature of our business and competition involved, it is not practical to have an organization such as the I. C. M. A. We surely have a common level and a community of interest which has been properly met by this Association, and it is redounding to the lasting benefit of the newspapers we represent.

We have, by presenting a united front, driven crooked agents and dealers from our midst, whether they were practicing their nefarious trade in Can-



I. U. SEARS,  
President.

ada, California, or New York. Having been organized, united, and recognized as a militant order, we have corrected these evils. Because of our power we have changed the conditions of years, have become the masters and can dictate terms and conditions on which they must handle our wares.

I would make special reference to foreign and out-of-town agents. If the agent or dealer, with knowledge born of fact, is assured that back of every newspaper that comes to him stands our Association, he will pay regularly and promptly for all papers received by him. Otherwise, he will be denied credit and all papers will be withdrawn from him.

#### STRONG AND COMPACT.

The Association, huddled into a strong and compact organization, reaching into every section of the several countries represented in its membership, is enabled to do things in the way of enforcement of regulations that may be desired for the protection of all publishers in the sale and distribution of their newspapers which save for them thousands of dollars.

There isn't any doubt that the publishers of the country are coming to recognize more and more the value to themselves of having their circulation managers in attendance at the I. C. M. A. conventions. The most vital problems are by no means always on the programme, but are threshed out in heart-to-heart and round-table talks. These talks have been the means of cutting out most all of the unnecessary expense, have made cooperation possible, and can be obtained in no other manner than by personal attendance.

The most vital discussions on our programme which will directly profit

the circulation manager in the prosecution of his work, in my opinion, are the A. B. C. discussion on "What Suggestions Can We Make to Get a Universal System Adopted in All Circulation Departments?" "Abuses that Still Exist in Circulation Work and How They Can Be Eliminated," and "Is the One-Cent Newspaper a Thing of the Past?"

### War Conditions the Acid Test of Association More Valuable Now Than Ever in Its History

"The Future of the I. C. M. A.," is the subject chosen by Joseph R. Taylor, vice-president, for his article, which follows:

The future of the I. C. M. A. to me is very bright. Under normal peace conditions our organization prospered and grew, and to-day over four hundred of the leading newspapers are represented. Now, under war conditions, will come the acid test. The value of the circulation manager to the publisher was never so great as at the present time; the value of the I. C. M. A. to the individual circulation manager never so great as to-day. With a membership of over four hundred of the leading experienced circulation men enrolled in its membership the I. C. M. A. offers to-day exceptional opportunities for advice and help to the individual circulation manager.

I firmly believe that the real critical test for the newspapers at large, and particularly the circulation department, is to come within the near future. War conditions threaten every department of every newspaper in the country. Increased cost of production, difficulties in securing raw material, lack of young and competent labor, lack of transportation in sending out printed copies, and increased postal rates, menace the very existence of newspapers.

#### MANAGER ON TRIAL.

The circulation manager is on trial—he must rise or fall at this critical period. He must be capable of stepping in and performing his duties under extraordinary difficulties or he is not fulfilling the standard for which the I. C. M. A. is striving. I am just as firmly convinced, however, that our members will meet these conditions as they have heretofore met every other trying condition by successfully surmounting every war obstacle and making the I. C. M. A. one of the recognized factors in the newspaper world. The value of the individual member to his publisher means the value of our organization to the publishers at large. Never has the future held forth greater possibilities for the circulation manager to demonstrate his value than the coming months shall present.

#### HOW DIVIDE EFFORTS?

I believe that at this critical time we should divide our efforts into three classifications:

- (1.) Economies over the present system.
- (2.) Collection of every cent for papers sold.
- (3.) Extension of circulation based on the above two questions.

Under "Economies" will come the elimination of all deadhead copies, including newspaper employees; unnecessary and forgotten advertising exchanges and editorial correspondents (please note the word "forgotten" in this sentence; many newspapers are carrying correspondents and advertising exchanges that have been on their list for four or five years, and should be revised); the elimination of all returns from foreign newsstands (cash should accom-

pany all orders for papers to foreign newsstands); left-over copies at the office of publication after the day's run; cutting down all copies that are now placed in the files; wasteful methods of handling papers in the press and mailing rooms. All of these items should be vigorously and carefully gone into, and I am confident that every office in the country can make a saving of from 20 to 80 per cent. along these lines.

(2.) Collections: In my judgment, all orders received by mail should contain a specified expiration date, and cash should accompany the order; all city agents should be collected promptly every two weeks; all State agents should be collected promptly every thirty days. Where an agent is delinquent over thir-



JOSEPH R. TAYLOR,  
First Vice-President.

ty days he should be promptly checked up and payment demanded. No credit should be extended beyond that point.

#### EXTENSION OF CIRCULATION.

(3.) Extension of Circulation: The extension of circulation at this time should be strictly based on economic principles. Samples should be eliminated, and every effort made to increase circulation only where it is possible to receive the full cash rate for the same. With raw material and labor costing as it does at the present time, there is no place for "wild-cat" circulation. Any circulation manager pursuing old tactics at this time is not rendering very valuable service to his publisher.

The above are a few questions that every circulation manager who is conscious of his responsibility must set down and ponder and solve, and solve successfully.

May I say to the circulation manager at this time that never in the history of the newspaper business has there been a greater need for the individual to join the National Association. The information and advice which is immediately made available at this time is of immense value in solving individual problems.

### Programme Offers Many Helps To Solving Vexed Problems of Busy Circulation Heads

There is urge, as well as promise in the brief paragraphs prepared by J. A. Matthews, the secretary-treasurer, which say:

In checking over the timely and interesting subjects as offered by the programme of the twentieth annual convention of the International Circulation

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## MANY LIVE TOPICS SELECTED FOR JOHN ROSS ROBERTSON C. P. A. CONVENTION DIES AT AGE OF 77

### Vexed Question of Trade Section May Be Ignored—Conferences to Be Held With Advertising Agents—War Business to Be Discussed

TORONTO, June 6.—From present indications the sixtieth annual meeting of the Canadian Press Association, which convenes in the King Edward Hotel here on Thursday next, will be a record-breaker in point of attendance. Each year sees the interest in the Association's work increasing, and from intimations received at headquarters from members all over the Dominion it looks as if the registration would run up to near the four hundred mark.

The programme is now practically complete, and it promises to provide those who attend with an interesting and helpful line of topics. Care is being taken to prevent a recurrence of the trouble at last year's meeting, when rather too many subjects tended to make it impossible to deal adequately with each. The number of items on this year's programme will be smaller, but each will be of real interest, and ample time for the discussion of each subject will be provided.

#### May Drop Trade Section Discussion

At last year's meeting a great deal of excitement was created by the introduction of an amendment to the by-laws of the Association which would have expelled the members of the trade and class section. The debate on this amendment took up a lot of time and created considerable feeling. Finally, a resolution shelving the proposal until the holding of a special meeting for its consideration or, failing that, the next annual meeting, was carried. No special meeting has been held during the year and so the matter should come up automatically at the approaching annual meeting.

In the meantime, the members of the trade and class section have been on their good behaviour and the condition which gave rise to last year's threatened action has been removed. Under the circumstances, unless the question is revived by some private member, it is unlikely that any further step will be taken to oust these members for the present at least.

One of the most important features of the programme for next week will be the holding of a series of conferences with representatives of the Canadian Association of Advertising Agents. This development follows a conference on May 17 between the executive committee of the C. A. A. and the advertising committee of the Canadian Press Association. It was then decided that it might be desirable to hold frequent conferences between representatives of the two bodies, with a view to clearing up points of difference as they arose and securing a closer and more effective co-operation between the two organizations.

#### GOVERNMENT ADVERTISING.

An hour and a half of the time of the daily and weekly sections and an hour of the time of the trade and class section will be devoted to hearing the representatives of the Advertising Agent's Association. While it cannot be forecast exactly what will come up at these conferences, there will probably be, on the part of the agents, an effort to secure somewhat better treatment in the matter of government advertising, much of which hitherto has been placed direct. They will also likely refer to the reduction in the rate of commission made by certain papers.

On the part of the publishers, big stick methods and agency efforts to cut rates will undoubtedly be referred to, while there is scope for much discussion over a number of minor grievances affecting individual papers in their dealings with individual agents.

Another matter of importance scheduled for attention at this year's meeting is the consideration of some plan

for more aggressive work in the promotion of press advertising in general. Prior to the war the Association did some useful educational work in the direction of running series of "advertising advertising" ads, but since the war started little of this sort of thing has been undertaken. It is now proposed to do more of this publicity work, as well as to attempt direct personal promotion, or advertising.

Arrangements have been made to have a member of the advertising committee introduce the subject in the sectional meetings and test out the membership as to their willingness to undertake the expense of establishing a promotion department. It is found that there is a strong sentiment in favor of a development of this sort, action will no doubt be taken forthwith to appoint some one to take charge of this work.

#### TO REPORT ON NEWS PRINT.

Much interest will centre in both the daily and weekly sections in the report of the special paper committee which has had in charge for the past year and a half the care of the interests of the publishers in connection with the newsprint inquiry. The report will record in detail all that has occurred in the past year and will presumably recommend the policy which the Association will follow during the critical period just ahead.

A symposium on the promotion of local advertising, which will be opened by two or three prominent publishers, will afford the daily members an opportunity to discuss a live theme, special attention in this section is also to be devoted to circulation topics. In the weekly section the programme will be dealt with under three heads—advertising, circulation, and job work subjects in each case being introduced by competent speakers.

Efforts have been made by the committee having the programme in hand to secure a strong list of speakers for the evening meeting on Thursday. For the past two or three years this evening meeting has been devoted to editorial topics, it being felt that the business end of the work of publishing should not monopolize the attention of the members. However, this time there have been several disappointments. At least three eminent American public men have found it impossible to spare the time necessary to come to Toronto and even notable Canadians are urging the pressure of business as a reason for declining invitations. The resources of the committee are not exhausted and they promise an attractive array of speakers for the Thursday evening meeting.

### Publisher of Toronto Telegram Long a Leader Among Canadian Newspaper Makers—Built Great Property and Declined Knighthood.

TORONTO, June 4.—John Ross Robertson, probably the most unique figure among the newspaper publishers of Canada, is dead. Many-sided in his interests, a thoroughgoing hobbyist, he goes down to fame mainly as the man who made the Toronto Evening Telegram one of the most remarkable journalistic successes in the Dominion, if not on the continent.

The late Mr. Robertson was born in Toronto in 1841. As a lad he became interested in printing, and operated an amateur outfit in his father's attic, in which he printed a boys' paper, for circulation among his school mates. Later he worked at the case in two or three of the local newspaper offices, and then launched the *Sporting Life* and the *Grumbler* successively, two short-lived ventures in weekly journalism. In 1863 he joined the editorial staff of the now defunct *Toronto Leader*, subsequently transferred to the *Globe* and was sent to London, England, as correspondent for that paper. On his return to Canada in 1875 he became business manager of the *Nation*, a weekly owned by the late Prof. Goldwin Smith.

Mr. Robertson always retained grateful memories of Goldwin Smith's kindness to him. Knowing the young man's ambition to have a paper of his own, the Professor financed for him the purchase of the old *Toronto Leader* plant, with which in April, 1876, he started the *Eve-*

The customary reports of officers and committees are now in the hands of the printer, and will be mailed to members in advance of the meeting so that their contents may be digested before the sessions open.

The report of the board of directors will show a substantial increase in membership for the year, and this notwithstanding quite a few losses through amalgamations in the case of dailies and discontinuances in the case of weeklies. The year's gain amounts to 45, bringing the total membership up to 820, exclusive of the membership being carried on the overseas roll, which is now between seventy and eighty.

The Association's income has expanded during the year by 30 per cent. and the bulletin service has been on a much more extensive scale than in any preceding year.

There are no forecasts as yet as to new officers for the coming year. Previously it was customary for the first vice-president to succeed to the presidency automatically, but under the new constitution there are six vice-presidents representing each of the six territorial divisions, and they are all on a parity as regards standing in the executive. Therefore, until the nominating committee gets to work, it is practically impossible to tell who will succeed to office.

It is by no means unlikely that the present head of the Association, J. H. Woods, Calgary Herald, will be asked to remain in office. Such a step would break a precedent, but in these days precedents count for little. Mr. Woods has made an excellent president, has been constantly on the job and has brought resourcefulness and leadership to the work. The membership generally appreciates his services and would undoubtedly respond to any movement that would keep him in office.

ning Telegram. The paper was a success from the start, and in a few months its publisher was able to repay the \$10,000 which had been advanced to him.

The Toronto Telegram is unique among Canadian dailies in several aspects. For one thing it is housed in the most palatial newspaper building in the Dominion, and from the standpoint of equipment possesses the very latest appliances. Its proprietor has been famous for his generous treatment of his employees, and not only has paid them well, but has enabled them to work in the healthiest of surroundings.

It is, further, a paper which has shown little variation typographically from the days when it was started. The reader has to plough through page after page of condensed advertising, starting right on the front page, before reaching the reading pages, and then the headings are most conservative in style. It is the want ad. medium of Toronto, and Mr. Robertson was wise enough in the early days to recognize the possibilities of this form of advertising and cultivate its use.

As a reporter on the Toronto Press, Mr. Robertson learned the value of featuring local happenings in short, crisp paragraphs, and it has been his policy with the Telegram to fill its local pages with every possible item of news obtainable. The Telegram is preëminently a Toronto paper, and, apart from general telegraphic news, limits its contents practically to city news. While other city dailies were stretching out for suburban and provincial circulation, he was content to appeal solely to Toronto people. As a result the Telegram is a great power locally, and, in municipal politics, it is all-powerful.

#### NEVER SOUGHT CIRCULATION.

A few years ago, at an A. N. P. A. meeting in New York, the gruff old Canadian publisher told his auditors that he had never sought circulation, did not have a circulation promotion department, and, in fact, did not care a rap for circulation. This is quite correct. The large circulation which the Telegram enjoys, and which is largely within the city of publication, has come naturally and by no artificial methods.

Mr. Robertson knew the publishing business from A to Z. He was at home in every department from composing room right down to press room, and though he travelled a great deal and had many outside interests, he kept a close rein on all the paper's operations. His great characteristic was thoroughness. He was never content until he had got to the bottom of a thing.

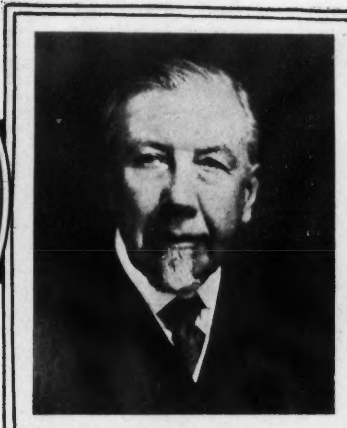
His remarkable versatility was illustrated by his hobbies. The Toronto Sick Children's Hospital will be a lasting memorial to his interest in the welfare of the children. His series of landmarks of Toronto will recall his devotion to local history. The Robertson collection of pictures of Old Toronto, worth many thousands of dollars, will testify to his enthusiasm as a collector. He was perhaps the foremost member of the Masonic order in Canada, and had the history of the order down to his fingers' ends. He had a rare and expensive collection of Bibles and books on other subjects, and his store of historical documents was very extensive.

Mr. Robertson had little inclination for public life, though he sat in Parliament for one term. He is said to have had the unique distinction of being offered knighthood and a seat in the Senate on the same day, both of which he declined. He was outwardly dour and stern, but, notwithstanding, was possessed of a big heart, and was generally held in the highest esteem among his fellow-citizens.

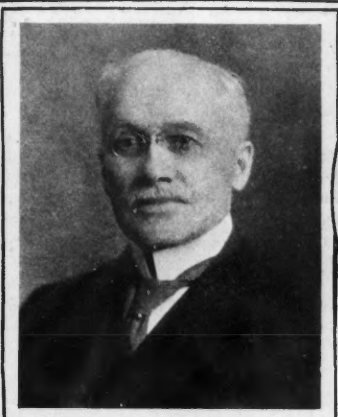
# REPRESENTATIVE CANADIAN PUBLISHERS



W. N. WILKINSON,  
Editor, Toronto World.



JOHN ROSS ROBERTSON, LORD ATHOLSTAN  
Publisher, Toronto  
Evening Telegram.



President, Montreal  
Daily Star.



SIR JOHN S. WILLISON,  
Publisher, Toronto Daily News.



J. H. WOODS,  
Editor, Calgary Herald.



M. R. JENNINGS,  
Managing Director, Edmonton Journal.



GRIFFITH R. HUGHES,  
President, Victoria Daily Times.

## CANADIAN NEWSPAPER MAKERS ARE ZEALOUS IN PUBLIC SERVICE

In the Dominion, As in the United States, Newspapers With a Purpose Win—Western Publishers Coming to the Fore in Late Years

CANADIAN newspaper men, while claiming for themselves no special superiority in this respect over their comrades of the Great Republic, are yet proud of the public spirit characteristic of their journalistic leaders. Drawn through their calling into close contact with the people, they have become leaders, not only of thought but of service, and rare indeed is any humanitarian movement embarked upon in Canada, but a newspaper man is prominently associated with it.

### Lord Atholstan's High Distinction

A conspicuous example of this zeal for public service is to be noted in the case of Lord Atholstan, formerly Sir Hugh Graham, proprietor of the Montreal Star. Lord Atholstan has risen to a social eminence reached by very few of his fellow-citizens. He and Lord Shaughnessy, president of the Canadian Pacific Railway Company, share the distinction of being the only resident Canadian members of the British House of Lords. His elevation to this exalted rank, however, has not been due to social or political reasons, powerful though these may have been, but has been based on a long series of undertakings conceived and carried through in the public interest. Throughout a

long career, during which he has risen from office boy to the ownership of one of the greatest newspaper properties in Canada, Lord Atholstan has been eminently successful in his chosen calling, and may be regarded as the most outstanding figure in Canadian newspaperdom.

The Toronto counterpart of the Montreal lord was the veteran proprietor of the Toronto Evening Telegram, John Ross Robertson, whose death on last Friday is chronicled elsewhere. He was one of the most picturesque figures not only in the newspaper arena in Canada, but in the political as well. There was this distinction between the two men, that, whereas Hugh Graham has accept-

ed the honors which his sovereign has seen fit to confer upon him, John Ross Robertson always resolutely declined to accept knighthood. He remained all his life a plain, democratic citizen. His great life-work, apart from making the Telegram a powerful organ of public opinion and, incidentally, a very prosperous publication, was in connection with the foundation and maintenance of the Toronto Hospital for Sick Children. Great-hearted and sympathetic, his kindness flowed out to the little children of the city, and in the big hospital which he erected he built for himself a monument that will perpetuate his name for years to come.

In Sir John Willison Canada has a notable example of the editorial man who has achieved more than passing fame. Sir John is no longer directly connected with Canadian journalism, but as chief correspondent in Canada of the London Times he occupies a commanding position among the Dominion's pressmen. He has never been identified so prominently with philanthropic works as the two publishers already referred to, but he has played a very important part in shaping the policies of his country. In 1896, when editor-in-chief of the Toronto Globe, his hand was powerful in overthrowing the Government of the day and substituting in its place the administration of Sir Wilfrid Laurier. Again in 1911, as editor of the Toronto News, he was scarcely less in-

fluential in turning out Laurier and placing Sir Robert Borden in power. No Canadian journalist has a better grasp of the political situation in the Dominion than he.

### HEADS CANADIAN PRESS ASSOCIATION.

By degrees western Canada is beginning to assert itself ever more strongly in journalistic affairs. Last year, for the first time a westerner was elected to the presidency of the Canadian Press Association. This was J. Hossack Woods, managing editor of the Calgary Herald. Mr. Woods is one of the livest wires to be found anywhere among the newspaper men of Canada. Trained in the East, and for years associated with the daily press of Toronto and Montreal, he went West in the early days of the Calgary boom, and, backed by the Southams, of Hamilton, succeeded in building up one of the foremost newspapers of the West. To-day he is reputedly in control of the paper, though the Southams retain a considerable interest. He has taken a prominent place in the business and social life of Calgary, and being a man of intense energy, he is wholeheartedly in every public movement in the lusty young Alberta city.

Occupying in Edmonton a position analogous to that of Mr. Woods in Calgary, M. R. Jennings, managing director of the Journal of that city, is another decidedly aggressive Canadian newspaper man. Mr. Jennings is by birth

(Concluded on page 30)

## UNUSUAL "BREACH OF CONTRACT" SUIT

Newspaper Purchaser Claims Damages from Publishers for Failure to Print "News of Interest to the People"—Texas Court Must Decide.

DALLAS, Texas, June 6.—Claiming two cents actual damages and \$199.98 exemplary damages, Wilford B. Smith, publisher of the Pitchfork, a monthly magazine published here has filed suit against A. H. Belo & Co., publishers of the Evening Journal, alleging that as a purchaser of the paper, for which he paid two cents, he had a right to receive a report of news happenings of interest in Dallas, and that the defendants had not published any report or mention of the address of former Governor, James E. Ferguson, delivered in Dallas.

The petition alleges that plaintiff purchased a copy of the Evening Journal for two cents cash, expecting to get a report of the Ferguson speech, but on learning that the paper did not carry such report he asked for a return for his two cents, which was refused. Thereupon he was compelled to seek other news dealers and purchase a copy of another paper to get a report of the speech. He further alleges that A. H. Belo & Co., publishers of the Evening Journal, arbitrarily refused to print anything concerning the speech of Mr. Ferguson and thereby established a breach of contract between the publishers and purchasers of the newspaper.

James E. Ferguson, while Governor, was impeached, and in passing sentence the Senate decreed that the defendant should be disqualified from holding any office of trust, honor or profit in the State of Texas. Despite this sentence, Ferguson has announced his candidacy for Governor, and is conducting a campaign. The management of the Evening Journal takes the position that he is not qualified to fill the office of governor, and therefore could not be seated if elected. On this ground they say he is in reality not running for Governor and having no official standing in the race his speeches should not be reported.

## MEXICAN EDITORS TOUR COUNTRY

Delegation of Sixteen to Be Shown Actual Conditions in This Country, So They May Intelligently Help in Propaganda Favor of Allies.

LAREDO, Tex., June 2.—A delegation of sixteen prominent Mexican editors from various parts of Mexico, who are to be taken on a tour of the United States at the expense of the Government, that they may learn actual conditions existing in this country, and help in propaganda in favor of the Allies in Mexico, arrived here this morning in charge of Wilfred Wielgand, a Mexican newspaper correspondent of Mexico City.

Reaching here, the party was taken charge of by Lieut. P. H. O'Reilly, U. S. N., who will be in charge of the tour over the country. They left to-night in a special car attached to the regular train going to San Antonio, thence to Houston, New Orleans, St. Louis, Philadelphia, Annapolis, West Point, New York, Boston, Duluth, and Chicago, thence to the Pacific Coast and the Western States, returning via Los An-

## NEWSPAPER MAKER AT WORK



JOHN H. GAVIN.

JOHN H. GAVIN, acting city editor of the New York Morning World, is one of "Charles E. Chapin's boys."

The fact that his newspaper training was secured under the direction of this master craftsman—little known to the public, but looming large among his fellows—is the one fact about his career in which "Jack" Gavin takes most pride.

Mr. Gavin just now is in sole command in the city department of the Morning World, due to the absence of his chief, Herbert Bayard Swope, who is on special duty for the World at Washington. Gavin is a natural executive, and the grim duties facing him each day do not daunt him in the least. Only a man who has held the reins of direction in a city room in a great New York or other metropolitan newspaper realizes the nerve-testing nature of the task—how it calls for coolness under fire, for quick decisions and for infinite tact.

Gavin not only knows New York, but he knows it from the New York World angle—which means that he UNDERSTANDS the big, complex city. This is due to the fact that he has grown up with the paper. He is thirty-five years of age, having been born July 9, 1883; and he joined the World when he was a boy. He started at the bottom, working as office boy, and progressed to the point where Mr. Chapin, city editor of the Evening World, put him to work as a cub reporter. He made good, and was assigned to work at Police Headquarters, where he got that contact with New York life which a reporter obtains nowhere else. He acquired, in assignments to duties in numerous other fields, that rounded experience in news getting which has been of such golden value to him in executive work.

In 1909 Mr. Chapin took the city desk in the Morning World, and selected Mr. Gavin for his assistant. When Sherman Morse succeeded Mr. Chapin as city editor of the Morning World, Gavin remained as assistant city editor, which position he has held through the administrations of four famous city editors—Messrs. Chapin, Morse, Clark, and Swope. Mr. Gavin has a profound admiration for each of these men—but he "is one of Chapin's boys."

Gavin has no hobbies—aside from his love of reading and his devotion to his home. He is not a clubman—does not play golf—but he has a charming wife and five children, four of them boys, the older of these already fired with zeal for military careers.

Asked as to what chance a newspaper man from another city would have for getting a job on the World, Mr. Gavin said:

"Of course, the World wants men who know the New York field. If I were to advise a man from out-of-town as to how to get an opportunity in New York, I would suggest to him to try to secure a job with the City News Association. Here he would gain valuable experience and knowledge of the city. His copy would come to the attention of every city editor in the city. If it had merit, individuality—if it indicated ability and news sense—it would attract attention to him, and he would find himself in demand. I know of no better way to gain a staff position with a New York newspaper."

geles, Salt Lake City, Denver, and El Paso. The trip will take about five weeks and cover all the important cities, military posts, and industrial plants of the United States.

In the party are the following Mexican newspaper men: Miguel Martinez Rendolnz, editor, La Patria; Rafael de la Puerta, editor, El Liberal; Leod Walker, editor, El Progreso, all of Monterey; José A. Campos, editor, El Excelsior; J. de J. Nunez Y Dominguez, editor, Revistas de Revistas Magazine; Gonzales de la Parra, editor, El Nacional; Enrique Manero, editor, El Economista; Luis Tornel Olivero, editor, El Universal; L. Zamora Plowe, editor, A B C Magazine; Carlos Pena Gonzales,

editor El Universal Ilustrada Magazine, all of Mexico City; J. R. de Castillo, editor El Informador, Guadalajara; R. Calvo Herador, editor El Dictamen, Vera Cruz; Iturbide Mendoza, editor El Liberal, Saltillo; Teodomiro R. Gargas, editor, La Prensa, Pueblo; Francisco Zamora, staff correspondent, Mexican Press.

### Aero Mail Service Satisfies

The success in operating the airplane mail service has exceeded, with the close of the second week of operation, the expectations held for it in its earlier stages of operation, according to Postmaster-General Burleson.

## McADOO REFUTES THE KITCHIN CHARGES

Secretary Says He Was Never Approached by Newspaper Lobby—No Need to Attach Postal Legislation to Revenue Bill Under Senate Rules.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, June 5.—While Majority Leader Kitchin has made no statement on the floor of the House in reply to Secretary McAdoo's letter asking that he withdraw his charges made in the House, that some "sinister influence" connected with an alleged lobby of the publishers of the country persuaded the Secretary in his decision to urge the passage of a new revenue bill at this time. Mr. Kitchin has stated through the press that he has no answer to make to Secretary McAdoo's letter as to the withdrawal of the charges now. It is intimated from his brief statement that he may have more to say upon the subject at some future time.

In justice to all concerned, it can be positively stated that the relief desired by publishers could be obtained without the introduction and passage of a new revenue bill at this particular time, as House Joint Resolution 195, amending the present Revenue bill in that particular where it was thought the bill did not include Members of Congress in those it taxed receiving a salary income of over \$6,000, has already passed the House of Representatives and is now pending in the Senate. As this is a joint resolution dealing with a revenue subject, any legislation the publishers desired passed at this time could have been reported from the Finance Committee had it been so disposed, and thus there would have been no occasion for a Revenue bill to hinge legislation upon for the relief of publishers—if it is the intention of Congress to pass such legislation. The new revenue bill will not be reported to the House for some time. Hearings will begin before the Ways and Means Committee to-morrow.

Secretary McAdoo, in the course of his letter to Mr. Kitchin, disposes of the charges as to the influence upon him of a "newspaper lobby," as follows:

NEVER APPROACHED BY LOBBYISTS.

"Please let me assure you that no one near me or in whose judgment I have the slightest confidence has been influenced by any newspaper lobby or any other kind of lobby; that I have not been approached directly or indirectly by any such lobby, and that if I had been it would not have made the slightest impression upon me or have affected in any manner whatever my judgment as to the necessity for revenue legislation at this session of Congress. The men associated with me as Assistant Secretaries of the Treasury, together with the Commissioner of Internal Revenue, are serving with such exceptional loyalty, industry, and patriotism in trying to solve the colossal problems of the Treasury successfully and in the interest of the whole country, that I could not respect myself if I permitted them to suffer from any implications whatever of so unjust a character. It is for them particularly that I should be glad if you would make an appropriate correction.

"As for myself, I hope you will permit me to say that the only thing which influenced me in recommending to the President that additional revenue legislation was needed at this session of the Congress was the public interest."

# MORE GAINS

In Circulation and Advertising

# THE BALTIMORE SUN

(MORNING — EVENING — SUNDAY)

Published in May, 1918 a total of

## 5994 COLUMNS

of Paid Advertising

When compared to May, 1917, this shows

## *A Gain of 961 Columns*

The Sun carried more than half of all the advertising printed in all Baltimore newspapers in May, 1918.

### CIRCULATION GROWTH

The average paid circulation of the Sun in May, 1918

SHOWS GAINS OF

## 14,000 DAILY

## 12,000 SUNDAY

Circulation now

**DAILY 187,000      SUNDAY 116,000**

Growth in Sun circulation means growth in business for Sun advertisers. Cover Baltimore with thoroughness and economy by placing your advertising in

# THE BALTIMORE SUN

*The A. S. Abell Co., Publishers, Baltimore*

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

## MIX PLEASURE WITH BUSINESS AT CONVENTION OF N. E. A.

President Hotaling Urges Editors to Keep Minds of Men of America Upon Supreme Purpose of This Great War

**M**ORE than two hundred editors have all the week been enjoying the annual convention of the National Editorial Association at Little Rock, Ark. While the days have held sufficient business to keep the minds of the editors fairly busy, they have found time to relax and enjoy the "stunts" which always relieve the possible monotony at these meetings.

With the close of the convention, a full week will be given over to pleasure, which this year takes the form of a tour of the entire State, in which many of the editors will participate. They will make the itinerary in special cars, with stop-overs here and there where receptions have been arranged and trips prepared for seeing the sights of the various cities visited.

### HOTALING'S ADDRESS.

Not the least interesting among the papers and addresses made at the convention was that of President H. C. Hotaling. Throughout it sounded the note of patriotism and a strong urge to editors to keep the minds of men upon the supreme purpose of the great war. He declared that after the war the field for service on the part of the newspapers would no longer be confined to the nation, but would be world-wide, bringing the greater duty of unifying the people of the world into a better understanding of liberty.

He urged editors and publishers to go to the limit during the next twelve months in conserving news print, and declared that advertising rates, taking the country as a whole, are too low. He declared for limiting the size of the great Sunday papers, and commended the Pittsburgh newspapers for cutting down paper consumption by twenty per cent.

On the labor situation Mr. Hotaling pointed out that there was a serious scarcity of workmen and that as a consequence wages were rising to a point where the average publisher cannot pay them with profit to his paper. The zone postal system, he said, threatened hardship on the press and should be held back until it can be simplified and made workable. He pointed out that the Association was in need of an active secretary, and urged an appropriation to permit of his employment.

Mr. Hotaling's address follows in part:

### ALL SHOULD BE LOYAL.

"Every loyal publication should editorially declare that 'We are fighting for the right—our sole duty is to win,' and and win we will even though we are compelled to sacrifice all we hold dear and sacred. Unless we stand firm and keep the beacon light burning we will be derelict in our duty. We must keep the minds of men upon the supreme purpose of this great contest and unless we do so we will have failed to prove ourselves leaders of thought and moulders of public opinion."

"From thousands of printing offices men have enlisted, and the office that has not given at least one of its trained workers is indeed the exception. The service flag shows many a publisher who has turned the key in his little country printing office door and respond-

ed to the call. Others have picked up the knapsack and left the office to the good wife, and still others have sent their only son. These have had the vision of what confronts the world in the event of the success of the man, and indicate, as I stated in the outset, that the supreme call upon the press at this time is to remain unaltering and true.

"With the close of the war, when it does come, the opportunity for service on the part of the newspaper will be even greater than it is to-day. We will then enter upon a world-wide field instead of one nation-wide. As leaders it will not only be our place but our duty to present such a plan of procedure as shall have for its purpose the bringing of the people of the earth into closer unity, into a better understanding of what liberty really means. Let our guidance be wise, fair, and honest. Let the standard be one worthy of our profession, for only by so conducting ourselves can our publications hold their place as moral and uplifting agencies. Let our utterances be free and unbiased.

### SAVING PRINT PAPER.

"Never before has the printing business, one of the most important industries in this country, been in a more precarious condition than it is to-day. The print paper situation is anything but bright, and unless some plan can be presented which will bring about increased production, which seems improbable, there will soon be an actual shortage—a famine in paper—as at the present time the consumption is greater than the production. Every publisher in America should endeavor to go to the limit the next twelve months in endeavoring to save paper, to cut out the extra runs, the specials, etc. This can be accomplished in many instances by setting material solid, by advancing advertising rates so that advertisers will use a little less spece, yet spend as much money.

"On the whole, the advertising rates of the country press are too low, and publications accepting advertising at six or eight cents an inch, no matter how small their circulation, are not only doing business too cheap, but are not figuring the cost of composition. The city dailies should be appealed to and asked to cut down their Sunday editions in the interest of paper conservation. The general public will never believe print paper is very expensive when they get a whole armful for a nickel, as they do in the Sunday paper. As an indication of what conservation can accomplish, I wish to cite and commend the action of the Pittsburgh dailies, who by economies last year saved 20 per cent. of their consumption, or 10,000 tons.

### THE LABOR SITUATION.

"The help question is also daily growing more perplexing. So many men have been called into service that mechanics are growing exceptionally scarce with the result that publishers are bidding against each other for workmen. As a direct consequence the wage scale is reaching a height that the average publisher cannot pay it and leave a profit for the proprietor. We have drifted from the old way of doing busi-

ness and apprentices are practically unknown in most offices. This must be corrected in some way by the manual training schools in the public educational system, or technical schools will have to be established by the publishers of the country to produce the necessary mechanics. And these mechanics should be compelled to take some examination, as many of the operators now turned out by so-called linotype schools are not only incompetent, but ruin machines that they are placed upon.

### ZONE POSTAGE SYSTEM.

"Next month the new zone postage rates go into effect, which with each year will be more weighty. No one understands the proposition, but the complications are such that much clerical detail will be necessary. The matter should be simplified so that the printing business may not be made entirely unprofitable, for in the words of Charles M. Schwab, who has recently been placed at the head of the Government's Shipbuilding Department, 'A business must be profitable if it is to continue to exist, but the glory of business is to make it so successful that you can do great things because they are great and because they ought to be done.' Personally, I believe the zone system has some merits, but in its present shape it is so impractical as to work hardships upon the press. It should be held back until it can be simplified and made workable.

### GOVERNMENT ADVERTISING.

"I cannot pass by the attitude of the Government as to the space of newspaper publishers. It has been unjust, unfair, and I might add unpatriotic, in considering such space valuable only so long as it could be secured without cost to the Government. Newspaper space is the publisher's stock in trade, and a commodity as much as tea and sugar, and the grocer has not been called upon to turn over such commodities without remuneration. At least one representative of the Government, Guy Emerson, publicity director for the district in which the great city of New York is located, has intimated that Federal advertising would endanger the liberty of the press in that it would act as a subsidy. Mr. Emerson owes the press of America an apology in thus attacking the integrity of a profession that has sacrificed to the limit in backing the country at this critical time.

### A GROWING ORGANIZATION.

"This Association to-day has a larger membership than at any other period in its history, but there should be thousands of additional names enrolled upon its list of workers. The work of the past year will be lost if the State associations do not continue their alignment and labor for the cooperation of other States. Many hands make light work. There should be and must be concerted action lest all advances will be reversed.

"Among the matters that should receive attention from this gathering is the planning for an active secretary, one who can give his entire time to the needs and activities of the newspaper men. This will take money, but the results cannot be attained without effort. Some plan should be worked out whereby the various associations can be visited in their State gatherings and brought into closer touch with what the National is endeavoring to accomplish in their behalf."

You never knew a great want ad medium—that was not a prosperous newspaper.

## ILLINOIS EDITORS JOIN THE N. E. A. IN BODY

State Association Elects S. P. Preston as President—Dues Raised—Convention Addressed by Well Known Men—Best Meeting Ever.

SPRINGFIELD, Ill., June 1.—The fifty-third annual meeting of the Illinois Press Association, held at Champaign, was the largest and most profitable in the organization's history. As special guests and speakers there were present H. C. Hotaling, president, and George Hosmer, chairman of the legislative committee of the National Editorial Association, and A. S. Leckle, of Joliet, president of the Illinois Daily Press Association.

The Association joined the National Editorial Association in a body, and dues were raised to \$3 a year.

Congressman Medill McCormick gave an account of his visit to France. Resolutions were passed upholding President Wilson in his war operations.

The officers elected are: S. P. Preston, of the Gillespie News, president; Benjamin S. Herbert, the National Printer-Journalist, Chicago, first vice-president; Paul Goddard, Washington Reporter, second vice-president; I. S. Dunn, Divernon News, third vice-president; B. E. Pinkerton, Monmouth Atlas, treasurer; H. L. Williamson, Springfield Illinois Publisher, secretary.

The legislative committee consists of H. U. Bailey, Princeton, and J. M. Page, of Jerseyville; the executive committee is comprised of J. M. Speets, of Oblong; Charles B. Mead, of Geneva, and L. R. Murray, of Mazon.

A big annual banquet was held Friday night, and on Saturday the members visited the United States Aviation Field at Rantoul.

### Business Men Sell Newspapers

DALLAS Tex., June 3.—Harking back to the days of Auld Lange Syne and taking up again their childhood occupations, three prominent business men of Waco, Tex., who sold the Dallas Morning News in Waco a quarter of a century ago, again became newsboys by selling the Dallas Morning News for the Red Cross. The men are William L. Edmond, Joe Kemendo and John J. Potts. The trio took in \$52.02 for their day's sales, and the entire amount was donated to the Red Cross. A. H. Belo & Co., publishers of the Dallas Morning News, contributed 500 copies for the sale.

### Big Showing of Newspaper Men

Camp Chillicothe in Ohio, has 600 newspaper men in training, out of a total of 30,000 men in camp. This is considered a very good showing for Ohio. A study of the list shows that every man who ever did any work on a newspaper is properly listed by the personnel department.

### Editor Now a L. L. D.

MADISON, Wis., June 6.—Richard Lloyd Jones, editor of the Wisconsin State Journal, has been given the degree of doctor of laws by Lincoln Memorial University, Cumberland Gap, Tenn., "in recognition of distinguished patriotic services and for preserving the birthplace of Abraham Lincoln, building thereon a national shrine and making it a place of patriotic pilgrimage and inspiration." From 1905 to 1915 Mr. Jones was a trustee of the university.

In every city there is some one newspaper that is first in the minds of the people when a definite want exists and first in their confidence in the matter of editorial policy. For instance,

# In Cleveland

whenever one wants a job or an employe, whenever one wants to buy or sell or rent a house, whenever one seeks accurate, uncolored political data, it is the Plain Dealer that is instinctively sought—and the Plain Dealer has, in addition, *the largest unduplicated daily and Sunday circulation and carries more separate paid advertisements than all the other newspapers combined.*

## The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

Western Representative:

JOHN GLASS

CHICAGO, Peoples Gas Building

## ARTHUR BRISBANE SAYS SPIRIT OF THE CLAN SHOULD RULE

Urges Newspaper and Advertising Men to Stand Together for the Common Welfare—Pays Tribute to Owners of Chicago Tribune, Now in Nation's Service

(Special to THE EDITOR AND PUBLISHER.)

ARTHUR BRISBANE, editor of the Chicago Herald and Examiner and the Washington Times, described cooperation as the keynote in present-day advertising at a luncheon held in his honor at the Advertising Club of Chicago on May 31.

"Of course, advertising means to inform," said Mr. Brisbane. "What we usually call advertising is information which is prepared by a manufacturer or a merchant in which the advertiser puts his message in such shape as to get it into the mind of the consumer in convincing fashion.

### The Matter of Proper Equipment

"I asked one of the gentlemen present to tell me what the members of this club are trying to do. If you should say I am going hunting, and you couldn't tell me whether you were going to hunt mosquitos or elephants, it would be difficult for me to advise you about the thing to carry with you. The idea that the gun big enough to kill the elephant would be big enough to kill the mosquito would be sound, but you wouldn't be able to find the mosquito after you had killed it. And with advertising the business that we are all in, there is something of the same difficulty. Men don't realize, or we don't realize, the weapons that are suited to the task and the undertaking.

"Now when two or three hundred men talk, or ask somebody to talk to them in the business part of day, they are only asking for one thing, and that is for a man who has thought about their business or been in it which applies to me in both cases. They want that man to tell them something that may be of use to them.

"A friend of mine called me up this morning and said: 'when you speak to the advertising men of Chicago urge upon them the importance of working together, of being closely united. Of course it ought not to necessary to mention that in speaking to a body of this kind. Every man in this room knows that the men, or the animals, that stand together survive and prosper, and those that don't disappear or drift into failure.

### HOW CO-OPERATION WORKS.

"The most striking example of the result of co-operation is friendship, as opposed to enmity and hatred and jealousy, as shown by Kropotkin, the Russian. To put it in a few words: If you had come to Wisconsin a hundred years ago, you would have seen herds of deer and packs of wolves. You might not have noticed the fact that when a wolf was injured he was dealt with something like a modern newspaper man. The other wolves came up and bit him and tore him to pieces. And you might have noticed, on the contrary, that the deer sympathized with the wounded deer, and, when it had any information of value about danger coming, it warned all the other deer. If you had been asked a hundred years ago in Wisconsin which would outlast the other you might have said, of course, that as long as there was a deer for the wolves to eat there would be wolves to eat it. But that is not a fact. The wolves have gone and there are plenty of deer in Wisconsin to-day, because whenever a hundred deer went out to feed, every deer had two hundred ears and two hundred eyes, working for him—ready to warn him if danger ap-

proached. The wolf who saw the danger sneaked off by himself and warned nobody or if he found anything worth having, he kept it for himself and gave none to anyone else.

"Newspaper men and advertising men give an excellent imitation of the wolves that used to live right where this city was built. They don't stand by each other; but, like the wolves, they are always ready to fight each other. The idea of the average newspaper man is that he has done his whole duty if he convinces somebody that all the other newspapers are bad, quite overlooking the fact that the intelligent man will say: 'In that case yours is about the same.'

"The average advertising man is almost as foolish as the average editor of a newspaper whenever you ask him about a competitor. There is always a 'but' in the answer.

"I have been a newspaper man for thirty-five years and an editor for thirty-three. I am going to try the best I can to be worthy of the opportunity in this city, and I haven't the slightest doubt that my competitors are going to do the same. I think that if the advertisers and editors would take that stand, give full credit to all the others, make it a point occasionally even to suggest that somebody else has virtue or merit that he doesn't pretend to possess, that the business would be better and on a higher plane today.

### TRIBUTE TO TRIBUNE MEN.

"When I came to Chicago the other day to take charge of a new department, really a reorganization, there was one thing I regretted. I know we will succeed as well as we deserve, and I know in one way we will succeed better than we deserve, because the men who ought to be competing with us are across the water. They are in the army. They are risking their lives. They are fighting for this country. They have forgotten all about the Tribune, about advertising, about circulation, about profit; and it was not a pleasure to come here to try to get any of their circulation or advertising while they are on the other side, doing what I am too old to do."

Loud applause followed this statement, and Mr. Brisbane continued: "Yes, what I am too old to do, even if I had the courage, which I very much doubt. But I did take occasion on my first coming here to write something about those two boys who are my personal friends—Major McCormick and Lieut.-Col. Patterson—who are now in France. I received letters from both of those boys' mothers, and I assure you that I got more satisfaction from those letters than anything I have ever written, because I was able to say in my paper what they were not able to say in their own paper.

"If I had come here and been able to say that my circulation was equal to the Tribune's and a hundred thousand more, it would have been a different situation. Incidentally, although I hope I was not influenced by it, I believe that attitude which gives credit wherever it is deserved is the attitude to follow, because, gentlemen, here is something very important: life is an expedition of gold hunters. If I go with you to the West, and we are looking for gold or copper, am I going to do any good if I spend all of my energy and voice, saying that there is no gold, no copper, and no zinc here? No, the only thing of value is for me to watch and keep my eyes open and my mouth shut, and when I think I have discovered gold or copper, say, 'I believe there is gold or copper here,' and then dig for it."

LED BY A DRUNKEN GORILLA.

Mr. Brisbane then described how Germany, in the pre-war period, had achieved leadership in many lines of scientific research.

"They were wonderful in their accomplishments," he said, "but, unfortunately for them, science and civilization were at the bottom and medieval brutality were at the top, driving.

"The most useful horse in the world is a dangerous animal if its rider and driver is a drunken gorilla; and Germany, unfortunately, was driven by a drunken gorilla, who led the German people into debauchery, into cruelties and atrocities that have startled the civilized world.

"I hope that many of the advertisers here will in a very short time be busy preparing and selling and advertising substitutes for everything made in Germany."

Mr. Brisbane is spending two days each week in Chicago and two days in Washington since the amalgamation.

## GERMAN PUBLISHERS DIFFER IN VIEWS

One Declares His Countrymen Here Should Be Told in Their Own Language Why They Ought to Hate the Kaiser.

Two publishers of Indiana German-language newspapers have taken directly opposite views of the idea of continuing publication in that language during the war.

Carl A. Meder, editor and publisher of the German Journal, at Terre Haute, a weekly, has mailed to the county council of defence, a statement, saying that he believed he could do more patriotic work if he continued to print the Journal in the German language than if he changed his paper to English, as a committee from the county council of defence asked him to do. Meder said:

"If the German in this country is to be taught to hate the Kaiser, instead of adoring him, and if the German in this country is to be made to hate the rule that is being inflicted on his relatives, he must be told why in the German language, the language he understands."

On the other hand, the Gutenberg Company, publishing the German Telegraph-Tribune, an afternoon daily, and the Spottvogel, a Sunday paper, at Indianapolis suspended publication of both papers on June 1, with an announcement that while both papers had been neutral before the United States entered the war, and patriotically loyal to America since that time, there was, nevertheless, a prejudice against the publication of newspapers in the German language, and that for this reason it had decided to suspend publication, at least until after the war.

# American Newsvender Corporation

will have its

Headquarters

at

Hotel Washington

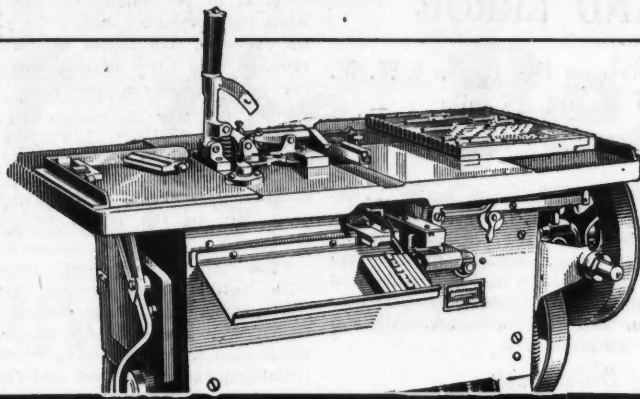
during the

I. M. C. A. Convention

June 11 - 13

Be sure to see the slot machine that sells newspapers





**N. Y. EVENING MAIL**  
Discards its Movable Types and  
**Installs LUDLOW *All-Slug* System**  
**for Display**

**A**FTER testing out Ludlow Typographs in its own composing room on regular run of copy off the hook, the New York Evening Mail discontinued its movable type display composition methods and installed the Ludlow *All-Slug* System, because of its greater speed, greater economy and greater all-around efficiency.

This great metropolitan daily is now saving all the time previously wasted in "sorting up" and distributing single types.

*A comparative test is the best test of the  
Ludlow Typograph All-Slug  
System for Display.*

---

*Manufactured by*

**LUDLOW TYPOGRAPH CO., 2032 Clybourn Ave., CHICAGO**

*Selling Agents*

**MERGENTHALER LINOTYPE CO., New York, U.S.A.**

CHICAGO

SAN FRANCISCO

NEW ORLEANS

Canadian Linotype, Ltd., TORONTO

## CREEL ANSWERS POU'S CHARGES OF PARTISANSHIP AND ERROR

Gives Political Affiliation of Each Division Head—No I. W. W. in Organization and He Would Dismiss Instantly Any Found

GEORGE CREEL, Chairman of the Committee on Public Information, in answering a letter of Representative Edward W. Pou, says unqualifiedly that charges mentioned in Mr. Pou's communication are without foundation in fact. They were that Mr. Creel was a Socialist, holding a contempt for our form of Government and for the Constitution; that he had in his employ members of the I. W. W.; that news releases of his Committee were far from trustworthy; that there were many instances of exaggeration and even false statements, and that the work of the Committee was at times partisan in tone.

### Gives Politics of Heads of Departments

In reply Mr. Creel says there is not a single member of the I. W. W. in the employ of the Committee and promises that if one can be found he shall be dismissed immediately.

Furnishing a list of the heads of divisions, Mr. Creel showed thirteen Republicans, five Democrats, and eight independents. He also gave a list of employees, numbering 411.

Of the thousands of releases sent out by the Committee, Mr. Creel says none originates in his office, and only three have ever been questioned. He explains these three and declares that a system of checking and verification is now permitted that will effectively guard against error.

#### HEADS OF DIVISIONS.

The names of the heads of divisions, and their political affiliations, are:

George Creel, chairman, Democrat.  
Edgar Sisson, associate chairman, Republican.

Harvey O'Higgins, associate chairman, independent.

Carl Byoir, associate chairman, independent.

Maurice F. Lyons, secretary, Democrat.

Will Irwin, director of Foreign Education Division, independent.

Prof. Guy Stanton Ford, director of Division of Civic and Education Cooperation, Republican.

Mrs. Clara Sears Taylor, director of Division of Women's War Work, independent.

William McCormick Blair, director of Four-Minute Men, Republican.

Charles S. Hart, director of Film Division, Republican.

L. E. Rubel, director of Picture Division, Democrat.

F. W. McReynolds, director of Service Bureau, Democrat.

Clayton D. Lee, director of Business Division, Republican.

Charles Dana Gibson, director of Pictorial Division, Republican.

E. S. Rochester, editor of Official Bulletin.

J. W. McConaughy, director of News Division, independent.

Arthur E. Bestor, director of Speakers' Division, Republican.

Henry Atwater, director of Distribution Division, Republican.

Phillip C. Cody, director of Division of Production, Republican.

William M. Raine, director of Syndicate Features, independent.

Miss Josephine Roche, director of Foreign Language Press, independent.

Walter S. Rogers, director of Foreign Press Cable Service, Republican.

Ernest Poole, director of Foreign Press Mail Service, Democrat.

Jules Brulatour, director of Division of Foreign Picture Service, Republican.

Edwin Bjorkman, director of Scandinavian Bureau, independent.

William H. Johns, chairman of Division of Advertising, Republican.

#### CREEL'S LETTER.

Mr. Creel's letter follows:

"Committee on Public Information,  
Washington, D. C., May 29, 1918.

"Hon. Edward W. Pou, Chairman Committee on Rules, House of Representatives, Washington, D. C.:

"Dear Mr. Pou—I attach herewith a list that shows every man and woman in the employ of the Committee on Public Information, both paid and volunteer. While I appreciate your courteous explanation that the request was not a formal action, I beg you to believe that there is no activity of this Committee that is not open to any member of Congress at any time.

"For your information, the office of Military Intelligence makes continuous investigation of my personnel, and if individual reports are desired I shall be glad to furnish them.

"I am glad also to make frank and specific answer to the charges against me that you are generous enough to put in answerable form.

"(1.) I am not a Socialist, have never been identified with the Socialist organization in any particular. I never voted a Socialist ticket, and dissent absolutely from the fundamental tenets of the Socialist faith.

"(2.) Instead of holding a contempt for our form of government, I believe in it with all the strength of my being. Democracy is a religion with me, and throughout my whole adult life I have preached America as the hope of the world.

"(3.) The articles that constitute my alleged attacks upon the Constitution were written in 1910 in Colorado in support of the initiative, referendum, and recall. Every word I wrote had the complete approval of Senator Thomas M. Patterson, owner of the paper, as fine and loyal an American as ever lived, and all three propositions were endorsed at the polls by a large majority.

#### NO MEMBER OF I. W. W.

"(4.) Not a single employee belongs or has ever belonged to the I. W. W. If any proof can be brought that this is not the case, I will discharge the person at once. As I have stated, Military Intelligence investigates my personnel continuously, with the view to making certain that every man and woman stands absolutely behind the Government in what I believe to be a just and holy war.

"(5.) With regard to the news releases of the Committee, it must be borne in mind that no news release originates in this office. We are simply the

machinery which puts out the material prepared by the various departments.

"It is to be remembered also that, while the Committee during the year of its existence has issued thousands of releases, only three of this vast number have ever been questioned as to absolute accuracy.

"The first of these, a direct charge that the Fourth of July statement was a fake, and that our transports had not been attacked by a submarine, was met fully by the report of Admiral Gleaves.

"The second complaint, concerned with certain captions for airplane photographs, was largely due to a confusion between training planes and battle planes. The captions referred to training plane production, and the pictures showed clearly that the machines were training planes. There was the feeling, however, that people might be led to think that battle planes were intended, and the pictures were withdrawn.

"The third, a release bearing upon airplane production and shipment, came to us with explicit endorsement that we were without right to question.

"A system of checking, and verification is now permitted that will hereafter guard effectively against error.

#### MEETS PARTISANSHIP CHARGE.

"(6.) The charge of partisanship is one that I would like to have thrashed out as quickly and thoroughly as may be, for not only does it weaken the work of this committee, but it shames the thousands of devoted men, Democrats and Republicans alike, who are giving themselves so whole-heartedly to the Committee's work. I attach herewith a list showing the political affiliations of my division heads; and I beg to say, sir, that not until I asked for this list yesterday was this subject ever brought up in this Committee, or even thought of.

"Whether in the issuance of pamphlets prepared by 3,000 leading historians or in the speeches of 35,000 four-

minute men, or in the generous contributions of the artists, advertising experts, and writers of America, or in the formation of organizations to express the loyalty of the foreign-born, I challenge any one to prove a single act even remotely solled by political prejudice.

"Please consider me absolutely at your service, either through correspondence or, preferably, directly and personally. The work of the Committee on Public Information is now so far flung, reaching into every community of the United States and to every country of the world, that understanding is a vital necessity, and it is this understanding that I am willing to advance by any means that you or your associates may suggest.

"GEORGE CREEL, Chairman."

#### PRICE TO AID McADOO

Richard Spillane Succeeds Him as Editor of Commerce and Finance.

Theodore H. Price, editor of Commerce and Finance, has been appointed under Director-General of Railroads McAdoo, Actuary of the United States Railroad Administration.

Richard Spillane will replace Mr. Price as chief editor of Commerce and Finance, and his associates will be Stephen Bell, J. S. Raphael, and Frank F. George, jr.

#### Reilly Joins Creel Bureau

Leigh Reilly, managing editor of the Chicago Herald until the consolidation of that paper with the Chicago Examiner, left Chicago this week for Washington, where he will accept a post with the Committee on Public Information. He has been prominently identified with newspapers in Chicago for many years, and his experience qualifies him for the work he will be called upon to do with the Creel Bureau.

In wondering why other people do not profit by their misfortunes we sometimes neglect to profit by our own.

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

Permanent weekly industrial pages among non-regular advertisers.

Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint.—Entire supervision of news and mechanical ends given when requested.

All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

## JOHN B. GALLAGHER COMPANY

Main Office, Ninth Floor, Dexter Building, Boston, Mass.  
Branch Offices.—Room 408, United States Express Building, 2 Bector St., New York;—North American Building, Philadelphia;—Plain Dealer Building, Cleveland;—Constitution Building, Atlanta;—Herald and Traveler Building, Boston;—Gazette Building, Worcester, Mass.;—Tribune Building, Providence, R. I.

# "Get the Best"

## SYRACUSE JOURNAL

THE WEATHER

Syracuse and Vicinity—Showers today, Friday partly cloudy.

HOME EDITION

12 PAGES—96 COLUMNS.

SYRACUSE, N. Y., THURSDAY, MAY 30, 1918. VOL. LXXIV., NO. 129.

PRICE TWO CENTS

### GERMAN DRIVE CHECKED EVERYWHERE

#### Americans U. S. Troops Capture Repulse

#### Drive Off Five Te Retake Town--Inf Gunnery Mow

By Fred S.  
With the Americans in Pic  
continues at intervals around  
have counter attacked five tim  
ture. It  
Three of the attacks took p  
yesterday morning and the fifth  
beaten off. The American positio  
ened, infantry and engineers d  
Boche shelling.

The number of Boche pris  
number 240.  
Persistent efforts of the Ger  
and heights are indicative of the  
heights for observation purposes.  
Although they advanced in t  
only one wave succeeded in reachi  
happened about 7 o'clock at night,  
gunners took heavy toll as the B  
survivors reached the line they w  
Those who remained fled in disorde  
Artillery smashed all the othe  
advanced, light and heavy guns laid  
rage, virtually wiping out the first  
reserve and support positions al  
venting the enemy from reorganiz  
Two of the attacks were made  
The others were made to the right an

#### GERMAN WEAPONS USED

The Americans now have a num  
of German machine guns and  
the position bulwark from them  
the enemy. The infantry also are  
using Boche rifles which they cap  
tured. Machine guns, rifles and  
large quantities of ammunition take  
in the capture of Cantigny were  
promptly turned over to the  
Americans. The exact number of ma  
chine guns taken is not yet known.  
Small groups of prisoners are still  
coming in. Between busting of at  
tacks, details are busy searching for  
collars and dogtags in Cantigny  
again in

#### AMERICANS ANNIHILATE 2 R AND REPULSE THIRD IN L

By Frank J. Taylor.  
With the American Army in Lor  
raine, May 26.—The Germans sent  
over three raiding parties during an  
other gas projector attack in Lor  
raine sector shortly after midnight  
yesterday. Two of them were vic  
tually wiped out and the third driv  
off.  
The enemy patrol object was to  
seek information regarding the re  
sult of the gasming, and to take pris  
oners if possible.

#### Germany Throws Boys Barely 17 Years Old Into Army Death Mill

Washington, May 28.—To meet  
the draft that the draft of death  
imposed on her, Germany is man  
dulating youths born during the  
first half of 1916—barely 17 years  
old—said Entente official reports  
to-day.  
Her entire 1918 class has al  
ready been called out. Loss of  
men is decreased in making  
the gas this far obtained.  
While the loss of Soissons plus  
other German gains make the  
situation more serious for the  
Allies, Americans and Allied mili  
tary men still looked with con  
fidence to-day on the final out  
come. Three still stand doubt  
the Soissons-Rhinna smash is  
included as Germany's major  
blow. While it may be major,  
with Paris as its objective, this  
worked terrain ahead makes it  
appear doubtful that the German  
general staff is planning.  
Secretary of War Ithamer's com  
ment that the greatest smash is  
"extensive and furious" ably

ALEX T. BROWN  
PRESIDENT  
ANTHONY WILL  
VICE PRESIDENT  
N. V. WRIGHT  
TREASURER  
H. D. BURRILL  
SECY. AND PUBLISHER

SYRACUSE JOURNAL  
FOUNDED 1839  
SYRACUSE, N. Y.

June 4th, 1918.

W.W. Hawkins,  
General Manager United Press Ass'n's,  
World Bldg., New York City, N.Y.

My dear Hawkins:  
I want to tell you how good we feel  
over the splendid service Ferguson has been giving us  
through the United Press from the American front. The  
United Press story on the capture of Cantigny was one  
of the best stories carried out of Europe since America  
entered the war.

The Journal has taken the United Press  
since its organization and never felt the need of any  
other service. When the U. P. organized we had 6000 cir  
culation and the U. P. a limited number of clients. Today  
we have more than 45,000 circulation and the United Press  
is the largest afternoon newspaper service in the world.  
Of course our volume of advertising has increased enormously  
during these years.

The Journal's motto has always been "Get the  
best" and with the United Press we have always felt we had the  
best telegraphic news. It is evident the Syracuse public is  
of the same opinion. If we didn't think so we would get some  
other service mighty quick.

With best wishes, I remain,

Very truly yours,  
H. D. Burrill,  
Publisher.

#### g at Cantigny LIES HOLDING T EVERY POINT ON AISNE FRONT

#### Cling Tenaciously to Positions le British Beat Back Attacks d Launch Counter Blows.

erman drive on the Aisne front has been checked.  
ders all the German assaults have been bloodily  
ording to Field Marshal Haig's report this morning.  
rman attacks against Cantigny captured by Ameri  
esterday have been repulsed. The Americans are  
ed machine guns and rifles in mowing down the  
aves of Germans. The Teuton losses in the first  
ve are estimated at 1,000. The Americans have  
prisoners.  
ch War Office to-day declared that the Germans  
ped at all points on the Aisne front and added  
he continued all night and was still under way  
ans after surrounding Soissons on three sides  
ech to evacuate from a portion of the city, but  
still clinging to the outskirts of the village.  
h, the War Office says, are opposing the Ger  
man tenacity.

to-day is centering on the region of the Soissons-  
id which is thirteen miles southeast of Soissons  
y miles from the original line.  
**BRITISH BEAT BACK ATTACKS.**  
to shoulder the German trenches and brought back  
sharks at Boullin.  
advised military leaders to-day ac  
cused the "old German losses since  
the drive began at Soissons. They de  
clared this on a basis of 3,000 captiv  
ies of the German divisions. Hin  
denburg has thrown into the at  
tack since March 21.

#### DEAD SENT HOME

German Bomber  
Hospital Housing  
American Wounded

With the British Ar  
mies in France, May 30.—German  
airmen deliberately bombed  
hospitals housing scores of  
American and hundreds of  
French wounded, a few miles  
behind the battle front Tues  
day night.  
A number of patients were  
injured and a French nurse  
was killed. There were sev  
eral deaths among the civil  
ians in the town.

#### ries orney When and gully

#### MAKE ALLOTMENTS OF HARD COAL FOR ENTIRE COUNTRY

Washington, May 28.—Dr. Harry A.  
Garfield, the fuel administrator, has  
announced allotments of the various  
sections of the country.  
New England and the Atlantic  
states are the only sections where  
increased allotments have been al  
lowed.  
After its investigation of the  
whole Eastern section, the adminis  
tration declares that it figures a  
total of \$4,341,743 tons of domestic  
coal production is estimated at 13,000,000  
tons. The difference between the  
tons and that allowed to domestic  
consumers is taken up by that need  
ing the mines and by industries and  
railroads.  
**Increased Supply for New England.**  
New England gets an increase of al  
lowance of nearly 17 per cent. Last  
year, the distribution was 2,433,775  
tons; for this year, it will be 2,847,  
231,000 tons. The Atlantic states  
have been allowed an increase of  
from 17,875,233 tons last year, to  
18,100,000 tons this year.

#### 101 LOSE LIVES ON TORPEDOED TRANSPORT

London, May 28.—Seventeen Ger  
man machines were brought down  
yesterday.  
Thirty-one tons of bombs were  
dropped on various targets including  
Thionville. Six British machines were  
missing last night, official statements  
on aviation say.

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## UNITED PRESS ASSOCIATIONS

GENERAL OFFICES

NEW YORK CITY

## SAYS MRS. BENNETT IS QUALIFIED TO ADMINISTER PROPERTIES

London Friends of Late Editor Greatly Interested in Future Control of His Newspapers—His Investments Covered Wide Range—Generous Acts Recalled

BY VALENTINE WALLACE.

LONDON, May 21.—An engrossing subject of speculation in journalistic circles here for the past several days has concerned the future of the New York Herald (Paris and Herald Square editions), and the Evening Telegram, now that the owner, James Gordon Bennett has been called to the Great Beyond.

Acquaintances and former employees of Mr. Bennett here express the confidence that he was too good a newspaper man, and his prescience in providing for eventualities by temperament and practice always has been demonstrated so soundly, to admit even of the possibility of his omission to make the fullest provision for the future of his great properties.

### Mrs. Bennett's Journalistic Schooling

And the eventuality that the great editor's provision should make for the future operation of his papers by his widow, as the chief beneficiary under his will, is considered doubly gratifying in view of the fact that she had been well schooled in journalistic enterprise before the death of her first husband, the late Baron Julian de Reuter, second son of the founder of the great Reuter's Telegraph Agency and its world-wide news service. It is pointed out that she should therefore prove competent to carry out the wishes of the late owner. Mrs. Bennett was a Miss Potter, of Philadelphia, and thus possesses the prime qualification of Americanism in case she should inherit the Bennett editorial mantle.

But adding zest to the speculation mentioned is the possibility that the "Commodore" may have adhered to his desire (more than once expressed) to bequeath the Paris edition of the Herald to those men constituting its staff at the time of his death.

Mr. Bennett always referred to this intention with something akin to gratitude towards those men who stood by him and the Paris project, so dear to his heart, in the heat of the day, when the difficulties of maintaining a competent staff in Paris an English paper were far greater than to-day. He dwelt on the subject, in fact, more about thirteen or fourteen years ago, long before his marriage, of course, and when, in spite of the social diversions and privileges aided by great wealth and resources, he was in truth at times a pathetically lonely figure.

Several members of the Paris edition staff then were of exceptional talent. They included three men of unusual ability who alternated, according to Mr. Bennett's scheme, as editors in charge of the paper. These were Ernest Marshall, now London correspondent and in charge of the foreign service of the New York Times; W. R. Hereford, talented magazine writer and all-around newspaper man, now in charge of the publicity of the American Red Cross in Italy; Perley Poore Sheehan, fiction writer of distinction for magazines; and Gordon Gordon-Smith, authority on international politics as a writer, who is now a major in the Serbian Army, a warm personal friend of the Serbian Crown Prince, and assisting the aged Serbian Minister of Foreign Affairs.

### MR. BENNETT'S INVESTMENTS.

Friends of the late editor point to his vast independent fortune in widely distributed investments as in the nature of a guarantee for the fulfillment of any plans formulated with regard to his newspaper. This fortune has been referred to as being almost as widely and judiciously distributed as could be de-

sired; and, incidentally, according to report, death overtook Mr. Bennett as a man of great wealth and resources. The development of his estate into truly titanic proportions was interrupted by the outbreak of the war, according to the statement of one slightly conversant with the editor's investments.

Mr. Bennett's fortune ranged from real estate in New York City, stock in the several railways of France, interests in tea plantations in Ceylon, in conjunction with Sir Thomas Lipton, rubber plantations in the East, oil in various parts of the world, gold and silver mining interests in California and Mexico, as well as other investments.

### MR. BENNETT'S EXECUTIVE STAFF.

The moment of Mr. Bennett's death found in his service in chief executive positions a group of clever and capable experts, each of whom had won his spurs through years of loyal service in the Herald's interest.

They include the following:—George Cooper, in general editorial charge of the Herald and Evening Telegram at Herald Square; Frank Flaherty, general business director of the two papers; Burr Price, editor-in-charge of the Paris edition, supported by Captain Hutt, a friend of Mr. Bennett's of many years standing and association in the Paris office; Robert W. Champlon, London correspondent of the New York and Paris editions and the Evening Telegram, supported by Alec Baird. Mr. Champlon has been 29 years in the Herald's service, and Mr. Baird more than 20 years.

Perhaps Mr. Flaherty enjoys the distinction of being the senior of those mentioned in point of service with the Herald, having begun as a newsboy, and, passing to a minor position in the circulation department, eventually became circulation manager. With the aid of the same sterling qualities of industry and loyalty that first raised him from a paper boy to his first step on the ladder in the Herald's service, Mr. Flaherty has reached the position of business director of the entire organization of his late chief.

First attracting attention by the credit cast on the paper by the excellence of work as dramatic critic about fourteen years ago, Mr. Cooper, on obtaining the opportunity, developed rare qualities as an editorial director, first of the Evening Telegram, and later of the Herald. A trait of his that particularly pleased Mr. Bennett was Mr. Cooper's ability scrupulously to maintain expenditure for editorial purposes strictly within the limits allotted by the owner, as explained from time to time during personal interviews on visits made to Paris for the purpose. Mr. Cooper is thus the younger in point of service of the men now directing the Herald organizations,

though occupying the directing editorial position. An old-timer in the Herald service supporting him is John T. Burke, now night editor of the Herald.

Burr Price, in charge of the editorial management of the Paris edition, is a young man of perhaps less than thirty-five, with a keen appreciation of news values. Summoned from the Herald Square edition, he rapidly won the confidence and commendation of his chief in the work he did towards revising many of the Paris edition's features. Innumerable illustrations of the "Commodore's" gratitude and alertness in rewarding service of a signal nature by men even in the humblest positions in his organization have been recalled here by men who have enjoyed an acquaintance sufficiently intimate with the great editor to enable them to understand the kindly motives and practices that so often were veiled beneath a somewhat unattractive exterior that Mr. Bennett chose to assume.

It was, as a rule, only necessary for Mr. Bennett to learn definitely that a member of his organization of proved loyal service was in need of proper medical treatment or a change of climate, for him to provide it. His practice of sending ailing members of the staff of the Paris edition to the health resorts of Europe, or even as far as Egypt, is, of course, known, as is attested to by numerous illustrations. While from New York he frequently, on learning of the necessity, sent his men, with complete salary in addition to all expenses, to the health-giving plains of the West, or even into Mexico.

### BUFFALO PAPERS WIN OUT

Controversy Over Public Printing Decided by Court of Appeals.

ALBANY, N. Y., June 5.—The Court of Appeals here yesterday affirmed the order of the Fourth Appellate Division, reversing an order of the Special Term, directing that a peremptory writ of mandamus be issued requiring the Common Council of the city of Lackawanna to deliver to the Ellis-Joslyn Publishing Company, of Buffalo, a copy of the proceedings of the Council for the year 1916, for printing and publication in the Lackawanna Journal, an official paper of the city of Lackawanna.

The bid of the Lackawanna Publishing Company was accepted, and it was made the official paper of the city in 1916. The Ellis-Joslyn Publishing Company succeeded to the rights of the newspaper, and continued the publication.

On January 3, 1916, the Common Council designated the Buffalo Enquirer, on account of its greater circulation, but on March 7 the Ellis-Joslyn Company secured an injunction restraining the city from proceeding under the contract. The Buffalo Daily Transcript has since been publishing the proceedings.

### Honors for Mrs. Charles S. Bird

The Massachusetts Woman's Suffrage Association has elected Mrs. Charles Sumner Bird, wife of the former publisher of the Boston Evening Record and Boston Advertiser, as first vice-president.

## The LEE NEWSPAPER SYNDICATE

E. P. ADLER, President, Davenport, Iowa

CONSISTS OF THE FOLLOWING EVENING PAPERS:

Davenport (Ia.) Times

Ottumwa (Ia.) Courier

La Crosse (Wis.) Tribune-Leader-Press

Muscataine (Ia.) Journal

Hannibal (Mo.) Courier-Post

Every paper beyond question is first in quantity and quality of circulation and in volume of all kinds of advertising; with flat rates, the same to everybody. All are members of the A. B. C. with circulation proved. The papers are published in Iowa, Missouri and Wisconsin, in the Mississippi River Valley—the most prosperous section of the United States to-day.

The Davenport (Ia.) Times, with over 25,000 circulation paid, gives you a splendid cover of Davenport, Rock Island and Moline, practically one city divided by the Mississippi River, with a total population of over 100,000. At Ottumwa, La Crosse and Hannibal, the Lee Syndicate papers are the only dailies published.

CONE, LORENZEN & WOODMAN

Special Advertising Representatives

NEW YORK CHICAGO DETROIT ATLANTA  
KANSAS CITY

*They Can't Catch Up with the* **WORLD!**  
*And the* **WORLD** *Just Can't Stop Itself!*

**MONTH AFTER MONTH** *it*  
**BREAKS** *its* **OWN RECORDS**

*Not only—*

Does the NEW YORK WORLD regularly lead all the newspapers in the Great Metropolis in

*Volume of Advertising*

(thus proving the vastness of its field of helpfulness to the business community.)

*In 1918 so far*

the WORLD, with its "million-a-month gait" has scored

**5,894,144** lines

leading its nearest competitor by

**365,114** lines

*Not only—*

does it scatter despair in its trail by leading all its competitors in

*Advertising Gains*

(thus proving its progressiveness and virility in these strenuous times.)

*In May*

just ended, it has GAINED no less than

**246,000** lines

leading its nearest competitor by

**119,920** lines

*But—*

it deliberately, month after month, smashes its own great records, setting up new ones so fast that its rivals can only gasp in astonishment.

Here are the most recent records for GREATEST AMOUNT of advertising carried by ANY New York newspaper in ANY MONTH in ANY YEAR:

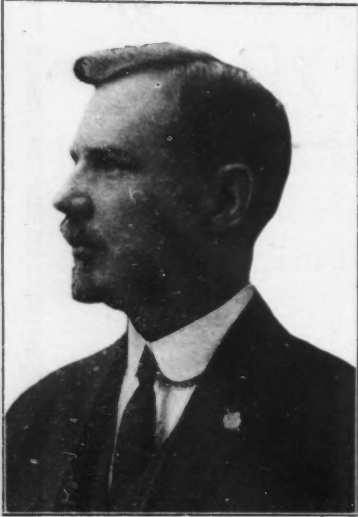
	LINES
<i>April</i>	
New York WORLD	<b>1,310,480</b>
<i>May</i>	
New York WORLD	<b>1,347,380</b>

*The* **WORLD** *is* **FIRST** *in the* **FIRST CITY**

## SWAN HAPPY IN WAR SAYS G. W. COLEMAN

**Boston Advertising Man Wouldn't Stay  
in Soft Billet While His Privates  
Were Suffering Hardships—The  
Spirit That Will Win.**

George W. Coleman, formerly president of the A. A. C. of W., was the speaker last Thursday at the luncheon of the New York Advertising Club. Mr. Coleman returned recently from a trip to the battle front in France, where he went as chairman of the Baptist War Commission, "to carry greetings and



GEORGE W. COLEMAN.

good cheer to our fellows on the other side, and to observe conditions 'over there.'

"Before I went abroad," said Mr. Coleman, "there were stories rife in America concerning the conduct of our boys with regard to drunkenness and immorality. I was all over Great Britain and France. Our boys are conducting themselves in a manner that reflects credit upon them and their training at home, and upon the American people."

Speaking of the difficulty of locating friends for whom he sought, Mr. Coleman said he was commissioned to find his nephew, George Hands, formerly an advertising solicitor in Boston; Capt. C. J. Swan, and a lad named Nathan Goodman, carrying to the latter five dollars as a gift from his employer here.

### HOW HE FOUND NAT.

"I have not time to tell you how I chased George Hands and my friend Captain Swan all over the area the American troops are occupying, but finally, within twenty-four hours, I came upon both of them. I was walking on the streets of Barsereau with my nephew, having crossed off Nathan from my list. A company was at the opposite of the square. I saw one of the men break loose and come swiftly across the village square. Presently I saw it was my friend Nat Goodwin, who recognized me. I gave him the five dollar bill. He was looking sturdier, ruddier, than I ever saw him before in my life, and with as beautiful a spirit in him as his bodily physique manifested in attractiveness.

"I can't stop to tell you how I met Carroll Swan, after waiting twenty-seven hours in a little village in France. Some of you who know Carroll personally may have felt as I did when he went away—that his physical

stamina would never endure the régime of soldiering. We were not very much surprised when, after he had been over there a little while, he went to the hospital. Neither was I surprised to learn the conditions that sent him to the hospital.

### TOOK UP HIS BURDEN.

"One night, on a long dreary march, Carroll noticed one of his own privates staggering under the heavy burden on his back, hardly able any longer to push one foot before the other. And what does our captain do? He goes up to the private, unstraps the burden, puts it on his own back, and carries it all the rest of the journey. But he was already suffering with rheumatism which developed into sciatica. He couldn't fight it off, and they sent him to the hospital, and there he was for two months at Chauny. While he was there, some one who knew of the great record he was making, the love that his fellow officers had for him, got him a promotion to Gen. Pershing's staff at headquarters. I remember how his Boston friends' hearts swelled when they thought of Carroll on Gen. Pershing's General Staff.

"As he talked with me under the moonlight that night on our march to Seicheprey, he said:

"George, those were the most miserable six weeks I ever had in my life. I hated my job, and I appealed to my colonel to take me back to my company, and I appealed to the colonel at headquarters to send me back. Just to think of it! Me sitting in that office from nine in the morning until five at night, with three square meals a day and an open fireplace, and my boys out on the field there, perhaps at the front, up against the possibility of death, and I not there to look after them and take care of them! I couldn't stand it. I was the most miserable man on the face of the earth. I kept up my pleas to the two colonels, until finally I was transferred and sent back to my company, and here I am tonight, the happiest man in the world.

"I wouldn't have been a member of the general army of the United States in time of peace for any consideration that you could name. I wouldn't be anywhere else in the world than in this spot and in this uniform for any other consideration you could name. I believe with all my heart and soul and mind and strength that we Allies are fighting for the salvation of the world. I don't want any promotion; I don't want to be made a major or a colonel. All I want is to be left alone to take care of these boys and to go through with them to the end, no matter what is before them. And some day I hope to march with them up Unter den Linden in Berlin, and then up State Street in Boston."

### THE SPIRIT THAT WINS.

"When I had the privilege of lunching with Lloyd George in London," continued Mr. Coleman, "the day before I came away, one of the questions he thrust at me was: 'Do the American soldiers know what they are fighting for?' I said, 'Let me give you the testimony of my friend, Capt. Swan, a man with a splendid business in the advertising profession, with a beautiful wife and home, and everything to keep him there. He went with his corps of cadets, turned into the 101st Engineers, and gave his services to his country for the cause of humanity. Then I gave him that ringing testimony of Carroll Swan. The Premier turned to me and said, 'Mr. Coleman, if that is the spirit of the American soldiers, all is well.'"

## ASKED TO STOP OVER AT LOS ANGELES

**New York Contingent to A. A. C. of W.  
May Be Guests of the Newspapers—  
Invited by George C. Young  
as Sponsor.**

The New York contingent that will make the pilgrimage to San Francisco for the A. A. C. of W. convention will have an opportunity to see the famous ostrich farm at Los Angeles, and perhaps the big city within the borders of Los Angeles that has been built up by the motion-picture people, to say nothing of the other interesting sights in the greatest, in point of area, municipality in the United States. George C. Young, business manager of the Los Angeles Examiner, has sent the following telegram, inviting the New York contingent to be the guests for a day of the Los Angeles newspapers:

"Los Angeles Publishers' Association would like the Advertising Club of New York contingent to stop over a day in Los Angeles, either going or returning from San Francisco, and be the guests of the Los Angeles newspapers, if possible. Please find out number in party and when expected to arrive and leave. If they reach here in forenoon publishers would like to give them a luncheon, followed by automobile ride through city, mountain, and coast resorts, before taking train for the North. Please advise us what you can learn."

The matter is in the hands of P. V. D. Lockwood, chairman of the On-to-San Francisco Committee, who is planning the trip.

### ADS EMPHASIZED NEWS

**News Enhanced Value of Display Space  
Taken by Advertisers.**

LONDON, Ont., June 5.—The Life Underwriters' Association, of London, Ont., is an important unit of the international association of the same name. The London (Ont.) Free Press is an active, up-to-date newspaper. When the London Association arranged with Charles W. Pickell, of Detroit, to deliver an address before its members, T. B. Parkinson, the president, asked the Free Press how the occasion might be made most effective and of benefit to Canadian insurance companies.

The Free Press went out and got six columns of life insurance advertisements. In the middle of the page on which these were carried Mr. Pickell's address and an account of the meeting were printed. Across the top of the guarantee the liberty of the press, and made at the close of the war that would page was a broad ribbon featuring the motto of the Association. The result was that the display ads called especial attention to the address and the Association, and the address emphasized the effectiveness of the ads. Both advertisers and Association benefited, and the Free Press performed an excellent function for the community. Initiative pays.

### Booklets About the Duplex

The Duplex Printing Press Company has just issued two attractive booklets—one containing letters from publishers who are using the Duplex flat-bed Web-perfecting press and the other containing letters from publishers who are using the tubular plate press.

There are some flowers that always grow best around the post of duty.

## Service that Cannot Be Measured

For the protection of the great American industries, without whose wages and profits the war could not be financed, the three newspapers listed here have been carrying on a campaign against reckless and ruthless economy. The keynote of this campaign is

## "Patriotic Thrift— Not Destructive Economy"

Both readers and business interests have expressed appreciation for this protective service—and leading newspapers of the country have applied for permission to reprint the series. This is but one element in a blend that has resulted in "news papers that are more than merely newspapers."

## The Toledo Blade

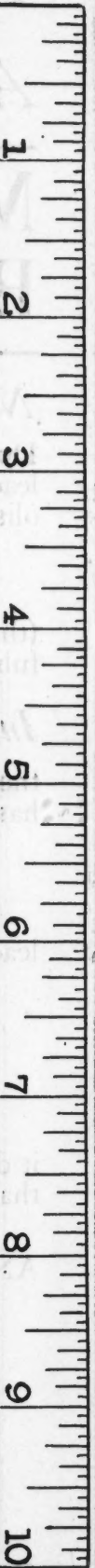
Dominant in a rich, responsive territory—circulation over 55,000 at 2c per copy.

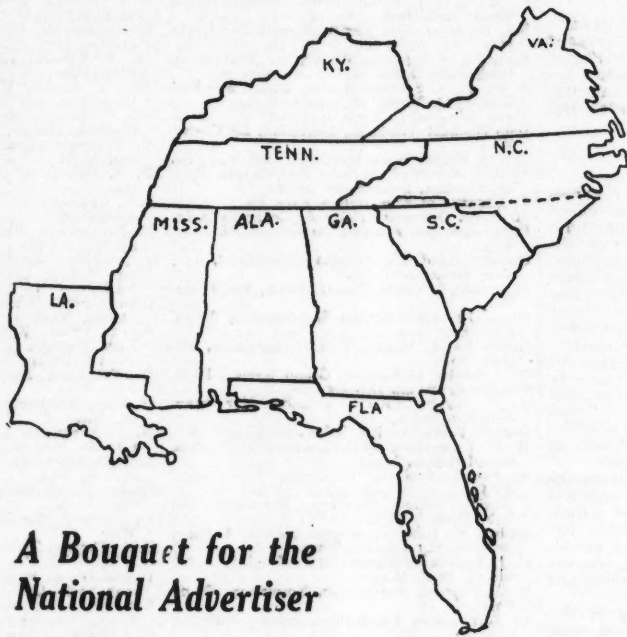
## The Detroit Journal

Now, at 2c, maintaining a strongly entrenched circulation well over 100,000.

## The Newark Star-Eagle

The fastest growing daily in New Jersey—over 50,000 paid.





**A Bouquet for the National Advertiser**

Just as there comes a time when successful business increases by leaps and bounds, so the South finds its crucial hour of expanding prosperity.

And now an eminent authority asserts that it will be the *industrial center* of the future.

Such predictions are most encouraging—most kind.

But the South is too busy raising crops, building ships and taking care of the military to find time in the busy present to be complacent about the future.

It is in such a state of present energy that the future is taken care of naturally as a matter of course.

The South is also busy buying. It is giving thought to the picking and the choosing.

It rides in automobiles instead of side-bar buggies and can well afford to. It is getting big returns from its labor and spending liberally. The happy-go-lucky individual with all his possessions depending on one suspender has disappeared from the land.

To illustrate by a comparison, consider that the South harvested 1,591,000,000 bushels of grain last year, more than double the production of Canada which has more than seven times its area.

**And the foundation of actual prosperity is CROPS!**

The South is a little smaller than the Central Empires, with perhaps a fifth their population. Being an agricultural and mineral domain, with settlements chiefly for trade and export, many of its people live along the pikes and cement roads, depending on the daily newspapers to keep in touch with affairs of the world.

The newspapers of the South are read in all homes, whether they be in the cities, towns, or on the highways.

To reach the people of the South with word of your goods you must advertise in these daily newspapers—which stand more for population than circulation.

**Inviting Your Inquiries!**

		Net Paid	2,500	10,000
		Circulation	lines	lines
<b>ALABAMA</b>				
Birmingham Age-Herald	(M)	22,516	.07	.05
Birmingham Age-Herald	(S)	31,604	.08	.06
Birmingham Ledger	(E)	40,504	.07	.07
Birmingham News	(E)	47,000	.07	.07
Birmingham News	(S)	54,000	.08	.08
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)	19,723	.05	.04
Montgomery Advertiser	(S)	21,782	.06	.05
<b>FLORIDA</b>				
Jacksonville Metropolis	(E)	17,723	.04	.04
Jacksonville Times-Union	(M&S)	32,714	.055	.055
Pensacola Journal	(M)	5,385	.0172	.0172
Pensacola Journal	(S)	6,500	.0172	.0172
<b>GEORGIA</b>				
Atlanta Georgian	(E)	62,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
Augusta Chronicle	(M&S)	6,267	.035	.025
Augusta Herald	(E)	12,029	.03	.03
Augusta Herald	(S)	11,203	.03	.03
Columbus Ledger	(E)	7,000	.035	.018
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,307	.04	.04
Savannah News	(M&S)	14,037	.04	.03
<b>KENTUCKY</b>				
Louisville Courier-Journal	(M)	41,078	.1250	.07
Louisville Courier-Journal	(S)	61,815	.15	.09
Louisville Times	(E)	57,372	.10	.08
Louisville Herald	(M)	55,786	.07	.07
Louisville Herald	(S)	48,562	.07	.07
<b>LOUISIANA</b>				
New Orleans Times-Picayune	(M)	65,506	.10	.10
New Orleans Times-Picayune	(S)	81,250	.12	.12
New Orleans Daily States	(E)	41,267	.08	.06
New Orleans Daily States	(S)	62,141	.10	.10
New Orleans Item	(E)	80,288	.12	.12
<b>NORTH CAROLINA</b>				
Asheville Times	(E)	8,710	.025	.02
Charlotte Observer	(M)	13,696	.055	.03
Charlotte Observer	(S)	17,326	.065	.04
Daily News	(M)	12,753	.03	.025
Greensboro	(S)	18,219	.03	.025
Winston-Salem Sentinel	(E)	7,084	.02	.02
<b>SOUTH CAROLINA</b>				
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)	24,990	.05	.05
Greenville News	(M&S)	4,820	.03	.025
Spartanburg Jour. & Car. Spartan	(E)			
Spartanburg Herald	(M&S)	5,546	.03	.03
<b>TENNESSEE</b>				
Chattanooga News	(E)	19,864	.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)			
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)		.08	.08
Nashville Tennessean & American	(M)			
Nashville Tennessean & American	(S)	38,613	.06	.06
<b>VIRGINIA</b>				
Newport News-Press-Times-Herald	(M&E)	12,320	.025	.025
Newport News Daily Press	(S)	7,924	.025	.025
Norfolk Virginian Pilot	(M)	31,241	.05	.05
Norfolk Virginian Pilot	(S)	39,739	.06	.06
Norfolk Ledger-Dispatch	(E)	46,998	.07	.06
Richmond News Leader	(E)	39,401	.08	.06
Roanoke Times	(M&S)	10,567		
Roanoke World & News	(E)	9,918	.04	.035
Government Statements April 1, 1918.				





- G. J. Geguzis, Kelcivis, Lithuanian, South Boston, Mass.
- Rev. Peter Kohanik, Svit, Russian, Wilkes-Barre, Pa.
- C. E. Lindstone, Skandia, Swedish, Jamestown, N. Y.
- S. A. Dangel, Narodowicz, Polish, Cleveland, Ohio.
- F. S. Marinaro, L'Eco, Coloniale of New England, Italian, Springfield, Mass.
- John Pankuch, Denny Hlas, Slovak, Cleveland, Ohio.
- Nat. H. Strauss, Pensylvanski Gornik, Polish, Scranton, Pa.
- John Basile, Pungolo, Italian, Boston, Mass.
- Ihrvatska, Croatian, Calumet, Mich.
- H. F. Johnson & Co., Pella's Weekblad, Hollandish, Pella, Iowa.
- Orvarka Bros., Osveta Zapadu, Bohemian, Clarkson, Neb.
- John Pankuch, Hlas, Slovak, Cleveland, Ohio.
- Vlasti Stepanoff, Naroden Glas, Bulgarian, Granite City, Ill.
- E. Emstrom, Iowa Posten, Swedish, Des Moines, Iowa.
- Andrew Hampuson, Svenska, Monitoren, Swedish, Sioux City, Iowa.
- V. Terracciano, Corriere di Vineland, Italian, Vineland, N. J.
- Milos Geringer, Alleghenske Listy, Bohemian, Pittsburgh, Pa.
- Julca Hak Vinklark, Sotek, Bohemian, Chicago, Ill.
- Joseph H. Bacuzons, Liuvna, Lithuanian, Chicago, Ill.
- V. A. Geringer, The Svornost, Bohemian, Chicago, Ill.
- P. P. Montville, Naujienos, Lithuanian, Chicago, Ill.
- Stephen Fay, Amerikai Figyelo, Hungarian, Chicago, Ill.
- J. E. Chudatsik, Katolieke Slovenske Noviny, Slovak, Chicago, Ill.
- P. M. Dahl, Svenska Canada Tidningen, Swedish, Winnipeg, Man., Canada.
- J. E. Chudatsik, Slovensko-Americky Dennik, Slovak, Chicago, Ill.
- F. F. Pettoske, Telegraf, Polish, Chicago, Ill.
- N. K. Zlotnicki, Cep, Polish, Chicago, Ill.
- S. J. Greenspahn, Jewish Progress, Yiddish, Chicago, Ill.
- Conrad I. Knudsen, Social-Demokraten, Danish-Norwegian, Chicago, Ill.
- M. E. Josephson, Evangelisten, Norwegian, Chicago, Ill.
- C. G. Petterson, Missions-Vannen, Swedish, Chicago, Ill.
- Miles Geringer, Duch Casu, Bohemian, Chicago, Ill.
- J. D. Liebling, Jewish Times, Yiddish, Chicago, Ill.
- Harry A. Lipsky, Daily Jewish Courier, Yiddish, Chicago, Ill.
- ▲ M. Lichling, Jewish Daily Press, Yiddish, Chicago, Ill.
- J. B. Loebner, Jewish Record, Yiddish, Chicago, Ill.
- M. V. Konda, Glas Svobode, Slovenian, Chicago, Ill.
- J. H. Liderman, Daily Jewish Call, Yiddish, Chicago, Ill.
- A. Goldman, Draugas, Lithuanian, Chicago, Ill.
- F. Dagobert Novak, Predmestse Listy, Bohemian, Cicero, Ill.
- Miles Geringer, Baltimorske Listy, Bohemian, Chicago, Ill.
- A. Disheswffy, Otthon, Hungarian, Chicago, Ill.
- M. V. Gorecka, Nowy Swiat, Polish, Chicago, Ill.
- John R. Piasecki, Dziennik Narodowy, Polish, Chicago, Ill.
- Miles Geringer, Oklahomske Noviny, Bohemian, Oklahoma City, Okla.
- A. W. Sorlin, Sandebudet, Swedish, Chicago, Ill.
- J. E. Chudatsik, Ludovy Dennik, Slovak, Chicago, Ill.
- Christian Botker, Reyven, Danish, Chicago, Ill.
- Leonard Boehinski, Sztandar, Polish, Wilmington, Del.
- S. Magil, Jewish Daily News, Yiddish, Philadelphia, Pa.
- Louis Gerson, Philadelphia Jewish Morning Journal, Yiddish, Philadelphia, Pa.
- W. B. Havel, Katolik, Bohemian, Chicago, Ill.
- F. S. Anderson, Skandinavnen, Norwegian-Danish Sunday, Chicago, Ill.
- F. V. Stuchal, Zajmy Lidu, Bohemian, Chicago, Ill.
- William Milano, La Gazzetta Italiana, Italian, Salt Lake City, Utah.
- Geza D. Berko, Amerikai Magyar Nepszava, Hungarian, New York.
- S. E. Yamamoto, The New World, Japanese, San Francisco, Cal.
- H. T. Komai, Japanese Daily News, Los Angeles, Cal.
- S. D. B. Saphauson, Heimskringla, Icelandic, Winnipeg, Canada.
- J. S. Frepy, Slavie, Bohemian, Chicago, Ill.
- Albert B. Ferrera, La Tribuna Italiana, Portland, Ore.
- L'Evenement Weekly, French, Quebec, Canada.
- W. B. Havel, Narod, Bohemian, Chicago, Ill.
- J. S. Frepy, Rodina, Bohemian, Chicago, Ill.
- Sophus P. Nehle, Den Danske Pioneer, Danish, Omaha, Neb.
- J. Quiroga, La Epoca, Spanish, San Antonio, Tex.
- S. A. Dangel, Narodowicz, Polish, Detroit, Mich.
- Hugo D. E. Peterson, Utah-Posten, Swedish, Salt Lake City, Utah.
- Alex. Olsson, Westkusten, Swedish, San Francisco, Cal.
- Speros C. Maurely, Greek Times, San Francisco, Cal.
- Texas Posten, Swedish, Austin, Tex.
- J. F. Strass, Fremad, Norwegian, Sioux Falls, S. Dak.
- Masco Ponzio, La Gazzetta Italiana, Italian, Seattle, Wash.
- Francis O. Fiore, La Montagna, Italian, Newark, N. J.
- W. E. Shakir, Fatat Boston, Arabic, Boston, Mass.

- G. B. Perelli, Messaggero Italo-Americano, Italian, Seattle, Wash.
- Gastone Bertini, La Sentinella, Italian, San Francisco, Cal.
- Ladislav C. Frank, New Yorkse Listy, Bohemian, New York.
- E. Villarrial, El Heraldo, Spanish, New York.
- D. C. Divry, Olympia, Greek, New York.
- S. Baddour, Al-Bayan, Syrian-Arabic, New York.
- A. Mircea Emperle, Steaua Noastra, Roumanian, New York.
- Ellen Murray, Hungarian Miners' Journal, New York.
- John J. Brow, Rodnaya Rech, Russian, New York.
- Ivan Okuntzoff, Russky Golos, Russian, New York.
- Rev. C. L. Orbach, Slovak American, New York City.
- B. Rankovitch, Serbian Daily, New York City.
- Frank Bokar, Amerikai Magyarasag, Hungarian, New York.
- A. B. Strimajtis, Teyvne, Lithuanian, New York.
- Jancu Roman, Desteapate Romane, Roumanian, New York.
- Goro Kugoshima, Japanese-American Commercial Weekly, New York.
- Shozo, Midzutani, The Japanese Times, New York.
- P. S. Papson, Kopanos, Greek, New York.
- Montoon Jung, Chinese Republic News, New York.
- T. W. Chu, Mun Hey, Chinese, New York.
- Vincent Ciocia, Il Giornale della Sera di New York, Italian, New York.
- Kung Y. Sang, Chinese Reform News, New York.
- S. Meier, Amerik. Schweitzer Zeitung, Swiss, New York.
- Vincent Ciocia, Il Giornale della Sera di Pittsburgh, Pittsburgh, Pa.
- John Slaski, Trybuna Polska, Polish, New York.
- Bret, G. Greg, Nedelni Hlas Lidu, Bohemian, New York.
- Ladislav C. Frank, Nedelni New Yorkse Listy, Bohemian, New York.
- John Braves, Asharez, Armenian, Fresno, Cal.
- John R. Palandeck, Srbobran, Serbian, Chicago, Ill.
- Reform Advocate, English-Jewish, Chicago, Ill.
- The Lith. Ateitis Co-op, Ass'n, Ateitis, Lithuanian, South Boston, Mass.
- Joseph Horvath, Szahadsag, Hungarian, Cleveland, Ohio.
- Axel, Hedberg, Svenska Pacific Tribunen, Swedish, Seattle, Wash.
- La Domenica, Italian, Rochester, N. Y.
- Bernard Schwegmann, Adelante, Spanish, San Antonio, Tex.
- Jose Montaner, La Revista de Taos, Spanish, Taos, New Mexico.
- Il Popolo, Italiano, Italian, Rochester, N. Y.
- W. B. Havel, Hjemden og Hjemmet, Norwegian-Danish, Cedar Rapids, Iowa.
- T. Kobayaski, The Japanese American, Japanese, San Francisco, Cal.
- Fung Wuing, The Chinese World, San Francisco, Cal.
- Flavio Flavio, Il Sole, Italian, Stockton, Cal.
- W. A. Hansen, Quinnan och Hjemmet, Swedish, Cedar Rapids, Iowa.
- Yusto Casenos, El Democrat Fronterizo, Spanish, Laredo, Tex.
- Pasquale R. DeCarlo, Il Cittadino di Chicago, English and Italian, Chicago, Ill.
- H. Paley, Jewish Daily Wahrheit, Yiddish, New York City.
- The Forward Publishing Association, Jewish Daily Forward, New York.
- Sarasohn & Son, Jewish Daily News, Yiddish, New York.
- Israel Frielkin, The Jewish Morning Journal, Yiddish, New York.
- Jacob Fishman, Der Amerikaner, Yiddish, New York.
- Jacob Marinoff, Big Stiek, Yiddish, New York.
- Dos Yiddische Folk, Yiddish, New York.
- The Forward Publishing Association, Die Zukunft, Yiddish, New York.
- Sarasohn & Son, Jewish Gazette, Yiddish, New York.
- A. L. Aronoff, Grocer's Guide, Yiddish, New York.
- H. Paley, Volksadvocat, Yiddish, New York City.
- Saul Epstein, Hatoren, Hebrew, New York.
- S. B. Frieson, Boston Jewish American, Yiddish, Boston, Mass.
- J. Burstein, Brooklyn & Brownsville Post, Yiddish, Brooklyn, N. Y.
- N. Winicuro, Freie Arbeiter Stimme, Yiddish, New York.
- M. S. Isadol, La America, Spanish-Jewish, New York.
- D. H. Alpher, Haihri, Hebrew, New York.
- Jacob Ginsburg, The Jewish World, Yiddish, New York.
- Jos. Tapal, Vestnik, Bohemian, Fayetteville, Tex.
- Pedro L. C. Silveria, Jornal de Noticias, Portuguese, San Francisco, Cal.
- Skordemann Pub. Co., Skordemann, Swedish, Minneapolis, Minn.
- Julio C. Arce, Meñstolefe, Spanish, San Francisco, Cal.
- H. Paley, Jewish Daily Wahrheit, Yiddish, Philadelphia, Pa.
- George Kemeny, Dongo, Hungarian, Detroit, Mich.
- The Forward Publishing Association, Jewish Daily Forward, Philadelphia, Pa.
- B. Mruczek, Wielkopolanin, Polish, Pittsburgh, Pa.
- Reidar Gjølme, Taroma Tidende, Norwegian-Danish, Tacoma, Wash.
- H. Egninion, Nor Giank, Armenian, Fresno, Cal.
- S. K. Arima, The North American Times, Japanese, Seattle, Wash.
- Reidar Gjølme, Vestkysten, Norwegian-Danish, Seattle, Wash.
- Dominic Lepore, La Nazione, Italian, Denver, Colo.

- Rev. Dr. Alexander Pitass, Polak W. Ameryce, Polish, Buffalo, N. Y.
- Vac. Buresh, Denni a Nedelni Pokrok, Bohemian, Omaha, Neb.
- El Heraldo de Mexico, Spanish, Los Angeles, Cal.
- Vacl. Buresh, Salinsky Pokrok, Bohemian, Omaha, Neb.
- Vac. Buresh, Pokrok, Bohemian, Omaha, Neb.
- M. Berpgehe, The Bulletin, Hollandish-English, Grand Rapids, Mich.
- Vac. Buresh, Dakotsky Pokrok, Bohemian, Omaha, Neb.
- Anthony Novak, Domacnost, Bohemian, Milwaukee, Wis.

The American newspapers printed in foreign languages which signed this testimonial are as follows:	
Armenian	4
Bohemian	45
Bulgarian	1
Chinese	6
Croatian	2
Danish	9
Finnish	5
French	14
Greek	12
Hollandish	11
Hungarian	19
Icelandic	1
Italian	71
Japanese	7
Jewish	45
Lithuanian	11
Norwegian	21
Polish	44
Portuguese	4
Roumanian	3
Russian	9
Serbian	6
Slovak	12
Slovenian	5
Spanish	15
Swedish	45
Swiss	1
Syrtan	3
Ukrainian	5
Total	437

**REPLY OF MR. LOUIS N. HAMMERLING TO THE AMERICAN FOREIGN LANGUAGE NEWSPAPER PUBLISHERS' COMMITTEE**

Mr. Chairman and Gentlemen of the Committee:

Words cannot sufficiently describe the feeling of gratitude for the sentiments expressed in the congratulatory testimonial with which you have presented me in behalf of the editors and publishers of the American Foreign Language Newspapers.

To be so flatteringly congratulated by the signed testimonial of the editors and publishers of over four hundred newspapers published in many foreign tongues in America, is a distinct and most rare honor and one which shall ever be remembered as constituting one of the happiest moments of my life.

It was ten years ago that I undertook the carrying out of the plans that resulted in the American Association of Foreign Language Newspapers. I would be remiss in my duty if I did not say on this occasion that the credit for what has been accomplished belongs more properly to you gentlemen of the foreign language press of America. It was just ten years ago that I had the opportunity and privilege of organizing, with your aid, the Association which has now grown to such magnitude. At the time, I remember, there were some critics, even among our own people, who doubted the possibility of successfully conducting a business dealing exclusively with the foreign language newspapers in America, but their doubts were soon dispelled.

It was not an altogether easy task—the advertiser had to be effectively shown the buying power of the foreign language reading element in America—old prejudices had to be gradually softened and entirely overcome. This uphill work took much time and effort, but results speak for themselves; for at the present time hardly any advertising campaign is considered complete by the national advertiser unless it properly includes some of the foreign language newspapers, and millions of dollars have been expended by national advertisers through this Association, since its organization, with highly satisfactory results to the advertiser and buyer alike.

With respect to Americanization and patriotic endeavor, the ten years that have passed have given proof, and the great World War has made it doubly plain to the American people that the foreign language press as a whole is dependable. The high tide of loyalty from the alien people which has swept over this country has justified our work a thousand times over.

The readers of this press have given their sons, their fathers and brothers to the American Army and Navy—indeed, from a report at hand, I learn that tens of thousands are to-day incorporated in the American Forces;—they have subscribed to the several Liberty Loans far beyond any per capita figures originally predicted on a population basis; they more than hold their own in the purchase of War Savings Stamps, and they have liberally contributed to the Red Cross, the Y. M. C. A., to the Knights of Columbus, and other similar organizations.

Through the columns of your newspapers it has been made possible to make known to these people, as could not have been done in any other way, the words of hope and promise and the pledges of freedom for the oppressed and subject nationalities of the world as uttered by our illustrious President, Woodrow Wilson.

Through your columns and in a multitude of languages, the work of the defamer of American motives and the manipulator of enemy propaganda has been set at naught. The immediate past has not been an easy one for the foreign language newspapers, but they can stand comparison with any other group or class of newspapers or periodicals in the amount of free advertising space which has been given to the service of our country, the United States of America.

To the cause of America the services rendered by the foreign language press has been of inestimable value. By backing the Government and our President to the full limit, you have done much in helping to carry out war measures inuring to the benefit of the country at large—especially of service have you been in materially aiding increased production and efficiency in industries; and, inasmuch as the great majority of America's foreign language population is engaged in munitions producing, mining and agricultural pursuits, your great work intensively continued along these lines of increased production, will certainly aid America in winning this great War for the freedom of the nations of the world.

Gentlemen, please accept my sincerest thanks for the great compliment paid me to-day, and please also convey to all my good friends, editors and publishers, my almost inexpressible sentiments of gratitude for their remembrance and kindness on this for me a great occasion.

New York, May 28, 1918.

A rich field for you to use, as a national advertiser, is  
**THE AMERICAN NEWSPAPERS PRINTED IN FOREIGN LANGUAGES**  
*It will pay you to try it. Send for rates and other information to*  
**The American Association of Foreign Language Newspapers, Inc.**  
 908-926 Woolworth Bldg., New York 764 Peoples Gas Bldg., Chicago, Ill.

# EDITORIAL

## THE VOLUNTARY CENSORSHIP

ALL newspaper men will agree that no news of troop movements, either from cantonments toward ports of embarkation or on ships for overseas duty, should be printed.

The dragnets of the Department of Justice, though they have yielded some big hauls of dangerous enemy aliens, have not yet made the United States safe for free and full discussion of military activities. To print the news that some unit of the National Army is about to be moved toward the seaboard is to invite attempts by our still unjaild pro-Germans to wreck the trains on which such troops are to travel.

There is the deepest interest, of course, in such news, and great temptation to an editor to print it. It seems that, in Illinois—perhaps throughout the West—many newspapers have offended by such publications. At their recent meeting the Illinois City Editors and Telegraph Editors discussed the situation frankly, passing a resolution pledging their members to a strict adherence to the rules of the voluntary censorship, and suggested the appointment of an Illinois newspaper man as a special representative of the Committee on Public Information.

The designation of such a representative, it is understood, will be made by the Illinois Association, with the approval of the Creel Committee. He will act in cooperation with the members of the organization in keeping a watchful eye on violations of the censorship rules, reporting such cases to the Creel Committee. In this way official notice will be taken of violations, and the offenders reminded of the gravity of their lapses. As all newspapers are essentially loyal, this plan should assure a closer vigilance on the part of editors and put an end to the practice of which the Illinois editors complain.

No good citizen will contend that he has a right to publish the news of troop movements on the ground that no Federal law specifically forbids it. The national welfare is involved. Every editor is on guard to protect the interests of the nation. There must be no pettiness, no hair-splitting about rights and freedom to print the news. These are not at issue. There are always instances in which news cannot be printed, no matter how interesting the news might be. Loyal service to the nation is the only rule for editors. No lesser consideration counts.

This Illinois movement, it is to be hoped, will spread to other States. It promises good results.

## THE CASE RESTS WITH THE COMMISSION

THE testimony and the arguments in the news print hearings at Washington have been completed. The case rests with the Federal Trade Commission. The decision, fixing a maximum price at which news print shall be sold, and terms of contracts between manufacturers and publishers, may be announced within a short time.

This decision will have far-reaching results. It will determine, to a very great degree, the selling price of news print, because the maximum price set will be, in many instances, the price which publishers will be called upon to pay.

The manufacturers ask that this maximum price shall be \$80 a ton. The publishers ask that it shall be \$50 a ton. Counting the maximum approximated tonnage produced on the continent at 2,000,000 tons each year, the difference in these two estimates of what should constitute a fair and reasonable price amounts in total to sixty millions of dollars annually.

This is a wide gulf between seller and buyer. It has been created in spite of the fact that all parties to the hearings have contended that the only thing desired is a fair and reasonable price, permitting legitimate profits to the sellers and assuring justice to the consumers.

In contending for the maximum price of four cents a pound, Mr. Wise, for the manufacturers, urged that this was not in any sense a selling price—that it was merely a dead line, back of which competition would fight out the question of selling prices, but beyond which sellers could not go. He asserted

*It is not the eye for faults, but beauties, that constitutes the real critic.—Pope.*

that nobody would pay four cents, but this hopeful view is not well based, in the light of previous experiences in the news print market. If a serious shortage should develop, in the face of an increasing demand, and publishers should again be forced to buy their supplies—as they have often been forced in the past two years—in a seller's market, the maximum price would become, in fact, the selling price for all paper not sold under contract.

The manufacturers urge a maximum price of four cents as a safeguard for themselves. The publishers contend that a reasonable maximum may be fixed as low as \$250 a hundred pounds, and base their argument upon the testimony of experts before the Commission.

At stake in this decision of the Commission are the interests not only of all newspapers, but of the nation itself, which relies, in the crucial hours of its life, upon the strength and power of its free press. That the decision will be fair and equitable everybody concerned confidently believes.

## THE STAMP DRIVE

THE "Drive" is the thing! We are accustoming ourselves to the habit of acting in unison.

We are acquiring the knack of team work. We focus on one big thing at a time—make a "drive" on it, and put it "over the top." Witness the Red Cross Drive—which, for a week, engaged the thought and effort of all Americans.

The Division of Advertising of the Committee on Public Information announces that the Government has designated June 28 as the day on which all Americans will unite in a drive for the sale of the War Savings Stamps.

Through the purchase of these Savings Stamps and Certificates the people of small means are enabled to make effective their financial support of the war aims of the Government. The opportunity is afforded to every man, woman and child to become a stockholder in the greatest corporation in the world—the United States Government.

If there should be a tremendously increased interest aroused in this campaign, and the small loans to the Government should reach the total hoped for, the need for additional revenue taxes on necessities would not be so pressing. The problem of the Congress—that of discovering new sources of taxation revenues without unsettling business—would be greatly simplified if the sale of the War Savings Stamps should reach great proportions.

It is to be hoped that the newspapers will not underestimate, in the stress of these days, the importance of the Stamp Drive. By arousing in it the same wide public interest which has been won for other war activities they will serve once more—and in a big way—the vital interests of the nation.

SECRETARY LANSING says that he has a profound contempt for the man who criticises the Government at this time except in a spirit of helpfulness. That contempt, it is safe to say, is shared by every loyal man, of whatever political alignment. Yet it is hard to draw the line with definiteness. The criticism of a policy often involves inferential criticism of the official who clings to that policy—and that official is sure to look upon such criticism as aimed at himself, and as based upon partisan or personal considerations.

MERLE THORPE says that advertising, as an economic factor in our life, has not been sold to the American people; and that, until it is, it will not be recognized in a broad way by the Government. Is there any more pressing need facing a newspaper than that of advertising its advertising?

THERE remain a few one-cent newspapers in the field. Economic conditions do not justify the penny price. To adhere to it is to court disaster.

## NATIONAL ADVERTISING

THE belief was expressed by many of the National advertisers who attended the convention of the A. N. A. in Chicago, this week that we have witnessed the worst phases of the advertising slump. It is their conviction that, from now on, the tide will rise again, and that we shall have an era of intensive development in advertising and selling.

These men do not shut their eyes to the economic conditions brought about by the war. They know the need of the nation for a careful husbanding of the industrial and productive resources, for the diversion to the war task of much of the man power of the country, for the wisest economy on the part of consumers.

Yet these business men, familiar with the problems of our Government must solve in placing the strength of the nation on the battle lines, do not feel that these problems will be made easier of solution through general curtailment of the nation's business. Only a strong nation makes a strong fight. Our useful industries must not be weakened—they must be strengthened, to the end that we shall make our national power a deciding factor in the great struggle of the free peoples.

Advertising serves in war times as in peace times. For, through advertising, the wheels of the factories are kept turning, the processes of production and distribution are stimulated. Through advertising the Government gains contact with the people—and the great war loans are sold. The volume of advertising is the barometer of the nation's commercial life. When it is normal all is well. It has not been quite normal of late—but the tide is turning, according to the best testimony, and this augurs well for the nation.

W. R. HEARST has won his injunction restraining the Mt. Vernon Aldermen from preventing the distribution of his newspapers in that city. The issue involved concerned every newspaper in the country, and Judge Giegerich's decision strongly upholds the contention that the power to ban a newspaper does not rest with little groups of local officials.

NOW that our boys are playing their full part in the defence of the frontiers of civilization the war news takes on a heart interest which it has not before carried to us in such an intimate way. Our newspapers are, truly, human documents nowadays—chroniclers of history in the making.

IT'S a very pretty quarrel as it stands, and THE EDITOR AND PUBLISHER does not feel impelled to undue excitement over the merits of the Roosevelt-Burleson-Creel-Hearst debate. To the interested by-stander, however, it must be said that honors appear, at this writing, to be about evenly divided. The gladiators agree, to a man, that the freedom of the press is vital in these war times—and here would seem to be a basis for peace without victory between them.

THE establishment of a daily American Official Communique, together with the restoration of the casualty list to a basis of common-sense treatment, mark two big steps forward in dealing with American war news. There are well based prospects that the newspaper men at Washington will hereafter find the War Department a source of news—and that will mean much to the Department and to the people.

THAT we have in the Senate men who believe that it might be a good thing to curtail, through the operation of the new postal law, the present wide dissemination of information through the newspapers and periodicals; and that such a process will serve to develop a wider reading of books, thus establishing a higher standard of culture, means that American States are sometimes caught napping when Senators are chosen.

THE man who values the language of the Hohenzollern above the language of Lincoln does not make a good citizen in the land of Lincoln. German-language newspapers are published for Germans, and they should be published exclusively in Germany.

## PERSONALS

**C**OLONEL JAMES ELBERSON JR., publisher of the Philadelphia Inquirer, was a guest at the Waldorf-Astoria this week.

S. W. Searle, editor and publisher of the Rock Island (Ill.) Daily Union, has been appointed second assistant superintendent of pardons and paroles for the State of Illinois by Governor Lowden.

William H. Field, of the Chicago Tribune, has sold his summer residence on Monterey Avenue, Pelham, N. Y., to Joseph H. Woodward.

G. C. McDaniel, advertising manager for the Amarillo (Tex.) Daily News, has been appointed district manager for the United States Labor Service with headquarters in Amarillo.

L. E. Russell, editor of the Comanche (Tex.) Vanguard, has announced himself as a candidate for the Democratic nomination for a member of the Legislature from Comanche County.

Charles A. Kleinman, who as newsboy sold the Dallas Morning News on the streets of Dallas, Texas, twenty-five years ago, but who is now a successful attorney of Los Angeles, Cal., is in Dallas on business.

Charles Ladd Thomas, city editor of the Omaha Bee, has been sent back to the hospital for further treatment for his excessively high blood pressure. He took treatment for more than a month, and returned to work thinking that the activity would do him good, but physicians have sent him to the hospital with orders that he see no one and that he be kept quiet.

George S. Oliver, publisher of the Pittsburgh Gazette-Times and Pittsburgh Chronicle-Telegraph, was appointed Industrial Zone Director of the Pittsburgh district by the War Industries Pittsburgh Board, Tuesday, June 4.

Verne H. Huston, night telegraph editor of the Milwaukee Sentinel; Arthur F. Herwig, dramatic editor of the Sentinel; Carl Haessler, exchange editor of the Milwaukee Leader, and Frederick Klockow, a general assignment reporter on the Milwaukee Daily News, have been drafted and will leave for camp shortly. Sergeant Charles D. Boyd, formerly City Hall reporter of the Sentinel, has left for France with Milwaukee base hospital.

L. H. Flournoy, formerly of the Chicago office of the Associated Press, has been assigned to the A. P. office at Dallas, Tex., as day editor, succeeding Beeman J. Fisher, who has been assigned as correspondent at Sioux Falls, N. D.

Talbot O. Bateman, who has been Sunday editor of the Dallas Morning News for several years, has resigned to become publicity agent for the Southwestern Telegraph and Telephone Company at Dallas.

Mark O. Dwyer, day foreman of the stereotyping department of the Dallas Morning News, has been called under the Selective Service act.

Charles Dingman, of the editorial staff of the Winnipeg Telegram, has been appointed editor of the Stratford (Ont.) Herald. Mr. Dingman was one of those who founded the Herald in 1887.

R. I. Neal, general manager of the Columbus (Ga.) Enquirer-Sun, has resigned and goes to the Macon (Ga.) Telegraph, in charge of the local and foreign advertising.

Dan L. Beebe, business representative of the United Press in the Central Division, has been made manager of the Portland (Ore.) bureau.

T. W. Gerber, Western business representative of the United Press, has been made manager of the Pacific Coast Division.

**A HERO or a genius, or both, is the man who guesses right most of the time and then does it.—Stevenson.**

Corporal Hal Denny and Earl Evans, formerly of the staff of the St. Paul (Minn.) Pioneer Press and Dispatch, have arrived in France with their respective regiments.

Arthur J. Good, managing editor of the Bridgeport Times and Evening Farmer, is now at Camp Upton. On the eve of his departure he was given a farewell dinner by his co-workers and received a sealed package with instructions not to open it until he arrived at camp. The contents of the package have not been disclosed.

Albert H. Lonhbotham and Henry W. Clune, of the Rochester (N. Y.) Democrat and Chronicle; Lewis R. Decker, of the Times-Union, and Edward H. Kennedy and Alan Porter, of the Post-Express, have gone with Base Hospital No. 19 as enlisted men.

Albert R. Israel, former New Orleans correspondent and manager of the Associated Press, has resigned and gone to Shreveport, Ala., where he will become editor-in-chief of the Times.

Howard S. Fiske, a former editor of the Washington (D. C.) Star, is now a lieutenant, junior grade, in the navy.

Daniel J. Callahan and Frank J. McMahon, two Brooklyn newspaper men who have been covering Police Headquarters in that borough, have enlisted. Callahan is with the Army Medical Corps and McMahon is with the old Twenty-second Engineers.

Frank Burke, a well-known (N. Y.) newspaper reporter, has enlisted in the machine-gun corps and is now at Fort Slocum.

Al Wilson and Herbert Caldwell, sports editors of the Memphis (Tenn.) Commercial-Appeal, have enlisted in the army and are now at Fort Thomas, Ky.

Arthur Anderson, formerly sporting editor of the Seattle Star, is in charge of publicity for a Naval Reserve recruiting campaign that is being conducted throughout the Pacific Northwest.

L. J. Malarkey has resigned from the reportorial staff of the Portland Oregonian to accept an executive position in connection with the Oregon salmon industry.

George H. Hough, managing editor of the New Bedford (Mass.) Standard, was a New York visitor this week.

E. H. Baker and William J. Shepherd were in New York this week attending the annual meeting of the National War Work Council of the Y. M. C. A.

G. E. (Tad) Powell, who left the Kansas City Star to go to the St. Paul Pioneer Press after an absence of seven years, remained only a few weeks and is now back in Kansas City writing features.

Tony Le Brissoniere, St. Paul Pioneer Press reporter and football and baseball star, has been accepted as a member of the fourth officers training camp.

James Bixby, owner of the Muskogee (Okla.) Phoenix, has been visiting in St. Paul, where he was formerly general manager of the Pioneer Press.

Walter S. Chambers, editor of the Newcastle (Ind.) Daily Times, has been appointed publicity manager by the Indiana Democratic state committee.

Richard Kirk, of the Albany (N. Y.) Journal staff, has joined the staff of the Springfield (Mass.) Union.

John Coyne, formerly of the Albany (N. Y.) Times-Union reportorial staff, has been placed in the non-combatant class at Camp Devens, Ayer, Mass.,

where he was injured in an accident while training for "over there."

Eric C. Hopwood, managing editor of the Cleveland Plain Dealer, made a flying trip to New York last week.

I. S. Metcalf, dramatic editor of the Cleveland Plain Dealer, has been transferred to the day city editor's desk, succeeding William A. Reynolds, who becomes night news editor.

Adin G. Wiley has resigned as city editor of the Indianapolis Star, and has been succeeded by Earl Mushnitz, who was associate editor of the paper. Mr. Wiley has not yet announced his plans, but his friends say he probably will enter the Catholic priesthood.

Oliver S. Jones, formerly on the staff of the Chicago Herald, has joined the staff of the Indianapolis News.

Oliver M. Saylor, dramatic editor of the Indianapolis News, who went to Russia last fall to gather material for a book on the Russian stage and drama and who arrived in Moscow when the revolution and disorder was at its height, is on his way home. A letter from him recently stated that he was in Peking, China, where he would spend a few weeks before starting for America. His letters tell of much excitement that accompanied his stay in Russia.

Charles S. Finley, a former newspaperman of Galveston, Tex., has been elected secretary of the City Club, an organization with about 2,000 members, with quarters in the Hollenden hotel. The club has a large number of newspapermen on the membership roll.

Doyt Harvey, former "printer's devil" at the Van Wert, (O.) Morning Times office, is now with the American air squadron in France.

John H. Collins, a well known Van Wert, (O.) newspaper correspondent, has been elected clerk of a community council which will look after war work.

Thomas A. Cooper has sold the Ada (O.) Record to E. Alexander, of Forest, O.

William A. Ritzel, formerly city editor of the Warren Chronicle, is now in the army's service at Camp Meade. George U. Marvin, former political writ-

er for big papers in Columbus, Washington and Cleveland, took over some of Ritzel's work, particularly out of town dailies. Marvin for many years was in Washington and is an honorary member of the New York Ohio Society.

Milton Waldman, former Plain Dealer city hall reporter, has been commissioned a second lieutenant in the army and has gone to France to join an artillery regiment. He is a Yale man.

Phil Eichenland, sport writer for the Beacon (O.) Journal, has joined the national army.

Lowell Mellett, until recently assistant manager of the London office of the United Press, has been made manager of the Paris office.

J. H. Furay, formerly Pacific Coast manager of the United Press, has been made foreign editor at the New York office.

P. J. Sinnott, manager of the Portland (Ore.) bureau of the United Press has been made a business representative on the Pacific Coast, with headquarters in San Francisco.

E. A. Powell, advertising manager of the Colorado Springs (Colo.) Evening Telegraph, is the father of a new baby son.

A. De Bernardi, jr., publisher of the Manitou Springs (Colo.) Journal, has a new baby daughter.

Laurence H. Martin, formerly managing editor of the Ottumwa (Ia.) Review, has accepted the position of managing editor of the Camp Dodge, the local military paper published by the 88th division of the National Army at Camp Dodge, Ia.

Herbert W. Walker, of the Capitol staff of the United Press at Washington, has joined the Naval Aviation Reserve Corps and is now in Boston, where he will take a three months' special course at the Tech.

N. J. Burklinslaw, of the Associated Press staff in Washington, has resigned to enter the Engineer Corps of the army.

Clark McAdams, of the St. Louis Post Dispatch, was a visitor to the press galleries of Congress this week.

Frank W. Clarke, Sunday editor of the Syracuse (N. Y.) Herald, has resigned to return to the Binghamton Press. His successor has not yet been chosen.

The Minneapolis Tribune  
Has Renewed Its Contract  
For The Haskin Service

## PLAN TO ENFORCE THE CENSORSHIP RULES

Illinois Editors Favor Appointment of Local Representative of Committee on Public Information, Who Will Report Violations of Regulations.

The regulations of the voluntary censorship have, it appears, been very generally violated by many newspapers throughout the country, particularly with reference to the movements of troops.

It was disclosed, in a discussion of this subject at the recent convention of the City and Telegraph Editor's Association of Illinois at Bloomington that all newspapers represented in the association, with two exceptions, had offended, consciously or otherwise, in this particular.

The situation with the Illinois dailies has been, apparently, typical. The great public interest in the troop movements, particularly in the entraining of military units for seaboard destinations—presaging early embarkations for overseas—has influenced many newspapers to tell of these movements, naming the military forces involved.

Following the publication of a news story, which forecast the departure of troops from a Western cantonment, an attempt was made in eastern Illinois to wreck the train by removing spikes from the rails. The Illinois editors adopted a resolution condemning these violations of the censorship rules, and the members of the association pledged themselves to a strict observance of them in the future.

### TO SOLVE THE PROBLEM.

R. L. Stubbs, news editor of the Springfield (Ill.) News-Record, was authorized to take up the matter with George Creel, and to suggest to him that an Illinois newspaper man be appointed to cooperate with the Committee on Public Information. Members of the association would be asked to report to this man any violations of the censorship rules coming to their notice, these to be brought to the attention of the Committee, which in turn would demand of the offending newspapers that they adhere to the regulations established in the national interests.

Mr. Stubbs communicated with Mr. Creel, and his letter was referred to J. W. McConaughy, Director of the Division of News, who assured Mr. Stubbs of the appreciation of the Committee, and expressed the hope that the Illinois association might select and appoint a man as suggested.

Mr. Stubbs is convinced that drastic enforcement of the censorship regulations, with no favoritism or leniency toward any offenders, is a vital requirement. The newspaper which shows its loyalty by adhering to these regulations, he contends, should not be subject to the competition of the paper which disregards them.

### Tells of Being Torpedoed

PROVIDENCE, R. I., June 6.—Alfred H. Gurney, a former member of the Sunday staff of the Providence Journal, and a Y. M. C. A. worker in France was on the British steamship Oronsa when sunk by a torpedo on April 28, has written a most interesting letter to the Journal. The story was one of the best told in some time by a newspaperman in connection with the war. The Journal ran Mr. Gurney's cut with the story.

## LEGION OF HONOR FOR TWO U. S. WAR CORRESPONDENTS



ROBERT M. BERRY.

LONDON, May 17.—As the senior American correspondent with the French army—senior in that he has been covering this front longer than any other American—and for distinguished service in the even excellence of his reports that frequently have attracted the attention of the French War Department as models of war reporting Robert M. Berry, of the Associated Press, has had conferred on by the President of the French Republic the distinction of membership in the Legion of Honor.

Other American correspondents receiving the same honor, and at the same time, for the high excellence of their work in reflecting the heroic efforts of the French, are Henry Wood, of the United Press, and Paul Scott Mower, special correspondent of the Chicago Daily News, and in charge of the Chicago paper's Paris bureau.

A native of Scotland and member of a Highland family with close French ties by marriage, and therefore with a partial French ancestry, Mr. Berry, after attending Heidelberg University, became a member of the staff of the New York Herald in Paris to obtain his first newspaper training. Ten years ago he became an Associated Press man joining the service in the Paris bureau.

### WENT TO BERLIN.

After serving in Paris for a period, he became A. P. correspondent in Berlin and remained in this capacity for several years before being transferred to the Hague and doing special work in the Scandinavian countries.

Afterwards, as the most cosmopolitan member of the A. P.'s world staff, or the one with most languages and greatest knowledge of international politics, he was called to New York to serve as cable editor under Melville E. Stone.

Mr. Berry continued in this capacity until the outbreak of the world-war, when he was transferred to serve under Robert M. Collins in the London bureau. In the early days of the war he was sent to Holland to strengthen the A. P.'s line of communication through this country from the Central Empires and Russia.

### ON THE FRENCH FRONT.

He was appointed the A. P.'s correspondent on the French front by Mr. Stone in 1915, and his service there, as

reflected in both the American and French press—the latter have frequently printed translations of his articles—has more than once proved his chief's happy selection of Mr. Berry as the right man at the right post.

Mr. Mower, the only special correspondent of an American newspaper receiving the coveted honor, has been Paris correspondent of the Chicago Daily News for eight years. He is a Chicago man, and served on the staff of his paper there before being sent abroad. A brother, Edgar Ansell Mower, who formerly served in the Paris bureau of the Daily News, is now its Rome correspondent. Paul Scott Mower spends three weeks out of every month on the French front.

### CLEARER CASUALTY LISTS

Terms Such as "Died from Other Causes" to Be Changed.

WASHINGTON, June 4.—Amplification of the term "died from other causes" as now included in the army casualty list, is under consideration by Secretary Baker.

The general belief now is that under this heading are included the names of soldiers who are executed for military offenses, and the attention of the War Department has been called to the fact that unnecessary anguish has been caused relatives of soldiers who, although not killed in action, have died honorably.

Secretary Baker said to-day that the term "other causes" had not been used to cover also deaths from various kinds of accidents, suicides, and homicides.

While it is proposed to introduce a more descriptive term, the department has no intention of specifically publishing the names of soldiers who commit suicide or who are executed by order of military tribunals.

### GERMAN PAPERS CHANGE

Wisconsin Publications in Milwaukee and Jamesville Drop German Features.

MILWAUKEE, Wis., June 3.—The name of the Germania, Milwaukee's afternoon daily newspaper published in the German language, has been changed to the Herold (evening edition). The name of the Germania-Herold, the morning edition of the Germania, has been changed to the Herold (morning edition).

A statue representing Germania, a mythological figure who typified the spirit of the ancient Germanic tribes, has been removed from the building in which the newspapers are published. There has been agitation in favor of removing head coverings like German helmets on some of the statues which adorn the building, but no action has been taken.

JANESVILLE, Wis., June 3.—The Journal, which for many years was printed in German, is being printed in English.

The Best Known Slogan  
in St. Louis



Trade Mark Registered

Foreign Advertising Representatives  
STORY, BROOKS & FINLEY  
Chicago Philadelphia New York

# Philadelphia

# Is

# a

# Morning

# Newspaper

# City

## BRITISH LIBEL LAWS HARD TO AVOID

**"Don't Publish a Paper" Safest Way to Keep Out of Trouble, Is Conclusion Reached by European Manager of the United Press.**

If the libel laws of this country make handling the news of the day rather ticklish, they are a factor to be meticulously careful of in England, according to E. L. Keen, European manager for the United Press. The libel suit of Premier Lloyd George against the London Star, for instance, was based upon a story which said he "retreated" to his country home on the occasion of an air raid, when in reality he was on his way to France.

In a whimsical private letter written by Mr. Keen, recently received in this country, some of the conditions under which British writers labor are shown, as follows:

"Don't play with words.

"Don't be over-frivolous in handling items about the Prime Minister—even if he is a good fellow like Lloyd George.

"Don't publish a newspaper.

"These are three ways of avoiding libel suits in England; but the third is the safest."

### STRONG AGAINST OFFENDERS.

"English libel laws run very strongly against the offender, and English courts and juries have a nasty habit of construing any little obscurities with the utmost generosity toward the libelee. Hence, "Safety First" is the motto in every newspaper shop in the country. The failure to follow it in this case would have severely depleted the defendants' bankrolls had it not been for the leniency of the plaintiff in letting them off with an apology and the costs.

"In England, if a man is found dead in a locked room, with an empty bottle of poison at his side, a gas tube in his mouth, a bullet hole through his head, and a revolver in his fist, he simply "met an untimely end in most distressing circumstances," etc. No reporter in the country would use the word "suicide" even in such an apparently conclusive case, and no copy-reader would pass it, until the coroner's verdict had been rendered—especially if the victim left any relatives.

"Have you ever noticed the tendency of English fiction writers to select queer or unusual names for their characters, particularly for those of unlovely dispositions? It isn't because the author desires to impress you with his ingenuity. He does it for the same reason that the prudent English newspaper editor appends a note to every installment of his daily fiction serial, like this:

"Readers are requested to note that all the characters in this story are purely fictitious. The names are not intended to refer to any real person or persons."

"For example take Dr. Watson's recent chronicle of the latest farewell appearance of Sherlock Holmes. Of the eight star villains in the book, five are foreigners, of whom three are Germans. When he desires to season the episodes with a little British criminality he takes no chances of libeling some loyal British subject whose name might happen to coincide with the fictional crook. There is no Browner in the London City Directory, and although there are a few Smiths I haven't been able to locate any whose front name is Culverton, while Mortimer Tregennis is surely a perfectly safe bet."

## EDITOR TO SERVE NATION

**Will Become Railroad Actuary Under Director-General McAdoo.**

Theodore H. Price, editor of Commerce and Finance, has been appointed actuary of the United States Railroad Administration under Secretary McAdoo. He has severed his connection with the paper and taken up his new duties. Mr. Price stated early this week that his work with the Railroad Administration, which will be to compile statistics and make reports concerning the various economic problems connected with the functions of the Railroad Administration, will require his presence in Washington a large part of the time and will prevent him from writing unofficially for publication.

Richard Spillane will replace Mr. Price as chief editor of Commerce and Finance, and his associates will be Stephen Bell, J. S. Raphael, and Frank F. George, jr. Mr. Price was at one time a member of a banking firm in this city, but since 1900 has devoted himself to writing for and managing financial publications.

## PITTSBURGH EDITOR HONORED

**Dinner Tendered A. P. Man on His Departure for New Field.**

PITTSBURGH, June 5.—Thomas W. Morris, former day news editor in Pittsburgh for the Associated Press and who is now in the New York office of the A. P., was the honor guest on the eve of his departure from town at a farewell dinner given in the Press Club by his fellow workers and friends, gathered to wish him success in his new work.

William H. Freneh, manager of the Associated Press in Pittsburgh, was toastmaster. A number of impromptu addresses were made in which the speakers told of the active career of Mr. Morris with the Associated Press and while serving on Pittsburgh newspapers.

## Paper Makers Protest Acid Ban

WASHINGTON, June 5.—Declaring that the section of the Rivers and Harbors bill, prohibiting the throwing of acid waste into streams, will put every pulp paper mill in the country out of business, representatives of paper manufacturers yesterday urged the Senate and House conferees to eliminate the provision. The House struck the section from the bill at the request of the War Department, which claimed it would interfere with the operation of munition plants, but the Senate restored it. Senator Duncan U. Fletcher, of Florida, is chairman of the Senate conferees on the River and Harbor bill, and Representative Small, of North Carolina, is chairman of the House conferees having in charge this matter.

## New Editor for Mine Journal

INDIANAPOLIS, June 3.—The staff of the Indianapolis News gave a "going-away" dinner to Ellis Searles, at the Claypool Hotel, last Saturday night. Mr. Searles left the News staff that day to become editor of the United Mine Workers' Journal, at Indianapolis. He had been political writer on the News for more than twelve years, during which time he also covered all of the international conventions of the United Mine Workers and the joint-wage scale conferences of the miners and operators. Lester Winter, who was general assignment man on the News, takes up the political work.

# Fort Worth Star-Telegram

*Far in the Lead*

**IN CIRCULATION AND ADVERTISING**

**Circulation for April, 1918**

**Net Paid Average**

**65,225**

NET PAID CITY	- - -	26,110
NET PAID SUBURBAN	- - -	2,084
NET PAID COUNTRY	- - -	37,031
NET PAID TOTAL	- - -	65,225
UNPAID	- - -	909
PAID AND UNPAID	- - -	66,134

***This is More Than Double the Circulation of Any Other Fort Worth Newspaper***

**Advertising for April, 1918**

**EXCESS OVER NEXT PAPER**

LOCAL DISPLAY	- - -	48%
FOREIGN DISPLAY	- - -	101%
CLASSIFIED	- - -	45%

**During April, the Star-Telegram carried 9,391 more individual classified advertisements than any other Fort Worth paper, an excess of 204%**

**In Fort Worth It's the Star-Telegram**

**OVER 60,000 DAILY AND SUNDAY**

**MEMBER A.B.C. AMON G. CARTER, Vice-Pres. & Gen. Mgr.**

**REPRESENTATIVE  
CANADIAN PUBLISHERS**

(Continued from page 11)

an American. Several years ago he drifted into Toronto with his chum, E. Sterling Dean, of the Dean Advertising Agency, Toronto, and got employment in the circulation department of the Mail. Later he joined his friend in the advertising department of the Telegram, and for a time Dean and Jennings were a notable pair of canvassers in Toronto. After the Southams had placed J. H. Woods in Calgary, they looked around for a likely man to take charge of the Journal in Edmonton, and hit upon Mr. Jennings. He has been there ever since, and has succeeded in developing a strong publication. Like Mr. Woods, he is identified with every public movement that is undertaken in the Alberta capital.

For sheer cleverness and "pep," few men in the editorial departments of Canadian papers are the equal of Neilson Wilkinson, managing editor of the Toronto World. Mr. Wilkinson comes by his aptitude for handling news naturally, his father being a standby of the Mail and Empire. But the son has more daring, and in many respects the World is the snappiest of the Toronto dailies. It is only about a dozen years ago that Mr. Wilkinson started on his journalistic career as a reporter on the Mail and Empire. He soon after went across to the World and has been with that paper ever since.

**CANADA MAY HAVE AN  
AD MANAGER**

**Government Has Been So Successful in Advertising It Will Systematize Work on Business Plan—Different from United States.**

MONTREAL, June 7.—The Canadian Government has done so much advertising during the past four years that it is now considering the appointment of an advertising manager. The past campaigns have included everything from the securing of recruits for the army, to the conservation of food and from the selling of Victory bonds to the increasing of farm production. They number altogether not far from two dozen.

The manager to be appointed would have supervision over all campaigns, and, in brief, would perform the usual duties of an advertising manager.

In this connection it is interesting to note that Canada spent \$4,000,000 in floating the last Victory Loan. Of this sum, \$207,000 was distributed through the Canadian Press Association, which covered the advertising in the newspapers and the other work of the publicity bureau.

At the present time the Quebec Government is carrying on a publicity campaign to promote agriculture in this province. This is in addition to what is being done by the Federal Government.

**Canadian Paper Suppressed**

ST. JOHNS, N. F., June 3.—Under the authority of the War Measure Act, the Government has suppressed the Daily Star on the charge of printing articles calculating to hamper the operation of the conscription act. The newspaper has instituted proceedings against all who engaged in carrying out the Government order, charging them with unlawful entry on their premises.

**EARLY DAY MEMORIES  
OF WESTERN CANADA**

**Seven of Old Winnipeg Newspaper Fraternity Members Hold Reunion in Ottawa as Guests of Senator Dennis of the Halifax Herald.**

OTTAWA, June 6.—A unique newspaper reunion recently took place in Ottawa when seven old-time newspaper men, who thirty-six years ago had been rival reporters in Winnipeg—then a rough pioneer town—met and exchanged reminiscences. They were Senator William Dennis, editor and proprietor of the Halifax Herald; R. L. Richardson, M.P., editor of the Winnipeg Tribune; T. H. Preston, editor of the Brantford Expositor; E. W. Thomson, Canadian correspondent of the Boston Transcript; George Ham, Canadian Pacific Railway; Albert Horton, editor of the Senate Hansard, and A. C. Campbell, assistant editor of the House of Commons Hansard.

There were two absentees, John Lewis, now editorial writer of the Toronto Star, and W. E. Maclellan, Post Office inspector for Nova Scotia.

These nine men, with Edward Farrar, who died two years ago, formed the newspaper fraternity of Winnipeg thirty-six years ago.

The seven spent a delightful evening at the residence of Senator Dennis talking over old times and inter-changing reminiscences of the early Western days.

Winnipeg in 1882 had three newspapers, the Winnipeg Sun, the Winnipeg Free Press, and the Winnipeg Times.

Mr. Preston was in those days manager of the Winnipeg Sun, although it was owned by a man named W. P. Buckingham, who had been private secretary to Hon. Alexander Mackenzie from 1873 to 1878. Mr. Preston imported into Winnipeg as reporters Senator Dennis from Halifax and Mr. Richardson from the Toronto Globe. The three of them ran the paper. Later Mr. Richardson purchased the Sun and changed its name to the present Tribune.

Senator Dennis and Mr. Richardson recalled to Mr. Preston that he not only had the managing direction of the paper and kept an eye on the financial end, but wrote the editorials, acted as city editor and news editor, read all proofs, followed the exchanges and in times of stress took a hand on the cases typesetting.

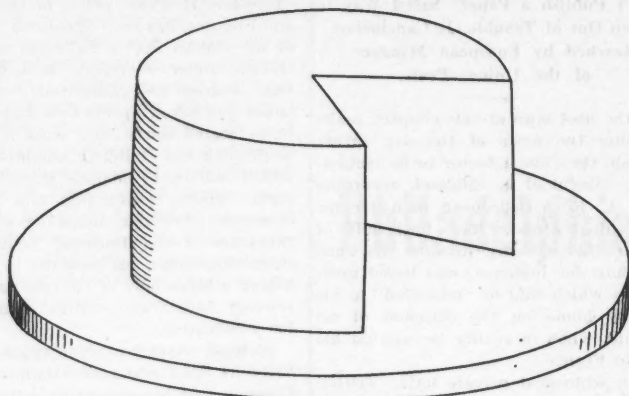
On the Free Press staff were George Ham, Mr. Horton, Mr. Campbell, and Mr. Maclellan. On the Times were Ned Farrar and Mr. Lewis. Mr. Thomson, in those days, as at present, was somewhat of a "free lance."

**British Editors Honored**

LONDON, June 2.—The King's birthday honor list included among the new baronetcies the name of Robert Leicester Harmsworth, brother of Lord Northcliffe; and among the knight-hoods, John M. LeSage and A. G. Jeans, editors, respectively, of the London Daily Telegraph and the Liverpool Post. The honors bestowed by the King are almost exclusively for important war services. There is the customary long list of promotions to various orders for chivalry in the civil, military, naval, Indian, and Colonial services.

Real enlightenment will never come until every newspaper is a school, wherein the editor is a teacher and a pupil.

**Learn to Know Wisconsin!**



"An American Cheese, Sir, from Wisconsin"

A party of Americans, entertained by an Englishman at the celebrated Holborn restaurant in London, loudly praised the cheese, —to the amusement of their host.

"I'll lay you a guinea," said he, "that this famous "cheddar" cheese you find so excellent, came from your own county."

And so it did!

Wisconsin cheeses find their way into the most famous eating places in Europe; also into the front line trenches as a part of the British soldier's daily ration. And they are only just one of the many State products that make Wisconsin people opulent, so they can well afford to be discriminating buyers of the good things they see advertised in their home newspapers.

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,274	.02
Eau Clair Leader-Telegram (M&E&S)...	8,338	.027
Fond du Lac Commonwealth (E).....	5,592	.02
Green Bay Press Gazette (E).....	10,096	.02
Janesville Gazette (E).....	7,540	.0214
La Cross Tribune-Leader Press (E&S)...	13,307	.03
Madison, Wisconsin, State Journal (E)...	13,711	.03
Madison, Wisconsin, State Journal (S)...	10,531	.03
Milwaukee Evening Wisconsin (E).....	39,898	.06
Milwaukee Journal (E).....	116,607	.14
Milwaukee Journal (S).....	99,154	.14
Milwaukee Leader (E).....	35,741	.07
Milwaukee Sentinel (M&E).....	81,616	.11
Milwaukee Sentinel (S).....	72,780	.11
Oshkosh Northwestern (E).....	13,486	.03
Racine Journal News (E).....	7,415	.02143
Racine Times-Call (E).....	6,255	.0175
Sheboygan Press (E).....	5,714	.0143
Superior Telegram (E).....	15,095	.035

Government Statements, April 1st, 1918.

**Play ground of the middle west, its every mile is a mile of beauty or a mile of riches!**

## TAX ON CIRCULATIONS PROPOSED IN BILL

**Congressman Johnston Introduces Measure Fixing Graduated Scale of Taxes on Mail Subscriptions—Resolution Referred to Committee.**

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, June 6.—A bill to provide revenue from publications by establishing a graduated rate for payment of a tax on newspapers and periodicals according to rate of subscription price, and number of copies circulated through the mails, in addition to existing rates, has been introduced by Representative Johnston, of Washington. The first of a series of rates starts with newspapers whose subscription price is fifty cents or less per year, and whose circulation through the mails is more than 20,000 copies, but less than 100,000 per issue, one cent for each annual subscription circulated through the mails. The last grade is for publications whose subscription price is more than \$6 per year, and whose circulation through the mails is more than 20,000 copies per year, twenty cents for each annual subscription circulated through the mails. The grades between the first and last vary accordingly between the subscription price and the circulation.

### HOW TAXES WOULD BE GRADED.

It would impose graduated taxes on copies of newspapers sent through the mails to annual subscribers as follows:

Publications issued at fifty cents per year, with mail circulations of more than 20,000 and less than 100,000 per issue, one cent for each annual subscription for mail circulations above 100,000, two cents for each annual subscription sent through the mails.

For periodicals charging more than fifty cents per year and less than \$1.01, and having less than twenty thousand mail subscriptions, one cent for each annual subscription; for circulations in excess of 20,000 copies and less than 100,000, two cents; more than 100,000, four cents per annual subscription circulated through the mails.

Where the subscription rate is more than \$1 and less than \$2.01 per year, with mail circulations less than 20,000 copies, two cents; more than 20,000, and less than 100,000, four cents; more than 100,000, eight cents for each annual subscription circulated through the mails.

With publications charging more than \$2 and less than \$3.01, on mail circulations under 20,000, three cents; more than 20,000 and less than 100,000 copies, six cents; more than 100,000 copies, twelve cents for each annual subscription circulated through the mails.

Where subscription prices are more than \$3 and less than \$4.01, mail circulations less than 20,000 to be taxed four cents; more than 20,000 and less than 100,000, eight cents; more than 100,000, sixteen cents.

In instances where subscription rates are more than \$4 and less than \$5.01, the tax is graded: Five cents, ten cents, and twenty cents per annual subscription, on the same variations of circulations. Where subscriptions above \$5 and under \$6.01, the taxes run six cents, twelve cents, and twenty-four cents.

If subscription rates are higher than \$6 per year, the tax is fixed at ten cents on less than 20,000 copies, and 20 cents on mail circulations above that figure.

The additional postage charged shall be due and payable quarterly on the first days of September, December, March, and June, to be collected by the local postmasters. Free-in-county privileges not to be affected.

## CONDEMN ZONE POSTAL LAW

**Ben Franklin Clubs See in It Danger to Liberty of Citizens.**

WINONA, Minn., June 5.—The Ben Franklin clubs of northeastern Iowa and the First District of Minnesota, in convention here, adopted a resolution condemning the zone postal law as "a vicious measure, which will have the effect of strangling national thought, retarding and restricting the growth of the publishing business generally, and not inconceivably be the means of curtailing that liberty which is the birthright of every American citizen."

The assemblage adopted also a resolution urging a clause in the treaty the establishing of an international publicity bureau.

## AFTER FOREIGN-LANGUAGE PRESS

**St. Louis National Security League to Go After German Papers.**

The St. Louis branch of the National Security League, of which George M. Brown, president of the Certain-teed Products Corporation is president, has begun a campaign against the German language newspapers of St. Louis. E. K. Love, chairman of the executive committee, said:

"We will seek to influence the department stores and all retail merchants in St. Louis to discontinue their advertisements in the German-language newspapers in the city. The parent office of the League in New York will use its influence on national advertisers who are using space in these publications. We will furnish them a list of these advertisers taken from the Sunday and daily editions of the Westliche-Post and Amerika."

Jackson Johnson, president of the Chamber of Commerce, in an interview, declared that he is emphatically against the German-language newspapers and periodicals, and that their circulation should be stopped. Newsdealers are to be persuaded not to handle the papers.

## Daniels Put Lid on Tight

WASHINGTON, June 5.—Secretary of the Navy Daniels to-day clamped on the lid tight on all news matter issued from his bureau in relation to the sailing of vessels and other matters. The Secretary made it plain that he considered every precaution should be taken to guard against possible spy warnings all information as to American shipping movements or the success or failure of the submarine chase.

## Westfield Loses Three Men

WESTFIELD MASS., June 4.—Three of this town's newspapermen have just left, one to go into the service of Uncle Sam, and the two others to take other positions. Frank Lawton of the Journal, goes to a Waltham paper, Richard Evans of the Daily News goes to a Bridgeport paper, and Clifford J. Welch of the Republican, is to enter the army service.

## Editor-Ambassador Wins Code Rights

WASHINGTON, June 3.—The Russian Government recently attempted to compel Ambassador David R. Francis, who in private life is the principal owner of the St. Louis Republic, to send his confidential messages here in plain English instead of in code, it was learned to-day. This ruling was enforced for a few days, but as a result of an American protest, the practice was at once stopped and Francis now has the full privilege of sending confidential code.

The pessimist contends that everything that glitters is dross.



## "Right in the Heart of Things"

Indiana offers unexcelled facilities for the transport and movement of merchandise, which is one of the big problems that confront the National advertiser at this time.

Indiana is justly famed for her network of electric lines, over which vast quantities of freight is handled. All leading trans-continental railroads cross her borders. She has excellent lake ports on the North and river transportation on the South.

Supplementing the above, Indiana business interests have also organized a State-wide motor delivery system which will operate on more miles of improved roads than has any other State.

And Indiana people are prosperous and willing to buy the merchandise which unparalleled transportation facilities will bring to their stores and their doors.

Plan NOW to sell more goods in Indiana. The market is here, ready and waiting—"Better" transportation facilities are offered for you to "send on your goods"—and the following newspapers will take your sales message to the HOMES of Indiana. A heavy harvest of sales is inevitable.

	Circulation	5,000-line rate
Anderson Bulletin ..... (E)	5,992	.01857
Anderson Herald ..... (M)	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)	117,879	.14
Indianapolis Star ..... (M)	88,475	.11
Indianapolis Star ..... (S)	102,329	.14
Lafayette Courier ..... (E)	7,667	.015
Lafayette Journal ..... (M)	10,041	.02143
Marion Leader-Tribune ..... (M)	8,140	.0215
Muncie Press ..... (E)	9,547	.01786
Muncie Star ..... (M)	24,052	.05
Muncie Star ..... (S)	14,160	.05
Richmond Item ..... (M)	7,584	.0175
Richmond Palladium ..... (E)	10,619	.025
South Bend Tribune ..... (E)	16,935	.03
Terre Haute Star ..... (M)	26,724	.04
Terre Haute Star ..... (S)	19,253	.04
Terre Haute Tribune ..... (E)	25,068	.04
Terre Haute Tribune ..... (S)	19,829	.04
Vincennes Capital ..... (E)	3,346	.01071

Government statements April 1st, 1918.

## PROPOSES CENTRAL NEWS BUREAU FOR WAR PUBLICITY MATTER

Declares Organized Effort Would Relieve Newspapers of Mass of Useless Material and Gain Publication of Much Now Cast Aside

By DAVID MORTON.

THERE is no longer any disagreement as to the need of reform in the methods of handling the newspaper publicity of the various war agencies and departments. Matters get no better as time goes on, and the situation is to-day of a press paralyzed, by the great welter of material, into an inability to render the aid it would like to render, and war agencies emitting tons of matter, yet failing to get either the kind or the amount of publicity they need and should have.

No one will question the potency of the press as a factor in prosecuting the war, nor its desire to be of service. Yet it is not functioning as it could function under a happier arrangement. Its potentialities are smothered; its opportunity for service is estopped by the extravagant and indiscriminate demands made upon it. That such an agency should remain paralyzed in these times is a condition, surely, that no win-the-war spirit can tolerate in good conscience.

### Must Adjust Publicity Efforts

The problem is to adjust the publicity efforts to the character and limitations of the medium employed. In the past, these efforts have not been of a kind to indicate an understanding either of the character of the physical limitations of the press. Any effective reform will have to come from such understanding on the part of those submitting material for publication.

The following plan was formulated with this in mind. It represents an effort to correlate the newspaper publicity needs and deserts of the various war agencies and department to the character and limitations of the newspapers.

A year's experience in war publicity indicates that the present confusion and unsatisfactory results are traceable to three fundamental errors:

- (1) Matter is sent direct to the newspapers that has no news value and little interest.
- (2) Other matter containing some news value is not written in newspaper style.
- (3) Matter is sent out in such great quantities, and with such a preponderance of material, that even the comparatively "good stuff" is discounted and lost in the welter.

#### CALLS FOR CENTRAL AGENCY.

These errors, I believe, and the evil effects resulting therefrom, are susceptible to correction, (1) by creating a central agency to which shall come the matter submitted by all the departments and agencies; (2) by sifting this material for printable matter, with the elimination of material that is not available; (3) by presenting the residue to the newspapers in such style and in such quantity as will insure its publication.

It is quite possible that such an agency could take the nature of an enlargement of the present Committee on Public Information. It should be established and operated according to the following outline:

Let there be set up in Washington a news bureau to be known by some such name as "The Central War News Bureau."

Let this bureau handle the material from each department or agency engaged in war work and having publicity matter to disseminate.

Let it consist of trained newspapermen with good sense of news value. They should be chosen, preferably, not from among any of the department or agency offices, but from the newspaper field,—that they might not have the official, or propaganda, bias which would influence their new judgment.

Let all the departments and agencies represented in the Central War News

Bureau submit to that bureau the material on which they desire newspaper publicity.

#### SEND NOTHING DIRECT.

In this connection, the agencies and departments should give a promise that they will not submit any material directly to the newspapers. This is necessary in order not to impair the standing of bureau with the newspapers, or its usefulness to the war agencies and departments.

Let this bureau put the material to the tests of its judgment as to whether it contains sufficient news interest or value to justify its being submitted to the newspapers. Material that does not survive this test should be eliminated. What does survive should be re-written, if necessary, in snappy, newsy, newspaper style.

Let the news bureau send this residue, properly prepared and passed upon by trained newspaper men, to the newspapers.

For the sake of economy in time and labor, let the departments and agencies understand that it will be useless to submit material that is worthless so far as news value or news interest is concerned.

#### NOT SEND TOO MUCH.

Let the news bureau take caution against sending out too much material, remembering that this has been one of the faults of the old order, and that news value, like other values, is more or less affected by the law of supply and demand. The news bureau should keep in mind not only the willingness of the press to do its part in this war, but the physical limitations of the press as well.

This bureau should operate very much in the manner of the city room of a newspaper, with an Editor-in-Chief, corresponding to the City Editor, and representing no department or agency, but supervising the work of all news writers, who would correspond to the reporters of the city room.

#### SHOULD GIVE PLEDGE.

Such a plan should, of course, include a guarantee to the newspapers that they will not be asked to print any material from war agencies and departments except such as come to them from the news bureau. If this guarantee is given, the newspapers will be freed of the great mass of material now pouring in upon them in such quantities that they can not afford to take the time and labor to sift out what is good from what is worthless. This, however, should not be construed as a restriction on the enterprise of individ-

al newspapers or press associations, which would still be free to "go after" news which they believed to be available in the office of any department or agency. It would divert from the newspapers only the indiscriminate, voluntary offerings.

Relieved of this burden, the newspapers would be in a position to print material given to them by the news bureau.

They would have, in addition, the guarantee that the material is prepared by men in the profession, and has passed their judgment as to news value.

An arrangement of this kind would serve the double purpose of relieving the newspapers of the flood of material now turned upon them, and of securing an actual increase in the amount of material upon which the various departments and agencies could obtain newspaper publicity.

#### DEFEAT OWN ENDS.

The fact that has got to be faced is that under the present system not only are the newspapers rendered almost powerless, but the various departments and agencies are defeating their own ends by the duplication and multiplicity of matter sent out.

The expense of supporting such a bureau could be borne by and prorated among the various departments and agencies served. This would result in expert service for all the departments and agencies, without any considerable cost—probably no increase in expense—over their expenditures under the present system.

It is very desirable that the bureau should maintain a comparatively strict standard as to the news value or interest of the material submitted. It is recognized, of course, that such an absolute news basis as is maintained by the papers in normal times would be neither expedient nor possible. The newspapers are disposed to be lenient in their requirements in this particular; at the same time, there are standards within the profession which cannot be altogether disregarded.

#### MUCH HAS VALUE.

It is also true that much of the material now sent to the newspapers in such form as not to be usable, does contain some news value which would transpire more obviously were it properly written. This material, of course, would be saved from the waste basket under the system outlined. Material which has no value whatever would be promptly eliminated by the bureau instead of, as now, being eliminated in the newspaper offices, where a custom of wholesale elimination has grown up as the only procedure possible in the circumstances.

The newspapers would soon come to respect the envelope from the Central News Bureau, in the confidence that the contents held something of news value. This is a confidence not now enjoyed by the multiplicity of franked envelopes. It is, moreover, a confidence which the agencies and the bureau should not jeopardize or impair by departure from a sound news basis.

#### MUCH DUPLICATION.

By far the major proportion of the war publicity material now flooding the newspapers issues from Washington. But the States and city headquarters of the various war agencies also have contributed. Here, also, there has been grievous multiplicity and duplication.

The setting up in Washington of a central bureau as here indicated would reduce enormously the litter on the managing editor's desk. But there would

remain the mass of material from the State and city headquarters of many of the agencies.

A very desirable—though not essential—feature of the plan would be the establishment in each State of a State War News Bureau, similar in composition and function to the proposed National Bureau, but handling only material issuing from the State headquarters of the various agencies. A State bureau would, of course, in accord with good newspaper methods, infuse the material more thoroughly with local interest, giving it more value—and hence a better welcome—in the newspaper offices in the respective States.

#### WOULD CARE FOR CITY.

The city news of the various war activities—the purely "local stuff"—usually is of sufficient intimate interest to the community to invite the voluntary efforts of the newspapers.

That, in general, is the machinery and the procedure contemplated by this plan. Such a system would have the result (1) of getting printed what ought to be printed, because it would reach the papers through a channel which they would learn to respect; (2) of eliminating the waste and welter that now clutters the publicity work and interferes with the publication of worthy matter; (3) of stirring the various departments and agencies to make more news before asking that space be given them; (4) of saving paper and time; (5) of relieving the overcrowded mails of worthless material.

## OLD GUARD EATS LOBSTER

New York Press Club Veterans Revive Organization and Celebrate.

The Old Guard of the New York Press Club, composed of men who have helped to get out the New York newspapers for more than twenty years, held a rally at the clubhouse last Friday afternoon. David A. Curtis, of the Sun, was elected temporary chairman to take the place of Major George Williams, grandfather of the Club, who was unable to be present on account of illness. Harry Masterton was elected vice-chairman. This was the first meeting of the Guard in three years.

After the formal meeting the guardsmen adjourned to a restaurant, where a lobster supper was served. The principal speaker was Vincent Natalls, chief of the Apaches, nephew of Geronimo, who was present as the guest of Col. High T. Boorman, of the British-Canadian Recruiting Mission.

A feature of the supper was the presentation of a service flag by the Old Guard to Edward Percy Howard, president of the New York Press Club. An American flag also was presented to the club. Among the speakers and others present were Col. Fraser Hunter, Lieut.-Col. F. C. Jamieson, and Col. Boorman, of the British-Canadian Recruiting Mission; Capt. J. A. Robertson Durham, of the Gordon Highlanders; Dr. William Montague Geer, vicar of St. Paul's United States Commissioner Samuel Hitchcock; Prof. Lowell, dean of engineering, Columbia University; Roy Cochran, of the Friars; Alfred E. Pearsall, Prof. Maurice Nitkey, and Frank Irish Cadwallader.

Sergeant-Major McLeod, of the Royal Engineers, presided over a special table reserved for the members of his corps. Other special tables were reserved for the Society of Mechanical Engineers and the Society of Safety Engineers.



## EVENING WISCONSIN SOLD TO W. H. PARK

New Owner Seeks to Absorb Other Milwaukee Newspapers—Has Two Associates, Whom He Declines to Name, in the Purchase.

MILWAUKEE, June 4.—William H. Park, formerly business manager and owner of the Milwaukee Daily News, with two associates, has bought the Milwaukee Evening Wisconsin. Mr. Park declines to name his associates, but says that one of them is a resident of Milwaukee and the other spends six months of each year in that city.

Mr. Park evidently proposes to combine other Milwaukee papers with his newly acquired property, for he said today to THE EDITOR AND PUBLISHER:

"I have made offers to buy other Milwaukee papers. I have been convinced for a long time that this city had too many newspapers, and merging several of them into one would be of advantage to the business.

### CITY HAS MANY PAPERS.

There are seven English daily newspapers in Milwaukee, which has a population of 400,000, a larger number than published in Chicago, with a population of more than 2,000,000. In addition, there are two German papers and two Polish papers. George F. Brumder, treasurer of the Germania Herold Association, which publishes both morning and evening editions of the Herold, says his association had nothing to do with the purchase of the Evening Wisconsin. It had been suggested that in view of the agitation against newspapers printed in the German language, it was not impossible that the Herold was interested with Mr. Park in the venture.

For twelve years the Evening Wisconsin has been conducted by Mrs. Harriet Cramer, widow of William E. Cramer, founder of the paper, who took personal charge of the editorial department.

### TOOK NAME IN 1847.

The Evening Wisconsin's statement to the Government last April 1 showed that the owners of more than 1 per cent. of the stock were Mrs. Cramer, John F. Cramer, her husband's nephew, and John W. Campsie, business manager. The circulation was put at 39,898. The first issue was printed June 8, 1847. The Milwaukee Advertiser, its predecessor, was founded July 14, 1836.

In 1841 the Advertiser, a weekly, was bought by Josiah A. Noonan, who changed its name to the Courier. The following year George Hyer bought an interest, and became editor. Mr. Hyer retired in 1843 and was succeeded as editor by John A. Brown. In 1845 the Courier was sold to William H. Sullivan, who retained Mr. Brown as editor. On March 19, 1846, the Courier came out as a daily. The following July it again became a weekly, but February 22, 1847, the daily editions were restored. In the following year Mr. Cramer bought it and changed the name to the Evening Wisconsin. He died in 1905.

### Talks to Rotarians

ALBANY, June 4.—Percy B. Scott, manager of the Albany office of the United Press Associations, in an address before the Rotary Club of Albany told how the news of the world is gathered by the big press syndicates and of the work each man employed to gather the news must do.

## TEXAS WOMEN ELECT

Press Association Selects Officers and Opposes Zone System of Postage.

FORT WORTH, Tex., June 1.—The Texas Women's Press Association, in its twenty-fifth annual meeting at Fort Worth, discussed the place of women writers in the world war and the part such women can play in making the world safe for Democracy. It was one of the most important meetings of the Association since its organization in Dallas twenty-five years ago. The membership of the Association is limited to women actually engaged in journalistic work or to women who are authors of published literary works.

Officers were elected for the ensuing year as follows: Mrs. H. C. L. Gorman, of Fort Worth, one of the two living charter members, president; Mrs. J. D. Alexander, of Cisco, first vice-president; Mrs. J. H. Kirkpatrick, of San Antonio, second vice-president; Mrs. H. S. St. Clair, of Fort Worth, third vice-president; Mrs. W. S. Wright, of Dallas, recording secretary; Mrs. Agnes Geer, of Fort Worth, corresponding secretary; Mrs. Fannie B. Potter, of Bowie, treasurer. The following were appointed on the executive board: Mrs. Ida Van Zandt Jarvis, of Fort Worth; Mrs. Henry A. Cline, of Wharton, and Mrs. Fred Scott, of Austin, the retiring president.

The Association adopted a resolution opposing the Postal Zone law and also resolutions laudatory to Gov. Hobby and his efforts in securing for Texas women the right to vote in the primary elections.

## N. Y. STATE PUBLISHERS PREPARE

Arrangements Made for Annual Summer Outing in July.

The annual summer outing of the Central New York Publishers' Association will take place this year on July 13 at Pulaski. This is the home town of the president of the Association, and the programme will include visits to Saekett's Harbor, Henderson Harbor, Watertown, and the Thousand Islands. The officers of the Association are:

President, C. H. Skelton, Canastota Courier; vice-presidents, A. P. Bradt, of the Fulton Observer; J. C. Bates, of the Vernon News, and C. I. Burch, of the Earlville Standard; treasurer, B. H. Stone, Camden Advance-Journal; secretary, M. V. Atwood, Groton Journal and Courier; executive committee, the officers and C. K. Williams, of the Phoenix Register; Wheeler Milmo, of the Canastota Bee and Journal; B. I. Sherwood, of the West Winfield Star.

### Women Leave State Association

LANSING, Mich., June 1.—The Michigan Women's Press Association has withdrawn from the Michigan Press & Printer's Federation, with which it allied itself four years ago. Officers elected to serve the ensuing year are: President, Dr. Emma E. Power, Port Huron; first vice-president, Mrs. Irene Pomeroy Shields, Bay City; second vice-president, Mrs. J. E. St. John, Lansing; recording secretary, Mrs. Fannie Sprague Talbot, Battle Creek; corresponding secretary, Miss Maybel L. Grisson, Grande Ledge; treasurer, Mrs. Franc Adams, Mason; historian, Mrs. M. H. Alden, Detroit; directors, Mrs. Eva Bell Giles, Battle Creek, Mrs. Grace Greenwood Browne, Ann Arbor, Mrs. Dora Stockman, Lansing, Mrs. F. W. Gage, Battle Creek.

You don't know what a smile really feels like till you fit one on your face permanently.

# First Fabricated Steel Ship Launched in New Jersey

The state that for years was famous for its fleets of mosquitos is going to be famed for its fleet of steel merchant vessels, built for the U. S. Government.

The first of the fabricated steamships ordered by the Emergency Fleet Corporation was built on record time by a shipyard that wasn't on the map nine months ago—in New Jersey.

The launching of this ship was an event that stirred the blood of the nation and awoke its admiration.

It was only another of the many things that New Jersey is doing to win the war.

New Jersey went way over the top in the last Liberty Loan campaign; she doubled her quota for the Red Cross Fund—evidencing the fact that

## New Jersey Has Money to Spend!

Are you making any effort to get your share of this money by advertising in

## New Jersey's Foremost Newspapers?

Paper	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,336	.0207
Atlantic City Press (M) Union (E).....	13,135	.0350
Camden Courier (E).....	11,300	.025
Elizabeth Journal (E) (A.B.C.).....	16,339	.0318
Hackensack Record.....	5,072	.0178
Newark Sunday Call (S).....	49,570	.11
Newark Star Eagle (E).....	53,913	.10
Morristown Record (E).....	3,925	.0107
Passaic Herald (E).....	6,614	.015
Passaic News (E).....	7,627	.0215
Paterson Call (M).....	13,324	.0321
Paterson Press Guardian (E).....	13,983	.03
Paterson Sunday Chronicle (S).....	5,534	.03
Perth Amboy Evening News (E).....	7,505	.018
Plainfield Courier News (E).....	7,427	.0215
Union Hill (Weehawken) Hudson-Dispatch	14,000	.02

Government Statements April 1st, 1918

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

## NATIONAL ADVERTISERS CONVENTION STORY

(Concluded from page 6)

optimism, that will help them to turn the dark cloud inside out until the boys come home.

"While patriotically giving up whatever is needed in material or labor for winning the war, it must be a part of our work right now to make as smooth as possible the rough road of commerce. Business during the war and business after the war are the things we are interested in."

### GAIN IN MEMBERSHIP.

The report of Secretary John Sullivan showed that in the last year the membership of the A. N. A. has grown to 285, a gain of twenty. The advertisers who are members of the A. N. A. in normal



F. A. WILSON-LAWRENSON.

times spend at least \$100,000,000 a year in national advertising. In the past two years the A. N. A. office has answered 5,600 requests for information on sales, advertising, and factory data, two-thirds of which required special investigation.

### LAWRENSON A DIRECTOR.

F. A. Wilson-Lawrenson, of the Union Carbon & Carbide Company, New York, was elected a director of the A. N. A., succeeding Alan C. Reiley, of the Remington Typewriter Company. Mr. Reiley for the past six months had been filling the vacancy caused by the resignation from the executive committee of R. A. Holmes, of the Crofut, Knapp Company.

J. D. Ellsworth, of the American Telephone & Telegraph Company, New York, was elected a director, succeeding Edward Hungerford, whose connection with Wells Fargo & Co., New York, has been ended through the Government taking over the express companies of the country and merging them. Thus Mr. Hungerford's membership in the A. N. A. also automatically came to an end, much to the regret of all. During his years with the Association, Mr. Hungerford has been one of its most active members and officers. His plans for the future have not been announced, but his A. N. A. associates are unanimous in the belief that he will soon be back in the fold again.

Mr. Ellsworth, the new director, is one of the best-known advertising men in the country, being the director of the famous telephone copy used by his company all over the continent.

Before the A. N. A. on Thursday

morning Mr. Ellsworth conducted a discussion on "The False Patriotic Note in Advertising," during which he showed stereopticon slides of a number of advertisements, on which the members voted whether they were good or bad examples of patriotic copy. Generally speaking, these advertisements in which a tank, trench scene, or any other war theme was illustrated, but had no connection with the copy, was condemned.

Harry Tipper, of the Automotive Engineers, New York, led a most instructive discussion on "How Can Present Shipping Conditions be Remedied In So Far as They Militate Against Effectiveness in Advertising?" He said the remedy lay in greater efficiency in the use of the motor truck—to relieve the railways of short hauls—and in the development of better highways. Mr. Tipper declared all shippers should cooperate in the return load system through which every truck that takes

a load anywhere would return with another.

Railroad terminal conditions have been greatly improved since the auto trucks began to relieve them of short distance hauls, he said. While another factor in the improved railway conditions has been the abolishment of the unthoughtful practice of many shippers who used the terminal facilities for storing and sorting purposes. When the Government took charge of the situation the railroads were simply doing the impossible, they had to break down. Mr. Tipper predicted that shipping conditions are going to get worse before they get better, and that the attention of all advertising managers should be turned to getting the most out of motor trucks.

Thursday noon the members held divisional luncheons in separate rooms around the meeting hall for round-table discussions.

## A. B. C. PROSPECTS BRIGHT AFTER ITS MOST PROSPEROUS YEAR

Finances and Operating Machinery in Excellent Condition,  
Clague Tells Convention—Canadians to Have Representation on Board of Directors

CHICAGO, June 7.—The fifth annual meeting of the Audit Bureau of Circulations promised harmony in every respect. The sessions opened Thursday afternoon and continued through Friday, with the possibility that a morning session may have to be held Saturday to finish up all business.

The meeting dates of the A. B. C. brought together its members and those of the Association of National Advertisers, who are also meeting at the La Salle Hotel here. While there were no joint meetings or interdiscussions by the A. B. C. and the A. N. A., a number of men belong to both organizations and the attended the meetings of both.

Both the A. B. C. and the A. N. A. expressed themselves as perfectly satisfied with the cooperative working arrangements and exchanged official notes of cordiality.

### BRUCH TO RETIRE.

Louis Bruch, of the American Radiator Company, Chicago, who has been president of the A. B. C. since its organization, will not be a candidate for the office again. The election has not yet been held and there are several possibilities.

Marcellus Murdock, of the Wichita (Kan.) Eagle, was chairman of the newspaper department at the meeting Thursday, with E. P. Adler, of the Davenport Times, secretary. The best of feeling prevailed and there was not a word to bear out the various rumors of secession that have been in the wind of late.

One particularly malicious rumor that has been going the rounds was to the effect that all the newspaper members in Philadelphia had withdrawn in a body. Stanley Clague, the managing director, informed THE EDITOR AND PUBLISHER that none had dropped out.

A significant new addition to the membership is the San Francisco Chronicle, which had never been affiliated with the organization. Among nearly one hundred newspapers having applications pending for membership are the Harrisburg (Pa.) Evening News; Hartford (Conn.) Courant; Newark (N. J.) Ledger; New York Commercial; Schenectady (N. Y.) Union-Star, and Washington (D. C.) Times.

Wednesday afternoon the various divisions of the A. B. C. held departmental meetings to discuss association matters and elect their directors to succeed members of the executive board whose terms expired. The election results follow:

Newspapers: Lafayette Young, jr., Des Moines Capital (re-elected), and W. A. Strong, Chicago Daily News, the latter succeeding W. H. Field, of the Chicago Tribune, who resigned because of pressure of business.

Advertising agents: Frank Sawin, Critchfield & Co. Chicago, (re-elected).

Advertisers: E. S. Babcox, Firestone Tire & Rubber Company, Akron, Ohio, and Henry Scott, advertising director Montgomery Ward & Co., Chicago.

Magazines: George Cook, Mother's Magazine, New York (re-elected.)

Farm papers: Frank Long, National Stockman and Farmer, Pittsburgh.

Trade, Class and Technical Publications: Mr. Britton, McGraw-Hill Publishing Company, New York.

The Canadian publications never have had representation on the board of directors, but will probably be given that privilege before the present meeting closes. The newspapers departmental and all others are favorable to it.

All the departmentals, with the exception of the newspapers, had very short meetings, the only business considered being the election of directors.

### HAD LIVELY DISCUSSIONS.

The newspaper section members maintained for nearly two hours a lively discussion on many phases of the Bureau's work. Various individual publishers had complaints and suggestions to make, all of which were turned over to the advisory board to decide what they were worth, and either put them into shape for presentation to the convention on the morrow, or kill them altogether.

The board, after quite a lengthy executive session "shelved" every one with the exception of endorsing the right of Canadian Publishers to have representation on the board of directors. This is unanimously approved.

The Newspaper Board decided to give a vote of confidence to the management of Stanley Clague, the managing director and the executive board. It is

believed they will be able to gradually remove the causes of complaint and give satisfaction to everybody.

### MR. CLAGUE'S REPORT.

The condition of the A. B. C. and its plans for the future were outlined in Managing Director Clague's report, which follows:

"The past year was the critical year in the history of the Audit Bureau of Circulations, but your board is pleased to report that the Bureau was never in better condition than at the present moment.

"Four pioneer years have been spent in testing and adjusting the ideas of its founders. During these four years problems unforeseen at the birth of the Bureau were met, and most of them solved. Obstacles which at the moment seemed insurmountable were one by one overcome, and the Bureau has steadily advanced toward the goal of universal circulation verification.

"Very early in the tenure of office of your present Board of Directors, the very vital problem of adequate finances presented itself. During the latter part of 1917 facts and figures were presented to the Board which showed that to give full service to its members the financial resources of the Bureau must be readjusted.

### REVENUE WAS SHORT.

"A committee composed of members selected by each branch of the Bureau was appointed. This committee for several months studied not only the present cost of the work, but also future financial requirements. Investigations by this committee proved that ever since the inception of the Bureau there had been insufficient revenue to fulfil the service obligations it had incurred. The committee also found that through war conditions the costs of audits and overhead had substantially increased, and that there were likely to be further increases during the coming year.

"There was no complaint concerning the integrity or good faith of the Bureau, but there was a well founded protest against the delay in issuing publishers' statements and releasing auditors' reports.

"The committee presented these facts to the Board of Directors and unanimously adopted a schedule of readjusted rates, which they urged should be submitted to the full membership for ratification.

"Two other matters of importance to the Bureau were at the same time demanding the attention of your board.

### WORKED HARDSHIPS.

"For several years publisher members had felt that the restricted use of the Bureau's findings was working a hardship to the membership. This feeling was especially strong among newspaper publishers. It was felt that the rule compelling publishers to reproduce auditors' reports in some instances forty pages in length, and publishers' statements of four pages, in their entirety was burdensome. Violations of this rule became so frequent that much of the time of the officers of the Bureau, and a great deal of the time of the board of directors and the executive committee was given to their adjustment.

"Another important matter which had been under consideration for a number of months was that of a closer association between the Audit Bureau of Circulations and the Association of National Advertisers.

"The directors of the Bureau had met with the officers and directors of the A. N. A. and it was felt that the time had arrived when these two great, construc-

(Concluded on page 38)

## PAPER HEARING ENDS WITH COUNSEL WIDE APART ON PRICE

(Concluded from page 8)

decision of the court itself on that subject,' and I was met with a unanimous roar of laughter from the bench, which I promptly interpreted to mean they had done the same thing and they were no clearer about it than I was.

### DECISIONS NOT DETERMINATIVE.

"If you were to ask the Supreme Court now in a given case to lay down the rule of valuation in these public utility cases, no matter how cleverly the words might be put together, or how carefully they might be put together, I venture to say that their utterances would wind up like this, 'and there may perhaps be other considerations,' or something equivalent thereto. Very properly, because the court has not bound itself as yet, it has not learned enough, if I may say so with deference, to bind itself.

"I will give one illustration of that, and leave it with that. Our friends have said that the Supreme Court has laid down as a proposition that when you come to value public utilities, you must take the present value of the thing itself. There is no value, and from that get your rate or to that apply your rate.

"They tell us that the Supreme Court has recognized the fact that their property was of a given value at one time, and it has increased in value at the time at which the rate is to be applied, that the increased value is to be taken as the value, and they will cite the first part of the gas company case, where Mr. Justice Peckham there said, and what has been said in less definite way in some of the other cases—but listen to this, I am using the language of the court:

### CALLS IT CANCELLATION.

"We do not say there may not possibly be an exception to it where property may have increased so enormously in value as to render the rate permitting a return upon such increased value unjust to the public."

"Now, if that is not a cancellation of what just preceded, I do not know. The court says, in one breath, you may take this increased valuation, provided it is not too great, that yields the principal, and the only logical and intelligent—if I may say so with deference to the court—result is that you must shut it out altogether, because it is not a guide.

"I venture that no college of logicians can answer that proposition. The court nullifies its own proposition by the qualification that it attaches to it and puts the whole thing afloat again.

"Nor is that the worst of it. I was brash enough the other day to say that this rule of market value laid down by the courts and recognized by the law is interchangeable and is inapplicable, because impracticable, and that there is no experience to indicate the possibilities of its application, because the willing, but not forced, buyer, and the willing, but not forced, seller, never have met. I was brash enough to say that must have been the emanation of some judge who had been talking through his face.

### MUST SERVE PUBLIC.

"The Supreme Court has had an interview with the Sphinx, if I may still preserve my great respect to that high tribunal, for it has said, and repeatedly said, and my friends depend upon it, that the thing to be valued, in respect of which the rates have to be fixed, is

not everything that can be thought of, but that which can be pointed to as being at the time dedicated to the use of the public; and it says, on the other hand, that which the public is to pay is that which represents the value to the public of the use that it gets out of that which is so dedicated. It is the willing, but not forced, buyer, and the willing, but not forced, seller all over again.

"And even our friends, the efficiency experts or economists, or however they may be called, are unequal to applying that rule of valuation.

"Suppose it is so? Then my friends are obliged, and the Supreme Court is obliged, if it follows the logic of its own mind, to a conclusion that there is but one way of reaching rate regulation, and that is going at it the other way and finding out what is the use to the public of the thing that it uses; and that, of course, is absurd. That is perfectly absurd. The use to one man may be X, to another man Y; to another man it may be XY. You cannot get at it that way. Of course, I know there is a question in the back of every man's mind to show what is my notion of getting the true value, but we will come to that presently.

### Plante Shows Excess Figures Were Introduced, Arguing That \$2.50 Price Is Fair

Guthrie B. Plante, taking up the cost figures that were, submitted by the manufacturers, showed excess charges in a number of instances. He declared, in effect, that salaries had been placed at a point higher than they should occupy, and that this had a material and unwarranted effect upon the cost of news print production. He was emphatic in declaring that a price of two and a half cents a pound was fair. Mr. Plante said in part:

"It appears that there was an arbitrary charge in the accountants' reports for depreciation of \$2 per ton of sulphite, \$1 per ton of ground wood, and \$2 per ton of news print. That amounts, they tell us, roughly, on an 80-20 basis, to about \$3.20 a ton news print for depreciation.

"The depreciation charge seems to me rather an extraordinary charge in connection with some of these mills. For instance, the mills of the International Paper Company, at least 20 or 30, some of them 40 years old, at this late

date find it necessary to charge off 5 per cent. each year for depreciation. If the International Paper Company had seen fit to make the charges at the time they should have been made, those mills would have been written off and replaced; not where they are now, but contiguous to a wood supply.

"The situation to-day with some of those International Mills, and the reason for their high cost, is that they have outlived their usefulness in a particular location. They ask you to use the International high cost as the basis for fixing the price of paper when it is apparent that that is not the basis which should be used.

"That the mills have got a cost for wood and a cost for freight, and a cost for handling the wood, lapped wood and sulphite, which they would not have if they were placed close to a wood supply, where they should be, and the proposition now is that we must allow them 5 per cent. per annum for depreciation, without any consideration of what should have been done or what may have been done in the past.

"It does not seem proper to me at this time that the basis of the price should be the high cost mills, which no longer come up to the standard. If conditions were normal the high cost mills would not make the same profit that the low cost mills make.

### WOULD PAY 10 PER CENT.

"It is perfectly clear if the figures of investment and valuation investments are taken at both replacement and at cost, or as close to cost as you can get with the figures that were given you here, that you will find that 6 per cent. on the replacement cost, or the sound value, as they call it, after taking out depreciation, will pay 10 per cent. or better on original cost; and you will find also that with respect of the various companies, even those which appear in comparison of all at the present time to have low costs, that there are substantial reductions that could be made in all of them.

"For instance, you take the Donnacoma mill. One of the first things you find is a very, very high cost for sulphur used in the manufacture of sulphite, way above any other mill. Mr. Roberts explained, as I recall it, that there was something wrong with the sulphite mill and they were using too much, and so they immediately went to work to remedy it, and the result is you also find in the same cost sheet for the same month, a very large item of repairs; so that you have that trouble brought into your costs in two ways—an excessive quantity of sulphite

charged, which should not be there under proper and efficient manufacture—that admittedly should not be there, and a very large item for repairs in the same month to eliminate the trouble. If makes a difference, undoubtedly, of \$2 or more a ton of paper. It won't happen in the next six months, if those repairs were properly made.

### HAVE EXCESS MATERIAL.

"They have got \$3 for stumpage, which is the result of their \$2 stumpage charge. They have got excess materials, aside from their large loss charge for sinkage, barking and excess material, of over 104 per cent. which is over \$4 a ton. In addition to that you will find in the salary list an increase of approximately 50 per cent. in salaries, which went into effect at the end of the year.

"You will find that same situation in Lauretide, an increase in salaries—a difference of something like \$55,000 increase in administration, a difference of \$1 per ton of paper.

"You will find in Lauretide stumpage of \$258,000, or \$3 a ton of paper. You will find also in Lauretide, legal fees. You find this high charge for sinkage, which Mr. Sabotten says is not an actual figure. It is an estimate. That amounts to \$1.80. You will find high wood costs, which he said will prevail this year, but I have it clearly in mind that in the early part of this hearing testimony was given that they had about 50,000 cords of wood on the wood pile. They also said they had up the river another 50,000 or 60,000 cords, which would come down with the spring drive. That is all 1916-1917 wood. That is sufficient to carry the Lauretide mill into the summer. They won't have to use the 1917-1918 wood.

### SOME LAURETIDE FIGURES.

"In addition to that, you will find in the Lauretide a charge of \$1.85 for power, for grinding wood. The engineers who have been here, Mr. Parsons and Mr. Gaby, tell you the use of coal—the use of power other than water power for grinding wood makes a prohibitive cost. How does it happen at Lauretide? Why, they had a power investment, but they separated it, turned it over to another company, and the other company gave them \$7,000,000 in stocks and securities and cash, 70 per cent. of the stock, and then the Lauretide Power Company went into the

## The Birmingham News

Birmingham, Ala.

Reported to Audit Bureau of Circulations For the Six Months ending March 31, 1918:

	Evening	Sunday
City Circulation	26118	27273
Suburban	8247	12328
Country	7252	7820
Net Paid	41617	47421
Unpaid	592	863
<b>Total Distribution</b>	<b>42209</b>	<b>48284</b>

Subject to verification by A. B. C. Audit

We will furnish complete analysis of audit issued by Audit Bureau of Circulations, on application.

## THE INDIANA DAILY TIMES INDIANAPOLIS

April Daily Circulation

51,148

The Times' circulation is greater at two cents per copy than it was at one cent.

The most favorably talked of newspaper in Indiana.

Now represented in the foreign advertising field by

G. LOGAN PAYNE CO.

Chicago New York Boston Detroit

power business, and not only sold the power back to the paper company, but sold power elsewhere.

"The accountant here testified to the Laurentide figures, and said there was already a surplus of 3 per cent. on that \$1,000,000 in the first year—two hundred odd thousand dollars in the first year—and yet they put into their paper cost \$1.85 for grinding wood, where no other company could show more than 4 cents, 10 cents, or 13 cents.

"In the Belgo Company, which is a low cost company—again you find stumpage charge \$3. You find excess materials. Give them credit for 4 per cent. and see how these things run up in money, and still there is \$1.50 a ton over, in excess materials they claim have gone in.

#### RECORD OF OPERATIONS.

"The 4 per cent. was not theoretical, but was a record of actual operations, and you will find that some of the companies here come within 4 per cent. where they are only slightly over, we have said nothing about it, but where they run very excessively beyond I have mentioned it.

"Another company showed a very remarkable increase in salaries and administration just at the close of the year 1917—Price Brothers. We find the same stumpage charge of \$3, the same question of excess materials of \$2, power for grinding wood of \$1.49, because their power was out. They do not contend that that \$1.49 is going to be an expense of the year.

"On Abitibi, they have got a stumpage charge. They have got excess materials over and above 104 per cent., as \$2.70; \$256,000 for stumpage, their charge in Abitibi in 1917, and proportional in 1918. They have got legal fees, a charge for steam power for grinding wood, where their own witness, Parsons, said that steam power would be prohibitive in grinding wood and the manufacture of paper; a sinkage charge of \$129,000, over \$2 a ton of paper, and no facts of any kind to back it up.

"So it is with all of these. They are all way up to the sky, based on possibilities—on estimates, and mightily little of it on real facts.

"If the Commission takes into consideration these various items which affect the cost which I have enumerated, I believe that there is only one conclusion to be reached, and that is that a fair price for paper would not exceed \$2.50."

#### ASKS FOR CONTRACT FORM.

Mr. Walsh said:

"I should like to ask counsel on each side to submit to the Commission a form of contract which they propose, containing the terms which they think the Commission should adopt in the form of contract, within five days after the closing of the argument.

"I do not think we could do it within five days," replied Mr. Wise. "I would have to call my people together to get their definite approval of the form that I should draw. Now, I do not think that the industry—I mean the publishers—are going to be seriously injured by any delay, even of a month, as far as the contract is concerned.

"The Government is going to take my time for the next two weeks. We are registering all of the young men who have become of age to-day. They have to file their questionnaires. I have to read every one of those questionnaires, and also, possibly, have a personal examination of at least 30 per cent. of the men who file them. The Government has drafted me and I cannot get out of doing it. I shall have

to invoke that statute, recently enacted, which says that any litigant or lawyer who certifies that he is actually engaged in war work can have that as a legitimate excuse for delay in any matter."

Commissioner Colver: "It is already in the record, our suggested form of contract from both parties, and I suppose you are standing on the form that you submitted—as you suggested."

"I did not submit it at all," replied Mr. Wise. "Some mention was made of a standard form of contract, and I said at the time that the thing that was referred to was an exhibit attached to the Commission's report to Congress, and then that was identified. I do not think any two of the manufacturers use that contract in the exact form that is set up there; but we are willing to make a contract that will be clear and unequivocal, to the effect that the purchaser can do whatever he pleases with the paper purchased.

#### MATTER FOR NEGOTIATION.

"As far as Mr. Plante's suggestion that there should be something in the contract that delivery should begin before the term of the contract, it is a matter for negotiation. If a man goes on the 31st of December and consummates a contract for the year, beginning January 1, of course, he cannot get deliveries on January 1; but if he will make his contract thirty or sixty days ahead of time and state to the manufacturer when he wants his first deliveries, he is going to get them, and that will be a matter of negotiation that will lead up to the contract. You cannot make any hide-bound rule that the deliveries will begin thirty days before the terms of the contract.

"As to the weight, we are perfectly willing that the contract shall be made more clear than it is now, that they are to have average 32-pound paper. We are not willing to be limited by any 3 per cent. variation on particular deliveries. It is not a manufacturing possibility.

"To impose any such burden on this industry would, in all probability, descending to the methods of my adversaries and doing a little testifying myself, mean an increased cost of at least \$2 a ton. Everybody who has been here and who is a practical manufacturer has said that 5 per cent. variation up or down is the least possible that they would want to work on.

#### WANTS TWO-POUND LEEWAY.

"We will make paper delivered average 32-pound paper, but we think that we should at least have a leeway of two pounds either way, and as a matter of fact I have in my possession a written document in which I have stated this proposition as to weight, and which I believe was agreeable to the other side, and which they endorsed with the words 'We accept.' Outside of that, we are not willing to bind ourselves.

"This Commission might write specifications till the cows come home, and we might manufacture paper in exact compliance with those specifications, and it would not be worth a cent when you got it to the press. We want to be left alone to make paper that will satisfy our customers. We want to see a single one of our customers who has come here yet and said we are not doing it.

#### ATTACKS M'INTYRE.

"That man McIntyre went on the stand here and told us about thousands of people who did this, that, and the other thing—who had this, that, and the other thing to happen to them. You cannot have forgotten my cross-examination of him, where I said: 'Produce the

name of the man this thing happened to; bring the man here who had that thing happen and bring the man here who had this thing happen.' 'I haven't got it now,' was what he said, 'but I will give you a list I am going to make up. I am going to make up a list and I am going to put it in the record.' That thing happened until it became a joke. My cross-examination is a farce—the answers to my cross-examination.

"Now, sirs, that happened four months ago. Where is the list? The only customer of any manufacturer who has come here in this case as a witness was a gentleman named Rogers from the Cleveland Plain Dealer, and he testified that in his dealings with the manufacturers he had found them to be decent and honorable men, who were disposed to do the fair thing by him, and he had no kick or complaint, and they brought him in here to show you—mind you, after talking about this excess-weight business, and after the promise of this blatherskite—that is all he is—of this excess weight, they brought Rogers in here and Rogers showed that the average deliveries of the Abitibi Paper Company, which was then in its infancy, and naturally not as efficient as the concern which had been going for a number of years, had run way below 3 per cent. excess. I don't remember exactly, but I can give you the exact figures.

"That is the only man from the Atlantic to the Pacific Coast who has come in here to show that anybody delivered excess-weight paper, and he did not claim that he brought it to the attention of the manufacturer.

#### WOULD BE CROOKED.

"Now, any publisher who will sit down for a period of twelve months and let his supplier furnish him with over-weight paper, and keep his mouth shut, and at the end of the term of the contract come back at that manufacturer and say, 'You have delivered persistently over-weight paper, for which I claim a refund,' is a crook, and there isn't any such man in the industry that we

have heard of yet. We haven't run across any publisher that does anything like that."

## NEWS PRINT WAGE BEFORE WAR BOARDS

Committee Takes Testimony for Manufacturers and Workers in Executive Session at Hotel Belmont—Workers Ask War-Time Schedule.

A committee of the National War Labor Board held a session at the Hotel Belmont last Monday to take testimony in the news print paper case, involving the demands of employees of the paper mills for increase in wages. The Board representatives were C. A. Crocker, of Holyoke, Mass., representing his employers, and T. M. Guerin, of the International Brotherhood of Carpenters and Joiners, representing the workers. The committee will report to the National War Labor Board. The session was executive.

A committee of five manufacturers, of which F. L. Carlisle, of Watertown, N. Y., was chairman, presented the manufacturers' side and another committee of five delegates of various labor unions, headed by J. T. Cary, President of the Paper Makers' Union, presented the claims of the wage earners.

One question discussed was a readjustment of the wage scale to include an increase over the present wages paid by the International Paper Company. Since 1916 the International Paper Company has given an increase of ten per cent. each year without incorporating the increase into a new scale. To prevent a return to old schedule after the war the workers demanded that a new schedule be adopted, based upon a further addition to the present wage levels.

Another point upon which extensive testimony was taken was as to whether the new schedule should be adopted for one year or for the period of the war.

# The Morgantown Post

Morgantown, West Va.

**"THE PAPER THAT GOES HOME"**  
to the BUYERS of one of the richest coal mining and agricultural counties in West Virginia.

Average Circulation For Three Months Ending May 15, 1918

## 3025

There is no paper in West Virginia which has within the past four months reached the remarkable record in growth attained by The Post, which, on February 15, had a circulation of less than 1200.

The Post carries more local advertising than any other paper in the Second Congressional District. There is one reason, "The Post goes Home." Home advertisers know their Home newspaper. Foreign advertisers can also cover this big and important trading area at little cost.

The Post is the oldest established newspaper in northern West Virginia and carries with it the prestige which is not only valuable to its publishers but to the advertising patrons as well.

For rates and further information address

**Morgantown Post, Morgantown, West Va.**

## NON-ADVERTISERS OF AMERICA ARE WAR SLACKERS

James O'Shaughnessy, Executive Secretary of American Association of Advertising Agencies, So Designates the Man Who Fails to Promote American Products.

"THE man who fails to advertise when this country is being invaded by foreign products is not loyal to this country—he is a slacker and I call him that to his face," said James O'Shaughnessy, of New York, executive secretary of the American Association of Advertising Agencies, addressing members of the New England Council of the A. A. A. in Boston.

Mr. O'Shaughnessy and George W. Coleman, formerly president of the A. A. C. W., were the principal speakers at a dinner tendered by the Pilgrim Publicity Association to the visiting members of the New England Council A. A. A. Mr. Coleman, who has just returned from a four months' trip through Europe, gave his impressions of the great struggle based on what he saw.

### A Debt Business Men Owe Their Country

"It is absolutely necessary that advertising on a vast scale be done if this country is to be maintained at a high level and made to pay," said Mr. O'Shaughnessy.

"This will be the one market to which every manufacturer with a surplus will turn his eyes when the war ends. The nation that buys our products in other countries will give its manufacturers every facility for combination, every assistance, financial support, and every opportunity for marketing their goods and for distribution. We will be confronted by the most appalling conditions if we be not prepared—the most appalling war that commerce has ever witnessed.

"To-day we have risen to be the first Power financially, and to such a height that we are without a rival. We have risen to be the first Power potentially in military strength. In order to safeguard ourselves in that commercial war which must follow the world struggle, we must do the first thing first—that is, hold this market and make this market ours for American manufacturers.

"We are not going to be unfair to anybody, we will blacklist no country, but we believe that charity begins at home, so we believe that we must first feed the workmen in our factories. We must keep the American market for the American people. No manufacturer can advertise too much if he advertises wisely."

"We know we can deliver through advertising a greater service to the nation to-day than anybody of any other calling, and I disparage no one. Advertising is the greatest educating force in the world.

"The man who fails to advertise when this country is being invaded by foreign products is not loyal to this country—he is a slacker and I call him that to his face. I speak for 96 per cent. of the advertising agencies of America."

"The solution of high wages," he said, "is to be found in the much greater productivity of American workers," and the problems as he sees it is in making American goods desired. He referred to the expenses that will confront the people at the end of the war, and said that the situation can then only be met by manufacturing first for this market and then for the market beyond the seas.

Mr. Coleman brought the estimate of the American army and navy officers in France, that the country is facing a long, hard, and bitter struggle, which is likely to last for from three to five years. "British grit, French genius, Italian gallantry, and American gumption, the faculty to do the right thing at the

right time and in the right way, is going to win the war, however," declared Mr. Coleman.

Charles Kroll urged the assistance of those present in carrying on a series of meetings throughout New England to arouse those indifferent to the war situation.

The dinner followed a noon-day luncheon of the New England Council, A. A. A.; served in the Boston City Club, which was attended by a large representation of publishers and advertising men from various New England dailies. Messrs. O'Shaughnessy and Kroll were also the principal speakers at the luncheon.

### MISS MARTIN AGAIN HEADS AD WOMEN

New York League Want Women to Salute the Colors.

At their annual meeting the members of the New York League of Advertising Women pledged themselves, as women voters, to salute the colors and to use their best efforts to educate the uninformed—men, woman, and children—to do likewise. They also passed a resolution in favor of the suppression of newspapers printed in the German language. Attention was drawn to the fact that black ribbon with a white edge is used by Germany from which to suspend the royal insignia, so it was decided to dissuade women from using this ribbon.

The League has had a very active year, and has already made plans for next season. It did splendid work in the Third Liberty Loan campaign and the Second Red Cross drive. Officers elected for the coming year are: President, Miss J. J. Martin; vice-president, Miss Ida Clarke; treasurer, Miss Edith V. Righter; secretary, Miss Effie Archer and the newly elected directors are: Miss J. J. Martin, Miss Ida Clarke, Miss Edith V. Righter, Miss Effie Archer, Mrs. W. E. Mead, Miss Minna Hall Simmons, Miss Mabel Graswinckel, Miss Jane Carroll, Miss Beatrice Brown.

### Troy Men Get War Bonus

Troy, N. Y., May 31.—An agreement has been reached between the Publishers' Association, made up of the owners of the Troy daily and Sunday newspapers, and the Troy Typographical Union, No. 52, whereby newspaper compositors are to receive an increase of two dollars a week. The increase is effective at once.

A curb on the pen is more necessary than a curb on the tongue.

# Save Time Save Money

Take your scissors and cut out this list right now, so you'll have it handy for use

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	15,855	.04	.04
Bloomington Pantagraph (M).....	16,637	.03	.03
Chicago American (E).....	326,998	*.42	.38
Chicago Herald-Examiner (M) ....	292,939	.32	.28
Chicago Herald-Examiner (S) ....	633,896	.53	.46
Chicago Journal (E).....	110,641	.24	.21
Chicago Daily News (E).....	386,775	.43	.43
Chicago Post (E).....	55,477	.25	.12
Chicago Tribune (M).....	367,798	.50	.35
Chicago Tribune (S).....	606,111	.60	.45
Elgin Courier (E).....	7,857	.02	.02
Freeport Journal-Standard (E).....	6,170	.015	.015
Galesburg Evening Mail (E).....	9,147	.015	.015
Rate after July 1st, 1918, will be .0178 per line flat.			
Moline Dispatch (E).....	10,147	.025	.025
Peoria Star (E).....	22,470	.045	.035
Quincy Journal (E).....	8,423	.02	.02
Rock Island Argus (E).....	6,400	.015	.015
Springfield State Register (M).....	25,000	.035	.035
Sterling Daily Gazette (E).....	5,159	.017	.017
Government Circulation Statements April 1, 1918.			

And you *must* use these papers if you would profit.

## This Is Why:

You can't put over any national advertising campaign without the best part of its results coming from Illinois.

You can't put over a sectional advertising campaign and leave Illinois out—unless you want to leave out the best part of the results.

You can't put over a national, sectional or local advertising campaign and reach the people of Illinois in the most direct and influential way, without using the daily newspapers of Illinois.

*No use fussing around any longer.  
Put the above list of papers on  
your schedule, and*

# ADVERTISE IN ILLINOIS

**"A. B. C." PROSPECTS****SEEM BRIGHT***(Continued from page 34)*

tive bodies, by closer coöperation, could accomplish a greater service to the advertising and publishing world.

**CALLED SPECIAL CONVENTION.**

"To secure action on these three important matters a special convention was called in January, 1918, with the result that the publicity by law was amended, a working basis was established between the A. B. C. and the A. N. A., and the question of readjustment of rates was submitted to the full membership for a mail vote in order that members not present at the convention would have the opportunity of expressing their opinions.

"Result of the mail vote was a decided endorsement of the recommendation of the Rate Equalization Committee, and the finances of the Bureau were put upon a solid financial basis."

"As the progress of the Bureau was thoroughly outlined in the convention in January, up to and including December, 1917, this report will deal particularly with the work from the first of January until the date of this convention.

**IN SPLENDID CONDITION.**

"The finances of the Bureau were never in such splendid condition. At the end of our fiscal year there is a balance of 8 per cent. of dues over expenses—taking in only four months dues at the new rate. This rate leaves a safe working margin to provide for extraordinary occurrences such as war conditions are likely to impose.

"We have released 934 audits during the year—an average of 78 per month, as compared with an average of 54 last year, and an average of 58 the previous year. This was for the fiscal year ending April 30.

"Since the first of January, 1918, we have released an average of 91 audits per month. This marked improvement means efficient service, as an average of 89 audits per month will give an annual audit to all publisher members.

"We have made the audits of all divisions of publisher members at an average cost within the dues applicable.

**15-DAY RELEASES.**

"We have organized the various departments in the office to handle audits promptly, and have been working on a fifteen-day release basis for several months—except where further investigation or adjustment is necessary.

"In most cases we have released publishers' statements, when they have been received in correct form and when no correspondence is necessary, within three or four days after their receipt. After several months' experiment it was found possible to issue these publishers' statements for the period ending March 31, 1918, in a two-color, printed form. The number of statements released during April and May was twice as many as were released in any corresponding period.

"Substantial increase has been made in the installation of adequate records in the offices of publishers.

"We have instituted promotional and educational campaigns which will materially increase the value of membership and bring about an even greater A. B. C.

**STANDARDIZED WORK.**

"After many months of work, the rulings of the Bureau, through its conventions and through its board of directors and executive committee, have been collated and brought together in the form of a 'standard practice,' which

for the first time has been available for our auditors and directors, thereby standardizing the work of the Bureau in every one of its branches."

"The auditors report shows a balance of \$35,944.77 available for service to members as of May 1, 1918, against \$17,791.66 on May 1, 1917. This favorable balance to take care of audit and service obligations, places the Bureau in a very satisfactory position to carry on its work efficiently. It will enable us to increase our auditing force and bring it up to the number of men necessary to give an annual audit to all publisher members."

"The past year has been a trying one in the publishing business. The coming twelve months will bring further problems which will have a very serious relationship to circulation.

"During the coming year the Bureau can serve the advertising and publishing business, we believe, to a greater extent than it has ever served it in the past. The new postal laws will create conditions requiring very careful attention.

"In the opinion of your board, any postal law which restricts the freedom of the printed word is inimicable to the welfare of the nation, and we hope the convention will send to Washington a ringing message, asking the Administration to encourage rather than retard the wide dissemination of information, which the press alone can accomplish.

**SHOWS GREAT INCREASE.**

"The new postal laws have had a retarding influence on the increase of membership in the Bureau. The increase in dues for Bureau membership, we believed, would also tend to reduce membership, but your board is pleased to report that in spite of these discouraging influences, in spite of suspensions, consolidations, etc., the membership of the Bureau to-day is greater than at any time in its history—1,250.

"The most gratifying phase of the Bureau's work in the past year has been the addition of a number of publications which have heretofore withheld their support, but which are now thoroughly convinced that in the A. B. C. they have a constructive force from which they can secure benefit.

"Another mark of progress is the return to membership of a number of publications which, having been suspended, have put their records in order and made application for reinstatement.

"A campaign of promotional work to increase the membership of the Bureau has already been started, and it is the plan of the board and officers not only to continue this work, but to make it the dominant note of the Bureau's activities during the coming year.

**OBJECT IS TWO-FOLD.**

"The object of this promotional work will be two-fold.

"First: Not only to secure the interest of new advertisers and agents, but also to develop the present interest of advertisers and agents and the work of the Bureau.

"Second: To promote the interests of publishers who are members of the A. B. C., and to protect them from unjust competition on the part of competitors who will not submit to circulation verification.

"We are entering upon a period when every dollar interested in advertising should be protected to the greatest possible extent. In this period we hope the A. B. C. will be constructively helpful to both the advertiser and to the publisher.

"But—the big, significant fact is that the advertising and publishing business is on an A. B. C. basis.

"Canada appreciates the principles of the A. B. C. In a recent questionnaire sent out by the 'King's Printer' to secure information on which to place Government advertising, the significant question was asked: 'Are you a member of A. B. C.?' Eighty per cent. of the principal and most successful publications of Canada were able to answer 'Yes.' We hope by the end of the year 1918 a similar condition will exist in the United States."

"Despite many handicaps the auditing force of the Bureau is in better shape to-day than ever before.

**HAS GAINED CONFIDENCE.**

"When it is shown that the average number of audits released during the last four months of the fiscal year—January to April, inclusive—was 91, as against an average for the first eight months—May to December—of 71, it will convey some idea as to the rapid progress in this branch. At this rate each publisher member will receive an audit annually, with assurance that it will be returned promptly for approval and as promptly released if no further investigations or adjustments are found necessary.

"During the past year the Bureau had an average of twenty-eight field auditors, engaged solely in making examinations, the highest number being thirty-four in May, 1917, and the lowest twenty-three in December. At the present time there are thirty-eight auditors actively engaged in publishers' offices, and several in training in the Chicago office of the Bureau. Sixteen of these men have been added to the staff since February, when the members decided to provide the additional revenue. At the present time there are 114 publications due an audit for a period longer than twelve months, and these will be speedily disposed of with the increased auditing staff."

**FOR JOINT BANQUET.**

A delightful feature of the conventions of the Association of National Advertisers and the Audit Bureau of Circulations, which have brought several hundred publishers, advertisers, and advertising agents from all parts of the United States and Canada, is to be a joint A. N. A.—A. B. C. banquet held in the La Salle this evening.

The United States Government will be represented by Edward M. Hurley, Chairman of the Shipping Board; Dr. Wilbur, president of Leland Stanford University and First Assistant to Food Controller Hoover. A French army officer will represent France.

All come directly to Chicago from Washington to tell the advertising men what they must do to help win the war. The Government's action in this respect is taken as another proof that Washington has been convinced that advertising is a real factor in American life and business, and that it can do an immense amount of work for the nation's war prosecution.

Col. J. F. Currie, a Canadian Highlander, and George W. Coleman, of Boston, will tell of their experiences at the battle front in France.

**Terre Haute Papers Two Cents**

The Terre Haute Star and the Terre Haute Tribune have raised their price from one cent to two cents, owing to the increased cost of publication. It is understood that the Terre Haute Post, an afternoon paper, will take similar action.

**SIX POINT LEAGUE ELECTS BURKE**

**Popular Representative to Head Live Organization for Ensuing Year—Annual Meeting and Luncheon at Hotel Martinique.**

The Six Point League met Thursday at noon and elected officers for the ensuing year. At the same time the thirty-five members that were present enjoyed one of the very good lunches for which this organization has become famous.

The meeting was the annual one, and was held in the oak room of the Hotel Martinique. President H. G. Halstead presided, and was flanked on either side by the incoming president and several past presidents. During the service of the lunch the reports of Secretary Ralph R. Mulligan and of Treasurer Louis Klebahn were read, showing that the League is in a flourishing condition. Mr. Mulligan's report showed only one withdrawal from the membership, and that was occasioned by the man going into another line of business. The treasurer's report showed a substantial balance in the bank, with all bills paid.

After the cigars had been lit the nominating committee presented the following officers for election: For president, Hugh Burke; for vice-president, R. C. Hollis; for treasurer and secretary, the former incumbents, Messrs. Klebahn and Mulligan; for executive committee, C. H. Eddy, F. St. John Richards, H. G. Halstead, T. E. Conklin, J. P. McKinney, M. D. Hunton, and John O'Mara; for representatives to the Bureau of Advertising Committee, Dan A. Carroll. All were elected by acclamation. The new president was immediately inducted into office and took charge of the meeting.

In retiring, President Halstead bespoke for his successor the untiring coöperation of every member. He said that it was easy enough to have a one-man organization, because of the apparent apathy of many of the members, but no president wanted that kind of an administration. If every member would pitch in and help, and work on whatever committee they were appointed on, it would make the work easier for the officers and for the members as well. He also took occasion to thank the members for their help in the past year.

In assuming the reins of office, Mr. Burke also asked for the help of the members, and brought up the question of republishing the directory of advertisers and advertising agents. After some discussion, the president was directed to appoint another committee to republish the directory at an early date.

M. D. Hunton spoke for a few minutes on the coming convention of the A. A. C. W. in San Francisco, and urged all who could possibly do so to go. Several signified their intention of going. Secretary Mulligan reporting that a special rate of \$138.24 having been secured by the New York Advertising Club. The League delegates will be as follows: George R. Katz, M. D. Hunton, John Budd, William J. Morton, and T. E. Conklin.

**Two-Cent Circulation Beats One-Cent**

MONTREAL, June 1.—The Montreal Star, which has been selling its Saturday edition for two cents for the past month, has not found that the increased selling price affected the circulation to any extent. Last Saturday's Star, at two cents a copy, exceeded by one thousand the one cent copy of Saturday, March 30, of this year.

## R. S. CARVER TO MANAGE AUGUSTA CHRONICLE

**Buys Interest in Old Southern Daily, and Will Be Associated with Thomas W. Loyless in Its Direction—To Assume New Post at Once.**

R. S. Carver has purchased an interest in the Augusta (Ga.) Chronicle, and will enter at once upon his duties as business manager of that newspaper. The controlling ownership of the property is now in the hands of Thomas W. Loyless and Mr. Carver. Mr. Loyless has been at the head of the paper for sixteen years, and has brought it well to the front in the Southern field. Through associating himself with Mr.



R. S. CARVER.

Carver, Mr. Loyless will be enabled to devote more time to the editorial end.

Mr. Carver has held several important positions in the newspaper field. He was general manager of the Terre Haute Tribune, office manager of the Chicago Examiner, business manager of the Louisville Herald, general manager of the Jacksonville (Fla.) Metropolis, and general manager of the Fort Smith Times-Record. He is enthusiastic about his new connection, and believes that the Augusta Chronicle is destined to make still greater strides during the next few years, conditions in the South being more favorable than ever before.

Mr. Carver has purchased stock which had been held by outsiders, Mr. Loyless at the same time increasing his own holdings. The Chronicle is the oldest newspaper in the South, and one of the oldest in the country, having been founded in 1785. Under the direction of Mr. Loyless it has achieved more than a State-wide reputation for its fearlessness and for the virile style of its editorials.

Augusta is a live city, with an estimated population of 70,000. Camp Hancock, with between 30,000 and 40,000 soldiers in training, is near by.

### Press Has New Departure

The Cleveland (O.) Press has a new departure. It is a daily half-page of pictorial news. The feature is said to be a popular one, and takes the place of the rotogravure sections the Plain Dealer and Sunday Leader dropped a few weeks ago.

## LITTLE ADVERTISING IN PARAGUAY

**Not Much Foreign Display Carried by Local Newspapers—Rates, When They Are Fixed at All, Are Low.**

WASHINGTON, June 6.—“Commercial Advertising in Paraguay” is the title of a report made by Consul Henry H. Balch to the Commerce Department. The report follows:

The scheme of general advertising has been developed only to a limited extent in Paraguay. The foreign advertising observed consists principally of placard devices, calendars, etc., supplied by the foreign exporters of individual lines to their local representatives. This advertising matter is unusually displayed on the walls and in the display windows of the houses that carry the line of goods advertised. Occasionally signs imprinted on metal or wood are tacked on the outside walls of buildings where they may be seen from the street.

Moving-picture theatres, street cars, bill boards, and electric signs are not used for advertising purposes.

The more important local merchants and commission agents carry, generally some brief fixed announcement in the press. A few, possibly a half dozen, issue calendars once a year which are distributed among their patrons.

There are five daily newspapers in Asuncion—La Tribuna, El Diario, El Liberal, Patria, and Los Principios—with circulations of about 3,500 for the Tribuna down to about 1,000 for Los Principios. There are two commercial publications—La Revista del Comercio, published by La Camera de Comercio (Chamber of Commerce) of Asuncion, and El Economista Paraguayo, also of Asuncion. The former is published bi-weekly and the latter weekly, and each has a circulation of approximately 500.

The daily papers have a fixed rate of about \$2.54 per month for a space of about 1 by 2½ inches, and a daily rate of one peso for each four lines, of about 2½ inches each, the minimum charge being 5 pesos (a Paraguayan peso is worth about 3 cents in United States money).

La Revista del Comercio has no fixed rate for advertisement matter. El Economista Paraguayo charges a monthly rate of 10 cents gold for each square centimeter for foreign advertisements and 150 pesos, Paraguayan money, per month for the same space for local advertisements.

There is very little foreign advertising in the local press.

### Valuable Portrait Presented

Hugh A. O'Donnell of the New York Times has presented to the Friars Club of New York, a painting of George S. Knight, as Baron Rudolph, in the play of the same name by Bronson Howard. The painting, which originally cost \$1,500, was willed to Mr. O'Donnell. It was the last of John Antrovis' four remarkable portraits of Edwin Booth, W. J. Florence, J. K. Emmett, and Mr. Knight.

### Advertising Men Take Exercise

A class of thirty-one men was organized at the New York Advertising Club this week, by Walter Camp, athletic director. The men will meet three times a week at 7:30 a. m. and take special exercises of the torso muscles in order to increase their physical efficiency. The class will be headed hereafter by an assistant physical director from the National Security League.

The Following Newspapers are Members of

# THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

<b>ALABAMA</b> Birmingham.....NEWS Average circulation for Feb., 1918, Daily 44,690; Sunday, 50,673. Printed 2,865,881 lines more advertising than its nearest competitor in 1917.	<b>MISSOURI</b> St. Louis.....POST-DISPATCH Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city. Circulation for entire year 1917: Sunday average.....361,263 Daily and Sunday.....194,593
<b>CALIFORNIA</b> Los Angeles.....EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. San Jose.....MERCURY-HERALD Post Office Statement.....11,434 Member of A. B. C.	<b>NEW JERSEY</b> Elizabeth.....JOURNAL Paterson.....PRESS-CHRONICLE Plainfield.....COURIER-NEWS
<b>GEORGIA</b> Atlanta.....DAILY GEORGIAN AND SUNDAY AMERICAN. Circulation daily 62,537; Sunday 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South. Atlanta.....JOURNAL Cir., Daily, 55,687; Sunday, 67,870.	<b>NEW YORK</b> Buffalo.....COURIER & ENQUIRER New York City.....IL PROGRESSO ITALO-AMERICANO. New York City.....DAY The National Jewish Daily that no general advertiser should overlook.
<b>ILLINOIS</b> Joliet (Circulation 15,190) HERALD NEWS	<b>OHIO</b> Youngstown.....VINDICATOR
<b>IOWA</b> Des Moines.....SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>PENNSYLVANIA</b> Erie.....TIMES Wilkes-Barre.....TIMES-LEADER
<b>LOUISIANA</b> New Orleans.....TIMES-PICAYUNE	<b>TENNESSEE</b> Nashville.....BANNER
<b>MINNESOTA</b> Minneapolis.....TRIBUNE Morning and Evening.	<b>TEXAS</b> Houston.....CHRONICLE The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.
<b>MONTANA</b> Butte.....MINER Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.	<b>VIRGINIA</b> Harrisonburg.....DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.
	<b>WASHINGTON</b> Seattle.....POST-INTELLIGENCER

## ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:

<b>ILLINOIS</b> Chicago.....SKANDINAVEN	<b>GEORGIA</b> Athens.....BANNER A gilt edge subscription—not a mere circulation claim.
<b>KENTUCKY</b> Louisville, Ky.....MASONIC HOME JOURNAL (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>NEBRASKA</b> Lincoln.....(Cir. 128,381).....FREIE PRESSE
	<b>NEW YORK</b> New York.....BOELLETTINO DELLA SERA
	<b>PENNSYLVANIA</b> Johnstown.....DAILY DEMOCRAT

## R. J. BIDWELL CO.

Pacific Coast Representative of

# DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

We spend more than  
**\$500,000**

per year to produce the features which have created the greatest newspaper following in the world.

**"Hearst's Features Always Lead"**

Write for booklet.

**"Half Million Dollar Feature Service"**

The International Feature Service  
729 Seventh Ave. New York, N. Y.

## CIRCULATORS TO MEET WAR TIME PROBLEMS

(Continued from page 9)

Managers Association to be held in Washington, D. C., June 11, 12, and 13, it would be a difficult matter to select the most important subject on the programme.



J. A. MATTHEWS,  
Secretary-Treasurer.

I believe that there is a valuable feature to every circulation manager attending the annual convention, because he can have one or two problems that may not be published in the programme and discuss his problems with other circulation managers of publications similar to that of his own, and from the discussion he can then go back home with his own problems solved along with many other good ideas gathered.

### One Convention Alone Saved Many Thousands of Dollars To El Paso Herald Publisher

If there were any doubt in the minds of either circulation managers or publishers that the conventions of the I. C. M. A. were of value measurable in dollars and cents, it ought to be dissipated by the following article by H. H. Fris, a director:

For many years our general manager, Mr. J. C. Wilmarth, was a member of the I. C. M. A. and attended a number of conventions. He was so greatly impressed with the wonderful work which is done so sincerely and effectively at the sessions, and, especially, received so much benefit from the frank discussions of all problems and from the personal acquaintance of circulators with whom he exchanged ideas, that when I took charge of the El Paso Herald's circulation, one of the first things mentioned in my instructions from him was to join the I. C. M. A. and his word that the Herald would pay all my expenses to attend the conventions.

Since I became an active member I am happy to say that at the first convention I attended I brought back to El Paso an idea that has saved the El Paso Herald many thousand dollars. Since then my trip to every convention has been very profitable; in fact, worth many times the amount of the expense involved in attending regularly the annual meetings.

The trip to Washington this year means that I shall travel between four and five thousand miles for the round trip.

PUBLISHERS WILL WAKE UP.

It really is hard to understand why all newspapers in America are not rep-

resented at the conventions. However, I am sure that the publishers of all daily newspapers that are not now represented in this great association will soon wake up to the fact that they have lost much by not having a membership in the I. C. M. A., and will urge their circulators to join the association and instruct them to always attend the conventions.

The programme this year is unusually good, and the subjects that are to be handled by some of the best circulation men in the country are very interesting and every member will go back to his



H. H. FRIS,  
Director.

desk after the meeting with much valuable information to increase the circulation of his paper, his collections, his street sales, his efficiency and economy, and to improve his methods of delivery and country promotion work.

### No Waste of Newspapers' Time or Money to Send Circulation Manager to This Convention

Publishers should not assume that it is a waste of money to send their circulation managers to these conventions; and they would not if they were familiar with what goes on at them and the value they bring to the paper, as is shown conclusively by Director W. L. Argue in his article, which follows:

Special preparations are in hand for making the I. C. M. A. convention the most successful in the history of the Association. The programme committee have shown commendable judgment in selecting a range of subjects for discussion which this year, more than any other, are of critical interest to publishers of daily newspapers. This in itself should be a special inducement for circulation managers attending the convention.

There is a mistaken impression among certain publishers who are not conversant with what the I. C. M. A. has accomplished during the past twenty years, that in sending circulation managers to conventions they are wasting time and money which could be more profitably employed.

PUBLISHERS INVITED.

But it is pointed out by the directors of the Association that publishers are also invited to attend the convention, and they are satisfied that the doubtful ones who do so will be convinced that the ideas exchanged and the programme outlined will correct this impression.

"A circulation manager cannot mingle among his brothers and exchange ideas during the three days of the convention

without absorbing sufficient knowledge to apply in the management of his department to repay his publisher many times over for the necessary outlay," said one veteran who has been attending conventions for many years.

To attempt to retrench on ideas in this year of all years is a great mistake. Now, if ever, is the psychological time when a cerebral exchange is absolutely essential for keeping life in the most important promotive work of a newspaper. After all is said and done the circulation manager is only human, and he does not expect that the annual convention is simply a holiday jaunt. If he does the work of the convention will very soon disabuse his mind on that score, and he will be made to realize that he is on an important business mission for his publisher, and



W. L. ARGUE,  
Director.

that he can utilize the time in securing information that will help him operate his department with more satisfaction to all concerned.

TREMENDOUSLY USEFUL.

The I. C. M. A. has made itself tremendously useful during the last few years in improving the system of newspaper distribution, and there never was greater need for an exchange of thought on questions affecting this branch of newspaper work than at the present time. Twenty-five or thirty years ago most circulation managers cultivated insomnia by laying awake nights darning out schemes to get ahead of his competitor. Naturally enough, the competitor did the same thing, and, strange as it may appear, each thought that was the best way to earn his salary.

EXTINCT AS THE DODO.

The roughneck circulation manager of yesteryear has become as extinct as the dodo, and the circulation manager of to-day is one of the most important cogs in the complicated machinery of newspaper management.

To-day there is a new spirit found among newspaper circulation managers, and that spirit is labelled by the simple words, "Public Service." The organization which has helped to bring this about is labelled the "I. C. M. A.," and the circulation managers who belong to it meet together in common council for the devising of ways and means, not only to improve and protect their publishers' interests, but to more accurately and quickly serve the public with the news of the day at a time when newspaper readers are nervously apprehensive. The circulation manager of to-

day has his place to fill in the preserving of the general civilian morale.

Every publisher of a daily newspaper in the United States and Canada owes it to his own organization to see that his circulation manager is given an opportunity to improve his department by coming in contact with and exchanging ideas with his fellow members. There are many new circulation problems which are bound to develop within the next twelve months, and a large percentage of these will be up for discussion at the coming convention. It will be a brave publisher, and a still more reckless circulation manager, who endeavors to solve them alone.

ON TO WASHINGTON.

Let "On to Washington" be the cry all over the continent. May every circulation manager pack up his troubles in his traveling bag and bring them to the convention. If he does so he will return to his desk with a smile on his face, joy in his heart, and new enthusiasm for the work that is ahead of him.

Mr. Publisher, you owe your circulation manager three days' attendance at the I. C. M. A. convention. Mr. Circulation Manager, you owe yourself the privilege of being more useful to your publisher by seeing to it that he sends you.

### Circulated Under Difficulties

During a recent cyclone in Nebraska, the Cedar County News was published under considerable difficulties. The storm blew up on Saturday night and a number of people were killed and injured. J. P. O'Furey, publisher of the News, immediately made a trip through the devastated district of over 100 miles. On his return, work on the extra was started and with the aid of only a girl and one man, Mr. O'Furey was able to prepare his paper and get it into the same mails with the metropolitan newspapers.

### OF INTEREST TO CIRCULATORS

Frank R. Knapp, of the circulation department of the Seattle Post-Intelligencer, has entered the Aeronautic School to train for a commission as an aviator.

Seattle newsboys are raising a big fund for the purpose of establishing a home in that city for those of their number who have no homes of their own. A big carnival was recently staged by the news-vendors and several hundred dollars was raised.

H. W. Brooks, former circulation manager of the Baker (Ore.) Herald, is now circulation manager of the Walla Walla (Wash.) Bulletin.

Benjamin L. Zorsky, a Philadelphia newsboy, has received a silver wrist watch from Mrs. E. T. Stotsbury for creditable work in salesmanship during the recent Liberty Loan campaign. Zorsky sold more than \$50,000 worth of bonds on City Hall plaza. He has a stand at Broad and Arch Streets, and has put himself through Central High School and helped support his mother and sister by selling newspapers and magazines. He has been a newsboy since he was six years old, and now, at the age of nineteen, he is ready to enter the University of Pennsylvania. He will take the Wharton course at the University. Although his father was a Russian, Zorsky says he is an American to the bone.



## CAPT. H. A. BULLOCK KILLED IN FRANCE

Was Ten Years a Reporter on New York Times—Among the First to Go to Theatre of War from Plattsburg.

Capt. Harry A. Bullock, who served as a reporter on the New York Times for nearly ten years, was killed May 30 by an aerial bomb dropped five miles back of the front line trenches occupied by the American troops in France. He was on duty, aiding in bringing up supplies.

Captain Bullock was one of the best known and best equipped newspaper men in New York until he responded to



CAPTAIN HARRY A. BULLOCK.

the invitation of Col. Timothy S. Williams, president of the Brooklyn Rapid Transit Company, to become a member of that organization. His enterprise obtained what was reputed to be the first interview ever published with the late E. H. Harriman, and he printed the last interview with the railroad magnate before the latter's death. He covered the sensational insurance investigation for the Times, the Union Pacific-Interstate Commerce Commission case of 1917, and the traction investigation of 1911, as well as many other "big" stories.

### TIRELESS IN WORK.

His thoroughness in covering the traction hearing and the awarding of the dual subway contracts, displaying his deep knowledge of the subject, attracted the attention of Colonel Williams, and resulted in the invitation to join the Brooklyn Rapid Transit as the representative of the president and in charge of publicity. He soon became secretary of the New York Municipal Railway Company, a subsidiary, and took charge of the entire welfare work of the B. R. T. He proved himself an able organizer and a capable investigator.

Harry A. Bullock was born in Northampton thirty-nine years ago. On his graduation from Amherst College, in 1899, he immediately took up newspaper work, engaging with New Haven and Boston papers. He came to the New York Times in 1902. When the Plattsburg idea sprung up he was enthusiastic in his support, and in 1916 gave his vacation to the camp. He pursued his military studies after leaving the camp, and in January, 1917, passed an examination that brought him a commission three months later. In May, 1917, he obtained indefinite leave of absence and reported to Plattsburg for duty as

assistant to the quartermaster-general. Two months later he was on his way to France. In letters home he said he had been detailed to study transportation problems, but for the three weeks before his death was on duty in a specially active sector.

He leaves two brothers, Prof. Charles J. Bullock, of the department of economics at Harvard, and Edward Bullock, and two sisters, Miss Grace F. Bullock and Mrs. Emerson Kimball, both of Concord, N. H. He was a member of the Hamilton Club, the Brooklyn Civic Club, the Brooklyn Press Club, the Dongan Hill Golf and Country Club, and the Atlantic Yacht Club. He was an active member of the Theta Deita Chi fraternity.

## ENJOINS MT. VERNON IN HEARST SUIT

Justice Giegerich Rules Municipality Has No Power to Forbid Sale of American or Journal Within Its Limits.

Supreme Court Justice Leonard A. Giegerich, on Tuesday last, granted the motion of the Star Company, publishing the New York American and the New York Evening Journal, for an injunction, pending trial of the case, to restrain Mayor Brush and the Common Council of Mount Vernon, N. Y., from enforcing an ordinance passed there to prohibit within that city the sale of either newspaper.

Justice Giegerich, in his opinion, declared that no power lay within a city of New York State to forbid either the publication or sale of a newspaper.

"Whether the freedom of the press, as it has heretofore existed in this country, should be restricted as a war measure," said the Court, "is not a question that can be presented in such a case as this. It is manifested that if such restriction is to be imposed at all, it should be by national and not by local action.

"It would be an extraordinary and deplorable situation of that freedom of the press, which we have so jealously guarded and which has meant so much to us, could, now of all times, when questions of such supreme importance have to be considered and decided by the people, be suppressed at the will of the Aldermen or trustees of any city or village anywhere in the country. No publication would be safe. Our greatest newspapers and other organs of information and discussion would be at the mercy of little groups of local officials here and there, and would be permitted to reach the people or not, according as such groups approved or disapproved of the particular news of such publications.

"Whatever changes the war may necessitate, it is safe to say it will not place such power in such hands, and I say this without in the slightest degree questioning the honesty and good intentions of such officials or their competency to perform the duties for which they were elected by the people and created by the law.

"I have no hesitation in reaching the conclusion that this motion should be granted with \$10 costs.

The Staats-Zeitung and the New Yorker Herald were joined with the Star Company in the prayer for an injunction, as they also were prohibited by the Mount Vernon ordinance.

One is not successful when killed by success.

## LONDON PAPERS IN CENSOR PROTEST

Imply That Politics, Rather Than Country's Interest, Often Guide Military Blue Pencils—Suppression, Rather Than Censorship, Says Chronicle.

LONDON, June 3.—British newspapers are protesting against drastic measures recently taken by the British censorship, declaring that in many cases the blue pencil of the censor is not wielded with good judgment, at least, and that at times excisions are made of matter which could not by any possibility convey information to the enemy.

The London Daily Chronicle, which has associated itself in the strong protest of the Westminster Gazette against what they both call ill-treatment, says: "It is suppression rather than censorship, and suggests the introduction of a new policy which is apparently dictated by politics rather than military consideration," and "it prohibits statements containing some qualifying criticism of a kind which used to be freely permitted."

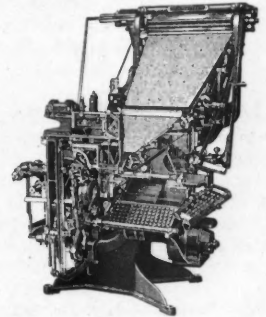
The Westminster Gazette prints an editorial saying that it submitted to the military censor an article by a military correspondent which "was returned to us to-day with excisions which, by excluding all qualifying or critical passages, so changed the meaning and intention of what remains that it was decided not to publish it."

### New Editor in Omaha

OMAHA, Neb., June 7.—Thomas F. Sturgess has succeeded Monroe Reeves as managing editor of the Omaha Bee, morning and evening editions. Mr. Reeves has gone to New York.

## INTERTYPE

"The Better Machine"



Star-Chronicle  
of St. Louis  
DOES IT AGAIN  
Orders  
3 More  
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Making good under severest tests with satisfaction for all—that's the reason for repeat orders for The Better Machine

## INTERTYPE CORPORATION

50 Court St., BROOKLYN, N. Y.

*Twelve things  
to Remember*

- 1 THE VALUE OF TIME
- 2 THE SUCCESS OF PERSEVERANCE
- 3 THE PLEASURE OF WORKING
- 4 THE DIGNITY OF SIMPLICITY
- 5 THE WORTH OF CHARACTER
- 6 THE POWER OF KINDNESS
- 7 THE INFLUENCE OF EXAMPLE
- 8 THE OBLIGATION OF DUTY
- 9 THE WISDOM OF ECONOMY
- 10 THE VIRTUE OF PATIENCE
- 11 THE JOY OF ORIGINATING
- 12 THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE  
**MANHATTAN PHOTO ENGRAVING CO.**  
 FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.  
 TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.  
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## CHICAGO TRIBUNE IS EXONERATED

Suit to Recover \$150,000 Damages for an Alleged Libel Is Decided in Favor of the Newspaper—Plaintiff Was Former State Official.

The Chicago Tribune was given a complete vindication of a charge of libel brought by Dr. Peter T. Diamond, a former member of the Illinois State Board of Dental Examiners, in the Cook County (Ill.) Circuit Court, Saturday, May 1. The suit had been on trial for a week and brought reporters, a former Governor, policemen, and dentists, into court to testify. Dr. Diamond asked \$150,000.

Dr. Diamond's suit was based on a claim that he was damaged by reason of an article in the Tribune on Sunday, November 9, 1913. The article exposed the fact that one Joseph C. Darling, of Chicago, was selling to certain dental students questions that he, Darling, claimed were to be used by the State Board of Dental Examiners at the examination that was to be held the following week.

Ronald F. Webster, the reporter who wrote the articles, is now Capt. Webster, of the 331st Field Artillery, United States National Army.

The Tribune, through its legal representatives, Shepard, McCormick, Thomson, Kirkland & Patterson, filed a plea in the case, in which it charged Dr. Diamond and Darling with conspiracy to obtain money from those dental students who were about to take the State dental examination by selling to them what purported to be questions on the subject-matter that had been assigned to Dr. Diamond as a member of the State Board, and that they conspired in other ways to help these students who would pay a certain price for the questions.

Dr. Diamond claimed at the trial that he was not a party to any such conspiracy, but he admitted that Darling had asked him for a job as investigator for the State Board of Dental Examiners, and at the same interview, he, Dr. Diamond, had asked Darling how he stood at the bank and had wanted Darling to obtain a loan for him.

The managing editor of the Tribune was called to testify in behalf of the defendant company, and testified that the article of which Diamond complained, and subsequent articles, were published after an investigation had been made by trustworthy members of the reportorial staff, and that the Tribune published the same, not because of any malice toward Dr. Diamond, who was unknown to the editor, but as a matter of public duty and in an effort to stamp out corruption in the public boards.

The jury required but a short time to reach and bring in a verdict exonerating the Tribune completely.

### Editor in Auto Collision

MANCHESTER, N. Y., June 4.—E. E. Peny, editor of a local newspaper, escaped serious injury last evening, more by good luck than good management. Mr. Peny was driving to Canandaigua in an auto last evening, and when near the Chapin turn on the State road, another auto, driven by an unknown man, drove directly into Peny's machine, overturning it and throwing both men into a ditch. The offending driver managed to make his get-a-way before his identity could be ascertained.

## JOHN T. PARKERSON AT WAR FRONT FOR ASSOCIATED PRESS



JOHN T. PARKERSON.

LONDON, May 17.—To the number of clever men constituting the corps of Associated Press correspondents at the battle front in France has just been added John T. Parkerson, transferred from the bureau here, with instructions to make his headquarters with the American forces brigaded with the French, and also to cover General Pershing's headquarters.

The new duties of Mr. Parkerson, who has been doing special work and serving frequently as an editor during the past year in the London bureau, reflect the increased effort required to provide an adequate service to American papers on the growing activities of the American Expeditionary Force in the struggle. He will, in fact, supplement the work that has been done from General Pershing's headquarters during the past ten months by Norman Draper, and will alternate with Mr. Draper with General Pershing, and actually with the American troops in action.

### WORKED ON THE NEW YORK SUN.

A native of New Orleans and a member of a well known Louisiana Confederate family, Mr. Parkerson had his first newspaper experience on the Los Angeles Times. He transferred to the staff of the old Morning Call in San Francisco, for a time, and then returned to Los Angeles as city editor of the Herald, afterwards covering a few sessions of the Legislature for the Herald, before going to New York to become a member of the staff of the Sun. He served more than a year at general reporting next on the Evening World, and covered the courts during two years for the morning edition of the World.

Joining the staff of the A. P. on leaving the World he was assigned first to general work and served later on the night desk before his transfer to London to serve under Robert M. Collins, chief of the bureau here, in June, 1917.

### WAS HERE WITH JOFFRE.

One of Mr. Parkerson's last assignments before coming to London was that of making the swing around the country with Marshall Joffre and M. Viviani during their visit to the United States. He was warmly received by both the distinguished military hero and the statesman on calling on them in Paris to renew his acquaintance. Also before leaving the New York office he covered Mr. Roosevelt for three months,

and was with President Wilson for some time at his New Jersey home, Shadow Lawn.

According to the new ruling, individual papers are not permitted to have accredited representatives at General Pershing's headquarters or with the Americans in the battle line, the Secretary of War restricting his provision for six men only as representatives of the big news associations. There are thus two correspondents holding special permits each for the A. P., the U. P., and the International News. In addition, facilities are granted to correspondents representing two great foreign news agencies.

### Phoney Press Club Man Again

ST. PAUL, MINN., June 3.—John Robinson is in jail here, charged with swindling. According to the police, Robinson claimed to be a reporter on the Dispatch and said he was organizing a press club. He sounded prominent business and professional men over the telephone and several caught at the bait and accepted the proposition to become life members for \$50 or \$100 each. Robinson made out receipts for the money, the police maintain, and gave them to his pal, who collected the cash. In some cases he sent the receipts by messengers. A newsboy who chanced to be one of these "smelled a hen" and informed the police. Payment of the cheques was stopped at the banks, but saloonkeepers who cashed some of them are out of pocket. Among the prospective life members were two undertakers, a fact rather significant in view of the mortality of all St. Paul press clubs of the past. Robinson, the police say, had worked his game successfully in Minneapolis.

### Hearst Papers Read in Senate

WASHINGTON, June 1.—Representative Charles Pope Calder of New York in the House to-day answered critics of the administration with telling effect and supported his arguments by quoting extensively from the New York American. More than one thousand words of the editorial which appeared in the American on May 16, setting forth the Shipping Board's great achievement, went in the Congressional Record as a part of the speech.

"It tells the story better than I can," said Mr. Caldwell.

### Would Stop Business Inducements

WASHINGTON, June 3.—Should Senate Bill 4625 become a law, advertising will be given a good boost. The bill prohibits the giving of commissions, bribes, or awards to employees as an inducement for the gaining of business or trade of one company over another. The Federal Trade Commission this week ordered printing ink makers to stop the practice.

### Afternoon Papers Observe Holiday

PROVIDENCE, R. I., June 4.—Not a newspaper was printed in the afternoon in this state Memorial Day. The Providence Tribune for the first holiday in some years suspended its publication to-day.

### U. S. P. O. REPORT

For the period ending April 1, 1918

### The New Orleans Item

Daily ..... 62,141  
Sunday ..... 80,288  
Average ..... 64,733

Foreign representatives

THE JOHN BUDD COMPANY

New York Chicago St. Louis

### NEWARK MAYOR SUES PAPERS

Asks \$150,000 Each from Call and Morning Ledger, Allowing Libel.

NEWARK, N. J., June 1.—Mayor Charles P. Gillen has brought suit for \$150,000 each against the Newark Call and the Newark Morning Ledger, alleging that the former, in an editorial on May 26 charged him with disloyalty. It recommended that he disappear.

The suit against the Ledger is based upon an article commenting on the Call editorial, which, he alleges, implied that he was a disloyal and seditious person.

### Young Baker Becomes an Aviator

CLEVELAND, June 6.—Elbert H. Baker, president of the Plain Dealer Publishing Company, has received word that his son, Alvin H. Baker, has been made a first lieutenant in the American aviation service. Young Baker enlisted in the American Ambulance Service and was later transferred to a munitions convoy with the rank of first lieutenant. He gave up his commission to enter the aviation service and has now received his commission in that department.

### Peoria Ills. TRANSCRIPT

Only morning newspaper in Peoria.

### Peoria Ills. JOURNAL

Only evening paper in Peoria with Associated Press franchise. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT Combination Advertising Rate HENRY M. PINDELL, Proprietor. CHAS. H. EDDY CO., Representative NEW YORK BOSTON CHICAGO

### To Reach the Rich Trade of Kansas

### Topeka Daily Capital

Net Circulation  
(latest Government report)

# 34,487

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*  
Publisher

Member A. B. C.

THE CHICAGO EVENING POST was first in total advertising gain, second in local display gain and third in total display gain among Chicago papers for 1917.

THE CHICAGO EVENING POST carried more automobile display advertising than any other evening paper in Chicago during 1917.

THE CHICAGO EVENING POST carried more Railroad and more Bank advertising than any other evening paper in Chicago during 1917.

No other newspaper in Chicago has so large a percentage of its readers among the financially able class as has

## THE CHICAGO EVENING POST

## MIDWEST CIRCULATORS MEET AT WICHITA

Sidney D. Long Chosen President of New Organization, Which Starts With Membership of More Than 50—Next Meeting in St. Joseph.

(Special to THE EDITOR AND PUBLISHER.)  
WICHITA, Kan., June 5.—The initial meeting of the Midwest Circulation Managers Association was held in this city on Tuesday, with morning, afternoon, and evening sessions. Constitution and by-laws were adopted. Sidney D. Long, Wichita Daily Eagle, was elected president; J. A. Mathews, Ok-



SIDNEY D. LONG.

lahoma City, Oklahoman, vice president; W. W. Rhoads, Capper Publications, Topeka, secretary-treasurer. Arthur T. Butler, Daily Beacon, Wichita; W. Boeshans, St. Joseph Gazette; Roy Bailey, Salina (Kan.) Journal, and K. P. Frederick, Lincoln (Neb.) Journal were elected as directors.

The association decided to hold semi-annual meetings, the next one to take place in St. Joseph, Mo., the second Tuesday in October. Forty representatives from five States, Kansas, Oklahoma, Colorado, Nebraska, and Missouri, attended. All delegates present became members of the association and fifteen other managers, who were unable to be present, sent registration fees. A banquet was tendered the members and their wives at the Wichita Board of Commerce in the evening by M. M. Murdock, publisher of the Eagle, and Henry J. Allen, publisher of the Beacon.

Mrs. E. M. Dinius, Mrs. Sidney D. Long, Mrs. E. E. Hardwick, and Mrs. S. A. Coleman assisted in entertaining the wives of the delegates.

Roy Bailey, of the Salina Journal, outlined a plan to handle circulation on smaller dailies that was full of inspiration for the members of the association. Mr. Bailey's subject, "The Inter-city Circulation Manager Plan," dealt with pos-

sibilities that lay in cooperation of the smaller dailies, those with circulations of say ten thousand, in combining and employing a high class circulation man, who would devote his services for a portion of each year to each paper.

The following were present at the convention: Roy Bailey, Salina (Kan.) Journal; K. Williams, Joplin News-Herald; R. C. Hooley, Tulsa (Okla.) World; W. W. Parker, Wichita Eagle; M. Giboney, Wichita Eagle; K. P. Frederick, Lincoln (Neb.) Journal; O. K. Williams, Joplin News-Herald; W. W. Rhoads, Capper Publications, Topeka; Chas. E. Woomer, Springfield, Mo.; M. F. Amrine, Council Grove, Kan.; S. A. Coleman, Wichita Beacon; A. T. Butler, Wichita Beacon.

C. B. Hogoboom, Tulsa (Okla.) Democrat and Times; F. W. Conrey, Topeka Capital; W. Boeshans, St. Joseph Gazette; Albert A. Miller, Topeka Journal; O. S. Wespe, jr., Hutchinson Gazette; W. A. Whitlock, Chicago; Chas. R. Ketchum, St. Louis; James A. Mathews, Oklahoma City Oklahoman; H. M. Pierce, Chicago; B. J. Keys, Kansas City; R. C. Ballard, Hutchinson, Kans.; E. M. Dinius, Wichita Eagle; Don Estes, Salina (Kan.) Union; Earl Corn, Wichita Eagle; Miss Helen Woomer, Springfield, Mo.; Mrs. S. A. Coleman, Mrs. Sidney D. Long, Mrs. E. M. Dinius, Mrs. E. E. Hardwick, Wichita; Mrs. Roscoe C. Ballard, Hutchinson, Kan.; Mrs. G. R. Boyd, Eldorado, Kan.; G. R. Boyd, Eldorado Times; Mrs. O. S. Wespe, jr., Hutchinson, Kan., and Mrs. C. B. McCauley, Wichita.

### SPORTING EDITOR ARRESTED

Charged with Making False Return to Government on Questionnaire.

WATERBURY, Conn., June 6.—Just before play started in a baseball game near here one day last week, a detective appeared at the park and notified C. J. Cunningham, sporting editor of the Republican who was to cover the game that he was wanted by the Federal authorities to answer to a charge of making a false answer in filling out his questionnaire in the draft proceedings.

It is charged, that although taking oath that he was supporting his wife, he had not been contributing to her support. Cunningham who came to this city from Schenectady, was turned over to a United States Marshal. He was held for a hearing. Mr. Cunningham claims the case is brought through spite.

The Kaiser may change the map of Europe temporarily, but Uncle Sam and his allies will have the final decision, and that will be permanent.

## THE LOS ANGELES EVENING HERALD

A high-charactered, influential western newspaper. Goes into practically every home and is eagerly read by the whole family.

Circulation 137,707 Daily

E. C. TROWBRIDGE  
347 Fifth Avenue  
New York

G. LOGAN PAYNE  
1233 Marquette Bldg.  
Chicago

## DROPS LIBEL SUIT AGAINST WORLD

Mayor Hylan, of New York, Discontinues Suit to Recover Half Million Dollars Damages Against New York Papers—Will Have to Pay Costs.

Suits for libel to recover damages in a sum approximating \$500,000, brought by Mayor John F. Hylan against the New York World, have been discontinued by the Mayor.

The discontinuance of the actions was expected by many after a recent decision of the courts adverse to Mayor Hylan. The actions had been preferred and had been set for trial in June. In May the plaintiff, through his attorneys, asked Justice Cropsey for a postponement of the trial dates until October, pleading press of public business and his inability to get ready for trial in the short time remaining. The Court denied this motion and set the cases for trial during the June term.

By law the Mayor will be compelled to pay the defendant's costs in the action and an extra allowance not to exceed \$2,000. He is privileged to bring similar suit again within two years.

Following withdrawal of the suit Mayor Hylan's attorney made public the following letter from the Mayor:

"I have asked the Court to postpone my action against the New York World. The reason for this request was the great pressure of public business upon me at this important time. The Court has refused what appears to me to be a very reasonable request, made in the public interests.

"I am compelled, therefore, to ask you to discontinue the action, as it seems to me that my first duty is to the public in these critical times and that I should devote my full time and attention to the public business and not to the prosecution of my private lawsuits and personal matters.

"As far as vindication is concerned, I know of no vindication of any judge or jury that can equal or approach the overwhelming verdict rendered by the people at the last election. Any other vindication, no matter how complete, would seem feeble or futile in comparisons and would add nothing to the honor that I have received from

the public and to the gratitude I feel toward them."

On Wednesday attorneys for the World made application to Justice Cropsey for an extra costs allowance of \$4,000, or \$2,000 for each action. It was stated that the preparation of the suit for trial involved much more labor than an ordinary action, and that it was necessary to go to Washington and many other large cities to procure information and witnesses. Attorneys for the Mayor opposed the application, and decision was reserved by the court.

What was it Paul Jones said? Yes. That's what we're saying now.

## In Baltimore THE NEWS

is the medium for direct results

Average May Circulation

112,017 Net Paid Daily

111,265 Net Paid Sunday

This is a gain of

21,257 Daily or 23%

36,086 Sunday or 48%

Baltimore's Fastest Growing Paper

Advertising Manager

DAN A. CARROLL  
Eastern Representative  
Tribune Bldg.  
New York

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

## The New York Times by Airplane

Price \$1.70 a copy, postpaid.

The 4 A. M. or city edition of The New York Times will be delivered in Washington, D. C., by Airplane Postal Service every day at 2:30 P. M. Address, The New York Times, Times Square, New York City.

Morning Record  
Morning Record  
Morning Record  
Morning Record  
Morning Record  
Morning Record  
Morning Record

MERIDEN, CONN.  
ONLY A. B. C. Paper in the City

## The Virginia Enterprise VIRGINIA, MINNESOTA

Double the Paid Circulation of any daily paper published on the Mesaba Range

APPLICANT FOR MEMBERSHIP

Audit Bureau of Circulation

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

## 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

## The Home Newspaper

In the classifications of advertising which have the greatest appeal to the home—department stores, women's specialty shops, boots and shoes and foodstuffs—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1916.

THE GAIN

Department Stores	19,017 lines
Women's Specialty Shops	4,536 lines
Foodstuffs	8,941 lines
Boots and Shoes	1,699 lines

This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

The New York Evening Mail

## Dealer Influence

See what we are doing to push advertised goods. Write for a copy of

## The Link

A business publication mailed to Boston-dealers by the Merchandising Service Department of the

Boston American

## ANNOUNCES PULITZER MAKES NEW OFFICE STRIKE SHOULD NOT PRIZE WINNERS FOR GOODWIN AFFECT PAPERS

New York Evening Post Man Wins \$1,000 — Louisville Courier-Journal and New York Times Also Among Winners.

Prizes and scholarships, established by the late Joseph Pulitzer, founder of the New York World, were awarded at Columbia University Tuesday, at the annual commencement exercises. These prizes were in addition to the establishment of the School of Journalism, founded by Mr. Pulitzer, and are an annual award for the best work in the fields of journalism, art, and letters.

For the best example of a reporter's work during the year, the test being "strict accuracy, terseness, and the accomplishment of some public good, commanding public attention and respect," Harold A. Littledale will receive \$1,000 for a series of articles in the New York Evening Post exposing abuses in the New Jersey State Prison. Littledale is fighting at present on the west front.

Other prizes in journalism totalling \$2,000 are awarded jointly to Miss Minna Lewinson and Henry Beetle Hough, of the Louisville Courier-Journal and to the New York Times Miss Lewinson, a student at the School of Journalism, and Mr. Hough, now a navy yeoman, a brother of George Hough, of the World staff received their joint award of \$1,000 for the best history of the public service done by the American press during the year.

### NATURE OF NEWSPAPER AWARDS.

The Courier-Journal's prize of \$500 is for the best editorial written during the year. The Times received a \$500 gold medal for the "most meritorious public service rendered by any American newspaper during the year." The award was based on the great number of documents and speeches that it published "in full" relating to the war.

Other prizes awarded are:

Best American novel: "His Family," by Ernest Poole, \$1,000.

Most original American play: "Why Marry?" by Jesse Lynch Williams, \$1,000.

Best history of the United States: "A History of the Civil War, 1861-1865," by James Ford Rhodes, \$2,000.

Best biography: "Benjamin Franklin, Self-Revealed," by William Campbell Bruce, \$1,000.

Samuel Gardner was selected as "the student in America who may be deemed the most talented and deserving" of the scholarship in music, including expenses and instruction in Europe. Dushan M. Rusitch won the art scholarship. The three travelling scholarships for pupils in the Pulitzer School of Journalism were not awarded. No paper submitted on improvement of the School of Journalism was deemed worthy of a prize.

Victor H. Hanson Creates Post of General Manager for Old Friend, Nationally Known as a Successful Newspaper Executive.

Buford Goodwin, known throughout the national newspaper field, has connected himself with the Birmingham (Ala.) News, where he has taken charge as general manager. Mr. Goodwin goes to the News from the New Orleans States and the Shreveport (La.) Times, having served these papers for several years in important executive capacities.



BUFORD GOODWIN.

In announcing Mr. Goodwin as general manager of the Birmingham News, Victor H. Hanson, its publisher, pays high personal tribute to his new executive. The office of general manager, Mr. Hanson says, is a new one, created because of the increasing business.

"Mr. Goodwin is my personal friend," says Mr. Hanson. They met first in New York, when Mr. Goodwin was on the New York American. When Mr. Hanson first became interested in the News, in accordance with an agreement made between the two men, he sent for Mr. Goodwin, who came and did much towards starting the paper in its splendid growth.

Three Big News-Gathering Organizations Do Not Expect Any Trouble with Their Forces If Telegraphers Go Out—Two Protected.

Editors and publishers of newspapers throughout the country have followed with considerable interest announcements of the forthcoming struggle between the commercial telegraphers and the two big telegraph companies, wondering if the strike, if it came, would affect the press wires. Investigation by a representative of the EDITOR AND PUBLISHER discloses the fact that at least two of the big news-delivering agencies are protected by contracts that have another year to run, and that the third is not expecting any trouble at all.

Both the United Press and the International News have contracts with the International Union, that have another year to run, and both have been assured by the International president of the union that the contracts will be honored in every way. The Associated Press, while it has no contract with the union, is not expecting any trouble, having been given to understand that the strike, if it comes, will only affect the commercial department of one of the big companies, and possibly of both, if certain conditions arise. Officials of all three news bureaus were not worrying a particle about a strike, as far as its effect on their press wires were concerned.

Assurances were given Director-General of Railways McAdoo that the strike would not affect railway telegraphers, and practically the same assurances were given the officials of the three news bureaus last week.

## OPENS ITALIAN NEWS BUREAU

Effort Will Be to Overcome Effects of German Propaganda.

To furnish authentic information about what is going on in Italy, the Bureau of Information on Italian Affairs opened on May 27 at 501 Fifth Avenue. Dr. Felice Ferrero, for the past nine years the New York correspondent of the *Courriere della Sera*, of Milan, will be in charge as director. Dr. Ferrero has also represented his paper in Berlin, on special missions to Austria and the Balkans, to Great Britain, Belgium and the Scandinavian countries.

The Director says the object of the bureau is not to spread widely Italian propaganda, but to overcome "wilful lying or misinterpretation of facts" by Germany, that have had an evil effect upon both Italians and Americans in this United States.

### Would They Refuse It?

NEWPORT, R. I., June 7.—Some merchants have started a boycott against the News because that paper accepts advertising from out-of-town business firms.

## CAMERA NEWS

A Weekly Page of Pictures

which can be used singly if desired, all illustrations conforming with standard column widths.

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

## Lynn (Mass.) Telegram

Lynn's Best Buy  
Over 9000 Daily

(Member A. B. C.)

Reaches the great middle class.  
Has excellent service department,  
available to advertisers.

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that considers 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 Lytten Building CHICAGO

## PUBLISHERS' SERVICE BUREAU

invites editors, publishers, motion picture producers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

## 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

You can materially increase your advertising receipts by the publication of a series of

### Anti-Mail Order Articles

written in an easy conversational, human interest style, compelling the readers' attention from start to finish.

The Mail Order house methods are made to appear ridiculous, their mysterious lure and varied misleading ramifications laid bare without antagonism or offence.

These articles will cause favorable comment and attention in the community and bring increased advertising. They are different.

PHIL DEAN

Astor Court Building New York City

## The Pittsburg Dispatch

steadily advances (not spasmodically), as the leading newspaper in its field.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK  
Real Estate Trust Building, Philadelphia

### 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 New Zealand 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.

## Hemstreet's

### PRESS CLIPPINGS

Tenth Avenue at 45th Street  
New York

**SPECIAL SECTION IS HIGHLY PRAISED**

Despite Large Amount of Facts and Figures That Had to Be Handled, Audit Bureau of Circulation Supplement Had Very Few Mistakes.

Advertisers and advertising agents have been loud in their praises all week of the enterprise shown by THE EDITOR AND PUBLISHER last week, in publishing the special A. B. C. supplement. There were 862 newspapers listed in the supplement, of which 455 were evening papers, 215 were morning, and 218 Sunday editions. Incredible as it may seem, there were very few mistakes made either in the handling of the great mass of figures and facts, or in the typographical setting and arrangement of the same.

Unfortunately the circulation of the Chicago Evening Post was given as 5,404, when it should have been 50,404. A slight mistake of one figure in the total cut off 50,000 of the Post's circulation in one swoop.

The Birmingham evening and Sunday News was listed as having an evening circulation of 41,667 and a Sunday circulation of 42,421. These figures should read 41,617 and 47,421, respectively.

The Louisville Courier-Journal was entirely omitted. The Courier's morning circulation, by A. B. C. report, April 1, was 41,078. The 2,500-line rate is 12½ cents, and the 10,000-line rate is 7 cents. The Courier's Sunday figures are 61,815, and their 2,500-line rate is 15 cents and 10,000-line rate is 9 cents.

The Louisville Times, the evening edition of the Courier-Journal, has a circulation of 55,604, and advertising rates are 10 cents a line for the 2,500-line rate and 8 cents a line for the 10,000-line rate.

The Muscatine (Ia.) News-Tribune was credited with a circulation of 14,639, whereas the correct figures should have been 3,517.

The Los Angeles Examiner figures were omitted because of the fact that they did not arrive at the office of THE EDITOR AND PUBLISHER in time for publication in the supplement. The Examiner's daily net paid circulation, according to A. B. C. report of April 1, was 73,961. The Sunday circulation was 162,334. The Examiner's rate on the daily edition is as follows: 3,000-line basis, 15 cents a line; 5,000-line basis, 14 cents a line, and 7,000-line basis, 12 cents a line. For the Sunday edition, these prices are increased fifty per cent. additional.

**VICE-PRESIDENT FAIRBANKS DIES**

Started His Career as Associated Press Man at Pittsburgh.

INDIANAPOLIS, June 4.—Charles Warren Fairbanks, former Vice-President of the United States, died at his home here at 8:55 last night.

Mr. Fairbanks was born in a log cabin May 11, 1852, at Unionville Center, Ohio. His father was a wagon-maker who had emigrated to that section. His mother was a sister of William Henry Smith, once general manager of the Associated Press. He entered Ohio Wesleyan College, sharing an attic room with another farmer's boy. Soon after his graduation he was appointed agent of the Associated Press at Pittsburgh, which post he held for about two years, resigning to take up the practice of the law.

**SITUATIONS WANTED HELP WANTED**

Advertisements under this classification ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**Business Manager**

Married man, age 37, with twenty-five years' experience in every department of newspaper activity, wants connection where energy, close application and ability will merit good salary. No bad habits except smoking; expert knowledge of composing room, press room, news advertising and business office methods. Give full details in first letter. Address F. 619, care of Editor and Publisher.

**Executive Sales Manager**

I have recently resigned from executive position with well known newspaper service syndicate, which I held for several years and am open for position where the intimate knowledge of the newspaper business and close acquaintance with publishers throughout the country, coupled with broad experiences in syndicating feature service would be essential. Address F. 617, care of Editor and Publisher.

**Advertising Man**

good copy writer, convincing salesman—eight years' experience—clean record—married—age 35—wants an immediate connection. Address F. 615, care of Editor and Publisher.

**Advertising Business Manager**

with record above the average would like to connect with Eastern paper circulation about 25,000. Over draft age and can furnish best references. Address F. 614, care of Editor and Publisher.

**Advertising Manager**

with ten years' successful experience as manager, copy writer and solicitor on papers of 12,000 to 50,000 circulation. Seeks connections with Northern or Mid-West publication on or before July 1. Clean record, always made good, highest references. Address F. 610, care of Editor and Publisher.

**Circulation Manager**

Varied experience, able executive, competent to manage department completely and promote business along modern lines, also, handle special campaigns if desired, wants place with a newspaper which offers opportunity and is large enough to require a good man from the start. Employed, but not permanently. Address F. 611, care of Editor and Publisher.

**Newspaperman**

Publishers can use man 33 years of age who has successfully run linotype, make-up, edited telegraph, writes good advertising copy, layout, and solicited the same. Married, good address, steady. This is an opportunity to get a strong man who has always made good at reasonable price. Photo or interview on application to F. 602, care Editor and Publisher.

**Washington Correspondent**

desires to send daily or weekly letter, file queries, or serve reliable papers on a per word or subscription basis. Could supply weekly illustrated feature story or special column on government activities. Raymond Lecraw, 4035 N. H. Ave., Washington, D. C.

**Business Manager**

To a publisher willing to negotiate on basis of equitable drawing account and participating bonus, the service of one of country's best qualified assistants or business managers are available; thirty-nine years old, married, no disadvantages, no geographical preferences. Box E., 545, care of Editor and Publisher.

**Advertising Manager**

The service of "one of the best known and known as the best" producers of daily field for connection after June 1, may be negotiated for now. Available to publication over 50,000 circulation willing to talk terms commensurate with pronouncedly successful record, experience and nationally recognized ability. Resourceful, aggressive director of staff and personal producer. Box E 544, care of Editor and Publisher.

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

**Circulation Man**

capable, clean circulation man for contest work with one of the best established concerns in the business. No loafers—good hard work for good pay. Permanent if you deliver. Address F. 616, care of Editor and Publisher.

**Circulation Manager**

for State desk work. One who has had country circulation experience. Prefer circulation man now working in ranks and one who is on a small newspaper where his opportunities are limited. Address F., 612, care of Editor and Publisher.

**Advertising Manager**

or business manager for the Ludington Daily News, Mich., \$40 a week. C. G. Wing, Ludington, Mich.

**Canvasser**

Man experienced in canvassing farmers to sell stock. One with newspaper experience preferred. Salary and commission. Address, Box 318, Portland, Ind.

**Branch Office Manager**

Large New York publishing house has opening for branch office manager who has had considerable experience in hiring and drilling canvassers. Salary and commissions. Permanent position. Good chance for promotion. Must be in position to go where sent. Replies confidential. Give age, experience, and if at present employed. Address, F. 608, care Editor and Publisher.

**Printer-Editor**

for well established semi-monthly labor paper, must be member of or eligible to membership in a union; state age, years of experience and salary expected. Good position for competent, industrious man. Address, The Labor Standard, Hartford, Conn.

**Reporter**

Young man as reporter. Must be a five wire and good writer. Give references and salary expected. Evening Tribune, Beaver Falls, Pa.

**Assistant Advertising Manager**

Live wire assistant advertising manager, excellent opportunity with possibility of taking complete charge advertising department. No four-flushers need apply. State all first letter. Evening Tribune, Beaver Falls, Pa.

**Crew Manager**

We have a position open for an experienced crew manager. A-1 man to take complete charge of canvass in large city. Straight salary, steady position. Address F. 601, care Editor and Publisher.

**Stenographer**

and assistant to staff correspondent wanted in Washington office of important newspaper. Salary moderate to start but excellent opportunity for young newspaper man ambitious to succeed. Address Wash, care of P. O. Box 794, General Post Office, New York city.

**FOR SALE**

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.

**Colorado Weekly**

In Rocky Mountains; excellent advertising and printing patronage in field of 40,000 population. No limit to possibilities for development. Must sell quick in order to take up daily proposition. No leases. For particulars write E 539, care Editor and Publisher.

One of my buyers wants to purchase a daily newspaper property in New England, preferably not far from Boston.

Proposition Q. V.

**Charles M. Palmer**

Newspaper Properties  
225 Fifth Avenue, New York

Sales  
Purchases  
Consolidations  
Appraisals of  
Newspaper and  
Magazine  
Properties

Aubrey Harwell Henry F. Cannon  
**Harwell & Cannon**  
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

**Four Hoe Matrix Rolling Machines**

Equipped for motor drive and in good condition.

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**

60-62 Warren St., New York City  
Established a Quarter of a Century

## JAMES S. CLARKSON DEAD

Veteran Western Editor Passes Out in Newark Last Friday.

The death in Newark, N. J., on Friday, May 31, of James S. Clarkson, of the Des Moines Register, removed from the newspaper world one of the notable figures in journalism and politics. He was often referred to as one of the little group of big men represented by Horace Greeley, Dana, Raymond, and the elder Bennett in New York, Bowles in Massachusetts, Alexander McClure and Simon and Don Cameron in Pennsylvania, Bloss and McLean in Cincinnati, Henry Watterson in Louisville, and Joe Medill and Wilbur F. Storey in Chicago.

The elder Clarkson and his two sons "Dick" and "Ret" (James S.) bought the Iowa State Register in 1868 from Frank W. Palmer, later Public Printer in Washington, and developed the paper into one of the most powerful political organs of the country.

Closely following the Civil War and the spread of Republican doctrines the Clarksons determined that Iowa should be kept in the Republican column of States. In this effort they were not without brilliant and determined opposition, though most of the immigrants to the young State, coming from New England, Pennsylvania, and Ohio, naturally inclined to the new party.

The elder Clarkson was a specialist in agriculture, and the farm page of the Register was an authority in the Middle West. Richard was a careful business manager, and "Ret," as editor, became a ruling factor in Iowa politics. His zeal for the party was recognized and rewarded by State and Federal executives. To him was offered the diplomatic mission to Switzerland, but he declined the honor, and Gov. Gear appointed him State Printer. As a leader in the State Republican politics he soon obtained control of much Federal patronage. Any Republican newspaper man who took his cue from the Register could have the local post office any time he wanted it, and this was no mean sinecure for the struggling country weekly of the day.

The prohibition amendment to the State Constitution was carried through his strenuous advocacy thereof, and William B. Allison owed his repeated election to the United States Senate to the unwavering support of the Register.

## The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.00 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Kinley  
Special Representatives

200 Fifth Ave. New York  
People's Gas Building Chicago  
Mutual Life Building Phila.

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

## WELL-KNOWN N. Y. AD AGENT DIES

Long Illness of F. H. Siegfried Ends in Redlands, Cal.

Frederick H. Siegfried, whose death was noted briefly in THE EDITOR AND PUBLISHER last week, was the founder of the Siegfried Advertising Company, of New York. He was a charter member of the New York Advertising Agents' Association. His home was in Montclair, N. J., but he went to California several months ago, expecting that he would be able to return to active work in a very short time.

Born in Louisville, Ky., March 3, 1876, Mr. Siegfried was a graduate of the University of Pennsylvania, 1898. He joined the staff of the Boston Herald, but came to New York in 1900 to join the business staff of the Engineering Record, taking the business management of the periodical when the McGraw Publishing Company purchased it in 1902. He was later executive head of two publishing houses in textile and pharmaceutical lines, respectively, and entered the advertising agency field in 1907. Mr. Siegfried's father was one of the pioneer newspaper special representatives.

## DEAD IN THE SERVICE

Two Providence Newspaper Men Have Tablets Erected to Memory.

PROVIDENCE, P. I., June 6.—On a panel erected to the memory of Harvard students, who have died for their country, are the names of two newspapermen from this city. Henry W. Farnsworth and Chester T. Calder, both former reporters on the Providence Journal. Their names and records appear as follows:

"Henry Weston Farnsworth, A. B., 1912, Dedham, Mass. Foreign Legion of the French Army; before the Fortin ce Navarin, battle of Champagne, Sept. 28, 1915."

"Chester Thomas Calder, Law Student, 1911-1912, of Providence, R. I. American Ambulance Service; at Camp Crane, Allentown, Pa., Feb. 4, 1918."

## 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

## 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.

## Dugal Crawford

The first man to use page advertising in the daily papers of St. Louis died in that city on June 3. He was Dugal Crawford, eighty-eight years old, pioneer advertiser, and for thirty-seven years a department store proprietor there. "Meet Me 'Round the Dome," was a catchword of the Crawford advertising at one of his stores. Crawford, a native of Scotland, came to St. Louis in 1864, and two years later founded the firm of D. Crawford & Co., at 416 Franklin Avenue.

## OBITUARY NOTES

DR. JOHN EDWARD JONES, Consul at Lyons, France for the United States, and former reporter on the Washington (D. C.) Star, died at his home at Altha Hall, Alexandria County, Virginia, recently. For sixteen years Dr. Jones was a reporter on the Star, during which time he became one of the best-known newspaper men in Washington. He studied both law and medicine, and received his degrees in both. His career in public service commenced in 1905 with his appointment as Consul in China. He was sent to the Lyons post one year ago. His death is attributed to a general breakdown, caused by overwork.

FRANK L. RIST, labor editor, died recently in the Good Samaritan Hospital in Cincinnati, following an operation for appendicitis.

ENSIGN CHARLES CABANNE CRAIGIE, son of Ernest F. Kroehle, former advertising manager of the Westliche Post of St. Louis, was killed May 31 at Hampton Roads air school, when his plane collided with a pile when he was attempting a landing.

## 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

In the Northwest

## The Daily News

St. Paul, Minneapolis

with a combined circulation of  
**155,000**

with not a single copy duplicated is the best and simplest way to cover the Twin Cities and adjacent territory.

19c  
per line

**C. D. BERTOLET**

General Advertising Manager

Boyce Building Chicago

## Wilder and Buell

Newspaper Features and Advertising copy

225 Fifth Avenue  
New York

FRANK J. McDONALD, former editor in chief of the New York Call, died last week at his home in The Bronx, New York. He began his career on a small newspaper in Massachusetts, going from there to the Boston Transcript, and from there to the Call in 1909. Two years later he was made editor-in-chief.

COLONEL J. D. ELLISON, sole owner of the Ohio State Journal of Columbus, Ohio, died at his home in that city last week. He had been in poor health for several years and had been living a rather retired life at the Southern Hotel.

JOHN JOHNSON, aged fifty-one years, who has been connected with various Texas Newspapers in charge of circulation, died at his home in Austin, Texas, on May 23. He had resided in Austin for eighteen years, being in charge of circulation of the Houston Post.

CHARLES P. BERRY, publisher of the Carmel (Ill.) Democrat, died of heart disease in an automobile in which he was returning from a funeral in Carmel on June 2.



Des Moines REGISTER and TRIBUNE The Leaders in Iowa in Circulation, Prestige and Advertising

## 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 Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



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

**TIPS FOR THE AD MANAGER**

FAWCETT ADVERTISING AGENCY, 401 Bennett Building, Colorado Springs, Col., is placing orders for community advertising of the Colorado Springs-Manitou Chamber of Commerce.

ERWIN & WASEY, 58 East Washington Street, Chicago, have been given the contract to place the advertising of the Broadmoor Hotel, Colorado Springs, which opened June 1.

E. P. REMINGTON AGENCY, 1280 Main Street, Buffalo, reported to be making up a list of newspapers for Kondon's Catarrhal jelly.

SIEGFRIED COMPANY, 20 Vesey Street, again placing orders with some New Jersey papers for John W. Masury and Son, New York.

STROUD-BROWN, 303 Fifth Avenue, New York, are making up a list of newspapers for fall advertising for Brown, Durell, and Company underwear.

VICKS CHEMICAL COMPANY, Greensboro, N. C., will make up a list of newspapers during the summer months. The advertising will be placed direct through R. Winston Harvey, advertising manager.

RICHARD A. FOLEY ADVERTISING AGENCY, Bulletin Building, Philadelphia, will make up lists in the next two months for Ludens Menthol cough drops.

J. L. KEENAN ADVERTISING AGENCY, 550 East Main Street, Rochester, N. Y., will make up list of newspapers during the next two months for Franklin Institute, Rochester, N. Y.

ORTO J. KOCH AGENCY, University Building, Milwaukee, Wis., will make up list of newspapers in July for the F. Mayer Boot and Shoe Company of Milwaukee, Wis.

M. K. MCCANN COMPANY, 61 Broadway, again placing orders with some newspapers for Standard Oil Company, Nujol.

MALLORY, MITCHELL & FAUST, Security Building, Chicago, again placing orders with newspapers in selected sections for Cracker Jack popcorn.

COLLIN ARMSTRONG, 1457 Broadway, is placing orders with newspapers in selected sections for Canadian Steamship Lines of Montreal.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, placing 1½-inch 39-time orders with newspapers in selected sections for the National Cash Register Company of Dayton. Also placing orders in selected sections for Forest Seed Company of Rochester, N. Y. This agency will also place the advertising of the Sill Stove Works, of Rochester, N. Y.

CONSTANTINE ADVERTISING Co., White Building, Seattle, Wash., is placing orders with some Eastern papers for the Pacific Northwest Tourist Association of Seattle.

COPIC ADVERTISING SERVICE, 156 Fulton Street, placing orders with newspapers for the J. W. Arrowsmith Arch Props, of Morristown, N. J.

ERWIN & WASEY Co., 58 East Washington Street, Chicago, will make up list of newspapers in July for Olive Tablet Co., Columbus, O. It is also reported that they will begin a campaign shortly, using newspapers within 150 miles of Chicago, for the Manitou Mineral Water Co.

**MIDWEST ASSOCIATION HOLDS MEETING**

**New Organization of Managers Gets Under Way at Oklahoma City—To Hold Semi-Annual Meetings, the Next in Omaha in August.**

(Special to THE EDITOR AND PUBLISHER.) OKLAHOMA CITY, Okla., June 5.—The Midwest Newspaper Managers Association held its first regular meeting at Oklahoma City, Monday, June 3. The meeting was well attended, the following members being present: E. E. Hardwich, advertising manager of the Wichita Eagle; H. E. Dreier, advertising manager, the Daily Oklahoman, Oklahoma City; C. B. Robertson, advertising manager, Joplin Globe; A. L. Shuman, advertising manager, Star-Telegram, Fort Worth; C. A. Looney, business manager, Times-Democrat, Muskogee; Frank Roth, service department, Joplin Globe; Harry Hudson advertising manager, Tulsa World; A. H. Petrus, advertising manager, Kansas City Journal; L. R. Wilson, advertising manager, Omaha World-Herald; J. E. Coombs, Houston Chronicle; G. H. Pearsall, advertising manager, Sioux City (Ia.) Tribune.

The meeting was called to order at 10 A. M. at the convention room of the Skirvin Hotel by President E. E. Hardwich. E. K. Gaylord, president and editor of the Daily Oklahoman and Oklahoma City Times, delivered the welcoming address. The keynote to his talk, as well as the discussion that followed, was to the effect that the time has now come when all publishers and advertising men should make it their business to cope with the war situation as it is to-day, and must make it their business to quicken the time when America will emerge from the war in a victorious way.

The passing of the by-laws was next on the programme. In detail, the objects of the Association are: to promote a closer affiliation of its members, to exchange ideas, to promote advertising to work together for the common good of each newspaper comprising its membership. The membership is to be composed of those actually engaged in daily newspaper work. The regular meetings are to be held on the second Monday of February and August. The next meeting will be held in Omaha, on the second Monday of August. It is provided that there shall be a president, vice-president, and secretary-treasurer, and the dues of the Association shall be twenty-five dollars annually, which entitles the newspaper holding membership to one or more members, but only one vote.

There is to be but one newspaper in any one city eligible to membership, and only daily newspapers may join.

One of the benefits will be the exchange of uncopyrighted mats and features at a minimum cost.

At the present time the following States are represented with the leading papers as members: Iowa, Nebraska, Missouri, Kansas, Oklahoma, and Texas. Other States may be added by a majority vote of the members present at a regular meeting. One of the objects of holding the June meeting in Oklahoma City was to study the service department of the Oklahoman and Times which is considered to be one of the most efficient service departments in the West.

Ray H. Haun, manager of this department, delivered a talk full of "pep" and definite facts, outlining his work and what the effort of the service department had accomplished in Oklahoma

City. Through such efforts a retail grocers' association was organized, cross-country good roads and cup tour of six days was made by the Automobile Dealers Association, a food show has been held each year under the direction of the service department.

Maps, charts, directories, and literature of a helpful nature were given to each visitor. A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, championed the cause of the flat rate for local advertisers outlining the equality of the rate and emphasizing the fact that one inch of space was as valuable as another. Because a big department store was able to buy 10,000 inches was no reason why the price per inch should be less than to the small merchant or beginner, whose business would only warrant a few inches. He stated that during the past year his convictions had proven out remarkably well, and that he would not consider going back to the sliding scale.

After the meeting adjourned a tour of the city was made and the day wound up with a seven o'clock dinner at the Country Club, where the members were the guests of H. E. Dreier. As the meeting adjourned a message came from Joe W. Seacrest, of the Lincoln State Journal, secretary-treasurer of the association, announcing that he had entered the Signal Corps, and tendering his resignation. C. B. Robertson was appointed as his successor.

**Texas Ad Men Elect**

The Fort Worth (Tex.) Ad Club has elected officers for the ensuing year as follows: William Monnig, jr., former vice-president, was made president; Ted Robinson, first vice-president; H. L. Agee, second vice-president; Douglas Tomlinson, secretary, and H. P. Sandidge, treasurer. Newly elected directors are: Louis I. Miller, Sam Triplett, Hubb Diggs, Adams Vera, and O. G. Stephens.

**MORE TRADE COMMISSION OFFICES**

**Branches to Open in New York, Chicago, and San Francisco.**

WASHINGTON, D. C., June 3.—The Federal Trade Commission has ordered the establishment of three branch offices of the Commission, located at New York, Chicago, and San Francisco. The following members of the staff are to be in charge of the newly established offices: A. P. Thom, jr., at New York; Walter B. Wooden, at Chicago; D. N. Dougherty, at San Francisco.

The Secretary of the Treasury will furnish quarters for the branch offices in the Federal buildings in the cities selected.

Establishment of the branch offices was made necessary to avoid the delay and expense of travel to these three centres where much of the business of the Commission originates. The work of the Commission has grown enormously, as it touches war problems in the finding of costs of production and the determination of stocks of war and contributing materials on hand, and the production capacity for such materials. A great deal of the work of the Commission now centres in New York and Chicago, and a constantly increasing amount of work is coming to the Commission from the Pacific Coast.

The New York office is to be in the Custom House; the San Francisco office in the Appraisers Stores Building, and the Chicago office, for the present, in the Lytton Building, 14 East Jackson Boulevard.

**AD FIELD PERSONALS**

THELON R. LYLE, formerly Eastern manager for the Boys' Magazine, of Smithport, Pa., has become associated with Roy Barnhill, Inc., of New York.

GENEGE INGRAHAM, formerly advertising manager of House and Garden, has joined the staff of Popular Science Monthly, New York.

J. L. MICHELSON, until recently in charge of the advertising and publication departments of the B. F. Sturtevant Company, Boston, is now a member of the advertising staff of the Review of Reviews.

WALTER GOODNOW, formerly with the Dooley-Brennan Advertising Agency, is now with the Carl M. Green Company, Chicago and Detroit.

S. DAVIS LEVIN, formerly with Charles D. Levin, Inc., and recently with Collin Armstrong, Inc., is now associated with Maclay & Mullally, Inc., 198 Broadway.

THE ADVERTISERS' CLUB OF MILWAUKEE has elected: President, Harry J. Grant; vice-president, A. M. Candee; secretary, Frank Jennings; treasurer, James Allison. Five governors will be elected among the following: Vinton M. Pace, Otto J. Koch, Fred Erickson, Charles W. Lamb, Mortimer I. Stevens, M. C. Rotier, A. B. Cargill, William Dittman, Henry F. Ziese, N. P. Ellsworth.

E. E. LOCKWOOD, formerly manager of the outdoor advertising department of the Charles F. W. Nichols Co., Chicago, has been appointed Western manager of the Eastern Advertising Co. of New York.

H. P. JOSLYN has resigned as advertising manager of Marshall Field & Co., Chicago, to become publisher of the Geneva (N. Y.) Daily News.

ROBERT H. THEISS, of Chicago, has been appointed representative of the Electric Journal of Pittsburgh.

**Advertising Agents**

**COLLIN ARMSTRONG, INC.,**  
Advertising and Sales Service,  
1457 Broadway, New York.

**FRANK, ALBERT & CO.,**  
26-28 Beaver St., New York.  
Tel. Broad 3831.

**HOWLAND, H. S., ADV.**  
AGENCY, INC.,  
20 Broad St., New York.  
Tel. Rector 2573

**Publishers' Representative**

**O'FLAHERTY'S NEW YORK**  
SUBURBAN LIST  
225 W. 39th St., New York  
Tel. Bryant 6875

**New Orleans States**

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending April 1, 1918

**41,267 Daily**

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

**THE S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

# Dealer Influence

Where can you get it—that is, the genuine article, favorable dealer influence?

To be able to deliver this influence, an advertising medium must first have created, then held it.

If it be your purpose to build and to sustain a market in and about New York, you should seek intelligently, a maximum of favorable dealer influence, in which case you will automatically, come face to face with the New York Globe.

The Globe has for years, been working unobtrusively in the interests of the dealer. It has fought his fights for square dealing, square legislation and for that respect to which he is entitled. All of this the dealer knows.

Just now The Globe is fighting, shoulder to shoulder with the dealers of Greater New York, to have changed the ice law which is so burdensome to them.

In all of these fights, The Globe has worked vigorously and intimately with the dealers in their associations—has felt their pulses with a human feeling, and has met with a warm response of appreciation.

It has not only created, but actually earned this dealer influence which it will lend to any article of merit.

What are your merchandising problems?

If they affect New York and vicinity, bring them for honest discussion to

MEMBER  
A. B. C.

## THE NEW YORK GLOBE

MEMBER  
A. B. C.

JASON ROGERS, Publisher

Per  
Ad-  
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