



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

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

\$3.00 a YEAR

NEW YORK, SATURDAY, NOVEMBER 16, 1918

10c Per Copy

THE CIRCULATION OF The Chicago Tribune IS NOW The Largest in its History

This in spite of the fact that its daily issue now sells at 2c. and its Sunday issue at 7c. city and 10c. country.

The current circulation of the Chicago Tribune is in excess of

700,000 Sunday
440,000 weekdays (only)

The Chicago Tribune's Sunday circulation is now greater than that of any other Sunday newspaper in the United States with the single exception of one published in New York City which sells for less than the price of The Chicago Sunday Tribune.

The Chicago Tribune's week-day circulation is now the greatest of all morning papers in the United States selling at 2c and greater by 50,000 than the next week-day paper in Chicago (an evening paper).

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Largest Chicago Circulation—Daily or Sunday

Four-sevenths of the Lumber cut of the United States comes from the South!

And lumber to-day means real money

It would be surprising, to say the least, if the South were not growing rapidly to be the most active buying market in the Americas. It has obvious advantages collectively and individually.

Take Louisiana. She could lose New Jersey or Massachusetts, and perhaps both of them, in her forests. Twenty-fourth state in population and twentieth in area, about half of the state is wooded and contains the greatest expanse of long leaf pine and cypress timber.

Louisiana is second state in the value of her lumber products. And she spends the money nobly.

The other half of the state produces crops that amounted in 1917 to over \$300,000,000 in value; half the rice crop of the entire country; cotton to the extent of nearly 500,000 bales; millions of tons of sugar-cane.

When you think of the price of lumber, cotton and sugar TO-DAY, do you need any other inducement or proof of the present opulency of this market?

She converts much of her produce in manufactures; in 1909 they amounted to \$230,000,000.

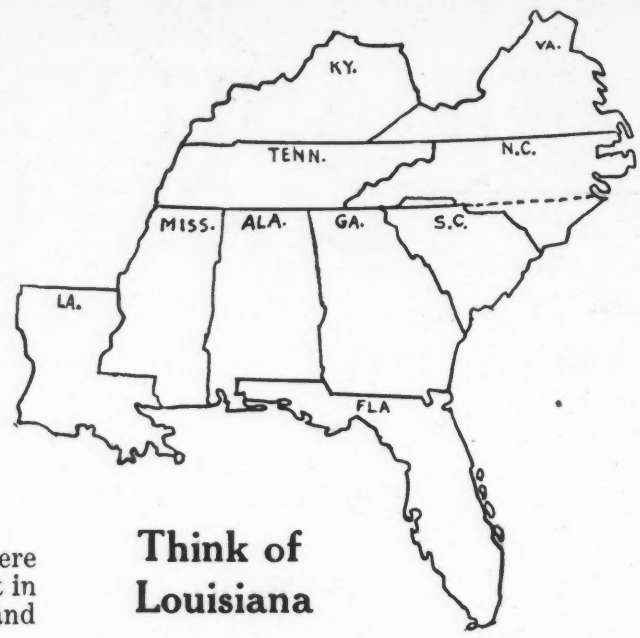
There is where Perique tobacco, that mixes so well, is grown.

There are the sulphur deposits that have rid the United States of the necessity of importing over 200,000 tons yearly.

There is the source of nearly 20,000,000 barrels annual petroleum output.

And there is the delta of the Mississippi, a veritable ocean at the mouth, navigable, and a source of enormous fertility. Thus Louisiana has the largest area of alluvial land of any state in the Union.

And little old New Orleans! Centre, metropolis, city of dreams and carnivals, where the daily papers are published to be read in every home, down to the smallest advertisement.



Think of Louisiana

ALABAMA		Net Paid	2,500	10,000
		Circulation	lines	lines
*Birmingham Age-Herald	(M)	27,140	.07	.05
*Birmingham Age-Herald	(S)	35,155	.08	.06
Birmingham Ledger	(E)	40,504	.07	.07
Birmingham News	(E)	48,672	.08	.08
Birmingham News	(S)	52,689	.10	.10
Mobile News Item	(E)	7,962	.03	.03
Mobile Register	(M)	17,997	.04	.04
Mobile Register	(S)	24,802	.05	.05
*Montgomery Advertiser	(M)	22,151	.05	.04
*Montgomery Advertiser	(S)	24,103	.06	.05
FLORIDA				
*Jacksonville Metropolis	(E)	19,120	.015	.045
Florida Times-Union, Jacksonville	(M&E)	32,714	.06	.09
Pensacola Journal	(M)	5,385	.0172	.0172
Pensacola Journal	(S)	6,500	.0172	.0172
GEORGIA				
Atlanta Georgian	(E)	62,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
†Augusta Chronicle	(M)	13,204	.03	.03
†Augusta Chronicle	(S)	12,421	.03	.03
*Augusta Herald	(E)	13,920	.03	.03
*Augusta Herald	(S)	11,149	.03	.03
*Columbus Ledger	(E&S)	7,404	.0225	.0225
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,307	.04	.04
Savannah News	(M&S)	14,037	.04	.03
KENTUCKY				
Louisville Courier-Journal	(M)	41,078	.1250	.07
Louisville Courier-Journal	(S)	61,815	.15	.09
Louisville Times	(E)	57,372	.10	.08
Louisville Herald	(M)	55,786	.07	.07
Louisville Herald	(S)	48,562	.07	.07
LOUISIANA				
New Orleans Times-Picayune	(M)	65,500	.10	.10
New Orleans Times-Picayune	(S)	81,250	.12	.12
New Orleans Daily States	(E)	43,487	.09	.07
*New Orleans Daily States	(S)	70,064	.12	.12
*New Orleans Item	(E)	90,242	.15	.15
*New Orleans Item	(S)	90,242	.15	.15
NORTH CAROLINA				
*Asheville Times	(E)	10,087	.025	.02
Charlotte Observer	(M)	13,096	.055	.03
Charlotte Observer	(S)	17,826	.065	.04
Greensboro Daily News	(M)	15,096	.045	.035
Greensboro Daily News	(S)	21,364	.06	.04
*Winston-Salem Sentinel	(E)	7,574	.02	.02
SOUTH CAROLINA				
Charleston American	(M)	11,151	.0286	.0178
Charleston American	(S)	11,151	.032	.0215
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	22,456	.05	.05
Columbia State	(S)	23,990	.05	.05
Greenville News	(M&S)	9,629	.03	.025
Spartanburg Jour. & Car. Spartan	(E)	3,790		
Spartanburg Herald	(M)	5,394	.03	.03
Spartanburg Herald	(S)	6,611		
TENNESSEE				
Chattanooga News	(E)	29,686	.035	.035
Chattanooga Times	(M)	26,311	.06	.03
Chattanooga Times	(S)	21,682	.06	.03
Knoxville Sentinel	(E)	23,279	.05	.04
Knoxville Journal-Tribune	(M)	25,000	.04	.01
Knoxville Journal-Tribune	(S)	25,000	.04	.01
Memphis Commercial Appeal	(M)	81,185	.12	.10
Memphis Commercial Appeal	(S)	118,359	.14	.12
Nashville Banner	(E)	46,078	.07	.07
Nashville Banner	(S)	46,078	.08	.08
Nashville Tennessean	(M)	53,000		
Nashville Evening American	(E)	20,000	.08	.08
Sunday Tennessean & American	(S)	40,000		
VIRGINIA				
Newport News Times-Herald	(E)	16,082	.03	.03
Newport News Daily Press	(S&M)	16,082	.03	.03
*Norfolk Ledger-Dispatch	(E)	46,145	.07	.06
Richmond News-Leader	(E)	39,491	.08	.06
Romanke Times	(M&S)	19,567		
Romanke World-News	(E)	9,918	.04	.035

*Government statements October 1st, 1918.
†Publisher's Statement, average for month of October.
Other circulations publishers' statements for 6 month period ending April 1st, 1918.

HUMANITY'S GREATEST PEACE PROBLEMS

OVER HERE—

BUSINESS—how affected by stoppage of war manufactures? Will government control continue?

PROSPERITY—what are the things, great and small, that are going to make America the most prosperous country in history?

THE SOLDIERS—will they take up great areas of our idle lands on their return? Will there be universal service?

THE RAILROADS—shall they be kept by the government?

THE LABOR MARKET—will wages drop? Will the A. F. L. or I. W. W. rule?

THE WOMAN—will she return to her home? Are her views changed?

RELIGION—what will it be in the future?

FARMING—is the small farm coming back? Will we provision Europe?

OVER THERE, TOO—

A LEAGUE OF NATIONS—how can it exist? Will kingdoms and armies cease?

GERMANY—how can that nation be treated? How will it further shape its own destinies?

COMMERCE—Suez, Panama, Gibraltar—how can the world's strategic waterways be handled amicably?

THE BACKWARD NATIONS—how can they be best guided?

All the world has had to prepare for peace—statecraft, business, labor, newspapers. For many weeks N. E. A. has been preparing. Our plan has been to get important interviews, important signed articles, important news.

Through our Cleveland, Washington, San Francisco, New York, London, Paris and Stockholm offices, we are gathering the best thought on after-the-war readjustment in America, after-the-war reconstruction in Europe.

N. E. A. service sheets have already begun to help answer—in news articles—that question of greatest personal interest to every man and woman: “After the War—What?”



NEWSPAPER ENTERPRISE ASSOCIATION

A Service—Not a Syndicate

WEST THIRD AND LAKESIDE, CLEVELAND, OHIO

In Peace and War
First
in the Hearts and Homes
of
Philadelphia

The name of "The Bulletin" is a household word in Philadelphia.

Its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania

Dominate Philadelphia

Create maximum impression at one cost by concentrating your advertising in the newspaper "nearly everybody reads."

The Bulletin

Net paid average
for October

479,939

copies a day



EDITOR-PUBLISHER



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

Vol. 51

NEW YORK, SATURDAY, NOVEMBER 16, 1918

No. 23

WITH SANE VISION AND PATRIOTIC PURPOSE NEWSPAPER MAKERS GREET NEW ERA

Moulders of Public Opinion Express, in Telegrams to EDITOR & PUBLISHER, Keen Appreciation of the Opportunities and Responsibilities of the Press in the Reconstruction of Ordered Life in the World—To Meet the New Tests Armed With a Quickened Spirit of Service

NEWSPAPER-MAKERS of the United States face the new day of world-readjustment with high hopes and sane vision.

The signing of the armistice brings the heartening dawn for which mankind has waited through a long night of sacrifice and service. At last the crimsoned pages in the book of life have been filled to their very margins with the tale incredible—and we turn to the new pages with stern resolve that the record shall continue worthy.

The great guns of war are silent again. Their awful symphony is, let us hope, ended forever. The stupendous tasks of reconstruction find our leaders of public opinion in a mood for renewed effort to serve the world, to hold the whole thought and purpose of our people to the momentous business in hand, that out of the victory of righteousness and justice may emerge a larger life and a truer and closer brotherhood—"the Federation of the World."

EDITOR & PUBLISHER this week wired some of the representative newspaper makers of the country asking them to express their views as to what the great war victory means to newspapers and to advertising. The opinions, wired in response to that request, are presented herewith:

Hon. Arthur Capper, Governor of Kansas, editor Topeka Capital, and U. S. Senator-elect:

Knowing the newspaper men of America as I do, I do not think it "idealistic" to hope that the victory America and her allies have attained will tend to a revival of Story's motto, "Here shall the press the people's right maintain." And this revival of the spirit of democracy will, if I misjudge not, extend to the business office as well as the editorial rooms. Advertising, if it is to attain its greatest efficiency must have, as its primary function, the service of the public rather than the service of the advertiser. If we have that vision our opportunities are unlimited.

Hon. Martin H. Glynn, formerly Governor of New York; editor Albany Times-Union:

With the winning of the war a new era opens to newspapers. Just as the close of the Civil War marked a new epoch in the newspaper business, so will the end of this war. Papers will become more thorough in their news-

gathering, and will be better written and compiled. An advance step in the literary character of the paper will be taken. This is already noticeable. Having become acquainted with the affairs of Europe, readers will expect Old-World politics to hold a more important place in the American newspaper than heretofore.

Advertising will develop into a still greater factor in the world of commerce. Business men realize that when one has a good thing he must let the people know it. The better class of newspapers may be compelled to advance advertising rates, and advertisers will be willing to pay the advance if they get the results. It is not so much what an advertisement costs as what it brings that most concerns the advertiser.

Frank B. Noyes, Washington Star, president Associated Press:

Just as the newspapers of the country have demonstrated their ability to coordinate the forces fighting at the front with the forces working at home to maintain morale, furnish supplies, and generate enthusiasm to achieve the victory so gloriously won, so now will the newspapers prove the strongest power through publicity and advertising to promote permanent peace and reduce to a minimum all the trials and tribulations attending the period of reconstruction.

With recent records of results fresh in our memory none can ever question or underestimate the power of the press to keep the wheels of progress turning swiftly and steadily forward.

W. H. Dodge, president Scripps-McRae League, Cleveland, O.:

The peace era will expand business in general and newspaper advertising in particular. Manufacturers will turn over their expanded war factories to the making of peace-time products. War-time wage scales and living costs will retrogress gradually. Increased advertising volume at present advertising rates is a menace, not a boon, to many publishers, for news print prices and labor costs have practically doubled, while advertising rates have moved upward at glacial speed. Forbidden markets for wartime non-essentials will soon be opening to established manufacturers any many newcomers. Taxation and war wages have brought a redistribution and broadening of wealth and buying power. The newspapers will be

dominant factors in directing the channels of trade.

Edwin A. Grozier, editor Boston Post:

To properly use our victory is almost as difficult as to obtain it. The duty of the American press henceforward is to uphold the President in his efforts to assist in the reconstruction of the world and the safeguarding of the futures liberties of all mankind. Let the newspapers attend to their editorial duties and advertising will come along all right on its own accord.

W. H. Cowles, publisher Spokane Spokesman-Review:

For the patriotic newspapers of this country during the coming months the work of keeping public attention centered on necessity of supporting the Government during readjustment after the war, with necessary Liberty Bond sales and food conservations, will be as great as was their task to arouse people to adequately prepare to enter the war. Circulations will be maintained by interest in colossal development following the revolution abroad, and by interest in our army remaining oversea for a year or more. Advertising will increase, since business will quickly begin new expansion as terrors of war uncertainties disappear.

C. K. Blandin, publisher St. Paul Pioneer Press and Dispatch:

Allied victory should result in greatest business expansion in history of world. This expansion will not come, however, until after the solution of many important problems of commercial adjustment, following successful solution of industrial and labor changes. We will then enter upon an era of intelligent development, which will mean prosperity for the entire country, if we are only sane in the next few months of study and honest endeavor to meet the situation with fairness to reorganized industry and labor. Agricultural communities especially will benefit in the new era, as hundreds of thousands of young men will gravitate towards farm lands. I earnestly hope the Government will find some way to adequately finance returning soldiers. Naturally, this expansion and prosperity will favorably affect advertising.

James M. Thomson, publisher New Orleans Item:

The American press has never before attained such greatness in service and influence as has come to it in this war.

It has never faced a brighter future than it faces to-day. The war has amplified old fields of usefulness and opened new fields for service. It has educated us at home on national and international problems of vital importance. More important, it has educated our clientèles on these subjects. The newspaper workers who have gone across the sea in army and navy service are gaining a first-hand practical acquaintance with these questions. Millions of boys in the army and navy are being trained in Europe to an appreciation of world problems. Each of us faces reconstruction of business problems with a proven knowledge and immense pride on the war achievements of the people of his own section. We are all going to help to build an even greater, an even better, America. Sectionalism, provincialism, class lines, and selfishness have been largely wiped out by the war. Inaccuracy, carelessness, and sensationalism have been largely eliminated from the American press by the war. Serious and authentic news has come to play a more and more important part in American newspaper development. I think that the professional sense of newspaper owners, editors, and workers has been largely quickened. Advertising has attained a proven position and a recognized dignity which it did not possess before. To meet extraordinary peace conditions our newspapers learned the first lesson in doing the impossible. Newspapers which survived the war are better business institutions than before. I am proud that the press of America served throughout the war under a voluntary censorship. What censorship we have had has not hurt us, while a rigid legal censorship might, in my judgment, have seriously impaired the usefulness of the press in the wonderful war-time service it has rendered the country.

Herbert F. Gunnison, publisher Brooklyn Daily Eagle:

After victory—what?
To raise the price of newspapers to somewhere near intrinsic value.

To continue the Government regulations to eliminate returns, waste, and camouflage circulation.

To make real newspapers, and not paper dolls and rag bags.

To consider worth while the record of the doings of Congress and of world events.

To abandon many of the practices of

the age that is past and get in line with the new order of things.

To aim not to excite, please, and amuse, but to recognize the responsibility to lead and inform an alert and serious-minded constituency.

To get advertising on the merit of the paper and not on the power of brag and bluster.

To consider accuracy and fairness more important than sensation and big headlines.

To prove to the readers that the same discrimination regulates the advertising pages as the news and editorial pages.

To resolve not to fool the public or the advertiser.

To make the paper not an organ, but an instrument of service to humanity.

To not make an advertising billboard and call it a newspaper.

To make journalism a profession unequalled in dignity and power by any other calling.

Benj. H. Anthony, publisher New Bedford (Mass.) Standard:

Newspapers must help the work of reconstruction, and the advertiser has a large share of responsibility in this effort. Hysteria, above all things, must be avoided. We cannot in a moment get back to normal, but everybody should whole-heartedly strive for that condition.

C. George Krogness, general manager Minneapolis Tribune:

Raise standards of advertising—create greater confidence in advertising. One thing that discredits is political advertising, employing the newspaper's space to promote men and measures the paper condemns, the effect of which is to throw suspicion on everything else, whether news or editorial, or even other advertising. In a newspaper sense, "magnify our calling" by improving quality of news service, particularly in foreign fields, in which new and more intelligent interest has been created by the war; and by careful treatment of reconstruction problems at home, to the end that people may be clearly informed as to what is going on and prepared to deal with new forces in our political, social, and industrial life.

D. D. Moore, editor New Orleans Times-Picayune:

With peace will come an era of wonderful growth and prosperity for the newspapers of the United States. The lessons learned through war conditions will not soon be forgotten by publishers. More people are to-day reading newspapers than ever before, and national and local advertisers will be quick to realize the value of making constant and intelligent use of newspaper space. The demands of newspaper readers and advertisers will no doubt keep pace with the production of print paper. The cost of making a newspaper may never again be so low as in pre-war days, but the newspapers of the future will be better newspapers than ever before.

M. E. Foster, editor Houston (Tex.) Chronicle:

Winning the war means the same for advertising as for all other lines of business. It means that we are free to do our best—that we can resume all activities and return gradually to a normal basis. Advertising was tested during the war, and found as necessary as bullets and bonds for the maintenance of business. After the war it will be even more of a necessity. The United States will have more to sell than ever before, and will have more customers to reach. The newspapers in peace will help the country and will help business

the same as they did during the three years of storm, travail, and stress.

W. F. Wiley, Cincinnati Enquirer:

Unprecedented business opportunities lie ahead of all newspapers with the victorious conclusion of the world war. Editorially the newspapers must address themselves in solid phalanx to breaking up the autocratic hand of Government control. Freedom of the press has been encroached upon year after year, insidiously and quietly at first, then boldly and openly, until the newspaper voice of America has been most effectually throttled. When this menace has been properly dealt with and removed, the press of America will advance commercially to a golden era of prosperity and usefulness.

W. A. Elliott, Jacksonville (Fla.) Times-Union:

Newspaper publishers have learned much about their business during the world war. What they have learned must not be forgotten or disregarded. Throughout the winning of the war the newspapers have been of immeasurable service to the individual and to the nation. The world knows now as never before the true value of a newspaper. Just as the newspaper has impressed the world with its importance, so much the newspaper realizes its responsibility to the world, to its country, to its community, and to its subscribers. During the reconstruction period the services of the newspapers will be patriotically dedicated to the interests of humanity. Florida and the Southeast will double their energies towards developing natural resources and our wonderful climate will enable us to send to the market millions of pounds of food that is so sorely needed throughout the world.

E. J. Stackpole, publisher Harrisburg Telegraph:

The winning of the war through the aid of the United States has placed upon this country an obligation which must not be side-stepped in any way. As a nation we have won the good will of millions of oppressed peoples of the earth, and, during the great period of reconstruction, must take our full part in working out the great problems which await solution.

Now more than ever before must we have a sane press; and the sensational and dangerous newspaper should not be permitted to hinder the important work which will devolve upon that portion of the press which recognizes its duty in this crisis of the world's history.

Great prosperity should follow a constructive programme here, and intelligent advertising will be a great factor in the after war expansion.

Emil L. Scholz, publisher New York Evening Post:

War amongst nations stopped ruinous war between newspapers by eliminating unbusinesslike practices. War enforced undreamed of economies. Newspapers were compelled to take stock of themselves. Now with the dawn of peace let us hope that the American newspapers will profit permanently by the war economies so far as wasteful practices are concerned. Let us retain a broadened viewpoint on international affairs, be less insular, less self-satisfied and more appreciative of our responsibilities. The cooperation between newspapers should be kept up.

Jason Rogers, publisher New York Globe:

Now that the war is over and resulted in so glorious a victory for freedom

RESTRICTIONS ON NEWS PRINT MAY BE DROPPED SOON

Pulp and Paper Division Marking Time Pending General Policies of Readjustment—Expect Production Increase and Speedy Return to Normal Conditions

WASHINGTON, November 15.

THERE is nothing definite or official as to the plans of the War Industries Board in the matter of newsprint control of newspaper curtailment.

The Pulp and Paper Division is marking time, awaiting the decision of Chairman Baruch on general policies of readjustment and relaxation, but the thought of officials is directed in the following lines:

No More Allocation Likely

The programme for the allocation of news print probably will be dropped and nothing done beyond the steps already effected.

Restrictions on the volume of reading matter are likely to be lifted within a short time, but an effort will be made to retain the regulations governing returns, free copies, overs, and arrears.

Increased output of news print may be expected to follow soon after the suspension or termination of War Department contracts for munitions.

and Democracy it is up to our newspapers to help in the readjustments of industry, capital, and labor to their utmost. We must temporarily forego purely selfish individual efforts, continue to conserve print paper and stand behind our Government to the great future glory and prestige of our now united nation. We must assist business enterprises in our communities to find new markets for the product of vastly enlarged plants through constructive suggestion regarding newspaper advertising, and do our utmost to produce effective cooperation between advertisers, advertising agencies and ourselves. The war has taught us valuable lessons; let us profit through our experience.

Gardner Cowles, publisher Des Moines Register Tribune:

Newspapers need anticipate no let-down in public interest. "Peace has its victories no less than war." The war has brought the newspapers and the people closer together than ever before, and peace will not change this relation. Advertisers now realize the eagerness with which newspapers are read, and will increasingly profit thereby. The effectiveness and quick action of newspaper advertising is appreciated now as never before. Our circulation has doubled since the war began, increasing from 60,000 to 120,000, and we expect next year to be a great one for newspapers.

Victor H. Hanson, publisher Birmingham (Ala.) News:

We are going to translate a victory of arms into a super-victory of industry. We are going to maintain every human and mechanical energy set in motion in winning the war and divert it without halt or skip to achievements of peace heretofore undreamed of. The war has opened up a vista for potential advertising that surpasses the predictions of its greatest prophets. The American Government itself is sold on it in theory, though yet uncommitted in practice. It has tasted the fruits offered by others and has found them sweet. The Birmingham News sees ahead the greatest era of achievement and prosperity in all history, and is already interpreting its vision for the benefit of every one within the sphere of its influence.

The newspaper business may expect to return to normal operating conditions just as soon, if not sooner, than other lines of industry.

The Pulp and Paper Section is no exception to the general run of Government offices in Washington to-day. All of them are more or less "up in the air," and nothing like a definite idea of what is to be done pending the actual conclusion of peace is possible now. Every step taken by the War and Navy Departments will be reflected in the operations of other branches of the Government, so that every step is being considered carefully.

Some officials of the War Industries Board admit they do not know just how long that Department will continue to function, but it is the general view that the Board will be in operation for many weeks yet. Mr. Baruch and his associates will seek to lead the industrial organization of the nation back, by gradual stages, to something approaching a normal basis.

Among the immediate results which may be expected from cessation of work on munitions will be increased facilities for the production of news print. For example, there are 150,000 tons of pulp which had been intended for high explosives, which now will be available for manufacture of paper. Approximately 50 per cent. of the output of chlorine bleach, which was diverted to munitions, will be returned to paper manufacture, and the three paper mills at Niagara Falls, forced to close when the Government commandeered power for war plants, will resume operations.

May Expect Increase Soon

These steps to increase the general supply of paper may be expected just as soon as it is possible for the Government to permit them with safety and in accordance with the developments of its readjustment programme. Then will follow the lifting of the conservation regulations, and permission to newspapers to return to their old methods of fixing the size of editions.

Just when the regulations governing the curtailment of reading matter are to be lifted cannot be stated with anything like authority or accuracy, but some officials of the War Industries Board believe the time is not far distant. Efforts will be made, as a matter of sound economic policy for peace, as well as war, to prevent wasteful practices, and to have publishers continue to observe the regulations governing free copies, returns, and arrears.

It is realized that the Board probably will lose its present powers when peace is declared, but there is some likelihood that another such department might be established in its place, to exercise supervision over industries.

There will be an extension from November 15 of the restrictions against free shipments of news print, and from December 1 on contract shipments.

"WE WIN. WHAT SHALL WE DO WITH OUR VICTORY IN AN ADVERTISING SENSE, NOW IT'S OURS?"

Leading Advertising Agencies Answer EDITOR & PUBLISHER'S Question by Emphasizing the Need for Maintaining Our Immensely Enhanced Capacity for Production and Marketing Our Coming Flood of Manufactures in Every Country in the World, Maintaining Commercially the Supremacy Our Arms Have Enforced Abroad

THROUGHOUT the period of stress and strain, advertising agencies all over the country cast their vision through the days of trouble, watching for the first glow of the bright dawn that would usher in the day of peace. In preparation for it they studied conditions and precedents closely, planning all the time how they could be of greatest service in the vital matters of business that the cessation of war would bring to the manufacturing and commercial interests of the country.

They saw in what was then the concrete present factories expanded enormously by Government orders, running to their utmost to satisfy the haste in unusual production that the exigency demanded. For the future they conceived these factories turning from war business to the industries of peace, with their great stands of machines and their hosts of workmen demanding food—the one food, the other labor. They realized, too, that the world had come to look upon America as the great producer, and to depend upon it to furnish needed goods that war-stricken countries could no longer give to their own peoples, nor to the neutrals who formerly depended upon them.

So they made their plans. That the era of peace did not come gradually, but burst upon the world with the same suddenness with which war began, was a surprise, but not one that caught them unawares. In every advertising agency in the land there is a well-worked-out plan to meet the new industrial conditions, and it is no spirit of selfish business-making, nor in eager ignorance, that each urges upon manufacturer and merchant the necessity for advertising—broadly, thoroughly, and largely. They are prepared to do their part.

In response to the query of EDITOR & PUBLISHER: "What are we going to do with our victory?" some of the leading advertising agencies sent the following responses:

William H. Rankin, of Wm. H. Rankin Co., Chicago, and chairman of the Newspaper Division of the American Association of Advertising Agencies:

Advertising to victory has been the slogan of the Bureau of Public Information during the past twelve months. Definite results of such advertising came quicker than any of us thought, because the advertising of patriotic business men was supplemented by several splendidly worded notes (advertisements that forced the abdication of the Kaiser and told the German people that they should give up the fight and help make the world safe for democracy). Our 2,000,000 soldiers under Gen. Pershing are by far the best advertisements ever sent out by Uncle Sam, and our canned meats, foods, clothing, and supplies have sold our allies on the quality of goods made in the United States of America.

President Wilson has shown the world how to advertise and obtain big results. Manufacturers will do well to take time by the forelock and commence building good-will and consumer preference now without regard to immediate results.

Advertising does not jerk; it pulls slowly, but surely at first, then it gains momentum, and at the end of two or three years it becomes an irresistible force. It has helped to build hundreds of great commercial institutions.

They were not built up by one, two, or three years of persistent advertising, but most of them by more than fifteen years. So, advertising should start to build to-day, having the future, one year, five years, or fifteen years ahead in mind, and all advertising men should bend every energy to show that now is the time to start victory advertising, to build good-will, reputation, and consumer-preference, which will place their names in the illustrious list.

Collin Armstrong, of Collin Armstrong, Inc., 1463 Broadway, New York:

An important effect of victory and the ensuing peace will obviously be the opening of the markets of the entire world to the United States; and the entire world is looking to us to supply a large part of its needs, especially of useful products.

A great deal of attention has, naturally, been focussed upon the South American markets, and they are certainly well worth cultivating; yet more easy of access, both in the matter of transportation and financially, are Great Britain, France, and Canada, all of which will be large customers of the United States. Their demands for useful, established products, namely, those that have attained prestige through advertising, will be enormous.

Therefore the consumer demand of these three countries is well worth assiduous cultivation by advertising.

E. E. Calkins, Calkins & Holden, 250 Fifth Avenue, New York:

Advertising is offered the great opportunity of its history. The war has enlisted advertising on a larger scale and for a greater purpose than ever before, taught people its power, and brought it home to the consciousness of men hitherto indifferent to it. The business world is plastic, ready to be remoulded into newer and better forms. Its landmarks have been set back, its boundaries extended, its hampering precedents and prejudices removed. A new set of conditions surround labor, raw materials, costs, transportation, freight rates, and selling costs. New ideas are needed. Never has the demand for good judgment and broad vision in merchandising and selling been so great.

W. C. D'Arcy, D'Arcy Advertising Co., St. Louis, president of the Associated Advertising Clubs of the World:

Industrially, the change from war to

peace will create as many problems as did the change from peace to war. Vital faith, born of vision, must be the sustaining strength of business, backed by advertising. In facing the problems of readjustment peace has already demonstrated that old conditions have gone forever. Advertising is the only thing that can bridge our commercial structure from old to new conditions. Finance, labor, manufacturing, to successfully meet their national obligations in determining our commercial future, must inject the force of advertising to vitalize their undertakings.

Critchfield & Co., Chicago:

All indications point to the next few years as being the greatest period of prosperity this country has ever enjoyed. Advertising will have its part in the development of this prosperity, as it has had in the past. Advertising as the finest, most honest, and effective form of propaganda, has proved its influence in the varied war activities and won the recognition of the Allied Governments. Its ready adaptation to difficult war conditions demonstrated anew its mighty power in moulding public opinion and building business. Advertising stands well equipped to aid in solving the problems of readjustment, and taking its proper share in making the future of America.

Mallory, Mitchell & Faust, Chicago:

Advertising will be the most effective trade weapon any judicious manufacturer can use to capture and to dominate the greatly enlarged home and foreign markets. Competition between industries and between factories that have been enlarged for war-time production should push vigorously ahead to turn out a corresponding output of peace-time necessities, which will be quickly absorbed as the purchasing power of the dollar increases. Farsighted manufacturers who have carried out a consistent advertising policy throughout the war will be the first to benefit. They are to be congratulated. Laggard competitors stand to lose profits and prestige by every day's delay in getting their advertising started.

G. C. Sherman, of Sherman & Bryan, Inc., 79 Fifth Avenue, New York:

World peace means that American textile, clothing, and apparel manufacturers must face the terrific competition of European textiles and garments seeking new and profitable markets. Consumer advertising is the weapon that American manufacturers will wield to offset this foreign competition.

World peace will release materials of all descriptions as well as labor from war work, thus enabling American firms to resume manufacturing on a normal basis. Consumer advertising will be employed to repopularize these products with the consumer.

World peace ends the necessity for drastic economies, thus briskly stimu-

lating business with a resultant increase in advertising appropriations.

Emphatically, peace will "bull" consumer advertising.

The Blaine-Thompson Co., Cincinnati:

Factories making munitions are now turning to new products, and many new industrial plants will enter into competition with established concerns. New trade-marks and advertised products will be on the market. The war is over, but the war for business is just beginning. Middle Western manufacturers already are seeking an outlet for the immense production made possible by the war, now ended. Mills that have been making shells will now make stoves, factories that have been making war tools will make peace tools, and all the new products must be sold. A tremendous increase in advertising is sure to come, because the world must be rebuilt. There are splendid opportunities ahead for America if we are alive. Speed up, advertisers, and prepare for an invasion by newcomers.

St. Elmo Massengale, president Massengale Advertising Agency, Atlanta:

No nation ever enjoyed the worldwide prestige that now belongs to the United States. Henceforth the markets of civilization are open to our products, which will be eagerly sought and bought. Before the United States lies the grand and exclusive opportunity of capturing a vast volume of trade from countries in which our goods were never freely used before. Elaborate publicity campaigns in foreign journals, as well as home publications, will be the vogue. Friendly competition in advertising abroad among United States manufacturers will win supreme domination for American goods in all the countries of Europe, as well as in Mexico, Central and South America. This is our psychological chance. Opportunity is knocking at our door.

Walter Griffith, Lord & Thomas, Candler Building, New York:

Not a large subject of itself, but if one considers, as every wise advertising man must, the vast responsibilities which accompany that victory, the vital need for foresight and precaution is apparent.

In April, 1917, at the declaration of war, business conditions immediately became abnormal and were accompanied by considerable pessimism for reasons so obvious as to be unnecessary to mention. After nine months of war it can be said to the everlasting credit of American business and advertising the abnormal had become practically the normal.

Now the abnormal comes again in the guise of peace with victory, but with an optimistic spirit which promises wonderful futures, if we of the advertising fraternity take due care that it is not abused.

To us is the responsibility of seeing to it that this optimism is not so play-

ed upon as to create over-inflation, but to build our new business and advertising structure on the solid and secure foundation for which our vastly increased opportunities form so wonderful a base.

In short, let us all keep both feet on the ground.

From the Chicago office of Lord & Thomas:

Concerns with which Lord & Thomas come into contact are buoyantly inclined towards the future, wisely tempering their plans to coincide with the completion of the armistice, peace-signing, a stabilized Europe, and demobilization, all of which will take time in the forthcoming reconstruction period. American business men face their broadest opportunity, not merely in reconstituting their domestic organizations, but in supplying the people of foreign lands, first with necessities, then with staples. May the flag of United States merchant marine be known and welcome in every port. Increased advertising and selling are inevitable as stringencies relax.

C. Ironmonger, the C. Ironmonger Advertising Agency, 95 Madison Avenue, New York:

The signing of the armistice with Germany is a notice to American manufacturers that the race for world trade is about to start. Let no man delude himself with the idea that because the great manufacturing nations have their internal reconstruction problems they are going to neglect their overseas trade. On the contrary, England, France, and even Germany and Austria have been preparing for many months in many ways to resume their export trade after the war.

America has the "inside position." The development of export advertising for American concerns should be enormous, and in connection with the rapid opening up of domestic channels of trade and distribution this country undoubtedly is on the very threshold of an advertising development which will throw far into the shade all previous records. The wise manufacturer or merchant will make immediate plans to profit by the enormous expansion of trade which is almost upon us.

Charles H. Touzalin Agency, Chicago:

Business is going to be good. The American public will quickly change back to a peace footing, so far as their buying is concerned. Temporary losses on the part of manufacturers caused by changing from a war to a peace production will be offset by the tremendous increase in production by concerns whose output has been curtailed by market or material conditions. American vision has been broadened by the war. War financing has revealed the greater opportunities for industrial financing in the future. The tremendous buying power of the public has been revealed as overshadowing all pre-war conception.

Theodore S. Fetting, Fetting Advertising Agency, Newark, N. J.:

Since we as a nation have mastered those whose theory justified exploitation by force, since they have triumphed over themselves and forsaken the idea that might was right, let the business world now create a new path by determining to render the greatest possible human service rather than to profit by the exploitation of the public fighter through the sale of anything unworthy, or by equally unworthy advertising.

Wylie B. Jones, Wylie B. Jones Advertising Agency, Binghamton, N. Y.:

Our patriotic duty is to keep American ships going across the seven seas

and keep them loaded to the plimsoll mark both coming and going. They are equipped to supply the world, and we must advertise everywhere to sell our goods. Advertising will keep our plan's going. It is the solution of the civic and economic problems that have been caused by peace.

T. M. Macfarland, of the A. R. Elliott Co., 62 Broadway, N. Y.:

There is only one thing to do—ADVERTISE. The Allied Governments and the United States were taking no chances when they drew up the armistice terms. They realized the danger of this document being treated as a scrap of paper, and the American manufacturers must take the same attitude. They must advertise, and then advertise some more, and then continue to advertise, otherwise they will be confronted with goods manufactured ostensibly by other countries, but backed by German capital.

We must instill the slogan "Made in America" not only in the minds of the American people but throughout South America, where Germany for years has controlled a lucrative field. As a matter of fact, the American manufacturers to-day are in a position where they could successfully extend the "Made in America" slogan throughout the world, as the eyes of every nation are now and will be centred upon the United States of America.

Strang & Prosser, Seattle:

Peace opens to America the fertile trade fields of China, Japan, and Siberian Russia, through Seattle, the "Gateway to the Orient." Anticipating a glorious victory, Strand & Prosser have been successfully urging Western manufacturers and exporters to begin far in advance to cultivate these exhaustless markets. Advertising, of course, is the dependable courier to deliver the message that will forestall Germany in her well-laid plans to dominate the commerce of the world. We should lose no time in capitalizing the splendid goodwill which our unselfish course has implanted in every civilized nation. Fair dealing and truthful advertising will do it.

P. B. Bromfield, president Bromfield & Co., 45 West 34th St., New York:

There never was a time in the history of the world when advertising will have its inning as now at the end of this great world war; especially anything American, as our position in the estimation of all other nations is at the top.

During the next few years there will be the greatest possible opportunity for the development of new industries that may be created and built up by advertising.

The concerns that have been advertising during war times, even though there seemed no necessity for so doing as their sales were made in advance, will now reap the benefit of their broad and liberal policy.

Jules P. Storm, 37 West 39th Street, New York:

The dawn of peace means a time of readjustment, of meeting needs deferred. Buying that lapsed or was diverted is to be resumed. America and the whole world has again become a great, active buying public. Manufacturers must be ready to catch the flood tide that is coming. They must, in supreme confidence in the immediate future of our nation, richer to-day than it ever was before, advertise their wares and bring their names and goods before the people at the psychological moment. That moment is now.

The men who get in first, who first

appeal to the listening ear and the reading eye, will get the cream of the business. "I always bank on the future of the American republic," said J. Pierpont Morgan.

The new, great glory and expansion of the future of America is beginning to-day. To wait is weakness, to begin to-day is wisdom—sane, hard, common, business sense. Ride out on the high tide with advertising publicity—that is the message every manufacturer and seller of goods should have rung in his ears in the hour of the new birth of the whole world.

Rudolph Guenther, of Rudolph Guenther Advertising Agency, 25 Broad St., New York:

The sooner the important problem of marketing investments among the masses is taken up by banks and investment dealers and the educational work begun by the Liberty Loan campaign continued, the easier will the results be for them and the greater the material benefit they and their clients will derive from safe and sane investment. It is not only Liberty, but also advertising which enlightens the world. With the closing of the doors of the Temple of Janus, educational financial advertising should be speeded up so as to keep the home fires aglow with a bright light on investment propositions.

Morse International Agency, 449 Fourth Avenue, N. Y.:

All our clients have set aside their own individual business interests to win the war, and now that victory has been achieved, stand ready to resume business and profit by the fact that America's industries and finance are in better shape to respond to advertising than has ever been seen in the world's history.

In the immediate future we look for an unprecedented era of prosperity, realizing that America must supply the world with both necessities and luxuries which will keep our industries busy and be particularly profitable to the up-to-date advertiser, who is really the world's best merchandiser.

W. H. H. Hull & Co., Inc., Tribune Building, New York:

What a vital force advertising has proved in the winning of this war, every American knows.

That it will prove an even greater force in times of peace seems obvious. With competition resumed in many lines which have for a time been regulated as to price, or output, with vast new fields of foreign trade opened up, with every organization straining at the leashes to go forward—surely this is an opportunity for publicity, never offered before in commercial history.

Big business, and small business, too, will be seeking advertising, and publicity mediums will only be charged with the duty of directing this great force that there may be no friction, no waste, that 100 per cent. results may be obtained.

M. P. Gould Co., 60 West 25th Street, New York:

What are we going to do with our victory?

(1.) Try to understand what is in the minds of the returning soldier and sailor.

(2.) Try to adapt our thinging to come up to his level, his standards of service.

(3.) Change advertising and selling methods to utilize the great lessons learned in Liberty Bond and War Charities selling.

(4.) Throw out old, pet systems that

have outgrown their usefulness.

(5.) Give more consideration to human nature than to classes and trades.

(6.) Put full responsibility on every subordinate and let him make good without interference, or quit.

(7.) Think less of details and more of general policies.

(8.) Try to learn from the army how to make every process of selling so harmonize that effort and expense are reduced to the minimum.

(9.) Quit all destructive attempts and give thought and labor only to creation and construction.

Fleming Newbold, Chairman of the Committee in Charge of the Bureau of Advertising, American Newspaper Publishers Association:

Business in America will go forward to build the greatest commercial Power on earth.

The daily newspapers of America have been put to the test and proven themselves during every crisis of the war. They have been the instant means of communication for every great endeavor.

The success of every drive was assured with intelligent newspaper publicity and advertising behind it.

The minds of the over 100,000,000 people of the United States are fed at least once, in not twice a day by the more than 25,000,000 daily circulation of its newspapers. Broadly speaking, there is not an intelligent person in the United States who does not see some newspaper every day.

This great force is available to the national advertiser at any moment throughout the entire country, or at any place in which he wishes to reach the public.

The reconstruction period will soon be at hand and newspaper advertising, proven so successful and better understood during the war, will be used for reconstruction and readjustment of business to a greater degree than ever before.

H. B. Humphrey Co., Boston:

The victory ushers in a wonderful era for advertising. The new order of world affairs will present opportunities for vast extensions of American trade manufacturers who have the vision to see the possibilities in building up goodwill by maintaining a vigorous advertising policy, regardless of temporary difficulties in production and distribution, will reap great rewards when readjustments are effected. The folly of reasoning that it is useless to advertise when present demands cannot be supplied is likely to prove costly.

LOSES BOTH SONS IN WAR

Boys of Walter Burns, Times Telegraph Editor, Enlisted at Outbreak

Walter L. Burns, veteran newspaper man and now telegraph editor of the Indiana Daily Times, has lost both his sons in the war. Paul and Victor both enlisted in the army when war was declared and were sent to France. Paul, who was a reporter on the Indiana Daily Times before enlisting, was killed in an accident in France several months ago, and Mr. and Mrs. Burns have just received notification that Victor died on October 8 from wounds received in battle.

Of the buying, selling, and consolidating of newspapers there's no end—due, in part, to the fact that no new papers may be established. Your newspaper, or your equity in it, is marketable. Use EDITOR & PUBLISHER'S classified.

ONLY ADVERTISING CAN MAINTAIN HUGE PLANTS AND MARKET WAR-MAGNIFIED PRODUCTION

National Advertisers Tell EDITOR & PUBLISHER They Are Determined to Become International in Their Scope, Reaching Out Through the Printed Page for Foreign and Domestic Business, Using Space Everywhere in Larger Measure Than Ever Before to Maintain America's Lead in Trade

AMONG the business men of America, none has had a problem greater than that of the national advertisers while war conditions obtained, and none now have a larger difficulty in meeting effectively the new situation that the sudden cessation of fighting has forced upon them.

The first meant that work for the Government kept their plants busy to the great curtailment, sometimes the entire exclusion, of the class of production for which they were established. As a consequence, with greater volume of business, with vastly increased financial turn-overs, they had little or nothing to sell, and as a consequence little or nothing of immediate handling to advertise. Still, realizing that good-will must be maintained, that established trade-marks should not be forgotten by the people when the busy days of peace should replace the strenuous days of war, they advertised—with all their plans for the future in the air, uncertain as to conditions and time.

Now they find themselves, many of them, with largely expanded investments in plants that still must be kept busy, with hundreds or thousands of workmen who cannot, without economical sacrifice, be turned away from their accustomed employment, with the world markets thrown open to them with a freedom that never before existed, with a demand for their products that is insistent and must be met, and with a competition that for keenness cannot be presently measured.

That they have had the foresight to prepare for the business upheaval that peace has brought goes without saying. That they will meet it is assured by the quickness and ability they displayed, when war routed all their previous campaigns, in adjusting themselves to conditions they had never before experienced.

In advertising they see the only means for keeping up their production and for marketing their products; the only channel through which they can pass their output to the peoples of this and other waiting nations. Advertise continuously, effectively, intensely, is their slogan now, as they say in the following messages, sent to EDITOR & PUBLISHER:

F. C. Eastman, advertising manager Packard Motor Car Co., Detroit:

As I understand it, the highest purpose of advertising is to build reputation and attract good will in war or peace. The principle is the same. If there is any one big opportunity arising out of the war, it lies in the direction of foreign trade. America's attitude throughout the struggle could not fail to impress the people of Latin America. The big fact that stands out is that America was willing to fight, and did fight, for the square deal. What a splendid foundation upon which to

build a structure of confidence in South America! Cooperative effort along broad lines should open an immense market to the war-accelerated industries of the United States.

James D. Ellsworth, advertising manager American Telephone and Telegraph Co., 195 Broadway, New York:

As an advertising man I am sure of one thing, namely, we should not utilize the great victory of our allies and ourselves to advertise that we are a nation of hogs.

Heretofore, we have, like the Pharisee, passed the rest of the world on the other side. Now we should take our part in world trade and world politics, and advertise that we are efficient but humane, enterprising but square, adventurous but modest.

Let's advertise ourselves as able to stand prosperity without a rush of gold to the head. Let's keep our feet on the ground.

A. C. Mace, jr., advertising manager the National Biscuit Company, 409 West 15th Street, New York:

We've held up our advertising even through the war. We will undoubtedly increase it as soon as the Government permits our plant to get back to normal.

George Frank Lord, manager Advertising Division, E. I. du Pont de Nemours Co., Wilmington, Del.:

Act one of the world drama is over. Second only to the military opposition was the fight between destructive and propaganda advertising and constructive advertising. Victory rests with the Allies and America, and advertising. These two shall remould the world. Advertising is now essential for all concerns to maintain confidence. Full employment of people, war plants and war capital, thus holding one hundred per cent. working efficiency for America's greatest duty and opportunity. Quick war profits will buy long peace profits. Advertising is the educator and builder that will bridge the gap and help prevent Bolshevism by producing work for war workers at better than living wages.

C. L. Forgey, advertising and sales-manager for Berry Bros., Wood Finish, Detroit:

Berry Brothers' advertising for 1919 is all planned, and will be carried out just as planned. We are going in for more publicity than in former years because we believe we are facing the biggest boom in business that this country has ever experienced. Why not? The country has not been idle, wages were high, crops were good, building has been restricted, auto making has been held in check. Now that peace looms large in the near distance, business should be very good for those who let it be known that they are up and doing. We are "carrying on."

E. L. Shuey, advertising manager Lowe Bros. Co., paints, Dayton, O.:

The world has changed its judgment of Americans as men and fighters, and of the American nation's spirit of helpfulness to all the world. American business men may now show that the spirit of business here is equally broad and generous. To do so, wise educational publicity should be undertaken on the broadest scale possible; not for a few months or years, but permanently. It should be national and should cover every possible point of view as well as every country. National business organizations can materially assist in such plans, which should be begun as soon as possible.

J. G. Acker, advertising manager for Pyrene Manufacturing Co., 52 Vanderbilt Avenue, New York:

We intend to start out on an advertising campaign surpassing any we have run before. At present, however, due to war conditions and the uncertain attitude of the Government, we must lie low for a time. A different type of advertising will come after the war. It will be advertising in line with the seriousness of the people, the keynote of which will be sincerity.

T. L. Briggs, advertising manager the Remington Arms Union Metallic Cartridge Company, Inc., Woolworth Building, New York:

The gap between war and peace, in my opinion, will be so short, considered from a commercial standpoint, as to be practically negligible. I don't think any going concern can afford to lapse on its 1919 advertising and selling efforts. In fact, national advertisers particularly who show a halting disposition, will be penalized in that they will have to start even with non-advertisers, previously, should such national advertisers slow up next year.

The time is decidedly one for expansion and promotion on sane, constructive lines. Expansion and promotion are in the air, not only as applied to this country, but, now that we are a real world power, to the entire commercial world.

O. C. Harn, advertising manager of the National Lead Company:

The ending of the war means readjustment of demand and of the possibilities of supply. But this does not mean that the readjustment will take the course of a mere flopping back to pre-war grooves. On the contrary, it is practically certain that we shall see some new conditions different from those we knew either in war or pre-war times. Artificial restrictions upon industries are already being relaxed by the Government, but what after-effects are there going to be from the temporary deprivations and changes of habit? Also what after-effects from the sudden shrinking of abilities to buy?

Advertising will be increased in volume, I suspect. There will be some

newcomers in the field and some of the old ones may drop out. Perhaps the obvious inadequacies of the old pre-war data as a basis for judgments under new conditions may make more thoughtful plannings of advertising campaigns.

Lloyd Mansfield, advertising manager Buffalo Specialty Co., Buffalo, N. Y.:

The greatest use we can make of the Allied victory in an advertising way is to harness up these tidings of great joy in such form as to boost the United War Work Campaign now under way. The hearts of our people are glowing with pride in our boys over there. The proper kind of an advertising appeal right now hitched up with victory and the longing of our boys to get home should be used to get an overwhelming response to this campaign. Though the shelling is done over there, it isn't finished over here. Let everybody "shell

Walter B. Cherry, sales and advertising manager Merrell-Soule Co., Syracuse, N. Y.:

Advertising helped in a big way to win the war. America's four Liberty Loan issues, numberless war work activity plans, and the war idea itself were all promoted by advertising and news stories. Future national and industrial peace and prosperity will depend upon intelligent advertising and honest performance. The next five years will be a period of our greatest prosperity, and the advertising of America at home and abroad must measure up to the big opportunities ahead. We are the leaders.

S. C. Dobbs, vice-president and sales manager of Coca-Cola Company, Atlanta, Ga.:

A new world was born on Monday. New conditions heretofore undreamed of face us. Old ideas, old methods must be scrapped. The period of reconstruction and readjustment will be trying. First, Washington must strike the shackles from off business. Production must be unhampered in every department of commerce and agriculture. The world must be fed, and that's our job. Under ordinary conditions we produced forty per cent. more than we consumed. Not only must production be increased to meet war taxes and to employ labor, but new markets must be opened up. The great dynamo of business—advertising—must be used sanely, convincingly, and liberally. South America needs the products of our factories, but South America must be told what we make and how to get it, and before American bottoms can take American goods profitably, demand and good-will must be created, and that through the medium of advertising.

M. Bresnahan, vice-president American Chiclé Co., 19 West 44th Street, New York:

The campaign we started in the newspapers on the day that the armistice was signed is our answer to your telegram.

CREEL ANNOUNCES ABOLITION OF NEWS CENSORSHIP

May Now Publish Military Policies, Movements of Ships and Troops, and Army Plans—Newspapermen Who May Go to Conference

THE voluntary censorship, self-imposed by the American newspapers since the war began, need no longer be maintained, according to an announcement by George Creel, Chairman of the Committee on Public Information. There will no longer be any necessity of newspapers refraining from telling what they please concerning military and other matters.

This announcement is understood to be preliminary to the abolition of the committee as a Government institution. Mr. Creel's statement follows:

No Further Need for Censorship

"It has been agreed that there is no further necessity for the operation of the voluntary censorship under which the press has guarded from the enemy the military policies, plans, and troop movements of the United States. The agreement may be considered as no longer binding, and the card carrying the requests of the Government is herewith cancelled.

"The Secretary of War and the Secretary of the Navy, and all others concerned with the direction of America's war efforts, join in sincere acknowledgment of the debt of gratitude owing to the press of the United States for the honorable discharge of a high responsibility. Without force of law, and under no larger compulsion than their own patriotism, the overwhelming majority of newspapers have given unflinching obedience to every desire of the Government in all matters of military secrecy, carrying through successfully a tremendous experiment in honor and trust."

The retirement of Mr. Creel from the Chairmanship of the Committee on Public Information may be expected soon. It may be coincident with an order from President Wilson revoking the appointment of the Committee and directing that it close up business. The new activity in which Mr. Creel will engage has not been disclosed, but it is believed that he will attend the peace conference in an official capacity, perhaps as publicity director for the American delegation.

Discussions of the probable journey of President Wilson to Europe as the head of the American delegates have caused a flurry among newspaper men generally. If the President should go to Europe, it would mean a largely increased number of American correspondents.

So far the State Department has given no indication as to possible restrictions on the number of newspaper men who would be given passports.

Many Correspondents Eager to Go

There is much speculation among Washington correspondents as to what members of the corps will go to Europe. Jay G. Hayden, correspondent for the Detroit News, already has made application for passports, and expects to leave Washington next week. W. K. Kelsey, an editorial writer, has come from Detroit to fill Hayden's place.

Arthur B. Krock, general editorial manager of the Courier-Journal and the Louisville Times, is expected to go for his papers. He formerly was Washington correspondent for those papers.

The likelihood of such prominent correspondents as Richard V. Oulahan, of the New York Times; David Lawrence, of the New York Evening Post; Arthur S. Hennings, of the Chicago Tribune; James P. Hornaday, of the Indianapolis News, and others has been

discussed, but none of these men have indicated such possibilities.

S. B. Conger, formerly Berlin correspondent for the Associated Press and now foreign adviser for the War Trade Board, has been suggested as a possible addition to the A. P. staff, but no definite announcement has been made.

Clinton W. Gilbert, Washington correspondent for the Philadelphia Evening Public Ledger, and formerly with the New York Tribune, is expected to go for his paper, while the Morning Public Ledger may be represented by Dr. E. A. Dillon, the prominent London journalist, who achieved international recognition as an authority on Russia during the years he was Petrograd correspondent for the London Daily Telegraph.

The question of handling such large volumes of dispatches over the cables must be considered, officials point out, and it is certain that with the excessive demands of the press associations all of the papers which would like special stories could not be accommodated.

Paris Agog Over Freak Pajamas

As evidence of the "power of the press," advices from Paris say that city has "gone wild" over velvet pajamas since an article recently appeared in the newspapers concerning a noted actress and her negligees of this material. The publicity thus given is creating a demand for velvet pajamas that is literally swamping the seamstresses, who are up to their ears in work on patterns of printed velvet, the scenes being mostly taken from jungle life and representing palm trees, lions, and other animals and birds.

Law on One Side, Equities on the Other

In the suit against the publishers of the New Haven (Conn.) Union by Charles Albert Altman, a New Haven photographer, for alleged violation of copyright, the rather unique decision was handed down that the law was on the side of the photographer, but the equities on the side of the Union. Because the law is as it is, \$50 damages were awarded to Altman.

Continued Vigilance Urged

A. Bielaski, chief of the Bureau of Investigation of the Department of Justice, has written a letter to the New York Division of the American Protective League urging that the work of that organization should be continued. He points out that the need for protection against espionage has not ended with the signing of the armistice.

Fire Destroys Newcastle Advocate Home

The Advocate Building in Newcastle, N. E., was totally destroyed, with an almost complete loss of machinery and contents, in a fire which occurred on the night of October 23.

Mrs. Reid Is Now Advertising Manager of Tribune

Wife of Editor of New York Daily Succeeds T. Bates Spencer, Who Resigned This Week

Mrs. Ogden Mills Reid has assumed the post of advertising manager of the New York Tribune, succeeding T. Bates Spencer, who resigned a few days ago.

The news of Mrs. Reid's accession to the ranks of metropolitan newspaper executives will come as a surprise to the advertising guild. Her close interest in the affairs of the Tribune for many years has not been generally known outside the office of that newspaper. She has been active in war welfare work, and for a long time has been a prominent worker in the Equal Suffrage movement. Her term of office as treasurer of the New York State Woman's Suffrage organization expires soon, and this, together with diminishing demands of war work upon her time and energies, permits her to realize her aspiration to take a more active part in the business administration of the Tribune, of which her husband, Ogden Mills Reid, is editor.

Mrs. Reid is a sister of George Vernor Rogers, general manager of the Tribune. As Helen Miles Rogers, she acted as social secretary to Mrs. Whitelaw Reid. She was married to Mr. Reid March 14, 1911. Her home at that time was at Lacine, Wis. She is a graduate of Barnard College.

It is said that Mrs. Reid has chosen the advertising department of the Tribune as a field of work because of her interest in the Tribune's distinctive policy of guaranteed advertising and of her realization of the dominant part advertising is to play in the reconstruction period, in which women are to carry their share of the work of the world in business, as well as in home life. It is a matter of interest that Mrs. Reid's new responsibilities are perhaps greater than those ever before entrusted to a woman on a New York daily newspaper.

T. Bates Spencer, the retiring advertising manager of the Tribune, is one of the most able and popular men of his profession. Before joining the Tribune he was advertising manager of the New York Sun for several years.

LORD WILL PRESIDE AT STONE DINNER

Dr. Finley, Charles M. Schwab, John Palmer Gavit and Others to Speak at Special Occasion Signaling Return of A. P. Manager

To signalize the return of Melville E. Stone, general manager of the A. P., to this country, after about five months' sojourn in England, France, and Italy, the Lotos Club, of which Mr. Stone is a prominent member, will give a dinner in his honor in the clubhouse, 110 West 57th Street, to-night.

Chester S. Lord, for many years managing editor of the New York Sun, and an old-time friend of Mr. Stone, will preside. Among the speakers will be Dr. John H. Finley, Commissioner of Education for the State of New York; Charles M. Schwab, head of the Emergency Fleet Corporation; John Palmer Gavit, former managing editor of the New York Evening Post; J. Hartley Manners, the playwright; Julian Street, the author, and several others. It is expected that Charles Houssaye, of the Havas News Agency, will be among the guests.

AUTO ADS WILL JUMP TO HIGH FIGURES

John F. Barry Returns from Tour of Middle West Convinced That Manufacturers Are to Utilize Newspaper Space to Unprecedented Extent

"I have just returned from an extended trip through the automobile field of the Middle West," says John F. Barry, assistant advertising manager of the New York Evening Post, "and I believe I can say that the advertising world is about to experience one of the greatest booms in its history.

"I have talked with automobile advertising men in every great centre of the Middle West during the past month, and even then when the chances of an immediate and victorious peace were, to say the least, problematical, I found that everywhere the advertising managers were planning big campaigns for 1919, that in many cases appropriations were to be double that of recent years, and the pessimists were few and far between.

"The war has put the newspaper 'on the map,' as far as many manufacturers of the 'old school' are concerned. The part played by the newspapers in the giant campaigns of the Government, their great aid in the selling of the war to the masses of the American people—which is officially acknowledged by many Government heads—has done much to bring home to manufacturers in general the powerful assistance the newspapers can lend in the not less glorious victories of peace.

"The country will return to a normal basis sooner than many think, and competition—I speak now of the automobile field—will be keener than ever because of the increased output which will follow, as a matter of course, owing to the enlargement of production facilities in the majority of plants, and the keener the competition the more necessity for intensive advertising.


"There are, of course, pessimists in the automobile advertising field who have gloomy things to prophesy of the immediate future; they talk somewhat unhelpfully of hypothetical labor trouble, of the difficulty they will experience in getting immediate shipments of steel and other supplies, owing to the demand for these products from all parts of the land, and the uncertainty of railroad transportation, but I believe—and I have talked with men in Cleveland, Detroit, Chicago, Toledo, Indianapolis, and other centres—that the pessimists are hopelessly in the minority.

"The part played by the newspapers in the various colossal advertising campaigns of the war has done much to establish—what all newspaper men have long contended—that there is no better medium for carrying the message of the manufacturer into the daily thought and life of the people."

Buccaneers Dine Walsh

William H. Walsh, a former Boston newspaper man, who was recently appointed advertising manager for the United States of the Salada Tea Company, was given a testimonial dinner in Lorraine (Cove) Hotel by the Royal Buccaneers, shipmates on a near-pirate craft that operated off the Massachusetts coast last summer. Speakers of the evening included George Fitzgerald, John A. Currier, Roy F. Atkinson, Herbert L. Royer, Walter L. Fogg, Arthur D. Anderson.

Offer that second-hand press through an ad in EDITOR & PUBLISHER'S classified. Somebody needs it.



Warming Up the Want-Ad Page

Making the News-Courier Pay

AS AUTOOCRACY TAKES A TUMBLE The AD-MANAGER HAS A HUNCH

A Ginger-Jar Is Opened as Cables Bring Joyous News of Autoeratic Monarchs Stepping Down-and-Out—From High Authority. Classified Advertising Profits by the Celebration and Shakes off a Few Barnacles.

By W. LIVINGSTON LARNED.



FOREWORD

Although written in story form, these articles are built upon fact and are intended as the basis of actual operation in any newspaper office. The News-Courier is a supposititious sheet. It really stands for ANY medium sized daily or weekly. The objective of the stories is a practical and constructive one, and the various illustrations shown have been prepared for actual use. They find their first publication in the Editor & Publisher. The subjects selected will be timely.

paigns in a list of nine South American newspapers. He will also have distribution in England, France, Italy, and—well, it wouldn't surprise me a bit to see him running a two-column, ten-inch ad in the Zanzibar Daily Democrat before Spring. The American manufacturer, moreover, appreciates that he can't tackle foreign markets in the old, slipshod, shabby manner. It must be handled by those who know the market—with special copy and special illustrations to fit each case."

"You can't hurt my feelings," was the reply, "but it's just as well to remember that people are pitched in another key. I do not believe that this generation would take to the sort of cartoon that was in vogue during Tom Nast's day. Every so often you old wiseheads snap and snarl at some of our comic strips—say they're crude and poorly drawn and lack even fundamental virtues. But while you are saying this, our readers are chuckling over those same strips and calling for more. I notice that the editors who are building up circulations are the ones who edit their papers to suit the reader and not themselves."

"I think you are approximately ninety-nine per cent correct," agree The Ad-Man, "and the chances are that you will put some of the same pep into the problem I'm confronted with now. If I'm not very much mistaken, we are on the eve of tremendously big things in Advertising. What HAS BEEN in the past will seem small. Every branch of advertising will take on a lively spurt."

"I see some one has inoculated you with Optimism," suggested The Cartoonist, "but then advertising is your hobby. You are out for a ride, in a new harness."

Advertising Will Climb

"Never more serious in my life," was the instant response. "Experts, who are in the know, all agree that we ARE about to see Advertising climb to startling heights. For Advertising has accomplished something, through the War, that might never have happened otherwise—it has PROVEN its power to the men who were inclined to be skeptical and who



toons have led the universe to believe that the Kaiser has horns and the Crown Prince the face of a ground squirrel. Even Germans began to see both in their true light. Not even editorials can so quickly and so surely spread propaganda."

"We certainly did have fun with that foreign bunch," grinned The Cartoonist; "what a tame time it will be when they are all in the ash can, and we have nothing but local politics and sports to inspire. It even disappointed me when the Russian situation played second fiddle—lots of fun to draw a big bear, with a Lenine or a Trotzky shooting him full of arrows. Thomas Nast should have been alive during this War."

People Want Snap

"You'll get me off my main track, if you keep on," complained The Ad-Man. "Yes, Tom Nast was a wonder in his generation. I'm almost willing to believe that the cartoons of those piping old régimes were far more forceful than the somewhat superficial and obvious drawings of NOW. Is that heresy?"



THE flush of sudden Peace news was still making things roseate around the office when the News-Courier Ad Man dashed into the Cartoonist's room, his eyes dancing and his hands filled with blank copy paper.

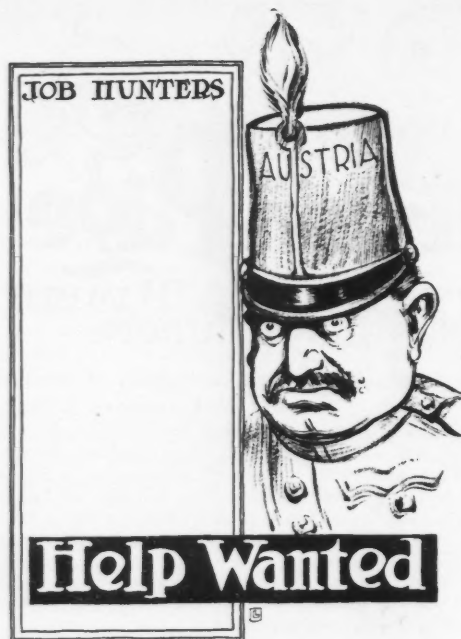
"What did you think of my Dove of Peace picture?" the Cartoonist inquired. "I have had it drawn up and ready for a week and something always happened to keep it out of the paper. We will now proceed to bear down heavy upon abdicating Kaisers and throne-chairs being pulled out from beneath the pantaloons of the Mighty. A Cartoonist's life is a merry one if he doesn't weaken. You only have to please the Editor, the Business Department, the Managing Editor, the owner of the sheet, and all the readers. During this War I have worked as hard as a ship-riveter. Counted up yesterday, and I have drawn nine hundred and eleven Bolsheviks. It's the whiskers that make the extra pen strokes."

Springs New Idea

"I want you to help me—in an emergency," declared the Ad Man. "I need your help. Could you make six character studies for me to-night and a few running strips?"

"What is it—Germany under the Table while the Allies are settling terms on top?"

"Nothing like that," smiled The Ad-Man, "although I DO want a few of our Autoeratic Used-To-Be's visualized. No, these sketches are for our Classified page. I have a pet hunch—you can be instrumental in putting it over. I have great faith in the power of illustrations. They have sold Wars and Bonds and Stamps and Human Sympathy. I think the artists of the country did as much as the soldiers, in their way. America wasn't fully sold on this War until newspaper cartoonists began to dip Truth out of their ink bottles. Cartoons certainly talk in the language of the uneducated as well as the enlightened. Three years of shrewd car-



merely accepted it as a necessary evil—the Manufacturers. Hereafter, the Advertising Manager of an organization will be a few shades more important than the Janitor.

"Do you realize that Competition is the one big spur to Advertising? The more competition, the more Advertising. America is already beginning to plan for hundreds of new markets. You see it evidenced on every hand. One hat manufacturer of my acquaintance will carry on advertising cam-

"And the other fellows will swoop about, by advertising their goods in America," came back the Cartoonist. "Did you see last Sunday's New York papers? They carried Art-gravure full pages of a most elaborate character, advertising 'Radiator' Toilet Requisites. It is an English concern, and the products are being pushed in this country for the first time. It's one of a marching vanguard. There'll be a lot of them, you mark my word. Moreover, that full page was a beauty. It will set our home Toilet manufacturers thinking. And, between the cross-fire of healthy, spirited competition, the advertising man is surely destined to walk around in spurs.

Bid for American Trade

"I was interested to note that the Radiator preparations are NOT cheap. England, for one, does not believe in getting business that way. The market—an already crowded one—is to be bucked with a high-priced article. English tailoring houses have been making a bid for American trade for two years—they started by asking American soldiers in London to 'drop in and see them.' We must expect just this sort of competition—it's good for everybody concerned. American manufacturers, in the meanwhile, although a trifle slow at it, are going to London or to South America or to the South Sea Islands, if necessary, to get business. They will go, preceded by extensive advertising campaigns."

"Sounds mighty fine," ruminated The Cartoonist, "but will that prosperity reach out to—well, to our paper here—to newspapers everywhere, in every little town?"

"Absolutely," was the prompt answer. "Along with other advances, people are just beginning to see the light when it comes to newspaper advertising. There was a time when a manufacturer made up his schedule with his Agent on a woolly-headed basis that defied analysis. Certain papers—large ones by preference—were selected through a process of logic and reasoning that none of them quite understood. The zone system will make it possible to go about the thing intelligently. Every paper or group of papers will have its own specific REASON for demanding a share of that advertising. They will present facts to PROVE that it will be a business blunder to eliminate them.

"Have we here ever attempted to land slices of great national accounts, in a concise, intelligent manner? I'm afraid not. We sent our form letters or used space in trade publications or wrote notes to space buyers, telling them blandly that we were a nice little newspaper, and that we were in the

middle of a corn belt or a wheat country or a manufacturing centre, and that it would be mighty nice if we'd be favoured with a line or two of the schedule. And always we have been conciliatory—bowing and kowtowing—as if we were asking a favor.

A Store Counter

"This newspaper is a store counter over which certain goods can be sold. It should be respected—it is the ONLY counter for this particular market. If merchants want to sell goods here, they may have this counter. But I, for one, will put in shape logical, unanswerable REASONS WHY it will pay these manufacturers to use our medium."

"The War has given you a sort of galvanic shock, hasn't it?"

"Necessarily. Things can't go on as before. Every Advertising man in the country will be compelled to shake off the accumulated dust of some hoary old precedents and established laziness. Back from the fighting front will come men who have far and fair visions in their eyes. There will be advertising material in these ranks—they'll have MY job and the other fellow's job if we do not look sharp. But come, come—I'm wasting valuable minutes. Next Monday I want to spring something new on our Want-Ad page. That's my first sprout."

"I thought the 'Classified' was all set and not to be tampered with," returned The Cartoonist. "You



can't do very much with a page of jumble like that."

Precedent Can't Rule

"Is there any reason why a Classified page should not be every bit as bright and interesting as any other section of the paper?" interjected The Ad-Man impatiently. "There you go—fossilizing. We can't do anything different because we never HAVE in the past. People would still be riding high bicycles if that were an inflexible law.

"Forget it! I insist that our Classified pages CAN and SHALL be brightened. Each week I intend to provide new reasons why people will be attracted to it. Why more and more people will use it to sell Labor or to employ Labor. The Want-Ad page is a huge department store, where one may go for what one wants in the human equation. Some department stores are shabby and poorly lighted and unattractive. Ours will NOT be of that variety from this on. Each week, I tell you, I'm going to put over some new stunt to relieve that deadly mass of type."

"Blaze away," answered The Cartoonist; "I'll help."

"It has occurred to me that we can make this first set rather topical," resumed The Ad-Man. "It has been a week of skidding monarchs of the old and bloody régime. We are all glad to see them go—the Kaiser and the Crown Prince and the Turkish, Austrian régime—the Hindenburgs and the Rus-

sian whiskervitches. Civilization has scrapped these grand old pirates. They'll be out hunting for jobs before long, if the people let 'em live—yes, sir—looking for jobs. If the Kaiser could have his way, I think he'd insert some such advertisement as this in the classified pages of the Berlin Dingleblatt:

"POSITION WANTED

Willing to do almost any kind of Handy work around the place. Can't give references, but will prove, by conscientious effort, that I am worth modest salary. Price no object if I can secure good home. WILHELM.

"Ring Door-bell in cellar."

"I want to play with words around this central idea, as a means of bringing our Classified up to the minute for the next six days. Make me up a sketch of the Kaiser's head—drop a frame around it, and I will use it two or three columns in the middle of the total space. In that mortise I'll probably run copy something like this:

"HELP WANTED—

These are job-hunting days for Monarchs. They'll have to go to work. Whether you can use a King in your business or not, the Help question will be more vital NOW than EVER. There is an industrial upheaval imminent—two or three million men coming back to civilian dress. But the sifting of these men and their talents is not an easy task. Many will not WANT to go back to their old lines. War has given them a wider perspective. Whether you have yourself to sell to a firm that needs YOU or whether you want to build up the ONE organization in a thousand, this page is the natural, territorial market-place."

"That's the spirit of what I want to say, at any rate. In the meanwhile, I spring a timely topic on my readers. Our comic character study will illuminate that dull old page.

Make It Stand Out

"Understand me, these advertisements you prepare are for US to use to tell OUR OWN STORY. Has it ever occurred to you that the Classified Page in any newspaper is tremendously difficult to read? The very make-up, with its close, compact little dabs of fine type, is largely responsible. The easier these individual messages are to read and the more interesting the page, the more classified we will get and the better the results to those employing the space. After this first series is out of the way, I want to make up very shallow department heads for the more important units—so that people can find, at a glance, the one message that may interest THEM, without wading through a maze of tiny type.

"Give me a good sketch of our butcher friend, Hindenburg, and we'll run him in the middle of the page on Tuesday. He's another old duffer who will want a job. My text for the mortise might run:

(Continued on page 31.)



BRITAIN FOUND NEW BIRTH OF FREEDOM IN GREAT WAR

Visiting Canadian Editors Deeply Impressed by Solidarity of All Classes in Motherland—One People, One Purpose, One Policy in United Kingdom

LONDON, October 25.

HOW Great Britain's war effort impressed Canadian editorial eyes will appear from the individual opinions herewith of the members of the delegation of editors from the Dominion who were recently guests of the British Ministry of Information, through the initiative of its chief, Lord Beaverbrook.

The London Bureau of EDITOR & PUBLISHER is able to forward these views through the courtesy of E. C. Gill, formerly correspondent of the London Standard and other English newspapers in Berlin, who is now chief of the Department of Information in London of the Canadian Pacific Railway.

Complete Victory the Goal of British People

"We had seen something of the war effort of the United States on our way to England," said W. R. McCurdy, of the Halifax (N. S.) Herald. "We knew what Canada was doing, but we did not half realize the tremendous war effort of the people of these islands. We now have seen this at the front, in the training camps, in the munition works, with the Grand Fleet, and in the magnificent spirit and self-denial of the British people, and it is a revelation of whole-hearted service and determination to earn complete victory."

J. L. Stewart, the Chatham (N. B.) World:

"The immensity of Great Britain's war effort, the thoroughness with which it has organized ultimate victory, impresses me deeply. 'Service and Sacrifice' is the slogan of all classes. The men and women are vying with each other in the war work and the cheerfulness with which they bear their burdens. Camps of instruction, hospitals, rest houses, munition works, ship-building plants, war-machine factories dot the kingdom, and the people of all classes look forward to final victory."

A. J. Penny, the Quebec Chronicle:

"With Addison the British people may well say, 'Tis not in mortals to command success, but we'll do more—deserve it.' If untiring effort and unflinching sacrifice can achieve victory, there need be no doubt as to the war's outcome."

Hon. Frank Carrel, Quebec Telegraph:

"After a period spent at the front and in Great Britain, I am quite sure that not only is the tremendous war effort of Great Britain gradually bringing Germany to her knees, but also that the use of Britain's whole forces guarantees a successful issue to the anxiety which English-speaking races have felt relative to the situation after the war. Personally, I feel that if Great Britain, in conjunction with the United States and our other allies, make full use of the enormous advantage they possess in the manufacturing of aeroplanes and in the skill and courage of their pilots, the war may be ended quickly."

Noel Chase, Quebec L'Evening:

"Great Britain's effort in this war is one of the miracles of our age. We have been given the opportunity of seeing the British soldiers in the field, and the civil population behind them, and both are enduring cheerfully the great sacrifices four long years of war has imposed upon them. We have seen the work of the women of Britain and never can we praise too highly the tremendous task they are accomplishing and the wonderful spirit with which it is done."

J. A. Savard, Quebec Le Soleil:

"England in war, as I saw it, appeared to me as a powerful giant bent for the

struggle, bracing every nerve and muscle. One could think that the loud noise and throbbing of the numerous war factories was nothing else than the quickened respiration of the giant. But we did not only see the movement of war in England, we saw the 'moving spirit' as well, in the men at the front and the women toilers in the factories, and that is why, having seen how England steered her arm and her soul, we go back prouder to be British, and filled with a sense of imminent victory."

Oswald Mayrand, Montreal La Presse:

"Before going back to Canada, I wish to say that during this stay in Great Britain, I really felt at home; the British cordial hospitality is incomparable. The Mother Country is wholly at war—body and soul—and there is no doubt that her magnificent efforts shall be seen crowned with success, that is victory, and lasting peace for the world of good-will."

Ch. Robillard, Montreal La Patrie:

"To a true Britisher like myself, never through these hard times of war did John Bull look stronger and more attractive. In fighting, side by side with heroic France, for liberty and freedom, Great Britain shows, not only her strength in man and woman power on land and her invincible might on sea, but she also proves that her heart pulsates with generosity and beats for justice and right."

Fernand Rinfret, Le Canada, Montreal:

"We all feel now what a great privilege was granted us to view England's war activity, wonderful to the fullest sense of the word and in every line of operation. Nothing has impressed us more, however, than our visit to Scotland, when it was given to us to see the upbuilding and manoeuvres of the weapon which for centuries has made England invincible on the high seas, the great British fleet. Now do we understand and appreciate the meaning of the dear old song which every Britisher has learned to sing from his childhood, 'Britannia Rules the Waves!' And to our war impressions, which have been graded from mere astonishment to the highest form of admiration, that visit of the fleet has added a feeling of unbounded pride and trust in the future."

W. R. Givens, Standard, Kingston:

"The Canadian newspaper men leave Great Britain more strongly convinced than ever that her people will carry on till the great fight has been won. The British men and women alike have borne their burdens with courage, a fortitude, and a patience as wonderful as they have been inspiring; and it only remains for them to continue the sacrifice and to hold fast for a brief while longer to assure that victory and lasting peace shall be theirs."

W. J. Southam, Spectator, Hamilton:

"On the eve of departure, after spending six weeks viewing England's and her Allies' war efforts, it is impossible to give in a few words one's impression. In mythology, Mars, the God of War, from the Olympian Heights had no greater vantage point to view the world at war than ours. The magic carpet of mystic Bagdad transported us from Vimy to Verdun and from Ypres to Edinburgh. Army, navy, and organized civilians, both men and women, we have seen them all—and know the ground of our certain hopes."

A. E. Miller, London (Ont.) Free Press:

"No one questions the absolute devotion of the British people to the cause of victory in the war. Their sacrifices speak more eloquently than words or phrases. The heroism of the soldier at the front has its counterpart in the life of the men and women at home, who for four years have added privation to privation and effort to effort, and have accounted these sacrifices as naught. No one wears his or her troubles upon the sleeve. The heavy load is accented with good-will and a full determination to 'carry on' to final success."

F. D. L. Smith, Toronto Daily News:

"In spite of terrible sacrifices in men and money, the British people maintain a patient resolution and even cheerfulness which compels admiration. We have been struck with the earnest commitment of a whole nation to a noble cause. We recognize that the British navy has saved civilization, that the British army is bearing the chief burden of the military struggle on every front, and that the industry of the British women in a hundred fields of activity has armed the country afresh for ultimate victory."

L. Douglas, Toronto Mail and Empire:

"It is almost like a dream to think back on things I have seen during the past few weeks. The training camps for artillery, cavalry, infantry. The aerodromes, the forestry battalions, and the many other organizations of the army are all systematized and running like clockwork, and last, but all important, is the great navy, the bulwark of Britain. These things are but a very few of the organizations in England. The women workers and the increased hours for labor are to be included among the great changes that have taken place in Britain, and it must be said that the ordinary civilian finds it difficult to comprehend the great amount of work and the vast changes that have taken place in this country."

R. Richardson, M. I., Winnipeg Tribune:

"If there was any lingering suspicion in the mind of any member of the Canadian press party, when we reached the United Kingdom six weeks ago to view the entire war effort of Britain, that the old Motherland was decadent, that suspicion was absolutely dissipated by the succession of miracles which were exhibited in all departments of Britain's war effort, from the production of war material to the achievement of the mighty fighting army and mightier fleet. Britain has poured and is pouring out her blood and treasure in defence of the world's liberty without stint, and heaven must bless and prosper this mighty effort."

E. H. Macklin, Winnipeg Free Press:

"We have been afforded the priceless privilege of witnessing in part, at least, Britain's effort in the war—we have been told little of it—the British people are so untiring in paying generous tribute to the part others are playing, particularly Canada, that they seem to have no

time to speak of their own wonderful achievements. The stupendous work they are doing, the self-denial they are practicing, the sacrifices they are making, the blood and treasure her people are pouring out, come home and are manifest to the most casual observer who lands on Britain's shores."

W. F. Kerr, Regina (Sask.) Leader:

"My impression of Britain's effort in the war? It is impossible to voice it in mere words. It is an indescribable effort. The extent, varied character, and scope of her many gigantic undertakings fill one with wonder, but inspire a splendid and lasting confidence. Above all is the fine spirit of the people. The willingness, yes, more, the cheerfulness with which the British people—a people noted for their love of individual liberty and freedom of action and for the vigor with which they resent any interference with those liberties—have accepted all manner of inconveniences, restrictions, and sacrifices in their every-day mode of living is truly magnificent and beyond all praise. Nothing impressed me more strongly than this spirit of the people."

W. A. Buchanan, M. P., Lethbridge (Alta.) Herald:

"Great Britain's war effort as revealed to us is marvellous. Talk of a decadent nation is ridiculous. Great Britain, old though she may be, is one of the most virile nations of the world. While we see the men in khaki on the streets in thousands, we realize now that the civilians, almost wholly, are war workers. Let me emphasize particularly the work of the women. It is wonderful, and embraces all types of war effort. So far as Britain is concerned, the women are doing as much as the men to win the war. There is no need to worry about

(Continued on page 34.)



"APRES LA GUERRE"

As Soldiers say it,
The Men Who Come Back
Will Change the Churches,
As well as many other
Institutions and Usages.

The Kind of Religion the
Soldiers believe in,
And Practice at the Front,
(It is Real Religion, too,
Straight out of the Bible)
Is The Same Kind of Religion
The Ellis Sunday School Lesson
Has Been Teaching
For Many Years,
Through Daily Newspapers.

That Is Why It is So Popular,
With the People,
And with Parsons, too.

THE ELLIS SERVICE Swarthmore, Pa.

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



HOWARD SAW LILLE CELEBRATE DEPARTURE OF THE HUNS

President of the United Press, in Interview for EDITOR & PUBLISHER, Pictures Delirium of Joy in Liberated French City—Old Glory Displayed

By VALENTINE WALLACE.

LONDON, October 25.

FRESH from his successful mission in South America, where his services in the interests of closer Pan-American news relationship called forth the warm commendation of Robert Lansing, the American Secretary of State, and of the Presidents of Brazil and Argentine Republic, Roy W. Howard, president of the United Press, landed at Cadiz, Spain, direct from Buenos Aires, and reached the front in France just in time to enter Lille a few hours after its capture by the British.

While on his way to a luncheon party to be given in his honor by the Viscount Northcliffe, I approached Mr. Howard with a request for some impressions of his visit to the front, and he obliged me with a boyish good-nature and enthusiasm that seem to characterize both the work and relaxation of this busy press association executive.

Howard Qualified for Political Honors in Lille

"The scenes in Lille, the unaffected and obviously sincere demonstrations of the unalloyed joy of the people at their deliverance from the Huns, were the most directly touching incidents I have encountered anywhere or any time since the war's start," said Howard, looking at his watch and fixing the hour of his engagement. "Our experience started out with a hand shaking and wound up with a kissing-bee. This latter would not have been so bad if we had been able to resort to the selective system, because I can testify that all the good looking girls had not been deported from Lille, but the proceedings were on the 'universal service' basis and it was a case of first come, first served.

"Major Lytton, of the British Army, accompanied me. Being about six feet tall, the Major did a little selecting. In fact I think he kissed most of the good looking girls and left the babies and grandmothers to me. (You know, my wife, being a newspaper woman, reads EDITOR & PUBLISHER, religiously.) I really think I kissed enough babies to be entitled to a seat in the French Chamber as a Deputy from Lille. Even so, I escaped the fate of George T. Bye, correspondent of the Reciprocal News Service. Lowell Mellett, United Press Staff correspondent at British Headquarters, and Bye were the first two newspaper men to get into Lille. They were permitted to go in before the army entered, the British with a fine sense of gallantry delaying their entrance until the French could send forces of their own into the city.

"In the rejoicing crowd which swooped down on them was an elderly, be-whiskered Frenchman. Mellett's footwork was good. Bye was a fraction of a second late. He put up his pencil and kodak and yelled 'Kamerad,' but no mercy was shown, and he was smothered in whisks. American newspaper editors do not really appreciate the hardships of the present day war correspondents.

"Major Lytton and I arrived after the other correspondents but before the troops entered. The word spread that the American troops were with the British before the gates of the city. This was not true but the warmth of our reception was really touching. 'Les Americaines!' was the welcoming cry from all directions. I was surprised at the number of American flags to be seen on every hand. Old Glory appeared as if by magic. Where they came from so promptly, I do not know, but I was told afterwards that the flags of all the Allies were resurrected from

their mysterious hiding places within an hour after the Germans left. It was Major Lytton who told the crowds of girls, women, men and boys surging about us, that I was an American. The genuine cordiality of our welcome was really very touching. Old men and women laughed and cried at the same time as they pressed forward to shake our hands and speak a word of appreciation of their heroic British deliverers. The little boys and girls ran along by our sides struggling for the privilege of holding on to Major Lytton's hands. One kiddie not more than seven insisted on my accepting and wearing a tiny American flag which his mother had pinned on to his coat."

Landing at Cadiz on October 5, Mr. Howard, accompanied by his wife, Margaret Rohe Howard, went first to Madrid for a conference with the U. P. representative there, thence to Paris and thence to the American front. After a week with the American forces during their hard drive in the Argonne Mr. Howard was invited to visit the British front from where he came to London.

Lowell Mellett, until recently chief of the Paris bureau of the United Press, is now assigned to the British front, while John Degandt is the accredited U. P. correspondent now with the French armies, Henry Wood, until recently with the French, having been placed in charge of the U. P. bureau in Rome.

There are three U. P. correspondents covering the American front, headed by Fred S. Ferguson, the other two being Frank J. Taylor and Webb Miller. William Philip Simms is now in charge of the U. P. Paris bureau. Canillo Gianfarra, assistant to Mr. Wood in Rome, is the U. P.'s accredited correspondent with the Italian Army.

Mr. Howard, who has been in London seeking to expedite cable delivery to North and South America from Europe, says that the United Press is making all its plans in the expectation that the military activity will continue throughout the winter, despite the present peace discussions.

Newspaper Men Provide Against Death

The Dallas (Tex.) News-Journal Employees' Association, the membership of which is limited to employees of A. H. Belo & Co., in Dallas, have organized a mutual death benefit association for protection of their families in case of death. The association now has a membership of about 200, and a fund is created by the payment of \$2 by each member.

BOSTON PAPERS JOIN TWO-CENT LINE

Post Finally Yields to the Inevitable and Raises Price, Making It Possible for Others to Abandon Penny Basis

One-cent newspapers in Boston passed into history on November 15. Five of the six papers in the Hub that have been retailing for one cent, while publishers all over the country have been advancing their retail price to correspond with the increased cost of production, have at last fallen into line.

One-cent dailies now retail for two cents, and Sunday editions for six cents in Greater Boston, and seven outside the Metropolitan district.

The papers affected are the Post and Herald in the morning field and the American, Traveler, and Globe in the evening field. The Record has as yet made no announcement of a change.

Edwin A. Grozier, publisher of the Post, has firmly opposed any advance in price for more than a year. His attitude, more than anything else, has been responsible for the delayed advance in Boston. The other publishers felt obliged to maintain the old price as long as Mr. Grozier held out. As a result Boston is the last of the large cities of the country to enter the two-cent field.

In announcing the advance the Post said editorially:

"The Post regrets the necessity of taking this step. As it announced long ago, it conceived it to be a public duty to furnish the people of Boston and New England with a patriotic newspaper at a nominal price during the critical era of the war. Now that the world

conflict is practically over, that reason no longer exists. Meanwhile, the costs of production have continued to increase rapidly. Newsprint has more than doubled in price and other material has increased two-fold, three-fold, five-fold, and in some instances even more. Labor scales have also greatly increased, and properly so. Although peace seems near at hand, there is no relief in sight for the hard-pressed newspaper publishers. In all the other large cities of the country the retail price of the newspapers were long since advanced, and it has become inevitable in Boston.

"Still, it is with great reluctance that the Boston Post makes the change. We 'prefer power to profits,' and the larger the circulation the more widespread the influence. But we bow to the inevitable.

"The appreciative reading public of Boston and New England has been exceedingly kind to the Boston Post, and given it a position in some respects unparalleled among American newspapers. We thank our readers for their liberal support in the past, and rely with some confidence upon their loyalty for success on the new basis."

Graham Patterson Buys Christian Herald

Graham Patterson, for seven years past western manager for the Christian Herald, an undenominational weekly published in New York city, was this week elected president of the corporation and made publisher of the paper. According to an announcement by the Chicago office, he assumed his new offices as the result of purchasing a controlling interest in the property. It is stated that the same editorial force will be maintained under the new management.

Dere Mable

LOVE LETTERS OF A ROOKIE.

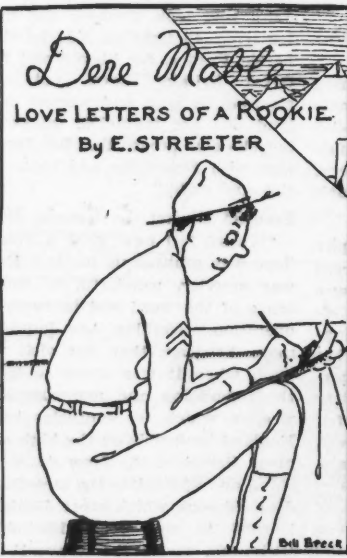
By E. STREETER

A
TEN
STRIKE

*Biggest seller since
"David Harum"*

Publishers unable to keep
up with the demand

Written by a soldier,
for the soldier and
his friends



Read them—and live with the Rookie through all his perplexities, through all his amusements, through all his work, live with him and laugh with him—and at him!

For genuine humor nothing written in recent years surpasses them.

Seventeen letters—Illustrated—Released for daily publication in the newspapers beginning Monday, November 25th.

Several territories already sold—Wire your reservation at once.

THE BELL SYNDICATE, Inc.
727 World Building New York City

PAPER MANUFACTURERS REFUSE TO SIGN PRICE AGREEMENT

Tell War Board at Chicago Meeting Their Profits Are None Too High—Donnelley Says Pulp and Paper Section Will Continue

PAPER manufacturers, about seventy of whom responded to the call of the Pulp and Paper Division of the War Industries Board to meet in the La Salle Hotel, Chicago, last Monday, failed to agree with the Board upon the necessity, so far as they are concerned, of signing the agreement prepared for them to limit the price of news print to the figures established by the judges of the Second Circuit Court, New York, recently.

The Pulp and Paper Division wished to put all the manufacturers upon the same plane as the ones affected by the decision, in order to prevent price boosting during the period of the war, the sudden termination of which was not indicated when the call for the meeting was issued. It happened that the meeting was held on the very day when the armistice was signed, and the streets of Chicago were filled with rejoicing multitudes while the meeting was in progress.

Must Combat Detrimental Conditions

S. L. Willson, chief of the Manufacturing Section of the War Board, presided, and T. E. Donnelley, head of the Pulp and Paper Division, was vice-chairman of the meeting.

Mr. Donnelley stated that the Pulp and Paper Section of the War Industries Board would certainly be continued "after to-day, because between now and April 1 we must see the newspapers of the United States safely through the present crisis in news print. It is our sober duty to take care of them in the face of the present serious decrease of production. While the war is no longer actually going on, detrimental war conditions still obtain, and must be combated by each and all of us for our common interests."

Mr. Willson said: "We of the War Board are not come here with any club to force you into signing the agreement, which, however, we sincerely believe would be best for all. Whatever action is taken regarding the paper shortage must be mutual between the War Board and the paper manufacturers of the country, or else it should be eliminated altogether. We came here in the hope that you paper manufacturers, after man to man discussion of the problem, would see it from our viewpoint. We have thought, and still think, that the \$3.75 maximum price is a fair one."

"It seems to be the sense of this meeting that you disagree with us. We have believed that the price-fixing feature of our plan is as important as the allocation feature. You are practically unanimous in saying that the allocation of tonnage is a question appertaining to the War Board's activities, but that it has nothing whatever to do with the determination of prices. You assert that serious consequences may result if the Government persists in confusing them."

Object to Price Feature

Paper manufacturers represented at the meeting objected most seriously to the price feature of the Government agreement.

"Here at the end of the war," stated one, "in the absence of any genuine proof of a paper shortage, no man of us can admit the justice of the new restrictions proposed by the War Board. No paper manufacturer to-day can afford to make a 2-cent reduction, because that would mean a great loss. In effect, such a reduction would be immediately to curtail production instead of increasing it, and making more print paper available. To my mind, the War Board is raising a great potter over a problem which does not even exist."

Said another manufacturer:

"We put our money in the paper, took our chances on an extremely uncertain market, and now every manufacturer is entitled to his legitimate profit on his investment. The proposed allocation of tonnage is one thing; price fixing absolutely another."

"The agreement broached by the Pulp and Paper Division specifies that the manufacturer must sell his paper on approved credit. May I ask you, Mr. Willson, exactly who is to determine that approval? Certainly it should be for the manufacturer himself to decide. In the routine of ordinary business he always gauges his sales by determining the comparative credit standing of Mr. A., Mr. B., or Mr. C., and, inasmuch as it is he who still is taking the risks on his stock, he should be allowed to determine his credits under Government allocation of what he has to sell."

Must Hold Reserves

The paper manufacturers also asserted that it would be "destructive to the manufacturers for the War Industries Board to deprive them of their entire product at any one time. No manufacturer," it was said, "ever can afford to sell the entire output of his mill, no matter how attractive the consideration may be. He is practically compelled to retain a certain percentage of it to protect himself on his existing contracts."

It was asserted that the labor situation to-day is absolutely prohibitive of any reduction in prices on the manufacturers' part, and that "this suggested price reduction—hurled at us out of a clear sky—is for the benefit of no one on earth except the publishers with whom we deal. The Government is really proposing to give the manufacturer's well-earned profit to the newspaper or magazine publisher—an absolutely illegal procedure from every viewpoint in the ordered conduct of business. It would be a rank injustice to every stockholder we have."

"The \$3.75 price suggested," was said, "is not a judicially decided price. Manufacturers to-day are not getting anything like the profit the Federal judges in New York said we were entitled to. Prices should be higher, not lower."

Calls Contract One-Sided

The Government contract was characterized as "one-sided—protecting the consumer or the publisher, but the manufacturer not at all."

Guard Against Price-Boosting

In answer Mr. Willson said: "We feel that if there were to be an actual shortage of paper, it might jump to almost any price and one or two big publishers might grab it all. That must be guarded against; hence our working on the \$3.75 price basis."

BRIDGEPORT IN PEACE AND WAR

Connecticut's Greatest Manufacturing City

FAMOUS PEACE PRODUCTS

Made in Bridgeport
Known and Sold the World Over!

Columbia Graphophones
Singer Sewing Machines
Warner Brothers Corsets
Weed Tire Chains
International Co. Silverware
Locomobile Motor Cars.
Salts Textile Co., Fine Plushes
Bullard Machine Tools
Harvey Hubbell Pull Sockets
And many others.

This field, one of the big Merchandise Outlets of America, is covered "Like a Blanket"

by the

POST and TELEGRAM

Connecticut's Largest Circulation!

INVINCIBLE IS THE COMBINATION OF FIELD AND MEDIUM SUPREMACY

In BRIDGEPORT—The "Post-Telegram" has a circulation 4 times greater than the next biggest daily and 6 times greater than the other daily paper. In CONNECTICUT—The "Post-Telegram" has a circulation that exceeds the next largest newspaper of the State by approximately 10,000 copies per day. In NEW ENGLAND—The "Post-Telegram" leads every other newspaper excepting Boston and one Providence paper.

Represented in the Foreign Advertising Field by

THE JULIUS MATHEWS SPECIAL AGENCY

BOSTON

NEW YORK

CHICAGO

"We all are agreed on everything, it seems, except the establishment of a fixed price."

Further, regarding that, he was told:

"The manufacturer must be relieved of any possibility of future litigation because of definite price fixing by the Government at this time. The manufacturer is not legally relieved of his responsibility or liability by present order of the War Board not to ship certain publishers the full tonnage their contracts with us call for. Such arbitrary action on the part of the War Board lays us open to suit by the publisher for non-delivery at any time after the War Board ceases to function."

Mr. Willson answered this point by stating that his committee already had, to an extent, anticipated the problem by "notifying every disappointed publisher of our altered allocations and the necessity therefor. The Government, of course, cannot really abrogate any feature of your existing contracts, but advises that an immediate agreement be reached by the time of switching tonnage between the manufacturer and his customer, the publisher."

Discontinues Art Review Department

The New York American has discontinued its art review department for the season. The department was conducted formerly by Charles H. Coffin, and, after he died, by his widow.

All Praise Lord Beaverbrook for Bringing Editors

British Press Sees Great Benefit to England from Visits of American Newspaper Men

(Special Correspondence of EDITOR & PUBLISHER)

LONDON, November 4.—The action of Lord Beaverbrook, the Minister of Information, in inviting American and Colonial editors to England and France as guests of his department to view England's war effort at first hand, has proved such a brilliant success that he has been commended on all sides for conceiving the idea.

Practically every one of the great editors of England have expressed warm appreciation of his initiative and vision in conceiving the idea, and the individual opinions of the members of the first group of American editors to enjoy the advantage of the British Ministry of Information's hospitality have been published in EDITOR & PUBLISHER.

Lord Beaverbrook has resigned as Minister of Information in consequence of the effects of a surgical operation and because of a rundown condition, caused by overwork.

Do you need an experienced circulator? Use EDITOR & PUBLISHER's classified.

PITILESS PUBLICITY MUST PUNISH HUNS

Edmund Gress Issues Call to Business Press of America to Come Out of Their Shells and Fight

"Punish the Huns with public opinion," was the keynote of the address made by Edmund G. Gress, editor of the American Printer, before the editorial conference of the New York Business Publishers' Association on November 8. Before introducing Mr. Gress, Roy V. Wright, chairman, gave out the information that the party of trade paper editors, whose departure for the other side at the invitation of the Brit-



EDMUND G. GRESS.

ish Government was announced in Editor and Publisher, had arrived safely. A less pleasant announcement was to the effect that the son of Arthur J. Baldwin, member of the party and president of Associated Business Papers, Inc., had died from wounds in France.

Mr. Gress spoke on "The Effect of Present Conditions on Editorial Policies," sketching the gradual change of the American business press from a neutral, semi-pacifistic attitude before the war to the present vigorous state of Americanism it has attained.

Fear to Offend Pro-Germans

"Truly the curse of neutrality had hung like a pall over the business papers, and suppressed the emotions that would have expressed themselves had they dared," was the speaker's comment after analyzing the pre-war attitude. "The truth is, men of the business press, we were writing to the pro-Germans in America. We feared to offend them."

All this was radically changed by our entry into the war, continued the speaker. "We clothed our pens in khaki and entered the fight."

Getting to the bottom of the matter, what was the basic reason for this half-hearted attitude on the war? Mr. Gress answered it by saying that it was undoubtedly largely due to "the tradition that the trade press should attend to its knitting and avoid politics—a tradition based on fear of the reader and the advertiser."

"Why should not trade and business publications discuss the great questions of the day?" demanded Mr. Gress. He instanced the third of President Wilson's fourteen points, providing for the removal of all economic barriers as far

as possible, as an example of a great public question of the day in which the trade and business press were vitally interested. Mr. Gress held that the adoption of this economic resolution would give the death-blow to our American manufacturers, dumping on the market, as it would, every conceivable German-made article. He called for a vigorous discussion of the problem before it was too late, and before we let down the economic barriers to "those self-styled supermen who believe themselves the chosen people of God, but have made the Devil feel like a plker."

Mr. Gress concluded with an exhortation to the business press to "fight Germany as our soldiers fought it."

The close of the speech was the signal for a hot discussion on the points Mr. Gress had brought up. Mr. Ditchett, of the Dry Goods Economist, delivered a long harangue in defence of the business press attitude, denying Mr. Gress's sweeping indictment. He maintained that the Economist had discussed and was discussing public questions of the day, and he declared that it was officially recognized in Washington that the business press was more influential than the daily papers, because of its reputation for accuracy.

Wants to Know the Limit

Ray Sherman, of the Class Journal, wanted to know how far the business press ought rightfully to go in the discussion of modern political problems. He drew the line between the function of the business press and that of the dailies, declaring that much of what Mr. Ditchett had given belonged rightfully to the daily paper sphere. "The future of business is the problem every business paper has to solve now," Mr. Sherman said, adding that he had just sent out fifty letters to as many different professors of political economy in various universities of the country, asking them for their prophecy.

Sentiment was pretty evenly divided among the speakers as to the advisability of banning German goods after the war.

Mrs. O. D. Foster, formerly of Feeding Stuffs and Bakers' Review, attended the meeting with an exhibit of the samples of publicity to be sent out to the business press in the Red Cross campaign for membership, opening December 16 and continuing for one week. Jesse Neal, of the Associated Business Papers and member of the Government Division of Advertising, is aiding in this publicity work, as is Mr. Gress. Mrs. Foster has charge of the publicity for the technical trade and class journals.

F. M. Feiker, secretary, gave notice of the coming meeting at Atlantic City of the Reconstruction Congress of the Chambers of Commerce, at which the business press is to be represented. Definite details will be worked out at the next meeting.

Providence Journal Screams Peace

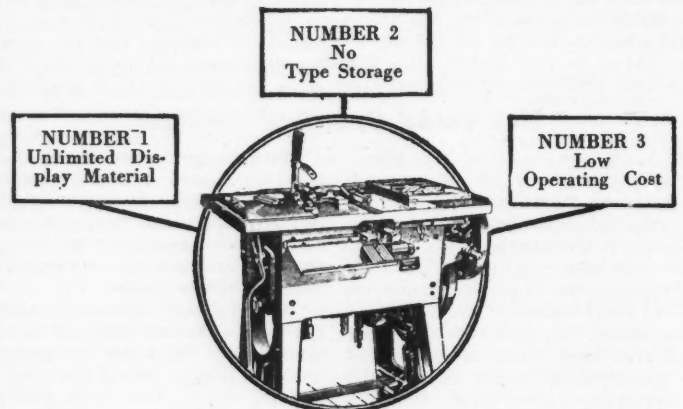
To announce late news from Europe regarding developments in the armistice proceedings, the Providence, (R. I.), Journal installed a big ocean steamer siren on its building. A signal code was devised and printed in the Journal and Evening Bulletin for the guidance of the readers.

In less than three minutes after the news came that the Kaiser had abdicated, five blasts three times repeated were blown, one long blast preceding. When the armistice was signed three blasts three times repeated were blown.

Three Big Reasons Why the LUDLOW TYPOGRAPH

Is a Profit Factor for Any Office
Big or Little

I.—Unlimited Display on slugs. II.—Elimination of Storage and Storage Problems. III.—A System for Display Composition that is Economical both to Operate and Maintain. These are the chief assets you acquire when you install the Ludlow—and they are proven factors for bigger profits.



Selling Agents

MERGENTHALER LINOTYPE CO., New York, U. S. A.
Chicago San Francisco New Orleans

Manufactured by

LUDLOW TYPOGRAPH CO., 2032 Clybourn Ave., Chicago

THE LaFayette (Ind.) Courier

within the past year shows

30 Per Cent. Increase
in Circulation

October Daily Average NET PAID Circulation

9,360

A gain of 2,122 over October, 1917, and a gain of 572 over September, 1918, in spite of cutting off all unpaid mail subscriptions October 1st.

Circulation claims verified on all three audits by Audit Bureau of Circulations

The Only LaFayette Paper to show a gain in October

The only LaFayette Paper which has had steady circulation growth within the past year.

More Circulation in LaFayette and Surrounding Towns than any other Paper

The LaFayette Courier

LaFayette, Indiana

Special Representative, F. P. ALCORN

Marbridge Bldg., NEW YORK

People's Gas Bldg., CHICAGO

URGES COMMON BASIS FOR ALL PAPERS

J. David Stern Believes Advertising Business Is Injured by Allowing Varied Grounds for Circulation Reports to Post Office Department

With a feeling that the Post Office Department is unfair in one of its regulations concerning the required semi-annual statement of circulation by newspapers, J. David Stern, editor and publisher of the Springfield (Ill.) News-Record, writes to EDITOR & PUBLISHER stating his grievance. Mr. Stern puts his finger upon a situation that appears to work a hardship upon some publications, and lends itself to competition upon unequal bases. Mr. Stern says:

"You have always backed up the work of the Audit Bureau of Circulations in making for standardized circulation values. I have never noticed that you have given special attention, either in your news columns or editorially, to one of the glaring faults in the postal regulations requiring the publication of circulation statements.

"As I understand it, a paper which publishes a Sunday edition and six week-day editions can pursue one of two courses: It can register as second-class matter for its seven daily issues, or it can register its six week-day issues as a daily and its Sunday edition as a weekly. If it chooses the first course it averages in its Sunday circulation with its week-day circulation; if it chooses the second alternative, it gives the average for its week-day circulation, but is not required to give the average circulation of its Sunday edition, as the law does not require weekly papers to state their circulation.

Allows Evasion

"The result of this is that the paper with a strong Sunday circulation can register as a seven-day-a-week paper and boost up the average of its week-day circulation. This is not so bad. But the second condition, allowing a paper with a weak Sunday circulation to evade the publishing of its average for that day, works a distinct hardship on the advertisers. The average advertiser does not detect this camouflage. He sees the statement of the average circulation and thinks it applies to every issue of the paper.

"I know several cases of newspapers whose Sunday circulation is 40 per cent. below their week-day circulation, who make a practice of forcing more than one-half of their advertising into the Sunday edition. No mention is made of Sunday circulation; the space is all sold on the basis of the week-day circulation. The rate is low for week-day circulation, very high for the Sunday circulation. They can afford to carry business during the week at a slight loss, recouping themselves by the large amount of business on Sunday at a comparatively high rate for the small Sunday circulation.

Detriment to Business

"I believe that this condition is a detriment to the advertising business and unfair competition for the six-day-a-week paper, which has about the same circulation every day.

"I believe that you would confer a distinct favor on the newspaper business and on the public at large by bringing this condition to the attention of advertisers and newspaper publishers, so that some action could be taken by the

Government requiring the circulation of Sunday papers to be published separately from week-day circulation. It would merely require a ruling on the part of the Third Assistant Postmaster General.

"Your paper has made a distinct hit with every publisher who stands for honest circulation methods. I believe the point I have brought up is in line with your policy."

Indiana Times Flag Flies Unharmed Over U. S. Tank

Germans Couldn't Put One Bullet Through It, Writes Corporal Hastings, Former Times Employee

One of the silk American flags which were presented to employees of the Indiana Daily Times, Indianapolis, last Christmas, by W. D. Boyce, owner of the Times, is flying over one of Uncle Sam's tanks somewhere in France, and although through numerous battles, it is still intact. This information is contained in a letter from Corporal Ira Hastings, a former Times employee, now in the tank service.

"We were in action September 28 and caught hell and gave them worse," Hastings wrote. "We were followed by our doughboys, and they were the grittiest and nerviest of all the Allied troops. We took what we were supposed to take. I have been on the scene of the show since and have seen quite a number of good Germans (dead ones) lying around.

"We flew our flag—the only one, too—above our bus, and shall do so again when we go in. Almost every crew wanted to get it, but couldn't. We are all proud of it, and it hasn't a bullet hole in it."

"DON'T SELL YOUR BONDS"

Better Business Bureau of Portland Ad Club Adopts This Slogan

Members of the Better Business Bureau of the Portland Ad Club are conducting an effective campaign against the sale of Liberty Bonds by purchasers from the Government. "Don't sell your bonds," is the slogan that has been adopted by the Bureau, and it is taking every means of getting it before Portland people.

C. W. English, secretary of the Better Business Bureau, recently visited Portland bond houses and loan offices to ascertain what encouragement was being given the public to sell bonds. He represented himself as an individual buyer who wished to dispose of his bond for cash. It developed that no two of the bond houses were offering the same price for the Liberties, although practically all represented that they were buying at the New York listing. The prices ranged from \$47 to \$48.34. Mr. English paid in check and later had the returned checks photographed and made them into a display for the purpose of convincing the public that the best way to get their money's worth out of the securities was to hold them themselves.

Crosby Agency in New Quarters

The Crosby Advertising Agency, after nearly ten years in the Pullman building, Chicago, have just moved to larger quarters in the Nepeanauk building.

REFUSES TO CHANGE HIGH PAPER PRICE

Canadian Tribunal, Facing Record of Enormous Profits by Manufacturers, Declares It Has No Authority to Lower \$69 a Ton

OTTAWA, November 14.—After hearing testimony indicating that tremendous profits had been made by Canadian paper mills during the war, the Paper Control Tribunal, which has been investigating the news print situation, decided to-day that it had no authority to change the price of \$69 a ton for news print set by the Pringle Commission, and that therefore the newspapers must continue to pay this price.

Figures relating to the profits made by the paper mills were submitted to the Tribunal by W. N. Tilley, acting for the Canadian publishers. Net earnings of \$2,321,951 by the Laurentide Company were shown for the year ending last June, as compared with \$867,592 in 1914. The earnings of Price Brothers were given as \$1,374,782 this year, as against \$451,287 five years ago. The Spanish River Mills' net income was \$1,729,231, according to Mr. Tilley's figures, whereas in 1914 they were \$379,285.

OBITUARY NOTES

CHARLES W. MARSH, one of the founders in 1885 and the first editor of the Farm Implement News, Chicago, died at De Kalb, Ill., November 9. He retired from the publishing business in 1906 after having built his trade paper into one of the notably strong ones in its field.

HUGH HENDERSON, the checker editor of the Pittsburgh Dispatch, died from pneumonia.

LIEUT. CHARLES DE RHAM, JR., secretary of the Atlas Advertising Agency, died from wounds in France.

THEODORE WILLIAM NEVIN, the cousin of Ethelbert Nevin, the composer, and one of the owners of the Pittsburgh Leader until 1906, died in Pittsburgh last week at the age of sixty-four.

MRS. MARGARET J. MAGENNIS, connected with the Boston Traveler since 1874, died Tuesday at the age of eighty-four.

LIEUT. V. BRUCE WILSON, son of George H. Wilson, proprietor of the Lindsay (Ont.) Post, and up to a year ago associated with his father in the management of that paper, died from influenza November 1 at Beamsville, Ont., where he was instructional officer and flight commander at the School of Aerial Gunnery.

LIEUT. THOMAS B. INGLIS, who, before enlisting, in May, 1915, was city editor of the Victoria (B. C.) Daily Times, has been killed in action in France.

LUCY L. O'ROURKE, wife of Clem D. O'Rourke, circulation manager of the Dayton (O.) Journal and Herald, died after a five years' illness.

G. Olwin Vigilance Committee Secretary

G. F. Olwin, an Indianapolis lawyer, has been selected as secretary of the National Vigilance Committee of the Associated Advertising Clubs of the World, to succeed William P. Green, who resigned to enter the service of the Government. Mr. Olwin's headquarters will be at Indianapolis.

Have you a place for a live ad manager? Use EDITOR & PUBLISHER'S classified.

Editor & Publisher and Newspaper Advertising

From January 1st to October 31st, 1918,

Editor & Publisher published

690,354

lines of

Newspaper Display Advertising

a gain of

197,778

lines over the

Twelve months of 1917

The Gain

for this period was almost as much as the Total Lineage of any other advertising trade journal during the same period.

The Record

Fourth Estate.....208,989

Printers' Ink.....149,039

Advertising News.... 60,254

Newspaperdom 51,318

Assoc'd Advertising 27,023

Advertising & Selling 13,949

Grand Total.....510,572

Editor & Publisher . 690,354

Lead Over All . . . 79,782

Newspapers must find that it pays

The point is

Editor & Publisher lineages was

Greater Than All Others Combined.

Editor & Publisher World Bldg. New York

GERMAN INFLUENCE MUST DISAPPEAR

War Will Not End Until Her Sway in Russia Has Been Destroyed, Arthur E. Sproul Tells Boston Veteran Journalists

"This war will not be ended by peace commissioners around a council table, but by combined future efforts on the part of the allied nations and America to destroy the tremendous influence that Germany has built up in Russia during several generations by propagating her languages and ideas there and honeycombing the Russian Army with German officers," declared Arthur E. Sproul, a former Boston newspaperman, now in charge of financial advertising for the New York American, and who recently returned from Russia, in addressing the Veteran Boston journalists at their eleventh annual dinner in Young's Hotel, Boston, last Saturday evening.

"The war will be ended," he continued, "only when the Russians have been won over to the Allies by kind and considerate helpfulness, unmixed at first with any considerations of a commercial character, though the most wonderful commercial field in the world will be opened up there in due time."

"One thing that ought to be done at once, if the war is to be actually won, is to stop the too common practice by writers of employing such expressions as 'characteristic German enterprise.' Germany owes much of her past worldwide influence to the cultivation of the idea there is something characteristically superhuman about her achievements. It is absolutely false, and the sooner the world ceases to habitually credit her with such greatness, the sooner her influence will decline."

Mr. Sproul, who has been in business in several European countries, urged that in the interest of Democracy, a conference be held in Europe in the near future to select some modern language, other than German, preferably English, to be taught in the schools of all nations, in order that within a short time the entire world may be able to speak one language in common.

Samuel L. Bowers, who "abdicated" as president of the Veterans, contributed as an interesting bit of war news a description of a circular just received in his family from a British soldier at the front, on whom it was dropped by a German flying machine. The circular declared that the United States is in the war only for the purpose of reducing Germany, France, and Great Britain to the position of mere provinces, and asked British soldiers what they are to gain by allowing the United States to get the commerce of the whole world.

Deep regret was expressed at the illness for the last ten months of Ex-Secretary E. Rockwood Tilton, of West Roxbury, and the recent death in action of a son of a member, Manly M. Gillam, of New York, who had also lost a daughter.

Other speakers included Arthur A. Fowie, managing editor of the Boston Globe; Gen. William A. Bancroft, and Dr. George M. Garland, Joseph O. Hayden, of the Somerville Journal; Rev. Daniel M. Wilson.

According to custom, the retiring president appointed officers for the coming year: Gen. William A. Bancroft, president; Weston F. Hutchins, secretary, and Thomas Downey, circulation manager of the Boston Globe, treasurer.

War Workers Got 80 Tons of News Print for Drive

Four Papers Issue Supplements—Advertising Copy for Campaign Changed Twice—Used 27 N. Y. Dailies

After refusing to allow John D. Rockefeller, jr., a quantity of news print he asked with which to have an issue of a special supplement by Sunday newspapers to boom the United War Work Campaign, the Pulp and Paper Section of the War Industries Board finally consented, and four papers in New York, the World, the Tribune, the Herald, and the Sun, issued special supplements of eight pages each in aid of the campaign.

Mr. Baruch all along declared that to allow the committee to furnish the paper for the newspapers, without holding them to an accounting for the space consumed by reading matter, and permitting the tonnage to be omitted from their news print consumption report, would be unfair to other publishers. According to Leo Redding, Chairman of the Publicity Division of the United War Work Committee, Mr. Rockefeller dropped the subject after the refusal. The Committee, however, kept at Mr. Baruch, laying before him the great need of the Committee for the paper in order to aid the campaign, and he finally released eighty tons.

Not until Monday of last week, however, did Mr. Baruch give his permission. This meant that the War Work Committee had but two days in which to formulate plans for the stories and prepare the copy. Willis Pratt is in charge of the staff for this work, and he drove his men to the limit. There was no duplication of copy, matter for each supplement being prepared independently of all the others.

Frank Presbrey is in charge of the advertising for the campaign, and his son Charles is managing the space division. Frank Presbrey told Editor & Publisher that the job for this campaign was the most difficult he ever had.

"In the first place," Mr. Presbrey said, "we prepared all the advertising on a war basis. We had no idea that the war would end before we had a chance to get the copy into the papers. Then came the big story of Thursday, a week ago, saying that the armistice had been signed. Although we found out soon that the Germans had not actually signed the armistice, that brought home to us that the signing was imminent."

"Mats and copy had been dispatched to the papers, so all of it had to be recalled. Then, to be safe, we had to straddle—that is, we had to prepare copy that would go whether war was ended or hostilities continued. We did it, but it made some work. Then came the actual signing of the armistice on Monday, and we had again to fix up our copy to fit the situation."

"We used every daily in New York for the campaign, including all the foreign-language dailies—twenty-seven in all—and ran a full-page ad in every one of them last Monday. I think there were eight languages represented. On Tuesday we used seventeen dailies for full-page ads, and kept that number until Thursday, the peak of the advertising, when we let down a little."

"In addition to the full pages we ran four columns daily for seven days in each of the dailies, each day describing one of the seven activities interested."

"The newspapers gave us the usual charity rate, which was all we asked."

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

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



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

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

Representative sent upon request.

JOHN B. GALLAGHER COMPANY

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

MANHATTAN ENGRAVINGS MAKE GOOD IMPRESSIONS



Manhattan Photo-Engraving Co.

251-253 William St.

New York City

Phone 1657-1658 Worth

Established 1893

AGAIN!

On Monday morning, November 11, the world was sitting up waiting for the flash that Germany had signed the armistice. The International News Service beat all competition with this flash out of Washington at 2:45 A. M., **BY TEN FULL MINUTES.** The I. N. S. clients had extras on the streets all the way from half an hour to an hour ahead of all competitors. This is because most papers with up-to-date composing room equipment use the I. N. S. to make the most of the advantages gained by better mechanical facilities.

AND AGAIN

Monday afternoon, at 1:00 P. M., President Wilson went before Congress to read the armistice terms. The country was on its toes to get them. **So was the I. N. S.** The record made in Baltimore by papers using the three different press reports tells how it went all over the country. This record follows:

BALTIMORE STAR: Using I. N. S., on street with full 35 terms at 2:28 p. m.

BALTIMORE EVENING SUN: NOT using I. N. S., on the street at 2:38, with only seven terms (ten minutes late and 28 terms behind).

BALTIMORE EVENING NEWS: NOT using I. N. S., on the street at 2:42, with only eleven terms (fourteen minutes late and twenty-four terms behind).

AGAIN AND AGAIN!

The True News, First, Always, Accurately

INTERNATIONAL NEWS SERVICE

Tenth Floor World Building

NEW YORK

JOINT CIRCULATION MEETING TUESDAY

New York and New England Managers Look for Rousing Convention at Albany—Pres. Annenberg Urges Full Attendance

By J. M. ANNENBERG, President N. Y. S. C. M. A.

The New York State Circulation Managers Association and the New England Association of Circulation Managers will meet in a joint session at the Ten Eyck Hotel, Albany, N. Y., Tuesday and Wednesday November 19 and 20.

This will be the first annual convention of the New York State Association, which was founded in Schenectady, August 22, 1917, at a meeting of eighteen circulation managers from various cities. The membership has now grown, and it is expected that more than fifty will be enrolled as members of this live organization when it convenes in Albany. Considerable credit for the growth is due Vice-President James McKernan, who secured more new members than any other member. Chairman W. C. Hixson, of the Post Standard, Syracuse, of the membership committee, has also worked hard and deserves much credit. He has published several interesting letters to publishers urging them to get their circulation managers into the association.

Several members of both associations have entered the service and are either in training camps or overseas.

Promise Lively Meeting

Now that peace is here, and the circulation manager will be looking for new ideas to hold his circulation or increase it, this meeting promises to be one of the liveliest ever held. Newspapers in New England have increased to three cents and many members will be anxious to learn how they accomplished this increase and held their circulation. Other topics of vital interest will be thoroughly discussed and the circulation manager who can get away from his office and attend this meeting will be more than compensated for his expenses, by the many interesting subjects he will hear.

Circulation managers and publishers all over the States and Canada are welcome. An interesting programme has been arranged, and the local committee promises the members a good time after their regular business session. Prominent officials of Albany, including the Governor, have promised to address the convention.

The New England Association of Circulation Managers is composed of some live wire circulation managers and, headed by its president, George H. Reynolds of the New Bedford (Mass.) Standard, is coming to Albany with a good crowd.

President Reynolds, of the New England Association, says: "Every successful publisher will insist that his circulation manager attend the convention, and that every member will obtain enough good ideas to benefit him and his publication at least tenfold the amount of the cost of the trip."

The New York State Association will have a short directors' meeting early Tuesday morning, and after the reading of the various reports, President J. M. Annenberg, of the Albany Knickerbocker Press, will deliver his annual address.

The convention will start early Tuesday morning on the business end of the programme, and for two full days, frank and thorough discussions will be had

on subjects of the most interesting kind. Any circulation manager who fails to attend this meeting will be the loser of a vast number of good ideas, now more valuable than ever before to his publisher.

B'klyn Eagle Raises Sunday Price to Five Cents

At Last Yields to Increase in Price of News Print—Half of Two-Cent Boost Goes to Dealers

The Brooklyn Daily Eagle, which has all along remained at its old price of three cents daily and Sunday, has at last raised the price for its Sunday issue to five cents. One cent, half the increase, the Eagle says, will go to the dealer. In an editorial last Sunday the Eagle, after announcing the increase, said:

"Perhaps, to those who have followed the economic trend of the country at large, a trend rather emphasized, of course, in populous cities, it may be needless to explain why this increase is determined on, as it has been needless for newspapers all over the United States to explain their increases on daily editions. But it is possibly interesting to the average reader to know that in his Sunday Eagle he has been actually getting four cents' worth of white paper. Such a state of things could not be permanent.

"Due to a steady increase of circulation, white paper has become a greater and greater factor in newspaper production. There is such a shortage of news print in the country at large that observers see an imminent probability of a taking over of the whole supply by the United States Government at some not distant date. Virtual 'allocation' or allotment of the supply has long been in force. The price of news print has been increased to almost three times what it was. Publishers in New York city and elsewhere have had to act accordingly."

THE BROOKLYN EAGLE

is the only Brooklyn newspaper that did not fool its readers and the public with the false news of the signing of the armistice. With the Eagle

ACCURACY and RELIABILITY

count for more than the selling of extra papers. The Eagle has a record of 76 years of loyal service to its constituents.

THE BROOKLYN DAILY EAGLE

"More readers in Brooklyn than any other paper published in Brooklyn."

We Topped Them All "ON HIGH"

The figures below show the per centum gain or loss in circulation of the fourteen leading daily newspapers in the Metropolitan district. These per centum figures were taken from the average NET PAID U. S. Government Reports for the six months ending Oct. 1, 1918, vs. same period ending Oct. 1, 1917.

NOTE the splendid growth of The Jersey Journal:

JERSEY JOURNAL	25% GAIN
Morning Times	3% Gain
* * * * *	
Evening Mail	29% Loss
Evening World	24% Loss
Evening Journal	18% Loss
Evening Globe	17% Loss
Morning Herald	16% Loss
Morning Sun	16% Loss
Morning American	14% Loss
Morning World	14% Loss
Evening Telegram	14% Loss
Morning Tribune	11% Loss
Hoboken Observer	10% Loss
Evening Sun	7% Loss

Greatest Circulation Growth In the History of

THE JERSEY JOURNAL
JERSEY CITY, N. J.

The figures below show how the NET PAID circulation of The Jersey Journal has grown during the last three and one-half years. These figures have been printed in the last seven circulation statements required by an act of Congress of August 24, 1912, and are on record in the office of the Third Assistant Postmaster General, Division of Classification, Washington, D. C.

April 1, 1915, to Sept. 30, 1915	Average daily net paid	21,459
Oct. 1, 1915, to March 31, 1916	Average daily net paid	22,423
April 1, 1916, to September 30, 1916	Average daily net paid	23,238
Oct. 1, 1916, to March 31, 1917	Average daily net paid	24,448
April 1 to Sept. 30, 1917	Average daily net paid	26,453
Oct. 1, 1917—Mar. 31, '18	Average daily net paid	30,992
April 1 to Sept. 30, 1918	Average daily net paid	33,194
One month ending Oct. 31, 1918		37,081
One week ending Nov. 9, 1918		38,573

"AVERAGE DAILY NET PAID" given above includes only newspapers PAID FOR by the reading public. All unsold and free copies have been deducted.

In Jersey City and Bayonne the Circulation of The Jersey Journal Exceeds that of All Other Hudson County Newspapers Combined

Mr. Advertiser, isn't that enough said?

STORY, BROOKS & FINLEY, Inc.

Foreign Advertising Representatives
New York Philadelphia Chicago
200 Fifth Ave. Colonial Trust Bldg. People's Gas Bldg.

"OHIO FIRST"

The richest man in the United States is a resident of Cleveland.

The greatest rubber manufacturing center in the United States is at Akron.

The greatest women's shoe market in the United States is at Cincinnati.

From the Ohio River to Lake Erie, from the Pennsylvania State line to the Indiana State line, Ohio offers living conditions that embrace practically every phase of life.

Manufacturers who cover Ohio cover one of the best, most responsive markets anywhere, and with the use of these Ohio daily papers cover it thoroughly and economically.

For Ohio Trade Use Ohio Newspapers. Don't Wait For Your Competitor to Blaze The Trail, Blaze It Yourself!

	Circulation.	2,500 lines.	10,000 lines.
Akron Beacon-Journal(E)	32,607	.04	.04
Akron Times	21,517	.03	.03
Athens Daily Messenger.....	8,115	.0175	.0175
Canton News(E)	13,636	.03	.03
Canton News	9,571	.03	.03
Chillicothe News-Advertiser.....	3,055	.00714	.00857
Cincinnati Enquirer, 5c...(M&S)	55,504	.12	.12
*Cleveland News(E)	134,461	.19	.19
*Cleveland News-Leader(S)	142,425	.19	.19
Cleveland Plain Dealer.....(M)	182,552	.24	.24
Cleveland Plain Dealer.....(S)	205,825	.27	.27
Columbus Dispatch(E)	81,656	.115	.105
Columbus Dispatch(S)	71,164	.115	.105
Columbus (O.) State Journal (M)	54,195	.10	.09
Columbus (O.) State Journal (S)			
Dayton News(E)	36,652	.055	.055
Dayton News(S)	28,216	.035	.035
Lima Daily News.....(E&S)	11,710	.0265	.0207
Lima Republican Gazette (M&S)	10,008	.0143	.0143
Marion Daily Star.....(E)	9,664	.02	.02
Newark American-Tribune... (E)	6,380	.0128	.0128
Piqua Daily Call.....(E)	4,010	.0115	.0115
Portsmouth Daily Times.....(E)	11,818	.02	.02
Springfield News(E&S)	13,550	.025	.025
Toledo Blade(E)	57,876	.13	.11
Youngstown Telegram(E)	21,735	.05	.05
Youngstown Vindicator(E)	23,685	.05	.05
Youngstown Vindicator(S)	19,065	.05	.05
Zanesville Signal(E)	11,809	.02	.02

A. B. C. statement, average 18 months, ending April 1, 1918.
Government statements October 1, 1918.

NATIONAL AD MANAGERS WILL ORGANIZE MONDAY IN CHICAGO

More Than Forty Cities Will Be Represented at Initial Meeting
—May Adopt Constitution and Standard of Practice of New York Body

THE convention of the National Association of Daily Newspaper Advertising Managers, to be held at the Hotel La Salle, Chicago, Monday and Tuesday, November 18 and 19, will be attended by representatives from almost every city of prominence in the country. Invitations have also been sent out to Canadian advertising managers. Indications are that more than forty cities from the Middle West will be represented. Of the New York delegation, those positive to go are: B. T. Butterworth, of the Times; William M. Barbour, of the Globe, and H. A. Ahern and Howard Davis, of the American. The others are uncertain as to their ability to get away.

First Day of Business Strictly

The first day will be given over to strictly business concerns, the appointment of committees, the adoption of the by-laws and the constitution, and the adoption of a standard of practice to govern in the United States and Canada. While it is probable that the same standards, constitution, and by-laws will be adopted as have been drawn up by the New York Association, there may be some slight changes due to the necessary widening of the scope to embrace a so much larger territory. The second day will be occupied with the reports of committees and the speeches. The constitution of the New York Association follows:

ARTICLES.

I

This association shall be known as "The Advertising Managers' Association of the City of New York."

II

The objects of this Association shall be the mutual enlightenment of the members, and the furtherance of the best interests in the promotion of advertising in general, and promotion of newspaper advertising in particular; also to acquire and disseminate through the interchange of ideas a clearer understanding of the problems of advertising, and a maintenance of standards of practice.

III

No member shall use the name of the Association for the purpose of promoting private interests, or in any other way which may, in the opinion of the executive committee, be unworthy of or derogatory to the status of the Association.

IV

Any alteration of this Constitution shall be made only at the annual meeting, and only by two-thirds vote of the members present.

V

The officers of the Association shall consist of a president, a vice-president, a secretary and treasurer, who, together with seven (7) other members of the Association, shall constitute the executive committee, upon whom shall rest the management of the Association. The organization of the Association shall be the organization of the executive committee.

VI

The annual meeting shall be held on the second Tuesday of May of each year, at which meeting the annual election of officers shall take place. Regular monthly meeting of the Association shall be held at a place to be named by the president on the first Tuesday of the month.

VII

Membership in the Association is limited to the advertising manager and his assistant of each newspaper in the Metropolitan District of New York, but one

Secretary shall notify in writing the entire membership of the Association of the proposed amendment to, or change of, the Constitution.

IX

Only members present shall have a vote at the annual meeting and no vote by proxy shall be accepted.

X

On all expenses incurred by the Association exceeding the value of twenty-five (\$25.00) dollars an order shall be given in writing and signed by the Treasurer, President, or Vice-President.

XI

The Treasurer shall submit a balance sheet for the inspection of the Association at the annual meeting, said balance sheet having previously been audited and approved by the Executive Committee.

XII

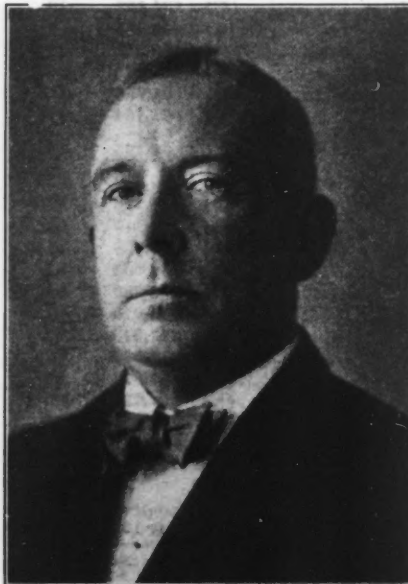
It shall be unlawful for an officer or the officers of the Association to create an indebtedness in the name of the Association, beyond the amount in the treasury of the Association, without the sanction of the Executive Committee.

XIII

By-laws for the further guidance and government of the Association may be made, when not in conflict with any provision of the Constitution, by a majority vote of the members present at any annual meeting.

(Continued on page 30.)

To make a still better newspaper, the Brooklyn Standard Union announces the appointment of



Mr. Charles F. Dodd
as General Manager

ABOVE PAR

THE Richmond Times-Dispatch continues to show substantial circulation gains. The total circulation for the month of October, 1918, together with the gain for each edition is given herewith:

Times-Dispatch

DAILY EDITION

36,710

Gain 10,638

Times-Dispatch

SUNDAY EDITION

53,206

Gain 7,556

It is worthy of note that these totals were registered in the face of an advance in the selling price on September 1, 1918, to

DAILY EDITION

3c. per copy

SUNDAY EDITION

7c. per copy

Such circulation service represents a commanding volume of Home-Delivered Quality producing

"AN ADVERTISING SERVICE ABOVE PAR"

THE
TIMES - DISPATCH
RICHMOND
VIRGINIA

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

Peace Negotiations Will be Most
Fully, Most Authoritatively
Covered by the

LONDON TIMES - PUBLIC LEDGER
Cable Service

REALIZATION of its vast advantages for chronicling events immediately impending has more than doubled its list of subscribers since peace suddenly flashed into view.

This list, to the time of going to press, includes:

Philadelphia **PUBLIC LEDGER**
New York **SUN**
Chicago **HERALD & EXAMINER**
St. Louis **STAR**
Boston **TRANSCRIPT**
Baltimore **EVENING SUN**
San Francisco **EXAMINER**
Milwaukee **JOURNAL**
Washington **POST**
Los Angeles **EXAMINER**
Minneapolis **NEWS**
Vancouver **PROVINCE**

Seattle **POST INTELLIGENCER**
St. Paul **NEWS**
Toledo **BLADE**
Omaha **NEWS**
San Antonio **LIGHT**
Montgomery **ADVERTISER**
Mobile **REGISTER**
The Wheeling W. Va. **INTELLIGENCER**
Greensboro **NEWS**
Montreal **STAR**
Toronto **GLOBE**

These progressive newspapers realize the great circulation value of that service which is best equipped to cover the epoch-making moves henceforth to be made on the Diplomatic Chessboard—the same service which covered the diplomatic strokes following the first Napoleon's abdication and which has made notable beats on the diplomatic events that have since re-made the world's history.

FOR TERMS APPLY TO

THE LEDGER SYNDICATE

INDEPENDENCE SQUARE, PHILADELPHIA, PA.

**R. Collier, Back From Front,
Dies From Heart Failure**

Became Editor of Collier's Weekly in 1909
—Returned from Tour After Cancellation of Credentials

Robert J. Collier, editor of Collier's Weekly and president of the publishing house of P. F. Collier & Son, died of heart attack last week, at his home in New York, a few hours after he had landed from an army transport upon which he had returned from a tour of the fronts lasting several months.

Since July Mr. Collier had been at the front with the American armies writing articles for his magazine and directing the work of the correspondents there, and despite a strong physique developed by many years in outdoor sports, friends said his exertions had told heavily upon his strength. He had been ill in France, it was said, and physicians there said his condition was due partly to a reaction from a serious illness in the summer of 1914.

It was reported from the headquarters of General Pershing in France, about November 1, that the Provost Marshal-General of the American Expeditionary Forces had cancelled Mr. Collier's credentials and ordered him home, but no reason for the action was given. Editors associated with Mr. Collier here said they had no information from Mr. Collier upon the report, and, although it was admitted in Washington that the credentials had been cancelled, it was said also that there was no information there as to the reasons for the action.

Robert Joseph Collier became president of the publishing house of P. F. Collier & Son, Inc., and the chief editor of Collier's Weekly, upon the death of his father, Peter F. Collier, in 1909. For many years before that he had been associated in business with his father, most of his work being in the editorial department of the magazine.

At the funeral services the entire staff of Collier's attended in a body.

To Re-establish Newsboys' Club

The Woman's Welfare League of St. Paul is moving for the rehabilitation of the Newsboys' Club, of that city. Its dissolution has tended to increase the delinquency among boys, the League contends.

W. E. PLAYFAIR OFF FOR SIBERIA

Will Be Canadian Press Representative with Canada's Expeditionary Forces

Captain W. E. Playfair, widely known through his connection with the editorial staffs of newspapers in New England and Canada, left Montreal last week for Vancouver, where he will join the headquarters staff with the rank of captain and will start in the near future for Vladivostok, and thence to the interior of Siberia, where he will serve as Canadian press representative with the Canadian Expeditionary Forces.

Prior to leaving Montreal he was tendered a dinner by the members of the editorial staff of the Star, and presented with a wrist watch.

Captain Playfair started in journalism some 15 years ago with Montreal papers. After a few years with the Montreal Herald and the Montreal Star, he went to the Boston Herald, which he left in 1908 to go with Victoria and Vancouver papers. After six years he left the editorial end for the advertising field and finally became the publisher of a paper in the north of British Columbia. Shortly after the outbreak of the war he returned to Montreal, and has been connected with the Star since.

OHIO WOMEN SCRIBES TO MEET

Harry Taylor, Editor, and Harvey Young, Ad Expert, to Address Convention

At the annual convention of the Ohio Newspaper Women's Association, to be held in Columbus, Ohio, November 16 and 17, Harry Taylor, of Portsmouth, widely known editor and publisher, and Harvey Young, of Columbus, newspaper advertising expert, will speak.

Programmes outlining the two-day session are now ready for mailing. Regardless of the "flu" ban on in many sections of the State and the abnormal conditions existing in all editorial rooms, a good-sized attendance is expected.

Hearst Corners News Film Field

Hearst's International News has purchased the Animated Weekly and Current Events Service from Universal and the Screen Telegram from Mutual. By taking over the three weeklies Hearst's International News is believed to have obtained control of the pictorial news-gathering field.

Greatest Volume

In October The New York Times printed 1,289,726 agate lines of advertisements—the greatest volume of advertisements ever published by The Times in a single month.

**Learn
to know
Wisconsin**

Every mile a mile of Beauty or a mile of Riches

EVERYBODY must know of the beauties of Wisconsin, with its wonderful little lakes and rolling country which produces milk and cheese and butter to the value of nearly \$75,000,000 yearly.

The manufacturing record of the State is truly sensational, the values added to materials by manufacturing having increased during a period of 15 years from \$141,000,000 to nearly \$300,000,000.

For instance, in furniture the production amounted to \$22,587,000, of which \$11,443,000 was the value **CREATED** by manufacturing and which Wisconsin earned for itself above the cost of materials. And that is only **ONE** item.

Wisconsin specializes. It makes specialties—**FANCY** goods—and it buys them. But you have to show your goods by reason, and the best way to do it is to use the papers.

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,376	.02
Eau Clair Leader-Telegram (M&E&S)...	8,960	.027
Fond du Lac Commonwealth (E).....	5,872	.02
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	4,849	.0143
La Crosse Tribune-Leader Press (E&S)...	13,064	.03
Madison, Wisconsin, State Journal (E)...	14,708	.03
Madison, Wisconsin, State Journal (S)...	10,553	.03
Milwaukee Evening Wisconsin (E).....	39,898	.06
Milwaukee Journal (E).....	119,386	.14
Milwaukee Journal (S).....	92,447	.14
Milwaukee Sentinel (M&E).....	79,425	.11
Milwaukee Sentinel (S).....	68,070	.11
Racine Journal News (E).....	7,488	.025
Sheboygan Press (E).....	6,329	.0214
Superior Telegram (E).....	16,000	.035
Wausau Record-Herald (E).....	5,102	.0178
Government Statements, April 1st, 1918.		

The word to the wise is Wisconsin

The Advertising Manager The Sales Manager The Traffic Manager

The three big men in taking care of goods that are produced and needed by the ultimate consumer.

The Advertising Manager

wants, of course, to reach the greatest possible number of people per dollar spent. He wants to reach them direct. He wants to tell them about his goods, and where those goods are on sale.

These New York State Daily Newspapers, with their combined circulation of over six million copies a day, reach two out of every three people in the state of New York, and the state of New York is the home of one-tenth the population of the United States, and one-twelfth the population of North America.

The Sales Manager

wants to cover territory effectively and economically. The more concentrated the territory the fewer high grade salesmen are necessary to cover it, and the saving on traveling expense is no mere trifle. New York state offers the most concentrated territory in the country.

The Traffic Manager

must plan to get his goods where they are needed when they are needed.

Any established base of supplies within the state of New York is within twenty-four hours by freight train from any market in the state of New York.

And What Is More

Right or wrong, fair or unfair, just or unjust, it is a psychological fact that merchandise having an established market in New York is easier to sell in other states than is merchandise with established markets in any other territory.

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,433	.07	.07	New York Sun (M)	121,639	.39	.36
Albany Knickerbocker Press (S)	39,917	.07	.07	New York Sun (S)	121,639	.39	.36
Batavia News (E)	7,871	.0179	.0179	New York Telegram (E)	204,622	.342	.315
Binghamton Press-Leader (E)	27,814	.07	.06	New York Telegram (S)	204,622	.246	.225
Buffalo Courier & Enquirer (M&E)	71,625	.14	.12	New York Times (M)	350,598	.50	.475
Buffalo Courier & Enquirer (S)	107,600	.16	.14	New York Times (S)	475,853	.50	.475
Buffalo Evening News (E)	99,575	.16	.16	New York World (E)	367,101	.40	.40
Buffalo Evening Times (E)	51,438	.09	.09	New York World (M)	340,074	.40	.40
Buffalo Sunday Times (S)	62,127	.09	.09	New York World (S)	501,724	.40	.40
Elmira Star-Gazette (E)	26,687	.06	.05	Niagara Falls Gazette (E)	13,162	.03	.03
Gloversville Leader-Republican (E) . . .	6,339	.02	.015	Brooklyn Daily Eagle (E)	46,068	.18	.18
Gloversville Morning Herald (M)	6,245	.03	.02	Brooklyn Daily Eagle (S)	46,068	.18	.18
Ithaca Journal (E)	6,661	.032	.032	Brooklyn Standard-Union (E)	50,642	.15	.15
Jamestown Morning Post (M)	9,266	.025	.0207	Brooklyn Standard-Union (S)	50,642	.15	.15
Mount Vernon Daily Argus (E)	6,668	.02	.02	Rochester Times-Union (E)	60,614	.12	.10
Newburgh News (E)	10,888	.04	.03	Rochester Herald (M)	35,826	.06	.06
New York American (M)	367,969	.45	.41	Rome Sentinel (E)	5,293	.0165	.0129
New York American (S)	753,468	.65	.60	Schenectady Union-Star (E)	17,580	.06	.04
New York Globe (E)	188,772	.33	.31	Syracuse Journal (E)	45,830	.07	.07
New York Herald (M)	128,814	.40	.36	Troy Record (M&E)	25,647	.04	.04
New York Herald (S)	202,000	.50	.45	Yonkers Daily News (E)	3,028	.0375	.025
New York Evening Journal (E)	657,912	.70	.70				
New York Post (E)	32,234	.25	.19				
New York Sun (E)	180,998	.37	.34				
				Government statements October 1st, 1918.			
				Total Circulation		6,074,593	
				10,000 Line Rate		8,9635	
				2,500 Line Rate		9.5569	

EDITORIAL

DAWN

ONE phase of The Great Task has been finished. The world has been made UNSAFE for Autocracy. Never again will any people repose in a ruler the power to give or to withhold the right to "life, liberty, and the pursuit of happiness." Mankind has placed the seal of approval upon the assertion of our fathers that these things are "inalienable."

The other phase of The Great Task—making the world "safe for democracy"—has still to be wrought out. But this is only a question of time and of orderly effort. The solution is assured.

So, after the crimsoned night, comes Dawn.

The new day finds us soberly exultant, conscious of the larger vistas opened to us with the silencing of the guns, aware of the new import of life in a world cleansed and renewed in the purifying fires.

We have lived, during the dread years now ended, with the single sense of consecration to the single purpose—without, perhaps, a clear realization of personal adjustment to the conditions of our lives, nor with any desire to further our fortunes or to seriously question the wisdom of our public policies. Burdens have been accepted as a matter of course. They have been borne with cheerful hearts. Many of them remain to us. They will not be shirked.

Yet the Dawn comes to us while the sense and memory of the night are still vivid. It brings with it the new duties, the new calls for service and for sanity. We must rebuild our shattered world, reconstitute the devastated nations whose lands have been ravaged by the flames of the great conflict, whose peoples have borne the shock. These peoples are our new-found brethren. To give to them again the joy of life is our privilege, our solemn duty.

America has found herself—politically, economically, spiritually. She has discovered that service is the sweetest thing in life. She will not seek other elixirs.

IN a news dispatch to EDITOR & PUBLISHER last week, the Merchants' National Bank, of Providence, R. I., was quoted as having asserted in a circular letter to business men that there had been an increase in the cost of news print within four years of 300 to 400 per cent., and that "\$80 a ton is predicted soon for news print paper as against \$20 or \$30 in normal times." Publishers are naturally "curious to know" in what period of "normal times" news print sold at \$20 to \$30 a ton! The increased cost has not yet reached the \$80 a ton level—except for small quantities or for urgent purchases in the open market—and publishers are hoping for the best. Meanwhile, the Providence bankers may be interested in learning that the lowest price news print ever reached in normal times was in the neighborhood of \$38 per ton. And that figure has an incredible look to publishers nowadays.

ASPLENDID appreciation by their own people of intelligent and faithful public service is shown in the election to the Senate of the United States of such well-known newspaper men as Gov. Arthur Capper, of Kansas; Gov. Walter E. Edge, of New Jersey, and Medill McCormick, of Illinois. Gov. Capper is to be succeeded by Henry J. Allen, editor of the Wichita Beacon, who has been in France in the service of the Red Cross and Y. M. C. A. since January.

IT has often been noted that newspapers carrying the greatest volume of department-store advertising have the largest circulations in their fields. The merchants will tell you that the advertising is responsible for the circulation; the publishers generally believe that the circulation is responsible for the advertising. Both are right.

NOBODY has yet discovered how to make a newspaper pay if both the advertising space and the paper itself are sold for less than the cost of production. But publishers often try the experiment.



THREE-CENT PRICE COMING

"WE prefer power to profits." That has been the slogan and policy of the Boston Post, and the controlling thought in the mind of its publisher, Edwin A. Grozier, who has until this week adhered to the penny price for his great newspaper.

Other Boston newspapers have been under the necessity, as they viewed the matter, of awaiting Mr. Grozier's lead before abandoning the losing price. Now the Post announces the two-cent price, at the same time expressing keen regret that the advancing costs of publishing make the step imperative. Mr. Grozier conceived it to be his patriotic duty to furnish to the people of Boston and New England a newspaper at a nominal price during the period of the war. He has performed that service with heroic disregard for the business side of the problem.

The change in Boston comes at a time when, in other cities throughout the country, the question of a three-cent price is engaging the serious attention of publishers. Mr. Grozier's allegiance to the "nominal price" policy is shared in principle by all publishers. Yet the publication of a newspaper is, essentially, a manufacturing problem. As in all other lines of manufacture, continued production may be safeguarded only by the adoption of a logical selling price. Costs, not mere loyalty to price standards fixed under more favoring conditions, must rule in establishing current selling prices.

Publishers are examining their cost sheets in these times with anxiety. The two-cent price, today, is in reality a nominal price. Great newspapers, of course, are able to maintain it—through a sacrifice of legitimate profits or drafts upon their capital resources. But a nominal selling price, if ever so laudable as a service sentiment, does not provide for that stability and aggressiveness which are so essential for our newspapers, particularly in a period of world readjustment.

EDITOR & PUBLISHER urged the adoption of the two-cent price at a time when economic conditions plainly demanded it. Publishers were reluctant to make the change. Disaster to circulations was feared. Nothing of the sort developed. The people understood the necessity for the two-cent price and have paid it ungrudgingly. They desired unimpaired service from their newspapers. They have had it. They expect that it will be continued. They will cheerfully pay three cents for their newspapers in order to assure it.

LABOR costs mount—news print is higher—all overhead expense in publishing climbs to new levels. A publisher is a manufacturer. A manufacturer meets increased production costs by increasing the price of the product.

TO meet present conditions, advertising rates must be increased basically. Merely a higher rate for a larger circulation does not answer—for that is not a rate increase at all.

November 16, 1918. Volume 53, No. 23.

EDITOR AND PUBLISHER

Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

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

London: Valentine Wallace.

Paris: F. B. Grundy.

Toronto: W. A. Craik.

Chicago: D. F. Cass.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

Philadelphia: John B. Geraghty.

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

Canadian, 50c.

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

WINNERS TO BE ANNOUNCED NEXT WEEK

ANNOUNCEMENT will be made in the next issue of EDITOR & PUBLISHER of the name of the newspaper winning the Gold Medal of Honor for the publication of the best editorial on the fourth Liberty Loan, of the name of the writer of the editorial, to whom a beautifully engrossed diploma of merit is to be awarded, and of the names of newspapers and of their editorial writers whose entries in the contest are of such exceptional excellence that the judges of award have decided that they are entitled to special recognition and certificates of merit. The judges, Messrs. Lauzanne, Lord, and Carvalho, have been busily engaged for nearly a fortnight in considering the 636 editorials submitted to them, and express themselves as deeply impressed with the high character of hundreds of the entries.

The editorial which wins first prize will be reproduced in full in next week's issue, together with a few of the many striking editorials selected for special awards.

THE TURNING IN THE ROAD

BUSINESS—not "as usual," but on an ascending scale hardly visualized in the "usual" days—is the programme of the hour.

For a year we have been speculating as to what we should do when peace should come. Peace is now assured—its "coming" a mere formality. We are face to face with the new conditions. We must get that fact safely lodged in our minds—and act upon it logically.

Gradually the demands of the Government upon our factories will diminish, releasing our productive forces for the needs of our common life. Already the process is under way. The War Industries Board is to permit the manufacture, on a growing scale, of pleasure cars, pianos, corsets, and bicycles. The so-called non-essentials—things superfluous in waging war but which figure large in normal life—are to be restored to their rightful places in the economy of things.

The strain on freight transportation facilities will be relieved as the need for the shipment of materials and munitions of war ceases. This will mean much—very much—to every industry, to every business.

To the newspapers it will mean greater certainty as to supplies of news print—and just now the matter of supply is quite as serious as that of price. It will mean the "release" of numerous advertising campaigns—for manufacturers will strive to develop markets here and abroad for their products on a larger scale than ever before. They have, in many instances, enlarged their plants in order to fill war orders. They are equipped for production on a major scale. They must coordinate distribution.

Thus there should be a great increase in the volume of newspaper advertising from now on. Newspapers will cooperate with our manufacturers in every way for the development of markets. But the new era will not bring at once lower costs or lower selling prices. Advertising rates have remained, during the war period, at an impossibly low level. Advertising space is being sold, in a majority of newspapers, at but little higher than pre-war rates. This cannot continue. Rates must synchronize with publishing costs. This, of course, is merely to state the obvious—but in this matter many publishers have been ignoring the obvious.

These are great days for American business—an era of unexampled advertising activity—the hour for men of vision and courage and steadfastness—"the day" of realization of aspirations and ideals. Catch the pace of the leaders!

A VITAL factor in bringing about the return of our nation to normal life is the work still to be done by the war welfare organizations. If you have been too busy this week celebrating the signing of the armistice and in getting your house in order for the new days to contribute YOUR SHARE to the great fund being raised for this war work, there is yet time for you to "come across."

PERSONALS

IN THE EDITORIAL DEPARTMENT

F. S. Jacobs, who since 1910 has been a member of the Chicago Examiner and the Herald and Examiner editorial staffs, covering the general city run, resigned his position November 9 to go to New York, where Mrs. Jacobs now is on the stage. Mr. Jacobs formerly represented the International News Service with General Pershing in the Mexican campaign.

Clyde R. Miller, of the local staff of the Cleveland Plain Dealer, is to go to France to join E. F. Spaulding, Superintendent of Cleveland Schools, now in full charge of educational work among American soldiers in France.

Harlow H. Hoyt is now in full charge of the theatrical and dramatic department of the Cleveland Plain Dealer.

Municipal Judge Dan B. Cull, brother of day city editor "Dick" Cull, of the Cleveland Plain Dealer, Tuesday was elected a Common Pleas Judge and will qualify for the six-year job that pays \$6,000 a year, February 9. "Dan," like his brother "Dick," worked for some time on Governor James M. Cox's Dayton Daily News before coming to Cleveland to do newspaper work.

J. Curtis Lyons, city editor of the Petersburg (Va.) Evening Progress, has gone into the army, being the second city editor of this paper to enter the service.

Silliman Evans, former managing editor of the Fort Worth (Tex.) Record, but for some time a member of the staff of the Dallas Morning News, has resigned to enter a different field.

John A. Meade, of the editorial staff of the Boston American, and formerly connected with various New Hampshire papers, has resigned to enter the service of Uncle Sam.

Frank Bartholomew, former sporting editor of the Vancouver (B. C.) Sun and later of the Portland (Ore.) Telegram, has entered the S. A. T. C. at the Oregon Agricultural College.

Ora P. Willis, formerly city editor of the Tacoma Ledger, has joined the staff of the Portland Oregonian as automobile editor. He succeeds Lair H. Gregory, who has volunteered for service in the navy.

Roy L. Bishop, for years sporting editor of the Jacksonville (Fla.) Times-Union, has resigned.

George W. Krick, formerly with the Jacksonville (Fla.) Metropolis editorial staff, is now serving the Y. M. C. A. in Italy.

E. Tracey Hollingsworth, formerly reporter on the Jacksonville (Fla.) Metropolis, is now editor of the Hun Hammer, official publication for shipbuilders in the Fourth District of the United States Shipping Board Emergency Fleet Corporation.

Miss Agnes Hallows Floyd, Florida newspaper reporter, formerly affiliated with the Jacksonville Metropolis, Daytona Gazette-News, and the Miami Herald, has accepted a position with the Florida Food Administration, to do publicity work with headquarters in Orlando.

W. L. Chaplain, formerly of the Montgomery Advertiser, is now on the editorial staff of the Jacksonville (Fla.) Metropolis.

B. Arnold Hedit, formerly city editor of the Jacksonville (Fla.) Metropolis, has accepted a position with the Times-Union.

Mathias J. Mabry is now editing a paper for the Y. M. C. A. at the Miami,

THE present and all that it holds belongs to the nations and the peoples who preserve their self-control and the orderly processes of their Governments; the future to those who prove themselves the true friends of mankind. To conquer with arms is to make only a temporary conquest; to conquer the world by earning its esteem is to make permanent conquest. I am confident that the nations that have learned the discipline of freedom and that have settled with self-possession to its ordered practice are now about to make conquest of the world by the sheer power of example and of friendly helpfulness.

—President Wilson

Fla., aviation school. Mabry was affiliated with several Florida newspapers before joining the Y. M. C. A. work, and was a reporter on the Tampa Tribune for a number of years.

E. L. Thurston has resigned from the reporting staff of the Providence (R. I.) Journal, to be executive secretary of the Rhode Island Council of National Defense.

William M. Tugman, formerly a reporter on the Providence (R. I.) Journal, has been made a captain of Field Artillery.

"Heinie" Lund, former sporting editor of the St. Paul Pioneer Press, is reading copy for the Minneapolis Daily News.

Frank Benz is varying his duties as member of the S. A. T. C. at St. Thomas College by reporting for the St. Paul Pioneer Press.

William S. Bowers, city editor of the St. Paul Dispatch-Pioneer Press, is ill from influenza. His work is being done by Albert L. Evans.

Dominic De Long has returned to his former position in the library of the St. Paul Dispatch-Pioneer Press after a brief term on the copy desk.

K. L. Eagon, recently with the New York World, has gone to the copy desk of the St. Paul Daily News.

Miss Alice Larson, former custodian of the St. Paul Dispatch-Pioneer Press "morgue," is occupying the Dispatch rewrite desk.

Corporal Johnny Martin, former Police Headquarters reporter for the New York Evening Journal, has been gassed in France.

IN THE BUSINESS OFFICE

William Sharp, of Chicago, and Miss Mildred Ward, of the circulation department of the St. Paul Farmers' Dispatch, were married recently.

Miss Minnie Diehdt has resigned from the circulation department of the St. Paul Farmers' Dispatch to take a position in Minneapolis.

Ralph Evans, formerly circulation manager of the Denver Express, is now in charge of the circulation for the Pueblo (Col.) Star-Journal.

J. R. Edwards, business manager of the Denton (Tex.) Daily Record-Chronicle, has entered the Army Y. M. C. A. for overseas service as an athletic director.

Joseph Mayer, manager of the service department of the Chicago Herald and Examiner, resigned this week "to take a little rest." No announcement of his future plans is as yet available.

Miss Katherine McKay, who was graduated from the School of Journalism of the University of Missouri last June, has been made assistant business manager of the Halifax Herald. A sister, Miss Mary McKay, is also employed

Luther Weaver, formerly of the service department of the St. Paul Dis-

patch-Pioneer Press, has gone to Camp Pike, Ark., where he will attend an officers' training school.

AMONG THE ADVERTISING MEN

Arthur A. Dole, for the last year and a half Pacific Coast representative for M. P. Gould Company, advertising agency, New York, is no longer connected with that organization, due to the closing of the San Francisco office.

Sergeant Douglas K. Baldwin, member of the governing board of the St. Paul Advertising Club, is gas instructor of the 349th Infantry in France.

W. J. Betting, of St. Paul, president of the Associated Advertising Clubs of Minnesota, has arrived in France. He is a lieutenant in the labor battalion of the Quartermaster's Corps.

WRITES NEWS STORIES ON COAL

W. D. Little, Formerly of Ada Evening News, Helps Save Oklahoma Coal

When P. A. Norris, Federal Fuel Administrator for Oklahoma, last spring began to look around for a man who could write good newspaper stories about the coal business as well as manage an office, he at once drafted W. D. Little, associate editor of the Ada (Okla.) Evening News as his executive secretary.

While Mr. Little is barely thirty years of age, he is considered one of the most versatile writers in the State. He writes authoritatively on scientific farming, athletics, or religion. As soon as the war is won, he expects to again

Clear Odell of Charges of Anti-Americanism

National Press Club Adopts Unanimous Resolution Affirming Loyalty of Former European Correspondent

The board of governors of the National Press Club has investigated the charges against the Americanism of George T. Odell, a member of the club, who was Washington correspondent and later European correspondent, with headquarters at Stockholm, of the New York Evening Mall, and has dismissed as being without any foundation whatever, the questions of Mr. Odell's loyalty.

The resolution adopted by the club, expressing this conviction, was carried by unanimous vote and stated that "Mr. Odell has been guilty of no act unbecoming an American citizen nor unworthy of the American newspaper profession."

In appreciation of the stand taken by the club, Mr. Odell sent a letter in which he stated that "no exoneration could have eased the pain that has been burning in my breast so much, nor have given me more courage, than the action of the board of governors, sitting as a jury of my peers and absolving me from blame."

PUBLISHER OWNS MODEL FARM

E. H. Baker Spends His Leisure Time as Stock-Breeder and Agriculturist

E. H. Baker, president of the Plain Dealer Publishing Company, is one of Cleveland's biggest practical farmers. The Baker farms, at Gates Mills, sixteen miles from the city, in one of the most beautiful sections of northeastern Ohio, are more than locally famed for their fine blooded stock—hogs, cattle, and other animals.

Mr. Baker has always taken a deep interest in agriculture and stock-raising while building up a big newspaper, and spends much of his leisure time on his farms, which comprise several hundred acres. He lives in his country home and drives to and from daily to the Plain Dealer office in Cleveland. He is interested in the development of practical farming, and any good "agricultural story" can always get across in

The Christian Herald has renewed its Contract for the Haskin Service for One Year

TIPS FOR THE AD MANAGER

F. WALLIS ARMSTRONG ADVERTISING COMPANY, Philadelphia. Again placing contracts with newspapers in selected sections for Victor Talking Machine Company, Camden, N. J.

THOMAS E. BASHAM COMPANY, Louisville, Ky. Placing orders with some Western newspapers for Fendrick & Company, "Chas. Denby Cigar," Evansville, Ind.

BLACKMAN-ROSS COMPANY, New York. Placing orders with newspapers generally, subject to release of Local War Film Exchange, for Division of Public Information Films, New York.

BOTSFORD, CONSTANTINE & TYLER, Seattle and San Francisco. Placing orders with a few newspapers in selected sections for Pheasant Northwest Products Company, "Phez" Loganberry Juice, Salem, Ore.

J. H. CROSS COMPANY, Philadelphia. Again making contracts with some newspapers for Genuine Haarlem Oil Manufacturing Company, New York.

PHILIP F. DONOHUE, New York. Placing orders with newspapers in selected sections for Palais Royal Restaurant, New York.

DORLAND ADVERTISING AGENCY, Atlantic City, N. J. Again placing orders with newspapers generally for Camphorole Company, Atlantic City.

CHAS. H. FULLER COMPANY, Chicago. Again making contracts with newspapers in selected sections for Kenton Pharmacal Company, Covington, Ky.

SOUTHWESTERN ADVERTISING Co., Oklahoma City and Dallas. Making contracts with some Southern newspapers for A. B. Richards Co., Washing Stick Manufacturers, Dallas.

H. W. STEVENS AGENCY, Boston, Handling account of Salada Tea Co., Boston.

COLLIN ARMSTRONG, INC., New York. Making contracts with Western newspapers for Schoff Manufacturing Co., Foot Appliances, Chicago.

VAN PATTEN, INC., New York. Again placing orders with newspapers in selected sections for American Chicle Co., New York.

VREDENBURGH - KENNEDY Co., New York. Again placing orders with newspapers in selected sections for H. Planter & Sons, "Blair's Pills," Brooklyn, N. Y.

M. WINEBURGH & Co., New York. Placing orders with selected list of newspapers for Omega Chemical Company, New York.

NATIONAL ADVERTISER ADVERTISING AGENCY, New York. Again placing new schedule with newspapers for Emergency Laboratories, "Poslam," New York.

FRANK PRESBREY COMPANY, Philadelphia. Making 1,000 l. contracts with some Pennsylvania newspapers for J. E. Caldwell & Company, Jewelry, Philadelphia.

WILLIAM H. RANKIN COMPANY, Chicago. Again making new contracts with some newspapers for Wilson & Company, Meat Packers, Chicago.

REDFIELD ADVERTISING AGENCY, New York. Placing copy on contracts with newspapers in a few selected New England cities for Bovine Company, New York.

ROGERS-BRETT-BAKER COMPANY, Cleveland. Now handling advertising of Corega Chemical Company, Cleveland.

M. P. GOULD COMPANY, New York. Again placing 42 l. 4 t. orders with some Western newspapers for Express Manufacturing Company, Hair Dye, New York.

HAWLEY ADVERTISING COMPANY, New York. Placing orders with some New York city newspapers for Childs Restaurant, New York.

DR. KILMER COMPANY, Swamp Root, Binghamton, N. Y. Again placing schedules with newspapers from November 10, 1918, to January 11, 1919.

H. H. LEVEY, New York. Placing orders with newspapers for Grolier Society, Childs Book of Knowledge, New York.

MORSE INTERNATIONAL AGENCY, New York. Again placing 13 t. orders with newspapers for Enoch Morgan's Sons, "Sapallo," New York.

MOSER & COTINS, Utica, N. Y. Reported will shortly make up a list of New York State newspapers for Bert Olney Canning Company, Oneida, N. Y.

ALBERT P. HILL COMPANY, INC., Pittsburgh. Placing advertising for "Turpo," patent medicine, throughout Ohio.

NEWSPAPER ADS DO THE WORK

Pacific Northwest Tourist Association Gets Splendid Results

Thousands of letters are being received by the Pacific Northwest Tourist Association from the advertising campaign it is conducting in daily newspapers throughout the country. The campaign has for its object the attracting to the Pacific Northwest of tourists, investors, and settlers, and that object promises to be abundantly attained through the medium of newspaper space.

The organization, as has been previously explained in *EDITOR & PUBLISHER*, is official, being supported by the governments of the States of Oregon and Washington, and the province of British Columbia. The newspaper campaign has been extensive, and has been conducted at a time when war activities were holding back the usual movements of tourists and settlers. It is, therefore, all the more a testimonial to the effectiveness of newspaper publicity that results are being attained under these abnormal conditions.

"SHRAPNEL" PRINTED IN DUGOUT

Issued for Soldiers on Lorraine Front by Former Newspapermen

"Shrapnel" is the name of a newspaper which bursts into print at regular weekly intervals for the benefit of American soldiers on the Lorraine front, and it is probable that this paper is about the only one in the world which is printed in a dugout. A soldier, who was formerly a newspaper man, suggested the newspaper to K. of C. Secretary John C. Dawson, and other doughboys, who had been printers, offered to do the mechanical end of the work.

At one time the German lines were only three kilometres from the place where the little paper was printed.

A. Meister Enters Herald Ad Ranks

A. J. Meister, formerly advertising manager of Franklin Simon Company, New York, and prior to that in charge of the advertising department of Siegel, Cooper Company, New York, has joined the advertising staff of the New York Herald, to work under the direction of Edwin Dewitt, advertising director there.

Below This Line

dwelling over 2,500,000 Michigan people—five-sixths of the whole state's population.

They can be thoroughly covered only by the 14 newspapers listed here, whose combined net paid circulation exceeds 475,000—about one copy for every five men, women and children, native and foreign born.

Michigan is exceptional in the great advantages offered the advertiser—amount and prosperity of population, thoroughness of coverage, small number of papers required, and resulting low expense.

CIRCULATION AND ADVERTISING RATES

Newspaper	Net paid circulation	5,000-line adv. rate
Adrian Telegram	9,976	.02
Ann Arbor Times-News	7,300	.0215
Battle Creek Moon-Journal	6,457	.015
Bay City Times-Tribune	16,814	.035
Detroit News	217,000	.23
Flint Journal	25,947	.05
Grand Rapids Press	84,435	.10
Jackson Citizen-Patriot	24,781	.05
Kalamazoo Gazette-Telegraph	23,893	.04
Lansing State Journal	26,094	.05
Muskegon Chronicle	13,574	.025
Pontiac Press-Gazette	10,912	.02
Pt. Huron Times-Herald	11,257	.028
Saginaw News-Courier	24,000	.05

CREATED BULLETIN FOR RED CROSS

Former A. P. Correspondent Spreading Gospel of Humanity Throughout England and France, Cheering Fighting Soldiers and Wounded Comrades



FRANK M. AMERICA.

(Special Correspondence of Editor & Publisher)

LONDON, November 4.—One of the most interesting illustrated publications in England now, and one that is making a strong appeal weekly to thousands of Americans by reason of its high excellence, is the American Red Cross Bulletin. It not only circulates throughout all American Red Cross hospitals and camps of the American Expeditionary Force in the British Isles, but is eagerly read by thousands of British "Tommys" in hospital and in camp here.

It is the creation of Frank M. America, who recently was induced to relinquish his position as a member of the London Bureau of the Associated Press to assume the duties of chief of information of the American Red Cross in Great Britain. To facilitate his work for the Red Cross Mr. America was recently made a member of the uniformed forces of Uncle Sam's army, being commissioned a captain.

In addition to the weekly Red Cross Bulletin, Capt. America produces daily for wide distribution a bulletin issued by the Red Cross, giving a complete summary of American news by cable. It circulates among all American army camps in Great Britain, as well as in all of our hospitals. It is the best American sporting news medium obtainable on this side of the Atlantic, containing all football, baseball, and ring results, as well as winter sports, and hits the high spots on news developments throughout the homeland.

Created Photo Bureau

Capt. America, on assuming the direction of information for the Red Cross here, installed a photographic bureau, which not only provides illustrations for the official weekly publication, but also material for the War Records Department filed at Washington.

The success of this department was immediate, the Red Cross photographers from the beginning succeeding in making a record in obtaining pictures on the American plan, and recording the activities as affecting Red Cross work of all visiting high American officials. The photographs illustrating the visits to hospitals of Mr. Baker, the Secretary of War, were particularly interesting,

especially those showing him marching with American troops, and one taken with a first cousin private in the air force whom the Secretary met unexpectedly, and whose whereabouts he had not known.

The constant receipt of applications from English illustrated papers for permission to reproduce Red Cross photographs reflects how handsomely a live American press photographic bureau succeeds in London.

After leaving the A. P., one of Capt. America's first acts was to deprive the local bureau of Mr. Melville Stone's organization of another of its all-round stars, Charles P. ("Doc") Morris, whom he induced to enlist in the service of his country and the Red Cross in the capacity of assistant chief of information. And it being a rule of the A. P. never to be a party to the exemption of any member of its staff required in the army or otherwise, Chief Robert M. Collins, of the London Bureau, thus practiced self-denial in the matter of the loss of two of his ablest assistants, members of his "flying squadron" of news experts, always ready at a moment's notice to start towards the seat of big news breaking in these islands anywhere from John O'Groats to Land's End.

Got Flag for Wilson

It is interesting to recall that it was on such an assignment, after the torpedoing of the Tuscania, that America obtained at Islay, in Scotland, as a gift to President Wilson, an American flag made by four Scotch women residing in this village, where were buried some of the American boys in Uncle Sam's uniform, whose bodies were washed ashore near by after the disaster.

America was the first man from the U. S. A. to arrive in the little village after the ship went down, and he was asked by Hugh Morrison, the Scotch landowner at whose residence, Islay House, the flag was made, to send the replica of Old Glory stitched by sympathetic Scotch hearts, to President Wilson as a token of their understanding of our grief. The President sent a letter of appreciation in acknowledging the gift, and had the flag placed in the Smithsonian Institution, after placing it on exhibition in the entrance hall of the old Museum Building.

Capt. America obtained his newspaper training as a member of the staff of the Buffalo Express. After serving in various capacities in the A. P. office in New York, including that of chief of the night city desk, he was sent to the London Bureau in 1915. Among other duties falling to his lot here was that of night editor. His parents still reside in Buffalo.

BOMB IN PAPER'S OFFICE

Second One Within Month in Quarters of Il Progresso Italo-Americano

Explosives seem to have made their home in the offices of Il Progresso Italo-Americano, an Italian newspaper printed in New York. Last week Inspector Owen Egan, of the Bureau of Combustibles, was thrown off his feet and had half his coat ripped from him by the explosion of a six-inch tube of nitroglycerine, which was found in the offices of the newspaper.

A month ago a fake bomb was found in the same offices, and only one week ago the editor received a postcard warning him against rejoicing over Austria's downfall. Anarchists are believed to be behind the work.



West Virginia has the only U. S. armor plant!

The big Government plants locating in West Virginia brought up the problem of housing the thousands of workmen and their families quickly and suitably. A whole city for thirty thousand inhabitants was established in principle and put under construction by sectional houses which two men could erect in a few days for each.

The growth of the principle and the practice are indicated by a recent Government contract to a West Virginia Company for \$1,000,000 worth of sectional houses for construction at various locations.

Sectional houses going up mean new people coming in, more buying, bigger markets for national advertisers.

These few papers about cover the West Virginia field, which is a market by itself, within itself, which must be worked from the inside.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
*Telegraph . . . (M)	4,723	.01428	*Herald-Dispatch . . . (M)	9,450	.02
Charleston			*Herald-Dispatch . . . (S)	10,500	.02
‡Gazette (M)	14,500	.02	Martinsburg		
‡Gazette (S)	16,500	.02	*Journal (E)	3,068	.00893
*Leader (M)	6,819	.0157	Morgantown		
*Leader (S)	7,351	.0157	‡Post (E)	3,025	.0143
*Mail (E)	8,735	.02	Parkersburg		
Clarksburg			‡News (M)	6,300	.0125
*Exponent (M&S)	8,035	.02	‡News (S)	6,200	.015
‡Telegram . . . (E)	8,020	.02	‡Sentinel . . . (S)	6,750	.0115
‡Telegram . . . (S)	7,745	.02	Wheeling		
Fairmont			‡Intelligencer . (M)	11,366	.0325
*Times (M&S)	7,209	.02	‡News (E)	16,225	.04
*W. Virginian (E)	5,377	.02	‡News (S)	16,225	.04
Grafton					
*Sentinel . . . (E)	2,476	.014	*Government statement March 31st, 1918.		
Huntington			‡A. B. C. statement March 31st, 1918.		
‡Advertiser . . (E)	8,517	.02	‡Publishers' statement.		
*Eve. Journal (E)	0,000	.00			

Build up your trade in the sectional houses of West Virginia---New business and big business.

Religious Periodicals Raise Prices

The Western Christian Advocate, of Cincinnati, publishes a list of twenty-four leading religious publications of the United States which have reduced the number of their pages in the process of conserving paper. It is shown, too, that twelve of these periodicals have increased their subscription rates. The data were prepared by Harry E. First, circulation director of the Methodist Book Concern.

Build for Permanency

When an advertiser employs the Los Angeles Evening Herald in his merchandising campaigns, he is using the very best means at his disposal to lay a permanent foundation for his business in a permanent National market

Circulation 139,374 Daily

Evening Herald Publishing Co.

Member A B C

126-134 So. Broadway Los Angeles, Calif

THE Indianapolis Star

IS THE FAVORITE PAPER OF THE INDIANA FARMER

The rural route circulation of THE INDIANAPOLIS STAR is approximately that of the other two Indianapolis newspapers combined.

THE INDIANAPOLIS STAR publishes no predated editions. THE STAR goes to the farmer the same day it is published.

Its market quotations are the most complete and reliable published by any Indianapolis newspaper, and are everywhere accepted as authoritative.

THE STAR is the only Indianapolis newspaper which makes a special feature of poultry and farm news and advertising.

FOREIGN REPRESENTATIVES

KELLY-SMITH CO.
220 Fifth Ave. New York City

JOHN GLASS
Peoples Gas Building Chicago

R. J. BIDWELL CO.
742 Market Street San Francisco

A Big Circulation

More than doubled in 5 years

Des Moines Register and Tribune

U. S. P. O. REPORTS

Year	Circulation
1913	51,964
1914	64,994
1915	70,256
1916	80,413
1917	92,760
1918	118,180

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

NATIONAL AD MANAGERS

(Continued from page 22.)

BY-LAWS.

I

The President shall preside at all meetings of the Association and shall perform the duties usually incumbent upon the presiding officer.

II

The Vice-President shall, in the absence of the President, perform the duties of the President.

III

The Secretary shall keep full and accurate records and minutes of the transactions of the Association, and perform all other duties usually incumbent upon the Secretary.

IV

The Treasurer shall receive all moneys of the Association, issue receipts in the name of the Association, keep a true and just account of the same and disburse them, upon the order of the Executive Committee.

V

It shall be the duty of the Executive Committee to transact all the business of the Association, not otherwise provided for in the Constitution or in the by-laws.

VI

Any person desiring to become a member shall make written application, endorsed by a member of the Association.

VII

All applications for membership shall be referred to the executive committee, and shall be favorably acted upon, unless more than two members of said committee object to the admission of the applicant.

VIII

Committees, special or standing, may be created by the Association at any regular meeting, by vote of the majority of the members present.

IX

All elections of officers shall be by secret ballot upon nominations made in open meeting.

X

All officers shall be elected for the term of one year, or until their successors shall have been chosen.

XI

No officer shall receive any salary for his services.

XII

Throughout the deliberations of this Association, when not otherwise provided for in the by-laws, the Cushing's Rules of Order shall govern.

XIII

Any member of this Association may prefer charges against any other member or members of the Association, at any regular meeting of the Association, and after being duly notified of said charges, said member or members may be expelled from the Association by a two-thirds vote of the members present at the next regular meeting.

XIV

These by-laws may be amended or changed at any regular meeting of the Association, by a two-thirds vote of the members present, provided, however, that all amendments to, or changes of, these by-laws shall be presented at a previous regular meeting.

XV

Members joining during the year shall pay the full amount of the annual dues if elected to membership previous to the January meeting or one-half only, if elected to membership after the January meeting.

XVI

Any member in arrears for annual

dues or other dues longer than thirty days shall be suspended and stand suspended until such member pays up in full. Any member in arrears for over sixty days may, by a two-thirds vote of the members present, be expelled, but before the vote of such expulsion, the member shall be invited to explain his conduct personally or in writing.

L. C. McCHESNEY, OF EDISON CO., DIES



LEONARD C. McCHESNEY.

Leonard C. McChesney, for sixteen years advertising manager of Thomas A. Edison, Inc., died Sunday, November 10, at his home, 170 High Street, Orange, N. J. His death was caused by heart disease, and followed an illness of a month. Mr. McChesney's health had been failing for more than five months.

Mr. McChesney was a newspaper man before becoming associated with the Edison interests, and was the first representative of the Newark News in the Oranges. On June 1, 1882, he began his connection with the Orange Chronicle, a weekly newspaper. He served as city editor of that publication for several years, and was secretary and treasurer of the Chronicle Publishing Company for ten years.

Born in Orange, November 7, 1859, Mr. McChesney was the son of the late Warren McChesney, and a descendant of the pioneer settlers of what is now West Orange. Mr. McChesney married Miss Emily T. Henderson, of Orange, and besides his wife is survived by a son, Leonard W. McChesney, of Orange, and two daughters, Mrs. Paul F. Devine, of East Orange, and Miss Grace E. McChesney, of Orange. Two brothers, Herbert R. McChesney, of Danbury, Conn., and Elmer McChesney, of St. Louis, and a sister, Mrs. Charles Kelly, of Miles City, Mont., also survive.

Mr. McChesney was a member of Longfellow Council, Royal Arcanum. He was a former president of the Orange Board of Education.

William H. McElroy Dies

William H. McElroy, newspaper man, lecturer, and after-dinner speaker, died at his home, 180 West 88th Street, at the age of about eighty years. He was for some time associated with Charles Emory Smith on the Albany Journal, and later on the staff of the New York Tribune, and from 1895 to 1898 was editor of the Rochester Post-Express.

Editor Elected Lieut.-Governor of Ohio

Ohio's Lieutenant-Governor after the second Monday in January will be Clarence J. Brown, a twenty-seven-year-old editor of West Union County. Editor Brown is the Republican successor to Earl D. Bloom, also a newspaper editor and owner. Mr. Brown is said to be the youngest man ever elected Lieutenant-Governor of Ohio.

To Reach the Rich Trade of Kansas

Topeka Daily Capital

Sworn Government Report for six months ending October 1, 1918

36,204

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper
Publisher

Member A. B. C.

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

VIRGINIA, MINNESOTA,

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

The Daily Enterprise

Representative

ROBERT E. WARD

225 Fifth Ave. New York 5 S. Wabash Ave. Chicago

BALTIMORE has THE NEWS

with an average circulation

113,840 Net Paid Daily

123,205 Net Paid Sunday

for the month of October, 1918.

Comparative Figures

DAILY	SUNDAY
1918. 113,840	123,205
1917. 90,988	83,262

Gain. 28,852-25% 39,943-48%

Baltimore's Fastest Growing Paper—THE NEWS.

Frank W. Webb
Advertising Manager

DAN A. CARROLL Eastern Representative Tribune Bldg. New York J. E. LUTZ Western Representative First Nat. Bk. Bldg., Chicago

WARMING WANT-AD PAGE

(Continued from page 12.)

"If anybody needs help or a job, it's Hindy. In his day, he was a grand butcher, but business conditions made him give up his position. Now he's looking for something else. It is just as well to remember that the labor market will be off normal for at least a year to come. It's difficult to get efficient help now. Those millions of men in service can't get back into civilian jobs again for a long while—they'll have to police Europe.

"You who want positions and you who are eager to secure JUST THE RIGHT employees should take advantage of this page. It is Labor Headquarters."

"You who want positions and you who are eager to secure JUST THE RIGHT employees should take advantage of this page. It is Labor headquarters."

"Then we'll follow with caricatures of the deposed monarchs of Austria and Turkey. They're all job hunters now, and we'll treat the situation humorously. I'll even take the Russian who sees Red. HE needs Help—so does his country. Business can retrograde and things go to eternal smash when the wrong help is employed. Don't Russianize your business, will be my central thought.

It's a Gold Mine

"Many a business man, incidentally, suffers great inconvenience because of this very situation—the labor problem. He does not seem to realize that WELL-WRITTEN and wisely conceived Want ads will correct the fault. It's my additional claim that the Public has never used the Classified for all it's worth—the biggest there is in it. The Classified is a gold mine, but each little advertiser must shake out the yellow stuff from the pay dirt. I predict that we will eventually get far afield from the tight, tiresome method of writing those Want ads. We'll manage to get spirit and interest into them.

"My main object just now is to get an eye-catcher that will have news flavor, somewhere on our classified page. We will make our readers pay polite attention to that page by one lure or another. If WE take an interest in it, THEY may. As a matter of fact, every reader of the paper should glance through the Classified every day—they are sure to run upon something of profit. Don't believe they DO read it now.

"Next week there will be an entirely new series. We will use, however, the other side of the War question—Uncle Sam and John Bull and the Merchant or Manufacturer himself—a series of six from the winning side's standpoint. And the application can be equally forceful.

"Uncle Sam will say:

"Now that Peace has been declared, I need Help more than ever—men and women of capability to take up the new responsibilities. It will be more difficult to fill positions—more difficult to get them. If YOU have talent that is not being recognized, TELL about it—advertise it as a merchant advertises his goods—turn, your qualifications into merchandise and find a big market for them. Employers—follow the same rule—exploit the good points of the jobs you want filled.' Do you see the spirit of our little campaign?"

Needs to Climb Out

"See it and sympathize with it," nodded The Cartoonist, "and, when I think it over and LOOK it over, I agree that Classified needs to climb out of a rut."

"It must not be supposed," continued The Ad-Man, "that because Peace has been declared the Help Wanted and Position Wanted proposition will automatically ease off. Uncle Sam does not intend to stop all of his War measure plans. The Merchant marine will still go on—it will take years of shipyard hustling to replace the lost fleets of ocean-going carriers.

"To-day—in a Philadelphia paper—I see this U. S. Employment Agency display on the Classified page: 'Men wanted in all capacities. It's steady work, too. Come TO-DAY, not to-morrow.' It was one of thirty Help Wanted ads by the U. S. Employment Agency. Labor, my friend, is in a state of ferment. There'll be many a day of toss and turmoil before the grand adjustment. And there never was a greater need for Newspaper classified. It can do yeoman service."

(Editor's Note)—Have you an advertising department nut to crack? Do you want an idea for a hard-to-please client? Is there an advertising problem on which you need help? Letters addressed to Mr. Larned, care of this office, if accompanied by a stamped envelope, will be answered promptly. When necessary, actual idea sketches and layouts will be forwarded. This department is for constructive help in the advertising field. Put your problems up to us. There is no charge for this rough-sketch service.

Newspaper Advertising Won Bay State Elections

Ads Were "Read as Carefully as News Story or Editorial"—"Cash with Order" Finds Favor

Half a million dollars in political advertisements in newspapers distributed over the entire State of Massachusetts won the recent election, in the opinion of Charles J. O'Malley, president of the O'Malley Advertising and Selling Co., who played an important part in the advertising campaign.

"I am fully convinced that in future political campaigns the candidates for office will use more newspaper space than in the past, and it will certainly be more dignified and more enlightening, and will make for cleaner politics in the city, State, and nation," said Mr. O'Malley in an interview with EDITOR & PUBLISHER after the election result had been announced.

"Heretofore," he said, "the politician believed that the spellbinder was invincible. The old-timer learned that people were moved more by the voice than the written word, but these views are as obsolete as the old-fashioned fortress against modern artillery.

"The newspaper advertisement to-day is read almost as carefully as the news story or editorials. Politicians are unable to gather crowds into poorly ventilated halls in the same number as they did ten years ago. People read the views of these men through the paid medium of advertising columns, and have not the time nor the inclination to attend rallies. This was evidenced in the last campaign.

"There were few instances in State politics where there was so much money spent in legitimate advertising as that in the campaign just ended. The newspaper columns throughout the State were utilized to their fullest capacity in telling the merits or demerits of candidates, amendments, etc."

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.

ALABAMA Birmingham NEWS Average circulation for June, 1918, Daily 48,396; Sunday, 53,795. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.	MISSOURI 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 194,598
CALIFORNIA Los Angeles EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEW JERSEY Elizabeth JOURNAL Paterson PRESS-CHRONICLE Plainfield COURIER-NEWS
GEORGIA Atlanta DAILY GEORGIAN AND SUNDAY AMERICAN. Circulation daily 62,537; Sunday 106,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.	NEW YORK Buffalo COURIER & ENQUIRER New York City IL PROGRESSO ITALO-AMERICANO. New York City DAY The National Jewish Daily that no general advertiser should overlook.
ILLINOIS Joliet (Circulation 18,100) HERALD-NEWS	OHIO Youngstown VINDICATOR
IOWA Des Moines SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA Erie TIMES Wilkes-Barre TIMES-LEADER
LOUISIANA New Orleans TIMES-PICAYUNE	TENNESSEE Nashville BANNER
MINNESOTA Minneapolis TRIBUNE Morning and Evening.	TEXAS Houston CHRONICLE The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.
MONTANA Butte MINER Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.	VIRGINIA Harrisonburg DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.
	WASHINGTON Seattle POST-INTELLIGENCER

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:	ILLINOIS Chicago SKANDINAVEN
GEORGIA Athens BANNER A gilt-edge subscription—not a mere circulation claim.	NEBRASKA Lincoln (Cir. 123,384) FREIE PRESSE
	PENNSYLVANIA 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.

Publisher Pays \$55,000 for Dwelling
Leon Kamaiky, owner of the New
York Jewish Daily News, paid \$55,000
for the dwelling, 61 East 80th Street.

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.

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that cen-
sors its advertising columns. Many of
our advertisers use our columns exclu-
sively. The above is one of the many rea-
sons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
450 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Morning Record

Meriden, Conn.
has over

35 Per Cent.

More
Circulation

PROVED, than the other
local paper CLAIMS

Record's Sworn NET PAID six
months ending Sept. 30, 1918

6,648

The Record is THE ONLY
Meriden paper that is a
member of the Audit Bu-
reau of Circulations.

SEES GREAT BOOST IN NATIONAL ADS

Nearly Every Agency Reports Increased
Number of Clients and a Feverish
Anxiety to Get After Trade
in New Conditions

National advertising in unprecedented
volume will appear within the next few
months, according to the Bureau of Ad-
vertising of the A. N. P. A., the opinion
being based upon facts gathered and
personal talks with large business in-
terests and agents between here and
St. Louis. In a bulletin on the situa-
tion the Bureau says:

"Nearly every agency reports an in-
creased number of clients, and an almost
feverish anxiety 'to start something'
on the part of advertisers whose busi-
ness has been suspended or curtailed.
Some accounts dealing with products
which may still be limited in supply
may, of course, be slow in starting, but
even these are showing a disposition
to reestablish good will as rapidly as
possible.

"As an instance of the feeling, the
Bureau knows of one case of a large
food manufacturer whose product and
advertising have virtually been curtail-
ed 75 per cent. Ten days ago he
sent for his agent and said to him: 'I
want you to prepare immediately a se-
ries of page advertisements for the news-
papers. I don't know when these will
be released, but when I want them, I
will want them in a hurry, and I want
you to start getting ready to-day.'

"A prominent agent, in checking over
his list of accounts with the associated
director of the Bureau, said:

"Within ninety days after peace is
declared the volume of business going
out of this office will be doubled. I
think this is an under-prediction rather
than an over-prediction, and I believe
the same condition exists in every big
agency in the country."

"Another well-known agent on Thurs-
day made this statement:

"Instead of my having to solicit busi-
ness, business is sending for me. My
only trouble is to get an organization
big enough to take care of the new
business that is coming in."

"Another man, closely observing gen-
eral business as it concerns advertising,
and especially newspaper advertising,
made this statement: 'I believe the
newspapers will gain immediately a
large volume of advertising, both lo-
cally and nationally.

"I believe the local advertising will
come first.

"For some time the stores have been
buying lightly and watching the market
closely, with the idea that prices in
many lines of materials would break,
but as a result of the influenza epidem-
ic and various restrictive orders, the
stores have not had the volume of Oc-
tober and early November business they
should expect.

"As a result, many of them are heav-
ily stocked and the merchandise man-
agers will soon realize that they face
the probability of selling their goods
on a falling market. The minute this
situation is clear you will see a very
large increase in store advertising, with
an effort to get out the heavy stocks.

"The national advertising will fol-
low because the manufacturers have
got to create new markets or reestab-
lish old ones. Newspaper advertising
will play the greatest part in the re-
construction period it has yet played
in the war."

PEACE NEWS INCREASED SALES

N. Y. and Brooklyn Papers Sold Thou-
sands of Extras

With the big peace victory and ar-
mistice news of Monday and Tuesday,
most of the New York and Brooklyn
papers recorded big circulation leaps.
The increases for the New York morn-
ing papers ran as follows:

The Times jumped about 65,000, the
Tribune on Monday recorded an in-
crease of 53,000 over last Monday, while
Tuesday's Tribune, containing the terms
of the armistice, sold 30,000 higher than
the preceding Tuesday. The Monday
sales of the American were 102,000
higher than the preceding Monday,
while Tuesday's figures were 104,000
higher.

All the afternoon papers showed big
gains. The Evening Post more than
doubled its normal circulation of 32,500,
and the Sun ran 75,000 copies more than
ordinarily. The Journal went about
160,000 copies beyond its average for
the same day the previous week.

In Brooklyn, the same conditions held
true, although not to as great an ex-
tent. The Eagle jumped 4,000, despite
the fact that it did not print any ex-
tras. The Citizen more than doubled
its normal circulation of 34,000. The
Standard Union sold 74,000 copies more
than the preceding Monday, issuing a
morning edition at 5:20 A. M.

OUTLINES PAPER PROBLEMS

T. E. Donnelley at News Print Bureau
Meeting Discusses Allocation

Merely routine business was trans-
acted at the regular quarterly meeting
of the News Print Service Bureau Tues-
day morning, November 12, at the Union
League Club, Chicago. The session was
followed by luncheon at the club.

T. E. Donnelley, chief of the Paper
and Pulp Division of the War Industries
Board, was present and spoke briefly
in explanation of the problems confront-
ing the war and its endeavors toward
the fair allocation of paper tonnage, as
well as price standardization. Others
present informally discussed ideas ad-
vanced at the previous day's session of
the paper manufacturers with Mr. Wil-
son, of the War Board, at the Hotel La
Salle.

It was stated that the conference be-
tween Mr. Willson and the paper men
was to be considered an executive meet-
ing by all who attended; and that it
was unlikely that the War Board itself
would make any public report on the
opinions gathered.

Northcliffe's Work Finished

Lord Northcliffe, it is announced, will
discontinue the work of Allied propa-
ganda in enemy countries because of
the signing of the armistice. The great
English editor has been in charge of this
work since his departure from Amer-
ica. The need for this service having
passed, it is pointed out, the activities
of his organization automatically come
to an end.

Follows U. S. in Banning Premiums

Answering a question put to him by
the Canadian Press Association, R. A.
Pringle, K. C., the Canadian Paper Con-
troller, has ruled that daily newspapers
having on hand a supply of premiums
must not make any further use of these
in securing subscriptions. This is in
line with the policy laid down by G. J.
Palmer in the United States.

The greatest newspaper feature for
children

"Little Stories for Bedtime"
by Thornton W. Burgess

is an exclusive feature of *The Asso-
ciated Newspapers*, and may be had
only by members.

Wire or write for membership
rates and information on "the essen-
tial service."

The Associated Newspapers

170 Broadway New York

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

Can You Write?

Then why not place some of your work
with the magazine and book publishers. We
will handle your manuscripts promptly and
efficiently and keep you posted on the market
for your kind of copy. We consider the
work of experienced writers only. Write
us for particulars.

WILDER & BUELL

225 Fifth Avenue New York

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 news-
paper serving Detroit and surrounding ter-
ritory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

The
Pittsburgh
Post
has the second
largest morn-
ing and Sunday circu-
lation 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

THROUGH THE CLASSIFIED COLUMNS

of EDITOR & PUBLISHER you may sell that second-hand equipment—press, linotype, mauler, anything used in the production of a newspaper. Mechanical equipment which is still useful is marketable—and a classified ad will find the market for you.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Advertising Solicitor With a Good Job Wants a Better Job

Have had six years' experience. Have made good. Have a job now that pays \$3,000. Want to do better. Want to get with good special representative or to represent good trade paper. Willing to trade jobs for same salary if future is possible. Past the cub days, and not reached the truck-horse stage yet. Twenty-seven, married, and settled in New York city. Address New Yorker I, 985, care Editor and Publisher.

Advertising Man Wishes to Make Change

Advertising solicitor and ad-writer on large city daily desires to make change to city under 100,000 population. Fifteen years' experience as advertising manager and ad-salesman; ten years on one paper. Has fine record and considered big success. Able handle all advertising on small city daily. Produces good copy, and an all-round hustler with the "pep" and ability to do things. Address I, 986, care Editor and Publisher.

Circulation Manager

Circulation manager with experience on both small and metropolitan dailies, thoroughly familiar with all branches of the circulation department, aggressive and economical with good record for producing both the circulation and cash. Address I, 984, care Editor and Publisher.

Advertising Manager

Thirty-three years old, now employed, married, draft exempt; twelve years' successful newspaper advertising experience, writer of result-producing copy and a real salesman, desires position on eastern paper in city of 30,000 upwards. Both large and small city experience. Highest class references, \$45 a week to start. Address I, 980, care The Editor and Publisher.

Circulation Manager

Would like to get in touch with daily newspaper in large field after healthy circulation increase. No schemes. Address I, 976, care Editor and Publisher.

Situation Wanted

Editor of trade paper or assistant. Experienced and reliable. Can handle all details, make-up, etc. References given. Seeks steady position. Moderate salary. Age 52. G. F. Saward, 805 Prospect Place, Brooklyn, N. Y.

Editor-Manager, Adv. Mgr.

of splendid ability, experience, appearance and personality, seeks position immediately, account of disappointment. Photo and references are convincing. Weekly and daily experience. Knows classified advertising; clever writer. Age 35; married; draft exempt. Address I, 977, care Editor and Publisher.

News or Managing Editor

Front pages that sell. Paper people like to read. \$50. Anywhere. Address I, 981, care Editor and Publisher.

Are You Downhearted?

I want chance to take hold of daily and build it into successful institution. Address I, 982, care Editor and Publisher.

Editor

Manager of editorial page and editorial writer of ripe experience of large metropolitan daily wishes to change location. References and proof of ability furnished. Salary \$75 a week to start. Address I, 956, care The Editor and Publisher.

You Need a Correspondent

or representative in the growing northwest. I am the man you want. C. W. Gross, 1027 Bellevue Court, Seattle.

Newspaper Desk Work

A young lady with seven years' experience in newspaper work wants desk position on daily. Is college graduate and can give good references. Address I, 983, care The Editor and Publisher.

HELP WANTED

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

Advertising Man

Wanted, Advertising Man; must be capable, convincing salesman and know how to write advertisements. To such a man a steady position in a live southern town of over 100,000 inhabitants is open. Give full particulars and reference in your first letter. Address I, 987, care Editor and Publisher.

Circulator

A newspaper with 6,000 circulation in city of 45,000, wants live, resourceful circulation man to take over field and build up circulation. Address I, 978, care Editor and Publisher.

Wanted at Once Country Circulator

By big daily in South. In first letter tell age, full experience and salary expected. Address I, 979, care the Editor and Publisher.

Advertising Solicitor

Wanted.—Advertising solicitor capable of writing good copy. Give experience, salary wanted, etc. Address, Mitchell Republican, Morning and Sunday. Mitchell, South Dakota.

FOR SALE

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

For Sale

Linotype, model "K," one extra magazine, excellent condition. Located in North Carolina. May be bought at a bargain; part cash, balance easy terms. Address C, 101, care Hamilton Court, Philadelphia, Pa.

Denver Strike Ties Up Weeklies

Weekly newspapers printed on the flat-bed presses of Denver have been displayed by a cylinder pressfeeders' strike, which has tied up small and large offices. The strikers have been urged, by the National War Labor Board, to return to work, joining the employers in submitting their controversy for an increased scale of wages to that board.

Beck Made Business Manager

Murray C. Beck, who has been circulation manager of the Leader for the past six months, has been made business manager of the Johnstown (Pa.) Leader Company.

Peace Disrupts Advertising Plans for Canada Loan

Publicity Committee Sent Out Copy and Plates with War Appeal—Now Forced to Make Hurried Change

Developments in Europe during the past few days have seriously disorganized the advertising programme of the Canadian Victory Loan, now entering the third and final week of the campaign.

When copy was originally prepared and plates dispatched to the list of Canadian dailies, the end of the war was still uncertain and the advertising was written as if the struggle were still continuing. The approach of peace, heralded by the signing of an armistice, alters the whole situation and renders useless a great deal of the prepared material.

To cope with the situation, the Committee is meeting daily, drafting new copy suited to present conditions, and wiring it each evening to the morning dailies, with instructions to the evening dailies to copy. Apart from this unforeseen development, the whole advertising programme is running smoothly and bringing good results.

THANKS EDITORS FOR LOAN AID

Oklahoma State Liberty Loan Committee Terms Them "Staunch Patriots"

In recognition of the work accomplished by the Oklahoma newspapers in the last Liberty Loan, the State Liberty Loan Committee of that State has addressed the following letter of appreciation to Oklahoma editors:

"In the prosecution of the great world war now in progress the Federal Government has had no more potential ally than that found in the support of the American press. In this Oklahoma newspapers have furnished no exception. Nowhere in America has the response to every call made by the President been more spontaneous or more loyal or more complete than that which has come from the publishers and editors of this State. "The Oklahoma division of the Fourth Liberty Loan Committee deems it a privilege to tender to the fraternity this token of appreciation for coöperation in the 'Fighting Fourth' drive just successfully concluded."

BRAZIL MAY TRAIN JOURNALISTS

President of Press Association Outlines Tentative Prospectus for Institution

The president of the Associação Brasileira de Imprensa (Brazilian Press Association) has outlined a tentative prospectus for the establishment of a School of Journalism to be opened in January, 1919.

The school, which will be under the direction of the president of the Brazilian Press Association, assisted by a sub-director, will be open to all students who intend to follow the journalistic profession. The course will comprise a period of three years.

It is the intention of the founders of this school to lay emphasis upon the practical aspects of instruction, in addition to the literary and scientific aspects.

Visitors to New York

James Schermerhorn, editor of the Detroit Times.

A. P. Johnston, editor and publisher of the Grand Rapids News.

\$20,000 cash or less

will be used in purchase of a daily newspaper property. Location must be within 300 miles of Chicago, Ill. Proposition R.T.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue New York

CONSOLIDATION

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

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

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

HARWELL & CANNON

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

Readers Decide

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

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
37 WEST 39TH ST., NEW YORK

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

Scott Flat Casting Boxes

All ready to ship

No. 1 Box casts plates 12x16 inches

No. 2 Box casts plates 18x24 inches

Write for prices and circular

WALTER SCOTT & COMPANY

PLAINFIELD, NEW JERSEY

We can increase your business—you want it increased.

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

BURRELLE

145 Lafayette St., New York City.

Established a Quarter of a Century.

A. B. C. Governors Meet

The board of governors of the A. B. C. met yesterday in the Knickerbocker Hotel.

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

U. S. P. O. REPORT

For the period ending Oct. 1, 1918

The New Orleans Item

Daily70,964
Sunday90,242
Average73,703

Foreign representatives
THE JOHN BUDD COMPANY
New York Chicago St. Louis

Canadian Press Clippings

The problem of covering the Canadian field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Service

Thorough Trade Investigations, before and after the inauguration of your Boston campaign, will help you get more business.

Merchandising Service Department of the

Boston American

FOR SALE

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

LYNN TELEGRAM-NEWS
LYNN, MASS.

Hemstreet's
PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

BRITAIN FOUND NEW BIRTH COMPLETE CANADIAN
PAPER CENSUS

(Continued from page 13.)

the result of the war. As a Canadian probably my most pronounced impression is that Canadian sentiment is greater overseas than in Canada. The best Canadians will be the men who have been tested by the actualities of war."

M. R. Jennings, Edmonton (Alta.)
Journal:

"Very grateful indeed am I for the well-conceived, well-organized opportunity offered to see war work close up. The spirit and devotion of the British people hardly needs reassurance from those who have followed events leading up to and incident to the struggle, but it has been a privilege and an inspiration to learn first hand the details of the whole mighty effort."

J. H. Woods, Calgary (Alta.) Herald:

"Great Britain should let the world know more about her work in the war. Reticence may be admirable and the modesty of the mother country may be admired, but a knowledge of Britain's sacrifice and an appreciation of Britain's effort is of world interest and affects world politics. Other nations would be inspired to greater sacrifices if they knew as we know how great are the achievements of Britain and how unstinted her offering upon the altar of liberty. Let the world know more about yourselves."

W. C. Nichol, Vancouver (B. C.) Daily
Province:

"The war effort now being made by Great Britain is the most stupendous thing that has happened since creation. Recorded history holds no parallel for it. It is marvellous in conception, thorough in detail, amazing in execution, and effective in its results. That a peace-loving, unprepared nation of gentle people should accomplish what Great Britain has accomplished in the four years since war began is to me the most amazing thing in history. The end is now surely in sight."

LILLE PAPER RESUMES

Le Progres du Nord Issues Again After
Four Years' Silence

(FROM OUR OWN CORRESPONDENT.)

PARIS, November 4.—The last number of the Lille newspaper, Le Progrès du Nord bore the date October 10, 1914; the first number of a new series bears the date October 18, 1918, four years and a week later. It is a two-page sheet of small size, and bears a headline, "The End of a Martyrdom."

The first page contains two articles, "Vive la France Eternelle" and "Lille Delivered," a proclamation by the Mayor to the population, and a notice to readers, summoning all to unite in the economical and industrial resurrection of the region.

On the second page are notes on the last days at Lille before the Germans left, a description of the departure, and of the city afterwards, the joy of the inhabitants, the befagging of the houses, and an account of the interview between the Mayor, M. Delesalle, and his son, aviator in the French army, who flew over to the town as soon as it was reported that the enemy had left.

The "latest news" given is that "light batteries of German artillery, installed on the line of retreat, fired several shells towards Lille last night, without causing any damage."

Dominion Bureau of Statistics Looks
Forward to New Era of Development
for Industry—Still Difficult to
Get Men for Production

The Canadian Bank of Commerce, in its monthly letter for October, has the following to say in regard to the pulp and paper and lumber industries in Canada:

"The Paper Controller, at the conclusion of the news print inquiry at Ottawa, set the price of news print paper at \$69 instead of \$57 per ton, except in the case of one mill, which was allowed \$74 a ton. This decision does not appear to have met the approval of either the newspaper publishers or the manufacturers, the former claiming that the price is too high, and the latter that the price is based on conditions existing some months ago, and that consideration should now be given to the increased cost since that time. The demand for news print from the United States still continues, prices ruling from \$78 to \$80 per ton.

"The Dominion Bureau of Statistics has completed its census of the amount of paper in Canada at the close of the year 1917. The census covered eighty concerns, of which thirty-one were engaged in the manufacture of pulp only, twenty-six of paper only, and twenty-three of both pulp and paper. These concerns have invested \$186,374,905, and employ about 24,000 hands, wages and salaries amounting to \$20,344,286, and the value of the product to \$96,248,824, of which \$58,500,000 was derived from paper.

"The prices formerly fixed proved to be too low, and had the effect of retarding the development of the industry, but now that a better understanding exists as to the cost of producing paper, and as to the necessity of allowing a reasonable margin to cover profits and risk, development work is more active. In common with other employers, however, the manufacturers are experiencing difficulty in getting men to carry on operations in the woods, and those that are available are inexperienced. Provisioning the camps is becoming more and more difficult and expensive. These factors are adding substantially to the cost of production, and will inevitably reduce the amount for export."

Gans Scored Big Scoop

Edward Gans, formerly of Editor & Publisher, and now general manager of the Fall River (Mass.) Evening Herald, had his organization keyed up to meet the situation when the news of the signing of the armistice broke. The Herald was on the street with an eight-page war news section ten minutes after the flash. The next competitor appeared one and a half hours later, and the third paper two and a half hours behind the Herald. About fifteen thousand copies were sold.

Spokane Editors Raise Prices

Spokane, November 9.—The newspapers of Spokane have advanced their subscription rates. Hereafter the Daily Spokesman-Review will cost 15 cents a week, delivered, instead of 10 cents. The Sunday Spokesman-Review will be 7 cents a copy. The Daily Spokesman-Review has never sold for less than 5 cents for a single copy. The Chronicle has gone from 2 cents to 3 cents a copy.

J. K. Hughes Enters Anti-aircraft Service

Joseph K. Hughes, for the last several years circulation manager of the Pensacola (Fla.) Journal, has entered the Tenth Antiaircraft Battalion at Fort Morgan, Ala.

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

Every Editor will this year
want our

CHRISTMAS AND
REVIEW of the YEAR
CARTOONS

By W. Chas. Tanner and
Wood Cowan

ORDER NOW, without waiting to see proofs, and we'll send mats on approval, crediting if not entirely satisfactory in every way.

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 Prices For Your Territory.

The McClure Newspaper Syndicate
120 West 32nd Street, New York City

TODAY'S
HOUSEWIFE

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

GEORGE A. McCLELLAN
President

The
Pittsburg Dispatch

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

PENNSYLVANIA

FOR some time the principal industry of the state of Pennsylvania has been the production of war materials of various kinds, intended to be sent "over the top" to Kaiser Bill, Von Hindenburg and the Huns, as tokens of what the civilized world thinks of them.

This work has been so important, so urgent, that the "regular business" of the state has been neglected.

Now that the war is over, manufacturers find that, notwithstanding the fact that they have, for some months refused to accept any new orders, the files are clogged with business that should have been attended to long ago.

Pennsylvania will be busy for years taking care of the accumulated business now in sight. Prosperity is there to stay. The whole country depends on this great state for so much important service that there will be no let up of any kind.

For years the cry will be, "We want men to do our work," and the cry of the people will be for things to buy.

Get to these people with your story. Tell it to them through their home newspapers. Don't try to get to them in a "formal" way, but in that intimate, personal way that insures their attention, through the daily newspapers.

This list goes a long way toward getting YOUR story "over the top."

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03	New Castle News (E).....	12,503	.025	.025
Altoona Mirror (E)	22,265	.04	.04	Oil City Derrick (M)	6,135	.023	.018
Altoona Times (M)	14,940	.025	.02	Philadelphia Press (M) .. .	34,777	.12	.12
Altoona Tribune (M)	7,500	.02	.02	Philadelphia Press (S)	95,076	.20	.20
Chester Times & Republican (M & E)	13,174	.04	.03	Philadelphia Record (M)	123,277	.25	.25
Connellsville Courier (E)	6,884	.015	.025	Philadelphia Record (S)	133,680	.25	.25
Easton Express (E)	8,368	.018	.018	Pittsburgh Dispatch (M)	{63,285}	.12	.08
Easton Free Press (E)	15,835	.025	.025	Pittsburgh Dispatch (S).....		.19	.14
Erie Herald (E)	8,632	.02	.02	Pottsville Republican (E)	11,533	.0329	.0329
Erie Herald (S)	8,491	.02	.02	Scranton Republican (M)	28,331	.07	.06
Harrisburg Telegraph (E)	22,388	.045	.045	Scranton Times (E)	35,344	.08	.07
Johnstown Democrat (M)	9,841	.03	.025	West Chester Local News (E) .	11,962	.03	.03
Johnstown Leader (E)	6,718	.015	.015	Wilkes Barre Times-Leader (E)	20,292	.035	.03
Lancaster Intelligencer and News-Journal (M&E) ...	21,098	.05	.05	York Gazette (M)	15,026	.03	.03

Government statement October 1st, 1918.

A REPUTATION for DEPENDABILITY

**Is the Most Valuable Asset a Newspaper Can Establish
for Both Reader and Advertiser.**

It is a priceless possession unobtainable by those who through the vending of irresponsible rumors seek artificial circulation stimulation.

The Great Peace Hoax on Nov. 7 was a case in point.

Every evening newspaper in New York aside from The Globe and the Evening Post printed the "fake" and sold thousands of copies of their alleged "extras."

The Globe could have rushed out an extra with the "news" on ten minutes' notice, but its editors, suspicious of the source of the rumor, first called up Washington and getting no confirmation issued no extra, and in its next regular edition, on the authority of the State Department, characterized the report as a "fake."

It took nerve to sit tight and see truck-loads of the alleged "extras" of all the other newspapers passing the door, knowing that the town and surrounding country were being flooded with them.

But the Globe adhered to its rule of publishing as NEWS only what it knows to be true. The situation was very correctly put by one of our circulation managers impatiently waiting to know whether he was to have an "extra" or not.

"We had better be right than sell a lot of papers."

The Globe has been sound and reliable regarding its news of the Great World's War, and not once but many times left it to its competitors to prove themselves less dependable.

NOW
200,000

The New York Globe,

JASON ROGERS, Publisher.

MEMBER
A. B. C.

