

L155
E23
V.51



EDITOR & PUBLISHER



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

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

\$3.00 a YEAR

UNIVERSITY

NEW YORK, SATURDAY, FEBRUARY 15, 1919

10c Per Copy

FEB 18 1919

LIBRARY

January Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of January, 1919.

Books - - - - -	FIRST! 6 days against 7
The Daily News, 6,134 lines. Next highest score, 5,985 lines.	
Clothing - - - - -	FIRST! 6 days against 6
The Daily News, 130,031 lines. Next highest score, 112,573 lines.	
Department Stores - - - - -	FIRST! 6 days against 7
The Daily News, 287,577 lines. Next highest score, 178,057 lines.	
Food Products - - - - -	FIRST! 6 days against 6
The Daily News, 33,333 lines. Next highest score, 17,648 lines.	
Furniture - - - - -	FIRST! 6 days against 6
The Daily News, 31,526 lines. Next highest score, 23,125 lines.	
Jewelers - - - - -	FIRST! 6 days against 6
The Daily News, 2,790 lines. Next highest score, 2,733 lines.	
Musical Instruments - - - - -	FIRST! 6 days against 7
The Daily News, 24,271 lines. Next highest score, 23,456 lines.	

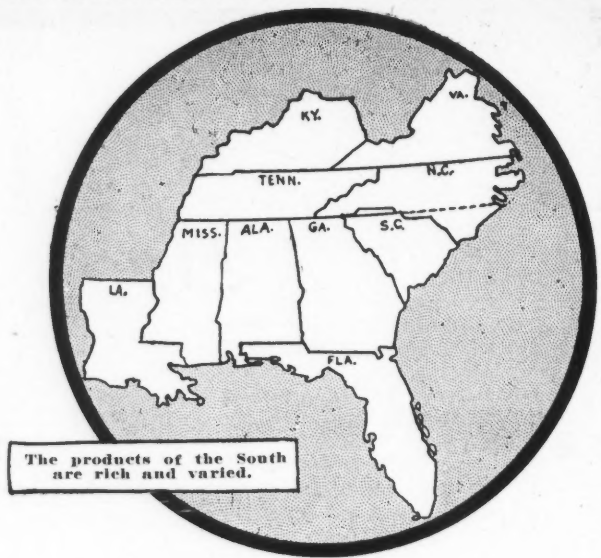
IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS
FIRST in Chicago

(Figures furnished by Washington Press, an independent audit service subscribed to by all Chicago newspapers)

Peanuts!

The *South* grows them and the *World* eats them.



Peanuts are just one more growing source of Southern wealth.

The farm value of peanuts to the South last year was about

\$100,000,000.00

nearly 150% more than in 1916 and a greater farm value (for instance) than the orange crop of the entire United States.

Numerous and varied (crops, minerals and industries) Southern resources guarantee permanent markets for national advertisers in the daily newspapers.

Go to newspapers for information about the territory.

		Net Paid	2,500	10,000
		Circulation	lines	lines
ALABAMA				
*Birmingham Age-Herald	(M)	27,140	.07	.05
*Birmingham Age-Herald	(S)	85,155	.08	.06
Birmingham Ledger	(E)	40,504	.07	.07
Birmingham News	(E)	48,672	.08	.06
Birmingham News	(S)	52,689	.10	.10
Mobile News Item	(E)	10,504	.03	.03
Mobile Register	(M)	24,443	.04	.04
Mobile Register	(S)	24,802	.05	.05
*Montgomery Advertiser	(M)	22,151	.05	.04
*Montgomery Advertiser	(S)	24,103	.06	.05
FLORIDA				
*Jacksonville Metropolla	(E)	19,120	.045	.045
Florida Times-Union, Jacksonville	(M&E)	82,714	.06	.06
Pensacola Journal	(M)	5,385	.0172	.0172
Pensacola Journal	(S)	6,500	.0172	.0172
GEORGIA				
Atlanta Georgian	(E)	62,537	.08	.09
Atlanta Sunday American	(S)	105,237	.12	.12
†Augusta Chronicle	(M)	13,204	.03	.03
†Augusta Chronicle	(S)	12,421	.03	.03
†Augusta Herald	(E)	20,528	.035	.035
†Augusta Herald	(S)	14,396	.035	.035
*Columbus Ledger	(E&S)	7,404	.0225	.0225
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,807	.04	.04
Savannah News	(M&S)	14,037	.04	.04
KENTUCKY				
‡Louisville Courier-Journal	(M)	45,663	.1250	.08
‡Louisville Courier-Journal	(S)	64,392	.15	.10
‡Louisville Times	(E)	63,397	.11	.09
‡Louisville Herald	(M)	61,769	.08	.08
‡Louisville Herald	(S)	50,365	.08	.08
LOUISIANA				
New Orleans Times-Picayune	(M)	77,535	.12	.12
New Orleans Times-Picayune	(S)	94,216	.15	.15
New Orleans Daily States	(E)	44,968	.09	.07
*New Orleans Daily States	(S)	70,964	.12	.12
*New Orleans Item	(E)	70,964	.12	.12
*New Orleans Item	(S)	90,242	.15	.15
NORTH CAROLINA				
*Asheville Times	(E)	10,087	.025	.02
Charlotte Observer	(M)	18,306	.035	.03
Charlotte Observer	(S)	20,911	.045	.04
‡Greensboro Daily News	(M)	15,792	.045	.035
‡Greensboro Daily News	(S)	21,606	.06	.04
*Winston-Salem Sentinel	(E)	7,574	.02	.02
SOUTH CAROLINA				
Charleston American	(M)	11,151	.0286	.0178
Charleston American	(S)	11,151	.032	.0215
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	22,456	.05	.05
Columbia State	(S)	23,990	.05	.05
Greenville News	(M&S)	9,620	.08	.025
Spartanburg Jour. & Car. Spartan	(E)	3,790		
Spartanburg Herald	(M)	5,394	.03	.03
Spartanburg Herald	(S)	6,611		
TENNESSEE				
Chattanooga News	(E)	20,650	.035	.04
Chattanooga Times	(M)	26,341	.06	.06
Chattanooga Times	(S)	21,682	.06	.06
Knoxville Sentinel	(E)	25,778	.05	.045
Knoxville Journal-Tribune	(M)	25,000	.04	.04
Knoxville Journal-Tribune	(S)	81,185	.12	.10
Memphis Commercial Appeal	(M)	118,359	.14	.12
Memphis Commercial Appeal	(S)	46,078	.07	.07
Nashville Banner	(E)	53,000	.08	.08
Nashville Banner	(S)	53,000		
Nashville Tennessean	(M)	20,000	.08	.08
Nashville Evening American	(E)	20,000		
Sunday Tennessean & American	(S)	40,000		
VIRGINIA				
Newport News Times-Herald	(E)	16,082	.03	.03
Newport News Daily Press	(S&M)	16,082	.03	.03
*Norfolk Ledger-Dispatch	(E)	46,145	.07	.06
Richmond News-Leader	(E)	45,160	.08	.08
Roanoke Times	(M&S)	10,597	.04	.035
Roanoke World-News	(E)	9,918		

*Government statements October 1st, 1918.
 †Publisher's statement, average for month of October.
 ‡A. B. C. statement, Oct. 1st, 1918.
 Other circulations publishers' statements for 6 month period ending April 1st, 1918.

Half Million Lines
Gained In January

BY THE

Baltimore Sun

MORNING

EVENING

SUNDAY

This beats the Sun's own remarkable record and is, in fact, much the greatest gain ever made in one month by any Baltimore newspaper.

In the twelve months of 1918 the Sun published nineteen and a half million lines of advertising, which is a gain of three and a quarter million lines over 1917. The figures for January, 1919, show Baltimore's Big Newspaper is continuing its stride into the new year. These consistent gains prove home delivery circulation is producing more and better business for Sun advertisers, who find it profitable to place a larger proportion of their advertising in The Sun month by month.

*If you would cover Baltimore
thoroughly with one paper,
The Sun is that paper.*

Paid { 162,600 Daily (Morning
and Evening) January, 1918
Circ. { 120,900 Sunday (With Photo-
gravure Section) average

Philadelphia

is the Third Largest Market
in the United States

for Beverages

Temperance drinks will have a greater vogue than ever, and it's now an even start for all of them in winning popular favor. The Philadelphia market is going to be a mighty profitable proposition for the manufacturer who begins at once to cultivate it.

Dominate Philadelphia

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

The Bulletin

Net Paid
Average for January **440,540** *Copies*
a Day

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

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

The Philadelphia Bulletin's circulation figures have always been on a net basis; all damaged, unsold and free copies are omitted.



EDITOR & PUBLISHER



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

Vol. 51

NEW YORK, SATURDAY, FEBRUARY 15, 1919

No. 36

USE PINK MAIL TAGS FOR DAILIES

New York Post Office Urges Easy Plan to Facilitate Second Class—Says No Delay Here—Wants Delivery Between 7 A. M. and 4 P. M.

According to the Superintendent of Mails in the New York Post Office, there is not one minute's delay in New York in the handling of second-class mail.

In an interview with Editor & Publisher this week, a representative of Superintendent Norris declared it receives first attention at all times and that any improvement in service must come through better cooperation by publishers with the post office.

"Conditions in the handling of second-class mail outside of the city are not as good as we would like to have them," said the post office official, "but the troubles have been caused by the inroads war has made in the trained post office personnel. The labor market has been low and the class of employees we have been compelled to take on in the emergency has not been of the best.

Old Force Coming Back

"We have had to take on women in the men's places, and while they have worked their hardest, they have not been able to stand up under heavy work like the men. Consequently the handling of mails has suffered, but not from any fault of the postal service.

"Now that the war is over we are getting back our best men and before long things will be working smoothly and most of the causes for delay will have been eliminated.

"But even this condition did not interfere with the expedition of second-class mail in the New York Post Office. The hold-ups have occurred after it left our jurisdiction.

"If publishers will work closer with the department, they will find that many causes for their troubles will disappear at once. Daily newspapers are receiving first attention now, as they always did."

In pointing out one way in which the publishers of daily papers can help, the official called attention to a letter that had been sent out to publishers under date of September 23, as follows:

Pink Tags for Dailies

It has been suggested by the Post Office Department that publishers sending out daily papers place in the label holder on the sack a distinctive label made out of pink paper with the words "Daily Papers" printed thereon, in addition to the usual address. The use of such special label will materially assist in prompt handling of the daily papers by enabling postal employees and others handling the same to readily distinguish sacks containing daily papers from sacks containing other paper mail and to give preference to the dailies where the time of

(Continued on Page 38.)

SEATTLE PAPERS PLAYED BIG PART IN RESTORING REIGN OF LAW

Star and Post-Intelligencer, Issued Under Difficulties and Despite Threats, Invoked Americanism in Opposition to Bolshevism and Prevented Panic

(By Wire to Editor & Publisher)

SEATTLE, Wash., February 12.

NEVER in the history of the United States have the daily newspapers played a more prominent part in a national crisis than did the Seattle Star and the Seattle Post-Intelligencer during the futile attempt to overthrow the Government and establish a soviet rule in the Northwest city under the guise of a general strike, with not a wheel turning in an industrial institution, with street cars, taxicabs, and all other means of conveyance standing idle; all places of amusement dark, and 98 per cent. of the city's business houses closed.

The leaders decided that Seattle would have no newspapers, mechanical forces necessary to the publication of a newspaper having been called out by the strike committee. The business agent of the electrical workers publicly announced that the city would be plunged into darkness. Women and children were to live in their homes, in a city scattered over seven great hills, quaking with fear at the wild tales of a polluted water supply, rioting, plundering and mobbing that were to go un denied because no newspaper would be able to publish a denial.

Star Published Mayor Hanson's Proclamation

Two newspapers decided differently. To the Seattle Star goes the honor of playing the stellar rôle in the great drama. Twenty-four hours after the more than 100,000 workers had quit their posts, during which time not a newspaper appeared, while rumor ran riot, the Star appeared on schedule time carrying a proclamation by Mayor Ole Hanson, the distribution of which is widely given credit for breaking the back of the strike rebellion. Two stereotypers had remained at their steam tables, and through the Star, distributed by armed mounted officers, the public was assured by the mayor that they might go about their business with the protection if necessary of the entire armed forces of the United States Government. An attempt by the Post-Intelligencer to publish a paper on a job shop press the day after the strike was called resulted in four papers being printed, and then the power for the press was mysteriously cut off.

The next morning the Post-Intelligencer appeared with a four-page paper, continuing the campaign started by the Star on the day previously, to quiet the fears of the populace and assure them of protection.

Editorials Clarified the Issues

Editorials in the Star and the Post-Intelligencer, previous to the hour of suspension of industry, opened the eyes of the public to the fact that the strike was but an excuse in the minds of the radicals for a full-fledged revolution. The following editorial, under the caption, "Under Which Flag?" appeared in big type across the front page of the Star on the afternoon before the strike was called:

"The general strike is at hand, and more. A general showdown is at hand—a showdown for all of us—a test of Americanism—a test of you Americans. As the Star stated yesterday, this is no time to mince words. A part of our community is in fact defying our Gov-

ernment and is, in fact, contemplating changing that Government, and not by American methods. This small part of our city talks plainly of 'taking over things,' of 'resuming under our own management.' We call this thing that is upon us a general strike, but it is more than that. It is to be an acid test of American citizenship, an acid test of all those principles for which our soldiers have fought and died. It is to determine whether this is a country worth living in and a country worth dying for. The challenge is right up to you men and women of Seattle. Under which flag do you stand?"

P.I. Lays Down the Law

The Post-Intelligencer of February 6, the morning on which the strike was called, said: "At 10 o'clock to-day is raised the issue between American democracy and the organized forces of revolt, insurrection and rebellion. The issue is no longer in doubt. The leaders of revolt are openly proclaiming that the shipyard dispute is only a pretext; that it is camouflage. It is not a strike. It is a delirium-born rebellion. Officially, and in the name of organized labor, it is planned to harass, bully and starve this community of 400,000 souls into a state of hysterical helplessness, until the United States Fleet Corporation is so sorry for us that it will yield to the demands of the workers in one industry. We are to be pummeled, choked and bludgeoned until our cries for mercy reach across the continent to Washington. And thereafter we will be permitted to exist under the benign direction of a soviet government. Rubbish. Seattle will not be terrorized. Seattle will not beg for mercy. Seattle will not submit to any dictatorship, either in the name of organized labor or the soviets controlled by native or imported Bolsheviks. The gulls will be rummaging in the ash heap where Seattle once stood before American citizen-

(Continued on Page 10.)

W. H. FIELD COMES EAST FOR TRIBUNE

Will Have Charge of All Paper's Affairs Here, Both Business and Editorial—Has Been in Chicago for Nearly Ten Years

The Chicago Tribune on February 10 announced: "An extension of Tribune service of greatest importance has just been effected by the appointment of William H. Field, second vice-president of the Chicago Tribune, to be Eastern representative of the Tribune, with headquarters in New York. Mr. Field will be in charge of all Tribune activities, both editorial and business, in the East."

Mr. Field made an enviable reputation for himself in the management and direction of the Tribune in the absence of Col. McCormick and Capt. Patterson on "overseas" duty and is at present resting with his family in the East.

The Tribune has many growing and important interests in the East which require immediate executive attention. It will be to these that Mr. Field will give his time, thus eliminating delay due to the long distance between New York and Chicago.

Mr. Field has been with the Chicago Tribune since November 1, 1909, when he became its second vice-president and business manager. For ten years previously he was connected with the Frank A. Munsey publishing enterprises in New York.

MACDONALDS ARE CONVERTED

Canadian Tobacco Firm Hadn't Advertised in Fifty Years

TORONTO, February 12.—W. C. Macdonald, Registered, Canadian tobacco manufacturer, which has been in business for upwards of half a century, is the latest convert to the value of publicity. Up to his death, a year ago, Sir William Macdonald never spent a single cent in advertising. Through the employment of somewhat unique business methods he was able to amass a fortune of many millions for the sale of his smoking and chewing tobacco. He gave millions of dollars to educational institutions, such as McGill University and the Macdonald Agricultural College at St. Anne de Bellevue.

Since then the business has passed into the hands of the Messrs. Stewart, who had long been associated with its founder, and they have now launched out on an extensive advertising campaign.

Will Survey European Ad Field

Harry Dwight Smith, President of Fuller & Smith, Cleveland, and honorary secretary of the Maryland Section of the A. A. A., sailed to make a survey of advertising conditions as affecting American manufacturers in England, France, Belgium and Italy. He represents the A. A. A. in the work and expects to be gone about three months.

FAVOR LIBERAL POLICY IN REGARD TO PROPAGANDA ADVERTISING

These Editors and Managers Would Draw Line Only Against Copy Whose Publication Would Be Inimical to Public Welfare—Difficult to Discriminate

EDITOR & PUBLISHER, having drawn attention through editorials to the growing volume of what may be broadly classified as propaganda advertising and to some of the considerations of newspaper policy involved in the acceptance of such copy, a discussion of the matter by men representing both the editorial and the business office points of view is herewith presented.

It will be noted that there is general agreement in the attitudes of the editors and of the managers quoted. The editors feel that the columns of their papers constitute a court of public opinion in which any one with a case to try may find a hearing—by paying the regular "fees."

Favor Principle of Open Forum

They do not see in the policy of open columns any menace to the editorial influence of the newspapers, feeling that it is due to readers to be permitted to hear both sides of any issue. The business office policies here stated aim at a certain discrimination as to the nature of propaganda copy offered for publication, yet would draw the line only at the promulgation of ideas, schemes or doctrines actually inimical to the public good. Hostile political advertising seems to be welcomed. Further discussion of the subject will be found in future issues.

C. M. Harwood, editor Baltimore News:

I do not see how a newspaper can fairly refuse to accept advertising to which the only objection to be found is that it may influence public opinion contrary to the views endorsed by the paper itself.

As far as political advertising is concerned, I think it serves distinctly a good purpose for a newspaper to print it, whether hostile to its own opinions or not. If the paper cannot answer the arguments offered, the more reason why the public should have the opportunity to read them. If it can answer them, no damage is done. The other fellow is entitled to his day in court. It is impossible for a paper to give up space to all that he wishes to say. If he thinks what he says is important enough to justify paying for three or four columns of newspaper space in order to have it published, what right has a paper to refuse to permit him to do so?

In political campaigns here it is the custom of this newspaper and all others to deal liberally with candidates and issues in their columns. That done, we feel we have done our duty, but we accept and print many columns of political advertising from candidates we are supporting as well as from candidates we are opposing. This has a healthy influence on local politics, issues are well and fully presented, and the ethics of the policy is never questioned.

Hearing in Court of Public Opinion

I feel the same way in regard to corporation and business advertising. For instance, our street railway and telephone corporations quite frequently desire to gain public favor or soften public criticism by conducting an advertising campaign in the press. They explain their troubles in operation. They answer criticisms, and they give the public a better understanding of the difficulties which they encounter. Newspapers print a certain amount of this character of matter in their news

columns, but the corporation wants it displayed in a way that will be more certain to attract attention. In cases of this kind I do not see how a newspaper can refuse them the right to do so. If they make misstatements, and the newspaper itself for any reason hesitates to catch them up, other people do, and do not hesitate to make the fact known.

As for the intimation that corporations may stifle editorial criticism by purchasing advertising space, if public confidence in newspaper honor and public spirit is at so low an ebb as to give wide credence to such a belief, I do not think it makes very much difference what a newspaper does.

I am inclined to think that the press is in more danger of catering to an unjust or an unthinking attitude of hostility on the part of the public towards corporations and big business generally than it is to be swayed by corporation advertising appropriations.

T. R. Williams, business manager Pittsburgh Press:

A newspaper's acceptance or declination of propaganda advertising, as it is commonly understood, should be determined on the basis of whether such advertising is inimical to the welfare and best interests of the community served. No hard and fast rule can be made to cover all cases, but in the application of this principle a separate decision must be made in each case. And in arriving at just what may be inimical to the community newspapers may differ greatly in their conclusions, because, as Shakespeare says, "There is nothing good or bad, but thinking makes it so." Decision, therefore, rests on the newspaper's ability to interpret best just what may be harmful in its effect on the community.

Ruling Out the Harmful

In the application of this principle all will agree that the great volume of general advertising carried in American newspapers is distinctly beneficial and constructive, being in reality a potent factor in our national progress. It is conceivable, however, that some advertising can be of such a nature as to be neither beneficial nor harmful; that is, neutral in its effects on the community's welfare. So the rule should be against only that which is inimical. In a free country such as ours any man or set of men ought to enjoy the privilege of buying advertising space to spread their views to others, and newspapers certainly are justified in selling space for such purpose, providing the bars are up against anything deleterious in its effect or influence. As applied to political advertising, it is possible for

a newspaper to be so rock-ribbed partisan as to believe the advertisements of the opposing party's views to be inimical to the community and therefore exclude such copy, but a more tolerant viewpoint would be recognition of at least some good in all established political parties and the achievement of the greatest public good by a thorough airing of principles on both sides so that decision can be made the more intelligently by voters at the polls.

Capt. Roland F. Andrews, managing editor Hartford Times:

Personally I can see at present no proper objection to the publication of any reputable advertising, be it political, alcoholic, or otherwise, provided it is not permitted to affect in the smallest degree the news or editorial policy. The advertising columns are theoretically as impersonal and as remote from news or editorial policy as a billboard. The responsibility of the publisher, it seems to me, is merely that they shall be kept wholesome and that they shall not be used for purposes of defrauding or deceiving the public—financially or morally. I think he has a real responsibility here and that this responsibility even requires the exercise of scrutiny and vigilance.

But if he absolutely and honestly keeps his advertising columns divorced from his news and editorial columns—and it often requires firmness to do this—I cannot see why he should decline any straightforward, legitimate advertising, whether or not it seeks to persuade in accord with his personal views or the personal views of his editor.

Making the Divorce Effective

The trouble is to keep this divorce absolute. Experience in almost every newspaper has shown that the expansive advertiser very frequently asks favors. He disguises them sometimes under another name, and he is most insidiously clever in the manner of his application. Often there seems to be no harm, but only the manifestation of a courteous spirit, in granting him accommodation. Not a few newspapers have yielded. Hence, probably, the attitude of the late Mr. Murphy. Hence, most certainly the public suspicion to which **EDITOR & PUBLISHER** calls attention. The danger is undoubtedly always present. The personality and courage of the publisher can guard against it. But you cannot always be sure of the presence or continuation of that one particular alert and courageous publisher.

In my opinion the danger would absolutely cease to exist and all hands would be better off could the evil of free publicity, for which there is little financial and no moral excuse, be eliminated.

Look at the stuff with which every newspaper is now deluged! And look at the difference of opinion which prevails in almost every office on almost every case as to what should be considered and how.

Advertising of any decent sort can be carried without the slightest moral menace by any newspaper which will adopt—**AND ADHERE TO**—the principle that news and editorials are what the editor wants to print and that advertising is what the advertiser pays to print.

E. R. Davenport, manager Rochester Times-Union:

I do not believe it is possible to lay down any hard and fast rules in regard to the advisability of accepting propaganda advertising. So far as ordinary

political advertising is concerned, I think it is the duty of every paper to give the various political organizations an opportunity to present their case to the public, provided the copy is clean.

When it comes to propaganda advertising, the motives back of the project should be taken into consideration. That, it seems to me, should be the determining factor.

Walter M. Dear, treasurer Jersey Journal:

For years newspapers have been building up the policy of "pitiless publicity," and now that the political parties in recent years have seen the wisdom of using paid advertising, in our judgment it would be a step backward to refuse this class of business. The day of the party sheet has passed, and any newspaper which permitted its editorial policy to be influenced by the political advertising in its columns would soon lose caste and eventually cease to be a desirable medium for political advertising.

Our experience has been that the more we oppose any particular party because we do not agree with its policies or platform the greater has been the amount of advertising space used by the party opposed, presumably in an endeavor to counteract the effect of the editorial opinion. What applies to political advertising applies equally to advertising dealing with prohibition, labor problems, and other business which you broadly interpret as propaganda advertising. So far as such advertising is legitimate and clean the advertising columns of this newspaper will always be open.

WHY NOT THE NEWSPAPERS?

Saturday Evening Post Will Carry \$801,500 in Advertising

The upward trend of advertising in 1919 is well illustrated in information given to **EDITOR & PUBLISHER** by an advertising agent this week. He said the Saturday Evening Post for February 26 will contain 125 full-page advertisements, the rate for which is \$6,500 per page, making that one issue of the Saturday Evening Post represent \$801,500 of paid advertising, and that the Post had declined twenty-five more pages.

He also told that the next issue of the Ladies' Home Journal will contain seventy-eight pages of color, the rate for which is \$9,000 per page. This is outside of the black and white advertising.

It is believed that these figures set new high records for advertising revenue from single regular editions of any American publication.

Quebec Will Protect Timber

Quebec Province pulp and lumber areas are to be conserved and protected from forest fires. A bill just introduced in the Quebec Legislature provides that the Government shall vote money to Forest Fire Protective Associations for patrolling the forests by airplane. Another clause provides that any pulp or lumber company which does not adopt proper protective measures will have this work done for them by the Government and will be charged with the cost.

E. S. Dobson Resigns

Edward S. Dobson has resigned as circulation manager of the Philadelphia Public Ledger. F. A. Clark, of the Evening Ledger, will look after the morning circulation also.

NINETY PER CENT. OF 1919 NEWSPRINT OUTPUT ALREADY SOLD ON FLAT-PRICE CONTRACTS

At Hearing Before Federal Trade Commission Mr. Wise, Counsel for Manufacturers, Says Publishers "Got Burnt Good and Plenty Last Year" and Have Now Signed Contracts at \$3.65 to \$3.75—Predicts Higher Price—Mr. Plante, for Publishers, Asks for Rehearing on Costs Previous to August

(From Our Regular Correspondent.)

WASHINGTON, February 12. THE hearing before the Federal Trade Commission, Tuesday, in the newsprint price case was confined exclusively to the question of whether the case should be reopened, and Commissioners Murdock and Fort indicated by their questions that they are not entirely favorable to a rehearing in the matter of prices prior to August 1, 1918.

Commissioner Murdock stated that he hesitated, "as one public servant, to throw the Government into very much additional expense at this time unless there is really grave cause for it," and in response to the publishers' offer to bear the costs of the commission's accountants, he replied: "It hardly seems to me that one party to an adversary proceeding should put up the costs of the tribunal before which they appear."

Commissioner Colver Ill

Commissioner Colver was absent owing to illness, but by common consent of the parties to the controversy he will participate in the case. Commissioner Fort was not so outspoken in his opposition to a reopening of the case, but he interjected several statements which left the impression that he did not regard with entire favor a rehearing.

An immediate decision on the application of the publishers for a rehearing, based on the Attorney-General's letter of January 21 to the Trade Commission, was promised by Commissioner Fort.

John Walsh, chief counsel for the Trade Commission, made the point that the Attorney-General asked only for consideration of prices subsequent to August 1, and virtually the entire argument of Henry A. Wise, appearing for the paper manufacturers, was directed against any action by the commission looking to a further inquiry into the costs for months preceding August.

"It is quite correct that the Attorney-General requested the commission for an investigation from August 1," said Guthrie B. Plante, representing the American Newspaper Publishers' Association, "but prior to the date of his request we filed an application with the commission, dated December 27, 1918, asking for a rehearing with respect to the supplemental prices fixed as of May 1 and July 1, 1918.

Attorney-General Suggests Rehearing

"We had originally asked the Attorney-General to conduct a review of the decisions of the commission fixing those supplemental prices and, following a conference with the Attorney-General, and at his suggestion, we filed an application for a rehearing, so that matter takes us back of August 1 and back to the prices of May 1 and July 1, and it was our thought, subject, of course, to whatever the commission may decide as a matter of convenience and as a time-saving proposition, that the two matters could be heard together. That is why I suggested that the mat-

ter of costs prior to August 1 would be material and would be necessary."

Mr. Wise interrupted to say:

"So far as the Attorney-General's request to this commission to take up the question of prices from August 1 on is concerned, I suppose I would have no legitimate grounds for objection. The Attorney-General has not asked this commission to do anything in the matter of a reinvestigation of prices from April 1 to August 1, but whether he has or not, I wish to call the commission's attention to this proposition of law: That this commission is not acting in this case by virtue of the jurisdiction conferred upon it by the statutes that created the commission and fixed its function, but is acting as a board of arbitrators agreed upon between the manufacturers and the publishers. So far as the price of newsprint paper up to and including the month of July, 1918, is concerned, this commission became *functus officio*—that is, the arbitrators' functions ceased—when this commission made its award."

"Your contention is that the commission could only function again at the request of the Attorney-General?" asked Commissioner Murdock.

"And then only as to some new matter, not as to anything that it has functioned upon," replied Mr. Wise. "You can function as to the August price and as to any price from then on until three months after the war, under that arbitration agreement; but having functioned up to August 1 say that you cannot function again on anything prior to that date.

90 Per Cent. Already Sold

"The August price has not been touched, nor anything since August, and, under that agreement, you have a right, if you see fit, to take it up and inquire into what should be the price for the first of August. If you do, we will file our application for you to take up and determine what should be the price for the first of September, the first of October, the first of November, and the first of December. We shall not stop with the price for August. August is the cheapest month in the year and we would not accept the August price as the price that would be controlling upon us in any event.

"As to opening the case after the first of August, I have no legal objection that I can assert; I can only say, it seems to me unfortunate that there should be any such inquiry; I cannot understand why it should be prompted. I do not think I misstate the facts when I say that over 90 per cent. of the production of the manufacturers, parties to this agreement, is sold for the year 1919 on flat prices which the publishers preferred to take. They got burnt good and plenty last year. We, the manufacturers, advised the publishers to take the flat price last year, and not to take the risk of a price that would be shown upon inquiry here. So I

think that 90 per cent. of our production for the year 1919 is sold on contracts, so that no matter what the Federal Commission or the Circuit Judges may deem proper as an award, it won't affect those contracts. The remaining 10 per cent. possibly have elected to go ahead doing business on the assumption that if there are proceedings here, they may result in a reduction in price."

"The presumption comes to my mind that it almost necessarily follows that the flat prices given were above the \$3.75 finally determined; is that right?" asked Commissioner Murdock.

"Oh, no, they are below it," replied Mr. Wise. "The manufacturers have sold paper anywhere from \$3.75 down to \$3.65. There has been a fairly competitive price below that maximum price for the year 1919. I think you will find that every Eastern Canadian mill has sold its output largely on flat contracts, subject to no reduction below the maximum price."

Why Rehearing Is Desired

"Our application for rehearing on supplemental prices," said Mr. Plante, "is based upon the contention that the commission failed to follow the principles which were laid down by the reviewing arbitrators when the commission fixed the supplemental prices and the judges, in fixing the price, which they did as of April 1, found that the average manufacturing cost, to which should be added a fair profit in order to arrive at a price, was \$50.25 per ton. When the matter was presented to the commission for the fixing of a price for May 1, June 1, and July 1 you were given the increase in cost in two or three items—three, I believe: labor, wood, and freight—for two companies; you were not given similar items of increase for the six other companies, and counsel for the manufacturers conceded that the increase did not apply to the same extent, if at all, as it did to all the other companies. Consequently, we contend that it was not correct for the commission simply to take the basic price of April 1, fixed by the circuit judges, \$3.50, and add it to the increased cost of two of the companies since that date in order to fix a price for all; that if you were going to give an allowance for those increases to the International company and the Spanish River company, you could only do it by making a new average based upon the costs of the eight companies at May 1, June 1, and July 1."

Mr. Walsh interrupted Mr. Plante to say:

"You were here and you raised no objection to the determination of the costs as to the other companies."

"It was not for me to determine the costs of the other companies," replied Mr. Plante. "The commission could only proceed upon what it had before it. If they had an increase in two companies that was only something to be used in

getting a new average. I did not consent that \$8 or \$10, whatever the figure was, should be added to \$3.50 and should be used in making a new price. I protested against an increase."

"Yes, but your claim now is that the commission did not go far enough into that supplemental inquiry and make a determination of the increased cost to six other companies," retorted the commission's counsel.

Mr. Plante then recalled that he had notified the commission immediately after learning that the hearing before Commissioner Pringle and the Paper Control Tribunal of Canada had developed that subsequent to April 1 the cost to the manufacturers had decreased.

Commission May Correct Its Figures

"Our contention," Mr. Plante resumed, "with respect to the commission's right to act is that if, as we have pointed out, the figures of the commission are erroneous, the commission has the right to correct them. I have no objection to taking figures beyond August 1, and, as Mr. Wise suggests, for the remaining months of the year. We want what is fair.

"I will agree that it does not seem right to fix winter prices on summer costs, but I contend also that it isn't right to fix summer prices on winter costs. Just at present the publishers stand charged with summer prices based on winter costs, the highest cost months of the year—January, February, and March. I am perfectly willing that the costs should be taken for the remainder of the year, so that we can get a price which would be fair based on summer and winter costs."

Warns of Increased Price

"If the publishers want to go into this inquiry and to have the industry upset for another twelve months or another six months, with the uncertainty as to whether the price will be an up-price or a down-price, why, all right, we will go into it," said Mr. Wise. "But I can state to you that the costs of these manufacturers will be nothing less than the cost on which you made your \$3.75 price; moreover, it is to be borne in mind that working capital of these companies is predicated to-day upon their inventories which have been made during the last year, when the highest prices that ever prevailed were in effect, and that our working capital is \$5,000 a ton capacity above what it was last year. So, on the basis of a return upon that working capital with an advance of \$5,000 of working capital, that alone means an advance of \$2.50 a ton; it means that a 15 per cent. return on investment alone would make an increase of \$2.50 a ton. We have not tried to stick it in; we have not asked for it; but if we are to go on with the inquiry we will have to stand

on the principle for which we have contended, and I do not think that the gentlemen who are presenting this application for an inquiry will find that they have benefited any by it.

"It had been hoped that the principles having been established and the publishers having learned that, for years, they had obtained their paper from the manufacturers at an unremunerative price to the manufacturers they would have been satisfied to adjust their business and go ahead on that adjusted basis. The large publishers have done it; the large publishers have contracted for their paper for this year, and they are the only ones who contract for paper. The rest of them, the very small publishers, purchase through brokers and not direct from the manufacturers.

The Pathetic Plight of the Paper Men

"These people talk about your inquiry here reaching back into 1918; that it may result in a reduction to them. This commission found a price of \$3.10 and the judges raised it to \$3.50, at which we were to sell our paper after April 1, and each of these tribunals, in fixing that price, fixed it upon the demonstrated manufacturing costs for the first three months of 1918. The gentlemen do not tell you that in those three months they received paper from us and paid us \$3 for it; they do not tell you that when you gentlemen said that \$3.10 and the judges said \$3.50 would be a fair price, they do not tell you that they came to us and said: 'We got paper from you for \$3 and we want to make good to you for it.' Not at all, and they haven't done any such thing. They don't tell you that when we adjusted with them after the award of this commission that we did not make them pay that maximum price.

"It is just a case of hog all the time. They want to chew us and they want to Jew us, and they want to rob us and push us down all the time, and we are not going to stand for it. Any readjustment of price that they seek here is only chiselling off of our profits."

Mr. Wise insisted that after the commission had fixed the price, if it was not satisfactory, either the publishers or the manufacturers had the right and should have appealed at that time. He declared that if the commission agreed to a rehearing now he would have the right to come in five years from now and ask for a rehearing, "if some other genius in accounting" should arrive at a conclusion at variance with the conclusion of the accountants in the original award of the commission.

Too Much for Other Companies

"Your idea now is," said Commissioner Fort, addressing Mr. Plante, "that taking the International as a basis and adding to it the award of the War Labor Board, it was too much for the other companies."

Mr. Plante replied: "Yes, unless the other companies are shown to have had the same advances in costs they are not entitled to that increase in price."

"Was it not understood all through that investigation that we were taking some company as if it were representative of all companies and arriving at the cost on that basis?" pursued Commissioner Fort.

"I don't recall any such understanding as that; it is not mine," replied Mr. Plante.

"Of course, it must have been so, because some of the things we did were done in that way," said Commissioner Fort.

SOMETHINGS ADVERTISING IS AND HAS DONE

MANY men have described advertising; few have been able to depict it in such forceful, convincing, positive manner as has George Ethridge, president of the Sphinx Club, when he said at the last dinner of that organization:

"Without sweep of vision and broad perspective nothing can grow. Advertising, for example, as we know it today, is merely at the threshold of far more daring and wonderful things.

"This infinitely great power that we know as advertising now occupies a position of trust and honor. It is meshed with our nation's progress. It moves the goods of the world from many countries. It cements trade friendships. It is the arbiter of commerce and the interpreter of industrial growth. It represents millions of dollars in actual money. It gives life blood to that giant press whose magazines and newspapers educate our people. It keeps men at machines and the harrow in the soil. It is man's able, generous, always-dependable ally.

"Perhaps we have never given advertising its full quota of credit or award. We have accepted it with matter-of-fact indifference, as one accepts light, heat, the planets or life itself. For advertising has been of speedy growth. There was a period when even wise men looked upon it as an adventure in squandering. Manufacturers employed advertising under protest. They tolerated it as a sort of pretty luxury. Who can ever put into historic form the struggles advertising men have had to CONVINCE clients that they SHOULD advertise? It would make strenuous reading!

"I said that advertising had been of speedy growth! I mean exactly that. It is only within the last dozen years that its impetus has amounted to professionalism. We can recall when a soap campaign, using full pages, was looked upon with mingled amazement and admiration. A full page to sell a cake of soap! It seemed incredible!

"Now, like an avalanche of optimism, the man who makes things and the man who knows how to create the demand for them meet on a footing of mutual confidence and respect.

"It is no longer difficult to SELL the basic IDEA of advertising. It has got past the will-o'-the-wisp stage.

"Advertising, while not an exact science, is certainly an APPROVED one, working out its own trade destiny to the tune of clicking cash registers. When a merchant doubles his sales and his factory space after an experiment with advertising, he cares little whether you call it SCIENCE or not. He likes the medicine and cries for more. To the client, when a campaign has succeeded, there is something of the Arcadian flavor to advertising.

"Finally came war! As far flung as were our fighting fronts, just so far scattered were the splendid ramifications of advertising. Illustration and text did some of the fighting . . . don't forget that. Even some famous generals have conceded that.

"Advertising sold the humanitarian idea of this war to America. Advertising provide the money to carry it on. Advertising called the men from their firesides and set them to marching in khaki. Advertising fed them and clothed them and kept up their morale. Advertising carried the very Spirit of God into their hearts when they were so far from their homes and their mothers, and the sufferings were so poignant that it seemed as if there WAS no divine spirit in all the troubled universe.

"Advertising used President Wilson's memorable words as a text, and sought converts not alone here, but in Europe. Advertising sold the principles of humanity, justice and democracy to many nations under the most adverse conditions."

"It was my understanding," Mr. Plante insisted, "that whatever might have been said before the judges passed on this matter the situation was changed entirely by their decision. It is all very well to say that you are not bound by them, but I have only to refer to your own supplemental findings, in which you say you are bound, and in which you say, if it were not for what you think the judges said or decided, you would not allow the increase at all."

"I know, but that does not help us," said Commissioner Fort. "It does not help us in your application for a rehearing."

"It does answer the contention, however, that you are not bound by the principles which were applied by the circuit judges, because you yourselves have said you are."

Kroh Leaves United Press

Hubert R. Kroh has resigned from the United Press, after managing the Pittsburgh bureau for almost five years. He is succeeded by Guy W. Seem, former manager in Atlanta and more recently on the New York staff. For the present Mr. Kroh will remain in Pittsburgh and will take a rest. He is president of the Pennsylvania City Editors' Association.

LOGAN WAS "DIAMOND T"

Identity of "Mysterious" Swift Washington Representative Is Revealed

WASHINGTON, February 11.—"Diamond T," the hitherto unnamed Washington representative of Swift & Co., who furnished confidential information forecasting Government activities in connection with the meat industry, was identified as Thomas F. Logan, by Henry Veeder, counsel for Swift & Co., to-day before the Senate Interstate Commerce Committee.

Logan testified recently that he represented Swift & Co. and other corporations in Washington and conducted a news agency, but had retired from the Congress press gallery after going into the service of the packers.

The term "Diamond T" was explained by the fact that Logan's correspondence bore a "T" within a diamond at the top of the page.

Another Newspaper Merger

The Times and News-Miner, long rivals in the small city of Halley, Idaho, have been consolidated and are being published from the office of the News-Miner as the Daily Wood River Times-News Miner. E. R. Richards, former editor of the News-Miner, retires.

DENIES SWIFT-ARMOUR OWNERSHIP

Fort Worth Star-Telegram Says Entire Stock Is Owned by Wortham, Carter, Shuman, Honea, North, Strippling and Mrs. Burton

(By Our Own Correspondent.)

FORT WORTH, Tex., February 12.—The Fort Worth Star-Telegram has published a denial of statements made by Francis J. Heney during the investigation of the meat packers by the Senate Committee, to the effect that Swift and Armour both secured stock in the Star-Telegram in return for loans made to the publishing company.

"Neither concern, nor any individual connected with either, ever made a loan to the Star-Telegram," the editorial note says, and then continues:

"At one time, however, both Swift and Armour owned a small amount of stock in the Star-Telegram. This stock was not acquired through any loan to the paper or individuals connected with it, but was acquired through direct purchase from the late Col. Paul Waples.

"Col. Waples, as is well known, financed the consolidation of the old Fort Worth Star and the Fort Worth Telegram. Of the original capital of \$125,000 he owned \$95,000. Later Col. Waples placed considerable of this stock with personal and business friends in Fort Worth and elsewhere. He sold from his own holdings \$5,000 stock each to Swift and Armour.

Old Interests All Bought Up

"Shortly after the establishment of the Star-Telegram, Messrs. Wortham and Carter and other associates in the management of the business began to buy in the outstanding stock. The stock held by Swift and Armour was purchased by them.

"The entire capital stock of the Star-Telegram is now owned by Louis J. Wortham, Amon G. Carter, A. L. Shuman, B. N. Honea, J. M. North, jr., all of whom are associated with the management of the paper, and W. C. Strippling and Mrs. W. G. Burton. There are no bonds, notes or financial obligations or indebtedness of any character outstanding. The Star-Telegram since its incorporation has never found it necessary to borrow money from any individual."

TWO NEW MANAGERS IN ALTOONA

Hall in Charge of Times Advertising and Bradel Circulation

R. A. Hall, of Atlanta, has been appointed advertising manager of the Altoona (Pa.) Times. L. E. Rounsley has left the advertising department to go with the Altoona Mirror. Adam G. Bradel, late of the Lancaster Intelligencer, is now the Times' circulation manager.

The Times' new advertising manager has just been released from Government service, and as soon as Mrs. Hall returns from overseas, where she is engaged with the Red Cross, they will make their home in Altoona.

Big Post-War Job for Lamont

Thomas W. Lamont, proprietor of the New York Evening Post, will be a member of the Supreme Economic Council to deal with finance, food, shipping and other matters during the period of the war armistice, according to announcement made from the Peace Council in Paris, February 11.

BORAH DENOUNCES CENSORSHIP FEATURES OF ESPIONAGE LAW IN HOT SENATE DEBATE

Idaho Senator Loses Fight for Repeal of Offending Sections After Charging That the Operation of the Law Has Resulted in Muzzling the Press—Time Has Come, He Urges, for Full and Free Discussion of All Problems, National or International, Without Restraint Imposed by Star-Chamber Methods

(From Our Regular Correspondent)

WASHINGTON, February 12.

POSTMASTER-GENERAL BURLESON'S power of censorship over newspapers remains in full force and effect, regardless of the passing of war conditions, which were held by its advocates to justify it.

Senator Borah, of Idaho, an inveterate opponent of anything savoring of control of the press, made an unsuccessful effort to have the Senate repeal the censorship features of the Espionage acts. He offered his repealing act as an amendment to the Post Office Appropriation bill, but Democratic opposition defeated his proposal, the vote having been 25 to 39.

Test of Sentiment

The test of sentiment came on a motion to suspend the rules to make the repealing amendment in order on the postal bill, Senator Bankhead, of Alabama, chairman of the Post Office Committee, having made a point of order against it as general legislation.

The roll call on the motion to suspend the rules showed the following division:

For the motion, 25; Democrats 2, Republicans 23.

Against the motion, 39; Democrats 31, Republicans 8.

Senator Borah's motion would have repealed Section 1 of the Espionage act of June 15, 1917, and Section 4 of the second Espionage act of May 16, 1918.

Section 1 makes newspapers and other publications or writings containing matter in violation of the Espionage act non-mailable.

Section 4 gives to the Postmaster-General power to deny use of mails to persons believed to be violating provisions of the Espionage law.

"These provisions," Senator Borah stated, "resulted in a complete censorship of the American press. In my opinion, if the Congress should ever assume to usurp the power to establish a censorship with intent to accomplish that thing there could be no more effective and successful method adopted than that of giving the Postmaster-General certain powers with reference to the exclusion of printed matter from the mail."

How Censorship Operates

Senator Borah gave the Senate a concise review of the efforts of American leaders to preserve the integrity of the press. Efforts of some Senators appeared to reflect on his motion by citing that repeal of the censorship provisions is being agitated by the Bolshevik propagandists in the United States, but Senator Borah held that he refused to be insulted by such statements.

"When the Espionage act was first before Congress," Senator Borah said, "it provided specifically for a censorship, as it were, of the press, a thing which seemed almost incredible to be proposed.

Nevertheless it was in the bill as it was originally reported. That was stricken out after long debate, but this clause, which had the same effect, remained in the bill. I stated upon the floor of the Senate at the time that if this clause remained in the bill it would mean just as complete a censorship as the clause which was intended to establish a censorship, and I take it that practice has demonstrated that that was a correct statement.

"The way in which this results in censorship is this. If an article appears in a paper which the Postmaster-General deems to be in violation of the Espionage law, attention is called to the fact by excluding the paper from the mail. Immediately the editor or the publisher of the paper seeks consultation with the Postmaster-General and secures from him an intimation or a guidance as to what shall thereafter appear in the paper and not be in violation of the law. That is a complete system of licensing the press. And under the broad terms of the Espionage acts he could encompass the whole field of public opinion.

Not Personal Criticism

"I desire, in discussing this matter, to relieve it from mere personal criticism of the Postmaster-General. It should be debated upon a different plane and upon a higher plane. No one could administer this provision without establishing what would be in effect a censorship of the press. It inevitably results in that. It rests with the Postmaster-General to say how far he shall go. Naturally a man who has his paper excluded from the mails will seek consultation and guidance and permission from the man who has power to exclude it, and the result is that the Postmaster-General or his representative becomes the absolute dictator and director of what shall appear from time to time in the publications throughout the country; and that has been the result of this law. I could cite numerous instances where newspapers were excluded from the mails where they sought conversation and interviews with the Postmaster-General, and where they returned to their publications with an understanding as to what would be agreeable to the Postmaster-General. Could a licenser of the press execute his powers in any different or more effective way?

No Censorship Can Be Just and Equitable

"It not only resulted in establishing a censorship but it resulted in a very universal feeling throughout the country that it was not enforced with equal effect as to all people. I shall not stop to examine the evidence as to whether there was partiality or not; I do not care. But you can gather any amount of testimony from newspaper men and publishers in the country to the effect that this paper published

things which were, in popular judgment, equally reprehensible with what that paper published, while this paper was permitted to go through the mails and that was excluded. I call attention to this to illustrate the fact that the freedom of the press can never be restrained or circumscribed by any scheme or any plan which the ingenuity of the human brain can frame which will be satisfactory to the great public either in its impartiality or in its justice and equity. There is only one rule after all these centuries of effort and experience, and that is that a man shall publish in the first instance what he choose, and then take the responsibility for the abuse of the privilege.

No Need for War-Time Secrecy Now

"So, there has been in this country since the day and hour that Congress passed this act just as complete a censorship as that censorship against which Milton inveighed, and against which Charles James Fox and Erskine, the great minds of those days, battled so earnestly, and finally so successfully.

"Now, the war is over and the most serious questions which could possibly confront a people—domestic questions—are up for consideration. There is a belief that this censorship still obtains. I do not know what the opinion of the Postmaster-General is; I do not know whether he regards it as closed or not; but there is a universal belief throughout the country that it is still in existence, and that the law may still be invoked. That belief results in the same hesitancy to discuss public questions in a frank, open, sincere, and candid way in some quarters as during the war.

"Some might be willing to yield upon such matters in the exigency of war, but when peace has been restored and we are dealing with our domestic concerns, matters of supreme concern to the people at home, there ought not to be any restraint upon the minds of the American people in any way, shape, or form. People should be free to express themselves upon these questions without fear of censorship, or without the fear of having their publications in any way restrained or interfered with.

"So, we are asking for the repeal of a law, which, in my judgment, we had no power in the first instance to pass, a law which, if it be considered to have been valid by reason of being a war measure, that reason has passed, and a law which is still being invoked, at least in the minds of the people, to deal with a situation which relates only to peace.

For State Regulation

"There is no proposition better established as a historic fact than the belief in the minds of the framers of the Constitution of the United States that they gave no power whatever to Congress to deal with the subject matter of the free-

dom of the press or of free speech. It undoubtedly was their belief that that was a matter which was left alone and exclusively to the States. That was the opinion as expressed by the men in the convention; it was the opinion of Mr. Hamilton and of Mr. Madison, the principal authors of the Federalist; and it was repeatedly stated in the debates in the different State conventions with reference to the ratification of the Constitution."

"I know of newspapers," interposed Senator Sherman, of Illinois, "whose managers and editors were informed—and the papers afterwards excluded from the mails—that their editorial policies and expressions of opinion should be changed in conformity with some advice received from the Executive or from a representative of the Executive; and when they supported the policies of the Administration in a political and administrative way they were restored to their postal privileges."

"That is the inevitable result of the administration of this kind of a law," replied Senator Borah.

Have We Reached Danger Point?

"I do not care how many Bolsheviks, or who, advocate the repeal of this law," said Senator Borah. "It does not modify my position either with reference to advocating this or with reference to making me more zealous one way or the other. I simply know, as Mr. Madison says, that while there may be evils connected with the complete freedom of the press, they are infinitely small and of infinitely inconsequential effects as compared with the evil of a censored press.

"If we must deny the liberty of the press, if we must deny the freedom of speech, if we must change the whole structure of our republican institutions and deny the guaranties of the charter of 100 years in order to deal with conditions in this country, we already have reached the point where free institutions have passed as an effectual fact in the administration of public affairs.

Truth Will Drive Away Error

"I am frank to say," resumed Senator Borah, after verbal passages between Senators Vardaman and Overman, "that I would rather risk restoring sanity and patriotism and establishing order in this country through a complete and frank and open and sincere discussion of all questions than by undertaking to repress the views of any particular faction or any particular community. All of us who have looked into the pages of history know something of how utterly fruitless is the effort to direct men's thoughts and views through a system of arbitrary repression. Where truth is permitted to have free sway, error finally will be driven from the minds of men."

PAPERS HELPED SETTLE SEATTLE STRIKE

(Continued from Page 5.)

ship submits to any such infamy."

Beneath a picture of the American flag the Star announced on the day of the strike:

"Under this flag the Star will continue to publish an American newspaper, despite handicaps of to-day and despite any handicaps that may follow. The Star will continue to assume that it is an American institution, under an American Government, and on that assumption the Seattle Star will continue to publish an American newspaper for American people."

The Star's Defi

On Monday, February 10, when the tie-up was beginning to crumble, as one union after another began resuming their duties before the Central Labor Council declared the strike off, the Star published the following under the caption, "No Compromise":

"On the issue of Americanism Seattle made no compromise and on that issue Seattle will never and shall never make a compromise. When the principles of American democracy were attacked thousands of miles away and across the ocean Seattle came through 100 per cent., and, in this later attack on those same principles here at home Seattle is again coming through 100 per cent. American. Just as the American part of Seattle labor stood by Seattle in the world war test so that American part of Seattle labor will come through again. They are coming through. Temporarily misled by a gang of criminal un-American leaders, Seattle union labor can be depended upon not only to repudiate that false leadership but to see to it that punishment goes with the repudiation.

"And, on the other hand, Seattle's American labor can depend upon it that the rest of Seattle will stand by them. Those enemies of labor who think they have an opportunity now to take advantage of the decent, honorable American labor movement had better stop before it is too late. Seattle must be an American city. It must be made free of Bolshevik and Bolshevism just as it must be made free of labor-crushing methods. Seattle labor is awakening to the fact that this Bolshevik attack was not only an assault upon American principles of government, but it was an attack on the very principles of American organized labor. It would substitute for the American Federation of Labor something akin to the Bolshevik reign of terror in Russia. That is why the international unions of this country disavowed the strike. Under the American system law, order, and authority are recognized. The American method is the use of the ballot. The Bolshevik method is the use of the torch. The Star stands to-day where it has always stood. It will fight in the future as it has always fought, uncompromisingly for the best interests of all the people. It will fight any interest that seeks to undermine Americanism, and it will fight regardless of the consequences."

Maintained Unbroken Files

Although its two strike editions issued without stereotypers had a small circulation, the Post-Intelligencer maintained unbroken files.

The Seattle Times missed three editions.

With threats to blow up plants, do bodily harm to loyal workers and mob distributors of the paper current in all three newspaper offices, the papers went

(Continued in Last Column.)

COL. ROBERT R. McCORMICK BUSY ONCE MORE WITH ADMINISTRATIVE AFFAIRS OF CHICAGO TRIBUNE



COL. ROBERT RUTHERFORD McCORMICK.

SNAPSHOT TAKEN IN FRANCE BEFORE GOING INTO BATTLE.

CHICAGO, February 10.

THE red corpuscles of the blood of Joseph Medill run strong in the veins of his descendants, and in Col. Robert Rutherford McCormick, co-editor of the Chicago Tribune, they are reinforced with a native courtesy under the stress of all emergencies and a shrewd insight into the personalities of the men with whom he is brought in contact—a faculty strongly conducive to mutual esteem.

Colonel McCormick was born on July 30, 1880. His father was Robertson Sanderson McCormick and his mother, Katherine Van Etta Medill McCormick. After winning his B. A. degree at Yale with the class of 1903, he studied for a time at the Northwestern University Law School in Chicago, serving as a member of the Chicago City Council from 1904 to 1906. In 1907 he became a member of the Chicago Charter Convention, and from 1905 to 1910 was president of the Sanitary District of Chicago, as well as more lately serving actively as a member of the Chicago Plan Commission, whose programme the Chicago Tribune still makes a strong plank of its editorial platform.

He was admitted to the Illinois bar in 1908, becoming a member of the law firm of Shepard, McCormick, Thomason, Kirkland & Patterson, which connection he still maintains along with his co-editorship of the Chicago Tribune. In 1915 he married Miss Amy Irwin, of Chicago, making their home at Lake Forest, Ill. Politically Colonel McCormick is a staunch Republican. His club affiliations include the University, Chicago, Saddle and Cycle, Onwentsia Country, Yale, Chicago Golf, and the Racquet and Tennis.

Like that of his Tribune colleague, Joseph Medill Patterson, Colonel McCormick's military record speaks for itself as to the capabilities of the man who established it. As major of the old First Illinois Cavalry he served along the Mexican border during 1916-1917, becoming major of the Second Illinois Field Artillery in the latter year when he accompanied General Pershing's expeditionary force to the battlefields of France. There he was attached first to the general staff of General Pershing's G. H. Q.; commanded the first battalion of the Fifth U. S. Field Artillery; was adjutant of the Fifty-first Field Artillery Brigade; won promotion to lieutenant-colonel of the 122d Field Artillery, and later was made colonel of the Sixty-first Field Artillery. Shortly before the close of the war, Colonel McCormick was ordered back to this country as commandant at Fort Sheridan, Ill., in September being transferred to the great training camp of Camp Jackson, S. C. The cessation of actual hostilities was the immediate signal for him to secure his honorable discharge and return to his then more necessary sphere in the management of the Chicago Tribune.

ahead with plans for an edition each day.

Issues of the Star were seized from strike-breaking newsies the minute they hit the street and torn into shreds.

Distribution of papers was made by trucks guarded by police the first day and by soldiers on army trucks the second day.

On the third day of the strike stereotypers returned to work, the backbone of the strike, generally termed a "revolution," having been broken.

Both the Times and the Post-Intelligencer printed their regular Sunday editions on the fourth day of the strike.

Tacoma Newspapers Fought Newsboys' Strike and Didn't Miss an Issue

(By Wire to Editor & Publisher.)

TACOMA, Wash., February 11.—"Although the Tacoma newspapers operated under great difficulties during the general strike, they did not miss a single issue," said Charles B. Welch, editor and general manager of the News-Tribune. "The situation in this city was aggravated by reason of the fact that a newsboys' strike was fomented here by radical labor leaders in order to cripple the newspapers. The newsboys demanded the right to fix the price at which the papers were sold, and other preposterous conditions. Radical leaders took advantage of the strike of fifteen thousand shipworkers in Tacoma to force a general strike, against the wishes of the majority of union men. The 'Reds' were in control, and organized a Soldiers', Workmen's and Sailors' Soviet. The News-Tribune, the Ledger, and the Times all fought the Bolshevik movement vigorously, and as a result the radicals were able to drive the papers off the streets for seven days, although they were on sale at stores and newsstands. The carrier service to homes and outside points was carried out under the greatest difficulties. Soldier guards were hired to protect the carrier boys throughout the residence district. One day alone eighteen News-Tribune carriers were beaten up. After these attacks an automobile service proved effective.

"Armed watchmen were maintained at all the newspaper plants because of threats of dynamiting. Every News-Tribune circulation automobile driver was made a special policeman, and every member of the office force deputized. Desperate efforts were made to force the mechanical workers to go on strike, but they remained at their posts and the papers did not miss an edition. The arrival of troops caused an exodus of eastern Reds and broke up the general strike, which did not tie up completely the industries of the city as was the case in Seattle. Indeed, the newspapers of Tacoma were called upon to supply Seattle with thousands of copies as well as sending hundreds to cities and towns in the northern part of Puget Sound."

Interstate Calls Meeting

Thursday, February 27, in Harrisburg, Pa., has been set for the postponed meeting of the Interstate Circulation Managers' Association. The programme committee is hard at work preparing a schedule of papers on questions of interest to all circulation men. Fred I. Cook, of the Scranton (Pa.) Scrantonian, will furnish all information on application.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

TALK MARKET, THEN MEDIUM

Southern Publisher Sees Great Light and Gathers Data

ONE morning last week, just before the lunch hour, as I was dictating, as fast as I knew how, an analysis of sales and advertising departments' organizations and operation, which had been requested by a membership company, a visitor's card was brought in—the card of a publisher from the South. And this is the story the visitor told:

He had read in a recent A. N. A. page in *EDITOR & PUBLISHER* a recommendation to publishers to talk not merely that subject common to both advertising and medical practitioners, circulation, but markets. At once he glimpsed a light which grew insistently stronger. To be quite sure that it really was not some kind of ignis fatuus, he had sought counsel of Jim O'Shaughnessy, of the A. A. A. A. Jim assured him that the illumination was of the honest-to-goodness variety.

Hiking to his home Somewhere in North Carolina, he had started his office force collecting data, and he had the results of the work in tentative form, printed. He wished to leave a copy of the report at the A. N. A. office for examination, and for suggestions as to revisions and additions if necessary.

The report covers statistical data on Population, Banking Resources, Retail and Jobbing Business, Industrial Conditions, Establishments, Investments and Pay-rolls, the Circulation, Distribution and History of the Publication, Reasons why the city should receive an advertising manufacturer's attention, and reasons why the publication should be used to connect with the market.

The report is "a bird."

THE A. N. A. DATA FILES

WHAT will the A. N. A. office do with this publisher's report? Will it just pat its creator on the shoulder, and exclaim "Fine," and let it go at that?

Filing cabinets in such a data-collecting office as ours can be used as depôts or coffins—as places to which material comes and from which material goes out—or as receptacles for corpse-paper, or paper that can quickly become as forgotten as a corpse.

Let me take this North Carolina newspaper report and use it to illustrate our procedure when we got a worth-while piece of information.

As soon as the complete report is received a synopsis of the contents will be prepared, with a fitting caption. This synopsis will be reproduced in a section of the weekly bulletin to members under "Publication Data Available."

Within a couple of days of receipt of the bulletin by members requests for the report will begin to arrive, and will be given attention on the same day as received. Within a period of from one to three months, according to the date of receipt of the report, the details given in the weekly bulletin will be repeated in a quarterly index of data supplied,

compiled by the Publication Data Department, and again be communicated to members. Result—more requests for the report.

At the end of the calendar year a printed index of data furnished during the twelve months will be issued, and again details of the report will be given to members. As to further results—the other day we sent out duplicate copies of a previous year's index, and have been flooded by requests for many varieties of information.

WORK FOR PUBLISHERS

ALMOST looks as if we work for publishers, doesn't it? Well, we do, incidentally. Yet the difficulty of obtaining publication information sometimes reminds me of the agony of drawing teeth. Would you readily credit a statement that now and then a publisher, in response to a request that he will assist us to assist him, says that he will give information to the advertisers, but to no one else, no sir!

Well, well! If the Association of National Advertisers is not the advertisers, then, by all that is holy, what is it?

Some publishers actually think we are an advertising agency and want commissions! Probably they haven't got the information, anyway, and, moreover, wouldn't care themselves to see it!

8,500,000 PERSONS IN UNITED STATES UNABLE TO READ; WRITE, SPEAK ENGLISH

WORSE even than that: 5,500,000 persons in this country cannot read or write any language! A Washington, D. C., man came in the other day and gave us those astounding facts. He did not sentimentalize about patriotism, or about Americanization, as such, though he might well have done so. He said, in effect: "The national advertiser is deprived of 15 per cent. of the discriminating purchasing power of the country. They are buying goods, to be sure, but their standard of living is not high, and they are not in a position to discriminate in favor of nationally advertised merchandise. They are beyond the reach of advertising appeal. If that amount of buying power could be added to the national advertiser's market, would that mean, for the manufacturer, lowered cost of product?"

And, let me add, if these people could read or write English, wouldn't that be of advantage to the newspaper publisher?

Well, I hear, what are you going to do about it?

That's just about what the contents of a communication to A. N. A. members just sent out asks.

We have recommended to their support the Smith-Bankhead bill which is now in the committee stage. This bill provides for cooperation of the States and the Federal Government in the education of illiterates. It requires compulsory courses in English for all illiterate minors over sixteen years of age. And the present session of Congress will adjourn in less than thirty days.

It occurred to me, when sending this

information to A. N. A. members, asking them to support the bill, that the matter was of advertising interest, too, to publishers.

THE NEGRO MARKET

IN a previous paragraph the visit (and its result) of a North Carolina publisher is told. A few days after that incident a Southern negro newspaper advertising manager, accompanied by the New York representative of a list of negro newspapers, called. The chief of the publication data department talked matters over with the visitors, and, ordinarily, that would have terminated the visit.

But—and here is the same interesting feature that characterized the interview with the North Carolina publisher—the two men wanted to show that there was a negro market in which the national advertiser should be interested because—well, you should have seen the statistics produced.

The negro advertising manager, speaking for the National Negro Press Association, goes back to his home city to assemble marketing data, analyses of circulation, details of rates—and all these data will be assembled in a report and presented for the attention of A. N. A. members in the manner described in the case of the North Carolina publisher.

PUBLICATION DATA AVAILABLE

I FEEL that the brief story of the work of our publication data department, as told in the foregoing paragraphs, can be rendered a little more complete by giving some account of the lists of data weekly sent to members.

In our weekly list before me there are indicated a page and a half of items of new publication data, covering newspapers, general periodicals, trade papers, farm papers, export publications.

Another weekly list of items covers almost two pages; in fact, that is the average extent of the lists. And the field is literally from "China to Peru," to employ the old phrase.

As I have already said, we could scarcely do more for publishers if they paid us. And we could do a lot more if all publishers would stop reversing the old quotation and making it read, "It is more blessed to receive than to give."

A. N. A. COMMITTEES

SOME weeks ago I gave some details about committees for 1919. It was stated that a new committee, the Consultation Committee, would be organized and would represent a new idea; that there are many matters which come up with individuals in the association concerning which information is wanted directly from a man of experience and mature judgment, in addition to the data obtainable from the service departments of the headquarters office.

We have gone a long way towards getting this Consultation Committee together, and very soon there will be in the hands of all membership representatives a directory of knowledge and experience possessed by the committee-

men. When I mention that the attainments of those men cover not only advertising in all its phases, but also investigation and analysis of markets, the sales departments, the dealer, the jobber, and even welfare work, it can be appreciated how valuable an asset to the A. N. A. and the advance of marketing knowledge has been created.

"TROUBLE-BREEDING PUBLICATIONS"

A PACIFIC COAST newspaper recently sent us a copy of a most interesting advertisement of itself, in which the text was a quotation from the speech delivered at the last annual dinner of the A. N. A. by B. C. Forbes, of Forbes's Magazine:

"We have lately seen brazen attempts to raise the red flag at the head of processions along the most famous avenue in America. How much did the money some of you spent in trouble-breeding publications contribute to the hoisting of these red flags?"

"You who strengthen and support and encourage publications which grossly mislead the public, which incite revolution, which inflame ill-will against business and capital, are more guilty and more condemnable than the scatter-brains who swallow what these publications preach, for you are educated and they are not."

"You reply, perhaps indignantly, 'Are we expected to set ourselves up as censors of every publication in America?'"

"Every one of us, if we are to fulfill our duties as decent citizens, must act as censors every day of our lives. We pick and choose our hats, our shoes, our suits. Why, therefore, in the name of common sense, should you not be expected to exercise discrimination in determining how you shall spend your money as advertisers?"

"You 'buy circulation.' Sometimes you make that statement with a tone of finality as if that settled the whole question. . . . My God! you can buy poison. You can buy rotten eggs."

"If you 'buy circulation' whose net effect is to sap and undermine the whole fabric of business, you are unpatriotic, you are disloyal, you are not even showing good business sense, for if unworthy, incendiary, trouble-making publications gain the ascendancy throughout the country they will make enough converts to tear down the whole business structure and strew the land with the sort of thing we see rampant in Russia."

And then the newspaper proceeds to place itself in the class of publications which solidly uphold the principles of good citizenship. The quotation, though a lengthy one, is worth repeating, and the fact that what was said is regarded as a standard to be lived up to is great compensation for the hard, grinding work involved in bringing together an A. N. A. dinner attendance of nearly seven hundred publishers, advertising agents, and advertisers.

THE Republic Rubber Company is now represented in the A. N. A. by Honor Blocker, advertising manager. Mr. Blocker succeeds Web Brown.

WILL HEAR SULLIVAN AND PALMER

Inland Newspaper Publishers, at Chicago Meeting, to Get Most Expert Advice on Publishing and National Advertising—Other Big Topics

The following outline of the order of business and programme has been arranged for the annual meeting of the Inland Daily Press Association, to be held in the La Salle Hotel, Chicago, February 18, commencing at 10 A. M.:

- Annual business meeting.
- Reports of officers and committees.
- Appointment of committee on nomination of officers.
- Adoption of constitution and by-laws, as amended during the past year.
- Election of new members.
- Plans for business of the Inland for coming year.
- General business.
- Luncheon at 12:30 in the grand ballroom, nineteenth floor of Hotel La Salle.
- Address by John Sullivan, secretary Association of National Advertisers.
- Business conference on war activities, conversations, and after the war conditions.
- Round table discussion of methods being followed by large dailies in large cities for the object of increasing subscription lists. Led by D. M. Conroy.
- Report of D. B. Worthington, member of the A. N. P. A. Paper Committee from the Inland.
- "Service to Foreign Advertisers," by Frank D. Throop, of the Davenport Democrat.
- Lincoln B. Palmer, manager American Newspaper Publishers Association, will talk on "The Paper Situation with Relation to the Federal Trade Commission."
- E. F. Rogers, manager Winona (Minn.) Republican-Herald, will discuss "Subscription Rates in City and Country."

AFTER NATIONAL ADVERTISING

N. Y. Newspaper Ad Managers Work As Body to Get More

At its meeting Tuesday in the new Hotel Pennsylvania the Association of New York Newspaper Advertising Managers appointed a committee to lay out a plan for developing more national advertising for the local newspapers. The idea will be to talk "New York Newspapers" to the advertisers as a group, not any particular paper.

The committee will consist of B. T. Butterworth, of the Times, chairman; William G. Woodward, of the American; D. Fitz Gibbons, of the Sun, and F. Ernest Wallace, of the Elizabeth Journal. A report will be presented at the next meeting.

The membership scope of the association has been extended to include all the metropolitan zone, about twenty-five miles around New York city. A. W. Zimmerman, of the Plainfield (N. J.) Courier-News, was elected to membership.

W. McK. Barbour, of the New York Globe, presided. The next session will be held February 24 at the Pennsylvania.

Kokomo Rubber Advertising

The Kokomo Rubber Company, Kokomo, Ind., has started a national advertising campaign through the Brearley-Hamilton Agency, Michigan Trust Building, Grand Rapids, Mich.

PRESIDENT OF INLAND DAILY PRESS ASSOCIATION HAS HAD INTERESTING NEWSPAPER CAREER



A. W. PETERSON

One of the most interesting careers in the newspaper field in this country is that of A. W. Peterson, president of the Inland Daily Press Association and publisher of the Waterloo (Ia.) Evening Courier. Many men start in one place and remain there through their careers. Mr. Peterson has aided in building, and by his own efforts builded, successful properties in cities both large and small.

As a boy, the office of his father's country paper in a small Ohio city was more exciting to him than school, and he prevailed upon his parents to allow him to leave the conventional halls of learning. He was educated from then on in that seat of all knowledge, the newspaper office. No part of the plant was long a puzzle to him.

He was not long content in the small city, and so was engaged by Holli-day & Richards, the founders of the Indianapolis Evening News. In those days that paper was a four-page local paper with less circulation than the Waterloo Evening Courier has to-day, and its circulation was almost wholly in the city of Indianapolis. Mr. Peterson's first thought was to provide the means of giving the News a state-wide circulation, and he prepared an original and extensive plan of action which was immediately O. K'd by the publisher.

This added 5,000 subscribers within a few weeks. The News found it necessary to discard the old six-cylinder Hoe hand-fed press and put in a Bullock—then came another Bullock, and soon after the circulation demanded a third Bullock press. Sixteen years later, when Mr. Peterson left Indianapolis, the News was valued at \$1,000,000.

From Indianapolis Mr. Peterson went to Philadelphia and for several years managed the Times, spending about half his time in New York city. Later he joined the Minneapolis Tribune as general manager, and it is here that the young men of the advertising world probably remember him best. Seven years of the Peterson effort in the Tribune office brought that paper to where it was considered by many the greatest newspaper in the Northwest.

In 1907, after spending these many years in newspaper offices, Mr. Peterson decided to return to his first love, a newspaper in a smaller city where he could purchase and develop a property of his own. Waterloo looked best for him. In eleven years a comparatively small property has developed into a real city newspaper. The plant has been entirely rebuilt or replaced, new equipment has been installed, which includes every modern labor saving device familiarly known in the greater city offices; a regular staff of nearly seventy people is required, where ten years ago about twenty-five sufficed. His company bought the evening competitor several years ago and merged it into his paper. Mr.

Peterson has made a close study in the purchase of equipment for making the Courier neat and attractive typographically.

Mr. Peterson has introduced into the office of the Courier all of the best modern methods of conducting the publishing business. Himself an able and versatile writer, he has always produced the promotion matter that has appeared in the reading columns of his paper. The Courier, under his management, has made substantial progress in advertising, and its circulation has more than trebled, despite the fact—or perhaps because of it—that space rates have been advanced in keeping with its increasing popularity and usefulness.

Mr. Peterson inherited the "sworn circulation" idea of his father and has always believed in proper verification of circulation figures. Immediately on coming to Waterloo he wrote the American Advertisers' Association, requesting that an auditor be sent to check up circulation figures for the past year, that he might have a proper basis on which to work. The association had not previously made any examinations in Waterloo, but it promptly accepted Mr. Peterson's invitation. Since then regular annual audits have been made, except that when the A. A. A. could not respond the Audit Bureau of New York did the work. Mr. Peterson was prominent among publishers who urged the organization of the Audit Bureau of Circulations.

Several years ago he was elected president of the Associated Iowa Dailies, largely in recognition of his service since coming to Iowa in demonstrating to publishers the necessity of having more adequate advertising and subscription prices to meet the oncoming expenses and requirements for capital in making expansions.

During the past year much of his thought has been given to his duties as president of the Inland Daily Press Association. Under his leadership this organization of publishers has expanded and become one of the progressive associations of dailies—a benefit to its members and to the newspaper business in general.

Forty years in a business that breaks the health of many men in a few years have left Mr. Peterson without a gray hair in his head. He looks and works like a man twenty years his junior, and those associated with him are sure he is just in the hey-day of his usefulness.

GIBBS WRITES FOR U. S. PAPERS

Many Warfare Matters Heretofore Secret Will Be Disclosed

The McClure Newspaper Syndicate has obtained a series of twelve articles from Philip Gibbs, the war correspondent of the New York Times and the London Chronicle, who has just arrived in America. In the articles which are being specially written for first publication in the newspapers Mr. Gibbs will disclose facts concerning the war on the western front that it was impossible even to suggest during the years of warfare—the causes of certain tragic failures and the secret reasons for strategies that appeared incomprehensible.

Ross Adds to His String

J. C. Ross, who represents the Toronto Globe, Toronto Telegram, Hamilton Spectator, Ottawa Citizen, and Moose Jaw Evening Times in Montreal and Eastern Canada, has just added the Vancouver Daily World to his string.

The Electrical Shop

Making the News-Courier **Makes a New Contact.**

Day.

Only Through Constant and Unflagging Publicity Can the Complete Story of the Electrified Home Be Put Over. A Backward Market That Really Needs Some of Its Own Divine Current in An Advertising Way.

By W. LIVINGSTON LARNED

I WANTED to secure some first-hand data about the advertising of electrical goods in newspapers. The logical method of procedure seemed to be the most obvious—go into an average electrical shop and talk things over with a man behind the counter.

For he would be able to give me two things . . . the viewpoint of the customer and the progress that was actually being made by the manufacturer.

And so I visited the most progressive establishment of its kind in Our Town and I frankly stated my case.

"Sure I'll tell you anything you want to know," said the brisk young fellow.

That's what nine out of ten will answer.

The wonder has always been to me, as an advertising man, that people who originate plans for newspaper campaigns do not select a similar course. It is so much better than to sit at a desk and "dope it out," as the saying goes. Generalities are not meant for this generation. We are going along at too swift a pace for them.

The purpose of this series is to help the advertising manager develop new local business. Earnest effort is made to make the text reflect actual merchandising conditions in the smaller cities; and the illustrations are designed to enhance the value of advertising space. Constructive suggestions and ideas, adapted to particular lines of retailing, are offered each week. It is a service feature. The next subject will be "Paint and Spring Reconstruction." This will be followed by articles on Gardening, the Fifth Liberty Loan, etc.

every family of good credit and standing in the community, and left the irons . . . told women that it would cost them nothing to try the iron. If, after a week or so, they found the scheme satisfactory, they could make the actual purchase. It was a last desperate measure to combat what seemed a solid wall of stubborn precedent and opposition.

"MANY were returned. There were some cases of brutal imposition. But SOME irons sold themselves and when they DID, they made other sales in the same territory. I think it is the history of nearly all innovations that people approach them with strange distrust and timidity. And how remarkable that is, in view of the fact that America is so eager for the new and the novel and the labor saving. We are a land of inventive genius and restless reaching out for 'stunts,' yet we are slow to take advantage of all this in common practice. Practically the same experience has been met in other electrical goods . . . that is, for household use."

"Then you are inclined to believe that newspaper advertising could not logically sell this electrical line?" I asked bluntly.

"No, I am not prepared to say THAT," was the

prompt reply. "As I look back on it I do not think the newspaper publicity was keyed in exactly the right spirit. It was too much of the 'Oh-this-marvellous-new-application-of-electricity-to-your-home' thing and too little of the 'Electricity-is-now-prepared-to-play-its-part-in-your-household' appeal. In brief, I think the advertising should assume that every woman knows how practical and invaluable these things are . . . not spring it as something she must experiment with. That aroused her fear, her doubt, her cupidity. She was afraid it might not work . . . that it was too NEW to be fool-proof."

"PEOPLE are forever waiting for some one else to do the experimenting. That may account for the reluctance on the part of such a liberal percentage to accept advertising at its face value and plunge immediately into purchase. Right now . . . day by day . . . I discover one almost invulnerable appeal . . . The moment I say, 'Yes, these electric irons are being used in all MODERN homes . . . Mrs. So-and-So has three; she would not be without them in her laundry;' I get response. Women have pride in their homes. It hurts this pride to believe that the OTHER WOMAN has taken advantage of an opportunity which she herself has rather stupidly neglected. Of course, once an iron begins to operate and is given a fair trial by an intelligent worker, the sale is made."

THIS IS THE MODERN WAY—

TOAST VIA ELECTRICITY

There are many ways of preparing toast—most of them laborious. The electric way is, of course, the modern and the efficient way. Very soon the "Electrical Home" will be the average home.

WHAT ELECTRICITY CAN DO FOR THE HOME

There should be more daily reminders in our daily newspapers of the household wonder of electricity as the real genii of the lamp.

THE ELECTRIC LAUNDRY

BLUE MONDAY MADE BRIGHT

The electric washing machine is so great an improvement over the old way that it seems incredible how little advertising has been done in its behalf.

"It has taken time, then, to put over these electrical conveniences?"

"Time and sleepless nights and no end of personal effort. Yet they are beautiful in themselves, beyond their well established working value. Take breakfast . . . when a woman has a neat little electric grill, a percolator, and a toaster, she can prepare almost any morning menu without getting up from her chair. Food goes to you piping hot, with its aroma still hovering over it. The thing is done with neatness and dispatch. Incidentally, these electric utensils are easier to clean than the kitchenware."

"I have heard that the housewife is receptive, but experience teaches her that the cost is staggering.

(Continued on Page 14.)

TRUTH . . . Facts . . . these are the constructive powers for real accomplishment in modern advertising.

"I really believe that people are beginning to see what there is in Electricity," said The Salesman, "but for a while it was difficult studding. It was a man's size job to sell any of those things"—and he swept his hand in the direction of a counter loaded with toasters, irons, grills, etc.; "just take electric irons . . . this town absolutely refused to understand their practical value. For months and months we pushed them. We talked them in the shop and sent out circulars with bills and even advertised them in the local newspapers. No use. Housewives were wedded to the old sad iron.

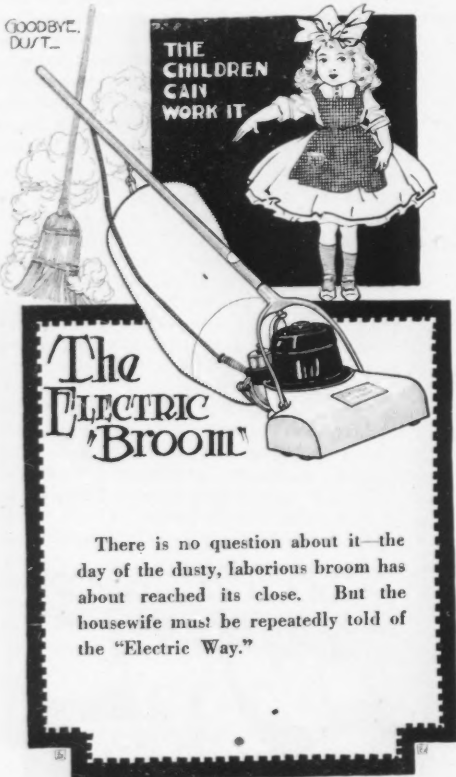
"Many were the arguments we heard advanced . . . the cord was forever getting in the way . . . the cost of the current was prohibitive . . . the irons would not get in under tucks and frills . . . the heat was uneven . . . fear of an electric shock! And then came about the only sensible solution. We sent demonstrators around to every house, large and small . . . that is,

An electric breakfast runs into central-station dollars at a clipping fast rate."

"IT may cost a little more, but think of the convenience! American people are very ready to pay more for OTHER economic improvements. If a dollar and a half spark plug gives better service than a fifty-cent one, they gladly pay the difference. No . . . the price is NOT the stumbling block you think . . . there is a popular misconception. In your dead reckoning you must count in what service is rendered by electricity. Suppose we talk toast . . . It is a mussy job to prepare toast over a coal or wood fire. It is difficult to make professional toast in the oven of a gas range. An electric toaster gives you your result in a jiffy . . . browned to suit your individual taste . . . hot, on a rack, with the butter melting. You know, toast

GOODBYE, DUST!

THE CHILDREN CAN WORK IT



The Electric Broom

There is no question about it—the day of the dusty, laborious broom has about reached its close. But the housewife must be repeatedly told of the "Electric Way."

loses half its crisp and appetizing quality during the minute or so that it comes from the fire. To fire up an entire gas range and get it started for a meal . . . even breakfast . . . is quite a job. With the electric breakfast you press a button or turn a switch the MOMENT you want to EAT. There is not a lost second . . . not a unit of wasted heat. By the time you sift down this economy argument to some humble truths you find that the additional expense, if there is any, may be profitably accepted as a wise investment."

"If these arguments are good across the counter, why would they not be excellent in type and in picture for newspaper use?"

"They would. I might say that considerable pioneering in this line is done by the manufacturer of the various mechanisms. Take the General Electric Company, of Schenectady, for instance. Here you have a fine old dependable house of established reputation. The G. E. monogram is equivalent to the Sterling mark. They live electricity there in Schenectady . . . and the other plants . . . they know what's what when it comes to electrical appliances. The G. E. Company issues a sort of monthly service newspaper for electrical shops, central station depots, etc. One month will feature electric fan advertising, another month will take up electrical cooking apparatus . . . then will come the farm application of electricity, perhaps. A dozen or so illustrated advertisements are supplied either free or at an exceedingly nominal charge. You simply write or wire, by number, for the electrotypes that you think will fit your territory."

"THEN that solves your newspaper problem, does it not?"

"I am afraid not. The old human equation begins to operate. It's too near us. So many of us begin to look upon it as a matter of course. We look upon it as advertising that EVERY ONE may use and which, therefore, lacks individuality."

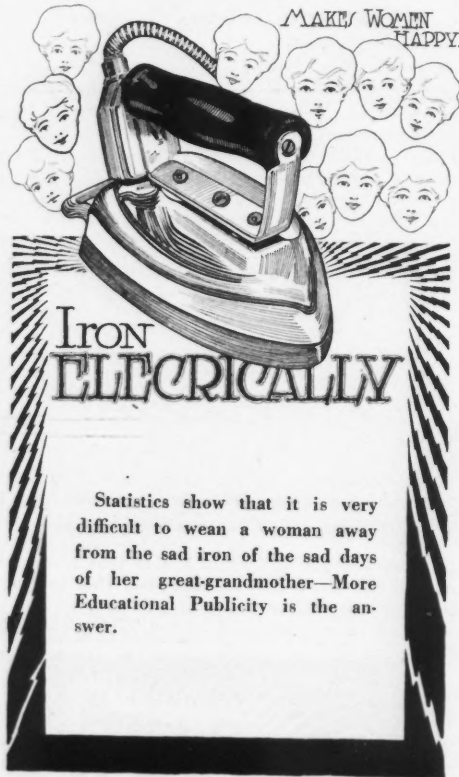
Editor & Publisher for February 15, 1919

"But the premise is wrong. What does it matter if a newspaper out of your own territory uses the same design . . . the same copy? No one knows. Its effectiveness is not disturbed."

"I see your point and agree with you. Nevertheless that FEELING does exist. Perhaps it's the cosmic urge . . . we should use it . . . we must use it . . . we are honor bound to use it . . . we should use it out of gratitude. But there is a more significant item to reckon with. When a manufacturer supplies an electrical shop or a central station with free newspaper electros he may not succeed in also selling him the idea of USING them . . . using them CONSISTENTLY. It's one thing to supply a shop with advertising material and quite another to convince him that he should advertise . . . advertise . . . advertise."

"I sometimes believe that these electro sheets should be sent to the newspaper . . . to the advertising department of the local press. Then a living personality could present the material and advance arguments why every line of it should be employed. Somewhere along the line the HUMAN link is missing from the chain . . . that last strong drive to put the advertising in motion. I am not so sure that all of the splendid reason-why

MAKES WOMEN HAPPY.



IRON ELECTRICALLY

Statistics show that it is very difficult to wean a woman away from the sad iron of the sad days of her great-grandmother—More Educational Publicity is the answer.

copy that goes out with the electro service is read and digested. That condition is inevitable . . . even printer's ink has its limitations."

"THE G. E. is not the only manufacturer supplying this dealer service?"

"Oh, no. And suppose we slip in right there ANOTHER odd condition. There are seven or eight electric vacuum sweepers . . . they all may prepare dealer ads and all send them to the electric shop. A dozen electrically driven churns or cream separators may do the same identical thing. Then there are the larger concerns . . . that rank with G. E. . . . Westinghouse and Edison and Western Electric and Landers, Frary & Clark and Robbins & Myers—they have their own and exceedingly adequate electro service departments. What is the consequence? . . . I have known twenty advertising sheets to come in a single mail. There is a constant procession of them in the mail. There is SO MUCH, in fact, that it confuses. It actually frightens a little man in a small shop who can't quite digest it all and assort it."

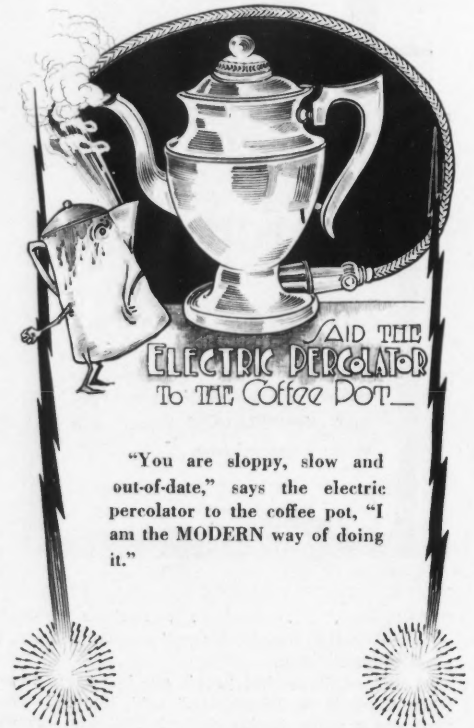
"If a newspaperman who had studied our needs would come in with his own line of talk and his own clean-cut advertisements, I think he could get us to advertise more than we DO. It would be concentration. Somehow NO piece of printed appeal can possess the punch of the living argu-

ment . . . the kind that sits down beside us and argues it out, man to man.

"YOU have no idea of the magnitude of the electrical shop's responsibilities. Politics aside, there are hundreds of lines and hundreds of different national advertising campaigns to stimulate demand. If we stock up on Hotpoint then the trade happens to ask for Westinghouse. If we push Westinghouse, some G. E. campaign will create demand. And so it goes. That is one remarkable thing about our business . . . a small store with a limited range of applications, yet the number of manufacturers and their output is constantly increasing."

"In general, I would say, the basic idea of electricity in the home and in business needs educational advertising . . . the close-to-home local newspaper kind. People are amazingly ignorant of electricity's vital part in the modern programme of work and play. I know a restaurant keeper in this town who added 20 per cent. to his trade last summer by cooling the place with electric fans. It became breezed around that the temperature was better in that restaurant than in any other place. Fans did the business. A motion picture theatre gained vastly increased patronage through the same simple expedient. It's the need of education . . . not so much general as specific . . . here . . . here under their very noses where they can't get away from it, even if they want to. There's no such thing as skipping an advertisement in your home town paper. You MUST read it. To begin with, you notice it when it comes out . . . it's a new member of the flock. You know all the others by heart."

"I might as well admit that here . . . here in this establishment we are not doing our share in telling people what we have to offer them. We take too much for granted. We sit around and wait for women to come in and buy. It is mainly due to our own inactivity that the country remains in ignorance of the Home Electrical. Nationally,



SAID THE ELECTRIC PERCOLATOR TO THE COFFEE POT

"You are sloppy, slow and out-of-date," says the electric percolator to the coffee pot, "I am the MODERN way of doing it."

the story is being told. I maintain that speedier results would be secured if that excellent work was backed by local advertising."

"YOU concede, however, that the housewife has at last accepted the principles of applied electricity and that your work is easier?"

"Oh, yes. She IS beginning to know. It curls her hair and massages her skin and grinds her meat and sharpens her cutlery and washes her clothes and freezes her ice cream and sweeps her floors and cooks her meals and lights every nook and cranny. All of this electricity does quietly, surely, immaculately, and at what we may consider a very reasonable tax. The house that is not wired for electricity brings a low rent . . . a low sale price. There is your answer. It is one of the first questions a prospect asks."

HIGHER RATES SATISFY DEL-MAR-VIA PAPERS

Tri-State Peninsular Organization Urged to Go Still Further This Year—Will Draft New Rate Schedules—Shannahan Elected.

At the annual meeting in Wilmington of the Del-Mar-Via Press Association, composed of the newspapermen of Delaware, Maryland and Virginia, reports showed a disposition on the part of members during the last year to increase circulation and advertising rates, which Secretary-Treasurer William F. Metten declared was "another step forward toward a more independent press on the Peninsula." He emphasized in his report that "with high overhead costs, the matter of increased revenues is vital, and members who have not considered an increased rate and are in a position to adopt it should do so without further delay."

Messages were sent to the Maryland and Delaware Legislatures urging that an adequate tax be placed upon motor truck vehicles using State highways for transportation.

Living Rate Is Necessary

Mr. Brewington, of the Wicomico News, Salisbury, told of his system of handling subscription records. He plans to dispense with the card system in the near future and use his mailing list only for office record, believing that the list alone will be sufficient if carefully handled.

Mr. Townsend, of the Milford Chronicle, expressed the opinion that the card index system was absolutely necessary as a safeguard against errors in handling subscription records.

Mr. Dunn, of the Dover Index, expressed the same opinion and showed how the card index system had worked out most satisfactorily.

Fred G. Usilton, of the Kent News, pointed out the necessity of a living rate for weekly newspapers. He explained how the papers in Chestertown had an understanding on the rate question and by living up to it are able to make money out of their newspapers. He very strongly urged fixed rates for publishers.

A. R. Saylor, of the Labor Herald, advised against the reduction of wages during the reconstruction period.

Rates Committee Appointed

A committee of four was appointed by the president to confer and draft a tentative schedule of rates for weekly papers and submit it to the association at the next meeting. The president named Fred G. Usilton, Chestertown; Thomas F. Dunn, Dover; Mr. Brewington, Salisbury, and Col. Theodore Townsend, Milford. President S. E. Shannahan, of the Easton (Md.) Star-Democrat, was also made a member of the committee.

Officers elected were: S. E. Shannahan, president, Easton Star-Democrat; vice-president, George Carter, Wilmington Evening Journal; secretary and treasurer, William F. Metten, Wilmington Every Evening; executive committee, Theodore Townsend, Milford Chronicle; Everett C. Johnson, Newark Post; Fred G. Usilton, Kent News, Chestertown.

The association is now in its seventh year. In 1919 four meetings will be held in different parts of Delaware and the Eastern shore of Maryland and Virginia.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE

THAT SAD AND SOLEMN MOMENT WHEN THE BOSS LOOKS OVER YOUR DAILY CONTRIBUTION OF HUMOROUS 'IDEARS'



WASN'T HANNY THE JOYFUL GINK WHEN HE LANDED A REAL JOB FOR REAL MONEY!

LIKE the modest, retiring violet is William F. Hanny, cartoonist on the St. Joseph (Mo.) News-Press. He just about hates to see himself in print, though he dotes on visualizing his sig at the bottom, righthand corner, of a cartoon. Hanny says he doesn't think it really injured Burlington, Iowa, that he was born there, as the town "is otherwise of good repute," but he has agreed not to repeat the performance. For twenty-six years he lived in Burlington, creating very little interest and almost no stir, his only indication of greatness being a marked ability to misspell all words of more than one syllable, an accomplishment that he has cultivated until it has become a confirmed habit that he no longer tries to shake off.

Escaping from elementary school, having devoted his talents to propelling rough, uncultured boards into the yawning oesophagus of a power planing-machine, his life term was commuted, however, on account of physical and mental aversion to manual exertion. He took up the completion of his education as an afterthought, aided by free public library advantages and an old-fashioned coal-oil lamp. He began the study of art about the time John T. McCutcheon accepted a position with the Chicago Tribune. After an extensive letter-writing campaign he obtained his first newspaper job. From this and two similar connections he disconnected himself, by special request, in rapid succession. Both papers have continued to flourish since. Then he had a period of uncensored, free-lance dissemination of cartoons, jokes and miscellaneous matter of spontaneous merit, coupled with insidious propaganda aimed at the acquisition primarily of a steady job. Every editor in the United Postal Union received a personal communication in this campaign, and many received two.

By means of total abstinence from all luxuries and most of the necessities of life, relieved by occasional experiments in common labor, the accused was able to weather elemental upheavals until the autumn of 1912, when he arrived with his hand bag, kit of crayons, and an extra collar in St. Joseph, Mo., to become staff cartoonist of the News-Press at a stated stipend of real money per. Real money, though odd and strange looking, certainly appealed pleasantly to the eye. Time has worn on. He has accumulated several additional odds and ends of personal property, notably one (1) wife, certain articles of household furniture, rent receipts, Liberty Bond coupons, Red Cross buttons, an elaborate set of scrap-books, and a distaste for after-dinner speaking and speakers.

He has organized and is president, vice-president, secretary and executive directorate of the Society for the Annihilation of Theatre-Coughers.



WILLIAM F. HANNY

CROWDER IN REPORT OMITTS NEWSPAPERS

Major-General Apparently Forgot Patriotic Services of Publishers While Praising Sources of Information From Which They Accepted War Matter

(From Our Own Correspondent.)

WASHINGTON, February 8. — Major-Gen. Enoch H. Crowder, in his concluding report to the Secretary of War declared that the greatest single publicity effort in the war was the notification of 13,000,000 men between the ages of eighteen and forty-five to register for military service on September 12, 1918.

"We were attempting to do in one day what the Prussian autocracy had been spending nearly fifty years to perfect," General Crowder stated; but he mentioned the services of the newspapers of the nation as incidental to the achievement of the Committee on Public Information, to which he gave, with the Council of National Defence, the glory for the success of the campaign.

Referring to the Council of National Defence and the Committee on Public Information, General Crowder said that "to the officials and staff of those two bodies particular gratitude is felt for the vigorous, unstinted and effective assistance placed at the disposal of this office."

4,000 Newspapers Helped

"Among the various methods used for reaching and influencing all who were due to register," General Crowder continued, "there were included the daily press (63 releases going to 4,000 newspapers), farm newspapers (bulletins to 150 farm weeklies), trade newspapers (bulletins to 500 trade weeklies), sundry newspapers (bulletins to 14,000 minor newspapers), and foreign language press (reading matter and telegrams to 1,400 foreign language newspapers, covering twenty languages)."

General Crowder then cited the work of the Council of National Defence and the Committee on Public Information through chambers of commerce, the Y. M. C. A., churches, schools, postmasters, railroad agents, the Red Cross, the Four-Minute Men, and the billboards and theatres.

It was believed by newspapermen that General Crowder had a better appreciation of the coöperation of the newspapers than to classify them simply as agencies of the Committee on Public Information, and the credit for the publication of the draft stories made to appear as a service by the committee instead of one by the newspapers, which gave space to the draft under conditions which required the scrapping of other news.

Of course, it is realized that General Crowder never intended to convey any such meaning as his report carries, but he could have inserted a brief sentence to the effect that the distribution of bulletins by the Committee on Public Information would have been useless if the newspapers had not patriotically and unselfishly throw open their columns for the draft stories.

Will Celebrate "Victory Day"

The Minnesota Editorial Association will meet in the Palm room of the St. Paul Hotel, St. Paul, February 21 and 22. Members of the Legislature will join the editors in observing Washington's birthday. A surprise is promised in connection with the Victory Day celebration. The chief topic of discussion will be the "good roads" crusade in which the State of Minnesota is engaged.

BROAD VISION NEEDED BY CIRCULATORS

War Created Many New Problems Which Can Be Best Solved by Joining Associations—Details Must Be Dropped for Larger Work

By H. M. WHEELER,

President New England Association of Circulation Managers

Never in the history of newspaper publishing has circulation come so easily and rapidly as in the past four years.

The great war proved to be one of the greatest circulation promoters, and, as a consequence, the problem of the circulation manager during the war period became one of economy and service and distribution.

In my mind, the days of sitting back at our roll-top desk and watching the business come to us is past and in the future it will be a case of hard pulling to get our circulation back to the high-water mark that existed just before the armistice was signed.

Be Free of Petty Details

There is in my mind no doubt about getting back, and even going beyond our previous high-water mark—but a point I wish to emphasize is that it will require hard work and entirely different methods than we have used in the past four years.

The circulation manager of to-day must first organize his department, so that he will be free from many of the petty details which he has always thought he must handle.

A circulation manager who is always buried in a stack of details will never have the time or inclination to see larger things. He must broaden his vision and devote more of his time to finding out what sort of news, features, etc., will appeal to the public strong enough to grip its interest to the same extent as war news.

In other words, it will be the duty of the future circulation manager to do less detail and more real visionary work, and to cooperate more with the editorial department by helping it to build a better paper through the many valuable suggestions he should be in position to offer by making an extensive study of the things the public wants.

No circulation manager should devote his whole time to handling newsboys, carriers, etc., but should be big enough to do the really big things that make a successful newspaper.

Help the Editorial Department

The circulation man is the "go between" between the editorial department and the public and is in the best of positions to get information that will help his editors to improve their paper.

By no means should we slacken up on proven promotion methods, but rather should we continue to go after business by improving, if possible, our service and distribution—and by promotion work through solicitors, carriers, contests, etc.

The war has made many new newspaper readers—it is up to you and me and every other circulation manager to help its editorial department make its paper stronger and better and a greater factor in its community.

Only recently one of the heads of one of our foremost families remarked that before the war she did not consider that she could spend the time to read a daily newspaper, but to-day it has become one of the necessities of her daily life.

In closing, I would like to impress on circulation managers the importance of belonging to the International Circulation Managers' Association; also their own sectional organizations.

As stated before, the circulation man of to-day must be the visionary man, a man of ideas.

The place to get ideas is at these circulation managers' association meetings. All sorts of problems are discussed at these association meetings, and if a circulation manager does not belong, he is doing himself and his publisher an injustice.

CIRCULATION NOTES

William Geisman has been appointed circulation manager of the Marietta (Ohio) Journal. Lately he has been circulation counsellor for the Select List of Ohio Daily Newspapers. At various other times Mr. Geisman was connected with the San Antonio Express, Montgomery Journal, Cincinnati Enquirer, Zanesville Signal, and Columbus (Ohio) Sun.

The St. Paul Daily News engineered a winter carnival of sports for the benefit of wounded soldiers, which took place at Fort Snelling last Saturday and Sunday. Prizes were offered for skating contests, races, etc., and it was a record event of its kind in the Northwest. The details were in the hands of M. T. Caine ("Empty Caine"), sports editor of the News.

Young Burn, aged 16, a former newsboy of Aberdeen, S. D., tried to enlist in the United States Army, but was rejected by the recruiting officer in St. Paul. Then he went to Canada and entered service in the Seventh Highlanders. In the Ypres sector he killed three Huns and was gassed and wounded twice. Burn spent six weeks in a hospital in England, returned to Canada and was honorably discharged.

Arthur Gold, who at the beginning of the war was a Dispatch-Pioneer Press newsboy in St. Paul, is a member of the "charmed" Fifty-third Machine Gun Company, Sixth Division, which fought on the St. Mihiel front without a casualty. He is in France awaiting discharge.

In addition to its regular Saturday issue, the Fall River Herald is now printing a special eight-page magazine section,

containing a page for women, humorous pages, science pages, and pictures. It also carries a page of matter of local interest, and is virtually a Sunday feature section, selling at two cents a copy.

H. H. Fris, circulation manager of the El Paso (Tex.) Herald, is receiving the sympathy of his many friends in the death of his mother.

Sergt. George W. Cherry, formerly of the St. Paul Daily News circulation staff, has returned from Camp Meigs,

Washington, D. C., and is now in the advertising department of the News.

R. R. Leitch, circulation manager of the Edmonton (Alta.) Journal, is spending the winter months in California. During his absence H. E. Fuller is in charge.

Victor Lattanner is now country circulator of the Milwaukee Wisconsin-News.

Walter A. Vonderleith has resigned as circulation manager of McCall's Magazine to engage in promotion work on his own account.

THE Tacoma News Tribune

Did not miss a single edition during the general strike on Puget Sound

Although it operated under tremendous difficulties it maintained and increased its prestige as the leading Newspaper of Southwest Washington, the richest and most prosperous section of the State, which cannot be covered by Spokane, Seattle or Portland Advertising Campaigns.

FRANK S. BAKER, President.

CHAS. B. WELCH, Editor and General Manager.

"Ask the local advertiser, he knows."

THE ASBURY PARK PRESS

is, absolutely, the leader in its field. It gets the local business, but does not get a proper amount of general advertising.

Here Are the Figures

In 1918 The Asbury Park Press published 3,973,452 lines of paid advertising. Ninety per cent. of this advertising was local, and only ten per cent. general business.

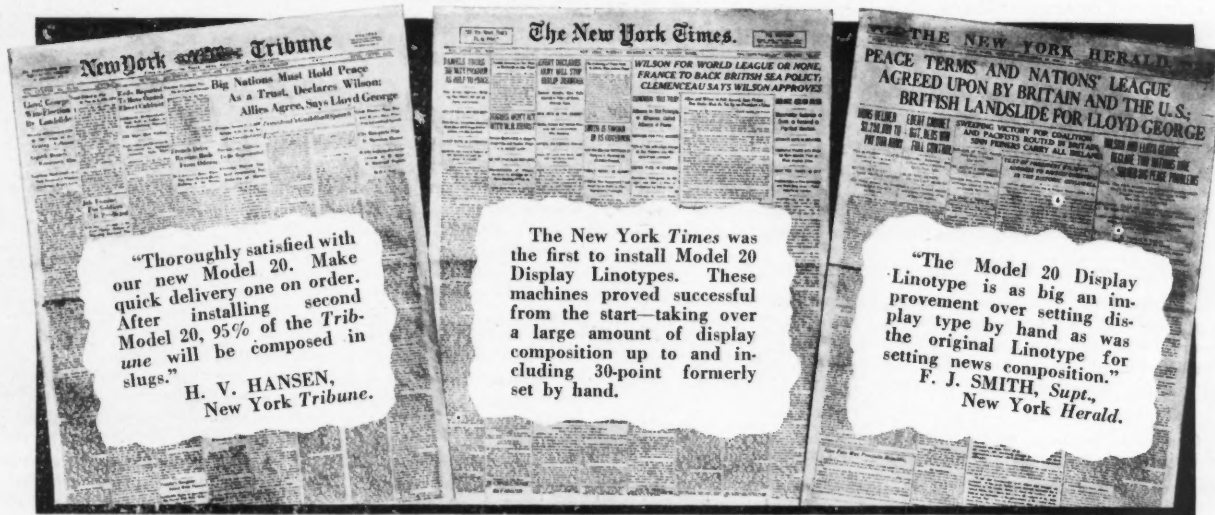
We admit this was partly our fault because we had not brought the facts to your attention. But it was also your fault because you hadn't investigated before you spent money to reach this trade.

No other New Jersey newspaper has over three per cent. as much circulation in the City of Asbury Park as The Press!

Does this sound like claiming the field? Well, if you doubt our statement, select the papers which you think might have more than three per cent. and get their figures. It will not be necessary to investigate further.

Standard Rate Card: A. B. C. Audit: A. N. P. A. membership: Associated Press news service.

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



Model 20 DISPLAY LINOTYPE in Action

How Three of New York City's Most Prominent Dailies Are Cutting the Cost of Display Composition, Improving the Typography of Their Pages, and Effecting Other Substantial Economies.

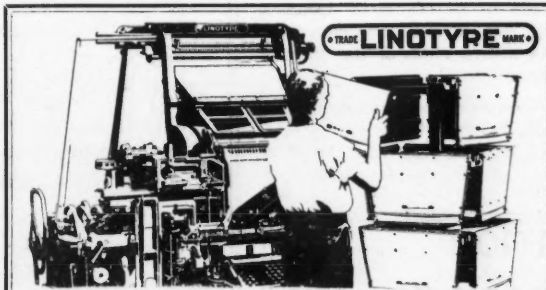
The *New York Times* was the first to install Model 20 Display Linotypes. Their success was immediate. Although the typographical appearance of the *New York Times* has always been ideal, the advertising columns have been materially brightened since the introduction of the Model 20s.

This Model 20 Display Linotype does for display advertising what the original Linotype did for news composition. Its economy is unapproached by any other existing system for display—being the first complete, absolute non-distribution system.

The *New York Herald* placed an order for a second Model 20 after only two weeks' experience with the first.

This alone would commend the Model 20 to any newspaper publisher. But there is another equally important consideration—that of improved typographical appearance, which is an inevitable result of having bright new display faces for every ad and head.

The *New York Tribune* also quickly realized the economy of "Display Composition Direct from the Linotype Keyboard" and is now operating two Model 20s.



THE MODEL 20 DISPLAY LINOTYPE
For Display Composition direct from the keyboard. Note short magazines on revolving rack within arm's length of the operator. The Model 20 saves floor space, typesetting, type distribution, and type storage, and investment in type, metal, and storage cabinets.

Write for specimens of Model 20 "Straight Matter."

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

CHICAGO: 1100 So. Wabash Ave. SAN FRANCISCO: 646 Sacramento St. NEW ORLEANS: 549 Baronne St.
CANADIAN LINOTYPE LIMITED, TORONTO

LOCAL AND FOREIGN ADVERTISERS TAKING LARGER SPACE

More and Larger Contracts Mark the Beginning of the Year
and Forecast Greater Volume of Business
for Remaining Months

ENCOURAGING reports continue to come in from newspapers and advertising agencies on the volume of advertising business done during January and the outlook for even better business as the year progresses.

Everywhere, business and advertising managers tell not only of the increase for the first month of the year but also of business conditions in their localities that will warrant more extensive advertising during the coming months.

Local and Foreign Business Increasing

Not a section of the country but reports activity unusually great for this time of the year. Local merchants are prospering and foreign advertisers are coming into the field in volume that is gratifying.

Herbert F. Gunnison, business manager Brooklyn Daily Eagle:

January has been most encouraging. There were but five days that the Eagle did not show a very considerable increase in the volume of the advertising over the corresponding period of last year, and our advertising representatives report that the advertising prospects both in New York City and out of town are greater than they have been in years.

Urban E. Dice, foreign advertising manager Pittsburgh Gazette Times and Chronicle Telegraph:

In the morning and Sunday Gazette Times and evening, except Sunday, Chronicle Telegraph for January we have increased in national advertising, as compared to the same month of 1918, about 100,000 agate lines, and we thought January, 1918, was an excellent month.

C. P. Slane, general manager Peoria (Ill.) Journal-Transcript:

Taking January's advertising increase of this year over that of January of last year, the advertising outlook for the balance of this year is most rosy. Our Evening Journal showed an increase of 38 per cent, and our Morning Transcript showed an increase of 43 per cent. All lines of business, both local, foreign, and classified, showed increases in like proportion.

A. W. Peterson, general manager Waterloo (Iowa) Evening Courier:

Our January gross earnings on wants ads this year over the same month last year showed 56 per cent. increase. The

increase in local advertising was 43 per cent, and the gain in foreign advertising was 44 per cent. No unusual effort was made on our part, so we feel that the public is taking the bit for an over-the-top drive.

C. H. Brockhagen, general manager Oakland (Cal.) Enquirer:

The outlook for 1919 in Oakland and this transbay territory of over half a million people is more encouraging than it has been any time since the world war started.

January showed a clear advertising gain in the Oakland Enquirer of approximately 42,000 lines of paid advertising space over January, 1918.

Oakland and her people are contented and prosperous. The merchants are very optimistic and retail advertising schedules are being enlarged. With the return to normal business conditions, all Pacific Coast papers will undoubtedly enjoy a big increase in advertising patronage.

George C. Rice, publisher Missoula (Mont.) Daily Missoulian:

The Missoulian Publishing Company has enjoyed a very large increase in business in January. Our foreign advertising is almost back to normal, and our local advertising was very much increased over the same period of a year ago, but suffered a severe handicap on account of the influenza epidemic, which is still quite prevalent here.

The outlook for the remainder of the year in this section is good. The only cloud on the horizon at the present time seems to be the labor troubles, which are not affecting our city especially, but nearby cities of the State of Washington.

H. A. Sprague, advertising manager St. Joseph (Mo.) News-Press:

January of this year was the most prosperous of all the Januarys past.

General advertising was particularly encouraging, bulging some 30 per cent. over January, 1918.

If the country successfully "absorbs" the returning soldiers, retains its normality and avoids any acute or chronic labor rumpus, the present writing on the wall apparently spells an unprecedented year in advertising.

W. J. Pattison, general manager Scranton (Pa.) Republican:

The Scranton Republican made a very heavy increase over January, 1918. Comparing our advertising showing of this year with that of January, 1917, I find we are slightly in excess of our 1917 showing, which I feel indicates a rather healthy condition, as 1917 was not what would be called a poor year, by any means.

We find the feeling among the merchants and manufacturers in this locality to be most optimistic and cheerful, and they are all looking forward to a big business year. I found that pretty much the same feeling prevailed wherever I went on my trip in the West. The agencies are busy making preparations of one sort or another for extensive cam-

paigns. All lines of business are looking forward to placing advertising, many of which have not been advertisers for two or more years back. The automobile industry will spend very large sums of money before the year expires, and while the newspapers may experience a considerable loss in the matter of liquor advertising space, it will undoubtedly be made up largely by campaigns which will shortly begin to appear advertising substitutes for beer and many other kinds of soft drinks.

J. H. Allison, manager Nashville Tennessean:

Our advertising record for January has been most satisfactory. We have in advertising over January, 1918: Local display advertising, 8,838 inches; foreign display advertising, 1,930 inches; classified advertising, 1,748 inches.

In addition the Evening American (our afternoon edition, which we began publishing July 1, 1918), carried nearly as much local display during January as we carried in the Tennessean, the morning edition alone, last year. This is counting six days a week against
(Continued on Page 28)

JOSEPH RICHARDS COMPANY

INCORPORATED

Founded in 1874

ADVERTISING

NINE EAST FORTIETH STREET, NEW YORK

The New York Times:

It is no uncommon thing in our experience to hear good report from our clients in regard to the results secured from newspaper advertising.

However, the business done by P. Centemeri & Company on the first day of their annual Winter glove sale, which was directly traceable to an advertisement in Sunday's Times, was so positively unusual as to deserve comment.

There was no sign in the store window, no advance notices to customers, no advertisements on Monday morning—nothing but the Sunday Times advertisement, measuring approximately two hundred lines over four columns.

From 8:30 in the morning until 6:00 at night the store was literally crowded, and, while the exact amount of the sales had not been computed up to late this morning, we are informed that the day's sales far exceeded any previously recorded.

We are glad to extend this well-deserved tribute to The New York Times.

Yours very truly,

JOSEPH RICHARDS COMPANY, Inc.

Milton Towne, V. P.

February 11, 1919.

by publishing in December and January a greater volume of advertising
The New York Times closed the year 1918 and began the year 1919
than any other New York newspaper.

THE 1919 EDITION

OF THE

STANDARD REGISTER of NATIONAL ADVERTISING

is off the press this week

MANY USEFUL NEW FEATURES

will be observed by old subscribers and we will be pleased to show them to others to whom we can be of service. Some one of our various forms of service

WILL MEET YOUR REQUIREMENTS.

Call or write for further information

NATIONAL REGISTER PUBLISHING CO.
10 EAST 43rd STREET NEW YORK CITY
Telephone, Murray Hill 496

New York Representatives
R. W. FERREL, Mgr.
WM. E. KEELER.
R. B. SEARS.

Western Representative
ALBERT J. CRANE.

**WILLIAM ALLEN WHITE
AT HIS BEST**



WILLIAM ALLEN WHITE

"Martial Adventures of Henry and Me" (published by Macmillan) must take rank with "Innocents Abroad" as a narrative of travel. "Henry," of course, is Governor Henry J. Allen, of Kansas, owner of the Wichita Beacon, which newspaper has lately attained to nation-wide fame through winning the Gold Medal of Honor awarded by Editor & Publisher for the best editorial on the Fourth Liberty Loan; while "Me," of course, is William Allen White, of Emporia.

These two Kansas editors, White and Allen, went to France together on a war mission having to do with Red Cross administration. White tells what happened to them on the journey, from the time they left Wichita and Emporia until they traversed "the white ribbons of roads up to the battle." He has woven into his story a thread of romance having to do with characters so deftly limned that, until his frank confession at the end, the reader does not even suspect an element of fiction.

With that almost uncanny gift of plain speech which White has he brings the western front, as it was a year ago, home to us. He pictures the actors and their emotions in simple phrases and with convincing power. He gives one a "close-up" of human nature under stress, seared with tragedy, yet aglow with hope and faith and laughter.

White (we do not say "Mr." Kipling—so why should we say "Mr." White?) has the knack of drawing an unforgettable portrait within the compass of a few brief phrases. Exhibit: The two travelers called on General Pershing, having business of vast import to discuss. "Any one with business can see him. He met us in a plain, bare room, with a square, new American-looking desk in the midst of it. He sat behind the desk, cordial enough but with the air of one who will be pleased to have business start, and politeness stop . . . We stated our business. . . . He was brief, exact, candid and final. He spoke low, fumbled for no word, and looked into his hearers' eyes. The politician looks over their shoulders. There was a firmness about him not expressed in words. No one could say that he had said what we thought he had conveyed to us. Yet each of us was sure that the General would not be moved from his decision. He never seems confidential, though he is entirely candid. One feels sure there is no court around him. He seems wise with his own wisdom,

which is constantly in touch with the wisdom of every one who may have business with him." And in these phrases we have Pershing.

Throughout this narrative are found examples of virile writing, White at his best—which is ample. His description of the ruins of Verdun deserves a place in the school books of the future. It recalls his memorable word picture of the Grand Canyon, written a dozen years ago—one of the achievements which assured this writer's high position in American letters. "Martial Adventures" is a book of especial interest to newspapermen—not alone for the delightful shop-talk which it contains, but for the clearer light which it sheds upon the part America played in the great drama.

A. P. & P. A. CHANGES DATES.

Will Hereafter Convene in April—Sisson Re-elected President

The annual conventions of the American Paper & Pulp Association, the Technical Association of the Pulp Industry, and the National Paper Trade Association, which were held in New York last week, devoted their programs to various paper matters, other than newsprint. Manufacturers of the latter product do not belong to these organizations, except in a technical way.

Officers of the American Pulp & Paper Association were elected February 6 as follows: President, George W. Sisson, jr., Racquette Paper Company, Pottsdam, N. Y.; first vice-president, Frank L. Stevens, Stevens & Thompson, North Hoosick, N. Y.; second vice-president, M. H. Levis, Miami Paper Company, West Carrollton, Ohio; secretary-treasurer, L. V. Steward, 18 East Forty-first Street, New York.

The date for the annual meeting was changed from February to April.

Employees Will Have Own Paper

The St. Paul Dispatch-Pioneer Press will begin issuing this month a house organ, a monthly publication devoted to employees in all departments. It succeeds the St. Paul Dispatch and St. Paul Pioneer Press American, published monthly during the war for the benefit of attachés of those papers in the military, naval and aviation service, "over there" and in the United States.

Crozier to Direct Reciprocal News

Emmet Crozier of the New York Globe editorial department has been made American manager of the Reciprocal News Service of Kansas City and London. He is now conferring with staff correspondents in London and will sail shortly for America to take up his office in the Scarritt Building, Kansas City.

Stockman Resumes His Agency

The signing of the armistice has released A. M. Stockman from his enlistment in the Motor Transport Corps of the army and enabled him to resume his advertising agency and service business in New York. Croot & Denhard, Inc., protected the interests of Mr. Stockman's clients during his absence.

Carr Starting an Aero Paper

A new aeronautical journal, the Rockwell Ace, will soon appear in San Diego, Cal. It will be international in character, according to information received from its managing editor, Garey Carr, former Los Angeles newspaper man.

Newark Evening News

NEWARK, NEW JERSEY

Dominates an Important Section of the Metropolitan District

Newark, New Jersey, is in the heart of the industrial life of the Metropolitan District.

It is less than ten miles from the City of New York.

Its industrial plants (nearly all having selling offices in New York) produce Newark-made goods which are marketed the world over.

It ranks among the first industrial cities of America and its shipbuilding and allied industries place it first in importance in this respect.

Its residential suburbs are among the wealthiest in the country. They include the Oranges, Montclair, and other residential communities along the Lackawanna, all of which are directly tributary to Newark.

In this important area of the Metropolitan District the dominating newspaper is the

Newark Evening News

AVERAGE NET DAILY CIRCULATION FOR 1918—

92,232

Read by 83% of the English reading people of the City of Newark; 90% home delivered.

THE NEWARK EVENING NEWS published a greater volume of paid advertising during 1918 than any daily (exclusive of Sunday editions) newspaper in New York City.

The record figured in agate lines follows:

	Agate Lines.
NEWARK EVENING NEWS	10,487,730
New York Morning World	9,259,306
New York Times	8,066,874
New York Evening Journal	7,183,506
New York Evening Telegram	6,684,739
New York Evening Sun	5,427,009
Brooklyn Daily Eagle	5,329,733
New York Globe	5,267,659
New York Evening World	4,922,253
New York American	4,764,058
Brooklyn Standard Union	4,308,172
New York Evening Mail	4,174,098
New York Evening Post	3,783,959
New York Herald	3,464,924
New York Tribune	2,593,409
New York Sun	2,147,392

Our advertising and circulation records are open to all. We have but one rate card and that means exactly what it says.

EUGENE W. FARRELL,
Business and Advertising Manager.
Home Office: 215-217 Market Street, Newark, N. J.

O'MARA & ORMSBEE, Inc.,
General Advertising Representatives
Brunswick Building, New York,
People's Gas Bldg., Chicago.

FRANK C. TAYLOR,
New York Representative.
Brunswick Bldg., 5th Ave. and 26th St.

PRICE MAINTENANCE MISNOMER IS CLAIM OF LAWYER

Proponent Likens Practice to That Pursued on Patented Articles—Argues Competition Will Eventually Fix Prices of Goods at Retail

HERE is now, and has been for a long time, strong divergence of opinion on the subject of price maintenance, and many and extensive are the arguments pro and con concerning its economic value. On one side are ranged manufacturers of branded articles of commerce, and on the other merchants who believe their business is handicapped by strict adherence to the retail price the manufacturer places upon his product.

Open discussion of any question cannot fail to be of benefit to both sides of a controversy, and this one is no exception. For that reason, therefore, EDITOR & PUBLISHER presents here an argument in favor of price maintenance. It is the first of several articles of the same general character written by a prominent lawyer who has had much to do with the subject, and which may afford those who differ from him concrete opportunity to reply.—[Editor.]

Calls Name an Unnecessary Obstacle

By CRICHTON CLARKE,
of the New York Bar

A potent and unnecessary obstacle to price maintenance is the name given to it by its friends and supporters. There is a wealth of negative argument in the expression "price maintenance." It is something that the average man is against even before he knows what it is.

In politics one's enemies try to fasten on him a repulsive name. In the present instance it is the supporters of price maintenance who created and who keep alive this expression.

Creates a Strong Impression

The term price maintenance creates no other idea in the uninformed mind than that of a price artificially maintained at a level so high that if it were not supported or "maintained" it would immediately sag to a fair level. The saying is that nobody loves a fat man. I do not know that that is true. I hope it is not, but I have not the slightest doubt that nobody loves a high price except the man who is receiving it, and he is not the ideal man to endorse legislation if it is hoped to make it popular.

I believe the name price maintenance was given to this principle by its supporters at a time and under circumstances in which it was neither inappropriate nor misdescriptive, as it most assuredly is at the present time. The expression price maintenance came into popular use in connection with patented articles. The arguments made to the Federal courts in the early price maintenance cases involved the assertion that it was necessary to allow the retailers very high profits in order to induce them to perform the pioneer work necessary for introducing new articles of merchandise, and that such big profits could not be protected without price maintenance contracts, notices, licenses, or associations.

Meant Extra Work

If, when a customer entered a drug store to buy medicines, it was expected that the druggist should buttonhole him and tell him about the joys and delights of a new safety razor, it was absolutely essential to allow the dealer an abnormally high profit. Personally, I believe it was this absurd argument about the necessity of enlisting the court's aid in a device for bribing the retailers with big profits to induce them to introduce new goods that turned the stomach of the Supreme Court against the principle of price maintenance; but that is another story to be told later.

It is recognized now, I believe, that the practice of charging high prices for

patented goods in the early stages of new industry is the very form of reward which the patent statutes are intended to give to inventors as a stimulation to progress, and that it is one means of accumulating the capital required for



CRICHTON CLARKE

developing the new industries on which the prosperity of the country is so largely based. But this high price practice is due to the patent and not to price maintenance. Argument by elimination will demonstrate this assertion.

Take away the price maintenance contract, or notice, leaving the patent, and the prices are less rather than more apt to fall. This is due to the fact that the patentee will consign his goods or establish agencies, the added expense of which will make less likely any reduction in price than would be the case with prices protected by inexpensive contracts or notices.

Automobiles an Example

On the other hand, take away the patent, leaving the price maintenance contracts, and the prices will quickly fall, because other manufacturers will make the same article and offer it at a lower uniform price.

The manner in which prices of branded articles have fallen under the onslaughts of uniform price competition in an industry not dominated by patents was shown by automobile competition, before the war. Every make of car was price protected in some more or less efficient method and yet the competition between makers lowered the price and raised the value of automobiles year by year.

In short, the idea that trade-mark

price protection or price uniformity means price maintenance is wholly erroneous. The manufacturer of a trade-mark product does not want a high or a maintained price which would merely retard the sale of his products and be nuts and raisins to his competitors. All he wants is a uniform price for his uniform product, and the rivalry of himself and his competitors to secure the business will insure that the uniform prices are low rather than maintained prices.

More Imaginary than Real

The case against trade-mark price protection is more imaginary than real. So long as the opponents of price uniformity stay away from Washington and leave the opposition to the Stephens bill to prejudice and superficiality they have their way. When the price cutters go to Washington the Congressmen who formerly opposed the bill begin to lose faith in their own opinions. It was said of Mrs. Candour that her friends' reputations were never in such danger as when she undertook to defend them. So it may be said that the opposition to the Stephens bill never reaches so low an ebb as when professional trade-mark slaughterers go before Congress to air their views.

One of the great reasons why it is

prejudice rather than reason that impedes the progress of the Stephens bill is the odious name price maintenance.

Is there not some fairer name that could be adopted? Could not the protection of trade-marks against price slaughter be referred to as trade-mark price uniformity or merely as price uniformity? I prefer the former, as it would always serve to limit the principle to trade-marks or brands.

Again, the principle could be fairly described as a trade-mark competition, as it is intended to promote and protect competition of trade-marked products with other makes of goods, whether branded or unbranded.

Whatever name may be adopted and put forward for the principle of trade-mark price protection, it appears to me that there can hardly be two minds on the proposition of dropping the false and misleading expression price maintenance and selecting one that will carry if not a favorable argument, at least not a prejudicial one.

Convicted of Criminal Libel

Hamilton Kautzman, editor of the St. Helens (Ore.) Columbia Herald, has been convicted of criminal libel as the result of an attempt to recall District Attorney Metsker, of Columbia County.

THE ST. LOUIS
STAR
GAINED
138% in
NATIONAL
ADVERTISING
IN JANUARY 1919
OVER JANUARY 1918

-don't say "Paper"
Say "STAR"
Trade Mark Registered

Foreign Advertising Representatives
STORY, BROOKS & FINLEY
CHICAGO PHILADELPHIA NEW YORK
Peoples Gas Bldg. Colonial Bldg. Fifth Ave Bldg.

The American Woman in Canada



When a family from the United States moves to Canada (and many of them do) the American woman asks her Canadian dealer for her favorite American brands of household articles and personal requirements. She is seldom disappointed. The soap, cereal, coffee, cleanser, shortening, toilet preparations, hose, shoes, dress goods, that she demands are also demanded by the Canadian woman and carried in stock by the dealer.

Occasionally there is an exception. She finds that the dealer does not keep a line that she has known and used for years. She asks "Why?"; he says "No demand—not advertised."

But she persists, "It is advertised in the American magazines and they circulate in Canada."

The answer is that Canadians reading American periodicals have learned by experience and when advertised articles are for sale in Canada they are also advertised in the Canadian daily newspapers.

Many United States firms have learned this fact and are profiting by it.

If your firm is one of them, look over the appended list of leading Canadian dailies and note how much you can do at a reasonable cost.

PROVINCE OF ONTARIO							
Population 2,523,274							
Lines				Lines			
	Circulation	2,500—10,000			Circulation	2,500—10,000	
Border Cities Star (Windsor)	10,373	.03	.03	Kingston British Whig (E)	6,177	.02	.015
*Brantford Expositor (E)	7,930	.02	.02	London Free Press (MN&E)	39,973	.06	.05
*Brockville Recorder-Times (E)	2,300	.025	.015	Peterborough Examiner (E)	5,800	.017	.0128
*Chatham Daily News (E)	2,419	.01	.0071	St. Catharines Standard (E)	8,004	.025	.015
*Galt Reporter (E)	3,999	.0157	.01	Toronto Globe (M)	83,302	.12	.09
Guelph Mercury (E)	3,315	.015	.010	Toronto Star (E)	85,077	.14	.11
Hamilton Spectator (E)	30,357	.0550	.05	Toronto Star (S)	65,763	.105	.09
*Hamilton Times (E)	14,000	.035	.03	Toronto World (M)	41,214	.095	.06
				Toronto World (S)	89,614	.11	.08
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)	36,973	.085	.07	Montreal Star (E)	110,820	.12	.1050
Montreal La Presse (E)	154,905	.12	.10	Quebec Le Soleil (E)	35,275	.06	.06

To the Publishers of Am

The City of Seattle has just conquered an attempt to start a Bolshevik revolution.

A few leaders victimized a large part of union labor and other bodies of workers; called a general strike and certain of their leaders announced in printed pamphlets and in their organ that they proposed not only to close down all industries, but gradually, under their own management, to open all industries.

In the light of our Seattle experience it developed that the most vital institution in danger of being suppressed were the newspapers. With the newspapers closed a city becomes an easier victim for the Bolshevik leaders to spread their propoganda. If all power and light and distribution are shut off it makes no difference how loyal your own men (union or otherwise) may be. You cannot publish or if you publish you cannot circulate.

There are few things that will terrorize a city more than having its newspapers stopped. When this occurs pamphlets and handbills preaching all varieties of revolution immediately appear from mysterious sources. Wild rumors gain credence and the city becomes an easy victim to panic and riot.

THE NEWSPAPERS MUST BE KEPT GOING

In the hope that our experience will be of some value to you in meeting any similar situation THE SEATTLE

STAR wishes to give you a brief history of the Seattle revolution.

In many respects this revolution was fashioned after that of the Russian Soviets. One of the pamphlets issued by the strikers was headed "They Did It in Russia." Their first step was to notify citizens that they would do their own policing. They notified people to stay off the streets after eight o'clock at night. They appointed three hundred guards from their soldiers, sailors and workmen's council who were delegated by the revolutionists to do police work. Seventy thousand strikers were idle and in addition thousands of other men were thrown out of work. Practically all industries stopped. The stores that did remain open were empty.

Every newspaper in the city ceased publication except the Seattle Star. It served notice that it intended to publish. It did so under armed guards.

Employees of the Seattle Star, all union members, stayed by it. They refused to join the revolutionists. They stayed despite threats made by the Bolsheviks.

All newsboys went on strike. Yet the Seattle Star managed to circulate practically its entire regular press run each day, each delivery auto carrying from two to six armed guards. Friday, February 7th, was the crisis day. On this date the Mayor issued an ultimatum to the revolutionists saying that anarchists would be driven

THE SEATTLE STAR

"The Largest Daily Circulation in the Northwest"

American Newspapers:

from the city and that unless the men responsible for the paralyzed condition of the city corrected matters by eight o'clock the next day, he would take advantage of Federal aid and operate all necessary utilities.

On this day the Seattle Star issued one hundred thousand copies for free distribution throughout the city to carry the Mayor's proclamation and to dispel the condition of panic that was rapidly growing. Thousands of citizens volunteered their autos and brought them to the Star building, where they were loaded with papers and then under heavy guard went to the residential sections, where people fought for copies of the paper.

Army trucks loaded with papers and surrounded by officers went through the business section distributing papers. On Saturday one other paper resumed publication and distributed its copies free in front of its offices. People were so anxious for news that they stood in line two blocks long waiting their turn to get a paper. Late Saturday afternoon street cars began operating again and conditions then rapidly grew better as union after union deserted the so-called general strike and returned to their work. On Monday, February 10th, the "strike committee" announced that the general strike would end the following day at noon.

By February 11th the city was again on a normal basis. The Star's slogan throughout the struggle was

"On the issue of Americanism there can be no compromise," and the tremendous response from the people of Seattle has proved that Americanism is not endangered by Bolshevism so long as the newspapers remain American institutions.

Following is letter from Mayor of Seattle to Editor of The Star:

"Seattle, February 11th, 1919.

"Editor Seattle Star:

"Your paper saved Seattle.

"Your editorials before the revolution came drew the line between the Bolsheviks and patriots. You warned all true citizens (union and otherwise) of the disaster impending, and you declared for Americanism. And you backed up your declaration by exercising your right as an American institution to publish a newspaper without crawling to leaders who thought they were stronger than our government.

"I congratulate your union workmen who stood by their guns despite the anarchistic order of the reds. Your editorials called the people to arms and all decent Seattle to-day thanks you. Without your editorial support and the free gift of one hundred thousand papers to the city government so that I could reach the people, the revolution would still be in progress and might have led, as the Bolshevik organ said, 'to no one knows where.'

"On behalf of myself as Mayor, and on behalf of all the American people of this city, I thank you men of the Seattle Star.

"(Signed) OLE HANSON, Mayor."

BRIEFS

RALPH R. CRONISE AND W. L. JACKSON are the Albany (Ore.) Democrat's new owners.

HOULTON (ORE.) HERALD AND SAMUEL KAUTZMAN, its editor, have been fined \$500 for printing improper matter.

PORTLAND (ORE.) AD CLUB CELEBRATED "Newspaper Day" recently by issuing a complete newspaper while the members lunched.

TORONTO WORLD HAS APPOINTED I. S. WALLIS & Son, Chicago, Western representatives.

BENTONVILLE (ARK.) DEMOCRAT WILL become a daily, succeeding the Sun, discontinued.

CENSORSHIP WAS APPLIED TO THE PARIS Temps on February 9—three lines of a story being deleted.

SOUTH BETHLEHEM (PA.) GLOBE AND Waco (Tex.) News-Tribune have been elected to A. N. P. A. membership.

NEW YORK PRINTERS ARE FIGHTING TO preserve Gredey Square, which the city proposes to change to Ypres Square.

A BERLIN NEWSPAPER HAS ESTABLISHED an aerial delivery to Weimar.

MINNEAPOLIS ADVERTISING FORUM IS holding a series of luncheon talks to bring out "the other fellow's point of view."

THE LOUISVILLE AMERICAN IS A NEW labor weekly, edited by Fred D. Vanover. Its motto is: "For the many—not the few."

THE HOUSTON (TEX.) POST TOOK twenty local automobile dealers to the Chicago automobile show, paying all expenses.

CITY OF PHILADELPHIA HAS STARTED A weekly to exploit itself as a shipping terminal.

AD CLUB OF ST. LOUIS HAS RAISED HALF of a \$25,000 fund undertaken by business men to advertise the city.

MILWAUKEE AD CLUB MAY MERGE WITH the Association of Commerce.

ATKINSON, GARDNER & WELLS, INC., New York, will hereafter be known as the Joseph H. Weinberg Agency.

FINANCIAL TIMES, A TORONTO WEEKLY, has been sold to R. E. Cox, of the Financial Advertising Agency, Montreal. T. Kelly Dickinson remains as president.

EL TIEMPO, OF LIMA, PERU, HAS resumed publication after suppression during strike troubles.

YALE UNIVERSITY GRAPHIC HAS succeeded the Courant and Sheffield Scientific Monthly.

MEMPHIS AD CLUB IS DEVISING A CLUB emblem.

NEW YORK EVENING TELEGRAM ASSOCIATES of Capt. Harry Maslin welcomed him home from France with a banquet Saturday evening.

CLEVELAND AD CLUB HAS ELECTED LINCOLN J. DICKEY secretary-manager.

CONNECTICUT EDITORIAL ASSOCIATION has elected O. S. Freeman, Thompsonville Press, president and Arthur Barnes, Bristol Press, secretary-treasurer.

PHILADELPHIA SPORTING WRITERS' Association will hold its annual banquet February 19.

SOUTH DAKOTA PRESS ASSOCIATION WILL meet in Aberdeen February 20 and 21.

PROVIDENCE (R. I.) PRESS CLUB ELECTION takes place February 22.

AMBROSE BIERCE, NEWSPAPER WRITER who disappeared in Mexico five years ago, is now believed to have been killed by bandits.

ST. PAUL ADVERTISING CLUB IS GIVING a series of five evening meetings during which stereopticon slides illustrating representative display advertising are shown and explained.

MINNESOTA LEGISLATURE IS LIKELY TO enact a law forbidding newspapers to advertise stocks not licensed for sale in the State.

TEN THOUSAND LAKES ASSOCIATION OF Minnesota has a bill before the Legislature to appropriate \$100,000 to advertise the State's tourist attractions for the next two years.

INDIANA COLLEGES AND UNIVERSITIES have revived their press association and will probably hold a State meeting in March.

COUNTER LIBEL SUIT FOR \$150,000 HAS been filed by the Denver Post in its answer to \$375,000 action of Ernest Morris.

HERBERT R. BELFORD IS NOW EDITING THE Fort Collins (Col.) Express.

PRESIDENTIAL NOMINATION BOOM FOR Senator Warren G. Harding, editor of the Marlon (Ohio) Star, was launched in Toledo February 12.

NEUE WELT (NEW WORLD) IS A NEW German propaganda paper in Buenos Aires.

FRANCIS R. MORRISON AGENCY, CLEVELAND, has added I. S. Metcalf and Jesse Myers to its staff.

"ADVERTISING FOR FOREIGN TRADE" WILL be discussed at the Sixth National Foreign Trade Convention in Chicago, April 24-26.

LABOR DEFENDER IS A NEW "ORGAN OF revolutionary unionism" in New York City.

THE \$50,000 LIBEL SUIT OF MRS. MARGARET KESSLER AGAINST THE DENVER NEWS and Times was dismissed January 27 in the District Court.

OSCEOLA (IA.) DEMOCRAT HAS CHANGED name to Tribune.

FIFTY-THREE MISSOURI NEWSPAPERS SUSPENDED last year.

NASHVILLE NEWS PUBLISHING COMPANY has incorporated with \$5,000 capital, and E. F. Bieser, O. G. Maxwell, and L. A. Friend incorporators.

DUBLIN (GA.) DAILY COURIER-HERALD'S plant has been damaged \$2,500 by fire.

RICHARD E. FOLEY ADVERTISING AGENCY, Philadelphia, has appointed Theodore E. Ash copy production manager.

CHARLESTON GAZETTE IS PREPARING A booklet of information on Charleston and West Virginia for the use of advertisers.

FLORENCE (ALA.) DAILY NEWS IS ABOUT to be launched.

DAILY NORTHWESTERN HAS BEEN REVIVED by Northwestern University, Chicago, with Harvey Longley editor.

MIDDLESBORO (KY.) DAILY BOOSTER HAS appeared, with H. C. Chappell publisher.

HUNTSVILLE (ALA.) MERCURY HAS temporarily suspended publication, due to labor shortage and to overhaul the plant.

THE SAN BERNARDINO (CAL.) DAILY SUN is now a seven-day paper, having added a Monday morning edition.

LUCIEN ROACH AND GEORGE HUGHES have purchased the Groesbeck (Texas) Journal.

CAPT. H. S. HILBURN, PUBLISHER OF THE Plainview (Texas) Evening Herald, has been awarded the Distinguished Service Cross for battle heroism.

E. A. WRIGHT HAS SOLD THE POTTSBORO (TEXAS) TIMES.

MISS VEDA GROUP HAS RESIGNED AS SOCIETY editor of the Fort Worth (Texas) Record to go with the Sherman Courier.

CISCO (TEXAS) ROUND-UP IS SOON TO BECOME a daily, to meet the town's growth since the discovery of oil in West Texas.

MISSIONARY BAPTIST PUBLISHING COMPANY has been organized in Muskogee Okla., with capital of \$10,000, and J. B. Pius, J. F. Kersh, and B. N. Brown incorporators.

CHARLES WILSON HAS PURCHASED A HALF interest in the Princeton (Texas) News.

NEW CASTLE (PA.) NEWS HAS BEEN elected to active A. N. P. A. membership.

REUBEL-BROWN ADVERTISING AGENCY, St. Louis, has elected John Lelsk Tait vice-president and A. J. Gutweiler secretary.

THE DIAL, OF CHICAGO, IS NOW UNDER the editorship of Robert Morss Lovett.

MEETING OF OHIO CITY EDITORS WILL be held in Cleveland February 22.

Another Beal in La Porte

CHARLES A. BEAL, SON OF WILLIS E. BEAL, has purchased stock in the firm and has been elected business manager of the Herald and secretary and treasurer of the La Porte Printing Company.

BEAUMONT JOURNAL
PASSES INTO NEW
OWNERSHIP

C. H. FENTRESS, FOR THE PAST THIRTEEN years business manager of the Cleveland Press, is now the president and business manager of the Beaumont (Tex.) Journal.

C. L. SHLESS, FOR THE PAST NINE years editor and principal owner, retains an interest in the Journal and will remain as editor. Associated with the new ownership will be E. S. Fentress and Charles E. Marsh, of the Waco News-Tribune. Under the new ownership the Journal has been entirely refincanced.

KNILL-BURKE, INC., NEW YORK AND CHICAGO, HAVE BEEN APPOINTED NATIONAL advertising representatives of the Journal.

MESSRS. FENTRESS AND MARSH ARE veteran newspaper men, having been in the Scripps organization for many years. They purchased the Waco (Tex.) News-Tribune about two years ago and have made a success of it.

PRIVATE CECIL E. LANYON, FORMERLY with the New York Tribune, is reported to have been killed in France last September.

This Should Interest You

IN DISPLAY ADVERTISING DURING JANUARY, 1919, OVER THE SAME MONTH LAST YEAR, THE

Detroit Journal

GAINED

65,282

AGATE LINES

PAUL BLOCK, Inc.

In charge of National Advertising

MANY STAFF CHANGES ON HAWAII PAPERS

McNally Succeeds R. H. Allen on Star-Bulletin—Enterprise Marks Uncle Sam's Mid-Pacific Territorial Newspapers—News Received by Radio

HONOLULU, Hawaii, January 15.—Raymond A. McNally, who came to Honolulu from Salt Lake City a year and a half ago to become city editor of the Star-Bulletin, has been named managing editor, to succeed Riley H. Allen, resigned. For the time being Henry Bercowich, telegraph editor, and Howard D. Case, Capitol reporter, are handling the copy desk.

Riley H. Allen has become publicity director for the American Red Cross in Siberia, with headquarters at Vladivostok. Already articles by Mr. Allen are beginning to appear in mainland newspapers.

Roderick O. Matheson, former managing editor of the Pacific Commercial Advertiser, is now news editor of the Japan Advertiser, the largest English newspaper in the Orient.

New "A. P." Representative

Miss Florence Hoffman, a Honolulu girl, who "broke into" the newspaper game here several months ago, and whose semi-editorial and human interest articles under the pen name "Felicia Forrester" were widely read throughout the territory, has left her desk in the city room of the Star-Bulletin to become a nurse's aid with the American Red Cross in Siberia.

George F. Nellist has been appointed representative of the Associated Press in Hawaii, with headquarters at Honolulu. Practically all of the Associated Press news reaches Hawaii through the Government radio service.

Edward P. Erwin, formerly city editor of the Pacific Commercial Advertiser, has been named managing editor to succeed Roderick O. Matheson, who has gone to Japan. Recently Mr. Erwin was married to Miss Bernice Cooke, whose Hawaiian dialect stories under the title "Kakaako Korrespondence" have been a Sunday feature of the Advertiser for several years.

John Franklin Stone, formerly Capitol reporter for the Star-Bulletin, is now private secretary to Governor McCarthy. Mr. and Mrs. Stone welcomed recently the arrival of a lusty son.

Michael Jay, formerly of the Seattle Post-Intelligencer and now with the Star-Bulletin, has been relieved of the waterfront "beat" and is devoting his entire time to sports and the Saturday automobile section.

A Hustling Chinese Reporter

A Chinese reporter who is making good is Sunn K. Hung, former member of the S. A. T. C. at the College of Hawaii. Sunn "covers" police court for the Star-Bulletin in the morning and then gathers the news from the Chinese and Japanese newspapers and the Japanese Consulate. Sunn has managed a number of mainland tours of the All-Chinese baseball team of Hawaii, acting as correspondent for local newspapers while en route.

Two newspaper men who are expected to return to Honolulu shortly are George T. Armitage and Norman C. Caum. Armitage is a first lieutenant of infantry, stationed at Vancouver Barracks, Wash., and Caum is a second lieutenant of infantry, stationed at Schofield Barracks, Hawaii. They were formerly with the editorial staff of the Star-Bulletin.

The Star-Bulletin and Pacific Commercial Advertiser, at the request of Circuit Judge Heen of the Juvenile Court, have stopped the sale of newspapers to girls for re-sale on the streets. Girls began selling newspapers several months ago to secure money with which to purchase thrift stamps.

The Nippu Jiji, a Japanese daily newspaper, is featuring an English section devoted to late cable dispatches from Tokio and one timely editorial each day.

John F. Ness has been named advertising manager of the Pacific Commercial Advertiser. He came to Honolulu as a reporter for the Advertiser, "covering" the waterfront.

PUBLISHERS ASK FREIGHT REBATE

Oklahomans Say They Have Been Overcharged Since November, 1916.

On complaint of print paper users in Tulsa, Okla., filed before the Interstate Commerce Commission, a hearing was conducted in Tulsa last week relative to freight rates in carload lots.

It is alleged by the Tulsa paper users that the rate into Tulsa is discriminatory, in that it is higher than that charged to other cities. According to Examiner Gibson, who conducted the hearing, in case the Tulsa shippers are sustained they will be allowed to recover from the railroads all freight paid on shipments of paper in excess of the rate in effect prior to November 1, 1916, when the new tariffs became effective.

Best Endorsed as Editor

No little part in the success of the Loyal Legion of Loggers and Lumbermen, a patriotic organization of employers and employees, is attributed to its Official Bulletin, edited by Spencer Best, a newspaper man well known in San Francisco and Portland, Ore. At a recent meeting of 500 delegates of the Loyal Legion, it was voted to maintain the Bulletin permanently and Mr. Best was urged to remain as its editor.

Jobbers Advertise Dallas

The Dallas (Tex.) Trade League, an organization of jobbers, is conducting an extensive advertising campaign in which newspaper space is being used freely for the purpose of properly setting the advantages of Dallas as a market centre properly before the merchants of Dallas trade territory. L. H. Lewis, President of the league, is directing the advertising.

West Virginia Editors Incorporate


A State charter has been granted to the West Virginia Editorial Association. The officers are: President, T. T. McCougal, Ceredo; vice-president, U. T. Long, Huntington; secretary, P. W. Morris, Parkersburg. The headquarters will be in Charleston.

Sun and Earth Join in Coffeyville

A. J. Valentine, former newspaper man and late County Clerk of Montgomery County, Kansas, has purchased the Coffeyville (Kan.) Daily Earth and will start the Sun and Daily Earth, a morning paper. The Sun recently combined with the Journal.

Will Confer With Russians

William Allen White, publisher of the Emporia (Kan.) Gazette, has been appointed one of the two American delegates to the Marmora peace conference with the Russian factions.



You may have been one of those who overlooked New Jersey when you thought of Industrial States, but you will never have to be told that

NEW JERSEY

Is a Great Agricultural State

True, there's nothing vast about her territory—there are no great stretches of wheat fields as in the West, but there are thousands of smaller farms interlacing the towns and cities—rich with productive power, growing some of the finest vegetables on earth.

Rather than call them farms, we ought to call them gardens.

And right around this giant vegetable garden and berry patch, are populous cities—two of the biggest in the country—and America's largest resorts—all eagerly devouring these New Jersey vegetables at the highest prices paid anywhere.

New Jersey farmers and suburbanites are very prosperous indeed. They can buy anything that's good that you might advertise.

Use these Jersey Papers

Paper	Circulation	Rate 5,000 lines
Asbury Park Press (E).....	7,360	.0225
Atlantic City Press (M) Union (E)	13,135	.0350
Elizabeth Journal (E) (A.B.C.)	17,445	.04
Hackensack Record	5,072	.0178
Hudson Observer (Hoboken)	38,668	.07
Passaic Herald (E)	7,302	.0178
Passaic News (E)	8,009	.0215
Paterson Press-Guardian (E)	12,500	.03
Perth Amboy Evening News (E)	8,025	.0214
Plainfield Courier-News (E)	7,427	.0215

Written and prepared by Theodore S. Fettingler Advertising Agency, Newark, N. J.

From the Point of View

A Woman's Page—a New Daily Feature

Appeared for the First Time Monday, February 10, in the

New York Evening Post

IN presenting the page *The New York Evening Post* embarks on no new policy but extends an old one. It has always recognized woman's claim to attention. Its news and editorial standards, too; its cleanliness, its open pursuit of the truth, its regard for the finer things in life and living, won for it a large following among women. In addition it has had—and has—brilliant women writers and departments of peculiar interest to women. The woman's page marshals these features compactly—and it adds new ones!

To mirror the enlarging life of woman and to give her point of view is the aim of the Woman's Page. What is this point of view? It may be indefinable but it's real. The modern woman is absorbed in a flood of new interests which far transcend in number those which she once regarded as hers. Her entry into politics and industry has brought her into relationship with whole segments of life to which she was a stranger.

And so the woman's interest in the high-grade newspaper **as a whole** is keener than ever before. But not even a world war and a suffrage amendment can delete years of racial history and traditions. The woman retains her point of view, her special interests, and she has a definite contribution to make to the social order.

"As It Seems to Her"

"**AS IT SEEMS TO HER,**" one of the new features, indicates the aim. In a delightful vein of good-humored candor, the editor writes of events as she sees them, as they affect women and the home. Daily a feature story deals with the activities of women in civics, in education, in industry, in science, or in the arts. Women who have won distinction are interviewed.

THE NEW YORK EVENING POST . . .

of the Modern Woman

"The Particular Person"

Here, too, **"THE PARTICULAR PERSON,"** explorer of quaint shops and dining-places, pathfinder for those who would know New York, reports her daily discoveries. A contagious enthusiasm sparkles in her words. Alluring pen-pictures stimulate fancy and bring an avalanche of letters asking for details.

Fashions have their place of honor! Drawings specially made for the purpose illustrate the new designs vividly.

The personal column notes the entertainments and movements of persons of social prominence.

"The Home-Maker"

Each Saturday **PRUDENCE BRADISH, "THE HOME-MAKER,"** writes inspiringly about how to meet and solve the puzzling problems that arise in every household. They are of all kinds—these problems. Most of them involve human relationships; many of them centre about the training of children. To all of them Prudence Bradish brings a wealth of understanding and of common-sense.

"The Reader's Guide"

In **"THE READER'S GUIDE"** each Saturday May Lamberton Becker writes about books, answers queries, tells what books will give the information desired.

Spring and Summer Fashion Review

On February 26 *The Evening Post* will issue its **SPRING AND SUMMER FASHION REVIEW.** Who will dictate after-war fashions? Paris or New York? The Fashion Review will describe and illustrate the designs which all America will be wearing in months to come.

Every business man knows that women are decision-makers. Whatever the article to be purchased—automobile or furniture or clothing or home—it is she who often casts the deciding vote. A newspaper that is read by women — a newspaper that goes into the home instead of being left on the subway seat—a newspaper that is liked and respected—a newspaper that people are glad to be seen reading—is a newspaper in which advertising carries weight and achieves far-reaching results!

. . . 20 VESEY STREET, NEW YORK

LARGER SPACE IS USED BY ADVERTISERS

(Continued from Page 18)

seven. We made a similar record in foreign advertising, also in classified.

Business in the city is good in every line. Nashville is also developing rapidly as a live stock market, and with the possible location near here of the soldiers' farm projects, the outlook for 1919 could not be better.

L. S. Galvin, manager Lima (Ohio) News:

The foreign schedules of the Lima Daily and Sunday News for January show an increase of 22 per cent. over 1918, but a slight decline from January, 1917. There is more big business, food-stuffs, automobiles, soft drinks, tobaccos.

The buying power is as great in the Lima district as at any period, and except for patent medicines, our inquiries show that all well-advertised goods of merit are moving steadily.

C. F. Colvin, general manager Tulsa (Okla.) Democrat:

As we see it, the year 1919 will be the biggest in the advertising game. January, 1919, was a better month than January, 1918, and we are satisfied that every month in the year will be better than the corresponding month of last year.

M. C. Meigs, advertising manager Chicago American:

We gained in January 241 columns. To February 7 we are about seventy-five columns ahead, distributed over both local and foreign advertising. The other Chicago papers have also shown gains over this period.

I am very optimistic about the possibility of doing a big business in 1919. Since the first of the year we have written new contracts amounting to over 100,000 lines. The bulk of this lineage was from new advertisers; a small part of it was from old contracts which were increased to double, and sometimes treble, their old lineage.

Our merchants report a very fine retail business, and while they are somewhat uneasy as to just what conditions will be, they are continuing to advertise and to buy for future sales.

Stanley Resor, president J. Walter Thompson Company, New York:

Our figures for January, 1919, will show the largest January in the history of the company—a very substantial increase over January, 1918.

With the general earning power of the country as high as it is, and as widespread, there should be a very substantial business on all articles of general consumption ready for those who go after it.

A. H. Marchant, advertising manager Boston Post:

If the first month of the Peace Year can be considered as a criterion for the other eleven, 1919 is going to be the banner year for advertising in the history of New England newspapers.

All the Boston papers report big gains in local and national advertising for January, and the Boston Post established a new high water advertising mark for Boston and gained 171,760 lines in display advertising over January, 1918.

The volume of orders on hand for national advertising is the largest ever had at this season of the year. Not only are the old favorites coming back but several large advertising campaigns will shortly appear in the Boston Post

for products that have not been advertised heretofore. Large and attractive copy will be used.

Boston retailers in practically every line of trade state that 1918 was one of their most successful years, despite the drastic conditions, and January has far exceeded the corresponding month of 1918.

H. K. Edwards, manager St. Paul Daily News:

Our retail stores have all done a splendid business during January, a great deal more than in January, 1918. A number of our progressive merchants tell us that they believe they will have the biggest year's business in their history during 1919.

Our prospects for foreign business during 1919 also look exceedingly bright, since agencies are all preparing national campaigns.

In January our local advertising gained about 68,000 lines over the same month of last year and in foreign more than 10,000 lines.

Herbert Ponting, business manager Detroit News:

While the month just closing would show a very substantial increase over the same month a year ago, it would be unreasonable to assume that such a comparison should be used as a barometer for the balance of the year, inasmuch as January, 1918, was most unfavorable from a general business standpoint.

From present indications, however, 1919, no doubt, will be a very good year from an advertising standpoint; but we should not be deceived in this connection by the phenomenal increase for the month of January.

M. P. Linn, general manager St. Louis Republic:

The January record of St. Louis in a business way has been exceptionally gratifying, and both wholesale and retail merchants are extraordinarily optimistic.

All the St. Louis advertising agencies are busier than ever before in the preparation of plans and copy for clients. All of the St. Louis newspapers for January show a substantial increase in business.

This year has made a fine start, and it is expected that its close will show a bigger business record for St. Louis than ever before.

C. S. Woolard, advertising manager Raleigh (N. C.) News and Observer:

We believe 1919 will eclipse all previous years in the volume of newspaper advertising.

It is also our belief that daily newspapers will show a greater per cent of increase for this year than any other class of publications or various forms of advertising.

For January we show a net gain in space of over 25 per cent, the gain in national being 38 per cent.

Graham Sanford, manager Reno (Nev.) Evening Gazette:

The year opens with our advertising contracts, both local and foreign, calling for a greater lineage than those of one year ago. Our 1918 business exceeded 1917 by approximately 10 per cent, but with lesser net earnings, due to the advances made in print paper, wages, etc. January, 1919, advertising shows a slight increase over January, 1918. Business and industrial conditions in Nevada are much better than one year ago.

W. H. Rible, business manager Columbus (O.) State Journal:

In my estimation this will be one of the best years since 1913. National advertisers are planning to spend more money for advertising this year than for the two previous years. Our markets are world-wide, and we will have a wonderful sale of American-manufactured goods. Our records indicate a 54 per cent increase in space during the month of January, as compared with the preceding year. We are planning on the largest year in our history.

The prospects for a most wonderful year in circulation are being realized. We are all optimistic in Columbus, O.

One automobile dealer in this city sold more cars during January than any other one agency of that factory, and broke all his own previous records.

W. F. Wiley, general manager Cincinnati Enquirer:

We are not disposed to regard the month of January as a criterion for the entire business year. If it might be regarded as an index to the months that are to follow, certainly 1919 would be a banner year. Indeed, it may be. Before accepting such a prediction, the average business man will want much reassurance regarding the settlement of taxation matters, and a solution of the unemployment situation.

January was all right. Let us hope that succeeding months will be as good.

F. O. Larson, business manager Tulsa (Okla.) World:

I do not remember a time in recent years when the advertising outlook was quite so favorable.

Our foreign business in January has been the greatest in the history of the Tulsa World during any previous January, and if the campaigns of which we have been advised materialize, 1919 will be a banner year in the foreign advertising field.

O. Harrington, business manager Dayton (O.) News; Springfield (O.) News:

If January is to be taken as a criterion for the remainder of the year, the Dayton News is going to experience splendid gains over 1918, which was a banner year in our history.

For January, local business shows a gain of 50 per cent over 1917, foreign business a gain of 29 per cent, and classified a gain of 35 per cent.

J. W. Brown, business manager Cincinnati Commercial Tribune:

The indications are that our January business will exceed both the 1917 and 1918 years, with an outlook for a big year in the foreign field.

Locally, we are increasing every month over the preceding month, and we feel hopeful over the outlook for the new year.

Start Non-Partisan Daily in St. Paul

The National Non-Partisan League is about to establish a daily, probably afternoon, in St. Paul, Minn., to be devoted, as the promoters put it, to "the interests of organized farmers and organized labor." In North Dakota, where the league is in full political control, it has three dailies—the Fargo Courier-News, Bismarck Daily Capital Press and Grand Forks Evening American.

Missourians to Meet Jointly

The annual "Journalism Week" of the Department of Journalism of the University of Missouri will be held the week of May 5 to 10 at Columbia, Mo. At the same time the Missouri Press Association will hold its spring meeting and the two will celebrate the centennial of the founding of the first newspaper in Missouri on May 10.

H. L. Burba Succeeds J. P. Glass

Howard L. Burba, for the past two years editor of the Lima (Ohio) Times, has been made managing editor of the Dayton Journal, succeeding Joel P. Glass.

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

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

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

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

Representative sent upon request.

JOHN B. GALLAGHER COMPANY

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

BONSOIR IS NEW DAILY FOR PARISIANS

Evening Edition of L'Oeuvre Makes Special Effort to Interest Women Readers—War Restrictions Raised—New Papers in Germany

(From Our Own Correspondent.)

PARIS, January 17.—A new afternoon paper began life this week, born as usual with French papers without much preliminary advertising, the name, *Bonsoir* (Good Evening) without explanation as to what it meant, having been plastered about the town, especially on the subway stations, but not to any imposing extent.

Bonsoir is an evening edition of Gustave Tery's bright morning paper, *L'Oeuvre*, and intends to make a special effort to interest women (incidentally it may be remarked that French dailies do not go out of their way to attract women readers, except by printing serial stories, nor do French women seem to attach much importance to dailies, at least, did not, until the war began).

Ads to Be Chosen

Bonsoir announces that "its advertisements will be carefully chosen," but apparently it did not find any choice enough for its first number, except one of its own, offering \$2,000 in prizes for the nearest attempts to forecast the date that peace will be signed.

Its only unique feature, as yet, is to print its title on the back page only. Its most original article is an interview with the restaurant manager who supplies President Wilson with his meals at the Murat Mansion. "President Wilson," according to this high authority, "has a special appreciation of French cooking."

If the ex-Kaiser receives the Berlin papers which are appearing at the present time they would give him a considerable shock.

Some of the new organs that have started since the revolution are: *The Republic* (Independent Socialist, closely allied with the Spartacus group); *the Red Flag*, the communist organ of the Spartacus group; *Liberty* (Independent Socialist Democrat, i. e., Spartacus also); *Eight o'Clock Evening* (Ebert's party); *Daily Review* (Nationalist Independent, belonging to the majority party now in power), and the *Evening Express* (recently created to support Ebert).

Some Restrictions Raised

Further limitations have been removed from the Paris press. With a view to allowing the Peace Conference to be more fully reported, the French authorities have taken measures to bring about a reduction in the price of news print, and papers which have for months been limited to two pages on three days a week are to be allowed four pages five days a week and two pages the other two days.

The size of a paper will still depend on its price—the theory that higher priced papers have smaller circulations and use less paper. They may be granted more pages.

The popular papers, the *Matin*, *Petit Parisien*, *Journal*, *Echo de Paris*, and *Petit Journal*, selling at two cents, will have four pages five days a week, and the *Daily Mail* (Continental edition), selling at four cents, will have the right to publish six pages every day under the scale adopted.

Another ruling modifies the regulation which forbade newspapers and

periodicals containing advertisements from being sent abroad. This regulation was introduced because it was believed that the enemy used the advertising columns of the press to communicate with spies in the country. Many papers, especially the illustrated weeklies, printed copies for their foreign subscribers with the advertising columns blank.

Readers Name a Paper

The vote taken by the new daily paper *Oui* in its search for a new name has resulted in a majority in favor of *L'Avenir* (The Future). The fifteen names suggested by the paper were arranged by its readers in the following order: *L'Avenir*, *L'Entente*, *La Concorde*, *La Gloire*, *L'Union Francaise*, *Paris*, *La Paix Nationale*, *L'Horizon*, *Le Vainqueur* (The Victor), *La Clarté* (Brightness), *La Tribune*, *Oui*, *La Cité* (The City), *L'Étincelle* (The Spark), and *La Flamme* (The Flame). As a result *Oui* changed its name on January 1 to *L'Avenir*.

Women proved far better prophets than men in the competition. The first prize, \$3,000, went to Madame Renée Dumay, aged twenty-two, the mother of two babies and wife of a poilu who is in hospital recovering from a severe wound. The second and third prizes, each \$200, were taken by women.

GOT MORE THAN PICTURES

Northmore Given Thirty Days in Jail for Photographing Court

James Northmore, Chicago Tribune photographer, recently crept up behind Judge Gemmill in the Court of Domestic Relations and took a flashlight of the court-room with a bang that sounded like the crack of a .48-revolver.

Northmore was after "action" pictures of the principals. At the sound of the explosion women fainted all over the court-room, and the Judge was startled out of his chair. Bailiffs pounced upon the photographer and Judge Gemmill sentenced him to serve thirty days in jail for contempt of court. The Judge personally seized the photographic plates from Northmore's hands and smashed them against the floor.

George D. Emme, a probation officer for the Chicago Juvenile Court, was found guilty by a jury January 30 of assaulting and beating Northmore and breaking his camera on January 9.

"Nonpartisans" Invade Minneapolis

Minnesota members of the Non-partisan League have incorporated as the Northwest Publishing Company, headquarters in Minneapolis, with \$1,000,000 capital, to issue a daily. Herbert E. Gaston, of St. Paul, is president; Thomas Van Lear, the Socialist Mayor of Minneapolis, defeated for reelection, vice-president, and Thomas V. Sullivan, of St. Paul, defeated nominee for attorney-general, secretary. James A. Manahan, of St. Paul, former member of Congress, is one of the five incorporators.

Boreman Buys Out Pilkington

A. I. Boreman, former vice-president and business manager of the Merchants' Trade Journal, has succeeded W. J. Pilkington as president and publisher, purchasing Mr. Pilkington's stock. The latter retires on account of ill health and will probably move from Iowa to a milder climate. Mr. Boreman has been connected with the Merchants' Trade Journal for nine years.

Below This Line

dwelling over 2,500,000 Michigan people—five-sixths of the whole state's population. They can be thoroughly covered only by the 14 newspapers listed here, whose combined net paid circulation exceeds 475,000—about one copy for every five men, women and children, native and foreign born. Michigan is exceptional in the great advantages offered the advertiser—amount and prosperity of population, thoroughness of coverage, small number of papers required, and resulting low expense.

Circulation and Advertising Rates

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

TIPS FOR THE AD MANAGER

BROOKE, SMITH & FRENCH, Detroit, Will handle future advertising of Hgwell Electric Motors Company, Howell, Mich.

CHARLES H. TOUZALIN AGENCY, Chicago. Has been appointed to handle account of Wazit Manufacturing Corporation, Minneapolis.

ROGERS-BRETT-BAKER COMPANY, Cleveland. Will handle advertising of the Ohio Smelting and Refining Company, Cleveland.

POWERS-HOUSE AGENCY, Cleveland. Has been given charge of advertising for Columbian Hardware Company, Cleveland.

NATIONAL PRESERVERS AND FRUIT PRODUCTS ASSOCIATION has been organized in Washington, D. C., to extend the use of preserves. It contemplates a country-wide advertising campaign.

ADVERTISING SERVICE COMPANY, LTD., Montreal, has started a general advertising campaign for the Rolland Paper Company, Ltd., a Canadian manufacturer of bond papers.

BLACKMAN-ROSS COMPANY, New York. Has been appointed agent for Emerson Phonograph Company, Inc., New York.

LYDDON & HANFORD, Rochester, N. Y. Will place account of Sill Stove Works, Rochester, on "Sterling" ranges and furnaces.

SMITH, DENNE & MOORE, LTD., Toronto, Using daily newspapers throughout Canada to advertise the New York Times History of the War

COLLIN ARMSTRONG, 1457 Broadway, New York. Placing orders with the same list of newspapers as last year for New York Life Insurance Company.

ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York. Placing 300-line one-time and 150-line three-time orders with New England newspapers for Philip Morris Cigarette Company.

N. W. AYER & SON, Philadelphia. Placing orders with newspapers in various sections for Boyce Moto-Meter Company; again placing orders with Southern newspapers for Reilly-Taylor Company.

BARTON & DURSTINE, 25 West Forty-fifth Street, New York. Placing orders with Western newspapers for Vogue Publishing Company.

GEORGE BATTEN COMPANY, Fourth Avenue Building, New York. Again placing orders with newspapers for E. A. Mallory & Sons; will place advertising for Mishawaka Woolen Manufacturing Company.

BLACKMAN-ROSS COMPANY, 95 Madison Avenue, New York. Making 10,000-line contracts with some Western and Pacific Coast newspapers for General Cigar Company.

CROFT & DENHART, 20 Vesey Street, New York. Placing one-time orders with Pacific Coast newspapers for Youroveta Home & Foreign Trading Company.

DORLAND AGENCY, Atlantic City, N. J. Placing orders with newspapers in various sections for a combination of London advertisers.

H. W. FAIRFAX, World Building, New York. Placing orders with newspapers for Kimberly Oil & Refining Company.

CHARLES H. FULLER COMPANY, Chicago. Will place the account of Frederick H. Young & Co.

GARDNER, ATKINSON & WELLS, 150 Madison Avenue, New York. Placing copy with newspapers in various sections for Kelly-Springfield Tire Company.

GARDNER ADVERTISING COMPANY, St.

Louis. Again making some new contracts with newspapers for Certain-tyed Products Corporation.

GUENTHER-BRADFORD & Co., Chicago. Placing orders with newspapers for Dr. R. Newman.

GUNDLACH ADVERTISING COMPANY, Chicago. Again placing copy with newspapers for Globe Soap Company.

H. E. JAMES ADVERTISING AGENCY, 110 West Nineteenth Street, New York. Placing 150-line special copy with newspapers for Sloan's liniment.

H. W. KASTOR & SONS COMPANY, Chicago. Will handle advertising for Elgin National Watch Company.

LESSING ADVERTISING COMPANY, Des Moines. Will place the account for Iowa Bird Company.

LOED & THOMAS, Chicago. Again making contracts with some Western newspapers for Quaker Oats Company; making 5,000-line contracts with some Texas newspapers for Pepsodent Company.

MANTERNACH COMPANY, Hartford, Conn. Placing orders with newspapers for Fuller Brush Company.

MOSS-CHASE COMPANY, Buffalo. Placing orders with a selected list of newspapers for Usit Manufacturing Company of America.

CARROLL D. MURPHY, Chicago. Placing orders with newspapers in various sections for James H. Rhodes & Co.

PAUL S. NEMEYER COMPANY, Cleveland. Placing orders with newspapers generally for Chieftain Manufacturing Company.

CHARLES F. W. NICHOLS COMPANY, Chicago. Placing orders with some newspapers for Maryland, Huntington, & Green Hotels.

POWERS, ALEXANDER & JENKINS COMPANY, Detroit. Places advertising for Oldfield Tire Company.

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Again placing copy with newspapers generally for American Tobacco Company.

RUTHRAUFF & RYAN, 404 Fourth Avenue, New York. Placing the advertising for American Technical Society.

FRANK SEAMAN, INC., 470 Fourth Avenue, New York. Placing 9,500-line schedules with newspapers generally for Liggett & Myers Tobacco Company.

SCHIEK ADVERTISING AGENCY, Newark, N. J. Placing orders with newspapers in selected sections for American Piston Ring.

SEHL ADVERTISING COMPANY, Chicago. Will place the advertising for the Gund Company.

J. WALTER THOMPSON COMPANY, 242 Madison Avenue, New York. Placing copy with newspapers generally for Pictorial Review Company.

WALES ADVERTISING COMPANY, 110 West Fortieth Street, New York. Will place the advertising for Edison Storage Battery Company.

GUY C. WHIDDEN AGENCY, Philadelphia. Again placing orders with some Eastern newspapers for Great Valley Mills.

WOOD, PUTNAM & WOOD COMPANY, Boston. Placing orders with Pacific Coast newspapers for Royal Worcester Corset Company.

NELSON CHESMAN & Co., St. Louis. Renewing newspaper contracts for National Toilet Company; will handle account of Newbro Manufacturing Company.

AYRESHIRE BREEDERS' ASSOCIATION, Brandon, Vt. Will make up lists during the month of April.

CORNING-FIRESTONE AGENCY, of St. Paul. Placing copy with Eastern dailies

for McKibbin, Driscoll & Dorsey, St. Paul, advertising McKibbin Ba-Ba sheep-lined coats.

SHUMAN AGENCY, 110 South Dearborn Street, Chicago. The American Manufacturing Company, neckwear, Des Moines, Ia., is about to inaugurate a limited newspaper campaign of about 4,600 lines through daily and weekly newspapers in the Middle and Northwest.

BARBOUR MADE ONLY ONE ERROR

York Gazette and Daily Circulation Is 15,026; Not 11,291

In his recent compilation for EDITOR & PUBLISHER of the advertising rates and circulation data of 2,000 daily newspapers, Justin F. Barbour set the really remarkable record of making just one error, which was a typographical mistake in the circulation of the York (Pa.) Gazette and Daily.

The six-month average circulation, as of the post office statement of October 1, 1918, was printed as 11,291, when it should have been 15,026.

EDITOR & PUBLISHER is glad of the opportunity of making correction in justice to Gazette and Daily publishers, and at the same time to point out the magnificent work of Mr. Barbour in handling his many thousands of intricate figures with a mark so near absolutely perfect.

Incidentally, EDITOR & PUBLISHER is asked by J. W. Gitt, treasurer and general manager of the Gazette Company, to correct an impression, quite general, that the York Daily merged with the Dispatch last July. In reality the Daily merged with the Gazette, as it is now published.

Providence Officers Re-elected

The Providence Journal Company has re-elected its 1918 board of directors. Officers follow: President, Stephen O. Metcalf; vice-president, Henry D. Sharpe; editor and general manager, John R. Rathom; treasurer, G. Edward Buxton, Jr.; secretary, Henry R. Davis; assistant treasurer, Robert W. Warren.

W. H. Cook's Will Is Filed

Appraisal of the estate of William H. Cook, late business manager of the Rochester (N. Y.) Democrat and Chronicle, shows a total valuation of \$13,163.61. There is considerable more property, however, which is in the name of both Mr. and Mrs. Cook.

ADVERTISING AGENT WAS ST. LOUIS' BEST 1918 BOOSTER



HERBERT S. GARDNER

The Wilkinson Cup has been awarded to Herbert S. Gardner, president of the Gardner Advertising Company, St. Louis, who was in charge of the advertising of the Third and Fourth Liberty Loans for the Eighth Federal Reserve District. It was donated by M. L. Wilkinson, president of the Scruggs-Vandervoort-Barney Dry Goods Company, to be given to the member of the advertising club who during 1918 did most to advance the interests in an advertising way of the Government, State, city, and club.

Hearst Drops Gravure Sections

The Gravure Sections of the New York American and the Chicago Herald-Examiner have been discontinued and C. W. Weddon, their advertising manager, has been transferred from New York to Chicago to assist William H. Wilson, representative of the Hearst morning newspapers.

Omaha Ad Men Choose Mattson

The Omaha Advertising and Selling League has elected officers for the ensuing year as follows: President, Lloyd H. Mattson, of the Conservation Savings and Loan Association; vice-president, J. Lloyd Perciot; secretary, L. M. Mielenz.

EVERY EVENING WILMINGTON, DEL.

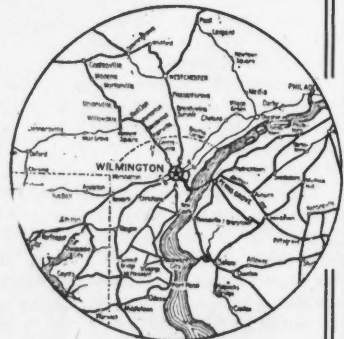
Unquestionably the Leading Newspaper in the Field

Lineage increase in 1918 over 1917, 341,326 lines

Increase in Jan., 1919, over Jan., 1918, 89,936 lines

Your advertising in EVERY EVENING is in good company (objectionable copy is not accepted) and goes into the HOMES of the People you desire to reach.

WM. F. METTEN, Bus. Mgr. & Treas.
 Foreign Representatives
 BRYANT, GRIFFITH & BRUNSON, Inc.
 New York Boston Chicago



In the Heart of the Industrial Centre of the East.

PEARSON AND GIBBS ARE HONORED BY CONFRERES IN NEW YORK

Distinguished Englishmen Address Association of Foreign Press Correspondents---Sir Arthur Misses Great Responsibility of the Journalist

IT was "just a bunch of newspaper men," to quote the presiding officer, that gathered last Tuesday night at the monthly dinner of the Association of Foreign Press Correspondents in the United States, held at the City Club. Unusual though it may be, they did not "talk shop," which is generally the subject of conversation when newspaper men get together.

The dinner had, and served well, two purposes. One, which was realized by Frank Dilnot, president of the association, who was toastmaster, was to honor Sir Arthur Pearson, long a newspaper man, as he described himself, and now interesting himself intensely in improving the condition of the blind. The other, known to every member except Mr. Dilnot, was to observe the honor done to Mr. Dilnot by the French Government in bestowing upon him the decoration of Chevalier of the Legion of Honor.

Philip Gibbs an Unexpected Guest

There was another guest besides Sir Arthur, none the less welcome because his presence was unexpected. Philip Gibbs, war correspondent of the London Daily Chronicle, whose splendid descriptions of what went on on the western front during the entire period of the war have been appearing in the New York Times, arrived in New York that very morning, two days before he was expected. Mr. Dilnot lost no time in arranging for him to come to the dinner, which happened at a fortuitous time.

The spirit of camaraderie that is so distinguished a feature of these dinners of the foreign correspondents neither altered nor faltered as Mr. Dilnot introduced Sir Arthur, and the response of the guest was equally that of one good fellow to a bunch of his mates.

"Sir Arthur is one of the possessions of us all," said Mr. Dilnot. "He is one who appreciates a good fellow." (Mr. Dilnot said "damn good fellow," as a matter of exact quotation.) "As one who spent twenty years in Fleet Street and came to know him well, I can tell you Sir Arthur knows and loves a reporter. He believes in the Fleet Street impromptu social gatherings, where free speech and profanity encourage accuracy of expression and of statement; and in those realms where truth prevails I never heard any but kindly words spoken of him, first as an employer, second as what you in America call a regular fellow.

One of the Big Things

"Sir Arthur has suffered the grand deprivation—loss of his sight. But he has banished with contempt all mourning over what men generally conceive a great affliction. I know you believe me sincere as I speak thus of our guest, because we who are accustomed to throw scorn upon the actions of public men when they need or deserve it cannot be accused of sentimentality, even upon an occasion like this. The nature of our profession makes us pretty good judges of what really matters in this world, and every man of us looks upon Sir Arthur as one of the big things among men. His affliction has become a minor thing to him and he has devoted his energy and genius to making the lives of others similarly afflicted count for something valuable in this world. Indeed, I am inclined to think, in cold blood, that there is no other man who has contributed more to the help of blind men than he who is our guest to-night. He

is a man of our own craft, and we are particularly proud of him."

"I have learned," said Sir Arthur as he rose to speak, "never to contradict a man who speaks well of me. I feel like repeating the words of Dr. Johnson on a similar occasion. He told Boswell, his biographer, of some glowing words of praise which his king used when speaking to him. Boswell said: 'I hope you replied with proper humility.' 'Who am I,' responded the doctor, 'to bandy words with my sovereign?'

"I am glad I am out of daily journalism," he continued, "with its ten or twelve hours of grind every day, and yet I have never lost a feeling of regret that touch with the great things of the world, as a journalist, has passed from me. I miss the great responsibility that is yours, gentlemen, especially at this hour, when you are charged with keeping the various nations of the world in good-will with each other. Yours is an arduous and important task, because it is especially up to you to preserve the excellent feeling between England and America. This good feeling is increasing every moment, I am glad to say, and you are responsible that it shall continue to grow."

So bright were his pleurings that when at last he did cease one man expressed for all the thought he had impinged:

"Sight must be a handicap rather than a benefit, though none of us here appreciated it before."

Not a Bronzed Veteran

There was nothing of the bronzed veteran in the appearance of Philip Gibbs, who sat on the left of the chairman. One thinks naturally of a man who has spent four and a half years in battle—for that is what Gibbs did—as tanned of face and rugged of physique. Gibbs looks pale and senemic, worn and weak, slight of form, emaciated of face, and with eyes that reflect from their depths the agonies he has seen endured and the hardships he has himself suffered, and the great pity that comes to a man's soul after the fearful sights and awful contact with the terrors to humanity that are war's concomitants.

The correspondents elected the following officers:

President, Frank Dilnot, London Daily Chronicle; secretary-treasurer, Percy S. Bullen, London Daily Telegraph; assistant secretary, Sydney J. Clarke, London Daily Telegraph; auditors, S. Levy Lawson, Renter's, New York and Paris; Leonce Levy, Le Matin.

The new Board of Directors is: W. F. Bullock, London Times and Mail; W. W. Davies, Australian Press; Marcel Knecht, French Official Bureau of Information, and S. Levy Lawson.



Put Illinois in the Centre
of Your Advertising Circle

DURING the year 1918 the number of cattle, including milk cows, swine and sheep in the United States, increased 6,315,000.

Never in the history of the country have there been so many growing sides of bacon as at present.

During the war period from 1914 to January 1st of this year, the swine have increased by more than 16,600,000 head.

For the first time in more than two decades there was registered in 1918 a substantial gain in the number of sheep in this country.

Since the outbreak of the war, dairy animals have increased by more than 2,750,000.

Besides being FIRST in farms, valued at over \$4,000,000,000, Illinois is one of the foremost states in agricultural, manufacturing and commercial pursuits, and with but one exception she has the largest mileage of railways in the Union.

With prompt and easy distribution assured in all sections, with immense wealth at her disposal, Illinois is an exceptionally profitable Advertising Centre for National Manufacturers.

Illinois buyers can best be reached by these Illinois Newspapers

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	15,855	.04	.04
Bloomington Pantagraph (M)	16,637	.035	.035
Champaign Daily Gazette (E)	4,338	.0129	.0129
Chicago American (E)	326,998	.42	.38
*Chicago Herald-Examiner (M)	305,230	.32	.28
*Chicago Herald-Examiner (S)	520,208	.53	.46
Chicago Journal (E)	110,641	.24	.21
Chicago Daily News (E)	373,112	.43	.43
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	13,966	.0325	.03
Elgin Courier (E)	8,193	.02	.02
Moline Dispatch (E)	10,213	.03	.03
Peoria Star (E)	22,470	.045	.035
*Quincy Journal (E)	8,909	.025	.025
Rockford Register-Gazette (E)	12,514	.03	.03
Sterling Daily Gazette (E)	5,195	.017	.017

Government Circulation Statements Oct. 1st, 1918.

*Publisher's Statement.

EDITORIAL

PROPAGANDA ADVERTISING

EDITOR & PUBLISHER prints in this issue some expressions of opinion on the subject of propaganda advertising by editorial and business executives.

In the hope of ascertaining what are the actual policies of our newspapers as to the acceptance of this class of business, **EDITOR & PUBLISHER** recently addressed an identical note of inquiry to the editors and managers of a number of representative dailies. The letters now published are the first replies to that inquiry. They are of particularly timely interest, as we seem to be entering upon a period of wholesale exploitation of personal opinions, political, economic, and religious, through the channel of paid space in the newspapers.

"Interests" are discovering that a powerful appeal to public opinion may be made through display advertising. An example of how this works may be cited: In the *New York Times* of February 10 there appears, in an impressive display, fourteen inches deep by five columns wide, an **UNSIGNED** advertisement. It quotes a statement issued by the Fuel Administration concerning the lifting of price restrictions on anthracite coal; and makes it plain that higher prices are now to be expected. In fact, the Fuel Administration in this statement gives to the coal operators a clean bill of health, asserting that many of them have produced coal at an actual loss in recent months, patriotically keeping up their production to war needs. The advertisement in effect puts the Government squarely back of the coal men in whatever action they may choose to take about coal prices—for the statement admits that the Fuel Administration fixed and enforced prices in war times which entailed losses to the operators, the inference being that these operators are now entitled to recoup these "patriotic" deficits.

This digest of the ad may not make it appear that it held any menace to the public good. Perhaps it did not. Yet, with wide publication in the influential newspapers, such as the *Times*, it might serve to disarm, in a measure, criticism of corporate greed in the coal industry. It might convince many people that they had sadly misjudged the coal barons who, under compulsion in the stress of war, "patriotically" continued to mine coal at prices fixed by the Government. It might help to soften condemnation of future profit-greediness.

It is not likely that any newspaper which carried this coal ad made any effort to analyze it editorially, or to correct any dangerous impression its publication might create in the public mind. The larger aspects of the propaganda involved were not discussed. The ad would leave the average reader in a mood to stand for a rise in price of coal without immediate protest—for he would have the assurance of the Government that the former prices meant a sacrifice on the part of the companies.

Is this sort of propaganda advertising—unanswered, unrefuted—in the public interest? The example cited is not exceptional. The drift seems to be strongly set toward advertising designed to sell **POINTS OF VIEW**, economic creeds, opinions, states of mind to the people. The advertiser, with selfish purposes, with profit-motives, attempts to create a barrage of public opinion behind which he may operate in security. Should the newspaper make this possible for him?

THE MAIL SERVICE

WITH official Washington holding the view that the newspapers are bounty-takers, subsidized by a benevolent Government through a favorable postal rate, and that, because of this generosity on the part of Uncle Sam, the newspapers have grown rich and arrogant, what wonder that the second-class mail service should have been permitted to deteriorate to a condition which is now asserted by many publishers to be "rotten."

It is not, apparently, understood in official Washington that whatever of "subsidy" is involved in a cheap postage rate for newspapers is passed on, in total, by the publishers to the readers—to that



somewhat important group sometimes referred to as "the people." Every dollar of "loss" sustained by Uncle Sam through carrying and delivering newspapers, from the foundation of the Government to the present hour, has been an investment in **NATION-MAKING**, in the spread of intelligence, in literacy, in the development of commerce and trade and in the creation of political ideals which, shared by a majority of the people, safeguard the Republic, even in this hour, from the menace of Bolshevik madness.

The "losses" sustained through the maintenance of schools, libraries, scientific research work, the Departments of Labor and Agriculture, and the Postal Service are "losses" which earn rich returns. They are a nation's essential **INVESTMENTS**. Upon these depend the worth-whileness of life to free peoples. To attempt to commercialize any of these national service-tasks is to court disaster.

EDITOR & PUBLISHER has submitted to Postmaster-General Burleson this week further complaints from publishers as to continued inefficiency in the handling of second-class mail. Newspapers are a perishable commodity, so far as the marketing of them is concerned. A daily newspaper holds its selling-value but a brief time. If agents and dealers are unable to obtain their supplies on time the demand quickly changes to a demand for a later issue—and the delayed, missing and straying bundles represent a total loss to the publisher. Losses due to lost and delayed papers amount to a considerable sum for every newspaper in the course of a year of bad service, while the aggregate of such losses to publishers would be staggering.

The boys from the camps and from the battlefronts are looking for jobs, Mr. Burleson.

PRESS FREEDOM

SENATOR BORAH, always an ardent champion of press freedom, made a gallant fight the other day for the repeal of the "censorship sections" of the Espionage law. He contended that the arbitrary power now vested in the Postmaster-General, while having some color of justification in war times, has none whatever in this period of readjustment.

All except two of the Democratic Senators voted against repeal; all except eight of the Republican Senators rallied to the support of Senator Borah. The motion was lost by a vote of twenty-five to thirty-nine.

Senator Borah harked back to Charles James Fox and to our own statesmen of our Constitution-making days to emphasize his contention that the sum of possible abuses of press freedom counted but little in comparison with the evils of censorship.

In characterizing as unnecessary and unjust the existing law, so far as it relates to the control of the press by governmental supervision, he made it clear that he was not attacking Mr. Burleson or any other official. Any official who enforced the law would exercise, inevitably, a measure of control

over any newspaper suspected of violations. The plan had been, he stated, for publishers who were mild offenders to talk over with Mr. Burleson, or the solicitor, or other department officials, the matter of keeping within the provisions of the Espionage law. In this he saw the undeniable fact that the control of editorial policies of certain newspapers was indirectly vested by this statute in officials of the Post Office Department.

There will always be a division of opinion as to the necessity or advisability of the so-called press control in war times as vested in and exercised by the Postmaster-General. Perhaps historians of the future will maintain that the newspapers have fared better under that plan than they would have fared under a harsh and proscriptive military censorship. The fact is that in the absence of any restraint whatever, and under the manipulations of pro-German propagandists, there doubtless would have grown up here, in the war period, a group of disloyal, seditious, reptile publications, aiming to cripple the military operations of the nation. To deal with this menace, it seemed to our lawmakers, a measure of arbitrary power had to be lodged somewhere—and so it was lodged with Mr. Burleson.

And now the Senate decides that this power, granted as a part of the war policy, shall remain for the present with Mr. Burleson. It is true, of course, that we are technically at war until a peace treaty shall have been signed and ratified. But it is absurd to argue that the need still exists for a special club of control over newspapers. It is, on the other hand, highly important that the utmost freedom of discussion be permitted. The outstanding problems of the nation—and of the world—in these days are political, sociological, and economic, not military.

PATHETIC

THE United States Employment Service, a branch of the Department of Labor, stands in particular need, in these days, of *advertising*. The Service Bulletin emphasizes this fact. It says that "advertisement—paid, news and propaganda"—is the greatest medium of achievement for the service, and urges those in charge of the various branch offices and field work to adopt the "method followed by every business house in America—that of incessant advertising."

Then the Bulletin rather sadly admits that no appropriation is available for paid advertising at present, and proceeds to advise the promotion of the donated-space method, the advertiser who pays for the space being permitted to get the credit for his gift in the familiar line at the bottom of such ads. The Bulletin then proceeds to tell many ways in which ads of the U. S. Employment Service may be worked into news items and stories. Workers are urged to cultivate the interest of reporters who visit the offices, who can "work wonders for you and the service."

EDITOR & PUBLISHER does not seek to criticize the U. S. Employment Service officials for this pathetic appeal for free advertising. Rather, we would commend their insight in properly appraising the value to the service of newspaper advertising.

Is it not, however, humiliating to every self-respecting American that the Government has shown so little concern for its vital interests as to make such methods and such appeals for donations necessary? Is it possible for official Washington to feel a sense of shame? If it is, this official appeal for help for the Employment Service should strike home.

PHILIP GIBBS, brilliant war correspondent for the *London Chronicle* and *New York Times*, has come to America to interpret for us in a more intimate way the events of the war and the significance of day-by-day developments. The great conflict developed many able correspondents, but it is doubtful if any of them gave to the world such consistently fine reporting, from first to last, as this modest Briton. Our newspaper men welcome the opportunity now afforded to know him personally.

February 15, 1919. Volume 51, No. 36.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, editor; W. D. Showalter, managing editor; Walter Sammie, features, and John F. Redmond, news.

London: Charles Capehart.

Paris: F. B. Grundy.

Toronto: W. A. Craig.

Chicago: D. F. Cass.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

Philadelphia: John B. Geraghty.

10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.

PERSONALS

IN THE EDITORIAL ROOM

Preston McGoodwin, formerly editor of the Oklahoma City Daily Oklahoman, is home from Caracas, on leave of absence from his post of Ambassador to Venezuela.

Albert E. Hoyt, former managing editor of the Albany (N. Y.) Argus and for several years publicity director of the Democratic State Committee, has been appointed chief deputy to the State Superintendent of Elections at a salary of \$4,000 a year.

Frank A. Tierney, legislative representative of the Albany (N. Y.) Times-Union, is reported to be slated for the appointment of publicity director for Governor Smith's Reconstruction Commission.

Lieut. Percy T. Harrison, former New England representative of the New York Sun at Boston and section commander of the Portland (Me.) base of the Naval Reserve Force, will help write for the Navy Department a history of the war work of the First Naval District.

Lorne Corsaut, formerly space division chief in the advertising department of the Second Federal Reserve District Liberty Loan Committee, has become a member of the firm of H. G. Einstein & Co., New York.

E. A. Berdell, a reporter for the Amarillo (Tex.) Daily News, and Mrs. Delzie Johnson were recently married.

Millard J. Ensign, Associated Press man for the Amarillo (Tex.) Daily News, and Miss Katie Oia Holman have been married.

David M. Warren has left the Amarillo (Tex.) Daily News to join the news staff of the Corpus Christi (Tex.) Caller.

L. E. Hill, late of the Orange (Tex.) Daily Tribune, has joined the staff of the Rocky Mountain News at Denver, Colo.

W. A. Eisenhauer, editor of the Fort Worth (Tex.) Record's oil page, has resigned to go into the oil stocks, leases and royalties business.

Miss Doris Pascal, of New York, is now in Albany as assistant to Miss Grace Phelps, legislative representative of the Woman's Joint Legislative Conference, and will have charge of the press work.

A. C. Buffington, of the Associated Press staff in Salt Lake City, is the father of a new eleven-pound daughter.

Ben Ferriss, city editor of the St. Paul Pioneer Press, has been transferred to the city politics run, succeeding Louis McKenna, who goes to the Omaha Daily News. Harrison Fuller, telegraph editor of the Pioneer Press, becomes city editor.

William W. Kane, formerly with the St. Paul Dispatch, is now reporting for the St. Paul Daily News.

Victor Harris has been shifted from the copy desk of the St. Paul Dispatch to that of the Pioneer Press, acting also as assistant city editor.

George Daws has transferred his allegiance from the Minneapolis Tribune to the St. Paul Daily News, doing assignments for the latter paper.

R. R. Bennett has left the police run of the St. Paul Dispatch for the copy desk.

Martin P. Kelly, erstwhile reporter for the St. Paul Dispatch-Pioneer Press, has returned from overseas, where he "got" two Hun airplanes.

"Al" Evans, "star" reporter of the St. Paul Dispatch-Pioneer Press, has re-

"THE Idylls and Sagas and the Iliads have been woven about men of his mould. We may surely expect to see developed a Roosevelt legend, a body of tales that will exalt the physical power and endurance of the man and the boldness of his spirit, his robust capacity for blunt speech and his hearty comradeship, his live interest in all things living—these will make our boys for the long future proud that they are of his race and his country."—**Franklin K. Lane.**

turned from a tour of North Dakota and is furnishing his papers a series of articles on the Nonpartisan League and its theories.

Allan Dawson, for sixteen years with the New York Globe and at one time editor of the Des Moines Leader, has joined the New York Tribune's editorial staff.

Edward Smith, editor of the Winter-set Madsonian, is a distinguished member of the Iowa Legislature this year and has presented a number of bills for passage.

Donald H. Lemley of the Melrose Record was the youngest editor in attendance at the Iowa Press Association convention in Des Moines. He is 24 years old and published his first edition two weeks ago.

Sumner Ballard, for thirty-one years insurance editor of the New Journal of Commerce, will retire this month to devote his whole attention to fire insurance business interests.

IN THE BUSINESS OFFICE

Herbert L. Bridgman, publisher of the Brooklyn Standard-Union has been elected an honorary fellow of the American Museum of Natural History "in special acknowledgment of his contribution to the advancement of science and education through his writings."

F. E. Murray, who used to be advertising manager of the New Haven (Conn.) Register, is now advertising manager of Petroleum, Chicago.

Wallace M. Seudder, publisher of the Newark (N. J.) News, is at Camden, S. C., spending a six weeks' vacation.

Randall Sweeney has returned to the advertising department of the St. Paul Dispatch-Pioneer Press after service in the aviation corps. He was on his way to Siberia when the war ended.

Robert B. Liggett, formerly display advertising man for the St. Paul Dispatch-Pioneer Press, is now a Y. M. C. A. divisional director in France.

Frank Carroll, of the Detroit Saturday Night's advertising staff, has been cited for bravery while serving the Hospital Corps in France.

Willis F. Britt has been promoted to mechanical superintendent and assistant business manager of the Richmond (Va.) Journal.

E. L. Moore, for fifteen years in the advertising department of the Cleveland Plain Dealer, has been elected secretary-treasurer of the Art Metal Manufacturing Company, Cleveland.

L. H. Mayne, publisher of the Emmetsburg Reporter, is spending the winter in Des Moines as a member of the Iowa Legislature.

WITH THE AD FOLKS

William E. Bishop, back from France, is now associated with MacIay & Mulhally, New York, in charge of the art

He was formerly with the Chicago Inter-Ocean, Mobile Item, and Memphis News-Scimitar.

W. O. Woodward has resumed direction of the Woodward Company, New York, on discharge from the army.

C. M. Bradbury has been made manager of the Criterion Advertising Company, New York, on being released from the naval service.

Sergt. Samuel McWilliams is back in his old job as assistant space buyer for Mallory, Mitchell & Faust, Chicago.

Otto T. Boggs is the new advertising manager of the Campbell Glass & Paint Company, St. Louis.

James T. Blue has left the Chicago Tribune merchandising service department to go with the New York Globe.

C. H. Fleming is in charge of the copy department of Ben J. Sweetland, New York.

Neal Ivy, W. E. Hosac, Norman Johnston, J. A. Watson, and J. M. Simpson are new additions to the forces of N. W. Ayer & Son, Philadelphia.

Henry J. Stephens, formerly with the J. Roland Kay Agency, Chicago, has returned from army service overseas and is now with the sales department of the Diamond Rubber Company, Chicago.

Mrs. Florence M. Madden is a new addition to the George Batten Company's New York staff.

Lieut. Frank K. Hall, Herbert R. Schaeffer, and Albert H. Black have resumed their duties with the Martin V. Kelly Company, Toledo and New York. Sergt. Halford R. McNaughton, late assistant advertising manager of the Champion Spark Plug Company, is now publicity man for the Kelly agency.

Richard B. Franken has taken charge of the statistical and research department of Street & Finney, New York.

Lampman Heads Chicago Ad Club

Clinton P. Lampman, of the Export Publisher, is the new president of the Advertising Association, of Chicago, having been elected without opposition. With him as vice-presidents are Dana H. Howard, Robert W. Sullivan and Warren J. Wright. The new treasurer is C. G. Alexander; financial secretary, C. P. Evans; recording secretary, G. W. Robnett.

The San Antonio Express Has Renewed Its Contract for the Haskin Service for Another Year.

N. A. C. E. TO CONVENE MAY 17-18

Arrangements Announced by President Steen—Promises to Be Most Representative Meeting of Working Newspapermen Ever Held in U. S.

By CLYDE P. STEEN,
President National Association of City Editors.

Arrangements have been completed for the annual convention of the National Association of City Editors to be held at Chicago, May 17 and 18, with headquarters at the Hotel Congress. From all indications more than five hundred newspapermen will attend.

This will be the most representative meeting of working newspapermen ever held in the United States. Delegates are assured from every State in the Union. Illinois will send not less than one hundred. The Ohio, Indiana, Pennsylvania, New York and Wisconsin State branches of the national organization will be represented by delegations. Texas and Oklahoma promise strong representation.

The committee of arrangements consists of R. D. Hebb, Chicago, chairman; Clare Berger, Warren (Pa.) Mirror; Fred N. Schermerhorn, Detroit Times; L. R. Blackman, Moine (Ill.) Dispatch, and A. A. Hoopingarner, Omaha Bee. This committee will meet in Chicago within the next two weeks to make final arrangements.

Prominent Men on Programme

Speakers who have already signified their intention of being present and participating in the programme include: Frank P. Glass, Birmingham News; A. W. Ogden, Knoxville Sentinel; William E. Lewis, editor New York Morning Telegraph; William Marion Reedy, St. Louis Mirror; Willard G. Bleyer, dean Department of Journalism, University of Wisconsin; E. W. Howe, publisher Atchison Globe; Warren G. Harding, United States Senator from Ohio and publisher Marion Star; James M. Cox, Governor of Ohio and publisher of the Dayton News and Springfield News; Roy L. McCardell, New York World; Irvin Cobb, humorist and author; George Creel, former chairman Committee on Public Information; Strickland Gillilan, famous humorist and writer, and James Schermerhorn, publisher the Detroit Times.

As a special feature the Indianapolis News Newsboys' Band will participate in the programme. This band was a great hit at the second annual convention in Indianapolis last year.

The Chicago Association of Commerce will tender the visiting newspapermen a luncheon on Saturday, May 17. This will formally open the convention. On the same evening the annual banquet will be held. A number of surprises are planned, including a Gridiron pro-

gramme, which will be furnished by the Chicago Press Club. A number of the speakers will appear upon the Sunday programme, but the greater part of this day will be given over to visiting and shop talk.

President to Tour Middle West

A consistent campaign of convention publicity is to start at once from the New York headquarters, 13 to 25 Park Row, where information can be gained by any newspapermen at any time.

The president will leave next week for a tour of the Middle West, in which he will do advance work for the convention.

In each of the cities Mr. Steen will deliver talks explaining the possibilities of the coming convention and the work in general of the association, particularly the vigorous campaign against the Bolsheviks which the national organization is taking up.

Mr. Steen will visit Cleveland, Indianapolis, St. Paul, Minneapolis, Milwaukee, Chicago, St. Louis, Omaha, Kansas City, Louisville, Cincinnati, Pittsburgh, and Philadelphia.

Definite itinerary will be announced within a few days.

LAST OF MYERS BROTHERS DEAD

Published Tiffin Daily Advertiser for Half a Century

Edmund S. Myers, the last of the three brothers who for half a century published the Tiffin (Ohio) Advertiser, is dead at the age of seventy-eight years.

A native of Maryland, he went in boyhood in Ohio. In early manhood, 1864, he went overland to Boise City as a gold hunter, but meeting with little success returned a year and a half later and with his brother, John M. Myers, bought the Advertiser. Later E. Bruce Myers was admitted to the partnership. In 1884 they sold a two-thirds interest to the late L. A. Brunner, long a noted figure in Ohio Democratic affairs, but four years later they bought the interest back and continued the publication. Both John M. and Bruce Myers died in 1909.

OBITUARY NOTES

WILLIAM W. AUSTIN, of the Exporters and Importers Journal, died in New York February 8, aged seventy-two years. He was a former Times and Sun man and had worked with Mark Twain in Virginia City, Nev.

J. FORD TILTON, editorial auditor of the New York Times, died February 9 of pneumonia.

NATHANIEL S. STRONGE, thirty-eight years old, former member of the Albany (N. Y.) Knickerbocker Press staff and known in newspaper circles of New York, Philadelphia and Chicago, died February 6.

EDGAR H. TOMLINSON, founder and publisher of the Morristown (N. J.) Daily Record and former president of the National Editorial Association, is dead, aged fifty-two years. He was one of the best known country newspaper editors in the country.

RUDOLPH WAGNER, formerly connected with the California Democrat, of Los Angeles, died January 28 from influenza, aged thirty years.

HORACE EVERETT, publisher of the Old Farmers' Almanac, died in Boston from pneumonia January 27.

J. C. SHEPHERD, editor of the Latta (S. C.) Observer, is dead, aged thirty-three years.

SYLVESTER M. TAYLOR, editor of the Ellenville (N. Y.) Journal, is dead at the age of eighty-four years.

RONALD F. DAVIS, of the Butterick Company's advertising department, died in New York January 27 from influenza.

Mrs. LOUISE GLENN MCINTYRE, at one time religious editor of the New York Herald, and wife of George K. McIntyre, a newspaperman, died in New York February 7.

SIDNEY DICKINSON, a newspaper correspondent, was killed by a car February 7 in Oberlin, Ohio. He was 68 years old.

JOSEPH CLEER, formerly with the Pittsburgh Gazette-Times, died recently, aged 67 years.

Camp Knox News to Be Retained

The Camp Knox News, Stithon, Ky., probably will become a permanent institution because of the Government's decision to continue the artillery firing centre at the Kentucky camp. J. X. Cohen is the editor and the paper is being generously supported by Louisville advertisers.

Editor & Publisher's SERVICE VALUE TO SPACE BUYERS



620 CHESTNUT ST.,
Jr. Lens Bldg.
Jan. 29, 1919.

Editor & Publisher,
New York.

Gentlemen:

We find your Daily & Sunday Circulation Data and advertising rates of 2000 newspapers of the greatest value; but of still greater value we find your Circulation and Advertising Rates of newspapers summarized by states.

We have often let a possible client go without taking a great effort to land him when he has asked us to estimate the cost of an ad to appear in all the Sunday or Daily papers of certain states. There was always the certainty of a big task in making the estimate and the uncertainty of getting the business and that deterred us in many cases from making the estimate unless we were sure the advertiser really meant business.

Now that is all changed for us. We can give him the estimate required in "two shakes of a sheep's tail" thanks to your advertising summary by states.

For this you have our eternal thanks.

Cordially yours,

Cope Advertising Agency,

Will Cope
Manager.

\$50,000 for Circulation Building

There is a Million Population in a radius of five miles from The Newark Ledger office. The Ledger has arranged to spend \$50,000 for sound circulation building on The Evening Ledger exclusively during the year 1919.

Have you a plan? Are you a sound promoter? Are you a real circulation manager? Do you realize that salesmanship is 90% of the battle in getting newspaper circulation?

L. T. RUSSELL, Publisher NEWARK, N. J.

The features referred to in Mr. Cope's letter have been generally recognized as among the most valuable helps to National advertisers and space buyers ever provided by a trade journal.

URGES EDITORIALS TO SUPPORT ADS CARRIED BY NEWSPAPERS

Head of Associated Advertising Clubs Says There Should Be More Talk About Force of Publicity—C. H. J. Mitchell Heads the Iowa Press Association

"I BELIEVE that the 'bigger' editorial should talk about the force of advertising," declared William C. D'Arcy, president of the Associated Advertising Clubs of the World, in the principal address before the annual convention of the Iowa Press Association in Des Moines last Saturday.

"Advertising is its own justification," Mr. D'Arcy declared. "I don't mean that you should give the advertisers space in the news and editorial columns, but you should give advertising your moral support. If you sell part of your pages to advertisers you should stand back of them and look over your advertising columns with as critical an eye as you do your editorials."

New State Advertising Laws Wanted

The association met in the hall of the new Des Moines Register and Leader Building and was the guest of the Greater Des Moines Commercial Club.

C. H. J. Mitchell, of the Storm Lake Pilot-Tribune, was elected president, with the following associate officers: Vice-president, E. J. Feuling, of the New Hampton Tribune; secretary, O. E. Hull, of the Leon Reporter; treasurer, H. E. Moffett, of the Eldora Herald; director for two years, E. P. Harrison, of the Oakland Acorn; director for three years, Senator Ed Smith, of Winterset.

Legislative Body Named

A Legislative Committee was named by G. L. Caswell, the field secretary of the organization, to make suggestions for new laws to govern official newspaper advertising. P. B. Brown, of Harlan; T. W. Purcell, of Hampton, and W. P. Wortman, the retiring president, were chosen.

During a round table discussion of this form of advertising it was the consensus of opinion that the present State laws on the subject were obsolete and that the advertising at present was a decidedly losing proposition.

W. P. Wortman, speaking of the quantities of Government advertising which the newspapers of the country had carried free of charge during the war, declared that "if it is right to pay for billboards and posters, it is right to pay for display advertising."

R. M. Lampman, of the Grand Junction Globe, said: "The paper wasted in Washington, D. C., every day during the war would run fifty weeklies for a year."

Prof. C. F. Kurtz, of the State University of Iowa, spoke on "Salesmanship and the Newspaper" and said: "The newspapers should lead in a campaign for publicity for sound business education, in a campaign for trade extension, and for a programme of constructive town building."

Higher Prices Necessary

That prices for country weeklies should come up and will come, regardless of the end of the war, was the conclusion drawn by H. R. O'Brien, head of the journalism department of Ames, as the result of a questionnaire concerning newspaper conditions in Iowa. "At present such papers are not getting enough," Mr. O'Brien declared.

"I think it has been the experience of practically every newspaper publisher in the State," retiring President Wortman said, "that women can fill the places formerly held by men with equal or superior ability. This is especially true in the business end, although I do not discount the women as news gatherers."

Capt. Paul Perigord of the French High Commission was the chief speaker at the annual dinner. He refuted many

stories which have circulated recently and which have threatened to jeopardize the brotherly relations that have existed for more than a century between France and America.

TOLEDO CITY EDITOR CALLED FOR SERVICE BY GOVERNMENT



BEN B. HOOVER

Ben B. Hoover, assistant city editor of the Toledo Blade, has been summoned to Washington by the Department of Labor, Working Conditions Service, to direct a programme of national educational publicity on health measures in industry. He will also be chief of the edits and reviews section of the division of industrial hygiene and medicine.

Mr. Hoover has been a newspaper man thirteen years. During the summer of 1916 and the winter of 1917-18 he served as military correspondent of the Toledo Blade, Cleveland Leader and Cleveland News in army camps.

Booklet Tells About Omaha

The Omaha World-Herald has compiled a booklet of information about Omaha and its territory, and incidentally information about itself, for the use of advertising agencies. A map shows Omaha and the 40-mile territory surrounding, with a summary of towns and their industries.

Ernest C. Van Dyke has left the Wall Street Journal to handle the security department of Knauth, Nachod & Kuhne, New York.

Iowa

Over 600,000 Savings Bank Depositors and Over 600,000 daily newspaper circulation.

You can publish the news about your goods in every one of the 52 English language daily newspapers in Iowa to the extent of five full pages of advertising for about 3½ cents per habitant family.

It would cost more to mail them one letter and Iowa has the largest list of high powered mail order buyers in proportion to its population. They mostly live adjacent, rural to the seventeen cities that manufacture 76% of what Iowa makes and can be REACHED by the dailies.

As a beginning, start your advertising in this select list:

	Circulation	Rate for 5,000 lines.
Boone News-Republican (E)	3,795	.0121
Burlington Hawkeye (M)	11,385	.025
Burlington Hawkeye (S)	12,648	.025
Clinton Herald (E)	7,827	.02
Council Bluffs Nonpareil (E & S)	16,645	.03
Davenport Times (E)	25,927	.05
Des Moines Capital (E)	64,552	.08
Des Moines Register & Tribune (M & E)	118,180	.14
Des Moines Sunday Register (S)	68,861	.12
Dubuque Telegraph-Herald (M & E)	16,933	.04
Dubuque Telegraph-Herald (S)	16,103	.04
Fort Dodge Messenger & Chronicle (E)	9,711	.025
After July 1st, 1919, rate 3c. per line.		
Marshalltown Times-Republican (E)	14,000	.0215
Mason City Globe-Gazette-Times (E)	9,428	.02
After April 1st, 1919, rate 3c. per line.		
Muscatine Journal & News-Tribune (E)	8,298	.02
Ottumwa Courier (E)	13,530	.025
Sioux City Tribune (E)	51,342	.07
After March 1, 1919, rate will be 8c. flat.		
Waterloo Courier (E)	14,898	.03
Government Statements, 6 months' period, Oct. 1st, 1918.		

AD AGENCIES MUST MEASURE UP TO HIGHEST ETHICAL STANDARDS

New Reconstruction Obligations to Advertiser, Publisher and Public Accepted by Southerners at Louisville Conference—James O'Shaughnessy Principal Speaker

(BY OUR OWN CORRESPONDENT.)

LOUISVILLE, Ky., February 9.

THIS city last week entertained the most notable gathering of advertising men in many years when representatives of leading Southern agencies met in joint conference with local publishers to thresh out questions concerning rates and unfair competition. The occasion was the meeting of the Southern Council of the American Association of Advertising Agencies.

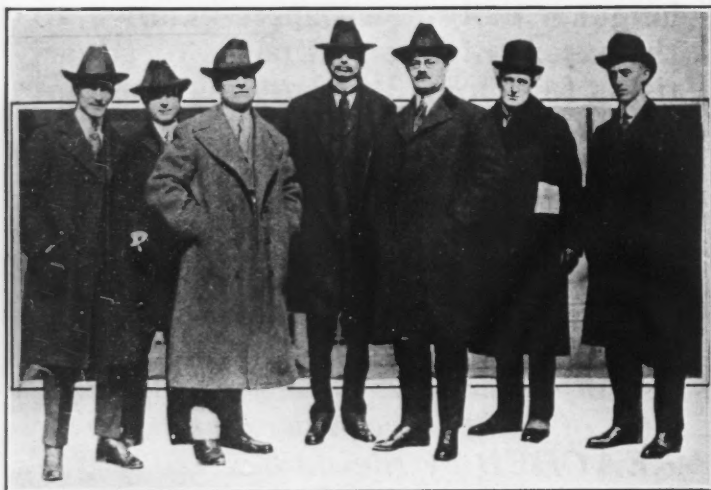
"How Best to Serve the Public" was the general theme of the conference, after which James O'Shaughnessy, of New York, executive secretary for the national body, declared:

Agencies Must Observe Obligations

"Although we finished out discussions in one day I am personally satisfied great good has been accomplished, not only for Louisville, but for every city where publishers are served by the agencies represented at this meeting. There is a better understanding now of the mighty task of reconstruction and the giant part that advertising must

tion lack the strength and facilities of the organized bodies and are unable to produce goods of any substantial merit."

Mr. Thomas insisted that the time had come for advertising advertising throughout all of the Southland, so that merchant and manufacturer alike can recognize the good from the bad and above all be convinced of the desira-



ADVERTISING AGENCY CONFERENCEES IN LOUISVILLE

Those in the group, from left to right, are: W. R. Massengale, L. D. Wallace, James O'Shaughnessy, Jefferson Thomas, Thomas E. Basham, W. G. Bryan, publisher of the Atlanta Georgian, and J. M. Cecil.

and will play in the ushering in of the new order.

"The agency, as a medium, is beginning to understand that it must measure up to the highest ethical standards in serving the advertiser, the publisher and the public. Unless it meets these three obligations in a big way and in the right way it cannot properly be said the agency is even serving itself."

This was the burden of Mr. O'Shaughnessy's address to the conference. That his views were shared and shared heartily by agency representatives and publishers alike found proof in the outspoken endorsement of his hearers.

Destructive Competition

Jefferson Thomas of Jacksonville, Fla., who is president of the council, urged the improvement of advertising practices, calling attention to the havoc being wrought by unorganized agencies which persist in selling newspaper space at less than actual cost, simply as a competitive measure.

"Advertisers," declared Mr. Thomas, "must be taught that this kind of advertising is little better than no advertising, because the agencies in ques-

tion lack the strength and facilities of the organized bodies and are unable to produce goods of any substantial merit. He spoke right out in meeting, he said, because he felt at home.

Those Present

Those present at the executive meeting later held by the council included: Jefferson Thomas, president and general manager Thomas Advertising Service, Jacksonville, Fla., and president of the council; James O'Shaughnessy of New York, executive secretary and director of the American Association of Advertising Agencies; Thomas Basham of Louisville, vice-president of the Southern Council; Henry Lee Staples, Richmond, Va., secretary-treasurer; W. R. Massengale, Atlanta; S. O. Landry, New Orleans; E. E. Dallis, Atlanta; John Cecil, Richmond, Va., and W. G. Bryan, of Atlanta, chairman of the Advertising Committee of the Southern Newspaper Publishers' Association.

Mr. O'Shaughnessy was the principal speaker at the conference. He was introduced by Mr. Thomas, who spoke briefly, but who was applauded enthusiastically when he gave voice to this statement:

"It is well for all of us advertising men to remember that service is the beginning and the end of all we do—that in the proportion that we serve our clients we serve ourselves. Back of all is the determination to serve our clients, because we know when we attend this task faithfully and conscientiously, we are serving the American public, the ultimate consumer."

Mr. Thomas was introduced by Robert E. Hughes, general business manager of the Louisville Courier Journal and Louisville Times.

Welcomed by Rotary Club

Publishers and advertising men met at the Hotel Seelbach. The morning business session was followed by members of the council adjourning to the Watterson Hotel, where the visitors were accorded a warm welcome by the Rotary Club, which was in session there.

At this meeting Mr. O'Shaughnessy further distinguished himself in a happy extemporaneous speech, detailing the power for good in worthwhile advertising and showed how by advertising the nation had been weided into an irresistible unit which the foe could not withstand. "Now back to business," said the speaker. "You have the key to success. Advertising is the very life-blood of business. If you tell me how much printer's ink you use and how you use it I will tell you the measure of progress and prosperity you are entitled to."

1918 AD TOTALS CORRECTED

Buffalo Times and Cincinnati Post Claim Evening Post Made Errors

The publishers of two newspapers have asked EDITOR & PUBLISHER to correct their 1918 advertising totals printed in the issue of February 1, as compiled by the New York Evening Post's statistical bureau.

Norman E. Mack, publisher of the Buffalo Times, says: "The Times gained 18,158 lines over 1917, instead of having lost 106,774 lines."

M. Levy, business manager of the Cincinnati Post, says an error was made by the Evening Post Bureau in not noting that his paper is only a six-day publication, having no Sunday edition. This placed the Post at a disadvantage in comparison with its evening contemporary, the Times-Star.

Elect Directors of Troy Record

The Troy (N. Y.) Record stockholders have elected the following directors: Henry S. Ludlow, David B. Plum, Arthur G. Sherry, Joseph A. Leggett, Edgar H. Betts, Dwight Marvin and Walter R. Bush.

Suedhoff Starts Ad Agency

Carl J. Suedhoff, for more than four years advertising manager of the Fort Wayne (Ind.) Journal-Gazette, has started an advertising agency, with office in the Shoaff Building, Fort Wayne.

Twelve things
to Remember

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

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING—
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
251-253 WILLIAM ST. - - NEW YORK CITY
PHONES: - - 1637 WORTH
1638

SERIOUS LOSSES TO NEWSPAPERS CAUSED BY BAD MAIL SERVICE

Delayed Deliveries to Agents and Dealers a Double Loss to Publishers—EDITOR & PUBLISHER Presents Further Complaints and Comments to Mr. Burleson.

FROM the matter and tone of a majority of the letters from publishers which have been received within the past week, bearing on the deficiencies of the second-class mail service, it would seem that the limit of patience had been almost reached.

Read in connection with the half a hundred letters summarized in **EDITOR & PUBLISHER** last week it will be noted how general is the complaint from subscribers of deliveries of papers being "bunched." One may readily understand how difficult it is made for the circulator to hold subscribers when he cannot promise prompt delivery of his papers.

Early Improvement Hoped For by Publishers

With the elimination of labor shortage through the rapid demobilization of our soldiers it is confidently expected that the Railway Mail Service will be restored to more than its former efficiency. This will require the employment of many more men, and the easing of working conditions for those engaged in this arduous service. The need is so vital that no time should be lost. Digests of the letters which are summarized here have been submitted for the consideration of Postmaster-General Burleson.

S. E. Thomason, business manager Chicago Tribune:

"The inefficiency of the railway mail services is not primarily due to the war, but rather to the policy of the present postal administration. In the past few years there has been a steady decrease in the number of mail cars operated and of the railway mail clerks employed. Much of the distribution that used to be made in mail cars is now performed in terminal post offices, which are located at the railroad station in principal cities like Chicago, St. Paul, St. Louis, Kansas City, etc. Mail that gets in those terminals is almost always delayed.

"For instance, an investigation of some complaints of Northeast Canada discloses the fact that Canadian mail is not distributed in St. Paul train 55, as it used to be, but is turned over to the terminal in St. Paul for distribution. While it is being distributed the trains on which it should be carried from St. Paul are leaving. This mail ought to be distributed in train 55. However, so many mail clerks and cars have been taken from this line that it is not possible to do so.

"This is only one instance. There are dozens and probably hundreds of similar cases throughout the United States. To cut a long story short, we have got to have more mail clerks, more mail cars, and have mail cars operated on more trains before there is any chance of improvement."

W. W. Chapin, publisher Oakland (Cal.) Enquirer:

"Gravest inconveniences and losses have been caused by utter failure and breakdown of Post Office service. Has deeply touched our soldiers in Europe and their families at home. Failure especially felt in handling of second-class matter. It has always been supposed that our postal service was for the purpose of giving the people certain access to the sources of information, as furnished in newspapers, etc. This has

done more than anything else to reconcile taxpayers to deficits in the operations of the department, which have to be made up by direct appropriations from treasury. . . . Senator Hitchcock has said in the Senate that failure of the Post Office Department is due to wretched and miserable inefficiency. When will the people get the service for which they pay?"

J. W. Milligan, manager Bradford (Pa.) Era:

Complains of rural carrier service. Routes too long for daily deliveries. "Other troubles due to careless and inefficient help in pouching and routing mail, caused by low wages paid for such work. The whole department seems obsessed with the idea of showing a profit. To sacrifice service for dollars is contrary to the spirit of the American people."

C. B. Johnson, publisher Knoxville Sentinel:

"Constantly receiving complaints from subscribers that Sentinel is delivered to them in bunches of two and three. Monday's and Tuesday's papers may be delivered together on Wednesday. It frequently happens that subscriber complains that he never receives his paper. In our opinion the Government should put on a greater number of railway mail clerks in order that proper relief may be afforded the newspapers of the country."

T. M. Anderson, country circulator Baltimore Sun:

Trains will not wait for mail connections. Required to send all mail for Eastern shore points away from Baltimore four hours earlier than a passenger would have to leave to make same connection. Suggests: "When postal clerk falls, through carelessness, to deliver newsdealers' bundles he should be penalized to the extent of value of papers. As it is now we pay for transportation of papers and when they arrive late we do not charge newsdealers for them, so our loss is double."

D. Gilman, circulation department Missoula (Mon.) Missoulian:

"Principal difficulties due to carelessness of Railway Mail Service in handling outside mail. This is frequently carried by destination and brought back next day too late for sale or thrown off within a mile or two of station. Service so poor in this respect that we are shipping increasing number of papers by express, with much better results." Receives many complaints from advertisers and agents in East of non-receipt of papers for checking. Thinks extent

(Continued on Page 38.)

EDITOR & PUBLISHER

and its relation to

Advertising Agents

Men who do business with the newspapers must, as a matter of simple business policy, keep INFORMED about them. The space buyer for a National Advertiser should be familiar with all that is happening in the newspaper field. He should know rates and circulations, of course. That is fundamental information. But he should also keep in touch with changing VALUES in mediums in various fields—should know what newspapers are forging ahead in their communities, and why.

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

AMONG THE REGULAR SUBSCRIBERS TO EDITOR & PUBLISHER ARE SUCH MEN AS:

- | | |
|---|---|
| Cope Advertising Agency,
Will C. Cope,
620 Chestnut St.,
St. Louis, Mo. | Rowland Advertising Agency, Inc.,
1790 Broadway,
New York City. |
| Klau-Van Pietersom-Dunlap, Inc., Adv. Agency,
131 2nd Street,
Milwaukee, Wis. | Economy Service Co., Advertising Service,
231 West 39th St.,
New York City. |
| Hammel & McDermott, Advertising Agency
Hurne-Mansur Bldg.,
Indianapolis, Ind. | D. J. Hinman, Space Buyer,
W. A. Patterson Co., Inc.,
1 Madison Ave.,
New York City. |
| Victor C. Breyspraak Co., Adv. Agency,
Victor C. Breyspraak, Vice-Pres.,
109 N. Dearborn St.,
Chicago, Ill. | Mears Advertising, Inc.,
Attention of Mr. S. W. Gibson,
461 Eighth Avenue,
New York City. |
| B. K. Burns, Adv. Agency, Owner,
704 Merrie Bldg.,
Milwaukee, Wis. | H. C. Goodwin, Inc.,
H. C. Goodwin, Pres.,
75 State Street,
Rochester, N. Y. |
| O'Malley Adv. and Selling Co.,
Chas. J. O'Malley,
294 Washington St.,
Boston, Mass. | Morton Adv. Service,
J. W. Morton, Jr.,
23 Irving Place,
New York City. |
| Buckley, Dement & Co., Adv. Agency,
632 Sherman St.,
Chicago, Ill. | J. L. Wertheim, Adv. Agency,
14 Ave. A,
New York City, New York. |
| Birch-Field & Co., Inc., Adv. Agency,
W. L. Birch, Field,
110 West 40th St.,
New York City. | M. P. Gould, Adv. Agency,
60 West 35th St.,
New York City. |
| The Fralley Advertising Agency,
Youngstown, O. | Peterson & Dean, Adv. Agency,
427 Michigan Trust Bldg.,
Grand Rapids, Mich. |
| Jacobs & Co., Advertising Agency,
10-12-14 Carolina Ave.,
Clinton, S. C. | The Manternach Co.,
74 Union Place,
Hartford, Conn. |
| Van Patten, Inc., Advertising Agency,
50 East 42nd St.,
New York City. | Simmonds & Simmonds,
422 S. Dearborn St.,
Chicago, Ill. |
| Smith, Denne & Moore, Ltd.,
A. J. Denne,
1007 Lumsden Bldg.,
Toronto, Canada. | Barton & Durstine Co.,
25 West 45th Street,
New York City. |

The above and previously published names, and hundreds of other men who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them in planning campaigns.

If there is anything they ought to know NOW about YOUR NEWSPAPER, get your message to them through EDITOR & PUBLISHER.

of such complaints indicates serious loss of second-hand mail in transit.

G. C. Gardner, circulation manager Ft. Worth (Tex.) Record:

Complaints from carriers and agents that bundles sent by outside mail were carried by or did not arrive until next day. Thinks inexperienced men in Railway Mail Service may be responsible. On Sunday no clerk at local Post Office to weigh mail until after 4 A. M., which makes it necessary to send sacks to office about two hours ahead of leaving time of trains. Train service out of Fort Worth not good for morning papers. Trains leave either too early or too late.

Some Publishers Who Are Pleased

E. F. Parmelee, business manager of the San Diego (Cal.) Union, says that conditions are not any worse than they were before the war, and that, while there are complaints, he frequently finds that the fault was in careless work in his own mailing department.

Charles M. Schofield, circulation manager, Worcester Gazette, having small mailing list is experiencing no trouble with the service.

L. R. Wheeler, vice-president Portland (Ore.) Telegram Publishing Company, says: "So far as the Telegram is concerned the service is all that could be expected. We had serious cause for complaint about a year ago and voiced it in no uncertain terms. Whether this had anything to do with the improvements we do not pretend to say. At any rate we have no complaints to make at present."

SHOULD KNOW COSTS OF PRODUCTION

New England Newspaper Alliance Hears Fact Impressed by Walter Savory at Boston Meeting—Colby Elected Secretary—Major Knox Home

(By Our Own Correspondent.)

BOSTON, February 12.—Walter H. Savory, general sales manager of the Mergenthaler Linotype Company, New York, gave a highly interesting and instructive talk before the New England Publishers' Alliance at the Copley-Plaza Hotel, Boston, to-day, on the cost involved in producing an inch of newspaper space. The meeting was attended by publishers from Lewiston, Portland, Manchester, Providence, Haverhill, Lowell, Lawrence, Fall River, and Worcester. George F. Booth, publisher of the Worcester Gazette, presided.

Mr. Savory laid emphasis on the importance of becoming familiar with costs of production. This, he said, is an important factor, often neglected, which is more essential now than ever before because of the conditions existing in the trade. Advertising rates, he declared, should be based on the cost of

production in order to assure a proper revenue.

A particular welcome awaited Mr. Savory at the New England meeting because of his former affiliation with the publishers of that district in his capacity as a New Hampshire publisher. In the course of his talk he paid a particularly fine tribute to James Kerney, editor of the Trenton (N. J.) Times, who has just returned from France, where he was in charge of the United States propaganda work in Europe, with headquarters at Paris. Much credit is due Mr. Kerney, the speaker said, for breaking down the morale of the enemy forces.

Few One-Cent Papers Left

The talk by Mr. Savory occupied an hour and a half, after which the meeting devoted an hour to a discussion of the newspaper situation as it affects the individual publishers in New England.

There are still a few newspapers in the New England district holding to one cent. This subject was taken up at length and the opinion expressed that these papers must either increase their sales price or adjust their advertising rates to a scale which will cover the loss in sales revenues.

During the business session Kimball G. Colby, publisher of the Lawrence (Mass.) Telegram, was elected secretary of the alliance to succeed Archibald McNeil, jr., formerly of the Bridgeport Post-Telegram, who has retired for the time being from the publishing business and is now wintering at Palm Beach, Fla.

Announcement was also made that Major Frank Knox, publisher of the Manchester (N. H.) Union-Leader, and who has been in France since the early part of the war, is due home any day.

Pershing Sends 100 Best War Stories

"One Hundred Best Stories of the War" have been cabled to Secretary Baker by General Pershing and turned over to the Liberty Loan Bureau for publication during the next loan campaign. Some of these will be used as newspaper advertisements, some as moving picture scenarios, and others in pamphlets for public speakers and school children.

The Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

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

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.

USE PINK MAILING TAGS FOR DAILIES

(Continued from Page 2)
handling and dispatching mail is short.

The suggestion of the department being in the interest of publishers as well as of the post office, you are requested to give the matter consideration and advise whether or not you will arrange to use labels of pink paper (not red), printed as described, for sacks of daily papers.

THOMAS G. PATTEN,
Postmaster.

Deliver Between 7 A. M. and 4 P. M.

"All publishers are not following the scheme," the post office official said. "Many of them persist in using other colors than pink. The result is the clerks have to hunt up each bag, instead of being able to spot the pink immediately and rush it through. If all publishers will use the official pink tag, they will help their own cases a great deal."

"The pink tag only applies to daily papers, but the weeklies, monthlies and other classes of second-class are not being neglected."

"All second-class mail is rushed out of the New York Post Office as fast as it is received. Naturally, weekly newspapers receive second attention and after them come the blue-tag publications (those issued less frequently than weeklies and which go by mail to the New York State line, thence by fast freight to the State of destination, and then by mail to subscribers)."

"There is no special marking for weeklies; their bags carry the customary manila label of contents, but if all publishers will deliver their mail to the post office between the hours of 7 A. M. and 4 P. M. they will see what our real service is. After 4 P. M. the rush be-

comes so heavy that congestion results and it is complicated as much as anything else by late second-class.

"Let the publishers work with us and delay will be eliminated. The New York Post Office is working out improvements all the time and very soon we will have a separate place for receiving weeklies."

"Coöperation by the publishers is the best remedy for the complaints."

PATTERSON IS EXECUTIVE EDITOR

The Toledo Blade, Detroit Journal and Newark Eagle-Star are row under the executive editorial direction of Grove H. Patterson, heretofore managing editor of the Toledo Blade. W. F. Hedrick has been promoted from State and make-up editor to managing editor of the Blade and M. R. Alexander moves up from telegraph editor to news editor.

Frank H. Ward is the new city editor succeeding Lucas J. Beecher, who is in South America investigating trade conditions. J. A. Darrimore and Lon Polk are new additions to the Blade city staff.

The wide influence which the Evening Herald exerts in the communities of Southern California, particularly in Los Angeles, carries with it a prestige indispensable to modern aggressive merchandising.

THE LOS ANGELES EVENING HERALD

Circulation 139,374 daily.

Eastern Representatives:

E. C. Trowbridge, G. Logan Payne,
347 Fifth Ave., 1233 Marquette Bldg.
New York. Chicago.

To Reach the Rich Trade of Kansas

Topeka Daily Capital

Sworn Government Report for six months ending October 1, 1918

36,204

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

Arthur Capper
Publisher

Member A. B. C.

We spend more than

\$500,000

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

Consider Clarksburg

WEST VIRGINIA

Population, 1918 estimate, 35,000. Located on the west fork of the Monongahela river on the main line of the Baltimore and Ohio railroad, with five converging divisions of that system; also five converging lines of Monongahela Valley Traction system. Center of a rich farming district and one of the greatest natural gas, oil and coal fields in the world. Extensive mining of coal in surrounding country, abundant gas and coal supply being two of the community's greatest assets.

The Clarksburg Telegram
Covers This Rich Field
TWO CENTS LINE FLAT

Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience. Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

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

We can increase your business—you want it increased.

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

BURRELLE

145 Lafayette St., New York City.
Established a Quarter of a Century.

AD FORCES ARE READY FOR VICTORY LOAN

Secretary of Treasury Accepts Aid From Agencies Association—Will Be Able to Use Machinery of C. P. I. Advertising Division

Secretary of the Treasury Glass has accepted an offer of the American Association of Advertising Agencies which will place its facilities at his disposal in selling the coming Victory Loan.

President William H. Johns, of the A. A. A., outlined his association's measure of aid in the following letter to Mr. Glass:

"It is my pleasure to report that we offer to you the services of the headquarters force and equipment of the American Association of Advertising Agencies, located in the Metropolitan Tower, New York, for this purpose.

"The method of procedure suggested is as follows:

Will Fill All Donated Space

"If Frank Wilson, director of the publicity branch of the Treasury Department, will request from all those publications of national circulation which contributed space to the Division of Advertising, their contributions of advertising space for the purposes of the advancement of the Fifth Liberty Loan, we will assume through the members of our association to provide (subject to your approval) the necessary copy and illustrations to fill this space; we will provide the plates and typesetting and see to the proper and timely forwarding of this service to the various publications in order that the proper issues before the date of the loan may be properly secured.

"We have already furnished Mr. Wilson the list of publications that contributed space to the previous Liberty Loans through the Division of Advertising. He will have no difficulty therefore in immediately circularizing them to the end of securing their further donations.

Must Have Franking Privilege

"We should require from you the franking privilege for the necessary correspondence and shipments of plates, etc., due to the development of the work.

"As with the Division of Advertising, it would be required that the Treasury Department pay the expense involved in the preparation of plates, typesetting and other mechanical charges; and also reimburse us for the expense of any additional clerical help or office space that might be temporarily required in the campaign.

"It is understood, of course, that all executive direction and expert counsel, advice and writing would be patriotically contributed as before. I am pleased to advise you that Mr. Hope and Mr. Le Bair, who conducted all the previous detail work of the Division of Advertising, have again volunteered for this service in the fifth drive.

"I may also add that all the members of the American Association of Advertising Agencies, in addition to their constructive work along the lines indicated above, will continue as heretofore to give their earnest support to the advertising division associated with your twelve Federal Reserve district committees.

"The great amount of work done by these firms associated in this organization along these lines must not be, and has not been, underestimated by the Treasury Department's officials in the past. I am in a position to pledge you this continued support.

It is my hope that this plan of pro-

cedure as outlined here will meet with the approval of yourself and your associates, and we await your command in the matter."

Business Publishers Elect

The New York Business Publishers Association's editorial conference has elected V. E. Carrol, Textile World, chairman, and E. H. Darville, Hardware Age, secretary, for the ensuing year.

War Killed 100 Oklahoma Papers

Oklahoma newspapers suffered heavy war casualties. According to the journalism department of the University of Oklahoma, within the past two years approximately 100 papers suspended publication or merged with others.

Bridgeport in PEACE and WAR

Connecticut's Greatest Manufacturing City. Peace Products known the world over are made

in Bridgeport

Columbia Graphophones, Singer Sewing Machines, Warner Brothers Corsets, Weed Tire Chains and many others will keep Bridgeport's workmen busy.

The STANDARD TELEGRAM and POST

Cover the field like snow. FOREIGN REPRESENTATIVES The Julius Mathews Special Agency. BOSTON NEW YORK CHICAGO

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

LYNN TELEGRAM-NEWS

Largest Circulation in Lynn.

Most Up-to-date Daily in Eastern Massachusetts.

Member of Audit Bureau of Circulations.

LYNN TELEGRAM-NEWS

LYNN, MASS.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

State Helps Burned Out Publishers

The Minnesota Legislature has come to the rescue of newspapers burned out in October forest fires in the northern part of the State, when a thousand lives were lost. The owners of many of these papers have not been able to replace their equipment. A law has been passed legalizing the publication of such newspapers and permitting printing at other than former points of publication, providing they are mailed from the home post office.

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA
Huntingham NEWS
Average circulation for June, 1918, Daily, 48,398; Sunday, 53,795. Printed 2,865,884 lines more advertising in its nearest competitor in 1917.

CALIFORNIA
Los Angeles EXAMINER
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

GEORGIA
Atlanta DAILY GEORGIAN AND SUNDAY AMERICAN
Circulation daily, 62,537; Sunday, 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.

ILLINOIS
Joliet HERALD-NEWS
Circulation, 18,100.

IOWA
Des Moines. SUCCESSFUL FARMING
More than 800,000 circulation guaranteed and proved, or no pay. Member Audit Bureau of Circulations.

LOUISIANA
New Orleans TIMES PICAYUNE
MINNESOTA
Minneapolis TRIBUNE
Morning and Evening.

MONTANA
Butte MINER
Average daily, 14,905; Sunday, 23,070, for 6 months ending April 1, 1918.

MISSOURI
St. Louis POST-DISPATCH
Daily Evening and Sunday Morning.
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section.

The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city.

Circulation for entire year 1918:
Sunday average 353,177
Daily 189,796

NEW JERSEY
Asbury Park PRESS
Elizabeth JOURNAL
Paterson PRESS-GUARDIAN
Plainfield COURIER-NEWS

NEW YORK
Buffalo COURIER & ENQUIRER
New York City IL PROGRESSO ITALO-AMERICANO
New York City DAY
The National Jewish Daily that no general advertiser should overlook.

OHIO
Youngstown VINDICATOR
PENNSYLVANIA
Erie TIMES
Wilkes-Barre TIMES-LEADER
TENNESSEE
Nashville BANNER

TEXAS
Houston CHRONICLE
The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.

VIRGINIA
Harrisonburg DAILY NEWS-RECORD
Largest circulation of any daily paper in the famous valley of Virginia.
WASHINGTON
Seattle POST-INTELLIGENCER

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue NEW YORK Lytton Building CHICAGO

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months
Ending Oct. 1, 1918
44,968 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

R. J. BIDWELL CO.
Pacific Coast Representative of
DAILY
NEWSPAPERS
SAN FRANCISCO OFFICE
of the
Editor & Publisher
742 Market Street
SAN FRANCISCO

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



The True News
—FIRST—
Always—Accurately
International News Service
World Bldg. New York

WASHINGTON TO OUST ALL BAD ACTORS

Standing Committee of Correspondents Will Call Meeting of Full Body to Search Out and Punish Offenders Against Ethics

WASHINGTON, February 13.—The suggestion made in EDITOR & PUBLISHER that definite steps be taken by the newspaper men in Washington to safeguard against future attacks on the body of correspondents has found favor in the press gallery.

A general meeting of all the correspondents is planned at the outset of the new Congress to discuss the situation.

It is intended to obtain a clear definition of the jurisdiction and the powers of the standing committee of correspondents and to outline in plain English to every man engaged in newspaper work in Washington the responsibilities resting on him from a professional standpoint and the restrictions imposed on his outside connections.

May Extend Jurisdiction

Every effort is to be made to secure a full representation of the working newspaper men and to thrash out all the questions which constantly are arising but which, in too many instances, are allowed to die from lack of interest.

Some of the correspondents are favorable to an extension of the jurisdiction of the standing committee to cover all phases of Washington work, so that there will be one body to which all men are accountable. It is proposed that the standing committee shall be vested with full powers to act in all matters affecting the correspondents. For example, if the confidence of the Secretary of State were violated in a manner reflecting on the men who attend his daily conferences and in such a way as to embarrass the State Department, the committee will call the offending correspondent before it for an explanation. If the answer is unsatisfactory, the man may be suspended from participation at the conferences, the period of suspension to be governed by the nature of the offence. There is another suggestion that in such cases the newspaper employing the offending correspondent shall be notified of the committee's action. Nothing would serve more to protect the scrupulous correspondents and to make every one more cautious in what he writes.

Another function proposed for the

standing committee, acting itself on through special representatives at the State, War, and Navy departments, preferably press association men who are there at every conference, is that of scrutinizing the attendance at the conferences. This would insure the presence at the highly confidential conferences only of working newspaper men in good standing.

Serious thought is being given to violation of releases on departmental "handouts." It has been found that some newspaper men have been guilty of numerous violations and that generally the offence occurred in connection with stories of important local value. There was considerable concern over this matter during the war, especially on advance releases by the Committee on Public Information, and many correspondents who were careful in the observance of publication dates were beaten badly when rivals broke releases.

The entire corps will be organized as a police force for the prevention of unethical practices and the reporting of any such practices to the committee for action.

The standing committee always has been careful to require that men obtaining admission to the press gallery were the "daily telegraphic correspondents" of the papers in whose behalf they sought admission, but men have obtained cards when their chief work was for publications other than those named in their applications.

WEST VIRGINIANS ORGANIZE

Group of Dailies Will Work to Develop National Advertising

The West Virginia Select List of Daily Newspapers has been organized to help develop national advertising for newspapers. The founders include the publishers of the Clarksburg Telegram, Fairmont West Virginian, Grafton Sentinel, Martinsburg Evening Journal, Morgantown Post, and Moundsville Echo.

J. J. Devine of Clarksburg is the general national advertising representative, while the MacQuoid Special Agency, New York, will represent the list in the East and A. Roy Keator, Chicago, in the West.

EDDIE'S NOT SO BIG PHYSICALLY, BUT STILL HE'S HEFTY



AUSTIN EDWARD CLARKSON.

THERE is a little fellow down in Texas, who, if he were greeted by his proper name, wouldn't recognize it, for everybody calls him "Eddie." His real name is A. E. Clarkson, secretary-treasurer of the progressive Houston (Tex.) Post.

Eddie's weight is only 116 pounds—with—and no one can accuse him of taking up unnecessary space which

might be more judiciously filled, for these 116 pounds represent a dynamic force that seems to have some hidden power that accumulates more energy as the present supply is being expended.

His height is practically in harmony with his weight, but even with this seeming handicap he commands a top position in the community life of Houston, where seventeen railroads meet the sea, for if there is anything happening in Houston "Eddie's" name is usually on one of the committees—simply because he has a knack of doing things, and right at the time when they need to be done.

This month is rather a milestone in his career. It marks his quarter century with the Houston Post, for his diary reveals the fact that just twenty-five years ago he hung his hat and coat up and proceeded to get busy, computing figures at the munificent salary in three figures, \$7.00 per. Today he is not only secretary-treasurer, but also a director in the company.

Eddie really hasn't any private life, for his time when not taken up by the Post, is divided between the Shriners, Rotary Club, Retail Merchants Credit Men's Association, and numerous other civic activities. If he has any time left he goes home.



NEW HOME OF
The Detroit News
LARGEST Weekday circulation
Sunday circulation
Advertising volume
IN MICHIGAN

Why Does
The Detroit Free Press

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper!

BECAUSE

The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

THE 1918 RECORD OF The Indianapolis News

ADVERTISING

Di play . . . 29,047.40 columns
Classified . . . 8,114.85 columns
Total . . . 37,162.25

Daily average columns, 118.72

CIRCULATION

Total net paid daily average 123,816
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday
CIRCULATION
IN PITTSBURG

Member A.B.C.

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

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
250 Fifth Avenue NEW YORK Lytton Building CHICAGO

RIPLEY is the best sport cartoonist in the world. His work is an exclusive feature of *The Associated Newspapers* and may be secured only by members.

Wire or write for membership rates and information on "the essential service."

The Associated Newspapers
170 Broadway New York

The Evening Star

Washington, D. C.

October, 106,330

Does not print a forenoon edition

Its paid circulation in Washington and suburbs is believed to be 2 1/4 or 3 times that of the corresponding edition of its afternoon contemporary in the same territory.

THE ELLIS SERVICE
Swarthmore, Pa.

Offering
- A "Different" Sunday School Lesson

Can You Write?

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

WILDER & BUELL

225 Fifth Avenue New York

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 something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertising 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.

High Power Advertising Man

1st Lt. F. A. released. Ten years' newspaper experience. Thru entire business office of one of largest dailies. Can systematize and supervise entire class or display departments. Good compositor. Sell contracts. Pre-war position advertising manager of largest daily in town of 40,000. Desire position of advertising manager, classified manager, or business manager in town not exceeding 50,000. Future entire consideration. Address A-602, care of Editor & Publisher.

Circulation Manager

Circulation Manager seeks change; nearly 20 years' practical experience morning and afternoon papers; expert in organizing and systematizing; an enthusiastic worker and result producer; best of references; want to hear from publisher who is not getting results and can offer a good proposition to a practical circulation manager who can increase the circulation of his paper and get the money for it. Address A 586, care of Editor & Publisher.

Editor

Position as managing, telegraph or city editor, strong editorial writer. Address W. J. Huske, 274 13th Ave., Columbus, Ohio.

Mr. Publisher:

Do you need a producing advertising man? Married, with six years' experience on small and large dailies. Am employed, but desire to connect myself with live daily, where opportunity in progressive organization, real merit and actual results produced will be rewarded by advancement in executive line as well as salary. Address A-601, care of Editor & Publisher.

Circulation Manager

Desiring immediate change, wishes to hear in general outline from newspaper interested in a man who is up on modern methods in all branches of circulation and thoroughly experienced in various kinds of territories. Address A-605, care of Editor & Publisher.

Advertising Manager-Solicitor

Advertising manager and solicitor wants an opening on a newspaper in a city possessing good educational advantages.

He is especially qualified along the lines of new account development, co-operative work with the foreign office, and the instruction of young solicitors.

Now advertising manager of the local and classified departments of one of the country's most successful newspapers and his employers will say that his has been a very considerable share in its development along safe, conservative, and profitable lines during the past twelve years.

Middle-aged, good appearance, perfect habits, well educated.

Mighty good reasons for the appearance of this advertisement.

Address A-596, care of Editor & Publisher.

Magazine Editor

Now that the war is over, I intend to resume my rightful place at not less than \$3,000 a year. What I have done is the best evidence of what I can do. At present in a minor position. Address A, 504, care Editor & Publisher.

Mailing Machine Man

Energetic young man desires a good position with some large paper in the southeast. Am an all round man and capable of doing anything in the mail room or galley room. Address A-604, care of Editor & Publisher.

Circulation Man

Circulation man, experienced on metropolitan dailies, in charge of country dealer and single mail departments, and with considerable city experience, desires change to better future; am now employed. My seven years have been spent on two (2) papers, each with country circulation in excess of 125,000. Want permanent place, where hard work and ability will count for advancement. First class references. Prefer Middle West, but will go anywhere in United States. Address A-606, care of Editor & Publisher.

HELP WANTED

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

EDITOR WANTED

A man of national reputation wanted as editor of a book publication. One whose name is well known to the general public and particularly so in New York. Address communications to M. N. A. A. S., care of Editor & Publisher.

Experienced Newspaper Man Classified or Display

WANTED — Experienced newspaper man to take charge of local end of daily afternoon newspaper in city of 18,000. Must possess experience. Address H. P. E., in care of Editor & Publisher.

MISCELLANEOUS

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

Wanted

Potter Casting Box, 21 inches by 7 columns. Must be in good condition. The Times, Raleigh, N. C.

SITUATIONS WANTED

Somewhere a Publisher

Needs a man of my experience. Nearly twenty years in circulation work and a thorough knowledge of practically every form of circulation promotion. Expert on office systems and collections, city carrier routes, State agencies and R. F. D. work. Family man, clean habits, clean record, best of references. Not a cheap man; expect to work hard and earn good salary. Now employed on nationally known newspaper in one of largest cities. At liberty March 1. Interview any time. Address A — 607, care of Editor & Publisher.

FOR SALE

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

Monthly Publication

Established over 20 years in Chicago. Only one in field. A splendid proposition. Good reason for selling. Price \$4,000. Will accept \$2,500 cash and take other property or give terms on balance. Strictly a square deal. Address A-603, care of Editor & Publisher.

Steam Table

With full equipment and gas burners. Also linotype metal pots and burners. The Times, Raleigh, N. C.

H. L. Pittock Left Property to His Children

Morden Will Remain Manager of Oregonian and Edgar B. Piper Editor, Until He Chooses to Retire

(By Wire to Editor & Publisher.)

PORTLAND, Ore., February 11.—Under the will of the late Henry L. Pittock, all of his extensive properties, including his stock in the Oregonian Publishing Company, of which he held two-thirds, is left in a trust fund for his children. The trust continues for twenty years and is to be administered by C. A. Morden, manager of the Oregonian, and O. L. Pricen, Mr. Pittock's attorney. The will stipulates that Mr. Morden is to remain as manager of the Oregonian and that Edgar B. Piper shall continue its editorial head until he shall become incapacitated or voluntarily resign.

The value of the estate is variously estimated from \$7,000,000 to \$12,000,000, but no appraisalment has been filed.

ASKS PRESS AID IN NEW LOAN

Absolutely Necessary for Its Success, Kansans Are Told

The feature of the annual convention of the Kansas Editorial Association, held in Topeka, was an address on "War Advertising," by J. M. Worley, publicity director of the Tenth Federal Reserve District. He thanked the publishers in behalf of himself and the Federal Reserve District for their help in putting over the past loans and pleaded for their help, which he declared was absolutely necessary in the final Victory Liberty Loan.

Officers of the association for the coming year are: President, Will Townsley, Great Bend Tribune; vice-president, Imri Zumwalt, Bonner Springs Chief-tain; secretary, O. W. Little, Alma Enterprise; recorder, R. P. McColloch, Anthony Bulletin; treasurer, Ralph Hemenway, Haven Journal.

TRIBUNE WINS VENUE CHANGE

Opposing Counsel Will Decide on Place for Ford Libel Suit

A change of venue from Wayne county, Michigan, in which is Detroit, to some other county in Michigan was granted in the Circuit Court February 7 to the Chicago Tribune in the million dollar libel suit brought against it by Henry Ford.

Selection of a place for the trial is left to counsel for both sides, but in the event of their inability to agree it will be decided by Judge Henry A. Mandell, who heard the motion for a change of venue.

ASKS RECEIVER IN CINCINNATI

President of Volksblatt Wants Paper Sold to Protect Interests

A suit has been filed asking for foreclosure of mortgage and appointment of receiver for the Cincinnati Volksblatt Company. The petitioner is Mrs. Bertha F. Markbreit, widow of Col. Leopold Markbreit, who for many years was head of the company.

Mrs. Markbreit is president and manager of the company.

\$40,000 cash in hand

for first payment on most desirable newspaper property offered. Interests in large properties carrying management will be considered. All locations considered. Proposition S. K.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue New York

CONSOLIDATION

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

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

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

HARWELL & CANNON

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

U. S. P. O. REPORT

For the period ending Oct. 1, 1918

The New Orleans Item

Daily70,964
Sunday90,242
Average73,703

Foreign representatives

THE JOHN BUDD COMPANY
New York Chicago St. Louis

Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.
New York City

NEWSPAPERS BLAMED FOR BOLSHEVISM

Senate Committee Ordered to Take Up Inquiry—War Trade Board Member Says Most Newspapers of U. S. Are Un-American

WASHINGTON, February 8.—The Senate has ordered the committee investigating German propaganda to turn its attention to Bolshevism and the causes for un-Americanism in the United States. Some of the Senators declare outright that the press is the direct cause of the state of increasing unrest.

Senator Kellogg, of Minnesota, read from a St. Louis newspaper an appeal made by Lenine, the Russian Bolshevik leader, to American workers to overthrow the Government with flame and sword. "There is a propaganda on foot to do this very thing," he said.

"And the name of the organization back of it is the I. W. W.," observed Senator Thomas, of Colorado.

Senator Weeks, of Massachusetts, said he did not believe the American people realized the dangerous nature of the propaganda now being preached by the Bolsheviks of this country.

Says Most Papers Are Un-American

Testifying on the reasons for un-Americanism, Lajos Steiner, of Chicago, a member of the War Trade Board, informed the investigating committee that with few exceptions the 25,000 newspapers in the United States are un-American, while in scores of cases they are out and out anti-American. Mr. Steiner declared:

"A potent factor in the unrest is the foreign language newspapers. There are thousands of them in the United States, and I am sorry to say most of them are un-American and many of them are anti-American. They have conducted a pro-Kaiser propaganda."

Mr. Steiner said that some of these papers were subsidized by the steamship companies, and that President Pirnitzer, of the Transatlantic Trust Company, had requested the Hungarian Government to buy some of them.

"There is another thing," he said. "These foreign language papers believe that if the immigrant would be Americanized, would learn English, sooner or later he would read the American papers, they would lose their subscribers and probably also their advertising."

Creel and Hammerling Mentioned

The names of George Creel and Louis Hammerling, president of the American Association of Foreign Language Newspapers, were mentioned in the course of the cross-examination of Mr. Steiner, as follows:

Senator Overman—"Did not Mr. Creel organize some sort of league for the

Hungarians to see that they were for the Allies?"

Mr. Steiner—"I am awfully sorry to say that that bureau did more for the Europeanization of the immigrant than his Americanization. The old country was glorified. Finally I requested that somebody say a word for our Liberty Bonds, and afterward, in a half-hearted way, somebody talked about the Liberty Bonds."

Senator Overman—"Did you know Konta?"

Mr. Steiner—"I am sorry to say I do. Still, he is not half as bad as Hammerling."

Senator Nelson—"Did the Creel bureau subsidize any of the Hungarian papers?"

Charges Papers Were Stuffed

Mr. Steiner—"No. They turned loose Mr. Konta, who asked everybody to contribute a dollar for a sort of certificate or card—loyalty card—without investigating whether he was loyal or not, whether he was an ex-convict or not, whether he was a Hungarian or not. The money collected that way was used for stuffing the respective Hungarian newspapers, and they received big advertisements, well paid for, and a number of well-known people were paid to travel around the country, and the better element of Hungarian immigrants considered it a monumental humbug, I am sorry to say."

Among the recent witnesses on Bolshevism before the inquiry committee were Clyde P. Steen, president of the National Association of City Editors, and Hubert Kroh, who is president of the N. A. C. E., Pennsylvania Chapter. They furnished lists of foreign language newspapers and certain translations of published articles and speeches.

Foreign language newspapers in the United States numbered 1,575, with a combined circulation of 10,982,000, in 1910, according to the Government Bureau of Education report, although some of these have been discontinued during the war.

Robertson Starts Daily Oil Paper

The Tulsa (Okla.) Daily Oil Review, a statistical publication covering the mid-continent oil field, has been established by A. F. Robertson, a newspaper man in the Southwest for the last twenty years.

FOR SALE

DUPLEX 12-Page Flat Bed NEWSPAPER PRINTING AND FOLDING MACHINE

Prints and folds a seven-column 4-6-8-10-or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour.

A good press at a reasonable price.
WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

DEMOCRATS NOT SOCIALISTS

George L. Saunders, of the Bluffton Banner, was elected president of the Indiana Democratic Editorial Association at Indianapolis. Other officers are: Vice-president, E. W. Pickhardt, Huntingburg Democrat; second vice-president, W. L. Slinkard, Bloomfield Democrat; secretary, John H. Heller, Decatur Democrat; treasurer, George W. Purcell, Vincennes Sun. Speakers urged the editors to disprove charges that the Democratic party had recently taken on Socialistic tendencies and to fight Socialism.

Gray Starts New Concern

Major A. A. Gray, who has been serving in the Production Section of the Ordnance Department in the Chicago district, has resigned from the army and has established A. A. Gray & Co., which will specialize in efficient production, distribution and advertising and selling.

Hoeker Elected a Director

Lon O. Hoeker, attorney for the St. Louis Globe-Democrat Publishing Company, has been elected a director of the company at the annual meeting of stockholders. He succeeds the late Charles H. McKee. Directors re-elected are E. Lansing Ray, Douglas B. Houser, W. C. Houser and Miss Elizabeth McKee.

Berlin Mob Attacks Writer

Word comes from Berlin that Webb Waldon, an editorial writer for Collier's Weekly, was recently attacked by a mob. He was accused of trying to cause a split in the Spartan organization.

I. L. Stone Ill

I. L. Stone, chairman of the Duplex Printing Press Company's board of directors, is ill in the Hotel Belmont, New York.

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

In 1918

The Plain Dealer

First Newspaper, Cleveland, Sixth City

led all other Cleveland newspapers in 17 display classifications

Sales Facts

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

Merchandising Service Department of the

Boston American

PULITZER PRIZE LISTS CLOSE

Judges Will Make Awards at Columbia University Commencement

The merits of candidates for Pulitzer Journalism prizes and scholarships now are under consideration by the judges. The 1919 awards will be made at the Columbia University commencement, the nominations having closed February 1.

Included in the awards are the prize of \$1,000 for the best paper suggesting development and improvement of the school; a \$500 gold medal to the newspaper performing the most disinterested and meritorious act of public service during the year; \$1,000 for the best history of the performances of the press in public service during the past year; \$1,000 for the best editorial article written during the year; \$1,000 for the best example of a reporter's work during the year.

The prizes and scholarships are awarded under the provisions of the will of Joseph Pulitzer, late publisher of the New York World.

Capt. Loughborough Returns Home

Capt. James M. Loughborough, a former New York Evening World reporter, has returned from the war with a record which will ever be his proudest heritage. He was intelligence officer of the 305th Infantry, which means that he had to spend most of his time in "no man's land" watching the movements of the enemy and keeping their patrols from observing the movements of our own men.

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO.,
26-28 Beaver St., New York.
Tel. Broad 3831.

Publishers' Representative

O'FLAHERTY'S NEW YORK SUBURBAN LIST
225 W. 39th St., New York
Tel. Bryant 6875

Subscribers continue to speak in highest terms of our HINTS FOR THE MORTORIST feature.

Hughes' WEEKLY SPORTS CARTOON too is getting away to a mighty fine start.

The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD

The Circulation OF The Des Moines Register and Tribune

(Morning and Evening) for 1918 averaged 116,223 net paid daily, exceeding that of any two other Iowa newspapers.

THE 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 Avenue, New York

\$2,900,000,000 Capital

is INVESTED in
NEW ENGLAND
manufacturing enterprises.

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522.

	Net Paid	2,500	10,000
	Circulation	lines	lines
Boston Advertiser and Amer- ican	(S)	321,483	.35 .35
Boston American	(E)	358,515	.40 .40
Boston Globe	(ME)	288,216	.30 .30
Boston Globe	(S)	320,060	.35 .35
Boston Post	(M)	497,125	.45 .45
Boston Post	(S)	354,706	.35 .35
Boston Record	(E)	50,650	.15 .15
Boston Transcript	(E)	44,170	.18 .18
Fall River Herald	(E)	8,653	.025 .025
Fitchburg Daily News ..	(E)	6,140	.025 .025
Fitchburg Sentinel	(E)	6,029	.025 .02015
Haverhill Gazette ..	(E)	13,072	.0285 .0214
Lynn Item	(E)	13,562	.050 .042
Lynn Telegram-News (E&S)		15,000	.04 .04
Lowell Courier-Citizen ..	(ME)	17,242	.035 .035
New Bedford Standard- Mercury	(ME)	25,291	.05 .05
Salem News	(E)	19,443	.055 .04
Worcester Gazette	(E)	30,564	.07 .05

MAINE—Population, 762,787.

Portland Express	(E)	26,283	.06 .045
Portland Telegram	(S)	21,626	.045 .035

RHODE ISLAND—Population, 591,215.

Pawtucket Times	(E)	23,146	.06 .04
Providence Bulletin	(E)	54,208	.12 .12
Providence Journal ...	(M*S)	34,299	.075*10 .075*10
Providence Tribune	(E)	28,156	.07 .07
Westerly Sun	(E)	4,252	.021 .021
Woonsocket Call-Reporter	(E)	10,876	.043 .029

VERMONT—Population, 361,205.

Barre Times	(E)	6,608	.017 .0143
Burlington Daily News ..	(E)	8,500	.025 .02
Burlington Free Press ..	(M)	11,226	.025 .025

CONNECTICUT—Population, 1,114,756

Bridgeport Post- Telegram	(M&E)	43,434	.0850 .07
Bridgeport Post	(S)	11,081	.04 .025
Hartford Courant	(MS)	24,745	.06 .05
Hartford Times	(E)	34,759	.06 .06
New Haven Register ..	(ES)	25,389	.06† .045
New London Day	(E)	11,064	.03 .025
New London Telegraph ..	(M)	4,830	.0128 .0128
Waterbury Republican	(MS)	12,405	.035 .022

†Rate on 2,800 lines.

Government Statements October 1st, 1918.

Their annual production totaled about
\$3,000,000,000.00
 according to last government report.

*That is the highest per capita average
 of any Division of States!*

New England also made the highest
 per capita average for value added
 by manufacture—higher than any other
 territory.

*The “value added by manufacture” is
 the real industrial gain for the terri-
 tory. In New England this amounted
 in 1914 to*

\$1,269,000,000.00, and has been more since

EDISON HITS THE RIGHT NOTE

On his 72d birthday the "Wizard" makes another discovery more important than any previous invention

"I think the most prudent thing a business man can do is to go ahead"

Read This Extract from an Interview with Mr. Edison

"PUBLIC officials everywhere should resume making permanent improvements and business men should go ahead promptly about their respective business" said Mr. Edison. "The buying public is hungry for goods of all kinds. I notice that Mr. Shedd, of Marshall Field & Co., says December and January were the two biggest months in the history of the retail dry-goods business. The purchasing power of the people is enormous and they have absolute faith in the future. The only danger is the business man who thinks he is long-headed and hangs back when he ought to go ahead. There is such a thing as being too shrewd and too close a bargainer.

"In Wall Street the man who tries to buy at the lowest point and sell at the highest

usually gets left. It is the same way in business. Readjustments in prices are already in progress, but the man who lets his business run down at the heel waiting for prices to reach their lowest level is likely to lose a great deal more than he gains; and even if he should happen to strike it lucky and make a little higher profit, Uncle Sam will take part of this extra profit in taxes, so the percentage is pretty heavy against the business man who lets his business stagnate in order to gamble on lower prices.

"I believe in business prudence, but right now I think the most prudent thing a business man can do is to go ahead. He should not be afraid to go after orders and buy the materials that he needs to fill them."

Keep the wheels of business going at full tilt and market the increased product through advertising

The answer to all reconstruction and industrial problems is work for all at top price for top speed

MEMBER
A. B. C.

The New York Globe
JASON ROGERS, PUBLISHER

NOW
180,000

