



EDITOR & PUBLISHER

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V 52

The Oldest Publishers and Advertisers Journal in America
1884 1919



SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, THURSDAY, OCTOBER 9, 1919

Vol. 52, No. 19

BUNCHED BUYERS

7-out-of-10 Chicago Families

Read The Daily News

In Chicago, The Daily News does what you have so often wished you could do—bunch an enormous number of buyers so that you can sell them all at once.

With a population of 2,544,229 to work with, The Chicago Daily News delivers to you 77.7 per cent. of the English speaking people.

That is certainly “bunching buyers” with a vengeance. It’s about as nearly 100 per cent. as you can find in any community, large or small.

The combined population of Milwaukee, Pittsburg, Minneapolis, San Francisco, Cincinnati and Kansas City is slightly less than that of Chicago—to cover them even partially you would have to use at least six of the many papers published in these cities.

The Daily News delivers an equal market with *one* paper and at one cost.

The average daily net paid circulation of The Daily News during the period October

1, 1918—March 31, 1919 (the latest A. B. C. figures available), was 386,474. 94 per cent. or 364,445 was city and suburban—a lead of 107,555 over the week-day city and suburban circulation of the second paper, a morning paper.

Does that leave any doubt over which paper most nearly “bunches” Chicago?

The total circulation of a paper governs its advertising-rate. The people it reaches governs its advertising *effectiveness*.

The advertiser who wants to reach Chicago’s 2,544,229 people with one stroke can come more nearly doing it with The Daily News than with any other medium.

If he has a large enough appropriation, he can indulge in repetition, and profitably use one or more of the other good Chicago newspapers.

But if he sticks to proven, economical methods he will *bunch* Chicago and *sell the bunch* through

THE DAILY NEWS

FIRST in Chicago

New York State

A prominent sales manager, well known in the National Advertising Field, in addressing the Representative's Club, at the McAlpin Hotel, New York City, on September 15th, in the course of his remarks said: "Give us market information."

That is just the very little thing that we do.

It is pleasing, indeed, for these big space buyers to come right out and say, in so many words, that we are performing the very service they so much desired.

Now, Mr. Sales Manager, Mr. Advertising Manager and Mr. Space Buyer, read this:

No doubt you, as well as many other sales and advertising managers have found a great deal of valuable information in these advertisements, information which has been helpful to you in planning your advertising campaigns.

Regarding your own proposition, and the State of New York, for instance.

You have been told that there are 10,646,989 people in the state; that there are 50,326 square miles; that there are 378 Department Stores, 3,920 Retail Dry Goods Stores, 4,515 Retail Druggists and 8,815 General Stores, all of which are prospective distributors of your products.

This means nearly three distributing points per square mile. The Daily Newspapers co-operating in collecting and furnishing this information (as listed here), are published in cities having a combined population of 7,157,506 people, 67 per cent. of the state's population.

Such information as this—vital, up-to-the-minute statistics, are, as you say, a great help to national advertisers in determining relative value of media and we take great pleasure in furnishing them to you week by week.

May we not hope that in the future, as in the past, you will find much help in your work by keeping thoroughly posted on these advertisements.

Yours sincerely,

EDITOR & PUBLISHER.

Forty-Seven Magazines

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

These magazines have been chosen for comparative purposes, first because they are standard and, second, because they have A. B. C. circulations.

Their total combined circulation is 20,971,552 copies per issue—their combined agate line advertising rate is \$122.90.

The New York State circulation of these magazines is 511,157 copies—41 per cent of their entire circulation.

41 per cent of \$122.90, the agate line rate, is \$49.16 per line.

Now, these papers give you a circulation, you will notice, of 6,886,236—over twelve times the New York State circulation of all of these magazines at \$9,4266 an agate line—less than one-fifth the cost per line.

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

*A. B. C. Statements April 1st, 1919.

Government statements April 1st, 1919.

Total Circulation.....	6,886,236
10,000 Line Rate.....	9.4266
2,500 Line Rate.....	10.1597
†Seven-day average.	



Advertisers will be interested in these facts about last Sunday's New York AMERICAN:

1. The AMERICAN carried a total of 518 $\frac{1}{4}$ columns of advertising—the greatest volume of business in its history.
2. The AMERICAN showed a gain of 220 $\frac{1}{4}$ columns over the same Sunday last year—a greater comparative gain than ever before.
3. The net paid circulation of last Sunday's AMERICAN was 946,627—the largest Sunday circulation in America, and an increase over the same Sunday a year ago of 160,520.

The New York AMERICAN, daily and Sunday, is growing rapidly in advertising and circulation because it is a newspaper that *Most People Like*.



*Largest Sunday Circulation in
the United States.*

*Daily and Sunday the Advertising
Medium of Greatest Efficiency
in the Metropolitan Field.*

Philadelphia

an attractive field for selling big things

Philadelphia's 16,000 manufacturing plants are big buyers of raw and fabricated articles and materials.

Power plants, electrical equipment, automatic machinery, fire fighting apparatus, liability and fire insurance, motor trucks and service equipment of all kinds are constantly being bought.

Are they buying yours or your competitor's?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid average for
first 6 months ending
September 30, 1919

446,311

Copies
a
day

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



EDITOR & PUBLISHER



Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52

NEW YORK, THURSDAY, OCTOBER 9, 1919

No. 19

SERIOUS NEWSPRINT SHORTAGE CALLS FOR DRASTIC CONSERVATION POLICIES

S. S. Carvalho Suggests 3-Cent Daily and 10-Cent Sunday Prices, With Substantial Increase in Advertising Rates---Present Conditions Menace to Every Newspaper in Country---Many Publishers Have Only Day-by-Day Supply

EDITOR'S NOTE: Realizing the gravity of the newsprint situation confronting our newspapers, EDITOR & PUBLISHER has sought the views of S. S. Carvalho, generally regarded as the ablest newspaper executive in America, as to the methods and policies best calculated to meet the present crisis. In the interview presented herewith Mr. Carvalho offers timely suggestions. He believes that publishers must immediately bring about conservation of paper through substantial increases in both subscription and advertising rates. His analysis of present conditions is clear and convincing and of vital interest to every publisher.]

"The frame of mind of some of the publishers who wrote to me after my analysis of the newspaper situation given you last summer, is indicated in the following extract taken from one of the many letters received since that time:

Editor & Publisher Gave Warning

"Your interview in EDITOR & PUBLISHER awoke newspapermen to the danger of the situation that many did not understand. I believe you would be justified in following that statement up with another to the effect that if the publishers all over the country do not go to a 3c. basis, they stand a chance of

being forced into bankruptcy as a result of the high price of print paper.

"Nobody can tell how long advertising revenue will remain at the present high tide. You are aware that many corporations, availing themselves of deductions from the excess profit tax, are now spending enormous sums in advertising, from which they do not expect to receive direct results in the form of increased business. It is 'good-will' advertising and may be stopped any day. Apart from that, business generally sags in a campaign year.'

"This statement, however, does not take into consideration the more than

likelihood of shortage of white paper on which to print this excess advertising if it does continue.

"The publishers will have to raise their selling price and do a good many other things, if they want to come out whole.

Higher Prices Must Come

"In my opinion, in addition to the daily papers going to 3c., the price of the Sunday papers should be raised to 10c. This does not mean 10c. in the country and 7 or 8c. in the city, but 10c. in the city and in the country.

"Paper will have to be saved by condensing the reading matter from ten to twenty-five percent. Any story by intelligent editing can be so reduced. Much will have to be rewritten, until the staff grasps the situation. Even good features must be eliminated, if they can possibly be done without. Department news must be briefer, and the waste paper basket for everything that is not essential. Mr. Dana's office cat must be brought back and multiplied.

"No returns, free papers or samples. I am sorry to say that some metropolitan papers still take returns. Press room waste, both white and black, must be curtailed. Office advertisements must be reduced to a minimum. Indeed, all these and other economies which will occur to the individual publisher should be put into effect at once.

Shortage Was Predicted

"It might be well to here make a brief presentation of the newsprint situation as it stands today. Newspaper publishers are face to face with the shortage in print paper which was predicted early in the summer. More paper is being used than is manufactured, and the mills have little or no reserve. Indeed, the demand is so far ahead of the supply that many paper manufacturers, taking advantage of the shortage, have already raised the price of spot paper far beyond anything in the minds of the most pessimistic.

"The squeeze was predicted for November and December, but it began ahead of time in September, and is daily growing more serious. The paper companies are making contract deliveries to the best of their ability, but many of them are behind; and besides this, there is hardly a big newspaper in the country that is not using a great deal more newsprint than its contract calls for.

(Continued on page 28)

THE consumption of newsprint paper is greater at present than ever before known in the newspaper industry. The predictions made last summer, and at the time characterized as 'alarmist' by some who should have known better, are now realized to be conservative. The shortage of paper is felt everywhere, and as a result there is a runaway market in the matter of price. Circulations are generally higher than they were a year ago, and the size of newspapers, especially in the larger centers, have grown out of all proportion to the amount of paper that is being manufactured."

This sums up an interview on the newsprint situation given to EDITOR & PUBLISHER by S. S. Carvalho, noted newspaper authority, this week, in which he most emphatically impressed that a grave situation faces newspaper publishers and most radical protective measures are needed to meet it. Mr. Carvalho declared:

What Is to Be Done

"It is no exaggeration to say that there is being used from 15 to 30 per cent. more newsprint than the mills can turn out. And there is little or no reserve to make up the deficiency.

"Unless there are found ways of curtailing paper consumption some of the bigger publications will soon find difficulty in getting out at all.

"Advertising is pouring into the business offices with little or no solicitation. The publishers cannot afford to reject it, as they need all the revenue they can get to meet the extraordinary expenses and costs they are up against.

"Indeed, if this wave of advertising should subside, scores of papers would have to go out of business altogether.

"The problem is what is to be done?"



By Editor & Publisher Photographer.

S. S. CARVALHO

ADVERTISING AGENTS TO CONVENE IN BOSTON, OCTOBER 14-15

A. A. A. A. and A. N. P. A. Advertising Bureau Committee to Discuss Mutually Important Matters at Joint and Separate Sessions—Banquet by Boston Publishers.

MANY matters of great interest to advertising agents and to newspaper publishers are to be discussed at two joint meetings between representatives of the daily newspapers and the advertising agencies, to be held in connection with the annual convention of the American Association of Advertising Agencies in Boston on October 14 and 15. It is expected that 100 or more agencies will be represented.

The meeting of the executive board will be held at the Copley Plaza Hotel at 10 o'clock, Tuesday morning, and in the evening there will be a dinner, given by the Pilgrim Publicity Association, the local advertising club and the Lantern Club, composed of magazine representatives.

Johns Will Tell of Advertising Agencies Corporation

At this dinner, William H. Johns of the George Batten Company, president of the A. A. A. A., will speak on "The Advertising Agencies Corporation," which is composed of the entire membership of the Association and organized for the especial purpose of handling Government Advertising.

Paul E. Faust of Mallory, Mitchell & Faust, vice president of the Association, will speak on "The Future Development of Advertising;" Stanley Resor, of the J. Walter Thompson Company, will discuss "Better Methods in Advertising;" O. H. Blackman of the Blackman-Ross Company, will talk on "The Use of the Newspaper as a National Advertising Medium;" and William H. Rankin will have as a subject, "Interesting Phases of the Advertising Agencies Corporation."

Joint Session with Ad Bureau

At noon on October 15, the committee in charge of the Bureau of Advertising, A. N. P. A., will meet in executive session with the executive committee of the A. A. A. At this meeting there will be a full and frank discussion of the various relations between publishers and agencies, and it is expected that plans will be matured looking toward a greater development of newspaper advertising.

In the afternoon, there will be a meeting of the stockholders of the Advertising Agencies Corporation, which, as previously mentioned, comprises the entire membership of the Association.

On the evening of October 15, the agents will be the guests of the Boston Newspaper Publishers Association and the Bureau of Advertising at a dinner to be given in Young's Hotel, and to which have also been invited officials of the A. N. P. A. and the newspaper publishers of New England.

Concerns Future Relations

Louis M. Hammond, publisher of the Boston Transcript and president of the Boston Newspaper Publishers Association will preside, and William A. Thomson, director of the Bureau of Advertising, will act as toastmaster. William H. Johns, president of the A. A. A. A. will speak in behalf of the agents, and Col. G. Edward Buxton, Jr., of the committee in charge of the Bureau of Advertising will speak for the publishers.

The dinner will bring the agents and publishers of New England together in an informal way and will

undoubtedly be productive of future newspaper advertising activity from the great New England industrial centers.

On the morning of October 15, the committee in charge of the Bureau of Advertising will hold a meeting in the office of Chairman William F. Rogers, at which plans for the enlargement of the bureau and the opening of a Chicago office will be discussed.

The financial statement to be presented at this meeting indicates that the bureau is making wonderful progress and is well on its way toward the developments it has so long had in mind.

CHARLIE MILLER JOINS THE GEORGIAN

He Will Be Business Manager of Hearst's Atlanta Newspaper Under Buford Goodwin, Former Associate on Birmingham News

(By Telegraph.)

Atlanta, Ga., Oct. 8.—Charlie Miller, at present advertising manager of the Birmingham (Ala.) News, will come here November 1 to assume the duties of business manager of the Georgian & American. Mr. Miller is the newly elected president of the Newspaper Department of the Associated Advertising Clubs of the World.

In his new position Mr. Miller will be associated with Buford Goodwin, who recently resigned as general manager of the Birmingham News, to become publisher of the Georgian & American, succeeding Walter G. Bryan, now publisher of the New York American.

CIRCULATIONS SHOW INCREASES

More Newspapers Sold Daily in Past Six Months Than in Same War Time Period of 1918—New York's Record

The often-heard prediction early this year that newspaper circulations would decrease with the end of the war is shown by the October 1 publishers' government statements to have been rudely shattered. From everywhere comes the same report—more newspapers have been sold every day during the past six months of this year (at higher prices in many cases) than in the same period of 1918, when reader interest was supposed to be at its zenith owing to war news.

For instance in the New York publishers' sworn statements, a total daily average increase of 198,989 copies is shown by the same 18 newspapers that were represented in the October, 1918, reports. Besides, there is to be added to this year's figures the circulation of the new Illustrated Daily News, which brings the total average newspaper sales for the six-month period for 19 publications to 221,140 copies per day more than a year ago.

The 1918-1919 Government report figures for the Greater New York dailies for the six months prior to October 1 follow:

	Oct. 1, 1918	Oct. 1, 1919
EVENING PAPERS		
Journal	657,912	685,428
World	324,745	339,199
Globe	177,344	188,780
Mail	109,908	155,160
Sun	178,437	198,491
Post	32,234	30,026
Telegram	186,612	181,519
Brooklyn Eagle	46,068	45,328
Standard Union	50,642	55,100
Brooklyn Times	34,704	41,480
Brooklyn Citizen	34,864	39,586
MORNING PAPERS		
American	384,414	383,366
World	346,312	370,289
Times	368,492	362,971
Tribune	89,478	117,053
Sun	117,807	131,951
Herald	108,972	109,267
Telegraph	38,850	51,610
Illustrated News		32,151

SOUTH GIVES BRYAN WARM SEND-OFF

Atlanta Advertising Men and Publishers and S. N. P. A. Members Tender Well Wishes on Leaving for New York

(By Telegraph.)

Atlanta, Ga., Oct. 7.—Walter G. Bryan, former publisher of the Atlanta Georgian, who leaves Wednesday for New York to become publisher of the New York American, was tendered a farewell luncheon today by the Atlanta Advertising Club. Three Southern publishers were present as guests of the club. These were Walter C. Johnson, of the Chattanooga News, W. A. Elliott, of the Jacksonville Times-Union, and Charles Allen, of the Montgomery Advertiser.

The Southern Newspaper Publishers' Association presented Mr. Bryan with a silver tea service, the presentation speech being made by Major John S. Cohen, publisher of the Atlanta Journal.

The Advertising Club presented Mr. Bryan with a watch fob and the staff of the Georgian presented him with a gold watch.

B. C. Broyles, of the Advertising Club, paid a tribute to the service rendered to advertising clubs and to the Southern Newspaper Publishers' Association by Mr. Bryan.

New Ad Service Starts

A new advertising art service known as the Star Adcraft Service has just been produced by the King Features Syndicate, New York, as an advertising promotion aid. Harry S. Bressler, formerly editorial cartoonist on the New York American and later on the advertising staff of the New York Times, is the director.

Changes Edition Time

The New York Evening Sun on October 6 changed the publication time of its "Home Edition" to the middle of the afternoon, instead of issuing it in the morning, as in the past. The first edition of the Sun now is "The Bulletin Edition" and the second is "The Middy Edition."

BOOTH COMPANY ADDS SEVENTH DAILY

Purchase of Ann Arbor Times-News Negotiated—Plan of Co-operation with Michigan University to be Worked Out.

(By Telegraph)

Detroit, Mich., Oct. 7.—Ralph H. Booth, president of the Booth Publishing Company, announces the purchase of the Ann Arbor Times-News, including its handsome modern building. This makes the seventh daily newspaper owned and controlled by this company. Plans for co-operation with the Michigan University School of Journalism and editorial relationship between the faculty of the University and the Times-News are under consideration.

HENRY M. ALDEN DEAD

Editor of Harper's Had Aided Many Young Writers

Henry Mills Alden, editor of Harper's Magazine since 1869, died October 7 in New York, aged eighty-two. He was the eighth direct descendant of John and Priscilla Alden, of the Mayflower. Mr. Alden was active almost until the time of his death. His counsel and criticism helped many young writers to success.

He was born at Mount Tabor, Vt., November 11, 1836, and as a boy worked long hours in a cotton mill. He entered Williams College when he was sixteen, and supported himself by teaching and doing other jobs. Later he studied for three years at the Andover Theological Seminary. He began his literary career at that time by publishing two stories in the Atlantic Monthly. He lectured at a young woman's school, and supplemented his income by contributing to the New York Evening Post and the Times.

In 1862 Mr. Alden was made an assistant editor of Harper's Weekly, and seven years later became editor of Harper's Magazine.

Printing Troubles in New York

Many New York commercial and job printing offices are still shut down because of working differences with their pressmen, necessitating delay in the issuance of a number of periodicals. The lockout of pressmen, effected October 1, is being further complicated by the tendency of members of the Typographical Union No. 6 to go on "vacations," in spite of orders from their officers to remain at work.

Hartford Union Chartered.

(By Telegraph.)

Hartford, Conn., Oct. 8.—Officials of the Hartford News Writers' Union announced to-day that the charter by which they are affiliated with the International Typographical Union has been received. The newspapers have recently made increases in wages and it is not expected that the union will make further demands at present.

E. F. Draper, Ad Man, Dead

Binghamton, N. Y., Oct. 7.—Ellis F. Draper, who has been connected with the Mylie B. Jones Advertising Agency, died here this morning.

R. V. Oulahan Marries

Washington, D. C., Oct. 8.—Richard V. Oulahan, Washington correspondent for the New York Times, and Miss Sue Courts were married here today.

NEWSPAPERS PROVIDE SOLUTION OF AN OLD PROBLEM

Advertising Agent for "Ostara" Scores Unequalled Success in Introducing Products, Nationally, Through Columns of Rotogravure Sections, in \$60,000 Campaign.

By WILLIAM RICH CROSS,
of the Wales Advertising Company.

WHEN the C. S. Welch Company, manufacturer of "Bathasweet," decided to put out their new lines of "Ostara" toilet preparations—complexion powder, talcum and rouge—they faced the question of waiting until the goods had been quite generally stocked by dealers, before beginning their national advertising, or adopting some plan whereby the goods could be advertised sectionally as soon as they were placed on sale in each part of the country being covered by the sales force.

Their established product, "Bathasweet," having general distribution, had been regularly advertised in the magazines for several years, but magazines would not serve the purpose in the case of the "Ostara" line, because it did not have sufficient distribution for a general campaign.

Point Could Not Be Attained in Any Other Way

It was planned to offer dealers more than ordinary co-operation in selling the "Ostara" family, in order to induce them to stock it at once and push sales intensively right from the beginning. With this end in view, the sales representatives began visiting dealers in the principal cities over the country, soliciting orders and promising an immediate local and sectional advertising campaign to move the goods as soon as they were on display.

In addition it was agreed that the dealers' names should appear in the advertising in their locality and its vicinity and that the copy would run every week for a year.

As the "Ostara" preparations appeal to refined women of all ages, it was essential not only to select media of a general nature but also to display the announcements in an atmosphere of artistic surroundings that should distinguish these goods from their lesser competitors.

Careful Selection Needed

In order to permit the inclusion of the dealers' names locally, it was decided to use newspapers exclusively, for the time being, as this important point could not be attained in any other way. At first there seemed to be some disadvantages to this plan, as there are several newspapers in each of the larger cities and the best selection would be difficult to make in many cases. To use all would require a larger amount than the appropriation available.

It was finally decided to use the rotogravure sections of the Sunday papers so as to get the benefit of artistic and attractive reproduction of illustration and decoration, possible only in the rotogravure process. At the same time this plan automatically selected the best papers, since those with the graphic sections are pretty apt to be the leaders in their fields. Also, the Sunday editions with graphic (rotogravure) sections generally have larger circulations, covering wider territory, at a lower basic advertising rate than their daily editions.

The experience of many "direct-return" advertisers having shown that rotogravure inquiries continue to come in for about seven weeks after publication of the advertising, it was assumed that the Graphics, with their usually fine illustrative possibilities, would give these "Ostara" announcements distinctive appearance and attention value similar to magazine inserts, and that their "life" or period of pulling returns would be greater than ordinary newspaper space.

At the same time the local dealers'

names could be listed and the copy released in one locality or section at a time in exact co-operation with the progress of the sales force over the country and with a maximum of wasted advertising investment covering places where none of the goods were yet on sale.

The practical details include fifty-two insertions aggregating two and three-quarter million circulation, the combined rate being about \$7.25 per line on a base rate of a shade over a quarter of a cent per line per thousand circulation. It happens that the general average base rate of all the daily newspapers, for five thousand lines on contract, is about two-tenths of a mill less.

The general magazine basic rate is over half a cent per line per thousand circulation or about double the base rate of the "Ostara" campaign.

The selling effect on dealers, of this

campaign has proven stronger than any previous experience of this advertiser. The promise of a local Rotogravure campaign clinched many an order for the field salesmen because dealers knew by experience that the advertising would move the goods and that's the thing in which we are all most interested.

Some After-Thoughts of New Orleans

A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, made a hit at New Orleans through his attitude toward the fight for the honor of entertaining next year's convention. He distributed a card on which was printed in big, black type: "Fort Worth, 1949. Too crowded now."

One of the distinctive souvenirs of the convention was a copy of "Moniteur de la Louisiane," the first newspaper printed in New Orleans, "revived by Katherine Krebs for the New Orleans Item." The fashion illustrations and notes of an older day presented a delightful contrast to the modern woman's page.

The Orange (Tex.) Ad Club distributed pictures of a large ship under construction at the Orange ship yards.

Mrs. R. C. Glover, president of the Dallas Woman's Advertising League, delegate-at-large, announced a campaign will be started to raise funds for building a girls' home at Dallas.

J. Howard Payne, president of the Dallas Advertising Club, went to New

Orleans in advance of his club members. He travelled by airplane and en-route distributed advertising matter about the merits of his city.

The Fort Worth (Tex.) Advertising Club was recently presented with a steer by the stockyard company. It was auctioned off and brought \$360, which was used in advertising Fort Worth at the New Orleans convention.

Miss Ethel D. Bryant, who was a delegate from Cleveland, is the vice-president of the Women's Advertising Club of Cleveland, the youngest in the association of clubs. She is the editor of a country newspaper, the Willoughby Republican, which is very successful, and is the only woman member of the Willoughby Chamber of Commerce.

Copies of La Nacion, of Buenos Aires, of July 28, were distributed at the convention and were examined with curious interest. It was a 20-page issue, carrying many illustrations of local news matter and a large volume of advertising, display as well as classified. La Nacion is a newspaper of the metropolitan type and is one of the leaders of the South American press.

The Atlanta Georgian issued a special A. A. C. W. Extra for distribution at the convention in which the invitation of that city to the Associated Clubs to meet there in 1921 was supplemented by a mass of interesting data concerning the city. This stroke of enterprise attracted wide attention and Walter G. Bryan, who conceived and executed it, was the recipient of many compliments.

New Canadian Paper

Ottawa, Ont., Oct. 4.—The Canadian Nation, edited by D. M. LeBourdais, has made its debut as a new publication here and will be issued semi-weekly. It is devoted to consideration of current events from a Liberal standpoint, and comprises 20 pages, 6 by 9 inches. The Nation originally had its inception in Calgary, last March, but the management found that city too far removed from the seat of politics for their purpose, and consequently moved to the capital.

In Honor of Miss Martin.

Advertising men and women have been invited to attend a testimonial dinner to be given to Miss Jane Martin by the members of the League of Advertising Women on Tuesday, October 21, at the Advertising Club in New York, in honor of her election to the executive committee of the Associated Advertising Clubs of the World. Reservations may be sent to Miss Edith V. Righter, 244 Madison Avenue, New York.

Petit Back in the Fold

Dallas, Tex., Oct. 7.—L. J. Petit, one of the best known of the old-time newspapermen in Texas, who for the last several months has been secretary of the Eastland Chamber of Commerce, is now connected with the Morning News as oil fields correspondent.

Adopts 8-Column Page

Portland, Ore., Oct. 3.—The Portland Oregonian on September 22 changed to an eight-column newspaper, retaining, as closely as possible, its old make-up.

"A National Service to cause of Journalism"

St. Louis Newspapermen Thank Editor & Publisher for Impartial Presentation of their Plan of Organization

ST. LOUIS ASSOCIATION OF JOURNALISTS

St. Louis, October 2, 1919.

TO EDITOR & PUBLISHER:

The Executive Committee of the St. Louis Association of Journalists, by formal resolution adopted to-day, has instructed me to extend to EDITOR & PUBLISHER the warmest thanks of the Association for its generous and invaluable service in giving complete publicity to "The St. Louis Plan."

The publication of the Rules and Regulations, virtually in full, together with your keen and faithful interpretation of our ideals in your editorial columns, constituted, as we believe, no less than a national service to the cause of journalism, and will go far toward realizing the aim of an American Journalists' Association, covering the entire country.

You may be interested to know that your editorial was republished in yesterday's St. Louis Post-Dispatch.

Faithfully yours,

ARTHUR C. HOSKINS, Secretary.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

HERE WE ARE AGAIN!

A. N. A. Has Been Sawing Wood and Then Some All Summer

HERE We Are Again!" was the regular greeting to his audience of a man more famous and acceptable than any mere business man ever can be; but it fits the present re-entry into the pages of EDITOR & PUBLISHER.

The A. N. A. and its doings have been for some weeks out of that section of the public eye represented by the readers of Editor & Publisher, but I hope that, on that account, it has not been assumed that the work of the Association has been at a standstill.

On the contrary, it has been going at a greater rate than ever. The summer was the busiest we have had. Not much going in the way of news certainly, but we have been "sawing wood"—and then some. For instance, our General Data Department handled four times as many inquiries from the members during August as during the same month last year.

There were summers once when the A. N. A. office was closed for two weeks during which the office staff had their vacations—the summers of 1915 and 1916. And that vacation plan had great advantages—then; but today it would have the outstanding disadvantage that it would take us a month or two—or even three—to deal with arrears of work. Even as it is, we sigh with relief when everyone has had his or her vacation, for the A. N. A. office is a very busy place, and we can scarcely afford to have even one person absent at any time.

WHY SO BUSY?

IT used to be thought that the headquarters offices of all associations were invariably leisurely places wherein, even if they were not exactly like the land where the Lotus-Eaters lived and reclined "On the hills like gods together, careless of mankind," anything that could be done tomorrow need not be done today.

I am glad to know that the A. N. A. office did its full share in breaking the tradition.

As has been mentioned in these columns from time to time, the A. N. A. office is the clearing house of information in the field of business outside actual finance and production for nearly 300 manufacturers. Not only is there a vast volume of individual and almost infinitely-differentiated service given, but reports covering generally-required information are frequently issued; and the protective and standardizing work inevitable to an influential and authoritative body carried on.

There are conferences frequently with men representing bodies of selling interests, resulting in guarding the advertising manufacturer and helping equally the seller; and speeches to be made at conventions of sellers of advertising or groups

of other business men—not platitudinous speeches, but speeches packed full of information. Somehow, strangely enough, people won't stand for platitudes and high-falutin' from anyone representing the A. N. A.

PRESIDENT M'DERMID AT THE REPRESENTATIVES CLUBS

FOR instance, a week or two ago, President McDermid spoke at the first-meeting-of-the-season of the Representatives Club of New York, held at the Hotel McAlpin.

Did he tell the representatives what fine fellows they were?

Or did he talk about the blessings to civilization of advertising and its being the sovereign remedy for all human ills?

Or assure the men that he hoped with them that the volume of advertising next year would be double that of this year, and indulge in mystic references to the "advertising cause,"—whatever that may be?

He certainly did not.

The President of the A. N. A. told the men of the Representatives Club real facts about the purposes and the work of the Association; how that work was actually helping them; how the headquarters office functioned and on what it functioned; what the representatives should do in view of the increasing competence of the buying advertising man, and what he should sell in addition to that bromidic package—the "circulation."

And the men listened—with both hemispheres of their heads and marvelled and said, in response to Mr. McDermid's invitation, that they would visit the A. N. A. office and see how it worked—and haven't been yet!

A. N. A. OFFICE A FACTORY

IT is a factory, not an association office—à la tradition. We have our planning, preparing, production, inspection and delivery arrangements just like any factory.

We produce service; we sell service; we deliver service.

And if anyone thinks that service is not a substantial, tangible commodity, he ought to see how tired sometimes our factory people are—just as tired as those factory people who relieve themselves occasionally by striking.

Only our people don't strike, because they have a real incentive to work and an opportunity to realize themselves.

AND TRAVELING SALESMEN

YES, some of us travel among the members of the Association, selling or re-selling the service, seeking to understand members' business and requirements better, or gathering information on selling and advertising practices.

Two of us went on a trip through New England a few days ago, jumping from city to city, getting acquainted not only with membership affairs as mentioned, but also with

newspaper conditions, outdoor advertising conditions, city and population matters, etc. And all that results in improved service. When you have visualized (visualized is the great word in advertising circles today), a man and his surroundings, you can write to him more confidently and serve his company better.

One of the two who went through New England got so enthusiastic over his experiences that he wants to be on the road all the time!

THE ANNUAL MEETING

THIS will be held at Lakewood, N. J., on December 3, 4 and 5. As a rule, our winter meetings are held in New York City, but the major preference is for a small and secluded locality. There we are free from regular business distractions and free to devote ourselves to business study and consideration.

Meetings are more uniformly attended and discussions are of a more catholic character. We can, with more assurance of success in doing so, put out our sign to selling zealots—"This is Our Busy Day—Keep Out."

And the A. N. A. brand of good fellowship is more readily and naturally promoted.

The Program? Well, the Program Committee has been conferring—and confiding—for some weeks past, and it is not yet ready to tell. But the program will be a whale, for after years of study we graduated in making programs at the Cleveland Meeting last May.

And then, you see, we fit in with a quiet place. All our work is done without ostentation or trumpeting. We are, on the whole, self-sufficient. We go into a city for a meeting and go out; and the inhabitants scarcely know we have been among them.

We attend strictly to business—our own business. Out in Dayton, Ohio, in May, 1916, the city representative came to the hotel to ask President Shuey what Dayton could do for us. "Nothing," said Mr. Shuey.

"What, nothing!" responded the Dayton man, like the sailors in H. M. S. Pinafore; "What kind of a convention is this? Every convention we have ever had here wants Dayton to do something for it. What kind of people are you?"

Said President Shuey, "Just a bunch of business men minding our own business and attending to it and not desirous of any favors or entertainment. All our sessions are purely business sessions."

A. N. A. CHAPTER MEETINGS

SOME of the A. N. A. Chapters suspended their meetings during the hot months and are now resuming.

Newark Chapter met last week and Chicago went off with a big gathering Tuesday, October 7.

The secretary expects to be in Chicago soon, taking in visits during his trip to many members in the Middle West.

PLAYING GAME LIKE NATIONAL ADVERTISER PLAYS IT

THERE is just a little tendency shows itself now and then for sellers of space or material or service to charge "all the traffic will bear," and a little bit more; get the money while the going is good.

And this spirit has usually underlying it an idea that the medium represented is indispensable.

Now, no advertising medium is indispensable to the national advertiser. If the monetary demands of a medium encroach too far upon the margin of safety as between production and marketing costs and the price at which the goods must be sold, then another advertising medium must be found.

Wherever there is anything approaching marketing ability, it will be found to be, not stereotyped and timid, but elastic and courageous. And sellers will be well-advised not to be too cheery in these days of grade and space-demand. The advertising jag will not continue indefinitely.

Speaking at Atlantic City a short time ago to members of the Poster Advertising Association, an A. N. A. office representative said:

"There is a definite relationship between the price of the goods—of nationally advertised goods—and what can be spent in marketing the goods. When a manufacturer goes into national advertising he accepts the condition of his prices being thereby stabilized in return for securing stability of sales and quantity production.

"If you are going to co-operate with the national advertiser, you have got to play the game the way he has to play it, and maintain a similar relativity between your costs and the price at which you sell your service. In stabilizing your costs you will stabilize your sales, and you will keep down your unit cost by securing quantity production—keeping all your boards filled all the time."

NEW MEMBERS

THE following firms have recently been elected to membership in the Association:

The Hoover Suction Sweeper Company, North Canton, Ohio, Martin L. Pierce, merchandising manager; Auto Strop Safety Razor Company, N. R. Maas, vice-president and advertising manager, New York; Indian Packing Company, Green Bay, Wis., and Chicago, Arthur Raff, advertising manager; Pyrene Manufacturing Company, G. P. Rogers, general sales manager, New York; George W. Blabon Company, Walter L. Weeden, Philadelphia.

MEMBERSHIP CHANGES

THE Fisk Rubber Company has appointed Miss M. G. Webber as advertising manager, succeeding George L. Sullivan. Miss Webber will act as the accredited representative in the A. N. A.

ENGLISH JOURNALISTS MAKE DEMAND FOR 100 PER CENT PAY INCREASE

Thirty-fourth Annual Convention of Writers' Scale Includes 46-Hour Week, Day and a Half Off and Three Weeks' Vacation with Pay

By HERBERT C. RIDOUT

BIRMINGHAM, Sept. 30, 1919.

ONE of the most successful conferences of the British Institute of journalists has just concluded here. There was an excellent attendance of members from all parts of the country to take part in this the thirty-fourth annual convention.

They were welcomed officially by the Lord Mayor of the city who remarked that in no single instance had he known any journalist break the confidence reposed in him, or seek to escape from an honorable obligation entered into. During the war the newspapers had fostered and encouraged the very best characteristics of the British people.

President Hinde Reviews Work in War

In the course of his address, the president, F. Hinde, of London, claimed that during the period of the war the profession as a whole did well, not merely in the matter of self-denying work at home, but, in the case of the younger members, in splendid work at the front. The position of journalists who remained at home was one of great difficulty and responsibility. From being the freest press in the world, newspaperdom in England became the most severely regulated.

The splendid way the newspaper press acquiesced in this state of affairs, he said, had been a matter of congratulation and thanks from the highest placed statesmen, but he very much questioned whether many people, including newspaper proprietors, had realized how much individual journalists suffered.

Wages Chief Subject

One of the chief subjects for the consideration of the conference related to remuneration, a question which had never loomed so large as during the last few years. In view of the falling value of the sovereign, and the fact that newspaper workers, other than journalists, had obtained increases in pay proportionately far beyond anything accorded to journalists, President Hinde said he anticipated that members would readily agree that the minimum should be revised.

He urged that the time had come when the Newspaper Society should be invited to co-operate with the Institute in the formation of a Joint (Whitley) Council for the journalistic side of the newspaper industry, leaving it for the other bodies to join when they desired to make application.

A discussion on the question of salaries and conditions of employment occupied the conference for the remainder of the session. In regard to the former subject the opinion was generally expressed that the minimum adopted by the institute eighteen months ago urgently called for revision.

All Writers to Benefit

At the next session on the motion of J. Horton, of Birmingham, seconded by Arthur Walter, of London, it was unanimously resolved:

"That, in view of the greatly increased cost of living, and the decreased purchasing power of money, this conference strongly represents to newspaper proprietors that the salaries of journalists should be raised 100 per cent on the pre-war rate paid to them or to men in the same position, and that lineage rates and pay for outside contributions and part-time service be raised in the same ratio."

The subject of working conditions, it was proposed by W. R. Fowkes, of Dewsbury, seconded by F. Johnson, of

Ulster district, and unanimously resolved:

"That in view of the opinion of the Council of the Institute that there are great difficulties connected with the proposed Government inquiry into salaries, and working conditions, the further consideration of the matter to be deferred

until the result of negotiations with the proprietors' organizations as to higher minimum wages is ascertained and that in the event of a satisfactory settlement not being secured, the Executive Committee be requested to give the earliest possible consideration to the taking of action, in accordance with the Minimum Wages Bill; also that each district be recommended to enter into local negotiations with newspaper proprietors with a view to giving effect to the principle of the Birmingham resolution and to the new scale of minimum salaries, as well as the recognition of a normal working week of forty-six hours with one and a half day off duty, and three weeks' holiday on full pay in each year."

The conference confirmed the election of George Springfield, of London, as president for the coming year. In acknowledging his appointment he expressed the opinion that it ought to be possible for every man in the service of a newspaper to be also a shareholder.

L. G. Robbins Promoted

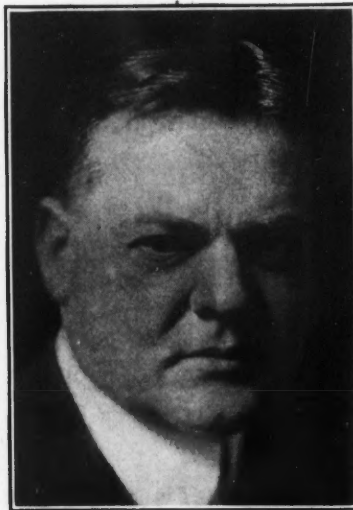
Cornell, N. Y., Oct. 3.—Lee G. Robbins, advertising and sales manager of the A. J. Deer Company, has been elected vice-president and a director of the company.

Outstanding Quality of American Newspaper Man in Europe Is Character, Says One of World's Greatest Benefactors.

By HERBERT HOOVER.

Written exclusively for Editor & Publisher.

THERE is one group of Americans "Near" the Peace Conference in Paris (as they say of Ambassadors "Near" the Court of St. James) of whose personalities very little is known at home. These are the newspaper correspondents.



HERBERT HOOVER

From the day the European newspaper world was thrown into a series of alarms through the reports that an entire ship load of newspaper men had landed in France, to the moment when this group of Americans had become the friends and confidants of foreign newspaper writers, with a hearty welcome, in the various government officers in Paris, they have conducted themselves with a squareness and a dignity which has given the people among whom they worked a very much higher opinion of American journalism than they ever could have had without his personal contact.

My own department in Paris never had a press division, for the simple reason that we were able to tell the American correspondents everything we knew, to show them our documents, and to ask their advice and assistance, in the full knowledge that outside the three-mile limits, from New York we were all nonpartisan Americans together, all doing our best and all anxious to make a fine showing for our country.

Various members of the American Correspondents organization were experienced in European affairs, and in several cases had specialized to an extent that made them authorities on certain subjects. One would be sought in relation to Russian affairs, another German affairs, another in Roumanian or Hungarian questions and so on. **If I were asked to specify the particular quality which gave these men their strength, I should use the one word "Character," with perhaps the addition "and personality."**

PAPER PRICE ADVANCE IS CERTAIN

So Declares Canadian Security House—Dominion Exports Increase—Bothwell Writes Optimistically on Future Prospects

Montreal, Oct. 4.—A local security house which has specialized in pulp and paper securities for some years has the following to say in the September issue in regard to paper securities:

"That it should have followed immediately on the decision of the Paper Tribunal to reduce the controlled price of paper in Canada for the period of July to November, 1918, from \$69 per ton to \$66 per ton is interesting, as showing that investors in Canadian pulp and paper securities are too well informed to be disturbed by what might, with a less intelligent clientele, have been represented as a setback to the business. As a matter of fact the decision, by affording grounds for appeals against the unduly low prices both before and after the period dealt with, was in an important respect favorable to the paper companies.

"The present strength of the pulp and paper securities, however, is due to much more vital considerations than a few dollars per ton in the domestic market—considerations arising out of the tremendous growth in the world's demand for newsprint, the impoverishment of many sources of supply and the unrivalled capacity of the Canadian mills for cheap and satisfactory production.

"A sharp advance in the world's price for newsprint appears to be a certainty of the near future."

Rosy Outlook, Says Bothwell

"The Financial Post of Toronto and Montreal has just issued a special edition dealing with the Canadian pulp and paper industry. Valuable statistics have been compiled showing the expansion of the industry, while articles by such authorities as J. A. Bothwell, president of the Canadian Pulp and Paper Association, are features of the number. Mr. Bothwell concludes his interesting article with the following observation:

"Given a reasonable free hand and the ordinary sympathetic treatment accorded all other Canadian manufacturing industries, and, divorced from the political influences to which it has in the past been subjected, there is no reason why it should not continue in the future, as it does just at present, to lead all other Canadian manufacturing industries in the volume and value of its export business."

Exports Run High

Canadian exports of paper continue to make new high records. Exports of paper and paper products of all kinds for July show an increase in value of \$1,007,000, as compared with July of a year ago. On the other hand, the value of pulp and pulpwood show a decrease of slightly over \$1,000,000.

The paper exports for July amounted to \$4,639,000, while paper exports for the four months of the fiscal year ended July 31, amounted to \$17,532,000. These figures compare with \$14,400,000, over the same period in 1918 and \$11,200,000 for the corresponding period in 1917.

The fact that pulp exports show a decrease is regarded as a favorable omen, as it means that more raw material is being worked up into paper in Canada, and less of the raw material exported to foreign countries.

To Build in Brenham

Brenham, Tex., Oct. 8.—The Banner-Press plans to erect a two-story home.

MAYBORN APPOINTED BUSINESS MANAGER

Placed in Charge of Dallas Dispatch and Houston Press—Has Made a Fine Record in Scripps Organization

DALLAS, TEX., Oct. 3.—Ward C. Mayborn has been appointed general business manager Dallas Dispatch and the Houston Press. In Dallas he succeeds Paul C. Edwards, who becomes editor-in-chief of the Dallas Dispatch and associated Scripps newspapers.

For a young man, Mr. Mayborn has a number of notable newspaper achievements to his credit. He was one of the founders of the Evansville (Ind.) Press. Mr. Mayborn also helped breathe the first breath of life into the Terre Haute Post, a sister paper to the Evansville Press.

He was general manager of the Memphis Press and started that young publishing property on the road to its present successful position. He then extended his operations westward and took over the business management of the Denver Express. This paper, with the other three mentioned above, formed a group of which he was general business manager.

Later Mr. Mayborn was entrusted with the entire responsibility of the Denver Express in the capacity of publisher.

TIPS FOR AD MANAGERS

WILLIAM H. RANKIN COMPANY, 104 South Michigan Avenue, Chicago. Advertising contract for the B. F. Goodrich Company, Akron, Ohio, has been renewed for seventh consecutive time.

BUCK & HAMMESFAHR, Astor Trust Bldg., New York. Have secured advertising account of the "Warner Lenz" from the Warner-Patterson Company, Chicago.

COLLIN ARMSTRONG COMPANY, 1463 Broadway, New York. Has been appointed American advertising agent for Thomas J. Lipton, Inc., treas.

GUNDLACH COMPANY, People's Gas Building, Chicago. Has obtained account of the Babson Statistical Organization, Wellesley Hills, Mass.

THOMAS M. BOWERS COMPANY, 25 East Jackson Boulevard, Chicago. Now handling account of the Vitanola Talking Machine Company and sending orders to newspapers for the Consolidated Utilities Corporation, Chicago.

HUMMERT-HATFIELD AGENCY, Railway Exchange Bank Bldg., St. Louis. Will place advertising of the Keyes Piston Ring Company, St. Louis, appropriation increased over last year.

ROGERS-BAKER COMPANY, Guardian Bldg., Cleveland, has secured the account of the Granger Vacuum Rubber Heel Company, Cleveland; big city newspapers will be used to advertise "Doe Boy" rubber heels.

CHAMBERS AGENCY, 612-618 Maison Blanche Building, New Orleans. Again sending out copy to magazines for De Lis Infant Wear; also to trade papers and magazines for Steer Warmers; also for Evangeline Pepper Products, which account it has lately secured.

JOHN RING, JR., Advertising Company, St. Louis. Mercantile Trust Company, St. Louis. Placing full-page copy in dailies of Texas and Oklahoma—also

some investment copy in magazines of national circulation.

SCOTT & SCOTT, Inc., 220 West 42d street, New York. Placing 10,000 line contracts for Blosser Company (cigarettes for catarrh), 82 North Pryor street, Atlanta, Ga., in leading newspapers of eleven Southern states (more to be added); also combination mail-order and store copy in weeklies and monthlies.

Patrick Goes to Fort Worth

Fort Worth, Tex., Oct. 7.—W. K. Patrick, for the past seven years cartoonist on the New Orleans Times-Picayune, has joined the Fort Worth Star-Telegram as current event cartoonist. Patrick enjoyed a wide following in New Orleans and throughout that portion of the South where the Times-Picayune has a large circu-

lation, and incidentally his cartoons have been widely reproduced in national publications.

Laundries Will Advertise

Seattle, Oct. 4.—\$100,000 has already been subscribed for a national exclusive newspaper advertising campaign to explain a plan to do finished laundry work for an average family of five for an amount not exceeding \$3 a week, according to President Otto Rice of Chicago, president of the Laundry Owners' Association of America, at a convention of Washington, Oregon, British Columbia and Idaho laundrymen.

Will Regulate Billboards

Boston, Mass., Oct. 4.—The special commission appointed to investigate

the regulation of billboards and other advertising devices on public ways, public places or private property within public view, which is made up of the Attorney General, the Chairman of the Highway Commission and the Chief of the State Police, will conduct hearings and report to the next Legislature, with drafts of bills to regulate billboard advertising.

Salem Has \$6-\$6.50 Scale

Salem, Ore., Oct. 3.—Under a new scale Salem printers will receive \$6 for day work and \$6.50 for night work, based on a shift of 7 hours and 20 minutes. Both the night and day scales include pressmen. The printers and pressmen asked for \$1 an hour and the agreement was reached through a newly-organized district mediation board.

For **37**

Consecutive
Months:—

The St. Louis Star has published
more Local Display Advertising
week days than the *Globe-Democrat*,
the *Republic* or the *Times*.



THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Bldg.

PHILADELPHIA
Colonial Bldg.

NEW YORK
Fifth Ave. Bldg.

C. P. A. HANDLING LOAN ADVERTISING

Committees Appointed to Cover All Departments of Publicity Under Direction of Messrs. Taylor, Scroggie and Imrie.

TORONTO, Sept. 29.—The organization of the publicity work in connection with the approaching Victory Loan campaign, which starts on October 27, has now been completed. It is similar in general plan with the organization that contributed as much to the success of the 1918 loan.

As before, the Canadian Press Association has assumed full responsibility for all newspaper advertising and press publicity and will administer the fund provided for the purpose of paying for these services. A general executive committee consisting of W. J. Taylor, Woodstock Sentinel-Review; George E. Scroggie, Toronto Mail & Empire, and John M. Imrie, manager Canadian Press Association, controls the whole publicity organization.

There are two special committees, one for handling the paid advertising and the other for providing a news and feature service. The former, under the chairmanship of Mr. Scroggie, is composed of P. Geo. Pearce, Waterford (Ont.) Star; Eugene Tarte, La Presse, Montreal; John Weld, Farmers' Advocate, London; Henri Gagnon, Le Soleil, Quebec; W. B. Preston, Brantford Expressor; H. B. Muir, London Free Press; W. J. Taylor, Woodstock Sentinel-Review; and John M. Imrie, Toronto

Eleven Divisional Committees

The Dominion Press News and Feature Committee has as its chairman, W. J. Taylor, and is made up of the chairmen of eleven divisional committees, which are entrusted with the task of handling the publicity work in various sections of the country. Its headquarters are in Toronto and Nelson Wilkinson, a well-known Canadian newspaperman, is acting as editor.

The chairmen of the various divisions are as follows: John Nelson, Vancouver World, for British Columbia; M. R. Jennings, Edmonton Journal for Northern Alberta; J. H. Woods, Calgary Herald, for Southern Alberta; W. F. Kerr, Regina Leader, for Saskatchewan; Robert Lipssett, Winnipeg Telegram, for Manitoba; F. D. L. Smith, late editor Toronto Times, for Ontario; E. F. Slack, Montreal Gazette, and Fernand Rinfret, Le Canada, Montreal, joint chairmen for Quebec; F. B. Ellis, St. John Globe, for New Brunswick; A. F. Macdonald, Halifax Chronicle, for Nova Scotia, and J. R. Burnett, Charlottetown Guardian, for Prince Edward Island.

OLIVER COX OPENS AGENCY

Well-Known Advertising Man of Birmingham Enters Business

BIRMINGHAM, ALA., Oct. 14.—Oliver Cox, who has been secretary for the Sparrow Advertising Agency for the past two years, has resigned to establish the Cox Advertising Agency with headquarters in the American Trust Building.

Mr. Cox is one of the best known advertising men in Birmingham and has a large following.

STRIKE CALLED OFF IN OKLAHOMA

Typographical Union, Ordered Back by International, They Accept \$37-\$40 Scale—Newspapers Resume Publishing.

(BY TELEGRAPH.)

OKLAHOMA CITY, OKLA., Oct. 5.—After being on strike since Monday night, the printers of the several newspaper offices returned to work late yesterday. By taking this action the local saved its International charter and also received a slight increase. The new scale is \$40 for night work; \$37 for day.

The News issued a small paper today and the Oklahoman appeared today as usual.

Intercity Golf on October 14

The New York Advertising Club's next match with the Poor Richard Club of Philadelphia will be held at Merian, Philadelphia, on October 14.

ST. LOUIS TIMES RENOVATING

New Editorial Management Also Makes Some Staff Additions

St. Louis, Oct. 5.—The Times editorial rooms have been enlarged, partitions removed and a general renovation has taken place throughout the various departments.

Norman Williams, formerly with the Post-Dispatch and Globe-Democrat, and the Kansas City Star in Kansas City, has become political editor. Miss Caralee Strock, until recently on rewrite for the Star, has joined the Times editorial staff in a similar capacity, also doing a bit of dramatic criticism now and then.

Presbyterians Favor Advertising

Atlantic City, Oct. 5.—The executive committee of the Presbyterian Church in the United States of America, in session here, strongly recommended that the 300-odd Presbyteries in the country make special financial appropriations for systematic advertising in the newspapers, it having been found that such methods largely increase the church attendance. The commission is also considering plans for the establishment of a publicity bureau for the church as a whole.

663

The New York Times Sunday, October 5, printed 663 columns of advertisements, the greatest volume ever published in a single issue of a New York newspaper.

218

Tuesday, October 7, The Times published 218 columns of advertisements, the greatest volume ever printed in a week day issue of a New York morning newspaper.



The Star League of Indiana

The largest combination of quality circulation in Indiana reaching able-to-buy readers in each and every one of Indiana's ninety-two counties.

Eastern Representative: Kelly-Smith Co., Marbridge Building, New York
Western Representative: John Glass, Peoples Gas Building, Chicago

THE SHAFFER GROUP OF NEWSPAPERS

Indianapolis Star—Terre Haute Star—Muncie Star—Louisville Herald
Rocky Mountain News—Denver Times—Chicago Evening Post

—domination and elasticity

If you want a medium which *dominates* from the standpoint of *influence*, of world-wide *force*, the newspaper is that medium.

If you want a medium that *domintes* from the standpoint of *circulation*—both concentrated and national—the newspaper is that medium.

If you want a medium that is *elastic*, *flexible*, one that you may confine to your channels of distribution, one that may be applied with equal force simultaneously or at intervals, over much or little territory, adjacent or distant, that medium is the daily newspaper.

If you want the *only* advertising medium which is an absolute *necessity* to modern civilization, the newspaper is that medium.

Newspapers are a great institution, a formidable unit, so elastic as to be at once world-wide or sectional.

What a privilege that a medium of such incomparable qualities is available to increase *your* sales!

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco



REPORTERS MARVELED AT PRES. WILSON

Newspaper Men on His Tour Wondered How He Could Stand Strain.

He Won Admiration of All Regardless of Policies

"President Wilson is so darned human. I think that's the principal reason why he's a newspaper man's man," said an American correspondent at the Peace conference, recently. There's a sidelight on that observation in a dispatch by Charles H. Grasty, treasurer of the New York Times and its representative on the President's train, telling of the illness which has sent him back to Washington.

In this dispatch, one visualizes a man who is and has been for long under the greatest physical and mental strain, who is on the verge of collapse and knows it, in real distress at the moment, yet determined to go through with a set program, rising to make a speech at Pueblo, but remarking beforehand in a conversational way to the boys in the press seats:

Thinking of "Other Fellows"

"You fellows must be sick and tired of this."

The President was sick and tired himself but he was thinking of the other fellows.

"All the correspondents on his train," writes Mr. Grasty, "have realized by what a narrow margin, if at all, the full speaking tour would be accomplished. No matter what their personal views on the treaty, or the policies of their papers, they have had a sense of comradeship, and have all entered into the sporting question of whether a man of nearly 63 years, slender of frame, and living more on his nerves than on his physique, could go the distance that he had set for himself

"He himself would discuss the question with them very frankly and always smilingly refuse to pull a long face over his difficulties. The physical man began to rebel at overwork ten days ago, when a headache set in, that has since defied all Dr. Grayson's cunning.

"The President made jokes, saying that his constitution might be exhausted, but he still had his by-laws left, and he could live on them for a while.

Almost Collapsed in Denver

"At Denver, where he made such a fine speech, to a splendid audience, he was very doubtful when he rose whether he could go on

"Later, at Pueblo, many of the correspondents watched him closely. They could see from Mrs. Wilson's expression that she was most anxious. There was a long wait before former Governor Adams rose to pay his noble tribute. The President sat apart in the middle of

the platform, only a few feet above the newspaper men. They noticed that his expression was somehow different. He did not look about the audience and smile in the usual way. Just before the speaking began he remarked in a conversational voice to some of those in the press seats:

"You fellows must be sick and tired of this."

When he began his address those near him could notice slight signs of distress, but he finished strong. In none of the big meetings did he make a better impression than at Pueblo.

CLEVELAND "P.-D." CHANGES

Kirkpatrick, Marsh, Roberts and Mrs. Thompson Affected

CLEVELAND, O., Sept. 30.—In addition to shifting Walter S. Buel, Columbus correspondent of the Plain Dealer, to the head of the Washington bureau and promoting W. C. Howells, local political writer to the Columbus bureau, Managing Editor E. C. Hopwood has transferred C. L. Kirkpatrick, chief "make-up" editor in the composing room, to the Sunday department, where he succeeds Ward Marsh.

Mr. Marsh has been given the photo play department and will co-operate with Harlow H. Hoyt, the dramatic editor. Mr. Kirkpatrick is succeeded by James P. Kirby of the local staff.

"Duke" (E. Arthur) Roberts, one of the local staff stars, is covering local politics temporarily.

Mrs. Emma Thompson, who was "doing the movies," has resigned and joined the staff of the Detroit Journal. She writes under the name of "Marjery Daw."

Circulations Haven't Fallen Off

St. LOUIS, Oct. 6.—The new semi-annual government circulation reports of the Post-Dispatch, Globe-Democrat, Republic and Star show that there are more readers of those newspapers now than there were during the war, although the prices were raised from one to two cents and the price of Sunday editions raised from 5 to 7 cents outside of St. Louis. The Times going through a process of readjustment, under which the German language paper, the Westliche Post (formerly owned by the same company) was sold, has also more than held its own and is now increasing.

Librarians Value Ads Highly

St. LOUIS, Mo., Oct. 6.—Dr. Arthur E. Bostwick, librarian of the St. Louis Public Library, told the members of the Junior Advertising Club of St. Louis that advertisements in newspapers are considered by reference librarians to be the most reliable and up-to-date information for files

MORE HONORS FOR ADLER

Times Man Made Chevalier of French Legion of Honor

Major Julius Ochs Adler of the New York Times received through the War Department Monday his appointment at the behest of the President of the Legion of Honor. At the same time he received a citation from Marshal Petain, a translation of which follows:

Army Citation. April 13, 1919. Major J. O. Adler, 306th American Infantry Regiment.

Reconnoitring with another officer, and finding himself face to face with a group of 150 enemy soldiers, he gave proof of the greatest presence of mind in shooting down the foremost enemy soldiers, thus making possible the capture of fifteen prisoners.

General Headquarters, Marshal, Commander in Chief. (Signed) PETAIN.

Major Adler already has received the American Distinguished Service Cross, the French Croix de Guerre, and the Italian War Cross for Merit.

"Newspaper Night" in Des Moines

DES MOINES, Sept. 26.—The Iowa Press and Authors' Club entertained Mr. and Mrs. Ellis Parker Butler of Flushing, N. Y., and Mr. and Mrs. John Kenrick Bangs of New York on "Newspaper Night" September 22. After dinner Mr. Butler kept the crowd in an uproar with "Laughs is Laughs," and Mr. Bangs followed him

with a fifteen-minute address given in his inimitable manner. W. C. Jarnagin, managing editor of the Capital, and chairman of "Newspaper Night," was toastmaster.

Globe-Democrat Disclaims Circular

St. LOUIS, Oct. 4.—The Globe-Democrat disclaims any knowledge of circulars being sent broadcast over the city and state, entitled "A Petition for the Impeachment of Woodrow Wilson, President of the United States," many of which have been mailed in Globe-Democrat envelopes.

Waters Goes to Washington

HOUSTON, Oct. 8.—George B. Waters, with the Press for the past six years, has gone to Washington, D. C., where he will be correspondent for the Press, Dallas Dispatch and Memphis Press, taking the place of Harper Leech.

Winnipeg Soldiers Return

WINNIPEG, Oct. 6.—George Stephen and Maj. J. W. Siston have rejoined the sports staff of the Winnipeg Free Press after service overseas. Sergt. J. G. Stevenson, formerly of the Press and the Edmonton Bulletin, has the C. E. F. Sergt. Stevenson won the Military Medal for gallantry in action.

\$300,000 in Daily Newspapers To Sell Our First 1,000 Trucks

We are definitely committed to a campaign, thru the Shuman Advertising Company, of Chicago, which will give daily newspapers \$300 per truck sold to local dealers. This means \$300,000 for our first 1,000 trucks.

Help Us Get a Local Dealer
and Help Yourself to a Fine
Advertising Contract

Our contract with dealers provides for the joint expenditure of \$300 per truck in local newspapers. As we will not look with favor upon a dealer who is not strong enough to contract for at least TEN trucks, \$3,000.00 can be taken as the minimum local newspaper appropriation for a Mutual Agency.

MUTUAL America's Greatest TRUCK

is built in 2-ton, 3½-ton and 5-ton capacities—all good for a 50% overload; as the whole machine is over-sized and over-powered, in order to meet the most extreme haulage conditions.

So absolutely true is it that this IS America's Greatest Truck, that the local truck dealer, backed by this whirlwind newspaper campaign, will soon find himself in command of the heavy-haulage truck business of his community.

Send for literature to show to the strongest and liveliest dealers in your Community.

MUTUAL TRUCK COMPANY
SULLIVAN—INDIANA, U. S. A.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events, Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

Star-Telegram Supremacy in West Texas

(Including all the New OIL FIELDS)

**ABSOLUTELY and CONCLUSIVELY
PROVEN by RECENT AUDITS**

LOOK AT THE SQUARE ON THE MAP

In that section of West and Northwest Texas and Southwest Oklahoma shown in the square, THE NET PAID CIRCULATION OF THE FORT WORTH STAR-TELEGRAM IS GREATER BY FAR THAN THE COMBINED CIRCULATION OF THE NEXT TWO LARGEST DAILY NEWSPAPERS CIRCULATING IN THAT TERRITORY.

This statement can be verified by a check of recent audits of papers circulating in the territory referred to.

FORT WORTH STAR-TELEGRAM CIRCULATION TERRITORY

**100%
ON THE
SQUARE**

The square shown in the map represents Fort Worth's trading territory and embraces some of the best developed sections of Texas and Oklahoma, besides including all the new Texas oil Fields.



**95%
IN THE
SQUARE**

The territory included in the square is more accessible to Fort Worth than to any other city. Practically all the railroads in that territory enter Fort Worth and many of them have their terminus in that city.

FORT WORTH STAR-TELEGRAM

MEMBER A. B. C.

OVER 65,000 DAILY

AMON G. CARTER, V. P. & Gen. Mgr.

OVER 70,000 SUNDAY

A. L. SCHUMAN, Adv. Mgr.

NEWSPAPERS SHOULD GIVE BIGGEST ADVERTISERS BEST RATES

Differentials for Concerns Advertising Over the Names of Local Dealers and Those Making Direct Sales Advocated.

By JASON ROGERS

ENTIRELY aside from the basic necessity for fixing advertising rates at a point where the average net will produce cost plus a reasonable profit, by the formula previously described or other method for producing such result, there are other factors which it may be well to consider.

My investigations of many rate cards and many situations in real life among the newspapers, show we are too soft hearted in spots and permit transient and seasonal advertisers to exploit us.

Figure on Cost Plus Ten Per Cent.

It is well to establish a flat rate for general advertising for purposes of simplicity, but I incline to the belief that any flat rate should be fixed at a point higher than that charged advertisers using heavy volume of space regularly throughout the year or even small space regularly.

For purposes of sound business I would suggest the fixing of the basic rate with the largest advertisers at cost plus 10 per cent. If, for instance, I had a concern able to use 100,000 lines a year I would make the rate cost plus 10 per cent to say, 28 cents per inch net.

Then to the next group of perhaps 12 concerns using, say, 50,000 lines in the year or 500 lines every week in the year, I would make my rate cost plus 12½ per cent.

Probably next after these I would perhaps make a net rate of cost plus 15

per cent for concerns able to use 20,000 lines in a year or 250 lines every week in the year.

At this point I would establish a flat net rate for all advertising aside from special classifications at cost plus 20 per cent, which is about as narrow a margin as it is safe to operate on without suddenly finding yourself in red ink after some period of recession.

The advantage of this process of establishing rates is obvious. In most cases it will be found to produce an average profit of from 14 to 16 per cent on all business, and yet it can be defended as logical and fair to all.

I likewise believe that newspapers generally make a mistake in selling space to people or industries that demand extra service such as theatres, automobiles, moving pictures, politicians,

etc., etc., at ordinary commercial rates regardless of the volume they use.

In New York City, for example, we charge the theatres 60 cents a line flat, regardless of how much they use, as compared with a commercial rate of 50 cents a line which might earn a discount on volume of, say, 25 per cent, making 37½ cents to a retail shop using the same volume space.

Likewise we make the politicians who only use our space transiently for a few weeks in the year, and even then at a season when we are running to standing room only, pay us 60 cents a line flat.

If our newspapers would but do the same to those engaged in promoting professional sports, such as baseball, boxing matches, horse racing, billiards and such, instead of permitting themselves to be worked by press agents who jolly our sporting editors, we would all be better off.

It is all well enough for our friends in the theatrical and sporting business to say that there is circulation for our newspapers in playing them up, but such guff would not be taken at the box office or gate by them in place of real money.

According to my theory and judgment any enterprise conducted for ordinary commercial profit should be compelled to pay a certain percentage for the advertising which makes it a success. Five per cent of gross receipts for advertising should be compulsory.

Newspaper space is a commodity requiring continuous publication 312 or 365 days in a year. The one time or transient advertiser who only uses us when he wants us should pay a much higher rate than concerns using our space continuously.

The continuous advertiser, of course, secures most profitable results, through the cumulative value established in creating good will and institutional recognition. We should do all in our power to create as many such concerns in our territory as we can.

A very well-known and successful newspaper publisher, now dead, had a theory that ordinary foreign mail order advertising was a menace to the business of his town. He told me that he believed that a concern seeking to reach into a town for direct trade that did not come through local dealers should be compelled to pay double rate.

Innocently and far in the dark regarding the broader evidence of his conclusion this great newspaper man was sounding a truth which is just commencing to be generally recognized. Foreign advertising not linked up to the names of local dealers is wasteful advertising. Localized national advertising, by which is known advertising linked up to local dealers, is just arriving and is generally conceded as the most effective sort of advertising.

Foreign advertising which creates traffic in our local stores is good for the industrial progress of our city or our town, while advertising that seeks trade by suggestions to "write for catalogue" or "remit to" is merely a device to take money and trade from our midst like the roving circus does.

Our newspapers constitute the only effective medium for "localized national advertising," which is an impossibility for the magazines or general mediums, because they cannot print the names of all dealers.

All of this is far removed from the matter of the fixing of advertising rates, but I would not be surprised to see our newspapers establish differentials in rates for concerns advertising over the names of local dealers and those seeking to get trade away from them.

Such a process would act as correction force to make general advertising more effective.

Unless a rate card is constructed in some such plan as I have indicated there is apt to develop a point at which a general advertiser can make money by doing his advertising through local dealers at low local rates and deprive the advertising agent of the compensation he is entitled to for working up the

account, preparing the copy and such.

In the case of the New York Globe we allow agents a commission on any and all business, reckoned above the net rate. We do not quote or give any advertiser a net quotation until he becomes a wholesale buyer and is able to use 30,000 or more lines in a year.

It does not matter to us whether one of our large customers takes on the services of an advertising agent or not. The net rate is the same to the agent as to the customer, who must add his commission or service charge. As a matter of fact one or two of our large local stores have taken an agency service and it has never led to confusion.

We feel that agency service is desirable to all except concerns doing enough business to warrant creation of a well organized advertising department. Even when they grow to that stage we protect the agencies by refusing net rates until the customer can use over 30,000 lines.

All advertising goes on our books at the net figure. We never count commission as an expense, for the advertiser pays both our net rate and the agent's commission. The two items together make the gross rate which he must pay if the agent exacts his full commission. If he doesn't, it is his loss.

We make no effort to keep track of what commissions to agents amount to. It only loads your revenue side with a fictitious item to enter advertising at the gross figure, and likewise bolsters up your expenses to charge commissions on the other side.

H. B. Law Resumes Business

Chicago, Oct. 8.—After two years in the army air service H. B. Law has resumed his advertising service business in this city.

"Features that sell newspapers"



Ever see a dog laugh?

"Dickey's Dogs" do, and with them laugh thousands of newspaper readers from New York to Idaho, from Massachusetts to Oklahoma.

They appear seven days a week in a humorous strip, now featured in twenty representative American newspapers. London has just made a bid for them.

Robert L. Dickey, their creator, made a name for himself, doing dog pictures for Life. Now he is devoting his entire time to his new strip. You will always find a chuckle in it, and now and then a touch of pathos. It appeals to men, women and children alike.

If your territory is open we should like to quote you terms.

The Metropolitan
Newspaper Service

432 FOURTH AVENUE, N. Y.

New York Tribune

led all New York morning newspapers in net paid circulation gain for the year ending September 30, 1919:

TRIBUNE	gained	27,575
TIMES	lost	5,521
SUN	gained	14,144
WORLD	gained	23,977
AMERICAN	lost	1,048
HERALD	gained	295

(FIGURES BASED ON PUBLISHERS' SWORN STATEMENTS)

New York Tribune's net paid circulation as shown in its last three reports to the United States Government:

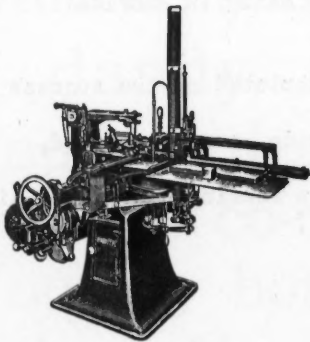
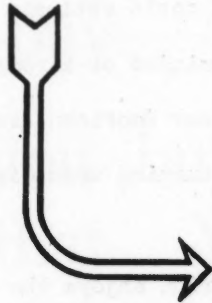
Average, Six Months Ending

September 30th, 1919,	117,053
March 31st, 1919,	108,011
September 30th, 1918,	89,478


THE BIRMINGHAM NEWS

“will go the limit” in Endorsing
the Monotype for the Ad Room

READ what
Mr. T. B. Goodwin
(General Manager)
writes about the
**Monotype
Equipment**
in the “News”
composing room



VICTOR H. HANSON PUBLISHER THE BIRMINGHAM NEWS CO. PROPRIETORS FRANK P. GLASS EDITOR



The Birmingham News
THE SOUTH'S GREATEST NEWSPAPER
BIRMINGHAM, ALA.

August 9, 1919.

Lanston Monotype Machine Co.
Philadelphia, Pa.

Gentlemen:

The Birmingham News inaugurated the Non-Distribution System with two type, lead and rule casters on September 1st, 1917.

The best evidence of how successfully the system and the machines have worked out under the most exacting service conditions is the fact that, in March of this year, The News installed the third type, lead and rule caster to take care of its greatly increased business.

We have found the Monotype a great labor and money saver in our ad room and make-up department and we feel that we can go the limit in recommending similar installation to any other daily newspaper in proportion to its needs.

This method of handling these departments of newspaper work is the last word in efficiency and economy.

Very truly yours,
THE BIRMINGHAM NEWS,
(Signed) *T. B. Goodwin*
General Manager.

TBG/EF

LANSTON MONOTYPE MACHINE COMPANY

NEW YORK: World Building
BOSTON: Wentworth Building

PHILADELPHIA

CHICAGO: Plymouth Building
TORONTO: Lumsden Building

MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

PUBLISHERS RETRACT

Morris Libel Suit Against Denver Post Is Settled

DENVER, COLO., Oct. 4.—The \$375,000 libel suit brought in the District Court by Ernest Morris against the Denver Post has been dismissed upon stipulation between the attorneys for both sides, the consideration being a full and complete retraction of its charges by the Post and payment by the publishers of \$10,000 to local charities.

The Post published its retraction conspicuously in its issue of September 21, stating that the attacks upon Mr. Morris, in which he was accused of unpatriotism, were written by the owners while they were laboring under "great indignation and excitement."

Wyoming Derrick Wont Appear

CHEYENNE, WYO., Oct. 8.—The Wyoming Derrick, of which Jack A. Bristol is editor, has forfeited its articles of incorporation because the paper never was issued. Plans were completed to issue a weekly in Cheyenne devoted to oil news west of the Mississippi river, giving special attention to Wyoming, Kansas and Texas. The high price of print paper, says Bristol, crippled the publication and finally finished it before it was born.

Ad Agencies Use Dailies

CHICAGO, Oct. 7.—Local advertising agencies were heavy users of newspaper advertising space during the past week. Among the noteworthy advertisers were the Rankin Company, Buck & Hammesfahr, Erwin & Wasey and Lord & Thomas, the last named using full pages. Perley, Bertsch & Cooper and the Charles Daniel Frey Company, both special illustrators for advertisers, also have been doing consistent advertising.

Buffalo Rotogravure Changes

BUFFALO, Oct. 8.—The Commercial, which for the past eight months has issued a Thursday rotogravure supplement, announces the section will be discontinued, "due to circumstances over which it has no control." The Sunday Express, whose Sunday half-tone supplement for more than a quarter of a century has been considered one of the best in the country, has substituted a rotogravure section for this old feature.

Argument Breaks Up Ball Game

HARTFORD, CONN., Oct. 2.—The baseball game between the Times and the Courant broke up in a row last Sunday over a misunderstanding about the score. In the seventh inning Umpire De Ridder of the Globe called the score 6 to 5 in favor of the Times, but Scorekeeper Green of the Courant said it was 6 to 6. The argument waxed so vehement that the game was called.

Hankins Agency Organized

TOLEDO, OHIO, Oct. 8.—The W. B. Hankins Company has been incorporated to conduct an advertising and merchandising business in this city, with

offices at 120 Erie street, by S. G. Vrooman, W. B. Hankins and O. M. Fehn, who are president-treasurer, vice-president and secretary, respectively. Mr. Hankins was for a number of years promotion manager for the Miller Agency and has been identified with advertising and sales promotion work in the Toledo territory. At one time also he was with the O. J. Mulford Agency, Detroit.

Col. Moore Here on a Visit

After war service covering five years of active duty, Lieut.-Col. Harold A. Moore, a well-known British advertising man, has come to the United States to study American post-war conditions. He plans to spend about six weeks on a tour of the principal business centers of this country and Canada. Col. Moore is British director of Collin Armstrong,

Inc., New York, and a member of the agency firm of Smith, Denne & Moore of Toronto, Montreal and London.

Wood Honored

Chicago, Oct. 4.—Junius B. Wood, war correspondent of the Daily News, was honored at a banquet at the Elks Club. Among the speakers was Chas. H. Dennis, managing editor of the Daily News.



Little Building, Boston, Mass.

Sept. 26, 1919

Mr. William F. Rogers,
Boston Transcript,
Boston, Mass.

My dear Rogers;

Taking up my Transcript as usual last Saturday evening, (Sept. 20) in which as near as I could estimate there were 240 columns of advertising: I was reminded of a remark that I made at the Executive Board meeting of our American Association of Advertising Agencies. The discussion turning upon circulations and advertising rates, I said:

"Gentlemen, the Boston Transcript enjoys the unique distinction of having the highest rate for advertising per thousand circulation of any metropolitan Daily in America, furthermore, it gets by and makes good."

You are certainly to be congratulated on the success that the Transcript has, maintaining as you do, a well printed, fearlessly edited and clean journal, both in reading and advertising columns.

Very truly yours,

J. W. BARBER ADV. AGENCY

JWB/T

The Transcript greatly appreciates this letter from the Dean of American Advertising Agents

OHIO FIRST

If you were to buy space in this list of Ohio daily newspapers as newspaper space, pure and simple you would make a pretty good buy.

But you buy more than that. You buy Ohio as a market—a dandy market. You buy dealer influence and co-operation. You buy home circulation. You buy local influence. You buy the good will and help of these newspaper men. You buy space

along side of the dealers who are to sell your goods.

You buy concentrated circulation.

These daily newspapers work with you to get your goods over in Ohio—and you need them for that purpose.

		2,500	10,000
	Circulation	lines	lines
Akron Beacon-Journal (E).....	31,110	.06	.06
*Akron Times (E).....	20,454	.03	.03
Bellaire Daily Leader (E).....	3,446	.02	.0125
*Cambridge Daily Jeffersonian (E)..	8,117	.0179	.0179
Chillicothe News-Advertiser (E)....	3,055	.00714	.00857
Cincinnati Enquirer, 5c. (M&S)....	62,911	.12	.12
Cleveland Plain Dealer (M).....	168,440	.24	.24
Cleveland Plain Dealer (S).....	208,024	.27	.27
Columbus Dispatch* (E).....	75,402	.115	.105
Columbus Dispatch (S).....	71,117	.115	.105
Columbus (O.) State Journal (M)...	53,155	.10	.09
Columbus (O.) State Journal (S)....	27,147	.10	.09
*Dayton News (E).....	37,340	.065	.065
*Dayton News (S).....	29,533	.045	.045
East Liverpool Tribune (M).....	6,138	.015	.015
Lima Daily News (E&S).....	12,549	.0286	.0214
Lima Republican Gazette (M&S)....	10,008	.02	.02
Middletown Journal (E).....	4,174	.0115	.0115
Newark American-Tribune (E).....	6,217	.0179	.0179
New Philadelphia Daily Times (E)..	4,413	.0129	.0129
Piqua Daily Call (E).....	4,019	.0114	.0114
*Springfield News (E).....	14,331	.03	.03
*Springfield News (S).....	10,777	.03	.03
Toledo Blade (E).....	82,973	.17	.15
Warren Daily Chronicle (E).....	5,200	.02	.02
Youngstown Telegram (E).....	21,601	.05	.05
Youngstown Vindicator (E).....	24,558	.05	.05
Youngstown Vindicator (S).....	22,222	.05	.05
Zanesville Signal (E).....	10,704	.025	.025

Government Statements, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

Pulitzer School Has Record Enrollment for 1920

Director-Emeritus Williams Makes Opening Address—Of 117 Students, 40 Are Women

At the formal opening of the Columbia University School of Journalism last week, Dr. Talcott Williams, director emeritus, addressed the students on the subject, "The League of Nations and the Journalist."

Dr. Williams has been at Washington during the past seven weeks representing the League to Enforce Peace in its campaign for the League and told the students of the part which the newspapers of the country are playing in moulding public opinion in favor of the League covenant.

Dr. Williams faced the largest group of students ever enrolled in the School of Journalism. The total number of students is 117, of whom forty are women. The increase in the number of women students is particularly noticeable because during the seven years of the school's existence only thirty-two women have been graduated.

The professional work of the school is now given in two years, the preliminary courses formerly given in the school being now under the complete jurisdiction of Columbia College.

Charles P. Cooper, formerly night city editor of the New York Times, has been added to the faculty this year, taking the position formerly held by the late Franklin Matthews. The other members of the faculty are: John W. Cunliffe, professor of English and acting director of the school; Roscoe C. E. Brown, Albert W. Atwood, of the staff of the Saturday Evening Post; Robert E. MacAlarney, formerly city editor of the New York Tribune, and Edwin E. Slosson, literary editor of the Independent.

Walter B. Pitkin, who has been a member of the faculty since the school started, is absent on leave during the first semester.

Following the opening address, an informal reception was held at which the students met Dr. Williams and members of the faculty. Many former students, now employed on New York City newspapers, attended.

LADD MANAGING EDITOR

New City, Sports and Telegraph Editor Also in St. Joseph Gazette

St. Joseph, Mo., Oct. 5.—Walter Ladd has become managing editor of the Gazette, succeeding Fred Barkhurst, who will do syndicate work in New York. Herbert McDougall, former political writer, is now publicity commissioner for the Pershing Highway.

Robert Deming Lewis is the new sports editor, succeeding Ross Wheaton, who takes another editorial job on the same paper. Lewis has been with the Gazette and News-Press for several years. I. K. Fagan is now city editor and Luther Bowman is telegraph editor.

Spanish River Re-elects Mead

Toronto, Oct. 4. — At the annual meeting of the Spanish River Pulp & Paper Mills, T. H. Watson of To-

ronto was elected a director, and Col. Thomas Gibson, former secretary, was made a vice-president; Joseph G. Gibson, acting secretary, was permanently appointed. George H. Mead of Dayton, Ohio, was re-appointed president, and P. B. Wilson of Sault Ste. Marie, vice-president. The directors are developing a plan which they expect to submit to the shareholders in the near future, by which the matter of back dividends will be taken care of.

Ad Man Works Up New System

Philadelphia, Oct. 5.—C. M. Strieby, advertising manager of the Fulton Motor Truck Company, has organized for that company a sales promotion department which will take care of a system of sales promotion and follow-up to aid the salesmen and to develop the territory, to be used in conjunction with an elaborate sales campaign, a statistical and research department. There has been gathered a vast fund of information regarding one and one-half to two-ton hauling costs in every line of business.

Wilson Enters Movie Field

Sioux City, Ia., Oct. 7.—Frank R. Wilson, formerly publisher of the Daily News, has signed up with the Griffith Film Company as press agent at a salary of \$15,000 a year. The Daily News was taken over a year or two ago by the Sioux City Journal and the Tribune. Mr. Wilson has been handling publicity for the various war funds. The German Helmet souvenir for Victory Loan workers was his idea. It was through this scheme that the Griffiths offered him the position.

U. S. Ad Man Touring Canada

WINNIPEG, Oct. 2.—O. Barclay of the staff of Vanderhoof & Co., Chicago, has been touring Canada for feature copy to be used across the line. He started at Halifax and is taking six weeks to cross the continent to Vancouver. Mr. Barclay spent several days in Winnipeg and made a trip to the new gold regions in Northern Manitoba.

Fougner Resigns

G. Selmer Fougner, manager of the press bureau government loan organization for the Second Federal Reserve District, New York, has resigned. Mr. Fougner served as head of the bureau during the Second, Third, Fourth and Victory Loan campaigns and supervised the preparation and distribution of all publicity material.

McAlpine Reported Killed

Philadelphia, Oct. 4.—Donald McAlpine of Warren, Pa., who was employed on the editorial staff of the North American at the time of his enlistment in the British Royal Flying Corps, was killed in England while on duty. Details of his death have just been received.

Kilby Resumes Work

Wichita, Kans., Oct. 7. — Karl E. Kilby is the new advertising manager of the Coleman Lamp Company. At one time Mr. Kilby conducted an advertising agency in Wichita and during the war he served as a Y. M. C. A. overseas secretary.

Indiana

Visualize Indiana this way.

Three million people—good, bad and indifferent—but averaging up a bit above the average.

If you want something to find fault about with the people of Indiana you will probably find it in their smug satisfaction with Indiana.

They know that Indiana is the state of states.

They know that there is more health, happiness, home life and harmony in Indiana than anywhere else.

They know, too, that there is nothing too good for Hoosiers—and they know that their own daily newspapers, their own cities, their own merchants are the best in the world.

They are easy to get acquainted with, if you go at it the right way—and the right way is via the usual Indiana channels of trade—through local dealers and local daily newspapers.

	Circulation	5,000-line rate
Elkhart Truth.....(E)	8,300	.025
Evansville Courier.....(M)	*23,893	.04
Evansville Courier.....(S)	*20,987	.04
Fort Wayne Journal-Gazette.....(M)	29,236	.05
Fort Wayne Journal-Gazette.....(S)	24,350	.05
Indianapolis News.....(E)	123,473	.16
Indianapolis Star.....(M)	92,851	.11
Indianapolis Star.....(S)	106,381	.14
Kokomo Dispatch.....(M)	5,400	.0171
Lafayette Courier.....(E)	*8,994	.02
Lafayette Journal.....(M)	10,415	.02143
La Porte Herald.....(E)	3,376	.0179
Logansport Pharos-Reporter.....(E)	6,621	.015
Muncie Press.....(E)	9,646	.01786
Muncie Star.....(M)	26,858	.05
Muncie Star.....(S)	16,818	.05
Richmond Item.....(M)	8,225	.03
Richmond Palladium.....(E)	11,096	.03
South Bend Tribune.....(E)	*17,436	.035
Terre Haute Star.....(M)	26,945	.04
Terre Haute Star.....(S)	19,422	.04
Terre Haute Tribune.....(E)	24,845	.04
Terre Haute Tribune.....(S)	19,192	.04
Vincennes Capital.....(E)	1,049	.01071
Total Daily Circulation and Rate.....	444,261	.71396
Total Sunday Circulation and Rate.....	207,150	.36
Total Daily and Sunday.....	651,511	

* A. B. C. Report, April 1st, 1919. Government Statement April 1, 1919.

From 43 to 80 In Less Than 60 Days

On August 11th we published a list of 43 representative newspapers that had purchased "ONE-SET" Automatic Suction Ink Distributing Rollers. Today, less than 60 days from August 11th, the list has grown to 80, showing an increase of 86%—and the list is growing daily.

You'll say "that's building business fast." It is, but behind it there's a big, powerful reason. Goodrich "ONE-SET" Rollers are the ideal ink distributing rollers for which publishers have long been looking. These rollers mean for them money saving, more profits and greater efficiency. They were convinced of these facts by actual press-room tests.

Goodrich "ONE-SET" Rollers need no re-adjustments from time to time. They resist the most radical temperature changes—hot or cold weather, slow or fast speed, long or short runs, they remain unaffected, functioning and distributing perfectly. They need no washing. They have the right properties of "tack." They are not affected by water. They're long-wearing, and save trouble, worry and money.

Install Goodrich "ONE-SET" Rollers in your plant because you need them, and because it is good business for you to do so. The standing and calibre of the newspapers that have adopted them should convince you of their merits.

Why not send us a core to be recovered and let "ONE-SET" prove its practical worth? At least write for prices, stating core diameter, finished diameter and length of cover face.

Look at This Partial Line-Up of Newspapers That Have Ordered "ONE-SET"

- | | | | |
|----------------------------------|---------------------|---------------------------------|-------------------------|
| Akron Evening Times | Akron, Ohio | Charles C. Fulton Co. | Baltimore, Md. |
| Boston Post | Boston, Mass. | Newark Advertiser | Newark, Ohio |
| Buffalo Courier | Buffalo, New York | Times Recorder Company | Zanesville, Ohio |
| Buffalo Evening News | Buffalo, New York | Repository Publishing Company | Canton, Ohio |
| Chicago Tribune | Chicago, Illinois | Springfield News | Springfield, Ohio |
| Cleveland Press | Cleveland, Ohio | Times Publishing Company | Erle, Pennsylvania |
| Denver Post | Denver, Colorado | Warren Chronicle Publishing Co. | Warren, Ohio |
| Detroit News | Detroit, Mich. | Philadelphia Press | Philadelphia, Pa. |
| Houston Chronicle Publishing Co. | Houston, Texas | Atlanta Journal | Atlanta, Ga. |
| Indianapolis News | Indianapolis, Ind. | Atlanta Constitution | Atlanta, Ga. |
| Kansas City Star | Kansas City, Kas. | Asheville Times | Asheville, N. C. |
| New York Tribune | New York City | Buffalo Times | Buffalo, N. Y. |
| Philadelphia Inquirer | Philadelphia, Pa. | Cleveland Company | Cleveland, Ohio |
| Plain Dealer Publishing Co. | Cleveland, Ohio | Columbus Dispatch | Columbus, Ohio |
| Public Ledger | Philadelphia, Pa. | Exponent Company | Charlottesville, W. Va. |
| Inter-Mountain | Elkins, W. Va. | Evening Bulletin | Philadelphia, Pa. |
| Muskogee Daily Phoenix | Muskogee, Okla. | Fairmont Times | Fairmont, W. Va. |
| Parkersburg Sentinel | Parkersburg, W. Va. | Huntington Advertiser | Huntington, W. Va. |
| Pittsburgh Leader | Pittsburgh, Pa. | Intelligence Publishing Co. | Wheeling, W. Va. |
| Post Publishing Co. | Jamestown, N. Y. | Dallas News | Dallas, Texas |
| Reading Eagle Sentinel | Reading, Pa. | Aurora Beacon Publishing Co. | Aurora, Ill. |
| Sioux City Journal | Sioux City, Iowa | Morgantown Post | Morgantown, W. Va. |
| Wireless Register | Wheeling, W. Va. | World Herald | Omaha, Neb. |
| York Gazette | York, Pa. | The Sun | Baltimore, Md. |
| Daily Paragon | Dennison, Ohio | Omaha Daily News | Omaha, Neb. |



THE B. F. GOODRICH RUBBER COMPANY
The City of Goodrich—AKRON, OHIO



GOODRICH

"ONE-SET"

Automatic Suction ROLLERS



EDITORIAL

A WORD TO NEWSPRINT MANUFACTURERS

DO you know of any other great industry in which the attitude of the manufacturers toward their customers is so arbitrary and hostile as that exhibited by you toward the publishers? Who profits thereby?

Have not your counsel, at various hearings before the Federal Trade Commission, stated in effect that the publishers were a group of profit-thirsty business pirates, seeking through the powerful weapons at their command to coerce the manufacturers into furnishing them paper at an actual loss?

Is not your attitude toward the publishers even now one of cynical unfriendliness and suspicion? Do you not proclaim that the present shortage and high prices for newsprint are due entirely to the wasteful practices of the publishers and their folly in bidding against each other for excess tonnage in the "open market?" Have you not tried to convey the impression that there is ample paper for all legitimate uses—and that, therefore, a real paper shortage is non-existent?

Gentlemen, the fates have placed in your hands for the moment grave issues affecting the press of America. Will an attitude of criticism and sinister condemnation of your customers help you to meet those issues?

Whatever your grievances, fancied or real, your prosperity is linked with that of the newspapers. You stand or fall with them. You share their responsibilities to the public.

Sometime you must restore the normal relations that should exist between a manufacturer and his customers. Sometime you must re-establish that basis of friendly co-operation with the newspapers upon which your industry stood for so many years previous to the war. Sometime you must realize that your problem is merely a part of the publisher's problem, not to be solved by economic wars but by mutual concessions and understandings. Sometime you must realize that it is a good thing to have a customer for your product and that it is the part of business wisdom to co-operate with that customer in every way possible.

In short, sometime you will find it desirable and wise to meet your customers and to discuss with them in a mutually friendly way policies of active co-operation. Why not now?

CRAFT ORGANIZATION

IN every new movement, such as that of the organization of news writers, experimental and mistaken steps are apt to be taken. Radical elements, whose dearth of numbers is balanced by an excess of fighting spirit, are likely in many instances to gain temporary ascendancy. But, in due time, the rule of reason prevails. The men who write our newspapers are, as a class, too sane and poised to submit to dangerous leadership in any organization movement to which they may commit themselves. They recognize that their work is one carrying high and imperative obligations to the whole public, and that it must always be free from bias and from the influence or control of class interests, however worthy these interests may be of themselves. Based on sound principles, safeguarding the interests of the newspapers with which they are connected, news writers may very properly organize under forms of craft fellowship which will assure for all of them greater accomplishment and higher achievement. Yes, even the assuring of that sort of wage which present living conditions make imperative. For, as has been well said, "the day of the impecunious reporter has passed." It is folly to assume that editors and reporters are the one class that is immune and exempt under the present reign of high costs of living. And it must be said to the credit of the publishers that not many of them try to deceive themselves with any such fallacy. In fact, the movement for normal salaries for news writers under present conditions has made rapid strides



lately and this is due to a recognition by publishers of the principle of a fair wage for everyone who has a part in the making of a newspaper.

WHEN MEN GET ACQUAINTED

SOME newspapermen of Mexico decided to attend the A.A.C.W. convention. For the most part, these men were competitors and political antagonists. Their thought, as freely admitted by one of their number, was to make the journey to New Orleans and to take part in the sessions of the convention without coming into personal contact with each other. They were at pains to travel by different trains, to secure quarters at different hotels.

But the spirit of comradeship at the convention caught them in its strong currents. They met. They found themselves interested in common purposes and ideals. They fraternized, and return to their homes good friends. For the first time the wisdom, the sanity, of co-operation appealed to them. They are now determined to work together to promote better press relations between their country and ours and throughout North and Central and South America. And better press relations mean better political and business relations, closer unity of ideals among all who call themselves Americans.

Groups of publishers in many of our own cities may find in this incident food for thought. Petty hatreds, rivalries and mutual distrust often serve to prevent competing newspapermen from adopting common sense policies. They stand in the way of effective conservation of newsprint. They are responsible for suicidal circulation "fights." They are the source of waste and extravagance.

If rival publishers in every city in the country would get acquainted, get together for helpful discussion of their common problems, and then adhere to standards which their collective common sense dictates as wise and progressive, many of the difficulties facing them would disappear.

It often happens that, in a city where there are three or four daily newspapers, one publisher is considered by his competitors as "a bad actor." Perhaps, in his fight for business, he cuts rates or bribes away some part of the circulation of the rival papers. In retaliation the other papers adopt some wholly unsound policy, reasoning that they must fight him with his own kind of weapons. Thus one "bad actor" in a city demoralizes other publishers who would much prefer to follow sound methods.

The remedy is: Get together. Show the erring publisher a better way. If he is still bent upon a rule or ruin policy, let him understand that he will have a united opposition and that he cannot set standards of practice for that opposition. In a short time he will either return to sound standards or he will eliminate himself from that field.

October 9, 1919. Volume 52, No. 19.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.
W. D. Showalter, editor; John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellon, Features.

James Wright Brown, publisher;
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: H. C. Bernstein.
Boston: M. J. Staples.
Washington: Robert T. Barry.
10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.

DIFFICULTIES OF THE FLAT RATE

WHEN James O'Shaughnessy, executive secretary of the A.A.A.A., in his message to the daily newspaper advertising managers at New Orleans, said that the adoption of the flat rate would bring to publishers at once an additional volume of national business amounting to \$300,000 a year, and would eventually turn to the newspapers an increased volume ten times as large, he used "brass tacks" language. It had the effect of putting the managers present on record as favoring the flat rate for national, or "foreign," business, while they still adhered to the contention that the flat rate is not equitable or practicable for local business.

There are some disturbing problems to be considered in connection with the adoption of the flat rate for national advertising. There is a very real overhead expense in handling advertising, and this varies greatly according to the size and nature of each contract. If one contract calls for a full page of space, to be used once a week for a year, and another calls for three inches of space, 52 insertions, it usually happens that the clerical expense involved in taking care of these two accounts is practically the same. The same process must be followed in scheduling publication dates, in bookkeeping, billing, checking and collecting in the one as in the other account. The amount of correspondence involved in regard to lost checking copies, discounts, claimed adjustments, etc., is likely to average the same for the smaller as for the larger account.

On a flat rate basis it would require about fifty of the smaller accounts to amount to as much as the one larger account. Assuming that the matter of agency commissions takes care of itself automatically in either case, it remains true that the clerical work in handling fifty small accounts, amounting in the aggregate to the total revenue from the one larger contract, must be multiplied by fifty. Is it just to the newspaper, which must take into account selling costs? Is it just to the big advertiser, who relieves the newspaper of the need to negotiate and execute fifty contracts in order to sell fifty-two pages of space? Should not that wholesale buyer of space be entitled to a fair concession? Would not the flat rate inflict upon him a real penalty? For, would it not be true that, in fixing such a rate, the publisher would have to consider as a part of his selling costs a big overhead which the buyer of big space has no part in creating?

It must be confessed that the idea of the flat rate is an alluring one. It appeals, in theory, to advertisers and newspaper publishers alike. It is urged, always, as a progressive policy. But, in spite of all this, the difficulties enumerated above persist in intruding into the problem, and we fear that the solution for them will not be found through simply ignoring them.

HAVE I noticed Editor & Publisher's space-buyers' charts and market survey of Connecticut, I have studied this feature from every angle and have discussed it with all of my associates." Thus spoke, the other day, the advertising manager of one of the largest concerns using space in the daily newspapers of the country

AN artificially created volume of classified advertising never holds—for only reader-interest, carefully and patiently developed, assures results from these little ads.

AMAN who feels that he is merely holding "a job" on a newspaper is never worth more—rarely as much—as the "job" pays.

PERSONALS

FRED L. BOALT, editor of the Portland News, is recovering at a local hospital from a serious operation he underwent as the result of a recent accident.

Robert Lipsett, former news editor, has been appointed business manager of the Winnipeg Telegram.

Charles K. Blasser, who was circulation manager of the York (Pa.) Dispatch before he entered war service, has returned and taken his old position. Howard F. Eyster, who was circulation manager in the interim, has been made business manager.

B. E. Woolston, manager of the Butte (Mont.) Miner, and Leonard G. Diehl, business manager of the Great Falls (Mont.) Tribune, were visitors in New York last week.

George W. Norton, editor-in-chief of the Portland (Me.) Express-Advertiser, and member of Governor Carl E. Milliken's Executive Council, left this week for a month's vacation at Roach Pond in the Moosehead Lake region.

J. S. Crate, managing editor of the Ottawa (Ont.) Journal, has been named chairman of the central publicity committee in Ottawa for the Victory Loan campaign.

Percy Hurd, member of the British House of Commons, well-known writer, and London correspondent (Windermere) of certain Canadian papers, is now touring Canada.

Dr. Douglas S. Freeman, editor of the Richmond (Va.) News-Leader, addressed the National Bank section of the American Bankers' Association in annual convention at St. Louis, on "Some Unconsulted Ledgers."

IN THE EDITORIAL ROOM

Clement L. Manning, police reporter for the Chicago Herald and Examiner, was married recently to Miss Sadie Gill, of Chicago. "Carnation Dan" O'Leary, dean of the police press, cut the cake and acted as toastmaster at the wedding breakfast.

John E. Bierck has left the Hartford (Conn.) Times staff to go into business in the Panama Canal Zone.

Joseph A. Reilly, for many years associated with the Brooklyn Daily Eagle and who was its war editor, has resigned to take up the practice of law in Brooklyn.

James Leonard Lee, one-time editor of the Evanston (Ind.) News-Index and later connected with Chicago newspapers, is now athletic director at Northwestern University.

Frederic C. Nelson, editorial writer on the Hartford Post, is handling the Connecticut publicity for the Harvard \$11,000,000 Endowment Fund Drive. Mr. Nelson graduated from Harvard in 1916.

Leon M. Block has been appointed business manager and editor of Feeding Stuffs, New York. He is a former daily newspaper man.

Helen Rowland, formerly of the Evening World, is now contributing her features to the Wheeler Syndicate clients.

Gilbert S. Costello, Seattle newspaper man, has been appointed private secretary to Mayor Fitzgerald, who recently

ascended to the executive chair, upon the resignation of Ole Hanson.

Miss E. Cora Hind, agricultural editor of the Winnipeg Free Press, was one of the western delegates to a conference of Canadian women at Ottawa, where the problems of the women living on the farms in Canada were discussed.

F. Eugene Ackerman, former newspaper man, is editor and publisher of a book in Spanish which will be one of the instruments used to combat German propaganda in Latin-American countries. Mr. Ackerman has been with the Omaha Herald and the New York Herald. He toured the country with Roosevelt, Taft and Wilson and went around the world with the American fleet.

Gilbert B. Outhwaite, assistant secretary of the Troy (N. Y.) Chamber of Commerce, and formerly a reporter on the Troy Record, has resigned to engage in other work in New York City.

William D. O'Brien, former police reporter for the Bridgeport Telegram, has just been released from war service and has gone back to the paper of his apprenticeship, the South Norwalk (Conn.) Evening Sentinel. He was a sergeant in the Marine Corps.

Wallace T. Bassett is back on the desk of the Bridgeport (Conn.) Standard Telegram for the winter, editing telegraph copy. Bassett conducts a delicatessen store during the summer at Walnut Beach, but may annually be expected in newspaper work between Fall and Spring.

Lee J. Mansell, who served with the American Expeditionary Forces in France for a year, has returned and joined the staff of the Albany (N. Y.) Argus.

Shannon Leintz, Sacramento correspondent of the Associated Press, has resigned to enter business with his brother in Los Angeles to take effect as soon as he is relieved.

E. W. Murphy of the Portland Telegram spent a few days of his vacation in Sacramento.

Will W. Watson is now on the copy desk of the Sacramento Bee.

Miss Jacque Wilson and Captain Darwin Smith have announced their engagement. Both are members of the editorial staff of The Sacramento Bee.

Miss Sara Blanche Wrenn, a newspaper woman, who for the past 18 months has been a special investigator for the Department of Labor, has sailed for Japan to join the staff of the Trans-Pacific, and American trade journal in Tokio.

Mrs. Grace Gallop, former city editor of the Blackwell (Okla.) Tribune, and Blaine Harris were married September 4.

Guy Goodwin, city editor of the Concordia (Kan.) Blade-Empire, has resigned to become principal of the Concordia High School.

Miss Ila Montgomery, for two years editor of the children's section of the Winnipeg Free Press, has resigned to enter the matrimonial state. She is succeeded by Miss Doris Metcalfe, late of the reportorial staff.

Hill Cocke has resigned from the reportorial staff of the San Antonio (Tex.) Evening News to resume studies at the University of Texas.

John Liscomb, formerly of the Portland (Me.) Daily Press staff, has moved to Boston to enter Boston Law School.

Ernesto Ocampo Herrera y Cairo, editor of La Prensa, a Tampico, Mexico, daily paper, has married Senorita Maria Concepcion Cardenas of Tampico.

TWO NEW REMINGTON MEN

Finley H. Greene is the New General Manager of Buffalo Agency

Finley H. Greene, the new general manager of the E. P. Remington Advertising Agency, of Buffalo, is known as an authority on marketing conditions as a result of the many years that he has devoted to investigation in many lines as the foundation for selling campaigns. Mr. Greene joined the Remington Agency on September 1, and prior to that was secretary and sales manager of the Mathews-Northrup Works. His experience has included the preparation and handling of every branch of advertising. Clarence J. Monro, formerly of the Niagara Lithograph Company, is the new art director of the Remington Agency.



FINLEY H. GREENE

John W. Shaver, formerly of the Portland Oregonian, has joined the editorial staff of Engineering News-Record, New York. He served as a first lieutenant of engineers, in the army under Capt. Tomlin, now managing editor of Engineering News-Record.

Ettore Patrizi, managing editor of L'Italia, San Francisco, is on his way to Italy, where he will study conditions of Italian emigration and look into economic, financial and political conditions. He will also visit France.

WITH THE AD FOLKS

George Warner of Scranton, Pa., former advertising writer for Stoehr & Fister, that city, has resigned from the Ryan Advertising Company of Wilkes-Barre, Pa.

F. A. D. Seelye has been appointed advertising manager of the Packard Motor Company of Pittsburgh, succeeding P. W. Stearn, who is now with the Parker, Duff & Morris Advertising

Agency, same city. Mr. Seelye was formerly with the sales promotion department of the Firestone Tire & Rubber Company and later was automobile editor of the Pittsburgh Dispatch.

Charles G. Reed, for 15 years automobile editor and writer of motor news, has joined the Dunlap-Ward Advertising Company, Cleveland. He will also look after sales promotion interests of large auto and accessory concerns which are clients of the company. Mr. Reed began as an automobile editor in Cleveland "when Cadillacs had but one lung and curve dash Olds were steered with a stick." For the last four years he has been on the Detroit Journal. Before taking this position he spent a year studying factory methods in the Dodge Brothers plant, Detroit.

W. R. Warren, former advertising manager of the Westfield Manufacturing Company, Westfield, Mass., and more recently assistant advertising manager of the Corticelli Silk Mills, has been appointed advertising manager of the Sexton Manufacturing Company, Fairfield, Ill., maker of men's and children's athletic underwear and night-wear.

Clarence L. Fisher, president of the Fisher-Ruebel-Brown Advertising Company, St. Louis, and Mrs. Fisher celebrated the twenty-fifth wedding anniversary recently. Among the gifts was a handsome silver water set from the families of the officers of the company.

H. R. Baker has been placed in charge of the Goodrich Tire & Rubber Company's department of house organs, in Akron, Ohio, and will be assisted by H. G. Wilson. Mr. Baker succeeds Lester H. Butler, resigned.

Graham Lee Hemminger, formerly with the Richard A. Foley Advertising Agency of Philadelphia, has taken a position with the Massengale Advertising Agency, where he will charge of the copy and plan department.

Jacob Pfeffer, who has been connected with Jewish newspapers, is the founder of a new advertising agency in New York, which will handle Jewish advertising and publicity, exclusively.

L. G. Robbins, general sales and advertising manager of the A. J. Deer Co., Inc., of Hornell, N. Y., has been made an officer and director of the company.

The Rockford Morning Star has signed a contract for the Haskin Service for one year

IT keeps its subscribers abreast of the times on the important issues of the day



It operates with Washington, D. C., as a base.

J. L. EBAUGH GOES TO BIRMINGHAM

Well-Known Business Manager of New Orleans Times-Picayune Appointed Successor to Buford Goodwin

BIRMINGHAM, Ala., Oct. 5.—John L. Ebaugh will become general manager of the Birmingham News on October 20. Mr. Ebaugh, now business manager of the New Orleans Times-Picayune, will succeed Buford Goodwin, who left The News October 1 to become publisher



JOHN L. EBAUGH

of the Atlanta Georgian. He is one of the best known newspaper men in the South.

Mr. Ebaugh was born in Houcksville, Carroll County, Maryland. He lived on a farm until he was 18, when he became a machinist's apprentice in the Baltimore & Ohio Railroad shops in Baltimore, and for four years he worked by day and attended school at night to learn mechanical and architectural drawing. He then worked for a year with the original Mergenthaler Linotype Company in Baltimore, going to the old New Orleans Times-Democrat in April, 1892, and remaining there until May, 1898, as linotype machinist.

He volunteered for service in the Spanish-American war and served as first sergeant of Company A, 1st Louisiana Volunteer Infantry. After being mustered out in November, 1898, he went direct to the Mergenthaler Company again and traveled for that corporation.

After the death of Mr. Mergenthaler, Mr. Ebaugh resigned and went back to the New Orleans Times-Democrat in November, 1899, as mechanical superintendent. In January, 1910, he was made foreman of the composing room and in 1915 became business manager of the Times-Democrat. Four months later the paper consolidated with the Picayune and was continued as business manager of the combined papers, from that time on known as The Times-Picayune. Mr. Ebaugh's entire time and energy for the past five years has been devoted to the business affairs of the Times-Picayune, which has achieved splendid growth under his direction.

Hartford Men Change Positions

Hartford, Conn., Oct. 5.—Clarence L. Moody, until recently telegraph editor of the Post, has gone to Brock-

ton, Mass., to enter the employ of the Times in a similar capacity. Geo. Vennart of the Post's city staff, a veteran of the 26th Division, is handling publicity in Connecticut for the American Legion membership drive. Eugene Kelsey has resigned as staff photographer of the Post to accept a similar position on the Courant. Mr. Kelsey served in the war as a member of the photographic section of the A. E. F. in France. Harold M. Newsome has resigned from the Courant as staff photographer to take a rest which his health requires.

CIRCULATION NOTES

John Wood has become circulation manager of the San Antonio (Tex.) Express. He will be assisted by William K. Meyers and August Small, circulators, succeeding William K. Meyers.

The Cheyenne (Wyo.) State Leader is now in the midst of a circulation campaign, which is being managed by F. P. Shaughnessy, representative of Blair & Austin, of Louisville, Ky. Four automobiles and a piano and other prizes valued at \$8,000 are being given away to the successful members of the Leader's "salesmanship club."

The Kansas City (Mo.) Post is devoting a page each Sunday to news from the high schools of Greater Kansas City. The news items are collected and edited by journalism students. Thomas Parry, Jr., is editor of the page.

Three hundred Omaha and Council Bluffs newsboys attended the annual picnic of the Omaha World-Herald. Circulation manager M. B. McMunn had charge of the program, which included a "feed" and a series of races and contests. \$150 in prizes were given.

W. H. Russell Breaks Into Movies

Los Angeles, Cal., Oct. 7.—W. H. Russell, former editor of the Palo Alto Times and also the Sanger News in both the California cities, is now director of publicity for the American Film Company at its Santa Barbara studios.

Gale Blocki on Payne Staff

Chicago, Oct. 4. — The C. Logan Payne Company has added to its local soliciting force Gale Blocki, Jr., who for the past six months has been with Erwin & Wasey. Mr. Blocki's first advertising experience was with one of the University of Chicago papers while a student at that institution.

Daddy Stratton Meets His Boy

Topeka, Kan., Oct. 5.—Lieut. Cliff Stratton of the Capital staff, on returning from a year overseas met his son, Cliff Stratton, Jr., whom he had never seen; the boy having been born while his father was in the service. Mrs. Stratton was Miss Lenore Moore, formerly Capital society editor.

William Floto Marries

Kansas City, Mo., Oct. 4.—William Floto, head of the automobile department of the Post, and Miss Mary McClurg, society editor of the Leavenworth Post, were married in Leavenworth Wednesday.

New Jersey's Drive For a Million B. & L. Shares

There are states in which the building and loan association is almost an unknown factor in the economic and financial program of the rank and file of the population.

New Jersey has 871 building and loan associations—by far the largest number in proportion to population of any state in the country.

The number of shares carried by the people of the state of New Jersey runs beyond four millions.

And now there is a drive on to secure a million more shares in a week—and the associations are confident they will double the figure set as a goal.

Just ponder this, Mr. Advertiser, and ask yourself whether you can afford to omit a state with such proclivities for thrift from consideration in an advertising campaign.

Consider This List of New Jersey Newspapers

	Circulation	Rate 5,000 lines
†Asbury Park Press (E).....	7,651	.0225
Atlantic City Press (M) Union (E).....	14,871	.035
Elizabeth Journal (E) (A. B. C.).....	17,656	.04143
Hackensack Record.....	4,879	.0178
Hudson Observer (Hoboken).....	43,000	.08
Passaic Herald (E).....	8,535	.025
Passaic News (E).....	8,427	.025
Paterson Press-Guardian (E).....	12,686	.03
Perth Amboy Evening News (E).....	*8,723	.025
Plainfield Courier-News (E).....	7,908	.0214

Government Statement, April 1st, 1919.

* A. B. C. Report, April 1st, 1919.

† Government Statement, October 1st, 1919.

Canadian Commerce

Always an important factor, Canadian commerce is looming up stronger, more important and more valuable than ever before.

Canadians always were friendly toward us, but since Canadian men and men from the United States have fought shoulder to shoulder, in the great war, since Canada and the United States did their bit so splendidly, we are no longer merely friends—we are Buddies—and Canadians are more will-

ing than ever to buy from us what they do not manufacture.

However, they still stick to their own merchants and their own daily newspapers, and are best reached through cooperation with Canadian daily newspapers and Canadian merchants.

These daily newspapers can and do reach the buying power of Canada. They tell your story where you want it told—economically and effectively.

PROVINCE OF ONTARIO									
Population 2,523,274									
	Lines				Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		
Border Cities Star (Windsor).....	12,403	.03	.03	†Kingston British Whig.....(E)	6,328	.025	.02		
†Brantford Expositor.....(E)	10,160	.025	.025	*London Free Press.....(MN&E)	41,609	.07	.06		
†Brockville Recorder-Times.....(E)	4,225	.0179	.0107	*Peterborough Examiner.....(E)	5,329	.0193	.015		
Chatham Daily News.....(E)	2,472	.01	.0071	*St. Catharines Standard.....(E)	7,632	.0275	.0175		
*Galt Reporter.....(E)	3,955	.015	.0125	†St. Thomas Times-Journal.....(E)	9,016	.0275	.02		
†Guelph Mercury.....(E)	3,877	.015	.01	*Toronto Globe.....(M)	86,388	.15	.11		
*Hamilton Spectator.....(E)	31,058	.055	.05	*Toronto Star.....(E)	86,157	.14	.11		
Hamilton Times.....(E)	11,200	.035	.03	*Toronto Star.....(E)	86,157	.14	.11		
				*Toronto World.....(M)	27,437	.09	.06		
				*Toronto World.....(S)	87,655	.12	.09		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
	Lines				Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		
*Montreal Gazette (3c-\$8 yr.)...(M)	32,140	.085	.07	*Montreal Star.....(E)	111,151	.13	.11		
*Montreal La Presse (2c per copy)(E)	147,127	.13	.11	*Quebec Le Soleil.....(E)	39,356	.06	.06		

Government Statement, April 1, 1919.
 *A. B. C. Report, April 1, 1919.
 †Publishers' Statement.

GUARDIAN AGENCY IS FORMED IN N. Y.

Robert Adamson, Dr. J. A. Harris, W. Lamar, E. S. Hamilton, B. C. Diven Incorporate Firm— Freeman Field Manager

A new advertising agency organization has just been formed in New York, to be known as the Guardian Advertising Corporation, with offices at 511 Fifth Avenue and a group of well-known financial, advertising and newspaper men at its head.

Robert Adamson, former fire commissioner of New York City, and who made his start on Atlanta newspapers and was afterwards with the New York World, is president.

Dr. John A. Harris, a notably successful New York business man and who is now serving without pay as a deputy police commissioner in charge of traffic, is chairman of the board of directors, and he announces that a number of other well-known men shortly will be associated with him.

Washington Lamar, of Atlanta, a young and widely experienced business man, is vice-president; Emmett S. Hamilton, an active figure in financial and banking circles, is secretary, and B. C. Owen, who was for years head sales manager of the Babbitt Soap Company, is treasurer.

William C. Freeman, than whom there is no one better known in the American advertising field, is field manager of the new corporation, which is capitalized at \$250,000 under the laws of the State of New York. It begins operations with no clients, but with bright prospects, it is announced.

Mr. Adamson will be actively in charge and Dr. Harris will take an active interest in connection with his many other business affairs. The latter says he has been keen for years to engage in advertising, which he regards as a most important industry.

William C. Freeman resigns from the service of Paul Block, Inc., to enter on his new duties, which will consist of creating business for the Guardian Agency.

Publishers Complain of Invasion

Lawrence, Kan., Oct. 4.—The University Daily Kansan, student paper at the University of Kansas here, is not being operated for profit, State officials declared, following a conference with local newspaper publishers, who complained that, with the announcement of a telegraph service and a report that last year closed with a profit, they felt their field was being invaded. They conferred with Governor Allen and the State Board of Administration, who stated that their only business efforts are for sufficient revenue to pay for the operating expenses in teaching journalism, and they will not compete with the local papers in the commercial field.

Pennsylvanians Take to Flying

Wilkes-Barre, Pa., Oct. 7.—Joseph Gorman of the Evening News has the distinction of being the first newspaper man to fly over this city. He made the trip with a government aviator. John Ruddy of the Scranton Times; Morton Piper of the

Scranton Republican, and James Gibbons, editor of the Scranton Board of Trade Journal, are other newspaper men who have made flights in their section.

Chinese Student Wins Bennett Prize

The James Gordon Bennett prize at Yale has been awarded for the year 1918-1919 to Chien Chun, of Krashing, China, for his essay on "The Railway and the Government." The prize, which consists of the income from a fund of \$1,000, was established in 1893 by the late James Gordon Bennett, proprietor of the New York Herald. It is given for the best essay upon a subject of contemporaneous interest in the domestic or foreign policy of the United States Government.

British Correspondent on a Visit

George Herbert Ferris, who, during the war, was a correspondent on the western front for the London Daily Chronicle and the New York Times, has come to this country to deliver a series of lectures on the war and to describe for the Chronicle post-war conditions in America. Mr. Ferris arrived in New York Monday and expects to remain until Viscount Grey returns to England next Spring.

Competition in Green River

CHEYENNE, WYO., Oct. 6.—A new weekly newspaper, the Sweetwater County Chief, is to be published in Green River, Wyo., by E. R. Clayton, formerly of Portland, Ore. Associated with him in the undertaking will be J. E. LeMere, formerly of Brighton, Colo. The Chief will be republican in politics and is starting up in Green River as a competitor of the Green River Star.

In Involuntary Bankruptcy

Clarksburg, W. Va., Oct. 7.—An involuntary bankruptcy petition, with an application for the appointment of a receiver, has been filed against the Middlebourne News-Star, a weekly, in the United States District Court here. Charles Ashcraft of Middlebourne was named receiver. The petition was filed by the West Virginia Printing Company of Wheeling, the Central Ohio Paper Company of Columbus, O., and W. H. Carter of Middlebourne.

Harley-Davidson Ad Personnel

Milwaukee, Wis., Oct. 4.—Lacy Crolius has resumed charge of the Harley-Davidson Motor Company's advertising on returning from military service, and O. Grigg, who was in charge during his absence, is now connected with the Klau-Van Pieter-son-Dunlap Advertising Agency. T. M. Agnew is now handling the publicity and newspaper advertising for the company.

Lawrence Syndicate Moves

WASHINGTON, D. C., Oct. 1.—Offices of David Lawrence, Inc., have been moved from the Home Life Building to 503 Commercial National Bank Building.

Iowa Ad Clubs to Convene

OTTUMWA, IA., Oct. 1.—The Associated Advertising Clubs of Iowa will hold their eighth annual convention and business course in this city.

Iowa

Daily newspapers in Iowa compare in advertising rates very favorably to daily papers in general per line per thousand, but the ADVERTISER GETS the MAXIMUM for his money.

The farmer who reads one paper BUYS usually for a NUMBER of people.

And he buys in TOWN.

He buys for HIS percentage of a state with an income from farm crops of over \$400 per person; that has nearly 700,000 savings bank depositors; and nearly one auto per family.

In fairness to Iowa rates, which are all right anyhow, consider WHAT kind of circulation its papers give you.

YES, think of the PRICE!

If you are a daily newspaper advertiser in Iowa you GET CLASS circulation for your money, not just circulation to delicatessen customers and OTHERS, but to BUYERS who live wholesale and keep the pantry FULL.

	Circulation	Rate for 5,000 Lines
Boone News-Republican.....(E)	3,636	.0143
Burlington Hawkeye.....(M)	10,908	.03
Burlington Hawkeye.....(S)	12,116	.03
Council Bluffs Nonpareil.....(E & S)	16,228	.035
Davenport Times.....(E)	25,643	.05
Des Moines Capital.....(E)	60,655	.10
*Des Moines Sunday Capital.....(S)	46,668	.10
Des Moines Register and Tribune.....(M & E)	111,517	.16
Des Moines Sunday Register.....(S)	70,745	.14
Fort Dodge Messenger and Chronicle.....(E)	8,762	.03
†Iowa City Daily Press.....(E)	3,280	.015
Mason City Globe-Gazette-Times.....(E)	9,602	.03
Muscatine Journal and News-Tribune.....(E)	8,331	.02
†Sioux City Journal.....(E)	31,083	.08
†Sioux City Journal.....(S)	28,281	.08
Ottumwa Courier.....(E)	13,606	.035
Waterloo Evening Courier.....(E)	14,484	.03

Government Statements, April 1st, 1919.

* Publisher's Statement.

† A. B. C. Report April 1st, 1919.

NEWS IN BRIEF of the NEWSPAPER AND ADVERTISING WORLD

A state-wide campaign of newspaper advertising is proposed by the Massachusetts Co-operative Bank League. The idea, sponsored by Joshua B. Merrill, treasurer of the Roger Conant Co-operative Bank of Salem, at the 31st annual convention held in Pittsfield last week, was very generally favored.

In celebration of the passing of his fiftieth anniversary in the newspaper profession, Nathaniel H. Taylor of the Boston Globe, better known by plain "Nat" among his associates, was tendered a banquet and reception and presented with a purse of gold by his newspaper friends at the Boston City Club.

The Brookline (Mass.) Chronicle, one of the oldest town papers in the State, has purchased the Brookline Townsman, and henceforth the two papers will be merged and published as one.

President Stokes and Arthur Hoskins, president and secretary, respectively, of the St. Louis Association of Journalists, are visiting various cities explaining the St. Louis Plan, with the idea that everything possible should be done at once to make the association a national affair. Each member is to be assessed a small sum to create a fund to bring together the newspaper men of the entire country in a general convention here in St. Louis early in the coming year. Some plan of protection for men who are thrown out of a position through illness or by an arbitrary dismissal is now being worked upon and will soon be submitted.

Lee Casey, editorial writer on the Denver Times and formerly of the Kansas City Star, has become head of the department of journalism at the University of Colorado.

Topeka Press Club members were guests Sunday of Clyde M. Reed, secretary to Governor Henry J. Allen and Mrs. Reed at the executive mansion. Mr. Reed is owner of the Parsons Sun.

Maurice E. Votaw has been named dean of journalism at the University of Arkansas.

The new home of the Little Rock (Ark.) Daily News has been completed.

The city of Lindsborg, Kan., has appealed to the State Utilities Commission to release it from complete Sunday isolation. No newspapers, mail or rail service are given it by the McPherson branch of the Union Pacific railroad, and the residents desire to avail themselves of these necessities.

An advance of 75 cents per day has been made by Kansas City (Mo.) newspaper publishers to 300 members of the I. T. U. The new scale is \$6.50 for night work and \$6.25 for day work.

Cleveland's newspaper printers are now receiving \$41.40 per week of six days for night work and the day wage is \$38.30 per week. The I. T. U. contract, made about four years ago

on a five-year basis, calls for a night scale of \$33 a week and \$30 for day workers, but the publishers from time to time voluntarily have increased the pay to the present scale.

The 163d dinner of the Sphinx Club will be held October 14, at 7 p. m., at the Waldorf-Astoria, New York. Speakers will be Bainbridge Colby and Frank Crownshield.

The Topeka State Journal has offered four prizes for the best ideas combating the high cost of living in a contest which closes October 25. Letters submitted will be printed for the benefit of all the readers.

James E. Edmonds has been appointed managing editor of the New Orleans Times-Picayune on his return from three years' Army service as an officer. Mr. Edmonds was formerly associate editor of the New Orleans Item and president of the Baton Rouge (La.) State-Times Publishing Company.

David Lampe has been appointed advertising manager of Parker, Bridget & Co., Washington, D. C. He was formerly retail service man with the Banker-Martin Company, Detroit, and advertising manager of Isaac Hamberger & Sons, Baltimore.

W. G. Bowdoin, art critic of the New York Evening World, is a contributor to the photographic exhibition of the Joan of Arc Statue, which is being held this month at the Camera Club, New York.

Both the Fort Smith (Ark.) South-west American and the Times Record temporarily ceased publication Saturday night, following a strike of mechanical forces. The publishers claim the printers refused to arbitrate their demands, which included an increase of \$10 a week, making the Fort Smith wage larger than those of Kansas City, Chicago and other larger cities. When the publishers saw that an agreement could not be reached, they issued their Sunday editions late Saturday afternoon.

Laura Becktenwalt has been elected president of the Buffalo (N. Y.) League of Advertising Women, to succeed Bertha L. Darling, resigned.

The Buffalo (N. Y.) Advertising Club has voted to affiliate with the Associated Advertising Clubs of the World.

The largest newspaper ever printed in Kansas was the September 28th edition of the Wichita Eagle, 124 pages. The Wichita Beacon on Saturday also issued a special Industrial Edition of 114 pages.

The Baseball Writers' Association has presented Joe Jackson of Detroit, who was president of the association for the first ten years of its life, with a handsome traveling bag. The association also passed resolutions thanking August Herrmann and the Cincinnati Chapter of the Association for the excellent care that had been taken of the baseball writers.

James R. V. Forrest, for many years editor of the Montreal Daily

Witness and later on the editorial staff of the Weekly Witness, has just died in his 78th year.

Hon. Smeaton White, proprietor of the Montreal Gazette, entertained a trainload of Dominion Senators over the week-end at Shawinigan Falls and Grand Mere.

Senator Arthur Capper of Kansas has been elected president of the International Farm Progress. He is well known to farmers all over the Middle West as an advocate of progressive and up-to-date farm methods.

Randolph Leigh, editor and manager of the Cheyenne (Wyo.) State Leader, has just been named chairman of the committee in charge of an intensive navy recruiting campaign in the Cheyenne district.

John Fleming, advertising manager of the Cheyenne (Wyo.) State Tribune, has just taken his first vacation in several years.

H. C. Mellinger, for several years Wichita (Kan.) representative of the Capper Engraving Company and later with the Botsford, Constantine & Tyler Advertising Company, of Portland and Seattle, has returned to Wichita, where he has joined the staff of the Southwestern Advertising Company.

F. E. Long has resigned from the board of directors and executive committee of the Audit Bureau of Circulation, following his retirement from the presidency and active interest in the National Stockman and Farmer, Chicago. Action on filling the vacancy will be taken up at the next meeting of the A. B. C. executive committee. New newspaper members of the A. B. C. are the Durham (N. C.) Morning Herald, Madison (Wis.) Capital Times, and Pensacola (Fla.) Journal.

The name of the Binghamton (N. Y.) Republican-Herald has been changed to the Morning Sun.

Miss Mary Archer Glass, daughter of Secretary of the Treasury Carter Glass, who is publisher of the Lynchburg (Va.) News and Daily Advance, is to be married November 1 to John G. Boatwright of Danville, Va. The ceremony will take place in Washington, D. C.

The Illinois Circulation Managers' Association will meet in Joliet, October 13, and the New England Association in Springfield, Mass., on October 15.

The Inland Daily Press Association's Chicago meeting will be held October 16 and 17.

The Western New York Newspaper Publishers' Association will meet in Rochester, October 18.

Albert Andrus has been promoted to be advertising manager of the Holyoke (Mass.) Transcript.

Roy V. Crawford, of Kokomo, has been added to the advertising staff of the Peoria (Ill.) Journal & Transcript.

William H. McDonald, recently discharged from the army, has joined the New York advertising staff of the Survey Magazine.

James M. Conklin, manager of the merchandising bureau for the Milwaukee Sentinel, is back on the job after a honeymoon trip through northern Wisconsin and Minnesota. He was married on August 27 to Miss Edna A. Blank, of Mellen, Wis.

W. A. Bower, who for the past twenty years has been business manager of the Anaconda (Mont.) Standard, has resigned and will take a vacation of two or three months before again engaging in business.

Edward E. Patton, who has been with the overseas division of the Y. M. C. A., is now connected with the advertising staff of the New York Commercial.

The Astoria (Ore.) Budget has been sold to the owners of the Pendleton East Oregonian, Messrs. Aldrich, Drake, Lampkin and Chessman. It changed hands on October 1. The Budget is an evening paper.

The Greybull (Wyo.) Standard has just changed owners and may become a daily. Under J. H. Harris, the paper was Democratic, but since its purchase by P. P. Anderson and F. F. Bristow, of Basin, Wyo., it is Republican. Mr. Bristow is business manager. Mac McCarthy, veteran newspaper man of Montana, is editor.

Declared "unfair" because they refused to quit their posts in the plants of the Bellingham (Wash.) Herald and American-Reveille after the building housing the two newspapers had been placed on the general "unfair" list growing out of a two-year-old dispute with the carpenter's organization, the printers and pressmen have demanded that the Central Labor Council rescind its action and offer a public apology to the Typographical Union. Unless their demands are complied with, the officers of the Bellingham typographical union declare they will withdraw from the central body.

Though John Ring, Jr., manager of publicity for the Mercantile Trust Company, St. Louis, has engaged in the advertising agency business, he will continue to handle the Mercantile's advertising. As yet no successor to Mr. Ring has been appointed.

Hazen Conklin has resigned as magazine editor of the New York Evening World to become managing editor of the Thompson Feature Service, New York.

C. F. Ridenour and J. A. Chew of the Xenia (Ohio) Gazette have purchased the Piqua (Ohio) Leader-Dispatch and Press. They will probably consolidate them into one paper on November 1. At present the two papers are Democratic. Mr. Ridenour will remove to Piqua to be editor and general manager. Mr. Chew will remain at Xenia as general manager of the Gazette.

Newsprint Shortage Calls for Drastic Conservation

(Continued from page 5.)

"The prediction of five cent paper for this fall looks rather small now, considering that in the past fortnight the cheapest paper that I have any record of is 5.35. Some has been sold for 5.50 and 5.75, and one lot at 6c. All of this is f.o.b. mill. Add freight, cartage and insurance and the figures are staggering.

"This is, of course, spot paper. A fair estimate of the contract price delivered on sidewalk is around 4.20. It is impossible to accurately calculate what the big papers are now really paying, owing to their using contract paper and spot paper, but 4.25 seems a conservative estimate. I know of one big newspaper whose average cost in September ran close to 4.50.

The 1920 Problem

"But more important than all this is the really obtaining a full supply for 1920.

"At this writing there are grounds for belief that there will not be enough to go round.

"The large majority of paper manufacturers will not fix any price for 1920. They will contract for a limited tonnage, not what the publisher wants, but what the manufacturer is willing to furnish him. At the beginning of each quarter a price will be fixed for the ensuing three months. The only protection the publisher gets is a clause in the contract that he shall have as low a price as anyone else.

"What the average price of contract paper will be for 1920 nobody knows—not even the manufacturer.

"The price fixed in this variety of contract for October, November and December of this year is 3.90 f.o.b. mill. Some manufacturers admit privately that the first quarter of 1920 will be around 4 cents with a possibility of 4.10. They estimate that there will be increases over these figures for the second, third and fourth quarters of 1920.

Limiting Contracts

"Some of the smaller mills will not contract for more than 60 per cent. of their prospective output for 1920, hoping to get runaway prices for the remaining 40 per cent. which they will sell as spot paper.

"Personally, I do not think that the mills are justified in either their contract or spot paper prices. The bulk of the manufacturers should be able to produce newsprint anywhere from \$55 to \$65 a ton, which includes all overhead, interest and everything else except dividends. Some of the big modern mills can cut considerably under these figures. The cost sheets of one large paper company, whose mills are not of very modern equipment, shows an average per ton conversion cost of \$16 and of prepared wood at the mill of \$26, which impresses me as high.

"I mention this, because it means

that in the instance of a curtailment of consumption, which ought to be brought about in some way, the price of newsprint will automatically drop."

"The small publications will proportionately suffer most. Many of these do not and cannot make contracts and have to pay the mills or middlemen whatever they ask. If the consumption continues to increase these papers will be lucky to get their paper as low as seven cents.

"My experience has been that when the print paper supply exceeds the demand these smaller publishers have always got better prices than the large contractors. The situation is now being reversed, and the mills are not likely to be over merciful.

All Publications Are Bigger

"Practically all the newspapers in the country are putting out bigger publications than ever before, due to the unusual advertising, which in measure reimburses them for the enormous cost of white paper over circulation revenue. Here are some illustrations: One important New York paper's Sunday issue a week ago was 124 pages, and the print paper cost was between \$20,000 and \$25,000 more than its circulation revenue. Its daily ran as high as forty pages and averages for the week thirty-four pages which made an excess of \$12,000 paper cost over the circulation revenue. Total for week nearly \$35,000 more spent for white paper than was received from the sales of the publication. Another instance is a Chicago afternoon paper, which far-sightedly made a no-fixed-price contract some time ago for 40,000 tons of paper for 1920 delivery. I was surprised to hear of this tonnage for a paper without a Sunday edition, and on inquiry learned these facts: This paper has been putting out a paper around thirty-six pages, and was arranging to equip its presses to put out a forty-page daily. This means a loss on circulation of \$3,000 per day on present prices.

"The same thing is happening in more or less degree all over. Last Monday's afternoon papers in New York, which



(300 ft. x 280 ft.)

The Detroit News

is the only Detroit paper which publishes its circulation figures every day. Why?

Members Audit Bureau of Circulation

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined.

formerly ran twelve and fourteen pages, were twenty-four and thirty-six pages, and the other days of the week also showed startling increases. Most of the morning papers and Sunday papers are running twenty-five to fifty per cent. larger than they used to. Consider from this the enormous increase in paper consumption. What is the end going to be? Here is what an executive of one of the large paper-making concerns told me a few days ago:

Crucial Situation

"We have oversold our product. Every publisher is making demands for additional paper which we cannot meet. It is the same with other manufacturers. The most crucial situation that has ever been in the newsprint industry has arisen. There is little new production in America, and the small amount of new Canadian paper will be used for export. The Canadian exporters are after the higher prices which the European and South American and other countries are offering."

"I am not sure that raising dailies to three cents, and Sunday papers to ten cents, will cure the situation. It should reduce consumption somewhat. It will give the publishers additional revenue to help meet the higher cost of print paper, labor and other extraordinary increases, which they are up against.

"I also recommend substantial increases in advertising rates, not a cent or two a line, but increases based on the increased cost of producing the publication. This may reduce the volume of advertising a little, but even that would help the print paper situation.

Value of a Dollar

"The advertisers could not justly complain. The value of a dollar compared with several years ago is around fifty cents, and even if the rates were doubled the advertiser would really pay no more than formerly. The publisher is now bearing the burden.

"There is no certainty of how long this 'good-will' advertising will last. When it stops, other conditions remaining the same, anyone can see the disastrous results.

"Therefore, I cannot reiterate too strongly the necessity of both a raise in the selling price of newspapers, a substantial increase in advertising

rates, and the other economies suggested.

"Unfortunately, there are important papers in some of the big centers, which will obstruct the raise in circulation price from selfish reasons. If all the publishers in a community could be got to work together for the general interest, any reasonable proposition could be put through. In San Francisco recently the publishers, who are there all working together, decided on an advertising raise, and as a body so notified the advertisers. Their demands were promptly acceded to. The same thing was done in raising the price of the Coast Sunday papers to ten cents. There was a slight falling off at first, but now the circulations are about what they were before the advance."

Brown Edits N. Y. Commercial

Walter B. Brown is now editor of the New York Commercial, succeeding the late Daniel Kendall. Mr. Brown has had wide experience in the business field and is a writer of authority on business, financial and economic subjects. Fred E. Crawford, Jr. has been appointed Western advertising representative of the New York Commercial, with headquarters in Chicago. He is the son of F. E. Crawford, Chicago representative of the New York Evening Journal, and was formerly with Ryan & Inman.

Ousting Billboards From Houston

Houston, Tex., Oct. 8.—A proposed anti-billboard ordinance now being considered by the City Council would put billboards out of existence within the city limits. If the ordinance is passed the billboard men say they will contest it in the courts.

dominance

You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.

THE INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

During the seven months ending July 31

614,922 agate lines

of national advertising were published in

The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

It pays to advertise in "West Virginia's Leading Newspaper."

40.6% GAIN

in August, 1919, over August, 1918, shows that the PLAIN DEALER is more than holding its own as the leading medium of Cleveland and Northern Ohio.

The PLAIN DEALER not only carries the most of Cleveland's advertising but grows the fastest.

A healthy sign for observant space buyers.

THE PLAIN DEALER

Largest Morning and Sunday Circulation Between New York and Chicago

The Congregationalist

is not read for fun; it is read seriously; therefore it is well read.

Broad-minded advertisers know

THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

MAINE PRESS MEETS IN PORTLAND TODAY

Don Seitz, Business Manager of the New York World, Will Deliver Address on "The Newspaper and the Community"

Portland, Me., Oct. 7.—One of the finest sessions in the history of the Maine Press Association is expected at the annual meeting to be held in City Hall today and tomorrow. In addition to Don C. Seitz, business manager of the New York World, who is to deliver an address, John C. Koons, first assistant postmaster general, will speak, and also Carter B. Keene, of Freedom, Me., director of Postal Savings Banks. Francis M. Joseph of Waterville will talk on "A Standard Price for the Maine Job Printer."

Will Revise Costs

As the association includes in its membership job printers and the weekly papers, and as several of the daily newspapers have job printing establishments in connection with their newspaper business, part of the time at the annual meetings will be given over to discussion of subjects of interest to the printing craft.

It has been proposed to ask from all Maine job printers whether or not members of the Maine Press Association, a fee of \$3 to have a paid secretary revise job printing costs and selling prices, and report monthly to the printers who share this expense.

A banquet will be held this evening at the Elks' Club, with an address by Mr. Seitz.

Guests of Newspapers

Out-of-town members of the association and members of their families will be guests of the three local daily papers, the Express-Advertiser, the Argus, and the Press. The details are in charge of a Portland committee consisting of E. C. Bowler of the Argus, chairman; George E. Lefavor, William H. Dow, publisher of the Express-Advertiser, John H. Dooley and Bartley A. Connolly, business manager of the Press.

Friday morning, a paper will be read on "Advertising Costs for the Country Weekly," by a speaker to be announced later. All addresses will be followed by a round-table discussion. In the afternoon members of the association will be guests of the Chamber of Commerce and will be given an automobile trip to Cape Elizabeth and other points of interest.

Organize Advertising Service

MINNEAPOLIS, Oct. 5.—Frederick Kammann, Jr., Maurice Kammann and Carleton A. Kammann, brothers, have become associated in the conduct of the Kammann Advertising Service. Frederick Kammann resigns as head of the advertising service department of the

Bureau of Engraving, Inc., to take up his new work and is succeeded by Harry P. Harper, from the Cramer-Krasselt Company.

Obituary

HARRY IRVING GREENE, novelist, short story writer, ex-newspaperman and member of the Press Club of Chicago, died September 25 at the Sheridan Park Hospital from injuries suffered in an automobile accident. Mr. Greene, who was 51 years old, spent most of his life traveling and camping in the less settled portions of the continent, although always making the Chicago Press Club his headquarters. He was a man of remarkable physique and has for years past been popularly known to all western and middle western newspapermen.

HENRY BROPHY, manager of the Toronto branch of the American News Company, died suddenly of heart disease while visiting in New York, September 25. He was 58 years old.

MRS. HARRIETT CALISTA C. McCABE, for many years editor of the Women's Home Missions, a Methodist Episcopal Church paper, died in Delaware, Ohio, September 25, aged 92 years. She was chairman of the committee which in 1877 formed the Woman's Christian Temperance Union.

CHARLES ROSS DALE, age 48, financial editor of the Kansas City Journal, died September 26 following a three months' illness. Mr. Dale as a young man was well known as a singer. A widow, mother and two brothers survive.

ROBERT C. SORBY, age 45, for many years in the composing room of the Kansas City Star, is dead at the Union Printers' home, in Colorado Springs, Colo.

MRS. LOUISE S. BRITTON, wife of Mason Britton of the McGraw-Hill Publishing Company and a director of the Audit Bureau of Circulations, died suddenly, September 26, aged 37 years.

ALBERT BANCROFT BAILEY, financial editor of the Philadelphia Record, died October 6 after a year's illness. At various times he was also connected with the Newark (N. J.) News and the Tacoma Ledger. Mr. Bailey was the son of the late John W. Bailey, a leader in American journalism 25 years ago. The elder Bailey was managing editor of the Philadelphia Record for a number of years.

MRS. CAROLINE A. PLUMB, widow of former U. S. Senator Preston H.

Plumb, one of the pioneer newspaper men of Kansas, died September 29 at Emporia. Senator Plumb established the Emporia News shortly after the city was founded.

ROSCOE CONKLIN MASSENGALE, head of the bill-posting department of the Massengale Advertising Agency, Atlanta, died October 1 after several months' illness. He was one of four brothers in the Massengale firm. One, Gordon B. Massengale, died a year to the day of Roscoe's death. St. Elmo and W. R. Massengale are the surviving brothers.

WILLIAM GOW of Johnsville, N. Y., formerly business manager of the Troy (N. Y.) Press, who later owned and conducted street car advertising in New York City, and other cities of the country, as a member of the firm of Ward & Gow, is dead, after a brief illness. He retired to his farm a few years ago and engaged in the production of certified milk.

MRS. MARY JENNY REDIGTON, widow of John M. Redington, who was for many years marine reporter for the Brooklyn Daily Eagle, died October 3, in Brooklyn, aged 62 years.

WILLIAM V. SLOCUM, who died in Providence October 1, in his 83d year, was about 25 years ago editor-in-chief of the Phenix (R. I.) Gleaner, editorials from which were printed throughout the country.

CHAUNCEY K. SANDERS, one of the best known newspapermen in western New York, died September 22. He founded the Nunda News, and organized the Livingston Press Association, serving as its first president in 1893. When Mr. Sanders went to Nunda, his possessions were in a one-horse wagon. Oscar Woodworth of the Dansville Express was with him and they worked together on the first issue of the Nunda News. Mr. Sanders is survived by three children, one of them, Walter B.

Sanders, at present is editor of the News.

EDWARD J. CUDDIHY, brother of Robert Cuddihy, who is treasurer of the Literary Digest, died in New York, September 29.

JOHN ELEAZOR REMSBURG, aged 71, a pioneer Kansas author and lecturer, died at Porterville, Cal., September 23. Born in Ohio in 1848, he served in the Civil War and went to Kansas in 1870. A son, C. B. Remsburg, editor of the Kansas City (Kan.) News, survives.

MRS. LETTIE JAMLET NUNN, wife of J. E. Nunn, owner and publisher of the Amarillo (Tex.) Daily News, died at Colorado Springs September 22.

W. H. EDMONDSON, aged 80, father of C. W. Edmondson, advertising manager of the Coffeyville (Kan.) News, died in Chetopah, Kan., September 21, from paralysis.

Want An Ad Club in Jackson

Jackson, Miss., Oct. 8. — Business men are considering the formation of an advertising club. They believe the people of Jackson and surrounding country could be saved yearly thousands of dollars, which they now spend wastefully, if there were an organization to teach them how to advertise and how to spend their appropriations wisely.

Profit Sharing in Little Rock

Little Rock, Ark., Oct. 5. — The News is working out a plan whereby its mechanical department employees may secure stock in the company and have a representative on the board of directors. The News' new home is almost completed. A new press is expected late in October.

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers
Print Our Service

Send for our Headline History
of the World War

Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers
170 Broadway New York

WE SPEND MORE
THAN
\$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hears's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service

246 West 59th Street

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers
Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News FIRST

Always—Accurately

International News Service
World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

EMPLOYEES CAN'T BOSS NORTHCLIFFE

Will Stop His Papers Before He Will Be Dictated to on Strike Stand, He Tells Protesting Machine Managers

London, Oct. 3.—In reply to a letter addressed to him, saying: "We wish to enter a strong protest against the treatment meted out to the National Union of Railwaymen in the columns of your press, Lord Northcliffe has published the following declaration in the Mail:

"I am entirely satisfied with the attitude of my journals toward this national calamity, and rather than be dictated to by anyone or any body of men I will stop the publication of these newspapers, and have so informed the Newspaper Proprietors' Association."

Compositors and pressmen on the London newspapers have taken to themselves the right to censor expression of opinion in the newspapers.

Recently the compositors and pressmen held up the publication of The Daily Sketch until an editorial, strongly criticising the railway strikers, was deleted.

In another newspaper office publication was delayed by a demand by the workers that a Government advertisement, appealing to the public to help resist the strike, be thrown out, but the union leaders persuaded the men to withdraw their demand and remain at work.

The distribution of newspapers has been operated by motor truck, but the transport union men running the trucks and newspaper packers have placed every possible difficulty in the way.

Mahoney Admitted to the Bar

Chicago, Oct. 5.—"Eddie" Mahoney, formerly of the editorial staff of the Evening American, has just been admitted to the Illinois bar. He is taking a vacation before entering upon practice. He graduated the valedictorian of his class.

Bradley With Presbrey Agency

L. M. Bradley, well known veteran of the automotive industry and until recently general manager of the Motor Accessory Manufacturers' Association, has been appointed to the representatives' staff of the Frank Presbrey Company, New York.

Tells of Casualty Division's Work

WILKES-BARRE, PA., Sept. 30.—Col. Ernest G. Smith, general manager of the Times-Leader, who recently obtained his discharge from the army, described the work of the Army's Casualty division to the Kiwanis Club members recently. He said that although at one time 40,000 men of the

A. E. F. were unaccounted for a recent report showed that the records of all but two soldiers, who had been reported missing in action, had been cleaned up.

NEW OVERTIME RULING

I. T. U. Orders Defined Law to Dispose of Controversies

The following order by President M. G. Scott, effective September 15, in newspaper chapels of the International Typographical Union governed by arbitration agreements with the A. N. P. A., is to dispose of controversies arising over the rate to be paid to men holding situations on seven-day papers who may be required to work on their designated day of rest:

"Local contracts made under the 1917-1922 International Arbitration Agreement require that situations shall be given out on a six-day or six-shift basis, and under this rule foremen should designate the regular day or shift each week on which each employee shall not be required to report for duty. Necessary changes in this arrangement of the composing room force should be posted at the beginning of the financial week. Regular employees required to work more than six days in one financial week or on their designated day of rest should be paid overtime rates for such work.

"The above decision is not to be construed as giving approval to any evasion of any statute law, nor shall it be construed as in any way affecting existing customs or working conditions or scale provisions or verbal understandings covering double shifts on Saturdays and Saturday nights.

"This decision to become effective September 15, 1919, and shall not be construed as upholding any claims prior to that date. "The above decision to become effective on the date specified, and no claims for overtime rates for such work performed prior to that date will be sustained."

"What Want Ads Mean to Me"

Seattle, Wash., Oct. 2.—The Post-Intelligencer is collecting little stories on "What Ads Have Meant to Me," giving true accounts of positions in life gained by answering a newspaper classified advertisement. Prizes totaling \$250 will be awarded to those submitting the best letters.

Woodhouse in "Big League" Movies

Des Moines, Ia., Oct. 5.—J. Stewart Woodhouse, former dramatic critic for the Register and Tribune, has broken into the "big league" of the movie world. Mr. Woodhouse recently sold a screen story, "Speed Car," to the Famous Players-Lasky Company, thereby causing that firm to

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening. Morning Edition, 2c Sunday Edition, 5c

LOS ANGELES

EVENING HERALD

CIRCULATION

127,773

DAILY

FIRST IN EVERYTHING

Member A. B. C.

depart from an old custom of adaptations from printed books in favor of an original story.

Will Supervise the Census

Kansas City, Mo., Oct. 5.—Three Kansas City newspaper men have been made supervisors of the census for their respective districts by the Department of Commerce. They are Capt. Ben S. Hudson, editor of the Fredonia Herald, Third District; W. C. Lansdon, publisher Salina Union, Fifth District, and J. Sidney Nye, telegraph editor Newton Journal, Eighth District.

New Cheyenne Daily Rumored

CHEYENNE, WYO., Oct. 8.—It is rumored here that plans are being laid to start a labor daily in Cheyenne. The Wyoming Labor Journal, published here, is a weekly. Whether the new venture was to be a step on the part of the weekly into the daily field or an entirely new enterprise was not intimated.

Salem Men Hold Re-union

Salem, Ore., Oct. 3.—George Putnam, who recently purchased the Capital Journal, was the guest of honor of the local newspaper colony at a recent luncheon. Frank Davey, pioneer newspaperman who wrote the first editorial for the Capital Journal when it was established 31 years ago, presided as toastmaster. Twenty newspapermen attended.

Maulsby Succeeds Reynolds

Iowa City, Ia., Oct. 6.—William S. Maulsby, assistant city editor of the Springfield (Mass.) Republican, has become the head of the department of journalism at the University of Iowa. He will succeed Prof. Conger Reynolds now on the European staff of the Chicago Tribune.

The McClure Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Ave., New York

Have you considered the desirability of including the NORTH JERSEY SHORE in your advertising appropriation?

With the growing acuteness of the housing problem in New York hundreds of families are making their homes in the NORTH JERSEY SHORE SUBURBS. These new citizens, for the most part, are prosperous business men with their families and they offer a wonderfully responsive and reliable market.

If you would reach these prospective customers and thoroughly cover this section of New Jersey you can do so only by using

THE ASBURY PARK EVENING PRESS

and THE SHORE PRESS (Sunday)

These papers dominate in their field and their past performance inspires the confidence of their readers.

Standard Rate Card Member A. B. C. Frank R. Northrup, Special Representative, 303 Fifth Avenue, New York City, Association Building, Chicago, Illinois.

J. Lyle Kinmonth, Publisher, Asbury Park, N. J.

SIR EDWARD COOK WAS NOTED JOURNALIST

Was Formerly Editor of London Daily News and Pall Mall Gazette, and Until Recently Head of the Press Bureau

LONDON, Oct. 4.—Sir Edward Tyas Cook, whose death was noted briefly in EDITOR & PUBLISHER last week, had a long and active career in English journalism and was until recently head of the Press Bureau, is dead, aged 62.

He was born at Brighton, England, and not long after his graduation from Oxford with first class classics he became a regular contributor to the Pall Mall Gazette, then under Morley's editorship. Later he succeeded to the position of the present Lord Milner as assistant to Mr. Stead, and on Mr. Stead's resignation he became editor in 1890, resigning two years later when the paper was bought by William Waldorf Astor.

There then followed three years as editor of the Westminster Gazette, on the invitation of Sir George Newnes. From 1896 to 1901 he held the editorship of the Daily News. Westminster College made him a Fellow in 1903. King George knighted him in 1912.

Sir Edward, in addition to his journalistic labors, found time to publish a long list of books, which he either edited or wrote himself.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO. Foreign Representative 171 Madison Ave. NEW YORK

The Pittsburg Dispatch

with its dominating influence brings advertisers paying results.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago H. C. ROOK Real Estate Trust Building, Phila.

New Orleans States

Member Audit Bureau of Circulation Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919 43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request. The S. C. Beckwith Special Agency. Sole Foreign Representatives New York Chicago St. Louis

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit has the largest oil-engine factory, the largest wood-working machinery plant in the world. It is the disc-grinding center of the United States. It makes great paper-machines. It has a total of 30 factories. Beloit is the heart of the richest agricultural and dairy region of the continent.

The people are highly educated and have \$7,000,000 in deposits in local banks.

One paper—the Beloit Daily News. Circulation over 7,000. Rate, 2½ cents per agate line.

REPORTERS PROVED THEIR METTLE

Mingling With Mobs During Race Riot, Getting Caught in Fired Building, Taking Action Pictures, All in Day's Work

OMAHA, NEB., Oct. 6.—The recent riot in Omaha, when a negro was lynched, Mayor Smith was nearly lynched, the million dollar court house burned, and fifty-six persons wounded, was the biggest event Omaha daily newspapers have been called upon to cover since the great tornado of March, 1913.

The fact that the mob began to gather at 3 o'clock in the afternoon gave the papers ample time to collect their forces of reporters. Both the day and night shifts were called and from the first reporters for the Bee, News, and World-Herald, mingled with the raging mob to be close to the scenes of action.

Right in Center of Trouble

The courthouse stands no more than two blocks from any of the newspaper offices, while it is directly across the street from the Bee. As the Bee building overlooks the courthouse square, its photographer was able to mount his camera on a second-story balcony just off the business office and command the finest kind of a view of the whole disturbance.

How closely reporters mingled with the action is illustrated by a few instances. In the raging sea of 15,000 rioters, it chanced to be a reporter who caught the handkerchief flung down from the roof, the officers conveying the message of surrender.

Again a reporter, J. Nash McRea, of the Daily News, was trapped by the fire in the office of the Clerk of the District Court. The clerk himself chanced to be in the office working on his books. Escape was impossible after the mob gathered, for they fired upon anyone who showed himself at doors or windows.

McRea and the clerk were driven from corner to corner by the heat of the burning gasoline which was flung into the building in bucketfuls constantly.

Surprise at Escape

When the heat grew unbearable, they locked themselves into the vault, resigned to their fate, still hoping against hope that in some way the fire would be extinguished.

An hour later when the excitement died down, they emerged to find the gasoline had burned itself out on the floors of the fireproof structure, that the mob was dispersing, and that the lynching had been accomplished.

With the exception of a little market, sports and editorial, the papers gave

over their columns entirely to the riot story and abundant photographs, even succeeding in getting wounded rioters to expose their bullet wounds for the newspaper camera.

Orders to obtain all pictures and plates made by photographers during the riot have been issued by the military authorities. These will be used to assist in identifying those who took part in the lynching.

They Welcomed President

Portland, Ore., Oct. 5.—Portland newspaper men had a prominent part in the reception to President Wilson when he visited this city in his swing around the country. C. S. Jackson was chairman of the local committee on arrangements and also was host to Mr. and Mrs. Wilson at a luncheon attended by 200 prominent Oregonians. Edgar B. Piper, editor of the Oregonian, also was a member of the committee. B. F. Irvine, editorial writer of the Journal, introduced the President to the big audience he addressed in the Portland Auditorium.

Kitchener Papers Are Merged

TORONTO, Sept. 22.—Amalgamation of the two papers published in Kitchener, Ont., is announced, the Daily News-Record and the Ontario Journal, a weekly paper. The controlling interest in the amalgamated newspaper will be held by W. D. Euler, M. P., and W. J. Motz, who have purchased the stock of W. V. Utley, managing editor of the News-Record for many years.

Condemn Alien Papers

Portland, Ore., Oct. 5.—Papers printed in foreign languages are the target of the American Legion in Oregon. At a state convention it adopted strong resolutions demanding that all foreign language papers be required to print English translations in parallel columns.

Bon Voyage to Miss Hemming

Montreal, Oct. 7.—Miss Doris Hemming, a reporter on the Star, was tendered a farewell reception by the Women's Press Club of Montreal on the eve of her departure for Paris, where she will engage in free lance work.

Food Medium of New Jersey

Trenton Times

A. B. C. 2c—12c Per Week

KELLY-SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

THE PEOPLE OF NEW LONDON, CONN. have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The **NEW LONDON TELEGRAPH**
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

TORONTO GLOBE ADVERTISES

Carries Advertisements in Ontario List to Win Circulation

TORONTO, ONT., Oct. 4.—The Globe is conducting an advertising campaign 31 daily newspapers and 5 farm papers in the Province of Ontario to increase its circulation. The confidence of the publishers of the Globe in daily newspaper advertising is such that a schedule of 7,800 lines has been laid out for the daily list within the next ten weeks and a schedule of 4,300 lines for the farm list within nine weeks.

Flaherty Went to Norwalk

Bridgeport, Conn., Oct. 5.—When Norwalk had its Welcome Home celebration for returned service men on September 17 it produced a complex situation in the Bridgeport Times-Farmer office. Thomas E. Flaherty and C. Elliott DeForest are Norwalk residents and service men. Both wanted to attend the celebration, but only one could attend, and Flaherty was the fortunate one. He was a lieutenant with the 76th Division in France.

Aged Editor Honored

Paterson, N. J., Oct. 8.—Friends and associates of George Wurts, associate editor of the Press-Guardian, covered his desk with flowers and sent him many telegrams of congratulation on the recent occasion of his ninetieth birthday anniversary. Mr. Wurts is enjoying fine health and continues his active connection with the paper.

Condemns Censorship

Seattle, Oct. 4.—Vigorous condemnation of the policy of military and civil authorities in placing a censorship on news from the devastated areas of Corpus Christi, Tex., following the flood, was made editorially in the Seattle Times.

CLINCHING THE CAMPAIGN
The Merchandising Service Department of the

BOSTON AMERICAN

Helps to assure and insure dealer cooperation and the successful clinching of your advertising and sales campaign
Govt. Statement for Six Months Ending April 1st

301,270

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital

Sworn Government Report for 6 Months ending Oct. 1, 1919

33,137

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

Arthur Capper

Member A. B. C. Publisher.

"Anything more absurd than a censorship from a devastated area could not be imagined," said the Times. "The whole country was hanging on the news from the stricken region in Texas. The country's hand was in its pocket and it was waiting to be told how much will be needed to succor the unfortunates."

Judd Succeeds Flandrau

St. Paul, Minn., Oct. 5.—W. W. Judd, telegraph editor of the Pioneer Press, has been made dramatic and music editor of the Dispatch-Pioneer Press, succeeding Charles M. Flandrau, who is motoring to the Pacific coast. Hamilton Johnson succeeds Mr. Judd as telegraph editor.

Paper for Portland Radicals

Portland, Ore., Oct. 5.—The radical element of the Portland Central Labor Council has established a new paper, the Portland Labor News. Its purpose is to oppose the Portland Labor Press, the official organ of the Labor Council.

Casper Herald Is a New Daily

CHEYENNE, WYO., Oct. 8.—The Casper Daily Herald is a new morning daily. It takes over the plant and equipment of the old Casper Press, which went out of business but a short time ago.

To Handle Yiddish Advertising

H. L. Sternfeld, late of the Day, has organized the Yiddish Publicity Service in New York to handle Yiddish advertising and deal in publications printed in that language.

Des Moines Register and Tribune

104,858 Daily
Morning and Evening
71,240 SUNDAY
Net Paid Average Six Months ending September 30, 1919
Member A. B. C.

The Dominating Force
In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
L. O. Klein, Metropolitan Bldg., New York.
John Glass, Peoples' Gas Bldg., Chicago, Ill.

The Pittsburg Press Has the Largest

Daily and Sunday
CIRCULATION IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives.
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York, Chicago.

Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P. Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

ARGUE NEWS PRINT PRICES IN COURT

A. N. P. A. Counsel Asks Circuit Judges to Admit New Testimony Regarding Production Cost—Alleges Unfair Charges

The contention of the American Newspaper Publishers' Association that news print prices established by the Federal Trade Commission as of May 1 and July 1, 1918, in its supplemental findings last October, were exorbitant was argued before the U. S. Circuit Court in New York City, on Monday. The court reserved its decision.

The hearing was on application made by Acting Attorney General Alex C. King, as trustee for the publishers under its arbitration agreement with the Federal Trade Commission and the paper manufacturers. George W. Wickersham appeared for the publishers and Henry A. Wise represented the manufacturers.

It is the desire of the publishers that the Circuit Court set aside the findings of the Federal Trade Commission, fixing prices of \$72.25 per ton and \$75.05 per ton as of May 1 and July 1, 1918, respectively, and re-establish the price of \$70 per ton fixed by the Circuit Judges as reviewing arbitrators, as of May 1, 1918, and thereafter.

The Canadian Figures

To establish the alleged justice of this revision of prices, counsel for the publishers sought at the hearing on Monday to have introduced later as evidence, reports by the Canadian accountant, Geoffrey T. Clarkson, as to manufacturing costs of Canadian manufacturers, subsequent to April 1, 1918. These reports were in evidence in proceedings in Canada and formed the basis, with respect to costs, for the Paper Control Tribunal's finding of a price of \$66 per ton from July 1, 1918, to November 30, 1918.

"If costs had increased subsequent to April 1, 1918, to the extent of \$10 per ton, as claimed by the Canadian manufacturers before the Paper Control Tribunal," it was argued for the publishers at the hearing, Monday, "it is inconceivable that the Tribunal, having before it the full record upon which the U. S. Circuit judges had fixed a maximum price of \$70 at April 1, 1918, would have established a price of \$4 less per ton to apply from July 1, 1918, to November 30, 1918."

Would Stand Expense

In asking the Circuit Court Judges to admit additional evidence showing the cost of production at Canadian mills, counsel for the publishers said that the American Newspaper Publishers' Association was willing to pay the expense of having testimony taken in Canada, if the Government had no money to meet this expense.

"This evidence is material," it was argued, "in that it will establish that, contrary to the representations of the manufacturers, costs, at least as to four of the mills, did not increase after April

1, 1918, but, on the contrary, despite advances in labor and freight, were less than in the months prior to that date.

"This will confirm what has already been pointed out—that the increases upon which new prices were obtained by the manufacturers were not of general application and therefore not of such character as to justify any increase in price.

"Proof that the increases in labor and freight costs are not of general application and in some cases, at least, are off-set by decreases in other respects will demonstrate that the loss to the publishers from the granting of a horizontal increase in prices without obtaining and averaging the costs of all the mills is actual and substantial and not theoretical only.

It was argued by Attorney Wise, on behalf of the manufacturers, that the American publishers should not be permitted to introduce such evidence regarding manufacturing costs because "they had already had their day in court"—that is, that they should properly have introduced this evidence before the Federal Trade Commission.

In reply to this, counsel for the publishers argued:

Evidence Was Not Obtainable

"No point can be made that there were not reasonable grounds for the failure to adduce this evidence before the Commission.

"The cost figures were not in existence at the time of the hearings before the Commission on July 29 and 30, 1918. They were first used in Canada, we are informed, about the time, late in September, 1918, that Commissioner Pringle fixed the price of \$69, effective the preceding July 1. They were not known to the publishers or their counsel until the middle of October, but within two or three days thereafter were placed before the Commission.

"The record of this proceeding shows the further diligent efforts made by the publishers to have this evidence taken before and considered by the Commission. They were unsuccessful and therefore have no alternative but to ask your Honors to receive the evidence pursuant to the power granted by the provisions of the Attorney General's agreement.

"Furthermore, in considering this application it should be borne in mind that the cost figures of the Canadian mills for the full period, April 1, to November 30, 1918, upon the basis of which the Canadian price just announced was fixed, were not in existence when the Supplemental Findings of the Commission were announced on October 19, 1918.

"Had the Commission withheld decision until these figures were obtained, as it was requested to do, and should have done, the increased prices would never have been granted."

Rhodes Off for Consular Post

Hartford, Conn., Oct. 5.—Russell H. Rhodes, late of the Courant staff, sailed Tuesday on the Cedric for London, England, where he will take up his duties as a United States Vice-Consul. Mr. Rhodes recently joined the American Legion and received the first membership card issued in Hartford.

W. G. Vorp's Mother Dead

CLEVELAND, O., Sept. 30.—W. G. Vorp, Sunday and feature editor of the Plain Dealer, was called to Kenton, O., last week by the death of his mother, who had been an invalid for some time.

New Account for Woodward's

Aurora, Ill., Oct. 8.—Advertising of the Allsteelquip Company has been placed in charge of Woodward's, Inc.

EQUIPMENT FOR SALE

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

Goss Sextuple Press For Sale

At sacrifice for immediate acceptance—Sextuple Goss press with color attachment, eight columns, twelve cms, 2 1/4 inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate; pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

For Sale

All in good condition. Copper steam boiler for making stereotypes past. Two platen Hoe steam table with apron. Three Burner Flexitype mat dryer, flat. Small strong upright boiler for steam table. Great bargains. The Evening Day, New London, Conn.

For Sale

We have car of 33 inch rolls; can't use; must have 33 1/2 inch; who will trade? Wire at once. The Herald, Reading, Pa.

INCORPORATIONS

NEW YORK.—American-Jewish News, \$35,000; M. and S. J. Cohen, L. J. Gribetz, 383 Grand street.

Belknap Display Advertiser; dissolved.

B. F. Buck & Co., printers and booksellers; \$10,000; W. W. Reeves, P. D. Benson, A. E. Claffey, 154 Nassau street.

Applied Advertising Agency; \$20,000; 42 Broadway.

Snodgrass & Gayness; \$30,000; H. E. and R. T. Snodgrass, S. Gayness, Forest Hills, N. Y.

NEW HAVEN, CONN.—A. & S. Corporation, advertising; \$7,000; Harry L. Slover, Edward J. Adams, Clarence G. Willard.

PHILADELPHIA.—Downs Publishing Company; \$500,000; George M. Downs, Jr., M. L. Downs and William Spier of Philadelphia; Charles J. Coleman, resident agent in Wilmington, Del. (Delaware corporation.)

OKMULGEE, OKLA.—Journal Publishing Company; \$5,000; O. L. Allen, Z. E. Aiken and L. G. Agard.

WILMINGTON, DEL.—Great America Publishing Society; \$75,000; Harry D. Craig, John S. King, George B. Read, all of New York.

DAVENPORT, IA.—Tribune Publishing Company; \$50,000; Walter Brache, Harold Metcalf.

ALVA, OKLA.—Review-Courier Publishing Company; \$3,000; L. A. and L. E. Wilhite, H. A. Noah.

TULSA, OKLA.—Superior Art Printery; \$3,000; J. L. Schmidt, V. V. Staats, G. B. Pendley.

SEGUIN, TEX.—Co-Operative Publishing Company; \$18,000; Edwin Eberhard, W. H. Bryan, Emil Halm.

Co-Operation Now Reigns

DES MOINES, IA., Sept. 26.—W. C. Jarnagin, managing editor of the Capital, discussed "An Editorial View of Advertising" before the Advertising Men's Club, September 23. Mr. Jarnagin contended that the antipathy between the editorial and advertising departments, which sowed so necessary years ago, has disappeared. In its place has come a general under-

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

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To

POWERS

Open 24 hours out of 24
The Fastest Engravers on
the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business
BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery
of Every Description
CONNOR, FENDLER & CO
96 Beekman St. New York City

standing that there must be co-operation between the two. It was the last meeting of the admen before moving to quarters in the New Savery Hotel.

Held Big Golf Tournament

WINNIPEG, Oct. 4.—A golf tournament under the auspices of the Free Press and the Manitoba Golf Association has proved a great success at Winnipeg. Two thousand dollars was raised for prizes.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash room—and which would be of real service to somebody else.

SITUATIONS WANTED

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

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulation manager on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsboys, carriers, and city and country dealers. Wide experience in R. F. D. work and contents of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-828, care of Editor and Publisher.

Business Manager and Advertising Man

With a clean record of twenty years' continuous work, having sold interest, would like to connect with paper. Among other duties has done work for years of two advertising men. Address A-900, care of Editor and Publisher.

Advertising Manager

Thoroughly competent, excellent record, wide successful experience, both metropolitan and suburban, desires change, married, well recommended as to ability and character. Address A-903, care of Editor and Publisher.

Opportunity Wanted

Competent editor-manager with unusual record will consider a proposition with or without investment. Evening daily in South Atlantic or New England states preferred. University graduate, age 43 with knowledge of work from the case to the desk. At liberty because of advantageous sale of property now built up. Address A-901, care of Editor and Publisher.

Two Young Live Newspaper Men

Now employed on one of country's leading morning dailies desire day work. Experienced in all lines of news department and full of "pep." Either street or desk work on afternoon paper in any section of country will be considered. Will not accept offer of less than \$40 each. Address A-899, care of Editor and Publisher.

Editorial Writer

Young man, twelve years' experience, five above in Canada and Michigan, desires position on Michigan daily. Cover City Hall also, providing no night work excepting council. Salary, forty dollars week. Wire 2309 Gratiot Avenue, Port Huron, Michigan.

Mr. Magazine Publisher

Circulation manager at present employed on large metropolitan newspaper desires to make change. Would prefer magazine field. Have always been successful in producing larger circulations on any publication where have been employed. Address A-895, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor and Publisher.

Circulation Manager

Now has charge of that department on a well known daily, but desires a change for the best of reasons. Have had 20 years' circulation experience on "big" papers and have always "made good." Familiar with all up-to-date methods of handling circulation. Best of references. Age 38. Address A-904, care of Editor and Publisher.

HELP WANTED

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

Classified Man

Wanted—Energetic man, whose experience proves he is capable of building up a classified department on a morning newspaper in a city of 100,000. Applicants must furnish references and state salary required. Address A-882, care of Editor and Publisher.

Advertising Man, and Cartoonist.

Wanted—Competent advertising man and a young cartoonist. Will pay good wages and also want the latter to devote some time to special writing. Clarksdale Daily Register, Clarksdale, Miss.

HELP WANTED

Advertising Solicitor Wanted

Wanted one or two bright, clever newspaper advertising solicitors between the ages of twenty-one and twenty-eight preferred on one of our travelling staffs, soliciting advertising for our permanent "Weekly Industrial" page which we are conducting on many of the large daily newspapers throughout this country and Canada. From one to three months in each city. Single men preferred. Commission basis and money advanced for transportation and drawing account for living expenses. Good opportunity for the right kind of young men. Offers wonderful education by continually calling on our big business men. Reply in own handwriting, stating age and past newspaper or selling experience, and salary where last employed. John B. Gallagher Co., Home Office, Ninth Floor, Dexter Bldg., Boston, Mass.

Composing Room Foreman

Wanted an efficient and experienced composing room foreman—Western experience preferred—eleven machines, union shop, morning paper. State full details, references and salary expected in first letter. Address A-902, care of Editor and Publisher.

BUSINESS OPPORTUNITY

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

Mr. Advertisement

In the advertising business, I wish to secure advertising in Chicago territory for two or more good live trade or technical journals. Only want good ones. I deliver the goods. References given. Address R. Igo, 553 People's Gas Bldg., Chicago.

Wanted

A well equipped newspaper man with highest references wishes to lease small daily where there's opportunity to grow. Address Charles Young, 226 Lawrence St., Petersburg, Va.

FEATURE SERVICES

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

Poetry and Humor Column

New and original every day. My private rates are low. Shall I supply you with one week's copy free trial? Address A-896, care of Editor and Publisher.

NOTICE

INTERNATIONAL PAPER CO.

New York, September 24, 1919. The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable October 15th, 1919, to preferred stockholders of record at the close of business October 7th, 1919.

OWEN SHEPHERD, Treasurer.

Will Promote Harvester Show

Houston, Tex., Oct. 5.—George E. Kepple, formerly publicity man for war work in Houston, will handle the publicity work for the National Rice Harvester Tractor Demonstration to be held here September 30-October 1. A big campaign of advertising will be put on by him for the tractor and the city of Houston.

Benson Chief Space Buyer

Chicago, Oct. 7. — W. V. Benson has been appointed chief space buyer in the local office of Nelson, Chesman & Co., and Harry S. Wilson will hereafter be in charge of the promotion department. W. A. Wood is a new member of the copy staff.

Parrott Resumes Editorial Work

Clay Center, Kan., Oct. 5.—F. W. Parrott, former editor, has taken the management of the Dispatch-Republican. Mr. Parrott retired four years ago to enter other business. A group of local business men have secured control of the paper.

NEW HOME AND EQUIPMENT

Griffin News and Sun Is One of the Oldest Georgia Dailies

Griffin, Ga., Oct. 7.—The News and Sun has just moved into a handsome new home, occupying the ground floor in the new Drewry-Burn building. It is one of the oldest newspapers in the State, having been established in 1871 as a daily paper.

The present editor and publisher is Robert L. Duke, who has been connected with the business for many years and for the past five years has been in active and complete charge. In addition to moving into a new home the paper has installed a new Whitlock press, cabinets and other modern equipment.

Fine Winter Program Promised

SCRANTON, Pa., Oct. 7.—The Advertising Club plans to wage a vigorous campaign for new members during the coming winter and some advantageous meetings already programmed these to be addressed by men who are considered experts in advertising. The Scranton club is only a few years old, but ranks with the most active advertising organizations in the country.

McEvoy's Work in Book Form

Chicago, Oct. 5.—J. P. McEvoy, rhyming "colyunist" for the Tribune, has collected the best of his "Slams of Life" output into a volume, which has just been issued from the press. McEvoy's verse is of the topical sort, replete with trick phraseology that reminds one of the late W. S. Gilbert developed along modern lines. Prior to joining the Tribune several years ago McEvoy handled a similar column on the old Herald.

Sets New Minnesota Record

ST. PAUL, Oct. 6.—The South St. Paul Daily Reporter signaled the establishment of an Armour plant in the great stock yards in that city by getting out an "Industrial Edition" of sixty-eight pages in seventeen sections. It was the largest paper ever issued in Minnesota outside the three largest cities.

Work Starts on New "I. P." Mill

Montreal, Oct. 5. — Over 200 men are already at work on the International Paper Company's new plant at Three Rivers, P. Q. The company has decided to build a plant that will comprise eighteen individual units or buildings, the total cost being in excess of \$6,000,000. It is expected that the plant will be completed within two years.

Bleyer and Tuttle Start Agency

Chicago, Oct. 5.—Clifford Bleyer, Roger Tuttle and Donald R. Wegg are the organizers of a new advertising agency in this city, to be conducted under the name of the Clifford Bleyer Company. Mr. Bleyer has been with the Collins-Kirk Company and Mr. Tuttle with Crutchfield & Co.

Mason Agency Enlarges Staff

Rochester, N. Y., Oct. 4.—The C. Henry Mason Advertising Agency has added Howard K. Hollister, late of System and the J. Walter Thompson Company, to its staff.

\$50,000 for investment in a New York state daily newspaper property. Either politics. Proposition T. F.

Charles M. Palmer
Newspaper Properties
225 Fifth Ave. New York

CONSOLIDATION

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

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

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

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF

THE EDITOR AND PUBLISHER

published weekly at New York, N. Y., for October 1, 1919.

State of New York, County of New York, ss.:

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

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

Publisher, James W. Brown,
234 Valentine Lane, Yonkers, N. Y.
Editor, W. D. Showalter,
701 West 129th St., New York, N. Y.
Managing Editor, John F. Redmond,
642 West 158th St., New York, N. Y.
General Manager, J. W. Ferguson,
94 West 162nd St., New York, N. Y.
Business Manager, Fenton Dowling,
447 East 4th St., Brooklyn, N. Y.

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

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

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

JAMES W. BROWN,
Sworn to and subscribed before me this 30th day of September, 1919.

MADELINE COHEN,
(My commission expires April 2, 1920.)

Deupree Returns to Work

Indianapolis, Oct. 9.—Herman G. Deupree, home after two years in France where he attained the rank of first lieutenant, has joined the Russell M. Seeds Company. He was formerly assistant sales and advertising manager of the Remy Electric Company of Anderson, Ind., and the first automobile editor of the Indianapolis Star.

PRINGLE TO RESUME HEARING TODAY

Canadian Newspaper Inquiry to Be Resumed — Controller Believes Production Will Be Increased 15,000 Tons This Year

Ottawa, Ont., Oct. 9.—R. A. Pringle, Canadian Paper Controller, will resume readings today in regard to the fixing of Canadian newspaper prices. This date was decided upon after conference between the paper mills and the newspaper publishers. Mr. Pringle favors an abolition of all control of prices as soon as possible, now that the war is over, but it seems likely that there will be a limited control of the pulp and paper industry for some time yet.

Discussing the question of control of prices Mr. Pringle said today:

"So far as paper is concerned there are still serious transportation difficulties and the Scandinavian countries are not able to send their product to America as cheaply as they did before the war.

Wants Control Relinquished

"But both in Great Britain and in the United States state control was a failure and was abandoned. I think it is a fundamental rule that the state should not interfere in any business or enterprise that may be more economically and effectively carried on by private control unless its public character makes it necessary.

"The state should not interfere in prices, rates, wages, hours or any other matters whose proper settlement can only be found in the quotations on a free and untrammelled market. The government has no right to control individual liberty beyond what is necessary for the safety and well-being of society.

"I think that the government was absolutely justified in assuming control owing to the conditions which arose after the war, but I think they should relinquish control as soon as we get back to normal times and conditions.

Sees Big Increased Production

"It has been suggested that prices might be kept down by shutting off exports. This would be a disastrous move for the country as the pulp and paper industry is one of the most important Canada has.

"The fixation of profits is an infinitely detailed operation. Wages and other factors are constantly changing and you no sooner get a price fixed than some of the variable factors move to upset its fairness. I think it is an almost impossible task to fix prices on all commodities. It is a question of fact to be determined in millions of different cases.

We have been passing through abnormal conditions with economic chaos and upheavals in nearly every country in the world. All kinds of suggestions to bring down prices are being tried out, but supply has to catch up with demand."

That there will be an enormous increase in the production of Canadian newsprint mills, which may help to relieve the situation is evident from recent announcements. The estimate of an expert on the subject places the increased production within the next year of 500 tons daily or 150,000 tons a year, which would bring the total production in Canada to 850,000 tons

NEARLY STAYED IN RUSSIA

Morgan Had Job Refusing Officers' Commission from Kolchak

Hutchinson, Kan., Sept. 23.—Kansas and the mid-West came very near losing one of its prominent newspapermen when William Y. Morgan, the well-known owner and publisher of the Hutchinson News, was offered a commission as major in the Russian army, fighting under Admiral Kolchak. Only his intense desire to get back to Kansas prevented him from accepting, friends say.

The offer came to Mr. Morgan while he was with the Y. M. C. A. in France, where he did much work with the 35th and 89th divisions, in which were many Kansas boys, and later with the army of occupation in Germany. He confessed to having some previous military experience as a private in a Lawrence (Kan.) state militia company and with the Sons of Veterans.

Eaton to Edit Colorgraphic for N. Y. Tribune

Briggs' Book of Cartoons Off Press. Gurnee Retires After 24 Years Service

Lawrence Harris has resigned as editor of the New York Tribune's Colorgraphic Section and Frank A. Eaton, editor of the Tribune Graphic, has been appointed his successor. Mr. Harris is resting at his home in New Rochelle, N. Y., and will announce his plans shortly.

T. C. Gurnee, who has been connected with the business office for the past twenty-four years, has resigned to become New York manager of "Pacific Ports," an export magazine with headquarters in Seattle. Mr. Gurnee was one of the oldest (in years of service) of Tribune employees.

W. C. Johnson isn't satisfied with the big volume of business that just comes rolling into him up in the Tribune Syndicate office. He's gone out after more and is now visiting Kansas City, St. Louis, and other western cities.

Arthur S. Draper of the London office, is home on a vacation and is spending most of his time at Centerport, L. I. Mr. Getty has charge of the London office in Mr. Draper's absence.

F. Porter Caruthers of the advertising staff was the Tribune's representative at the annual convention of the A. A. C. W. Porter is well known below the Mason and Dixon Line on account of his former connection with the Beckwith Agency, when he represented several Southern newspapers.

Briggs' new book of cartoons, "Married Life," is off the press.

Denies It Is Subsidized

Ottawa, Ont., Oct. 4.—Charges that the government has subsidized the Veteran, official organ of the Great War Veterans' Association of Canada are given an emphatic denial by the executive of the Association, which says the entire stock is owned and controlled by the veterans' organization. Edward Groves has been appointed business manager and C. G. Campbell, formerly with the Analyst of New York, and the New York Times, is now advertising manager.

Gibbs Joins Goodrich Company

Akron, Ohio, Oct. 7.—E. D. Gibbs has been appointed director of advertising of the B. F. Goodrich Company. He will have general charge of all publicity. E. C. Tibbitts, who has been advertising manager for a period of over twenty years, will continue in the same position.

A Publisher's Opinion of S. & M. Service

Mr. B. F. Lawrence,
The Indianapolis Star,
City.

Dear Mr. Lawrence:

The News started with the Schworm-Mandel Service July 1st. Up to that time we had had considerable time with New York advertisers and agencies in getting their advertising bills paid promptly, because so many agencies and advertisers were complaining about non-delivery of checking copies.

Off-hand, I should say the Schworm-Mandel Service has reduced such complaints to a minimum, perhaps 95%, and our experience with the organization thus far has been very satisfactory.

The cost is comparatively small, and I believe we save fully that in postage and expense in handling extra copies. In addition, we have an absolute check on the agencies and they are not able to hold up their bills claiming non-receipt of papers or pages.

Very truly yours,
THE INDIANAPOLIS NEWS,
(Signed) F. T. Carroll,
Advertising Manager.

Co-operative Services of Schworm-Mandel Inc.
450 Fourth Ave. N.Y. 7205-7206 Mad Sq

KING ALBERT THANKS THE NEWSPAPERS

Sends His Message of Appreciation of New York's Welcome Through Press—Bids Reporters Good-bye on Leaving

As King Albert was about to board the train to take him from New York to Boston he shook the hands of several newspapermen and made the following statement, which is the first formal interview obtained from the Belgian ruler since he landed on American soil:

"I wish you would convey through the newspapers, our sincere thanks for the splendid receptions we have received in your wonderful city and the beautiful sense of sympathy your people have shown for our country. We have all been impressed with what we have seen of your city.

"I also wish to thank the newspapers for their sympathetic reception."

Hughes—Sanders Wedding

Charles H. Hughes, a member of the New York Times staff, and Miss Kathleen Sanders of Caruthersville, Mo., were married at St. Stephen's Church, New York City, with a nuptial mass September 19. They are spending their honeymoon in the Pocono Mountains until October 15.

New Gary Truck Ad Manager

Cincinnati, Oct. 8.—R. C. Crowthers has resigned as automobile editor of the Commercial Tribune to become advertising manager of the Gary Motor Truck Company, Gary, Ind.

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

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

We can increase your business—you want it increased.

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

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג
וואָרײַט
The National Jewish Daily

R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

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 Trades and Newspapers.

A Hint to the wise food advertiser!

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

		2,500 lines	10,000 lines
Boston Advertiser and American.....(S)	365,660	.40	.40
Boston American.....(E)	301,270	.42	.42
Boston Globe.....(ME)	293,781	.30	.30
Boston Globe.....(S)	329,781	.35	.35
Boston Post.....(M)	459,603	.45	.45
Boston Post.....(S)	367,074	.35	.35
Boston Record.....(E)	50,650	.15	.15
Boston Transcript....(E)	29,820	.20	.20
Fall River Herald....(E)	9,419	.025	.025
Fitchburg Daily News(E)	5,605	.0178	.0178
Fitchburg Sentinel....(E)	6,912	.025	.01785
*Haverhill Gazette....(E)	13,819	.035	.025
Lynn Item.....(E)	15,121	.05	.0333
‡Lynn Telegram- News.....(E&S)	15,221	.04	.04
Lowell Courier- Citizen.....(ME)	16,780	.035	.035
New Bedford Standard- Mercury.....(ME)	26,674	.05	.05
Salem News.....(E)	18,355	.055	.04
MAINE—Population, 762,787.			
Portland Express.....(E)	25,263	.06	.045
Portland Telegram....(S)	21,846	.045	.035
RHODE ISLAND—Population, 591,215			
Pawtucket Times....(E)	23,752	.06	.04
Providence Bulletin..(E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
‡Providence Tribune.(E)	26,725	.07	.07
Westerly Sun.....(E)	4,223	.02	.015
Woonsocket Call- Reporter.....(E)	11,888	.04	.03
VERMONT—Population, 361,205			
Barre Times.....(E)	6,765	.0214	.0143
Burlington Daily News(E)	8,200	.02	.02
Burlington Free Press.....(M)	10,489	.025	.025
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard- Telegram.....(M&E)	45,463	.095	.09
Bridgeport Post.....(S)	13,205	.045	.04
Hartford Courant....(MS)	24,745	.06	.05
Hartford Times.....(E)	36,055	.07	.07
New Haven Journal- Courier.....(M)	15,101‡	.04	.035*
New Haven Register..(E)	26,959	.065	.055
New London Day....(E)	11,636	.034	.03
New London Telegraph.....(M)	4,830	.0128	.0128
Waterbury Republican.....(MS)	10,762	.035*	.025

*Rate on 3,500 lines.

Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

New England is a bigger buyer
OUTSIDE, in proportion to its
size than any similar territory.

Having seven per cent of the
country's entire population, it
must purchase three-fourths of
its food supply from other
states.

That is a big order!

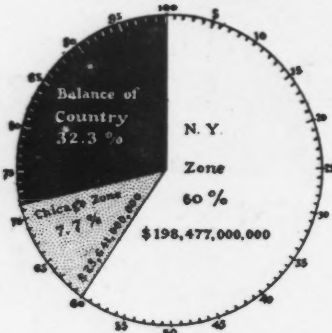
But it can well afford it. It is the most
highly organized, densely populated
and accumulating territory and makes
enough money from what it SELLS to
please itself in food specialties.

It is the **COVETED** market of the
specialty manufacturers.

AND THE NEW ENGLAND
DAILY NEWSPAPERS HAVE
HELPED A HOST OF THEM
TO FAME AND FORTUNE.

It Pays Best to Advertise Where There Is Most Money With Which to Buy Advertised Goods

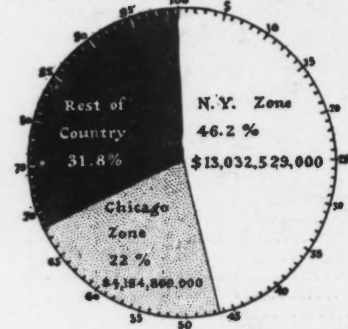
BANK CLEARINGS
(Year Sept. 30, 1918)



THE NEW YORK ZONE
New York, New Jersey, Pennsylvania, Connecticut and Massachusetts.

The Richest and Most Prosperous Business Centre on Earth.

TOTAL BANK DEPOSITS
(Special Report from Treasury Department)

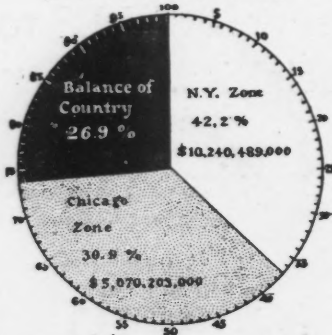


VITAL FIGURES

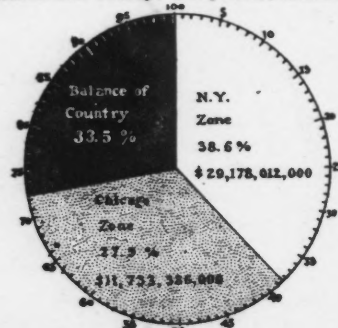
Population.....	27,648,485	Income Tax Payments, 1917.....	\$1,481,755,748
Manufactured Products.....	\$10,240,489,000	Resources Federal Reserve Banks..	\$2,561,789,000
Assessed Valuation.....	\$29,178,012,000	Number Daily Newspapers.....	490
Bank Clearings.....	\$198,477,000,000	Daily Circulation.....	10,448,804
Total Bank Deposits.....	\$13,032,529,000	Rate per line (5,000 line contract)	\$21.31
First four Liberty Loans.....	\$7,470,587,000		

(Analysis by States)	Manufactured Products	Assessed Valuation	Total Bank Deposits	Income Tax 1917
<i>Population</i>				
New York.....	3,814,661,000	\$13,160,287,000	\$7,138,816,000	\$685,265,000
New Jersey.....	1,406,633,000	2,635,285,000	1,829,964,000	71,811,484
Pennsylvania.....	2,832,350,000	5,769,777,000	2,522,594,000	495,889,801
Massachusetts....	1,641,373,000	5,798,211,000	1,933,922,000	166,598,752
Connecticut.....	545,472,000	1,814,452,000	607,233,000	62,190,711
Total.....	10,240,489,000	\$29,178,012,000	\$13,032,529,000	\$1,481,755,748

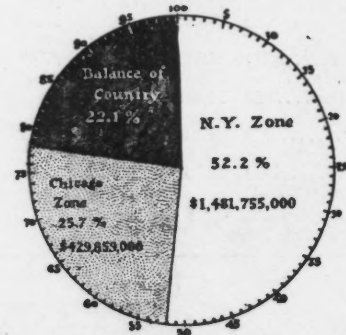
MANUFACTURED PRODUCTS
(U. S. Census Report, 1914)



WEALTH
(Assessed Valuations as shown in World Almanac and Chicago Daily News Almanac)



Income & Excess Profits Payments
(Year 1917)



MEMBER
A. B. C.

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180,000
A DAY

