

155* E23 V. 51
1151, W 1-66
1918

EDITOR & PUBLISHER

The Oldest Publishers and Advertisers Journal in America 1884 1918

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

\$3.00 a YEAR

NEW YORK, SATURDAY, DECEMBER 7, 1918

10c Per Copy

OHIO STATE
UNIVERSITY
DEC 10 1918
LIBRARY

November Advertising in Chicago

The buying habits of Chicago are expressed through the advertising preferences of Chicago's leading merchants and America's greatest advertisers in this statement of advertising for the month of November, 1918.

Clothing - - - - - **FIRST!**
The Daily News, 153,919 lines.
Next highest score, 145,529 lines. 6 days against 7

Department Stores - - - - - **FIRST!**
The Daily News, 264,951 lines.
Next highest score, 239,032 lines. 6 days against 7

Food Products - - - - - **FIRST!**
The Daily News, 56,053 lines.
Next highest score, 52,245 lines. 6 days against 7

Furniture - - - - - **FIRST!**
The Daily News, 31,960 lines.
Next highest score, 22,672 lines. 6 days against 6

Jewelers - - - - - **FIRST!**
The Daily News, 8,099 lines.
Next highest score, 7,530 lines. 6 days against 6

Musical Instruments - - - - - **FIRST!**
The Daily News, 27,816 lines.
Next highest score, 26,185 lines. 6 days against 6

Tobacco - - - - - **FIRST!**
The Daily News, 17,571 lines.
Next highest score, 15,265 lines. 6 days against 6

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.)

"And They Thought We Wouldn't Fight"

By **FLOYD GIBBONS**



FLOYD GIBBONS

The first great story of the American Expeditionary Forces, a first-hand account from A to Z, by the famous correspondent wounded at Bois de Belleau.

MARSHAL FOCH HAS WRITTEN THAT NO MAN IS MORE QUALIFIED THAN GIBBONS TO TELL THE TRUE STORY OF THE WESTERN FRONT.

Personal.

AMERICAN EXPEDITIONARY FORCES
OFFICE OF THE COMMANDER-IN-CHIEF

France, August 17, 1918.

Mr. Floyd Gibbons,
Care Chicago Tribune,
420 Rue Saint-Honore,
P a r i s .

Dear Mr. Gibbons:

At this time, when you are returning to America, I wish to express to you my appreciation of the cordial cooperation and assistance you have always given us in your important work as correspondent of the Chicago Tribune in France. I also wish to congratulate you on the honor which the French government has done you in giving you the Croix de Guerre, which is but a just reward for the consistent devotion to your duty and personal bravery that you have exhibited.

My personal regrets that you are leaving us at this time are lessened by the knowledge of the great opportunity you will have of giving to our people in America a true picture of the work of the American soldier in France and of impressing on them the necessity of carrying on this work to the end, which can be accomplished only by victory for the Allied arms. You have a great opportunity, and

I am confident that you will grasp it, as you have grasped your past opportunities, with success. You have always played the game squarely and with courage, and I wish to thank you.

Sincerely yours,

John J. Pershing

Gibbons was a passenger on the "Laconia" when she was torpedoed and sunk. From Queenstown he flashed to America the most powerful call to arms to the American people. It shook the country. His eye-witness report convicted Germany of malicious murder of our citizens and was a determining factor in sending America into the war.

Gibbons greeted General Pershing in Liverpool and accompanied him to France; he marched with the first American troops to the trenches on the Western Front; he was with the first American troops to cross the German frontier; he was with the artillery battalion that fired the first American shell into Germany; he went "over the top" with the first waves in the great battle of the Bois de Belleau and was wounded three times; he received a citation from Gen. Petain and the French Government awarded him the Croix de Guerre with the Palm; he came out of hospital and was the only correspondent with the American troops in the history-making drive against the Germans in the Chateau-Thierry salient.

Gibbons has lived the war, he has been a part of it. "AND THEY THOUGHT WE WOULDN'T FIGHT" is the voice of our men in France. It is the human story of men, red-blooded and real, the fighting men of America. It is the story of a great adventure told with fine fidelity to truth. Gibbons has written men, the men as they are over there—not characters.

"AND THEY THOUGHT WE WOULDN'T FIGHT" is a panoramic picture. Things are pictured as they are. Gibbons has masterfully written the American story of the war. It is not merely another war book; it is THE book of the war.

**RELEASED FOR SERIAL PUBLICATION
BEGINNING DECEMBER 23RD.**

WIRE FOR OPTION

The Bell Syndicate, Inc.
727 World Building, NEW YORK CITY

You can
 at one cost
 reach the greatest number
 of possible consumers
 in the Philadelphia territory
 each day
 by concentrating
 in the newspaper
 "nearly everybody reads"



The Philadelphia Bulletin

November
 circulation

482,935

copies a
 day

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

The Philadelphia Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania and is the third largest in the United States.



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, Editor and Publisher; Fenton Dowling, Secretary.

Vol. 51

NEW YORK, SATURDAY, DECEMBER 7, 1918

No. 26

NATIONAL ADVERTISERS SEE BIG MARKETS OPEN IN FOREIGN COUNTRIES WITH PEACE ADVENT

Discuss Methods of Advancing Interests of American Manufacturers—Make Plans for Organized Campaigns Along Lines That Will Improve the Service of Advertising—Many Helpful Suggestions Made During Annual Meeting—Export Meeting Brings Information of South American Conditions—Name Officers for Year



SOME OF THE SEVEN HUNDRED OF ADVERTISING INTERESTS AT THE A. N. A. DINNER IN THE GRAND BALLROOM OF THE WALDORF-ASTORIA HOTEL ON THURSDAY EVENING.

SELDOM, if ever, before has the usual dinner with which the Association of National Advertisers is wont to divide its annual meeting been so well attended, or so well addressed, as the one to which nearly 700 persons sat down last Thursday evening in the grand ballroom of the Waldorf-Astoria.

To present a list of the non-members, guests of the occasion, would be to print the name of at least one man prominently connected with each important New York publication, daily and weekly, and a very pretentious proportion of the men engaged in the advertising business in this city.

The convention itself, while not in the least lacking in interest or value, still was without the inspiration of the importance of a condition of immediate emergency such as obtained last year. The tension caused by the war had loosened, the fire of patriotism, then blazing high in vivid flame, had died to the steady glow of permanence, and the

new call to the reorganization of the country's resources, the rehabilitation of business, and the reconstruction of all that has been destroyed during the period of the war, had hardly yet been heard in its full strength. The great question of what to do in the new period now introduced, and its companion, how to do it, were still unsolved, and the whole attitude of the advertising managers was of waiting for production plans to develop and mature, and for the sure index of the growth of business and its needs that would call for their immediate attention.

Are Planning Well

Nevertheless, they are planning, and planning well, looking ahead and getting ready for anticipated conditions, as much as planning can get them ready, and for whatever may call for the exercise of their energies in the developments that are certain to come. All the papers read at the convention, and all the discussions in the

convention hall on the roof of the Waldorf-Astoria and in the corridors of the hotel, carried the note of preparation, and all were educational and informative and improving.

Two days had been devoted to steadily marching business before the night of the dinner. It was a relief, therefore, when the diners found that they were not to listen, during this hour of relaxation, to "shop talk."

L. B. Jones, president of the A. N. A., said from his place as presiding officer that he was going to break all precedents. He spoke very briefly on the subject of advertising and then introduced Abram I. Elkus, former United States Ambassador to Turkey.

Mr. Elkus painted in words of force and phrases of vivid color a wonderful picture of the teeming, many-raced life in Constantinople, where the customs and habits of a thousand years ago march side by side with those of the most modern times. He spoke of

the extreme poverty that exists there, and of the noble American men and women who have given their lives to relieve it.

"Wonderful," he said, "is the service of the Americans who have done their utmost to relieve these suffering peoples of the terror of starvation and desolation. They are almoners, and they chose to stay and suffer for their charges when they could have left the country with me."

Now Another War

"But now," he continued, "that war is over; that battle won. There is another war started, another battle to be won. One goes forth to fight it for the American people, and for the peoples of all lands; he goes to fight that they may live and that democracy shall not perish from the earth. Perhaps it is a violation of precedent that he leave the country while holding office; but who cares for precedent when humanity is at stake! He goes with the whole

American people behind him. There are many problems to be settled over there. Among them the freedom of the seas must be decided, and the peoples of all the far-off lands who have lived and suffered as we here do not know suffering are looking to America to solve it. They look to America to make sure that downtrodden people shall find their place in the sun, and their right to live as all free peoples should live. One goes abroad to see to this, and to make our flag the symbol of service to humanity."



ABRAM I. ELKUS

The Rev. Dr. Charles A. Eaton, head of the National Service Section of the Emergency Fleet Corporation, whose fervid and familiar addresses to the workmen in shipyards are credited with being a powerful factor in speeding up shipbuilding, dealt first, as he followed Mr. Elkus, with conditions as he found them at the beginning of the war, and of the workingman as he has found him in the months he had been mingling among the men in the yards; then of the labor supply, saying:

"I should like to see the doors of immigration shut almost tight for a while. Manufacturers will say that this would be hard on the labor situation, but we have plenty of labor if the supply is only properly distributed. What labor needs is improving. You can improve the quantity of your product if you improve the quality of your labor, and this can be done with proper attention to the workmen themselves, and with care by themselves. I want to live to see the time when the workingman will be paid high wages only if the rate and quality of his production is high."

There were but three speakers, and the end of the programme was reached when Mr. Jones presented B. C. Forbes, editor of Forbes Magazine, who spoke on "Reconstruction."

After-the-War Spirit Persuades Sessions as Advertisers Seek Best Reconstruction Methods

The hall was almost filled when the first session of the Association of National Advertisers was opened in the big room on the roof of the Waldorf-Astoria last Wednesday morning. While the war spirit that was so marked at the convention last year was absent, there was no lack of interest in the problems that are before advertising managers and American manufacturers now that, for commercial purposes, at least, the war is over.

Preliminary work incident to getting the meeting under way took but a brief time, after which President L. B. Jones, advertising manager for the Eastman Kodak Company, Rochester, and a member of the Government Division of Advertising, made his address. Mr. Jones said, in part:

Back to Business

"Were it not for the armistice it would be my inclination at this time to report to you upon the activities of the Division of Advertising, in order, in my capacity as an officer of this organization, and not as a director of the Division of Advertising, to still further enlist your hearts and pocketbooks in the work of winning the war. But the Division of Advertising is no more. It has, within the year, supplied the copy and administered the use of donated space valued at about \$2,000,000 for governmental purposes. The members of the Board have been cut off from their salaries of a dollar a month, and are once more beginning to give their time and thought to promoting their individual businesses.

"They do not, nor do any of us, find the problems to be the same that they were. Just as the war has made new problems in statecraft, so, too, it has brought new problems in business. Men of wide vision, of sane progressivism, must lead the nations. Similarly, our business activities must be, to a certain extent, along new lines, and, similarly, we who are advertising men must be awake to changing conditions in the marketing of our goods. If we are to be of value to our concerns, we must, both broadly and in detail, study its sales as well as its advertising problems, for that these two problems are absolutely linked to each other cannot be gainsaid.

Another Duty

"But there is another duty, both to ourselves and our concerns and to our citizenship, that we must perform. We must act as interpreters of capital to labor, and labor to capital.

"It has long been a pet theory of mine that first of all the successful advertising man must be a regular human-being. He must know and like people, all kinds of people, must be broad in his sympathies and understandings. Above all, he must be able to get the other fellow's viewpoint. Consciously or unconsciously, you, as successful advertising men, have learned to put yourselves in the other fellow's shoes. In presenting a proposition to the jobber or retailer, you do not say to yourself, 'What will the president of our company think of this presentment?'—but rather you ponder on how it is going to look to the people who handle your goods.

"When you plan a campaign that is to reach the ultimate consumer, you do not write it and illustrate it to meet the whims of your board of directors, but to reach the hearts and minds and pockets of the whole people.

"In my opinion, and I am firmly of the belief that I am right, there is no class of men so closely in touch with the problems of the manufacturer and, at the same time, so cognizant of the working of the minds of the masses and how to approach those minds, as the advertising men. Some of them, before they fell into their present sinecures, were actually workingmen themselves.

"Our editorial writers, graduates from our universities or from the reportorial ranks, are, as a rule, men of broad sympathies. Many of them have known

much of hardship, and most of them are honestly interested in the uplift of labor. But the trouble is that these people are inclined to see only one side of the problem—the workingman's side. They have had neither business nor manufacturing experience, and are, therefore, unlike you, in a position to see both sides clearly.

"Our 'after-the-war' problem is one of new relations between labor and capital, as well as one of new marketing conditions, and seems to me that here is a tremendous opportunity for the advertising man to make himself useful in helping to establish the most cordial relations between employer and employee, between the main office and the factory.

"It should fall upon him, unless there is a specially qualified man for the job, to conduct an internal house organ, and so conduct it that he will sell the management to the employees just as he sells goods to the public—and as we all believe in honest advertising, there must be good and fair and honest management to sell to these employees just as there must be honest goods to sell to the public.

John Sullivan, secretary-treasurer of the Association, reported that the past year had been the most strenuous in the history of the organization. The demand for data from the service division, he said, had increased greatly—even seriously, in view of the amount of work it placed upon the bureau. In the first year, that is, 1915-16, there was a total of 572 requests for information; from 1916 to 1918, inclusive, these requests had increased to 5,648. In the same periods there had been, for the first, 95 requests made to the publication data department, and during the second no fewer than 2,495.

Mr. Sullivan pointed out that the A. N. A. was a peculiar institution, in that there was not another like it in the United States, and nothing like it in even such a strenuously industrial country as Germany was before the war; nor in France, nor the United Kingdom. The service that it has done to its members, he declared, has saved them thousands of dollars, even during the past year, and enabled many manufacturers to go ahead with plans that have resulted in their material advantage, or to drop schemes that the information furnished showed would be neither successful nor profitable.

Following the Secretary's report came a most interesting paper by Gilbert H. Montague, a lawyer, of New York, on "The Place of the Advertising and Sales Departments in the General Organization." He said in part:

"Salesmanship of no ordinary type will save America in this crisis.

A New Type Here

"With super-salesmanship has come a new type of instruction for salesmen. The sales force to-day must be taught how the selling possibilities of each territory, and of each dealer in each territory, must be analyzed at frequent intervals in the field, and how the house must always have on file in the office, on special forms prepared for the purpose, and in detail covering many subjects, the results of these frequent analyses. The grand strategy of the house's selling campaign, and the sales force's function as the Intelligence Department, on whom the general staff of house executives must depend in the formulation of this grand strategy, must all be taught to the sales force in language so simple as to permit of no misunderstanding, and with such persuasiveness and conviction and inspiration

as to enlist all the intelligence and enthusiasm of the sales-force will.

"American salesmen now lead the world, but after the war, with America's great credit balance from loans to other nations, and with her great gold reserve, America must depend upon American salesmen to maintain her present position, and indeed her very existence, in the commerce of the world. England, 'the nation of shopkeepers,' at the close of the Napoleonic wars, stood in a strikingly similar position, and by honest application of what, for that period, were essentially the principles of super-salesmanship, secured her premier financial position in world trade. Only by applying the same principles can America maintain her present ascendancy in the brotherhood of nations.

T. J. Watson, president of the Computing-Tabulating Company, who was to speak on "What Should Be Expected from an Advertising Department?" was unable to attend. Robert L. Houston, vice-president of that company, appeared, however, and gave a masterly and helpful talk on the subject.

"I believe," said Mr. Houston, "that the advertising manager of a company should be included in every important conference that has to do with the policies of his concern. I know of a number of instances where the advertising manager's lack of knowledge of the company's policies has resulted in mistakes that have been almost disastrous. A large part of the work of an advertising manager is to sustain the morale of the factory and the sales organizations. It follows naturally, then, that he should be acquainted with every part of the factory, with all its methods and plans for production, and with labor conditions, since without this he will be unable to perform his full function.

Charles F. Abbott, sales manager for the Celluloid Company, talked on "What Should Be Expected from a Sales Department?" in the afternoon session.

Conditions Have Changed

"The psychological change that has occurred since active hostilities ceased," said Mr. Abbott, "is most important. Thrift and concentration have already become things of the past. The last few years have been years of production, stimulated by war conditions; now the problems have become problems of distribution, not of production. The first gun has been fired in a war of industrial competition, and we must enter the battle. The future of this country, industrially, is in the hands of the salesmen, and every manufacturer must depend upon the organization and equipment of his sales force. To the best results, close investigation of the markets of the world must be made, and absolute plans for getting into them must be matured.

"The sales force must be strong, but its executive superiors must stand as very towers of strength to the salesmen themselves. It is hard to get a full understanding of the new conditions, and it can be had only by executives and salesmen pushing together as one unit.

"There are two types of sales managers. One takes and the other gives. The latter looks into the larger problems of business, and gives all aid to his subordinates. He is the man, of course, whose force succeeds. The manager's position is peculiar. When, after a survey of the field, he feels the worst, that is the time he must seem to feel the best, so that he may bolster up his salesmen and help them to win.

"One of the requirements of a sales

manager is that he shall sell the company's policy. To be able to do that he must have a clear, concise, and definite knowledge of what his company is doing in its every branch; and to this end the company itself must have a decided and definite policy. It is a lamentable truth that five out of ten manufacturing companies have no settled, definite policy, and eight out of ten have never reduced their policies to written form. Without one or the other—and preferably the latter—the sales force cannot be well organized and efficient.

"It is equally important that the advertising department shall be well organized. The advertising manager should be active in all departments of his company, and not too closely confined to his own special work. The trouble with many advertising managers is that they keep too close to the mysteries of their profession. If they would succeed largely, they must drop this professionalism and qualify for a new title that I believe should be established—market manager; for that is what an ad manager really is."

"How an Advertising Department Should Function in Its Relation with the Advertising Agency" was the subject of S. Wilbur Corman, president of the Corman Advertising Company, New York. He said in part:

"If the advertising manager of the future is to take his rightful place in industry, and if the advertising agency of the future is to command the respect of the coming captains of commerce, one of the first things that you and I must learn is that general business can teach advertising quite as much or more than advertising can teach general business.

"In direct proportion as such men fail to understand and respect advertising do they fail to understand and respect their advertising departments, their advertising managers, and their advertising agencies if they have them.

"I challenge any man to think more highly of his business than I think of the advertising business, but because I do think so highly of it I plead for more of the sort of advertising men who talk and practice advertising in a way that will commend it to the type of solid, substantial business man whose chief possession is a very practical brand of hard, common sense.

"The really great advertising manager is the one who gets the greatest amount of work out of others—the advertising manager who rarely gets anywhere is the fellow who crawls into a corner with his work and refuses to let anyone else touch it.

"The advertising manager must make this choice—to be a creator or an executive. He must produce his own advertising or confine his functions to the executive task of finding others to do it.

"The advertising manager is the connecting link between the ownership and general management of his business, which pretty generally thinks in terms of cost and volume and profit; and the advertising agency, which should think in terms of markets and people and their wants.

"The point I am trying to make is that the ideal advertising manager should be a business man capable of getting the respect of the business men who employ him; that he should be an executive capable of getting things done, largely by other people; that he should select his agent-adviser on the basis of peculiar fitness for his particular requirements; that, having established a clearly defined and purposeful relationship with the right agent, then the question of how he should function in his relations with

him is no more complicated than how he should function in his relations with his chauffeur or his banker or his doctor.

"I believe that advertising is going to be a vital attribute of the new democracy that we are going to see in this country, as well as in other countries. Mass opinion on all subjects, from prohibition and woman suffrage down to current fashions in baby carriages, will be cultivated as it has never been cultivated before through the printed word."

The Voice of Industry

Wednesday evening there was a special session for the discussion of export matters, presided over by Edward S. Babcox. P. H. W. Ross, president of the National Marine League, told the meeting that the advertising manager was the voice of American industry.

"Much depends upon his ability," he declared, "because this country has passed from domestic business to international business, and our merchants must go into international trade. In other words, the United States has taken a man's place in world's affairs. In the four years of war that we have just passed through the United States has shed the cocoon of a debtor nation and emerged a creditor nation. Therefore the prosperity of our whole country depends on our foreign trade."

Frank H. Slsson, vice-president of the Guaranty Trust Company, reminded his hearers that America faces a serious problem in readjusting its business interests and making its methods conform to the new régime now beginning.

"We must increase our exports," he said. "France and Belgium have been wrecked by the war, and their industries destroyed. They must be recreated, and the whole world looks to America to recreate them. We can do this only by trading with them to the utmost of their capacity, and with our own utmost vigor.

Created Good Will

"The war has created a good will for America abroad that would have taken years to acquire in peace times. It is up to us to maintain this good will by fair play and right dealing. And we must remember that the French and the Belgians do not want to buy from catalogues, but from groups of manufacturers. How this scheme will work out is yet to be seen. They have no Sherman law over there, and they cannot understand how it confines us in group dealing. I sincerely hope that the Sherman law will be repealed, so that we can do business in the same manner as the foreigners with whom we now have to deal on a large scale."

Most of those present at the meeting have business in South America, or are preparing to invade the Latin-American markets; so they listened with much interest to the remarks of J. W. Sanger, of the United States Bureau of Commerce, who returned recently from a year of surveying the Cuban and South American fields. His survey, he said, covered the business and advertising conditions, and the prospects of business in all lines. He has turned in his reports to the Government, and hopes that they will soon be made public.

Future Is Hopeful

"The future of South American business is hopeful," he said. "It is not possible for the United States to get it all, and much less possible for the United States to hold it all; but we have made tremendous advances in trade with these countries during the four years of war. What we need down there now are better trade representation, more shipping, and better banking facilities.

"There is one thing that every American manufacturer must keep in mind. What is done down there now must be made permanent. It has been more or less the practice of American merchants to send star men to South America for one or two trips, and then think the trick has been turned. It has not. Good salesmen must be sent down there to remain. It is the only way to get and to keep the South American trade.

"Too, Americans must utilize to a greater degree than ever before the power of advertising. The result of what efforts have been made in this line shows conclusively that advertising pulls in South America, even though so far the game has not been well-developed. In advertising one must bear in mind that the South American continent is not a unit, like the United States. There are ten countries, each differing from the other in the character and the needs of its people, and the territory is twice as large as that of the United States. There is no middle class, as we understand the term, so the mediums best in this country for national advertising are of very little use there. There are, however, some very high-class daily and weekly newspapers, and once the problem has been solved of covering the whole territory with these, there will be a better field for the American advertiser.

Increase Their Rates

"One thing I found that will interest you men who are paying for advertising space. It has been the custom for the papers to charge Americans from 40 to 80 per cent. more than the local advertiser. This can be overcome only in one way—let the American manufacturer meet the conditions; in other words, pay his advertising debts.

"There is practically no development of the advertising agency in South America except in Buenos Aires, where the standard of service, by the way, is none too high. There is no A. B. C. in South America, and I had to compile accurate circulation figures for every paper when I needed them. Rate-cards are issued, of course, but they are only excuses for haggling over rates; and everything has its own special rate—or a rate that may be charged—the page, the position on the page, and the very type in which the ad is to be set."

Mr. Sanger said the newspapers offered the best advertising facilities. Mail advertising was not much good, and the poster business was so overdone that few even looked at the greatest of glaring billboards.

Must Work Together

At the opening of the session Thursday morning Ralph Starr Butler, discussing "The Product and the Advertising and Sales Departments," declared for coördination of all to obtain the best results. He emphasized the need, also, of a careful survey of all conditions before any movement, selling, producing, or advertising, was attempted.

"In the past," he said, "there has been too much guesswork and prejudice in the final consideration of business conditions. In the production end all this has ceased, and things are moved along on more scientific lines. The producing end to-day never starts anything without having subjected conditions to scientific analysis and arriving at exact conclusions. This will grow even better now, for the war has taught us preparedness by showing us that lack of it cost the world millions of lives.

"Of course, markets should be investigated before venturing into them. One factor in investigation is to decide

whether a product is a luxury or a necessity. Lack of knowledge on this has cost manufacturers much in the past. It is very difficult to draw the line between a luxury and a necessity, as the result of the last generation has shown clearly. The War Industries Board tried to do it in the last year or so, and has failed lamentably. Indeed, there is hardly a luxury manufactured that cannot be considered a necessity to some classes of people. The automobile, the talking machine, and a number of other products might be cited in proof of this. They were considered luxuries at first, but the manufacturers refused to permit them to be considered so, and the result is that they have become necessities to many people.

Who Will Buy?

"Another important reason for a survey is to find out what kind of people are buyers of a particular product. Our returning soldiers may change many conditions that before existed in any particular district, and manufacturers must watch out for the change and be ready to take advantage of it. Then, too, there is the economy appeal, made strong by war conditions, that has to be reckoned with. It is bound to grow stronger with the years, because the seed has been planted and the plant partly grown. No people can change their entire habits in a year, but thrift is here now, and here to stay. Our advertisers must be the schoolmasters to teach the people better habits of thrift, and our manufacturers must consider this factor in surveying the markets.

"Another object of a survey is to find out where the actual buyer of a product lives—in what section of the country. This has been an era of great prosperity, but the prosperity has not been spread evenly all over the country. Many localities that have thriven on the munitions industry will not be able to carry that long, as the day the peace treaty is signed will mark the day when the munitions is the only unessential industry in the country. The manufacturer must find out what is the future of the cotton-growing districts, the wheat-growing districts, and the mining districts—what they will be when the era of reconstruction has passed.

"There are the foreign countries, too, that must be cared for. For myself, I see no reason, notwithstanding Mr. Redfield, why we should restrain ourselves from pushing with the utmost vigor our commerce with France, Belgium, and Italy. Our duty is to put our goods into these foreign markets, and we should not be held back by any mere sentimental considerations. The vaunted German trade was founded upon lies and spies. It is for us to put our trade in these now widely opened fields upon a solid, substantial basis of truth."

Truman A. De Weese, of the Shredded Wheat Company, was to read a paper, but was unable to be present. Robert E. Lee, Director of Personnel, Quartermaster's Department, Washington, also failed to attend. His subject, "Relation of Advertising and Sales Departments with the Factory," was discussed by Harry Tipper, Automotive Industries, who took his place with an impromptu address.

Stanley Clague, managing director of the A. B. C., present by invitation, made a well-received address, emphasizing the value of A. B. C. audits to the advertiser. He advised the use of A. B. C. audits as superior and more dependable than Government statements.

A discussion of the value of trademarks, and whether or not they should be used in the new foreign trade about to open, was scheduled for the afternoon. When the topic was announced, however, the sentiment prevailed that if a general trademark, such as "Made in U. S. A.," were used, few except manufacturers who cared more for the immediate market than for establishing a reputation based on the merits of their products would benefit. The discussion was closed almost as soon as it was announced.

Dressing the Product

In the afternoon session R. A. Holmes, of the Crofut & Knapp Company, presented a paper, highly technical in its nature, on "Dressing the Product for the Market." Mr. Holmes insisted that a careful study of the best methods of advertising the product of a manufacturer was essential. He touched upon the size and quality of containers, where containers are necessary, and laid emphasis on the fact that proper treatment of customers, and of factory folks as well, was necessary to produce a harmony without which no concern could hope to succeed. The labor problem would lose much of its terrors, he said, if dressing the product was done with a practical application of the Golden Rule, and it were sent forth with the good will of the men and women who labor to produce it.

R. L. French, traffic manager for the Columbia Graphophone Company, speaking on the relation of the sales and advertising departments, said that business, as conducted to-day, places salesmen and advertising men in the front rank—they are the shock troops used to go over the top. These closely allied fields of modern industry have developed into most important departments of origination, he declared.

"In keenly competitive business the traffic manager is absolutely a necessary adjunct for economy and efficiency," he declared. "A great amount of money is wasted in advertising because commodities cannot be sold in certain territories where there is a competitive manufacturer, who, by his location, can undersell, due to his favorable freight rates.

"It is the traffic manager's job to so chart territories that a glance will indicate the points on which advertising and selling should be concentrated, and any concern doing business on narrow margins who overlooks him in planning its selling campaign loses a good bet."

At the closing sessions on Friday there was a discussion on "Operation of the Marketing Departments."

A paper on "The Function and Coordination of the Advertising and Sales Departments" was read by Geo. W. Hopkins, general sales manager, Columbia Graphophone Co.

"The Function and Organization of a Sales Promotion Department" was treated by C. K. Woodbridge, sales manager, the Dictaphone Company.

"The Application of the Taylor System of Scientific Management to the Problems of Distribution," by John M. Bruce, vice-president and sales director, Remington Typewriter Co., was a subject of general discussion, after which a paper on "Sizing Up Men for Employment in Advertising and Sales Departments" was read by Woods Carpenter, sales manager, Eli Lilly & Co., Kansas City, Mo.

Certain changes in constitution and by-laws were made at the afternoon session, and the convention was concluded by election of new president, vice-presidents, and directors, as follows:

President—W. A. McDermid, Gerhard Mennen Chemical Co., Newark, N. J.

Vice-presidents—T. J. Wright, Felt & Tarrant Manufacturing Co., Chicago, Ill.; W. P. Werheim, Pratt & Lambert Mfg. Co., Buffalo, N. Y., and G. F. Lord, E. I. du Pont Ntmours Co., Wilmington, E. I. du Pont de Nemours Co., Wilmington, Del.

Directors for three years—L. B. Jones, Eastman Kodak Co., Rochester, N. Y.; J. C. McQuiston, Westinghouse Electric & Mfg. Co., Pittsburgh, Pa.; F. N. Sim, the Timken-Detroit Axle Co., Detroit, Mich., and George L. Sullivan, the Fisk Rubber Co., Chicopee Falls, Mass.

Directors for two years—F. A. Wilson-Laurensen, Union Carbide & Carbon Corp., New York, and J. W. Speare, Todd Prototectograph Co., Rochester, N. Y.

Director for one year succeeding Mr. McDermid—T. L. Briggs, Remington Arms & Union Metallic Cartridge Co., N. Y.

Present at the meeting were:

W. B. Grant, F. M. Hoyt Shoe Co.; J. F. Sobey, Hammond Typewriter Co.; Miss L. P. Steppens, Pennsylvania Rubber Co.; R. H. White, Domestic Engineering Co.; K. Kendig, Whitman & Barnes Mfg. Co.; Carl H. Reed, Electric Storage Battery Co.; G. W. Todd, Todd Prototectograph Co.; D. E. Andrews, Sharpless Separator Co.; Harry Tipper, Automotive Industries; G. O'Neill, Henry Lindenmeyr & Sons; F. D. Chappell, Henry Lindenmeyr & Sons; C. F. Owen, Mohawk Silk Fabric Co.; C. H. Stewart, Schuykill Silk Mills; R. V. Cline, Firestone Tire & Rubber Co.

E. S. Babcox, Firestone Tire & Rubber Co.; W. J. Myers, Robbins & Myers Co.; H. H. Squire, Hinde & Dauch Paper Co.; George M. Marshall, Warner Brothers Co.; E. I. La Beaume, Hercules Powder Co.; A. Booth, Beech-Nut Packing Co.; J. C. Wichert, Mellin's Food Co. of North America; W. N. Bayless, Conklin Pen Mfg. Co.; J. W. Sanger, U. S. Government; G. H. Montague, Speaker; Miss N. T. Murnane, Stanley Works; B. M. Pettit, Wallis Tractor Co.; P. Wing, Empire Cream Separator Co.; P. Will, Sill Stove Works; A. L. Dewar, Welch Grape Juice Co.; T. J. Wright, Felt & Tarrant Mfg. Co.; W. J. Davis, Westinghouse Lamp Co.; A. C. Cederberg, Westinghouse Lamp Co.; E. T. Welch, Welch Grape Juice Co.; S. B. Hord, Eastman Kodak Co.; R. A. Holmes, the Crofut & Knapp Co.; A. H. Cummings, Timken Roller Bearing Co.; E. C. Tibbitts, B. F. Goodrich Rubber Co.; H. L. Corey, Champion Spark Plug Co.; Lloyd Mansfield, Buffalo Specialty Co.; W. L. Schaeffer, National Tube Co.; H. V. Jamison, American Sheet & Tin Plate Co.; M. L. Beard, Colgate & Co.; Wallace Van Ness, Dennison Mfg. Co.; S. Van Ness, Dennison Mfg. Co.; W. A. McDermid, Gerhard Mennen Chemical Co.; A. M. Stewart, Nestle's Food Co.; C. P. Ohliger, H. J. Heinz Co.; C. A. Down, E. Kirshstein Sons Co.; A. W. Jones, De Laval Separator Co.; Astolf Levin, De Laval Separator Co.; W. I. Shugg, Winchester Repeating Arms Co.; C. E. Percy, Joseph & Feiss Co.; W. T. Gregory, Cowan Co.

O. C. Harn, National Lead Co.; J. L. Grimes, Whitaker Glessner Co.; T. L. Briggs, Remington Arms-Union Metallic Cartridge Co.; Edgar K. Woodrow, the Krohn-Fechtelmer Co.; H. W. Prentiss, Jr., Armstrong Cork Co.; G. L. Sullivan, Fisk Rubber Co.; G. B. Haig, National Cash Register Co.; L. R. Greene, the Tuckett Tobacco Co.; H. C. Ray, American Optical Co.; W. E. Blodgett, the Autocast Co.; R. N. Fellows, Addressograph Co.; J. S. Ritscher, Petroleum Iron Works Co.; O. A. Brock,

Keystone Steel & Wire Co.; F. W. Taft, Carter's Ink Co.; F. H. Edgington, Tuckett Tobacco Co.; R. E. Ramsay, Art Metal Construction Co.; C. H. Clark, Robbins & Myers Tobacco Co.; L. F. Hussey, General Fireproofing Co.; F. L. Pierce, Remington Typewriter Co.; J. S. Martin, Remington Typewriter Co.; H. Rhode, Lehigh Portland Cement Co.; J. C. Bowen, Lehigh Portland Cement Co.; A. T. Haefela, Chipman Knitting Mills; V. R. Howard, Krohn-Fechtelmer Co.; B. H. Rowley, Joseph Dixon Crucible Co.; Miss F. B. Clotworthy, Association of Canadian Advertisers; R. S. Litchfield, Crocker-McElwain Co.; C. A. Stedman, New Jersey Zinc Co.; F. N. Sim, Timken-Detroit Axle Co.; G. H. Crofut, E. A. Mallory & Sons; N. L. Mead, Jr., E. V. D. Co.; L. L. King, the Goodyear Tire & Rubber Co.; S. T. A. Loftis, Loftis Bros. & Co.; D. L. Brown, Goodyear Tire & Rubber Co.; H. J. Winston, H. Black Co.; L. A. Selman, Beaver Board Cos.; C. W. Dearden, Strathmore Paper Co.; J. D. Ellsworth, American Telephone & Telegraph Co.; W. H. Dawson, Atlas Powder Co.

A. A. Atchison, Atlas Powder Co.; W. G. Steward, Goodyear Tire & Rubber Co.; Tim Thrift, American Multigraph Sales Co.; A. C. Reiley, Remington Typewriter Co.; G. S. Fowler, Colgate & Co.; Harold Thresher, Colgate & Co.; W. G. Snow, International Silver Co.; J. M. Graham, Lowe Brothers Co.; E. A. Nellis, Beech-Nut Packing Co.; Miss Massey, Colgate & Co.; R. B. Johnson, Standard Varnish Works; S. Roland Hall, Alpha Portland Cement Co.; F. B. Connolly, Valentine & Co.; A. L. Tisch, Paige-Detroit Motor Car Co.; Frank H. Gale, General Electric Co.; H. N. Trumbull, S. K. F. Ball Bearing Co.; H. M. McCutchen, the Lowe Brothers Co.; P. Sutcliffe, Edison Storage Battery Co.; W. Sullivan, Wilson & Co.; G. W. Kingsbury, Diamond Crystal Salt Co.; E. B. Wortman, Yawman & Erbe Mfg. Co.; W. A. Martin, Jr., D. E. Sicher & Co.; B. J. Kaylor, Youngstown Sheet & Tube Co.; T. F. Pevear, Stein-Block Co.; S. E. Conybeare, Armstrong Cork Co.; P. F. Eichhorn, Devco & Reynolds Co.; D. E. Delgado, Eastman Kodak Co.; W. B. Morris, Northwestern Knitting Co.; A. C. Reid, Toth Brothers; Mark Kellogg, Burroughs Adding Machine Co.; J. R. Allen, American Chicke Co.; J. G. Acker, Pyrene Mfg. Co.; George Johnson, Johnson & Johnson; E. M. Baker, Borden's Condensed Milk Co.

J. M. Hewitt, Pittsburgh Steel Co.; E. L. Shuey, Lowe Brothers Co.; George W. Vos, the Texas Co.; G. M. Lauck, American Sugar Refining Co.; Irving F. Brown, Amory, Browne & Co.; A. H. Loucks, Burroughs Adding Machine Co.; Carl J. Schumann, Hilo Varnish Corp.; G. F. Lord, E. I. du Pont de Nemours & Co.; E. C. Hawkinson, Addressograph Co.; J. T. Chidsey, C. J. Root Co.; J. G. Crane, National Cash Register Co.; A. J. Barnes, Shepard Electric Crane & Hoist Co.; H. McBrown, Corona Typewriter Co.; W. M. Zintl, John Lucas & Co.; J. Donald Pryor, General Fire Extinguisher Co.; Douglas Malcolm, American Railway Express Co.; H. F. Morris, Hickey-Freeman Co.; H. A. Smith, Bausch & Lomb Optical Co.; W. T. Chollar, Atlas Portland Cement Co.; R. D. Baldwin, Simonds Mfg. Co.; E. J. Leonard, National Lamp Works of General Electric Co.; J. Speare, Todd Prototectograph Co.; C. T. Lee, Nestle's Food Co.; H. Cleveland, Cheney Brothers; W. G. Purcell, Alexander Brothers; William B. Hay, A. S. Hinds; W. McDougall, Peter Henderson & Co.; F. H. Cole, Peter Henderson & Co.; G. L. Sumner, International Correspondence Schools; L. W. Wheelock, Stephen F. Whitman & Son, Inc.;

Mont. H. Wright, John B. Stetson Co.; J. L. Givern, H. J. Heinz; J. S. Oliver, Gaston, Williams & Wigmore; Miss Garner, Gaston, Williams & Wigmore; G. W. Hopkins, Columbia Graphophone Co.; A. J. Palmer, Thomas A. Edison Co., Inc.; H. F. Beebe, Winchester Repeating Arms Co.; G. H. Benkhart, Toth Brothers; G. D. Guyon, the Celluloid Co.; L. H. Bartlett, Eastman Kodak Co.; C. W. Abbott, Celluloid Co.

J. A. Bogart, Remington Arms-Union Metallic Cartridge Co.; A. B. Kreitzburg, Electric Storage Battery Co.; A. P. Brooks, Hammond Typewriter Co.; N. Bowland, A. M. Byers Co.; G. M. Prentiss, Standard Oil Cloth Co.; E. T. Wilkins, General Electric Co.; E. Holden, Robt. H. Ingersoll & Bro.; D. O. Sann, Robt. H. Ingersoll & Bro.; J. C. McQuiston, Westinghouse Electric & Mfg. Co.; J. S. Barlow, Remington Arms-Union Metallic Cartridge Co.; E. T. Joy, E. A. Mallory & Sons; G. B. Scott, Henry Tetlow Co.; H. H. Clark, C. Kenyon Co.; A. R. Howell, S K F Ball Bearing Co.; James G. Lamb, Scott Paper Co.; L. B. Maytag, the Maytag Co.; B. Bond, the Maytag Co.; Dr. E. L. Dunn, Onelda Community; H. P. Miller, Goulds Mfg. Co.; F. R. Davis, General Electric Co.; O. M. Goge, Robt. H. Ingersoll & Bro.; R. H. Babbitt, Jr., Weir Stove Co.; H. M. Clark, General Electric Co.; J. F. Bresnahan, American Chicke Co.; M. P. Rice, General Electric Co.; G. B. Sharpe, DeLaval Separator Co.; B. Lichtenberg, Alexander Hamilton Institute; R. C. Byler, S K F Ball Bearing Co.; J. M. Hills, Hills Bro. Co.; H. P. Neulendyke, U. S. Cartridge Co.; S. H. Myers, National Lead Co.; M. F. Judd, the Raybestos Co.; W. L. Towne, Austin Co.; Miss M. Brown, Burroughs Adding Machine Co.; N. W. Dresher, Valentine & Co.

A.N.P.A. CONSIDER NEWS PRINT SITUATION

Newly Appointed Paper Committee Goes Over Matters with Directors at Meeting in New York

The board of directors of the American Newspaper Publishers Association and the members of the paper committee held a conference on Tuesday in New York, with President Frank P. Glass, editor Birmingham News, who returned on Saturday from Europe, presiding.

This was the first meeting of the new paper committee with the directors, and it was said that the whole news print situation in its relation to Government control, price fixing, etc., was gone into very thoroughly. The sessions were executive.

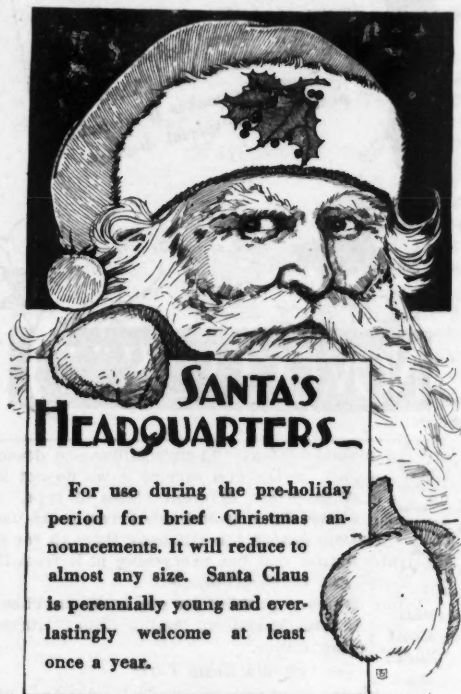
The new committee, under the chairmanship of Elbert H. Baker, Cleveland Plain-Dealer, is said to be especially strong and truly representative of the industry as a whole—as Acting President G. A. McAneny, New York Times, who made the appointments in the absence of the president, was influenced largely in his appointments by geographical or territorial and tonnage considerations.

The committee consists of ten members, including Chairman Baker, as follows: D. E. Town, Chicago Evening Post; M. P. Linn, St. Louis Republic; Charles I. Stewart, Lexington Herald; D. B. Worthington, Beloit (Wis.) News; T. R. Williams, Pittsburgh Press; M. F. Hanson, Philadelphia Record; Bradford Merrill, New York American; Ervin Wardman, New York Sun, and James H. Higgins, Boston Herald.

Coaxing The Christmas Trade

Making the News-Courier Day by W. Livingston Larned.

The Ad-Man Determines to See that Local Publicity During the Christmas Holidays Pegs Up a Higher Notch in Attractiveness. Some Unlooked-for Business is Secured by a Quite Simple Expedient.



SANTA'S HEADQUARTERS

For use during the pre-holiday period for brief Christmas announcements. It will reduce to almost any size. Santa Claus is perennially young and everlastingly welcome at least once a year.

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

"What has that to do with advertising in rural communities?" demanded The Managing Editor.
"Quite obvious, the same folks are buying Christmas presents in Manhattan. The stores are too big a temptation. They yank the rubber band off the venerable wallet and pitch in. You know and I know that a woman can't walk five blocks on Fifth Avenue, if the sun is shining and the universe smiles, without asking Father to reach in his boot for the wherewithal. The New York stores are expecting the juiciest Holiday trade of ten generations. Much of it is out-of-town stuff, too."

Not the Right Way
"I have always thought," commented The Managing Editor, "that we should encourage a campaign that plays up civic pride and Buy-in-your-Home-Town spirit. People should understand that it is not fair to the town or to its business establishments to go elsewhere at spending time."

"You'll never do it that way. No, Sir. The answer is this—our merchants should make THEIR stores so attractive and keep them so smart and up-to-the-minute that people would not have occasion to buy in New York or anywhere else, for that matter. Big city stores can't carry stock that is

"THERE should be a great deal of Holiday advertising this year," said The Managing Editor, as he pushed aside his empty coffee cup and lighted a cigar. "Times are good, the boys are coming back, and there is a sort of let's-spend-it-arena on the air. I can literally smell greenbacks getting ready to go into circulation."

The Ad-Man also lighted a cigar and stretched out his thin legs under the table. They had wandered down to the Maine Street Hotel for a little dinner in honor of a news beat, and well-fed contentment reigned.

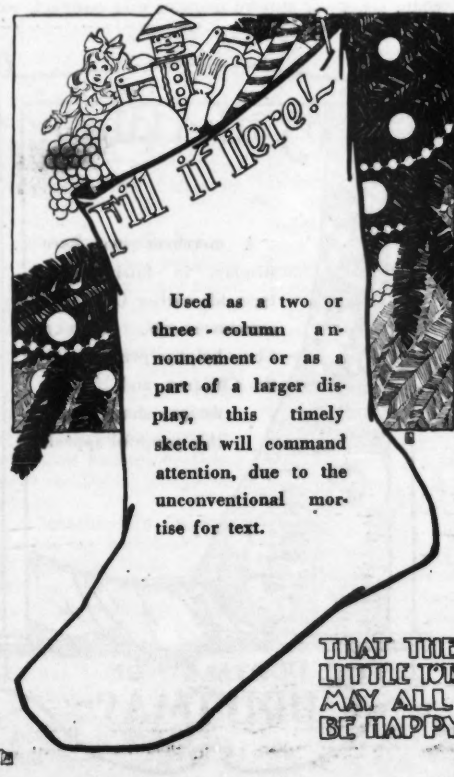
"The local merchants, if they know what's what," declared The Ad-Man, "will do more advertising than ever, and make it better advertising. I saw some figures yesterday that amazed me. The hotels in New York are so rushed and crushed that they are parking Pittsburgh millionaires in the linen closet."

"What's the trouble?" asked The Managing Editor.

Thronging to New York

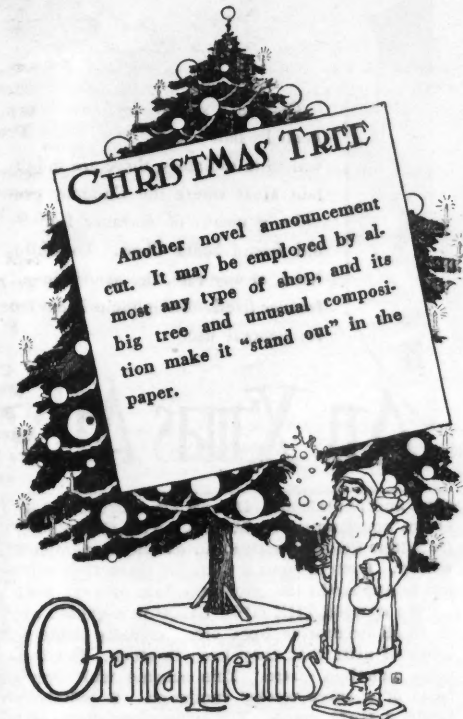
"Soldiers arriving from the other side," was the response. "Letters arrive that tell of an early homecoming, and parents who have never even thought of stirring from the old village are packing their grips and hiking for the Metropolis. It gives them a more legitimate excuse to be real wicked and giddy, as globe-trotters, than they ever imagined could come to pass. They want to be as near the dock as the health authorities allow when the big hull sweeps within sight of Miss Liberty and warps into safe harbor."

"Believe me, I can understand that sentiment. There is no lonelier place to land this side of China than New York if you were not bred and born there. The Doughboy would rather see the little mother and the eager-faced Dad, in his shiny Sunday-best coat, on the pier at that fateful hour than a truck load of Burlesque Queens or the Orchestra of the Metropolitan Opera House. Folks are swarming to that port of entry as fast as the trains can take them. Theatres are packed every night, restaurants groaning under the load, and the streets packed."



Used as a two or three-column announcement or as a part of a larger display, this timely sketch will command attention, due to the unconventional mortise for text.

THAT THE LITTLE TOES MAY ALL BE HAPPY



CHRISTMAS TREE

Another novel announcement cut. It may be employed by almost any type of shop, and its big tree and unusual composition make it "stand out" in the paper.

Ornaments

barred to us here in the village. Our merchants can get the same things at the same price—often cheaper.

"The trouble is, nobody ever understands or appreciates it. Local merchants fall to tell that fact in their advertising. Even the ads are shabby. Millar is an example of our gorgeous state of publicity slackness. He sent his manager around with material for six half-pages. They were Christmas advertisements. The cuts were handed down through eleven centuries. He must have borrowed them from some ancient printery and ransacked his own hoary archives for others."

"Speaking of the illustrations?"
Like a Pudding

"Yes. In many towns, the merchants put a Christmas ad together in the same way that Mother makes a bread pudding. Any old stale stuff that happens to be around serves the purpose. We have electros of Santa Claus in this village that have been in regular yearly service since the post office was built. They are so aged that even his whiskers are out of fashion. Millar has discovered some of these grand old relics of Christmas days that are past. Santa looks as if he had been out on an apple-cider jag. The engraving has mushed up and the kindly gentleman's nose is a glob."

"He has also supplied us with a choice line of holly and mistletoe borders. They might have been corking good material during the Spanish-American War, but now—now this town knows them by heart. Millar has a weird idea that if you want to get out a Christmas ad you need only drop in a hunk of holly, or a nest of Kris Kringle's whiskers."

"Why not send for some new material this Christmas?" I suggested to him. He shook his head. "No use spending that money. What's the need when we have all this splendid electrotype matter? I have used it for eleven years now, and I know that it's good. There's nothing to do except put a holly border all around and then have Santa Claus in one corner."

"That, then, is Millar's method of reasoning. I intimated that if his procedure was based on logic, his wife could come down town shopping in a hoop-



Despite steam-heated flats and whistling radiators, there are important areas where the Chimney provides a means of entrance for our old friend Santa Claus. To Childhood, at any rate, the association is forever fixed. An announcement cut for general use.

An Xmas Ally

skirt and pantaloons. But we are not doomed to an entire community of Millars. The Gift Shop, on Hamilton Place, is setting an excellent example this season. I worked out a plan for them that will begin to appear in the paper the first of next week.

"We lettered THE GIFT SHOP in a quaint way—of small decorative toys, etc. Actually made each letter of gifts that they keep in stock. Below is a large mortised circle. This scheme will form the basis of a three weeks' campaign. It will be virtually a trade mark. The newspaper displays will always carry the same ornate lettered head with changing text and special illustrations in the circle below. But street-car cards, store cards, window cards, and even one-sheet posters in two colors will stand back of the newspaper campaign. It all makes a compact sales appeal. Before Christmas Day, everybody in town will have The Gift Shop pounded into their noodle for keeps.

Practical Gifts

"To my way of thinking, Hobboston, the jeweller on Main Street, has an even more sensible advertising plan. He is to harp on the purchase of valuable gifts—gifts that endure—gifts that mean an investment. Now, if ever, is the period when people should conserve by purchasing gifts that bring material gain. Such as chests of silver, cut glass, watches, etc. I created a small trade mark symbol for him to employ in every piece of advertising—a line drawing of a Bank Receiving Teller's window. It has been done in an attractive manner, for small space, with the slogan on a scroll: 'EVERY GIFT BOUGHT HERE IS AN INVESTMENT.' You may smile at it as rather crude and primitive, but it was this little joker that brought them into a large campaign. They originally intended to use single-column space—now it's three and four. A plaster model of that symbol has been placed in the window, against a dark plush curtain—and it DOES carry a convincing argument. I think he will adopt it for all time."

"I should imagine that Christmas advertising settles down to showing goods. Not much imagination is required. If I happened to be a department store manager, I would insist upon splitting my space up into small units. And each unit would show some Christmas novelty, neatly portrayed in a cut, with price, description, etc. You ad men are apt to be too highfalootin' if you are not watched."

Can Be an Asset

The Managing Editor was never more serious in his life.

"I'll grant what you have just said," answered The Ad Manager, "but there are ways and ways of handling this same material. Even the drawing of those little gifts can be an asset. Some silverprint reproductions of articles are as cold as the Arctic regions—cuts, nothing more. Artists with imagina-

tion can take exactly the same subject and inject life, animation, eye-interest. There's just one trouble with your plan, if it is operated minus a guiding inspiration—the other store is doing the same thing, and all advertising is monotonous. Of late years it has become customary to create, during the Holidays, a tie-up scheme that runs through the month's activities. This scheme unifies the advertiser's campaign—gives it individuality.

"Some stores devise a comic figure out of Fairyland, who presides over space; others carry a connected story, illustrated with glimpses of the establishment, and still others have Santa Claus himself, in different poses, lead the reader here and there about the shop. The article, its description, and the PRICE will, in my estimation, always hold good as the result-bringer. Still, there is an opportunity for other appeals. I never will forget the piano campaign we ran last Christmas. It gave me another insight into the vagaries of advertising.

"I worked with Mechusink and Warner. We used three-column space every day for two weeks, prior to the holidays. A series of handsome illustrations was obtained from the manufacturer of the pianos. They visualized the pleasure of having a piano in the home—Mother singing lullabies to the kiddies on it—father playing—the evening dance and all that. It was sentimentally inviting. And I understand that a quite famous pen-and-ink artist designed these cuts.

An Ad That Pulled

"But as Christmas neared, no pianos to speak of were being sold. Then, in desperation, Warner himself constructed an advertisement. It was nothing more than a line plate of a piano, surrounded by music rolls (it was an automatic player), the bench that went with it, and a three-inch-high numeral display, stating that the price was so-and-so. That advertisement pulled from the start. It sent a dozen sure sales into the shop that afternoon. The copy was not changed, straight up to Christmas Day, and the results were pleasing to all hands."

"Does the moral indicate that advertising must be crude to get over?"

"No, but you never can tell. The purely 'pretty' designs lacked some necessary element. It would be very discouraging indeed to assume that a piece of advertising must be ugly to be successful. That's opposed to common sense. In direct contradiction, every one knows that the embellishment of advertising has grown to highly satisfactory standards. The really POOR ad, in a physical sense, is indeed in the minority. Magazine publicity has beautified itself splendidly.

"Newspaper advertising is improving, but there's much room left. We must all learn the value of white space—of shrewd margins and compact, well-



A merchant may here display, in fairly large type, his earlier Christmas announcements. Santa Claus belongs primarily to the Children, and Holiday designs should have this youthful appeal.



ordered masses of text. There's Millar—he doesn't believe we are giving him service if we do not set up his stuff in fifteen different styles of type. If he had his way, there would be no two fonts used twice. He will search the cut book through for an illustrated initial that has everything in it from the catacombs to a spaghetti dinner."

"What have you in mind for our home merchants—to combat this out-of-town buying stunt?" queried The Managing Editor.

Should Begin Early

"Immediate reference to complete stocks," answered The Ad Man. "It's not too early for every store in town to begin emphasizing that we are equipped in our own community to satisfy every gift whim. There should be more announcements, in double and triple column. I mean by that simple, uninvolved displays with plenty of Christmas spirit in them. Where an advertiser uses a page or half-page, he should slip in an illustrated display, with bold face type talk.

"But I have anticipated this. Last week I sketched up a series of such designs. They could be used with profit by any type of merchant. They are 'good will' electros, I call them. Here are the proofs—a bigger head of Santa than has ever appeared in our paper, a reference to Christmas tree ornaments, a showing of unique toy animals, etc. The merchant can slip in daily reminders that stocks have been replenished, that goods are modern, and that prices are just. The Public rather likes to be told that 'a new shipment has just been received.' But these little designs are bold and have been drawn in a way to attract instant attention, no matter how much other advertising is run in juxtaposition.

"The other day I took a six months' file of the paper and arrived at one definite conclusion. Newspaper advertising, when it is prepared locally, is too similar, day by day, month after month. It lacks kick. We fall into a rut. An advertiser must search for his own copy. There is a deadly sameness. It may be set-up; it may be our stock borders. Whatever the cause, too many newspapers pay too little attention to individuality of advertising. If there could be more distinctiveness, I really believe merchants would patronize us more liberally. One advertisement looks like another advertisement to them."

Think a Little More

"How can the fault be remedied?"
 "By a little extra effort—a little extra thinking—a little more resourcefulness. For one thing, more illustrations should be used—better pictures—pictures that are not made up by rule and according to moth-eaten precedent. We have all seen what CAN be done—Liberty Loan publicity, Red Cross designs, and Mr. Hoover's own press bureau have

(Continued on Page 11)

PRESIDENT AGAIN ASSURES OF UNRESTRAINED CONFERENCE NEWS

On Eve of Departure for France He Tells Congress There Will Be No Censorship—Only Trouble Seems to Be Danger of Overloading the Cables

WASHINGTON, December 5.

PRESIDENT WILSON has added his personal assurance to those of Postmaster-General Burleson and George Creel, chairman of the Committee on Public Information, that there will be no censorship of any kind over the cables carrying the news of the Peace Conference to the American people.

"At my request," the President said in his message to Congress, "the French and English Governments have absolutely removed the censorship of cable news, which until within a fortnight they had maintained, and there is now no censorship whatever exercised at this end except upon attempted trade communications with enemy countries."

Maximum Service Promised Press

Postmaster-General Burleson announced Saturday that every effort would be made to give the press a maximum of service on the cables, and that a special study was being made with a view to enabling the greatest amount of news to come through from Europe.

Mr. Creel reiterated his statement which the **EDITOR & PUBLISHER** printed last week, and added that every possible measure would be taken to aid the American correspondents at the conference.

It is the view of most newspaper men

COAXING XMAS TRADE

(Concluded from page 10)

blazed the trail for us. When some of that plate matter, sent in by the various departments, began to appear, it cheapened our local space. The public is educated up to better things.

"We can't remain stationary. And we have another vigorous incentive—the manufacturer who sends out large sheets and books of illustrated electros is an inspiration. When the merchant blossoms out with these, the unprogressive chap, who depends upon his own resources, finds the comparison aggravating. A competitor, possibly, is getting all the best of it—attracting all the attention."

"On the other hand, these little fellows cannot afford expensive illustrations, plates, and high-priced specialists to create their advertising," put in The Managing Editor.

"Granted," said The Ad Manager, "that's where WE come in. The service department of every newspaper MUST provide a way. Just as we are doing now—the sort of advice that gets down to a pencil and some paper—to securing attractive pictures and gradually weaning obstinate people from lazy methods."

"But it IS going to be a particularly green Christmas. Of that I am assured. We are getting back to the normal again. I had sugar on my breakfast food this morning, and my wife tells me that she is buying flour, minus the substitutes. Who knows? In another decade, strictly fresh eggs will be down to somewhere around five cents each. This business of being a hen is profitable."

"Is it national Prosperity you're talking?" demanded The Managing Editor.

"That will never quite arrive until you folks decide to charge five cents for your newspaper, retail," was the reply, "and it's worth every penny of it."

"Oh, the advertising must pay for newspaper profits," The Managing Editor smiled.

"No—no," was the laconic response, "under present conditions, the Advertiser is expected to do it all. Have another cigar."

and officials in Washington that the newspapers themselves, through the plans they have made and the men they have sent abroad, will act to bring about a certain type of censorship. Briefly stated, the point is that there are not cables sufficient to carry the volume of dispatches which the press associations and the special correspondents might be expected to file.

President Will Meet Press Daily

President Wilson will hold daily conferences with the newspaper correspondents during his entire absence from the country. The press association correspondents on the George Washington, it was announced, will be permitted to file wireless dispatches en route to France.

At President Wilson's personal request the British and French Governments will relax all censorship on news dispatches coming to the United States on the subject of the Peace Conference.

It was officially announced that dispatches to American newspapers informing them of the progress of the peace negotiations will take second place only to official Government business. Under the Government's newly acquired control of the cable lines, official business will come first, then news, and then commercial business.

It was also officially announced that no censorship of any kind will be exercised by the Committee on Public Information. The machinery of the Committee will be used entirely to facilitate the work of the American newspaper representatives in Paris.

The question of whether the sessions of the Peace Conference will be open or closed to the press will be decided by the conference itself.

Who Will Cover the Conference

As special guests of the President on the George Washington there sailed L. C. Probert, Associated Press; R. J. Bender, United Press; John E. Nevin, International News and Service.

Following the above named, the American transport Orizaba sailed Wednesday afternoon for Brest with 98 newspaper correspondents, photographers, and moving picture operators from all parts of the United States, and two army officers.

It is doubtful whether the transport will be across when the President's ship is met by the American warships, but it is expected that the correspondents will be in time to see President Wilson land in France.

Among those who sailed on the Orizaba to attend the Peace Conference were Ralph Pulitzer, Charles M. Lincoln, Herbert B. Swope, and Louis Siebold, the New York World; Lawrence Hills, New York Sun; Sherman



C. M. LINCOLN AND FRIENDS ON BOARD ORIZABA

Left to right: C. M. Lincoln, managing editor New York World; Louis Siebold, Montague Glass, J. J. Montague, New York American, and W. S. Gill.

Gill, New York American; E. R. White, photographer, New York Times; Paul W. Harris, New York Call; Abraham Cahan, Vorwärts; Hybert Taft, Cincinnati Times-Star; M. Grozier and C. E. Carberry, Boston Post; E. M. Hood, Associated Press; S. S. McClure, Montague Glass, and M. R. Welshart, McClure Syndicate; J. Fred Essay, Baltimore Sun; Sherman Johnson, Forum and Wildman News Service; Arthur M. Evans, Chicago Tribune; W. A. Crawford, Central News; C. T. Brainard, Washington Herald; Georges Le Chartier, Petit Parisien; W. J. Parrott, Danville Times; S. A. Oakley, Peoria Star; Owen H. Kuhn, Washington Star; Leslie G. Niblock, Guthrie (Okla.) Leader; David D. Bidwell, Hartford Courant; Frank De Ramm, La Prensa, Buenos Aires; Edgar T. Wolfe, Ohio State Journal, and O. A. Cooper, Huntington (W. Va.) Herald-Dispatch.

The Associated Press

The Associated Press staff at the Peace Conference will be made up as follows:

Melville E. Stone, general manager; Elmer Roberts, chief of the Paris bureau; Robert M. Collins, chief of the London bureau; Charles T. Thompson, Charles E. Kloeber, Salvador Cortesi, chief of the Rome bureau; L. C. Probert, chief of the Washington bureau; S. B. Cruger, former chief of the Berlin bureau; Edwin M. Hood, Robert Berry, F. B. Grundy, J. A. Bouman, Burge McFall, James P. Howe, Philip M. Powers, Stuart Maroney, S. F. Wader, and T. T. Toppling.

In addition to Mr. Bender, who is with the President's party; Edward L. Keen, general European manager of the United Press, will be in direct charge of the staff which will report the proceedings of the Peace Conference for that organization; Roy W. Howard, president of the United Press, will have general direction of the arrangements for the service and is returning to France for that purpose. Keen will have a large staff, and will be assisted by William Phillip Simms, manager of the Paris bureau, and Henry Wood, manager of the Rome bureau. Fred S. Ferguson, formerly news manager at New York, will be in charge of the American features. Lowell Mellett, formerly Washington manager of the U. P., will cover the British phases. Other members of Keen's staff will include Arthur E. Mann, Don Chamberlain,

Frank J. Taylor, John de Gandt, Webb Miller, Ralph Couch.

Universal Service

The Universal Service will cover the Peace Conference with the following staff: James J. Montague, Jay Jerome Williams, White House man; Naboth Hedin, head of the Paris bureau; Robert Welles Ritchie, of the foreign staff, and E. G. Fitzhamon, manager of the London bureau.

The International News Service

The following compose the International News Service Peace Conference news staff: John E. Nevin, who accompanies the Presidential party; Newton C. Parke, John McHugh Stuart, Deltus M. Edwards, and Henry G. Wales.

✦ ✦ ✦ ✦ ✦ ✦
"CHURCH ADVERTISING!"
 That phrase spells
 Revolution.
 It is on the way
 For Far-Seeing Papers
 That can con the word
 "Service."

The Man Who Formulated The Science of Modern Newspaper Advertising By Churches,* And Who Wrote The Page Religious Ads Which Have Appeared In Many Cities,

Is The Same Man Who Writes The Ellis Sunday School Lesson.

He gives our Clients, As a courtesy, The right to use These Successful Ads.

*See his Book, "Church and Press," Issued in 1912 by the Men And Religion Movement.

THE ELLIS SERVICE
Swarthmore, Pa.

Offering Two Weekly Features
 1 - A "Different" Sunday School Lesson
 2 - The Religious Rambler

✦ ✦ ✦ ✦ ✦ ✦

THE LOT OF A SCRIBE IN FRANCE TOLD BY PHILIP PAYNE

War Correspondent Went Over the Top With Soldiers, Invaded No Man's Land, and Sailed on Raids With Airmen

EDITOR & PUBLISHER asked Philip Payne, a newspaper man of wide experience, who returned recently from France, where he was attached to the Knights of Columbus news service, to write something for the "newspaper boys" over here who were not fortunate enough to get the foreign war assignment.

Mr. Payne was considerate enough to comply. EDITOR & PUBLISHER knew that if Mr. Payne wrote a story for other newspaper men to read, it would be "a corker," but there was not in this office any anticipation that it would be such a "corking corker" as it is. It is offered as a real treat to the unfortunate men who had to "do" the war at long distance from the copy desk.

And Here's His "Corking Corker" Story

By PHILIP PAYNE

SOMEWHERE IN THE UNITED STATES, December 4.—Now that the war is about over and I'm out of a job, I feel happy. I know that every other fellow-craftsman who ground out beaucoup lines of copy about "a certain American division taking over a certain sector of the front," is happy, too. We're out of jobs, or almost out of 'em, but we chuckle; yes, we laugh out loud, for the censors will soon be jobless, too.

If it hadn't been for some of those censors this war would have been a pretty good one, but the greatest copy butchers ever gathered in the editorial rooms of any newspapers were rank amateurs in comparison with the official wielders of the blue pencil, who reigned supreme at the Palais Bourse and other resorts of the tribe in France.

It was Herbert Corey, who is still overseas plying his trusty flivver brand of typewriter, who refused to differentiate between the base censor and the various other types of censors who kept our copy on many occasions from saying what we wanted it to.

All Censors Base

"Base censor?" quoth Herbert. "All censors are base," he added.

All the above remarks are inspired by a letter from EDITOR & PUBLISHER asking me, among other things, to tell of some of the sufferings of the war correspondents who have been daily chroniclers of history for the reading public of America.

Most of my suffering was caused by the astute, khaki-clad gentlemen in the Palais Bourse, where the base censor had his lair, refusing to allow me to state in my copy on sundry occasions that "a famous old Irish-American fighting unit from New York" was formerly the Fighting Sixty-ninth. By frontal assaults with pencils on my copy and on the copy of some of my fellow-sufferers, the censors succeeded, in their own opinions, in keeping from the German secret service the fact that the Sixty-ninth was in France.

It was after the censor had made one of my mail stories read this way: "A certain American infantry regiment had its colors decorated yesterday afternoon by a French general"—that I went to a motion-picture theatre in Paris. A film weekly was being shown when I entered, and this was the caption on one of the pictures:

"Colors of the 104th U. S. Infantry being decorated."

My mail story could not have been printed in the United States before at least three weeks elapsed, but that censor was determined to keep the vital military information that the 104th had had its colors decorated a deep secret.



PHILIP PAYNE

Apparently the French censor who passed on the film I had seen, hadn't placed quite as much importance in the fact.

Got Something Through

About six weeks after the Seventy-seventh Division took over a sector in France I wrote a mail story in which I mentioned the "troops from Camp Upton." When I submitted that story to the base censor I attached to it a clipping from a New York Times which had just reached me. The clipping was about a weekly interview Gen. March had given to the correspondents at Washington. Featured in the head was the statement that the Camp Upton division was holding part of the line near Luneville. With the clipping I sent a little personal note to the censor, reading something like this:

"As Gen. March has told the correspondents in Washington that the Seventy-seventh is holding the line near Luneville and the New York Times and other American newspapers have published the interview with the general on the first page, I trust you will permit me to mention in my story that the Camp Upton troops are in France." He did.

It remained for one of the women writers who defied Tiritz & Co. to play a nice polite little joke on a censor. I'm not going to reveal her name now, for she is still in France; and so is the censor.

Tricked the Shave-Tail

After a trip through one of the field hospitals this woman wrote a magazine story in which she described the scenes she had witnessed. In the course of her story she mentioned the sufferings of some of the boys who had been burned by mustard gas. A censor, who basked in the glory of a new lieutenant,

cut out all mention of the wounded suffering.

"It will lower the morale of the people back home if they know their boys are suffering," he sagely told the fair writer when she ventured to ask him why he had hit her story with everything except an axe.

Without saying anything more to the "shave-tail" censor, the female of the species took a carbon copy of the same story to the captain who was in charge of that particular censorship bureau. She asked him to read it personally, as she was anxious to get it off in the mail in time to get on a steamship she knew was about to sail. The captain read the story and made just two minor deletions.

Became Almost Human

In fairness to the censors, however, I must admit that in the last three months of the war they became almost human in their handling of stories, and at all stages of the game the field censors, who were headed by Major Boezeman Bolger, treated the correspondents' copy well. As nearly all my copy went through the mails, I did not have any personal experiences with the field censors, those gentlemen handling only cable and telegraph copy.

The treatment the officers gave the correspondents was splendid in every way; and that was true not alone with the American forces, but with the French, British, and Italian as well. The British, profiting by the mistakes their censors made during the first year of the war, were particularly gracious in their handling of the American correspondents assigned to their armies.

No Snobbishness There

One thing I noticed along the American front in France was the perfect bond between the officers and men. In the camps and cantonments in this country when I was serving in the infantry, I had noticed a certain amount of snobbishness, but there was none of that in evidence at the front. Discipline of the most perfect sort existed, but the officers knew that their men were men; the men knew that their officers were with them heart and soul.

Wherever you went along the front it was the same. Every man in a division from the commanding general down would swear his particular division was the finest in the American Expeditionary Force. Colonels would solemnly inform the correspondents that their own particular regiment was just a little bit better than any other regiment; captains knew their companies were smarter than any other, and the doughboys, without the reserve of their officers, made no bones about telling you that their company was great and that they'd go to hell for their captain. That was the sort of spirit that made the American soldiers the finest fighting men in Europe.

Sometimes, when I was flivvering along near the front, I would hail doughboys who were plodding along, taking the war game as nonchalantly as though they'd been at it all their lives.

"What outfit are you fellows from?" I'd query.

"The —th division," the answer would come.

"Have you fellows been in the fighting?" would be the next question.

"Have we been in the fighting? [Business of throwing out his chest.] Why, we're shock troops; we licked the Prussian Guard."

Proud of Each Other

Seldom, if ever, did I hear any doughboy praise himself; it would always be

his own particular company, regiment, or division. It didn't make any difference what line the doughboy had been in. He was always supremely confident in the superiority of his own outfit. The drafted doughboy would argue at length with you to impress on your mind sundry reasons why the National Army was a better fighting organization than the National Guard or the old regulars; the former guardsmen and the regulars had just as convincing arguments to prove why they were better than the others. There was perfect harmony, though, existing between all the doughboys, no matter what branch they came from, and their hatred was combined—every doughboy hated the Boche and the M. P.'s—military policemen—the bane of doughboys who took "vacations" without the formality of getting official permission.

In the Argonne Forest, when the drive that broke Germany's back was started, on September 26, National Army, National Guard, and regular army divisions were fighting side by side. The rivalry of the divisions was noticeable throughout the entire campaign in the Argonne.

Of Course, of Course!

Correspondents, "Y" and K.C. men, and others who were attached to certain divisions, would become imbued with the same spirit of rivalry as the regular personnel of their particular divisions. I spent most of my time at the front with the Twenty-sixth New England Division. Of course, I admit that the Twenty-sixth was the finest division in France. Haven't we been cited six times? I'll bet Floyd Gibbons, of the Chicago Tribune, and Stanley Prenosil, of the A. P., who were also with that division, will agree with me, too.

Some persons in this country have an idea that the war correspondents never actually got near the front.

"Isn't it true," one nice old gentleman asked me the other night, "that the correspondents get all their news at the headquarters in Paris?"

Right On the Job

Floyd Gibbons didn't get his eye shot out and his arm punctured in Paris, Bert Ford wasn't gassed in Paris although the Lord only knows there is beaucoup gas in that city. George Pattullo, Jimmy Hopper, Frank Sibbey, Joe Timmons, and a host of others I could name didn't go over the top with the men on a drill field. Those men actually went over the top into battle with the doughboys, so that they could get a real, first-hand impression of what a soldier feels like when he's looking death squarely in the face and not batting an eye when he's doing it.

Ask the fighting men when they come back where they have seen some of the correspondents. Herbert Corey was talking to some artillerymen in a battery position one day when a shell burst near by, killing five and wounding two others. George Pattullo had the major portion of his billet shot away while he was slumbering one night, when a Boche plane scored a hit on it. George also had part of his breeches separated from him by a chunk of shrapnel when he went out with the doughboys on night patrol, so that he could experience the real thing in the thrill line.

Had Keen Vision

They discharged me from the infantry at Camp Dix, because the curgeons said I had bad eyesight, but Johnny Evers, the old Cub ballplayer, who was

(Continued on page 26)

With the President Abroad



ROBERT J. BENDER

Manager of the United Press Bureau at Washington, accompanied President Wilson on the steamer George Washington as a member of his "immediate party," and will be with the President while he is in Europe. Mr. Bender will report the President's moves and activities for United Press newspapers.

UNITED PRESS ASSOCIATIONS

General Offices

New York City

EDITORS OF RELIGIOUS PAPERS ENTERTAINED IN LONDON

Lord Robert Cecil Tells Them People Must Decide Future of Countries—Dr. McKenzie Says History Is Being Reversed

SIGNIFICANT, in the light of present-day conditions, were some of the remarks made at the luncheon tendered by the English-Speaking Union November 5 in London to the third party of American editors visiting England and France as guests of the Ministry of Information to see Britain's war effort at first hand.

Lord Robert Cecil, Under-Secretary of Foreign Affairs and son of the great Lord Salisbury, presided and delivered a notable address on the future peace of the world, serving in the place of his Chief, Mr. Balfour, President of the Union, during the Foreign Secretary's absence at the Versailles Conference on peace terms.

Distinguished Guests Welcome Editors

Notable guests and speakers included Lord Bryce, Walter Long, and Admiral Sims. Others present to meet the editor guests, who represent more particularly the American religious press were Lord Burnham, proprietor of the Daily Telegraph and president of the British Newspaper Conference; Dr. Clifford and the Rev. J. H. Jowett, two of Britain's greatest non-conformist clergymen; Sir George Perley, High Commissioner for Canada; Sir Thomas McKenzie, Sir Harry Brittain, Major Evelyn Wreneh, and American Consul-General Skinner.

The American guests were:

Dr. Douglas McKenzie, president Hartford Theological Seminary, and contributor to many religious publications; Ernest Hamlin Abbott, Outlook; Dr. Clifton Gray, Chicago Standard; Dr. Charles Clayton Morrison, Christian Century; Philip Howard, Sunday School Times; William Revell Moody, Record of Christian Work; Guy Shippler, Churchman; Dr. Dan Brearley Brummitt, Epworth Herald; Dr. R. W. Gammon, Congregationalist; Jackson Fleming, Asia.

Responsibility with People

In asking his audience to consider the question of what we should do when peace comes, Lord Robert Cecil said that the responsibility as to what course shall be taken will rest, not with statesmen and ministers, but with the people. He insisted that the future of the world would rest very largely on what the English-speaking peoples decided to do. "After all," he declared, "we are the two nations who, intellectually and spiritually, come closer together than any other two Allies, and we therefore must take the greatest share of the responsibility for the final settlement of this great world conflict."

Testing Days Ahead

Dr. McKenzie, replying, said: "We belong to a very large class of people in the United States as to the direction of whose sympathies from the beginning of the war there has been no doubt. The real testing days for the English-speaking peoples, however, are ahead of us, and we must realize this as of the greatest importance.

"It is comparatively easy for peoples at war and with their national existence at stake to be willing to make great sacrifices, but the hour of moral test for America, Great Britain, and France will be the hour after peace is signed. Great Britain has said that she does not want any more territory. That is a reversal of her past history. The United States is going to be involved in a peace conference that will take her into the heart of Asia, and such a course is also a reversal of her history.

"The League of Nations will never be

established without sacrifices, and could only be born in the spirit of the churches of Christ."

LANSING THANKS THE WASHINGTON SCRIBES

During the War He Was Never Obligated to Worry Over News of the State Department

WASHINGTON, December 5.—Prior to his departure for France Secretary of State Lansing paid an unusual compliment to the Washington correspondents for the manner in which they cooperated with the State Department during the war.

"You have performed a great national service," he said, "and the manner in which you have cooperated with me personally and with the State Department has been very helpful. I desire to take this occasion of expressing my gratitude to those of you who come to these conferences and who handle the news of the State Department.

"The handling of the State Department news has been such as to help us a great deal, and I never was obliged to worry about the newspapers in their handling of matter related to this Department. There were, naturally, one or two instances where mistakes were made, but I am confident they were done inadvertently.

"While I can speak only for the State Department, I am sure the heads of other departments of the Government agree with me that you men have done a great work, and I hope our relations will continue just as pleasant."

Henry Ford's New Paper Will Begin Publication Jan. 2

A Whole Page of Each Issue Will Be Reserved for Owner's Discussion of World and National Problems

The first issue of Henry Ford's weekly, the Dearborn Independent, under the editorship of E. G. Pipp, will appear January 2.

One page in each issue will be reserved for discussion by Mr. Ford of world and national problems, and is expected to be the principal page.

Temporary quarters have been taken in the tractor plant in Dearborn, Detroit, for the paper, and the first issue will be printed there. Later, it is expected, a building will be erected in Dearborn for the publication.

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

TIMES MAN SLAIN IN ACTION JUST AS PEACE CAME



MAJOR WM. SINKLER MANNING.

Major William Sinkler Manning, who left the Washington Bureau of the New York Times to enter the army, was killed in action in France on November 6, five days before the armistice was signed.

Major Manning was of the fourth generation of his family to fight for his country—in the Revolution, the War of 1812, the Civil War, and this—and five of his brothers are now wearing the uniform of the United States army. He was a son of Gov. Richard I. Manning, of South Carolina.

He was born at Belfield Plantation, Sumter County, S. C., thirty-two years ago, and was graduated from the University of the South in 1906. He became a reporter on the New York Times a few months after his graduation, and two years later was transferred to that newspaper's Washington bureau, where he served up to the time of joining the army. He was known as one of the ablest newspaper men in Washington. He had a wide knowledge of public affairs and a legion of friends among public men.

During the Mexican crisis in 1916 he joined the South Carolina National Guard, which his father was then rebuilding after its disbandment by Cole Blaise, the preceding Governor. He served on the Mexican border and was discharged with the rank of corporal. Immediately after war was declared on Germany he entered the officers' training camp at Fort Myer, Virginia, and was graduated with the rank of captain. He went to France as captain and adjutant of the 316th Regiment, a part of the Seventy-ninth Division. News of his citation for gallantry and of his promotion to the rank of major was received shortly before the announcement of his death.

Major Manning was married and had two children. His wife was formerly Miss Barbara Brodie, whose father was the director of large silver mines in Mexico, which had been owned by her grandfather, the late Alexander R. Shepherd, at one time Governor of the District of Columbia.

Elected to A. N. P. A. Membership

The Pittsfield (Mass.) Berkshire Eagle has been elected to active membership in the A. N. P. A.

BRISBANE GETS THIRD MILWAUKEE PAPER

Announces Purchase of Free Press, Which He Combines with Wisconsin and News—Was Established to Support La Follette

The Milwaukee Wisconsin-News has finally announced the purchase of the Milwaukee Free Press, which was discontinued several weeks ago. The Free Press has been discontinued, and the Wisconsin-News is being sent to the subscribers. The name of the Wisconsin-News remains the same.

This makes the third Milwaukee newspaper that Arthur Brisbane has bought in less than three months. On October 11 he announced the acquisition of the Evening Wisconsin, and four days later the purchase of the Daily News. The latter was an evening newspaper, and the two were combined under the name of the Evening Wisconsin and Daily News. A short time ago this title was shortened to the Wisconsin-News.

The Free Press was a morning newspaper, with a Sunday edition. It was founded in 1901 to advance the political fortunes of Senator Robert M. La Follette. Its "angel" was the late Senator Isaac Stephenson. The Free Press continued to grow until the split between La Follette and Stephenson. Then the Free Press abandoned La Follette and changed its former radical policy to a conservative one. From that time it declined. Senator Stephenson finally sold it to a group of Milwaukeeans.

Probably no newspaper in the United States was more pro-German than the Free Press before the United States entered the war. It defended the sinking of the Lusitania and opposed the entrance of the United States into the war. October 10, 1917, the Free Press was required to show cause at Washington why its second-class mailing privilege should not be revoked. It succeeded in retaining the privilege.

Alvin O. Royse, managing editor of the Free Press, has been made managing editor of the Wisconsin-News.

Honor J. Kerney, Returning from Mission in France

Friends of Managing Editor of Trenton (N. J.) Times Greet Him — President Wilson Sends Regrets

TRENTON, N. J., December 2.—Newspaper and other personal friends of James Kerney, managing editor of the Trenton (N. J.) Times, gave a dinner in honor of his work overseas as foreign director of the American Committee on Public Information. In addition to the newspaper men, clergymen, doctors, judges, merchants, and business and professional men generally gathered at the feast, under the auspices of the Legislative Correspondents' Club and the Trenton Press Club.

President Wilson, at whose request Kerney went abroad for war work, sent a letter, regretting that official duties prevented his attendance, while his secretary, Joseph P. Tumulty, kept away by the death of his father, sent a message of friendship.

Buys Illinois Staatszeitung

The Illinois Staatszeitung Company of Chicago has purchased from the receiver of the Illinois Publishing Company the physical assets, good-will, etc., of the Illinois Staatszeitung and is now publishing that paper daily and Sunday.

Advertising

Gains and Losses of Cleveland Newspapers for Month of November

During the month just closed The Plain Dealer published 89,547 inches of paid advertising, by far the largest volume of business ever carried by any Cleveland newspaper during a similar period. The gains and losses of the different Cleveland papers are as follows:

The Plain Dealer GAINED 9013 Inches

The Press LOST 897 Inches

News & Leader LOST 6049 Inches

Legal advertising is excluded from above figures.

The Plain Dealer is supreme in business getting and business building power because it gets to, is read by and believed in by the **real buyers** in the territory it serves.

Advertisers both national and local who have used or are now using The Plain Dealer, **know positively** that this great Home Paper brings direct results, and

—builds for permanency

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Simeon Strunsky will

Frank Simonds says: "I consider Simeon Strunsky to be the greatest authority in this country on Continental European Affairs."

The famous author of "Post-Impressions" and "Belshazzar Court"; Associate Editor and Military Critic of the New York Evening Post and writer of leaders on foreign affairs, is known throughout the country for the literary merit of his work, the charm of his style, the humor of his satire and the irresistible humanity of his pen pictures.

MR. STRUNSKY SAILED DECEMBER 2 TO ATTEND THE PEACE CONFERENCE IN PARIS AND TO SPEND TEN WEEKS IN ENGLAND, FRANCE, BELGIUM AND SWITZERLAND. HE WILL SEND BACK BY MAIL A SERIES OF SIGNED ARTICLES, AVERAGING THREE A WEEK, TO THE NEW YORK EVENING POST. THESE LETTERS THE NEW YORK EVENING POST OFFERS

For exclusive publication by one paper in each city throughout the country

Mr. Strunsky first will visit the Peace Conference as a correspondent. A fluent linguist, an authority on European history and politics past and present, a trained observer and analyst, his articles from the Conference will place the broadest and deep-

The service will be released about

OPTIONS WILL BE GRANTED IN

Wire The New York Evening Post

Will Reveal the New Europe

est underlying facts of the Paris meeting on a thoroughly sound basis for American readers who wish to be well informed. Mr. Strunsky speaks with knowledge of the new Europe which is in the making, of the newest nations being carved out of the bones of empires, of the aspirations of nations living and being born. His established reputation as essayist, a human and humorous one, gives assurance that his letters will be interesting as well as authoritative. They will be of from 1,200 to 2,000 words each.

Mr. Strunsky also will visit the battlefields of the western front. He will talk with the military leaders of the nations. The military story of the war is yet to be **explained**—the outlines of it have been told. Mr. Strunsky will not force the subject—but where the news interest warrants it he will pursue his military studies and investigations, and will make a critical analysis of strategy, tactics, or leadership in the light of the fuller, later day.

Mr. Strunsky will go to Switzerland, the cockpit of diplomatic intrigue in the four years of war, and neighbor of Germany and Austria. He will turn aside from beaten paths to find a little French village, say in a department in the south where the battle never raged, and will write a story—"How the War Came to the Village of X"—imagine the writer of "Post-Impressions" and "Belshazzar Court" telling the tragic annals of their simple lives! He will go to England too; and in all countries will write of actualities, of what sort of Europe has emerged from the war, of how strongly entrenched are the forces of radicalism and of the Red Flag, and with what spirit the people are facing the task of reconstruction.

the second week in January

IN THE ORDER REQUESTS ARE RECEIVED

- - - - Vesey Street, New York

ADVERTISING VOLUNTEERED EARLY AND WON GLORIOUSLY

James Schermerhorn, Editor Detroit Times, Urges on St. Louis Ad Club a Continuance of Its Stanch Patriotism in Reconstruction Period

St. Louis, Mo., December 2.

THE Advertising Club of St. Louis held its annual meeting at Hotel Statler last Tuesday evening, the event taking the form of a trench dinner, in which "chow" was served army style.

The epicurean delights of such delicacies as goulash in light marching order, spuds with the jackiton, sea dust, beans a la Amerique, red lead, punk, salve, submarine turkey, stewed mystery, java, alkie, and fags were thoroughly enjoyed. The waiters wore the regulation khaki, the food was spread on boards, and the illumination came from candlesticks stuck into wine bottles.

Schermerhorn Tells What Ads Have Done

The principal address was delivered by James Schermerhorn, editor of the Detroit Times, who discussed, "War and Peace, a Deadly Parallel." He said, in part:

"The liveliest theme where commercialists sit at meat these days is Reconstruction. What has the immediate future in store for industry?"

"Reconstruction fits the foreign fields of prostration, but it is not an accurate word on this side. We have not known much of destruction, albeit we have been discommoded in a measure by interruption.

"What is vital here is continuation. We have already reconstructed the national spirit; or, rather, called into action latent capacities for service, sacrifices, cooperation, and self-forgetfulness.

Must Measure Up

"The United States has only to go now in the spirit of service, renewal, and restoration to make our products as welcome as our eager man-power in the emergent days of last summer.

"Our armies have advertised our idealism and our kinship in a glorious cause; it only remains for our merchandise and our methods to measure up to the samples disclosed to the belching of democracy's thunders.

"How can advertising pages and the pictorial art, and the printed word of whatsoever description that have been dedicated to the righteous cause of winning this war, to the backing up of the men who have hallowed fresh fields of glory for American arms in France and Flanders, ever give themselves over to tainted or questionable purposes?"

"Through advertising we had President Wilson's word for it that it would be a force without stint until a triumph of righteousness was achieved, and so it was.

"Through advertising Mr. McAdoo solicited our complaints so persistently at every retiring and waking hour in the Pullman posters that we had to complain about it.

"Through advertising Mr. Hoover pronounced grace and denounced waste at every meal, and Mr. Garfield made the anthracite situation soft for everybody.

Did Nearly Everything

"Through advertising capital and labor were aligned, womankind registered and classified; the Marines proclaimed in a manner to give the impression that there was not much for other branches to do but to look on; aviation was urged as offering the best opportunity to see the country, with the privilege of dropping out if dissatisfied; the navy was next to a college fraternity in personnel, culture, and scholarship; the tanks called to mollycoddles to treat 'em rough, and public



JAMES SCHERMERHORN.

librarians were beseeched to jump in and win the war.

"Advertising was SOME branch of the service, with a President, two ex-Presidents, Gen. Pershing, and Billy Sunday counting it a great distinction to be enrolled among the copy makers.

Volunteered Early

"Always it will be advertising's glory that it volunteered early and served for the full period of the war. Once it might not have passed a physical examination. There was a time when it had some traits of a slacker, but the Associated Advertising Clubs of the World got a great deal of the taint out of its blood, and renovated its cantonments and training stations.

"Publicity was prepared. There was more printers' ink than ordnance available; the winged word was the real Liberty motor in the matter of production. Advertising was the alert and the clarion, sounding warnings and saving. It trumpeted the assembly cities, and the advance, and rallied the reserves.

"It was the wig-wag from the hill-top, the white arc of the star shell, the flash of the heliograph, the only invader who got to Berlin through the President's classified copy under the heading, 'Wanted—some one to speak for the German people.'

"No one is better qualified, therefore, to summarize the American motives in this great adventure. Let advertising, conserving the essential and scorning the contemptible and hurtful, continue to be democracy's stanch ally through all the golden years that we trust lie ahead."

Other speakers were Gov. Gardner and Mayor Kiel. W. C. D'Arcy, president of the Associated Advertising

Clubs of the World, who was unable to be present, sent the following telegram:

"The war has brought the world closer to commercial St. Louis than our great Northwest or the Atlantic or Pacific States. While we are to-day truly international, by virtue of increased world knowledge, let not the alluring foreign trade cause us to overlook or underestimate the business in our own United States. In the question of reconstruction, over-reaching is a possibility. Our sole aim and service must be born of faith in maintaining the supremacy of home markets."

John Ring, Jr., president of the Club, presided.

WAR AND DEATH HIT MEMPHIS PAPER

Tear Large Gaps in Ranks of Commercial Appeal Organization—Accustomed to Vicissitudes, Paper Shows Good Spirit Through Trials

The Memphis Commercial Appeal felt the effect of the casualty list during the last few weeks. Fifty-nine men from that paper are in the service. More than thirty are in France. Four have been reported killed. Three are known to have been wounded.

When the war broke out Capt Thomas Faunterroy, a member of the staff, formed a company of volunteers, and thirty men at once left the paper for the service. Two fliers were killed several months ago.

Lieut. Gordon Gillespie, commanding a machine-gun company, was shot on October 18. Frank, the office boy, a quaint little Italian, who, Editor C. P. J. Mooney says, was the best office boy

he ever saw, died from wounds on October 24, after fighting with the Thirtieth Division.

Most of the Commercial Appeal men are with the Thirtieth Division. The infantry of the Thirtieth Division was with Rawlinson on the St. Quentin-Cambrai drive, while the artillery was in the Meuse sector.

On November 24, Hugh H. Huhn, associate editor and dramatic critic, died from a stroke of paralysis. Mr. Huhn did all of his newspaper work in Memphis. He was regarded by legitimate theatrical managers as the best and the last of the old school doing dramatic work in the South.

During the influenza epidemic the Commercial Appeal lost its head pressman, Pat Egan, and several other attachés of the mechanical department. During the epidemic all printers, mechanics, and all employees drew full salaries during their illness.

The Commercial Appeal is not cast down. During the Civil War it was printed for three years in a box car behind the Confederate lines. Sherman destroyed it at Columbus, Ga. Wars, therefore, are not new things to the paper, and just to show that the paper was not low-spirited, it subscribed for \$100,000 of the last issue of Liberty Bonds.

Increase Advertising Rates

The advertising rates of the Providence Evening Bulletin and the Providence Sunday Journal have been advanced.

Everybody not dumb can always talk, but not everybody always talks sense. Same with advertising. Put brains into yours.

The proof that the combination of "Salesmanship Clubs" and "Blair & Austin" is the best means of increasing circulation.

YEAR 1918 TO DATE

New Subscriptions received - - 83,566
Cash received on subscriptions - \$253,793

We only handle a limited number of campaigns each year, and doubtless will soon be booked for 1919.

Publishers—If you want the services of our organization for "a trip to Europe" or "automobile" campaign, better get in touch with us at once.

BLAIR & AUSTIN

721 Paul Jones Bldg., Louisville, Ky.

P. S.—Our commission charge only a little more than the others.

The Barnett National Bank of Jacksonville

MARITIME JACKSONVILLE

ALL of the great cities of the world enjoy water transportation. There are no exceptions. The St. Johns river and proximity to the sea were no doubt responsible for the assembly of log huts known as "Cow Ford," the forerunner of Jacksonville and certainly the river contributed from the start to the growth of that bovine village.

Long before railroads reached this section, the St. Johns was used as an artery of commerce, as an outlet and an inlet to and from the world at large. It was dotted also with pleasure boats and dories in the pre-gasoline period; but with the advent of more rapid transportation the public lost interest in the river, save for its beauty and coastwise traffic.

Now that the King of Prussia has robbed granaries and factories, the world's commerce is more than ever dependent upon the sea. Henceforth and for years to come water transportation must play a major part in civilization's needs. There can be no shadow of a doubt as to the direction American enterprise will take after the war. AND JACKSONVILLE WILL BE READY. Even now our year-round port is becoming a ship-building center. More than seven million dollars have been invested in equipment of plants and the aggregate cost of ships built, being built and contracted for, reached the tremendous total of fifty million dollars.

We are building submarine chasers, wood ships, steel ships, concrete ships, tug, barges, and hulls. Furthermore, we are equipping with machinery here in Jacksonville all ships built in North Carolina, South Carolina, Georgia and Florida.

The powerful influence of our shipbuilding industry upon the metal and wood trades, justifies the estimate that not less than 20,000 persons draw their livelihood from Maritime Jacksonville.

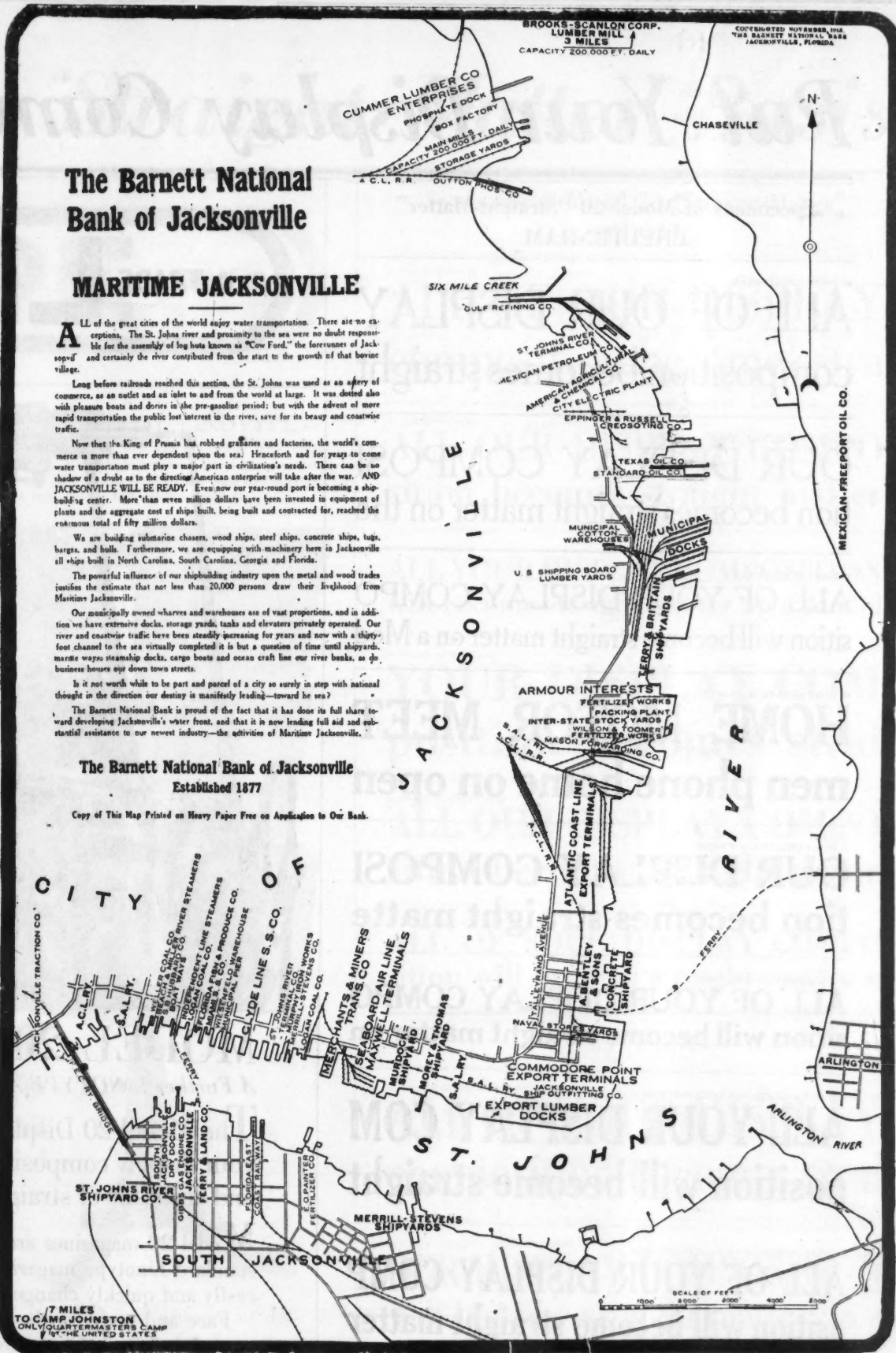
Our municipally owned wharves and warehouses are of vast proportions, and in addition we have extensive docks, storage yards, tanks and elevators privately operated. Our river and coastwise traffic have been steadily increasing for years and now with a thirty-foot channel to the sea virtually completed it is but a question of time until shipyards, marine ways, steamship docks, cargo boats and ocean craft line our river banks, as do business houses eye down town streets.

Is it not worth while to be part and parcel of a city so surely in step with national thought in the direction our destiny is manifestly leading—toward the sea?

The Barnett National Bank is proud of the fact that it has done its full share toward developing Jacksonville's water front, and that it is now lending full aid and substantial assistance to our newest industry—the activities of Maritime Jacksonville.

The Barnett National Bank of Jacksonville
Established 1877

Copy of This Map Printed on Heavy Paper Free on Application to Our Bank.



The above is a reproduction of a page advertisement published in The Florida Times-Union of Sunday, November 10, 1918. The improvements that have been completed and those now being made along the Jacksonville Water Front are of a permanent nature. The circulation of the Florida Times-Union is now over 32,000 daily and over 40,000 Sunday.—A gain of 6,000 in eighteen months. Has your business in this territory shown a corresponding increase? The Times-Union covers the field.

BENJAMIN & KENTNOR COMPANY, New York and Chicago, represent—
THE FLORIDA TIMES-UNION—JACKSONVILLE, FLORIDA.

Put Your Display Composition

Specimens of Model 20 "Straight-Matter"
CHELTENHAM

20 POINT CHELTENHAM
ALL OF OUR DISPLAY
composition becomes straight

24 POINT CHELTENHAM
OUR DISPLAY COMPOSI
tion becomes straight matter on the

20 POINT CHELTENHAM
ALL OF YOUR DISPLAY COMPO
sition will become straight matter on a Mod

20 POINT CHELTENHAM BOLD
HOME MOTOR MEET
men phone home on open

24 POINT CHELTENHAM BOLD
OUR DISPLAY COMPOSI
tion becomes straight matte

18 POINT CHELTENHAM BOLD
ALL OF YOUR DISPLAY COMPO
sition will become straight matter on

20 POINT CHELTENHAM BOLD CONDENSED
ALL YOUR DISPLAY COM
position will become straight

24 POINT CHELTENHAM BOLD CONDENSED
ALL OF YOUR DISPLAY COMP
osition will become straight matter

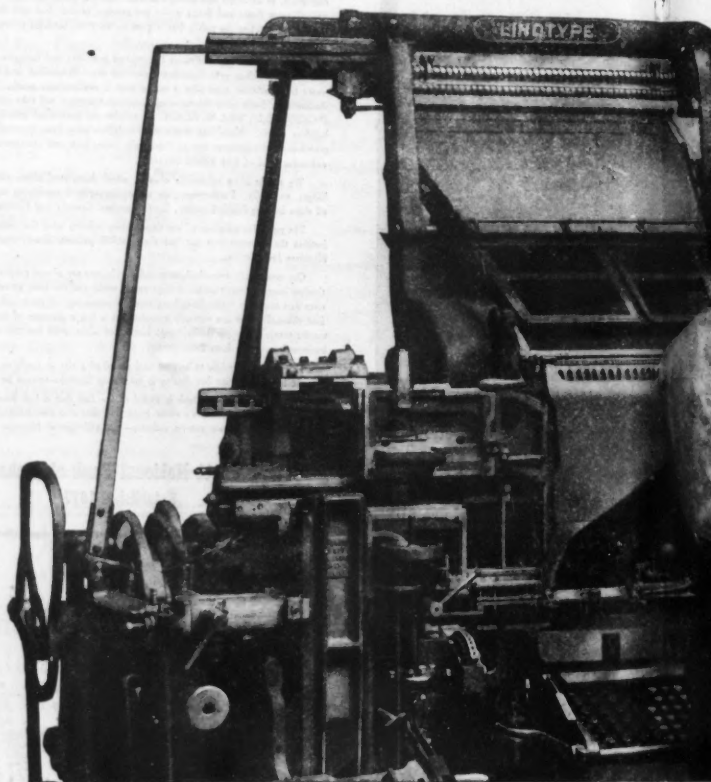
18 POINT CHELTENHAM BOLD CONDENSED
ALL OUR DISPLAY COMPOSITION WILL
become straight matter on the Model 20 Lin

MORE THAN 37,500

TRADE

LINOTYPE

THE MACHINE THAT



MODEL 20 DISPLAY LINOTYPE

A Further LINOTYPE Achievement Along the Vita

The Model 20 Display Linotype equips you with the speed and accuracy of straight-matter, and does away with the

Model 20 magazines are only half the length of standard Linotype magazines—light and compact, easily and quickly changed.

Face and body can be changed in less than 30 seconds; change of face, 15 seconds.

Write Your Nearest LINOTYPE AGENT

MERGENTHALER LINOTYPE

CHICAGO

SAN FRANCISCO

NEW YORK

This Advertisement is Composed E

on a "Straight-Matter" Basis

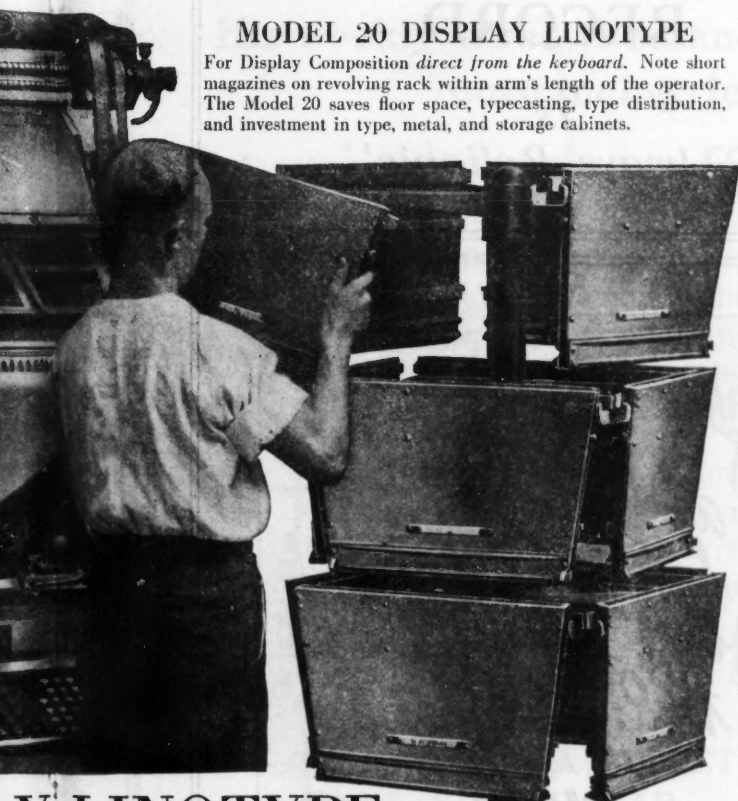
THAN 37,500 IN USE

LINOTYPE MARK

MACHINE THAT LASTS

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 investment in type, metal, and storage cabinets.



AY LINOTYPE

the Vital Line of Conservation

enables you to set virtually all the keyboard with the speed does away with distribution.

The Model 20 Linotype puts display composition on the all-slug basis which combines all of the advantages of dispatch, and labor-saving with a high order of quality.

AGENCY for Complete Information

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

NEW ORLEANS

CANADIAN LINOTYPE LTD., TORONTO

Composed Entirely of Linotype Material

Specimens of Model 20 "Straight-Matter"

BODONI

20 POINT BODONI

ALL OF OUR DISPLAY composition becomes stra

24 POINT BODONI

ALL OUR DISPLAY COMPO sition becomes straight matter

18 POINT BODONI

ALL YOUR DISPLAY COMPOSITION will become straight matter on a Model

30 POINT BODONI BOLD

YOUR DISPLAY COM position becomes strai

24 POINT BODONI BOLD

ALL OUR DISPLAY COMPO sition becomes straight matte

18 POINT BODONI BOLD

ALL OF YOUR DISPLAY COMPO sition will become straight matter o

CASLON BOLD

30 POINT CASLON BOLD CONDENSED

ALL OF YOUR DISPLAY composition becomes strai

24 POINT CASLON BOLD CONDENSED

OUR DISPLAY COMPOSITION will become straight matter on a

18 POINT CASLON BOLD CONDENSED

ALL YOUR DISPLAY COMPOSITION becomes straight matter on the Model 20

RESALE PRICE STATUS TANGLED BY NEW JERSEY DECISION

Ruling Permitting Cut Prices Only When Identity of Article Is Concealed Practically Nullifies Supreme Court Edict
—New Jersey Merchants at Disadvantage

THE New Jersey Court of Chancery, in rendering a recent decision in favor of W. H. Ingersoll & Bro., makers of "The Watch That Made the Dollar Famous," reminds one, strongly, of the decision made by Portia, before whom was pleaded the case made famous by Shakespeare.

"You may have your pound of flesh," it says, "but you must not spill one drop of blood."

Injunction Obtained on New Grounds

The Supreme Court of the United States has ruled that manufacturers may not control the resale price on merchandise. That decision, of course, holds as law.

Hahne & Co., of Newark, N. J., offered Ingersoll watches at something less than \$1.35, which is all right, according to the Supreme Court of the United States, and Ingersoll & Bro. entered a suit for an injunction, to prevent Hahne & Co. from making the sales.

Obviously the Court of Chancery could not overrule the United States Supreme Court, but the injunction was issued on the grounds that, while Hahne & Co. had a perfect right to sell Ingersoll Dollar Watches at any price they saw fit, they must remove the guarantee, obliterate every trade-mark and everything else by which the watches could be identified; a decision which, in the last analysis, means that there is nothing doing in the cut-price matter, so far as New Jersey is concerned, notwithstanding the decision of the Supreme Court of the United States.

It is probable, however, that the case will be appealed, and the new issue raised be taken to the Supreme Court of the United States, where it will be settled, once for all.

Merchants of New York city, Philadelphia, Wilmington, and other places bordering on the State of New Jersey hail this decision with inward joy, as it puts the New Jersey merchant practically at the mercy of his more fortunate competitors.

How New Decision Acts

Take Newark, Hoboken, Jersey City, Camden, and cities close to New York and Philadelphia, and they have a hard enough struggle to keep the home trade, even with an even break against the other fellows.

Women like to shop in the big shops. They like to go to the city, to see the sights, to have luncheon at one of the big hotels; and, right or wrong, there is an idea that things bought in New York or Philadelphia are more to be desired than goods bought in the home stores.

Inasmuch as the Court of Chancery of New Jersey has no jurisdiction over the merchants outside of the State, Macy's Lord & Taylor's, Altman's, or any of the big stores of New York can make prices that cannot be met by the home merchants, and, as a consequence, can attract trade that is valuable.

The Court of Chancery holds that "regular" prices are cut by retail merchants as a "bait" to create an impression that they are selling goods for less than the same goods can be purchased for elsewhere; and intimates that perhaps this loss is made up by sticking the price upon unadvertised merchandise—goods that the customer must buy on faith.

There is, perhaps, more truth than poetry in this assertion.

It is a fundamental that EVERY merchant MUST make an AVERAGE profit on EVERY dollar's worth of merchandise that he handles, and if he sells ONE article for LESS than it is WORTH, he must sell some OTHER article for MORE than it is worth to even up.

It is not to be denied, either, that, now and then, merchants can and do cut the "regular" price of standard merchandise, merely to demonstrate their price-making power.

Manufacturers Not Consistent

On the other hand, while these manufacturers rise in their wrath and demand a discontinuation of such practices, it is frequently the privilege of merchants to BUY these standard goods at heavy discounts; for the manufacturer, like the doctor, is prone to prescribe medicine that he refuses to take.

If however, it becomes obligatory for all merchants to adhere, at all times, to the so-called standard prices, what is to become of competition? It means that merchandising, as practiced to-day, is to become a lost art, and that the merchant is to be superseded by the storekeeper, and that merchants are to be mere "agents" for manufacturers.

This, however, might not be so bad, provided there were a law, equally stringent, compelling the manufacturers to adhere as strictly to the price maintenance law, and compel THEM to have ONE PRICE and ONLY one price.

That, however, would not fit at all. Ingersoll Bros. have different prices at which THEY sell these very same goods. Emery Beers & Co., who handle "Onyx" hosiery, frequently sell lots of goods at less than the prices quoted earlier in their season. "Nemo" corsets are sold, at stated periods, at less than standard prices. And the list can go on and on, including almost everything any one wears or uses.

When such price concessions are made by the MANUFACTURER they are all right, good, lawful, commendable, and all that, but when they are made by the RETAILER they become the highly objectionable.

Inasmuch as Hahne & Co. is one of a chain of eight stores throughout the country owned and controlled by the United Dry Goods Corporation, and inasmuch as this corporation maintains a massive buying office in New York, and demands and receives "jobbers" prices, may it not be possible for Hahne & Co. to sell the Ingersoll Watch for LESS than \$1.35, and still make their AVERAGE profit?

They don't pay as much for the Ingersoll Watch as does the smaller merchant down the street. They get the benefit of the manufacturer's quantity price; and, with perhaps a smaller overhead, can sell these goods on a smaller margin of profit, and still make all the money they are entitled to.

The gentle public, in this instance, is

interested, primarily, in what said gentle public is going to have to pay for their goods, and when there is, as is sometimes hinted, an agreement to keep prices UP regardless of the equity of the thing, the gentle public is going to catch on, sooner or later, to the fact

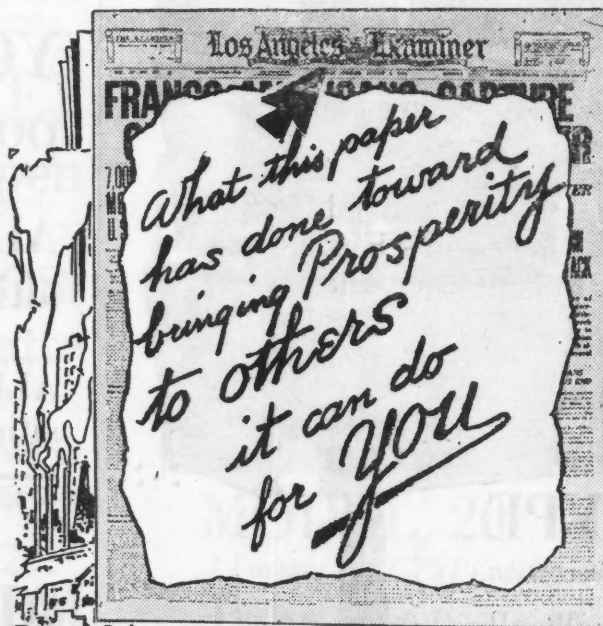
that it is the goat, and then there will be something doing.

It is plainly up to the retail merchants of New Jersey to speedily obtain a reversal of Jersey justice, or suffer from competition that cannot be met legally.

Some newspapers are read for their news, others for their editorials, and a select few for both. Philadelphians are proud to have in the last class

THE PHILADELPHIA RECORD

Is
"Always Reliable"



Los Angeles Is Doing Business! Los Angeles Is Prosperous!

These facts stand out clear and plain in the bank clearings for October, 1918. The figures published by the Los Angeles Clearing House are illuminating. Here they are:

BANK CLEARINGS

| | |
|--------------------|------------------|
| October, 1916..... | \$112,521,057.73 |
| October, 1917..... | 130,368,372.11 |
| October, 1918..... | 144,426,504.75 |

This remarkable showing is reflected in the circulation growth of

The Los Angeles Examiner

For the six months ending September 30 the sworn statement furnished the Government shows for the

| | |
|----------|-------------------------|
| Examiner | Daily Average, 83,158 |
| | Sunday Average, 152,453 |

By far the largest morning and Sunday circulation of any Los Angeles newspaper.

Put it on your list.

| | |
|------------------------|------------------------|
| Western Representative | Eastern Representative |
| W. H. Wilson, | M. D. Hunton |
| 909 Hearst Bldg., | 1834 Broadway, |
| Chicago | New York |

William Allen White

Sails for Europe Next Week

To Cover The

PEACE CONFERENCES

His weekly three thousand word article will be one of the big, outstanding journalistic features of the coming months

William Allen White is universally recognized to be one of America's greatest journalists and authors, and more than that he is a great statesman. As a journalist, Mr. White will report; and as a statesman, he will interpret, the maze of interwoven interests, aspirations and ideals which will loom up at the Peace Table.

That this combination of journalistic sense and the understanding of a mind trained in statesmanship is ideal to cover this momentous event in the World's History was quickly recognized by numerous papers which, before we had made any general announcement, closed for the service.

THE LIST INCLUDES THE

NEW YORK WORLD

PHILADELPHIA BULLETIN

KANSAS CITY STAR

CINCINNATI ENQUIRER

BUFFALO TIMES

BOSTON POST

DETROIT NEWS

ST. LOUIS STAR

SEATTLE TIMES

SIoux CITY TRIBUNE

Etc., Etc.

THE PEACE CONFERENCES WILL PRESENT INNUMERABLE COMPLEXITIES PRACTICALLY INCOMPREHENSIBLE TO THE LAY MIND.

INTERPRETATIONS WILL ENABLE EVERY READER TO UNDERSTAND CLEARLY AND FOLLOW WITH INTENSE INTEREST THE INTERNATIONAL HISTORY THAT WILL BE MADE DAY BY DAY AT THE PEACE TABLE.

WIRE AT ONCE FOR OPTION TO

The Wheeler Syndicate, Inc.

373 Fourth Avenue, New York

BRUSSELS PAPERS ISSUE AGAIN

Closed by Germans, They Issue the Moment the Allied Forces Enter the City—Staffs Were Scattered Far and Wide

Brussels newspapers were ready to resume publication, apparently, the moment the foot of the invading Hun left the confines of the city. According to a press dispatch, no time was lost in getting out the papers, which had been suppressed for a long time. The dispatch says:

"The public this morning is able to buy copies of real Brussels newspapers. How it is managed is unknown, but surely it is a feat which ranks high in the annals of journalism. One of the first acts of the Germans when they entered the city was to close down the entire Brussels press which would not consent to their dictation. They smashed the machinery and seized every scrap of paper and every cask of ink.

"The staffs of these journals were scattered far and wide. Some for a long time were imprisoned in German fortresses. Others broke through the cordon around the city, joined the Belgian army, and died for their country. And yet, when the Army of Occupation was hardly outside the city, all the old broad sheets had again gone to press, and you could take your choice of L'Etoile de Belge, Dernière, Hedre, Le Soir, Vingtième, Siecle, La Gazette, or La Nationale. Their appearance on the streets was like the first clarion of victory and liberation."

M. E. Stone Warns Against Noise and Hysteria

Advises Americans to Follow Example of England and France, and Await Results of Peace Conference

Melville E. Stone, general manager of the Associated Press, in an address last Sunday evening in Christ Church, warned his audience against "rocking the boat." Mr. Stone said there was a deplorable tendency to noise and hysteria concerning the peace conference situation.

At the outset Mr. Stone said the Associated Press was in no way responsible for the views he intended to express, for they were entirely personal. The Associated Press, he said, "sees a good thing, but does not help it. Likewise, when it sees a bad thing it does not condemn it."

Should Be Calm

"England and France are both calm, both suffered, but determined to the last, they are patient and silent," said Mr. Stone, in pointing out the contrasts made by the three great Allied countries.

"The unbroken square of Wellington at Waterloo," he said, "is not comparable with the unbroken spirit of England to-day."

Mr. Stone said of France that four years of war, with all its suffering, had calmed her till she is now "simply standing around waiting until the end draws nigh."

Not Free from Blame

Mr. Stone said that Americans were not entirely free from blame or responsibility. That their worshipping mammon had some bearing on the causes that led to the great world war. He added, he thought we had "found our-

selves" through the blessings of sacrifice and suffering.

"The Germans saw us enjoying our luxuries," said Mr. Stone, "and a burning envy took possession of them. Combine this with the military disposition of the Emperor, and one of the greatest causes will be found for the war which resulted in sending an army of savages on a rampage that put to shame even the South Sea Islanders.

"What shall we do in the way of justice? There is no desire to murder the innocent women and children of Germany, of whom there are millions who were as great victims of this terrible conflict as we were."

REMOVE CENSORSHIP ON MAIL MATTER

Practically All Harbor Restrictions Have Been Taken Off—Even Cameras May Now Be Carried, and Vessels May Be Reported

Customs authorities have removed practically the last of the war-time harbor restrictions by ordering elimination of the censorship of ship and consignees' mail carried by ships, and most of the drastic practices relating to search of inbound and outbound vessels.

The examination of mail and other communications carried outside the regular mail service will be abandoned December 9, for most shipping, but will be maintained partially for an indefinite period for shipping to and from European neutral countries contiguous to Germany to prevent transmission of improper documents. This exception for these neutral ports also applies to the search of vessels by customs inspectors.

Censorship of exported moving picture films will cease.

Removal of harbor restrictions imposed under the Espionage act has been announced by the Treasury Customs Bureau.

This permits the carrying of cameras in harbors, the movement of vessels after dark, the inspection of manifests and boarding vessels by news writers, and the arrival and departure of coast-wise ships without reporting to port authorities.

W. Williams First American to Enter City of Metz

Former Newspaper Man, Now with Y. M. C. A., Was Quick in Wake of Germans Leaving Fortress City

Willard W. Williams, a former newspaper man, was the first American to enter the fortress city of Metz in the wake of the retreating German armies, according to overseas dispatches.

In September last Williams sailed on the ill-fated British transport Otranto, bound for England, from where he was to go to Paris to assume charge of the Y. M. C. A. publicity bureau there. The Otranto was sunk in collision off the English coast with a loss of a large number of American soldiers and many of her crew. Williams was one of the survivors. It was his dispatches sent to the Associated Press that first apprised the world of the sea tragedy.

Before he left New York Williams was on the Evening Mail. In years previous he had been on the Evening Telegram and the Brooklyn Citizen.

Calvin Buys Lima (O.) Times-Democrat

W. J. Galvin, who became publisher of the Lima (O.) Times-Democrat three months ago has purchased the stock of E. R. Curtin, Lima banker, and others in the paper. The directors have elected Mr. Galvin president of the company as well as manager. Col. E. B. Lewis has succeeded Howard L. Burba as editor of the Times-Democrat, Mr. Burba having recently gone to the city desk of the Dayton Journal.

Hoe Men on Western Trip

Oscar Roesen, second vice-president of R. Hoe & Company, and Fred Crowther, of Los Angeles, Western representative of this company, have been making a business trip through the West. While visiting Portland they made a tour of the Columbia River highway and pronounced it the most beautiful boulevard they had ever seen.

"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.

First

In November The New York Times published 1,232,240 agate lines of advertising—a greater volume than any other New York morning or evening newspaper.

The average net paid sales of The New York Times daily and Sunday are far in excess of 368,000.

Cultivate The



New England

Start Something!

Advertise in the newspapers now while all New England is thinking about Christmas and looking forward to "the" DAY!

Already the holiday spirit is spreading.

A universally prosperous people is getting ready to celebrate.

The shops are smartening up; each day the windows become more attractive and alluring.

'Tis difficult to tear oneself away; *what they display* is so tempting to the heart, the eye, AND to the *appetite!*

For Our Boys Are Coming Home Again

and New England is going to

give them a warm welcome to make this indeed a memorable Christmas.

War is over.

Peace is assured.

With appetites equal to the FIRST Thanksgivers and the WHEREWITHAL to support them on call, in the BANKS, New England will BUY and GIVE.

There is nothing to worry about. Business is good.

Readjustments may be the order of the New Year, but New England's war work kept everybody employed at good wages and the mills will continue to pro-

duce the *Plenty* that goes with *Peace* and *Prosperity*.

New England will buy of your best, if you advertise it and distribute it well.

It is characteristic of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut to read newspaper advertisements. The local stores depend upon them, *make news of their announcements from day to day*, and *profit* by it.

You can do the same if you try. The New England spirit is to look to advertisements for information. Bear *that* in mind.

MARKETS

Christmas Is Coming!

THE NEWSPAPERS TO USE

| MASSACHUSETTS—Population, 3,605,522. | | | | RHODE ISLAND—Population, 591,215. | | | |
|----------------------------------------------|-------------------------|----------------|-----------------|------------------------------------------|-------------------------|----------------|-----------------|
| | Net Paid Circulation | 2,500 lines | 10,000 lines | | Net Paid Circulation | 2,500 lines | 10,000 lines |
| Boston Advertiser and American (S) | 321,483 | .35 | .35 | Pawtucket Times (E) | 23,146 | .06 | .04 |
| Boston American (E) | 358,515 | .40 | .40 | Providence Bulletin (E) | 54,208 | .10 | .10 |
| Boston Globe (ME) | 288,216 | .30 | .30 | Providence Journal (M*S) | 34,299 | .075*09 | .075*09 |
| Boston Globe (S) | 320,060 | .35 | .35 | Providence Tribune (E) | 28,156 | .07 | .07 |
| Boston Post (M) | 497,125 | .45 | .45 | Westerly Sun (E) | 4,252 | .021 | .021 |
| Boston Post (S) | 354,706 | .35 | .35 | Woonsocket Call-Reporter (E) | 10,876 | .043 | .029 |
| Boston Record (E) | 50,650 | .15 | .15 | VERMONT—Population, 361,205. | | | |
| Boston Transcript (E) | 44,170 | .18 | .18 | Barre Times (E) | 6,608 | .017 | .0143 |
| Fall River Herald (E) | 8,653 | .025 | .025 | Burlington Daily News (E) | 8,500 | .025 | .027 |
| Fitchburg Daily News (E) | 6,140 | .025 | .025 | Burlington Free Press (M) | 11,226 | .025 | .0179 |
| Fitchburg Sentinel (E) | 6,029 | .025 | .02015 | CONNECTICUT—Population, 1,114,756. | | | |
| Haverhill Gazette (E) | 13,072 | .030 | .030 | Bridgeport Post-Telegram (M&E) | 38,870 | .0850 | .07 |
| Lynn Item (E) | 13,562 | .050 | .042 | Bridgeport Post (S) | 10,311 | .04 | .025 |
| Lynn Telegram-News (E&S) | 15,000 | .04 | .04 | Hartford Courant (MS) | 24,745 | .06 | .05 |
| Lowell Courier-Citizen (ME) | 17,242 | .035 | .035 | Hartford Times (E) | 34,759 | .06 | .06 |
| New Bedford Standard-Mercury (ME) | 25,291 | .05 | .05 | New Haven Register (ES) | 25,389 | .06 | .045 |
| Salem News (E) | 19,443 | .055 | .04 | New London Day (E) | 11,064 | .03 | .025 |
| Worcester Gazette (E) | 30,564 | .07 | .05 | New London Telegraph (M) | 4,500 | .018 | .018 |
| MAINE—Population, 762,787. | | | | Waterbury Republican (MS) | 11,083 | .030 | .030 |
| Portland Express (E) | 26,283 | .06 | .045 | *Rate on 2,800 lines. | | | |
| Portland Telegram (S) | 21,626 | .045 | .035 | Government Statements October 1st, 1918. | | | |

NATIONAL PRESS CLUB AS NEW NEWS CENTRE

Closing of News Division of Government Committee on Information Brings Realization of Its Value

WASHINGTON, December 5.—The Committee on Public Information gave "thirty" to the newspapers of the country Saturday night and there was little joy among the disciples of the "hand-out" in the ranks of Washington newspaper men.

The closing of the news division of the Committee was a real loss to the correspondents in Washington, as it was a central point of distribution for all the official statements and the publicity of the Government departments.

Washington correspondents are not to be deprived of the services of the most important news bureaus in the departments, but the closing of the Committee will necessitate a much greater amount of "leg-work" for the men who had come to look upon No. 8 Jackson Place as their greatest friend when schedules were short of news.

A serious review of the work of the news division of the Committee compels the statement that it rendered an invaluable service to the press of the United States. Editors in home offices, who have been burdened with a great amount of useless press matter, some of it from the Committee, but most of it direct from the Government departments, are not in a position to judge the real merit of the organization's work.

It cannot be said that at all times there was harmony between the Committee and the Washington correspondents, but such instances of friction and complaint were exceptional, and the net result was that the blame rested about equally between the two.

All correspondents in Washington join in the view that without the services of the Committee, a great amount of news which was obtained for the papers could not have been obtained otherwise. This is especially true of the War and Navy Departments, where military and naval censors would, by the very nature of their office, have prevented the publication of much that the Committee fought to get for the papers.

All of the Government's departments will retain their publicity bureaus, for the present, at least.

The War and Navy branches of the Committee have been taken over by those two departments. Marlin E. Pew will continue his work as chief of the War Department News Bureau, and John W. Jenkins will head the Navy News Bureau.

Press divisions will be maintained by the Fuel and Food Administrations, the War Industries Board, the War Trade Board, War Labor Board, and Labor Department. The Treasury and Railroad Administrations and the State Department, which did not use the machinery of the Committee, will continue as before.

There will be no central point of distribution for the statements of these departments, although it is probable that important matter will be cleared through the National Press Club.

Canadian Papers Raise Prices

TORONTO, December 4. — The two Brantford (Ont. dailies, the Courier and the Expositor, raised their local subscription rate to 45 cents per month, or \$5 per year in advance. The Edmonton (Alta.) Journal and the Bulletin, the

Calgary (Alta.) Herald, and the Albertan and the Canadian, have increased their mail subscription rates from \$4 to \$5 per year. The Kitchener (Ont.) News-Record has raised its local delivery from \$4 to \$5 per year, and has also increased its advertising rates by 25 per cent.

PHILLIP PAYNE'S "A SCRIBE IN FRANCE"

(Continued from page 12.)

In the Argonne Forest with men several days, said those medicos were all wrong.

"This bird Payne can always find the deepest dugouts in the neighborhood," said Johnny, to the colonel of the outfit I was with.

Evers knew what he was talking about, I guess, for I noticed that he was always just a fraction of a second behind me when I did a Kellermann into a dugout.

I don't really think that many of the correspondents gave serious thought to the danger. I felt, and I think the others did, too, that we were lucky to have a chance to work on the biggest story that has broken since the creation of the world.

Phil Powers, of the Associated Press, went on a bombing expedition with an Italian aviator over the Austrian lines one night. Powers never gave the danger much thought; all he wanted was the story. Dr. Thomas Curtin, of the London Times and Philadelphia Ledger, went on a raiding party with the Italian Arditi. I venture to say that there is not a newspaper man in the United States who would have refused an assignment to go to the front. The officers had to restrain the correspondents from taking a lot more chances than they did.

After Him Exclusively

Personally, I must admit that whenever I heard the ominous screech of a shell, I always had an idea that some Boche gunner had a particular grudge against me. I knew that every German aviator who made raids over our lines and disturbed my sweet dreams of home, apple pie, and other nice things, was after my scalp exclusively. I had a lot of pleasant thoughts: I used to wonder how my wife would look in widow's weeds, and to ponder at length on who started the war, anyway.

I was in a tent near the Oureq River one night when six Boche planes came over, at 10:15, to try and blow up a bridge the French were putting over the river in place of the ones the Germans had blown up in their retreat.

This particular evening my bed was on a stretcher. Before the raid had been in progress half an hour I felt sure the stretcher was going to come in handy. Capt. Maloney, of Chicago, the officer whose tent I was sharing, thought I was brave. The real truth is that I was too afraid to show Maloney that I was afraid, and that was about the only reason, added to the fact that I knew of no dugout in the vicinity that kept me from sprinting to a safer place.

For any person who has become so blasé that nothing seems to thrill him, I recommend a tent out in the open when six German planes are dropping aerial torpedoes and the shrapnel from anti-aircraft guns is falling all around. As Briggs says:

"Ain't it a grand and glorious feeling?"

Yes, it is—not.

After getting transportation by stealing rides on the dinky cattle cars on French railroads, begging rides on

auto trucks and ambulances, and occasionally trying to pilot a Ford with one lung missing and five leaks in the radiator, and then, at the end of it, making a perfectly good effort to write copy on a typewriter with a French keyboard, I feel that the world has no more terrors in store for me.

There's just one thing a lot of soldiers in the A. E. F. would like to know, and the war correspondents are with them:

Where does the person live who said "sunny" France?

If we ever find that bird there is going to be another war.



DR. E. J. DILLON
has been engaged by the Philadelphia **PUBLIC LEDGER** to represent it at the peace conference.

This distinguished journalist speaks a dozen different languages, has the personal acquaintance of all the leaders in political life in Europe and is more intimately acquainted with the secret policies of the chancelleries of Europe, than any other living man. Lord Burnham gave his consent to the **PUBLIC LEDGER** engagement provided we would share it with the London Telegraph, which we were very glad to do.

This, with the superior London Times-Public Ledger cable service, will give the Philadelphia

PUBLIC LEDGER

The World's Greatest News Service.

EIGHT EDITORS ARE NOW IN U. S. SENATE

And There Will Be Further Additions Next Year—Senator Moses Is Newest Member of Group

WASHINGTON, December 5.—When Vice-President Marshall called the Senate to order on Monday for the third session of the Sixty-fifth Congress eight newspaper men answered present.

They were New of Indiana, Harding of Ohio, La Follette of Wisconsin, and Moses of New Hampshire, Republicans; and Owen of Oklahoma, Hitchcock of Nebraska, Ashurst of Arizona, and Vardaman of Mississippi, Democrats. There will be further additions when the new Senate is convened next year.

Senator Moses is the new member of editor and publisher fraternity in Congress. He is not a "political" newspaper man, but an actual one.

He began his newspaper work as a contributor to college periodicals at Dartmouth. Upon leaving college in 1890 he joined the staff of the New Hampshire Republican, a short-lived campaign publication, its demise following the Republican debacle of that year. He then became a reporter on the Concord Evening Monitor, where he did substantially all of his newspaper work, becoming managing editor in 1892 and part owner in 1898.

Upon being appointed Minister to Greece in 1909, he severed his active editorial connection with the paper and thereafter contributed only occasionally, either under his own signature or in a manner which stamped the origin of the matter. He disposed of his interest in the Monitor in April, 1918, to his partner, William D. Chandler, and entered the Senatorial contest.

Senator Moses was a contributor to Boston papers and to magazines.

Senator New was a reporter and later editor of the Indianapolis Journal under his father, Gen. John C. New.

Senator Hitchcock established the Omaha Evening World in 1885 and now is publisher of the World-Herald. Senator La Follette gets in as a newspaper man by reason of his magazine.

Senator Harding has been the publisher of the Marion (O.) Star since 1884.

Senator Vardaman was owner and editor of the Greenwood (Miss.) Enterprise in 1884 and established the Greenwood Commonwealth in 1896.

Senators Owen and Ashurst both admit having been newspaper men in their autobiographies, published in the new Congressional Directory.

MAIL SETTLES COHALAN SUITS

Present Management Finds Attacks by Rumely Regime Were Unfounded

Two libel suits brought against the Mail and Express Company by Supreme Court Justice Daniel F. Coahan have been settled for \$5,000. The suits were based on two articles, the first published September 25, 1917, under the heading, "Let Gov. Whitman Lead," the second, published February 14, 1918, under the heading, "What Is Tammany Hall and Why Is Tammany?"

In announcing the settlement Samuel Untermeyer, attorney for the New York Mail under the new régime, said that the articles complained of were printed at a time when the management of the paper was in other hands, and that the present management, having investigated the charges contained in the articles, had reached the conclusion that they were wholly unfounded.

AD MAN PROMOTED TO COLONELCY JUST BEFORE ARMISTICE



COL. MORTIMER D. BRYANT.

Word has just been received that former Lieut.-Col. Mortimer D. Bryant was, a few days prior to the signing of the armistice, promoted to the rank of colonel and put in command of the 107th Infantry.

Col. Bryant was formerly business manager of the Brooklyn Times, and is now a member of the advertising firm of Bryant, Griffith & Brunson, of N. Y. C.

Col. Bryant is a son of the late William Cullen Bryant. As a very young man, he enlisted in Troop C, and served as a trooper during the Spanish-American War. He has ever since been a member of the cavalry, and had risen through all ranks to that of major at the outbreak of the present war. He commanded the Second Squadron during the Mexican border trouble.

Newsprint Stocks Show Gain Despite Loss of Time

Increase 1,162 Tons, Though Influenza and Celebration Left Machines Idle Many Hours More Than Usual

The Federal Trade Commission issues the following statistics upon the newsprint situation for the period from November 3 to November 24, fifty-three domestic mills reporting:

Mill stocks November 3 were 16,537 tons. During the period production was 61,748 tons and shipments aggregated 68,586 tons, leaving mill stocks at 17,699 tons.

SOME BELO STAFF CHANGES

E. B. Doran Made Director of News and Telegraph of Dallas News

DALLAS, Tex., December 2.—Following the death of D. Prescott Toomey, for fifteen years managing editor of the Dallas News, the office of director of news and telegraph has been created by A. H. Belo & Co. Edwin B. Doran, who has been managing editor of the Evening Journal, another Belo paper, since its establishment, was appointed to the new position.

Mr. Doran will have assisting him Frank A. Briggs, the new managing editor of the News, and Harry C. Withers, the new managing editor of the Evening Journal.

Robert R. Penn is the new city editor of the Evening Journal.

"MORE THAN A MILLION"

Net paid circulation

of the

SUNDAY



for the last three weeks:

- November 17th - - 1,022,390
- November 24th - - 1,028,109
- December 1st - - 1,024,077

These successive "more than a million" sales days make it a reasonable conclusion that the New York AMERICAN circulation on Sundays is stabilized at

"MORE THAN A MILLION"

EDITORIAL

PAPER MARKET MENACE

WITH the imminence of the removal of the war restrictions on the use of newsprint and the approaching end of the period for which prices were fixed for certain manufacturers, the news print situation threatens to become more acute than ever before.

The War Industries Board has notified publishers that all the restrictions will be removed by December 15, and the maximum price to be charged by manufacturers fixed by the Second Circuit Court obtains only for the period of the war and for three months thereafter. When the war will end officially is a question that cannot be definitely answered now. Certainly, though active hostilities have ceased, a state of war still exists between the United States and Germany and will end de facto only with the signing of the peace treaty and its ratification by all parties concerned—and they are many. It is to be remembered that the Civil War was not declared ended until the year following that of the surrender at Appomattox. It may be long, therefore, before the maximum price for news print that already obtains will be abrogated.

The closer question, more pregnant with significance to publishers, is the early abrogation of the war restrictions. While it is a matter of common knowledge that in a number of instances they were not closely adhered to by publishers, and that no penalty has followed their non-observance, it is certain that they are a potent factor in steadying a paper market that without them would have passed all bounds, since not all manufacturers were bound by the fixed maximum price. Their removal, with the competition for news print that will undoubtedly be started by some large publishers, renewing some of the wasteful practices that the restrictions prevented, is bound to further harden a paper market already too hard for comfort to publishers.

It is time, therefore, for the A. N. P. A. to interest itself with the price of news print. The Federal Trade Commission still has jurisdiction in this matter, and the members of that body, if one were to judge by nothing more than the verbiage of their ratification of the finding of the Circuit Court, are not satisfied with the maximum price fixed. There is no question that the entire matter could be opened before the Federal Trade Commission, with a strong probability that a lower price would be fixed, subject, of course, to appeal to the Judges of the Second Circuit Court.

ADVERTISING!

ADVERTISING has had no official recognition by the United States Government during the war.

That is to say, the United States Government has not dealt with it on the same plane as with other war-winning factors and forces.

The Government has had no advertising policy worthy of the name. Such efforts as have been made to coordinate the patriotic campaigns have been foredoomed to indifferent success through the fact that they rested upon an unsound basis.

In dealing with no other phase of the war task has the Government shown so little regard for obvious and compelling facts.

Leaving to private initiative and voluntary donations the raising of money needed by the Government for financing its great advertising campaigns is an unthinkable policy in a crisis of our national life—yet that policy was adopted and adhered to by official Washington, in spite of the continued protests of those who realized its folly, waste of effort, and injustice.

The better policies—of advertising bought and paid for by their Governments—of Great Britain and Canada, had no influence upon Mr. McAdoo. His Director of Publicity, on the occasion of the opening of the drive for the fourth loan, remarked that conditions in Great Britain were not the same as with us, and rested on that reflection.

Thus we have labored through the period of the great war with reliance upon an advertising policy whose defects were basic, and which has involved at all stages of the conflict an actual menace to the interests of the nation. That the great advertising



tasks have been accomplished in spite of all this is due to the patriotic zeal of our citizens. They would have built our ships and airplanes through voluntary donations of money and services if no better way had been provided.

Yet, thus handicapped, advertising has still served the nation and the world in an impressive way. It has made possible the complete success of the great bond sales. It has kept the thought of our people centred on the realities of the war situation. It has given to those in our Government who have had new problems to solve the benefit of quick communication with the people.

In the reconstruction period the need for campaigns of paid advertising by the Government is apparent. Is there not a glimmer of hope that in the Congress there are men with courage and vision equal to the task of formulating a real advertising policy to meet the nation's needs?

KEEP UP PAPER CONSERVATION

Thinking publishers are appreciating keenly that the news print regulations, which, by the way, were in very large measure their own suggestions to the War Industries Board, have been invaluable during the period of strain and stress to which the newspapers of the country have been subjected. Now that they are to be removed by the 15th of this month, it is obvious that something must be done to continue the good effect on the conservation of news print that they brought about.

Already a few publishers have shown a disposition to increase their consumption of news print by enlarging their papers, and expanding with a freedom that was theirs before the war. There is no way to check this movement now except by voluntary action on the part of really public-spirited men who exercise some control of the destinies of the newspaper business.

The plan proposed by Fleming Newbold, publisher of the Washington Star, that a score or more of publishers in leading cities organize locally and maintain some of the abrogated restrictions in effect at least through the winter, or until paper mill stocks again become normal, has the endorsement of Victor F. Lawson, chairman of the War Committee of the A. N. P. A., the Committee that has had charge of the news print matter before the War Industries Board. His suggestion is that the publisher receiving his letter, who is in each instance a member of the paper committee of the A. N. P. A., call a meeting of the publishers of his city and place the entire situation before them, urging them at the same time that a continuance of some of the regulations is necessary to prevent a shortage that will make a panicky market, and is bound to result in injury to all publishers, to the smaller publishers in particular.

Experience has already proved, short as it has been, that discontinuance of the wasteful practices that called forth one section of the restrictions of the Board, have been beneficial to all papers. It is this part to which Mr. Newbold attracts special at-

tention in his letter. It is difficult to see that any publisher can figure that there is a profit in having a mass of returns, for instance, and in a number of instances where returns were abolished before the restrictions were made it was found that, even against the competition of their fellow-publishers, who did not cut off returns, the measure resulted in benefit.

It is to be hoped that publishers will heed carefully the call made to them in Mr. Newbold's letter, not only for their own benefit, but for the general good of an industry that has burdens, even under the best of conditions, that are difficult to bear.

THE GREAT ASSIGNMENT

THE Peace Conference is a Congress of Mankind. To have prophesied such an event but a few short years ago would have been merely to earn laurels as a dreamer. Yet so fast does the Moving Finger write that a mere phantasy has become a fact—the rebirth of the world a reality.

We shall see the creation of new nations, the resurrection and rehabilitation of almost forgotten ones. We shall see a new régime of law established in the nations of the world—see measures taken to curb and control for the future both these elements which would make war without the approval of mankind, and those which would destroy ordered society for selfish ends.

They will write a new charter at Versailles. It will be the basis for Governments now existing and to come. It will settle some of the things out of which the great wars have come. It will, let us hope, make great wars impossible in the future.

Newspaper men from every section of our country will "cover" the Versailles assignment. They will write history in the making—and, through interpreting to the people the steps taken at the Conference it may be that they will serve as a restraining force on the delegates, holding them to the larger vision of their momentous task.

THE task of promoting international acquaintanceship has not been sidetracked. Twelve Scandinavian journalists have arrived in New York, guests of the Committee on Public Information. They will tour the country before returning home. That they will carry back with them a better understanding of Americanism and a kindlier feeling toward Americans is not to be doubted. And it is especially desirable that this particular group of visiting journalists should revise, in their own cases, the estimate of America which has long been accepted in Sweden, Denmark, and Norway—of a country essentially sordid even though given to occasional ventures in idealism. These editors can introduce us to their home folks—and we need the introduction.

WHEN newsprint manufacturers want more money for their product, they say so. When advertisers find it necessary to increase the prices of their commodities, they do so. When the laborer decides that he must have higher wages, he proceeds to get higher wages. When a newspaper publisher realizes that he is selling advertising space at a loss, he should correct that condition—a condition which he did not create, for which he is not accountable, but whose consequences he must face.

DAVID LAWRENCE, Washington correspondent of the New York Evening Post, believes that fifty-nine Representatives failed of reelection to Congress because of their support of the zone postal provision. He says that their home newspapers made known to the voters their action in support of Mr. Kitchin's pet measure, and that this sufficed.

ARTHUR G. STAPLES, managing editor of the Lewiston (Me.) Journal, thinks the job of the reporter the most exacting on earth. He cites, in a recent editorial in his newspaper, some of the essentials in the reporter's equipment, and says that education, culture, good manners, and high purpose must be combined with Work and Will.

THE race for business is on. Some newspapers are in it, some are interested spectators.

December 7, 1918. Volume 53, No. 26.
EDITOR AND PUBLISHER
 Published weekly by
THE EDITOR AND PUBLISHER CO.
 1117 World Building, 63 Park Row, New York.
 James Wright Brown, editor; W. D. Showalter, managing editor; Walter Sammis, news editor.
 London: Valentine Wallace.
 Paris: F. B. Grundy.
 Toronto: W. A. Croick.
 Chicago: D. F. Cass.
 San Francisco: Geo. R. De Vore.
 Boston: M. J. Staples.
 Washington: Robert T. Barry.
 Philadelphia: John B. Geraghty.
 10 cents a copy; \$3 a year; foreign postage \$1.00;
 Canadian, 50c.
 Entered in the New York Post Office as second-class matter.

PERSONALS

Emil M. Scholz, who recently retired as publisher of the New York Evening Post, is spending the holiday season in Chicago, prior to going to the Pacific Coast and thence to Japan. Mr. Scholz is taking this extended vacation preparatory to tackling something big again when he is thoroughly rested up.

C. F. Zittel ("Zit"), dramatic editor of the New York Evening Journal, is in charge of this year's Christmas fund drive of the New York American. The big project is booming along in great shape and already is at the \$11,000 mile-post.

Charles Sidney Coulter, formerly a reporter on the Providence Journal, has been promoted to be a major. He is with the Eighteenth United States Infantry in France.

Irving Bromiley, recently with the Old Colony Billposting Company, but now with the O. J. Gude Company, of New York as general manager, was tendered a complimentary banquet in Providence recently. He was presented with a travelling man's writing outfit, an engrossed scroll, and two bouquets. The affair was arranged by the Town Criers, of which Mr. Bromiley was a member.

Percy J. Cantwell, of the Providence (R. I.) Journal, who is serving overseas, has just been made a captain. He received his appointment as first lieutenant November 27, 1917.

Private Seymour B. Heath, nineteen, said to be the youngest newspaper editor in Vermont, has been wounded overseas. He was the editor of the Groton (Vt.) Times.

E. L. Thurston, who left the Providence Journal a short time ago to be secretary of the Rhode Island Council of Defence, has returned to the paper, the defence organization having disbanded.

Miss Rae McRae, for a long time feature writer for the Des Moines News, has accepted a similar position with the Register and Tribune.

A. K. Stone, who has been assistant city editor of the Denver Post, has been assigned to feature-story work; Bruce A. Gustin, former sporting editor, is now assistant city editor, and A. T. Dobson is sporting editor.

Walter S. Lockwood, formerly in charge of advertising for the Toledo Scale Company, has been made advertising manager for the H. W. Johns-Manville Company, 41st Street and Madison Avenue.

Algernon S. Cale, formerly of the D'Arcy Advertising Company, St. Louis, has written W. C. D'Arcy that he has officially received his commission as major. He was a captain, attached to the Thirty-fifth Division in France.

Lieut. Paul Hutchinson, formerly of the Collier Advertising Company, St. Louis, has written to his wife that he was promoted to be a first lieutenant two days before the armistice was signed. He enlisted in the spring of 1917, went overseas in May, and was promoted to be a second lieutenant in July.

Theodore L. Brantly, of Collier's Philadelphia and Southern advertising staff, expects to return to Collier's about December 10, when he will have been relieved of his duties at the Artillery Officers' Training School, Camp Zachary Taylor, Louisville, Ky.

ARTHUR J. PALMER has been appointed advertising manager of Thomas A. Edison, Inc., succeeding the late Leonard G. McChesney. He has been as-

sistant to Mr. McChesney for the past three years.

Willis L. Williams, former city editor of the St. Paul Pioneer Press and later with the Winnipeg Tribune, has engaged to handle the reconstruction (business) work of the Minneapolis Tribune.

Walter Grinois, who resigned the assistant city editorship of the St. Cloud (Minn.) Daily Times for military service, has returned from Camp Grant and been appointed city editor of the same paper.

Arthur W. Vance, the veteran city editor of the St. Paul Daily News, is resuming work by gradual degrees, after a protracted period of illness.

Frederick Winston Johns, son of George S. Johns, editor of the editorial page of the St. Louis Post-Dispatch, who was commissioned an ensign in the navy last December, has been advanced to lieutenant. He is twenty-three years old. He is stationed at Gibraltar.

Daniel Storey, formerly advertising manager for the John Mockett Company, Toledo, O., is now connected with the advertising department of the Providence Journal as a salesman.

Charles H. Foster has left the Providence Journal Company as an advertising salesman, to go with an insurance firm in Worcester, Mass.

W. V. Wiegand has been made circulation manager of the Butte (Mont.) Daily Post. While he was with the Butte Miner in a similar capacity, the circulation of that paper increased from 10,000 to 16,000 daily, and from 18,000 to 26,000 Sunday.

Class Represents N. Y. Herald

E. D. De Witt, advertising director of the New York Herald, announces the appointment of John Glass, Chicago, as Western representative for the New York Herald, New York Evening Telegram, and the New York Herald Paris edition, effective January 1, 1919.

That Untiring H. S. Houston

Herbert S. Houston, who used to be president of the Associated Advertising Clubs and who is yet a leading spirit in that and many other advertising and publishing organizations, continues to be a busy man. He was chairman of one of the committees that arranged the dinner at the Lotos Club in New York last evening in honor of ex-President William Howard Taft. The affair was under the auspices of the League to Enforce Peace, and Mr. Taft explained the organization's revised programme for a League of Nations.

Now Comes the "Advertising Dance"

"The Advertising Dance" is the latest innovation in New York's Terpsichorean world. The idea is to have dance halls decorated with signs of well-known advertisers and to award prizes to dancers who guess correctly the firms represented by the advertisements. The Azure Glee Club started the idea a few nights ago, and it is reported to have been a great success.

For a Greater Ad Club Restaurant

The bond committee of the New York Advertising Club, of which Harry Tipper is chairman, has undertaken to sell to club members \$10,000 worth of bonds to supply a sinking fund for the new club restaurant. The bonds are issued in \$25 denominations, pay 5 per cent. interest, and mature in 1924. Fifty will be retired by lot each year.

I. P. WANTS FOUR CENTS FOR PAPER IN 1919

Proposes Such to Customers as a Flat Rate to Cover Entire Year, or 3.87 1/2 for First Half Year Alone

Publisher customers of the International Paper Company, since the 1st of December, have received the following propositions regarding their news print supply for the year 1919:

"We take pleasure in submitting the following propositions for your news print supply for the year 1919; same to be made in carload shipments, terms net thirty days from date of invoice, f. o. b. the mill.

"(1.) The Government price of \$3.75 1/4 cwt. so long as it lasts, the price for the remainder of the year to be agreed upon one month before the Government price expires.

"(2.) From January 1 to June 30, a price of \$3.87 1/2 cwt., price for the remainder of the year to be agreed upon before June 1.

"(3.) A flat price of \$4 cwt. for the entire year.

"As it is very essential that we know immediately in regard to your possible tonnage requirements for the year, we would appreciate your prompt advice of the amount, also which of the propositions you desire to avail yourself of provided we are to be favored with a continuance of your valued order, which the writer most certainly hopes for."

LEECH QUITS NEWSPAPER WORK

Cleveland Publisher Will Give Entire Time to Paper Business

William P. Leech, for many years associated in the management of the Cleveland News with Dan R. Hanna, the owner, retired on December 1 to accept an important connection with the Seamon Paper Company, New York.

Mr. Leech has taken up his residence in New York, and his friends say that he is out of the newspaper business for good.

No successor has been named to succeed Mr. Leech in the management of the News, and it is said that none will be named.

Dan R. Hanna will run the paper, as-

sisted by T. A. Robertson, up-stairs, and George F. Moran down-stairs.

LIEUT. McMEEKIN WINS LAURELS

Had a Hard Time Getting to Front, but Has More Than Made Up for It

WASHINGTON, December 6.—Washing-ton friends of Second Lieut. Samuel H. McMeekin, former sporting editor of the Louisville Courier-Journal, have been informed by a special cable from Paris that he has been promoted to a first lieutenantancy for unusual gallantry in action. Lieut. McMeekin was known in Louisville as the hard-luck soldier of the newspaper fraternity. He applied for admission to the first officers' training school held at Fort Benjamin Harrison, Ind., and was accepted only to find on his arrival at the camp that his name had been overlooked in determining admissions.

He was informed he would be eligible for the second officers' camp, but when applying for that was required to undergo a second physical examination. He was rejected on account of his eyes, then drafted and assigned as a private in a machine-gun company at Camp Zachary Taylor. He entered a school at the camp, won his commission, and was sent overseas with another division, and got into action, while neither the Kentucky National Guard division nor the Lincoln division, trained at Camp Taylor, ever got into the fight.

AID IN HONORING SOLDIERS

Portland, Ore., Newspaper Men Will Serve on Memorial Committee

C. A. Morden, of the Portland Oregonian; L. E. Wheeler, of the Portland Telegram; C. S. Jackson, of the Portland Journal, and Fred L. Boalt, of the Portland News, have been appointed to represent Portland newspapers on a committee that will finance and erect a memorial to Oregon soldiers, living and dead.

Fred Lockley, until recently correspondent of the Journal in France, appeared before the first meeting of the committee and suggested that a memorial highway across the State be constructed rather than a stone monument. This suggestion was favorably received and probably will be followed.

The Baltimore American has signed a Contract for the Haskin service for one year.

GOVERNMENT CONTROL OF PAPER ENDS ON DECEMBER 15

Dissolution of War Industries Board Leaves No Regulatory Body, But Members May Continue to Advise the Government

WASHINGTON, December 6.

DEFINITE decision to cancel all regulations affecting daily newspapers has been reached by the War Industries Board, and while the date has not been announced, the EDITOR & PUBLISHER is informed authoritatively it will be December 15.

Officials of the Pulp and Paper Section of the Board have been absent from Washington this week, but a decision reached prior to their departure has been embodied into an order which is being sent to the papers.

Chairman Baruch Resigns

Bernard M. Baruch's decision to terminate all activities of the War Industries Board not later than January 1, and his resignation as chairman to become effective on that date, caused Thomas E. Donnelley, chief of the Pulp and Paper Section, and G. J. Palmer, head of the Newspaper Division, to forego all plans of continuing the regulations after the first of the year.

Numerous conferences were held to determine whether the Pulp and Paper Section should continue its operations until January 1, or terminate them on December 15. There was a sentiment among some of the officers to drop the entire programme effective December 1, the date on which the regulations with respect to weekly papers were suspended. It is understood that the sentiment in favor of that date was so strong that many of the clerks in the office had made arrangements to leave Washington after Thanksgiving Day.

The request of the publishers' committee that the regulations be retained until February 1, and Mr. Baruch's tacit consent to that plan, when he conferred with them, led to the issuance of orders to the clerks to arrange to remain in Washington until February 1. Following his conference with the President last week, Mr. Baruch decided to adjourn the work of the Board at the earliest possible date, and fixed January 1 for his resignation.

Mr. Donnelley and Mr. Palmer are absent from Washington, and until their return it is not possible to state their plans in detail.

Mr. Baruch on the Future

Mr. Baruch gave as his reason for resigning from the War Industries Board that with the signing of the armistice and the consequent cancellation of contracts there was no longer a shortage of materials, and the War Industries Board immediately removed its curtailments.

"In like manner," he said, "the necessity for maximum prices is disappearing, except in a few isolated cases which can best be regulated through the War Trade Board."

Mr. Baruch said the facilities of the Board had been put at the disposal of the various contracting agencies of the Government, and that the activities believed to be of lasting value are being transferred to permanent departments of the Government, where they may be carried forward. He suggested that the various heads of commodity divisions might render much valuable assistance in the future as trade advisers to the Department of Commerce and the War Trade Board. The President indicated that he concurred.

"I venture to suggest," Mr. Baruch wrote to President Wilson, "that the various commodity heads of the War

Industries Board and those who have years to come render much valuable assistance as trade advisers to the Department of Commerce and the War Trade Board. I hope that in this and in other ways it may be found possible to continue the promotion of a better understanding between the Government and industry, including in this term employers and employees alike."

Many Canadian Papers Quit Because of High Cost

More Than 300 Defy Pringle, Failing to Give Particulars on Their Consumption of Newsprint

MONTREAL, December 3.—According to a compilation made by Publicity, of this city, a house organ published by the Canadian Advertising Agency, no fewer than forty-one papers in British Columbia have suspended publication since the outbreak of the war. In the same period in Ontario twenty weeklies have gone out of business, either through amalgamations or suspensions. A maritime province paper, Le Moniteur Acadian, the organ of the French population of the Maritime provinces, has just suspended publication as a result of the high cost of paper and operating expenses in general.

More than three hundred newspapers in Canada have failed to reply to the request of Paper Controller Pringle, who asked them to give him certain particulars as to their consumption of paper. Mr. Pringle planned to allocate 5,000 tons of paper a month to the smaller papers requiring supplies. The failure of the Canadian papers to respond to his invitation is causing confusion among the paper mills and is also apt to prejudice the Paper Controller.

Kentuckians Meet This Month

The mid-winter meeting of the Kentucky Press Association will be held at Louisville, Ky., December 26-28. This Association is made up principally of weekly papers, and President Dan Hutton, of the Harrodsburg Herald, is busy in preparing a programme that will inspire the editors to more progressive ideas in business. He hopes to have some leading newspaper publishers from outside the State to speak to the members.

News Leader Burned Out

The plant of the Richmond News Leader, an afternoon newspaper, has been destroyed by fire, which started in the basement and spread through the entire structure. The loss on the building and equipment was estimated at \$250,000. Three employees were severely burned in an effort to check the flames.

AN INDEPENDENT SURVEY SHOWS

The Tribune EVENING AND SUNDAY MORNING LEADING IN TERRE HAUTE

Mr. Charles S. Patteson of New York came to town without the knowledge of the Tribune and interviewed thirty-three local advertisers.

MR. PATTESON FOUND THAT THE TRIBUNE IS ESTIMATED IN FIRST PLACE, HAVING A LEAD OVER THE SECOND PAPER OF ABOUT 13%. THE RESULT OF THIS SURVEY SHOWED THE TRIBUNE LEADING THE SECOND PAPER IN:—

Standing as a newspaper.

Strength in the home.

Volume and variety of advertising.

Prestige and Reputation.

Subscribers on merit as a newspaper.

Rate inducement per inch per thousand.

Service to Advertisers.

Preference because of long-continued and habitual reading.

Buying power.

This showing is only what might have been expected by those thoroughly conversant with the local field as the TRIBUNE IS the

Only HOME-OWNED newspaper in Terre Haute.

It is HOME-EDITED.

It is HOME-MANAGED.

It is HOME-READ.

The Owner, Editor, Manager, Advertising Manager, Circulation Manager and Dealer Service Department Manager are Terre Haute men who are in close touch with local conditions.

De Lisser Brothers, New York City, report for the four months of July, August, September and October of this year shows that the TRIBUNE leads the second paper in

FOREIGN 26,229 Lines

LOCAL 24,273 Lines

CLASSIFIED 39,078 Lines

TOTAL 89,580 Lines

Nearly every dollar spent for advertising in the Terre Haute field after the Tribune is used is spent for duplication.

26,000-Circulation rate four cents flat

In charge of Foreign Advertising.

G. LOGAN PAYNE CO., Chicago, New York, Detroit, Boston

IMMEDIATE DELIVERY
OF

GOSS

NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-Page Goss High Speed, 4-Decker Two Plate Wide Press with top deck combination for 3 colors or black printing. 22¼ in. column.

REBUILT PRESSES

One 32-Page Goss Half Tone and Color Magazine Press for page 10½ in. x 14 in.

One 28-Page Goss, 3-Roll; 3-Decker Press for black printing 22¼ in. column.

We also have thoroughly overhauled and rebuilt:
One Hoe, 40-Page Press for black printing 22¼ in. column.

Further Information on Request

THE GOSS PRINTING PRESS CO.

1535 South Pavlina Street

Chicago, Ill.

MUCH MYSTERY ABOUT ARMISTICE SIGNING

False Report That Came to America Was Only One Incident—Swiss Papers Got Advance Information

PARIS, November 18.—It may be of more than passing interest to American newspaper men to know that, despite the furore created in the United States by the United Press announcement of the signing of an armistice on November 7, no mention of the supposedly premature announcement and celebration appeared in the Parisian press at the time and none has appeared since. The report (for it was far more than a mere rumor) that the armistice had been signed and that hostilities ceased at 2 P. M.—some said 3 P. M.—on Thursday afternoon was all over Paris. Various semi-official quarters attributed the report to various authorities, all of which appear to have been finally traced back to French military headquarters. Both the United Press and the Associated Press bureaus in Paris had the report, but neither of them filed it because neither could secure official authorization for the news which was generally accepted as true.

The United Press dispatch was filed from Brest, where the French military censorship was normally quite as rigid as in Paris itself. There is no longer any mystery as to how it cleared the Brest censorship. Admiral Wilson's announcement, given to the United Press and to the local newspapers in Brest as official, had been so accepted by the French cable officials and by the French censorship at Brest. The celebration of the ending of the war was already in full sway in the cable office and the censorship, as well as in every other part of Brest, when the United Press dispatch was filed.

Unfounded reports have not been uncommon during the four years of the great war. One learned writer has written two large volumes entitled "The False News of the Great War," and the author does not claim to have exhausted the subject. But there is something about this story of the premature signing of the armistice which differs from the other class of story. Its origin and foundation (for the report certainly had a foundation of some sort) will probably be known only when the full story of how, when, and by whom the armistice was actually signed is made known. At present the accounts of that action are far from complete and are surrounded by a veil of mystery that has not been woven by accident.

Personalities Shrouded

Even the personalities engaged in the signing of the momentous document are not too clearly defined. There has been a great shifting of the cast of characters in the historical drama, and some of the actors, notably Admiral Von Hintze and his colleagues, who appeared at one time to have been cast for important rôles, have dropped out of the scene without explanation, but with considerable mystery.

The early accounts spoke of a General Von Gundel being one of the plenipotentiaries, but his name does not appear as one of the signatories. The Temps on November 10 said:

"According to official news of a German source, the German armistice delegation includes, in addition to those already known, Majors Dusterberg, Brinckmann, Kriebel, Von Boettcher, and Dan Von Lersner."

No other mention of these delegates has since been made.

Later, on November 13, the Matin printed a story from its special correspondent at the French front which if it could be fully investigated might throw some light on the genesis of the report that the armistice was signed four days before the date as officially given. It might also explain how it was possible for an officer of Admiral Wilson's standing to receive a report designated as official, four days before the date subsequently officially given as the date of the signing of the armistice.

The Matin special dispatch describes the arrival of the plenipotentiaries with details that have appeared nowhere else. The correspondent tells how the Germans were received by a young captain, who takes them to Major Bourbon-Bussett, who conducts them to a villa, where after formal introduction the French major declares that there is a misunderstanding somewhere which must be cleared up at once. "The army has received this afternoon three officers with a flag of truce," explained Major Bourbon-Bussett, "who assured us that the armistice was signed, and yet at the present moment military operations continue."

"Undoubtedly," interrupted General Von Winterfeld, "but I can assure you that was nothing but a mistake of interpretation."

No other details are given on this point by the Matin correspondent, but it seems possible that a report of these three officers' "mistake of interpretation" may have been the starting point and the justification for the subsequent report.

Swiss Papers Scored a "Beat"

This much is known: The French authorities, notably Premier Clemenceau, were extremely anxious that the first announcement of the signing of the armistice should be made in the French Chamber. Clemenceau had bound each Minister to refrain from even asking him a question relative to the terms until they were announced in the Chamber. While it proved impossible to conceal the fact of the signing of the armistice more than a few hours, none of the details appeared in the French papers until after Premier Clemenceau had spoken in the Chamber. It is a significant fact nevertheless that before this announcement Swiss papers had come into France and were selling on the streets of Paris, in which appeared remarkably accurate forecast of the terms—forecast which the French papers were not allowed to reprint, and which the American correspondents were not allowed to cable.

MONTREAL MAIL ASSETS SHORT

Former Employees Can Get Only Third of Their Claims

MONTREAL, December 5.—An echo of the Daily Mail liquidation cropped out in a legal action this week. The total assets realized by the liquidator from the Mail estate amounted to \$9,923. Of this \$8,567 had been paid out for rent and liquidation expenses, leaving a balance on hand of \$3,327 to divide among the first privilege claimants, who are former employees of the paper.

Their total claims amount to more than \$10,000. The City Attorney for Montreal put in a claim that the paper's unpaid business tax should rank as a privilege claim. Judgment was reserved.

I O W A

"The Land of Plenty"

The approximate value of farm products and live stock produced annually in IOWA amounts to the enormous sum of

\$1,263,468,673

IOWA'S progressive people are mainly engaged in intensive agricultural pursuits.

During the war there was comparatively no curtailment of their activities.

Therefore, IOWA is NOW in position to meet the dawning era of reconstruction, and is in a supremely strong position to help the outside world which is turning to her for supplies.

This means that, during the readjustment, money will pour into IOWA'S banks and her peoples' pockets.

A small advertising appropriation judiciously divided among IOWA'S DOMINATING NEWSPAPERS, listed below, can be made to pay a substantial dividend:

And these newspapers, when confidence is once established between advertisers and the people, will yield a much larger dividend, which will steadily grow.

The time to prove IOWA'S responsiveness is Now

The papers in which to substantiate this, are HOME PAPERS, in every way representative, influential business builders of exceptional value to advertisers everywhere.

Advertising Precedes Affluence

| | 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) | 16,033 | .03 |
| Dubuque Telegraph-Herald.....(S) | 16,103 | .03 |
| 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. | | |

GOVERNMENT ADVERTISING FOUNDATION IS LAID

Year's Work by Advertising Division of C. P. I. Shows Need of Permanent Paid Space Policy and Central Advisory Body of Experts

A SUBJECT that aroused great pride—and justly so—among the several hundred leading advertising men of the country attending the annual convention of the A. N. A. in New York this week was the part advertising played—through their coöperation—in America's successful participation in the war for world freedom.

Just about one year's intimate relationship between advertising and advertising experts and the United States Government has served to show in a way heretofore undreamed of what a powerful Governmental ally advertising is—and what uses, even as an arm of war, the printed word, expertly handled, can be put to.

Project Founded by A. N. A. a Year Ago

It was at the last annual convention of the A. N. A., in New York city, that the advertising forces of the country offered their services to President Wilson, and he accepted them. He authorized the formation of the advertising division of the Committee on Public Information—the first official recognition advertising had ever received from the United States Government—and told the ad men to go to it. And they did so in a way that has merited the highest commendation from the nation's officers—from President Wilson down.

Now that the war is over, the division of advertising's official work is done and it will close its existence with the end of this year.

The result of the year's advertising lesson given the Government—in fact, the first one it has ever had—is summed up by the advertising division's directors, when in speaking of the prospect of future advertising by the Government, they say:

"The specific need which the Division of Advertising was convoked to fill passed with the signing of the armistice, and the donations of space and service with which the Division of Advertising has worked automatically ceased at the same time, but the need of the Government for means of properly and adequately informing public opinion, as the President put it, is as great as ever.

"Many think that the period of re-making the world, which we have now entered, has brought greater problems than those of the period of world destruction. At least, these problems are more obscure, more intangible, more removed from the average man's range of thought. All the more need, therefore, of the direct route of communication to his understanding and to his sympathies which advertising affords.

"It is probably true that the people never disapprove of a sound project initiated by their representatives when once they understand it. Disapproval or long, weary hesitation is due to inadequate methods of education.

"Advertising, as employed by the Government during the war, has three characteristic advantages over ordinary news publicity for reaching the people and securing quick response.

"(1.) It is controlled in wording, which makes it exact and authoritative.

"(2.) It is controlled in appearance, which enables the Government to insure its readaptability, and thereby its penetration.

"(3.) It makes possible the repetition of the lesson until it is learned—probably the most important element of advertising and the leading reason for its success.

"It would seem to us, therefore, who have had the privilege of directing the Government's first essay in the use of

advertising governmental projects to the people, that the experiences of the past year, together with the similar experiences of Great Britain and Canada throughout the war, justify the belief that Government could profitably continue the use of advertising for properly and adequately informing public opinion.

Also we believe that economy and efficiency demand a central controlling body with knowledge of advertising practice, to act as advisers to the Government departments and to conduct the campaigns, in accordance with the plans approved by the departments for which the advertising is done.

"By exercising the principle of centralization, the Division of Advertising was able to effect great economies in the handling of the Government's advertising; but these economies were only a beginning as compared with what could be done by a permanent body with powers fully understood by all Government departments and working on a business basis with the recognition and full support both of the Legislature and administrative branches of the Government."

Who Did the Work and Some Details

The body that did this big year's work consisted of: William H. Johns, chairman; O. C. Harn, Herbert S. Houston, L. B. Jones, W. C. D'Arcy, Thomas Cusack, Jesse H. Neal.

Some of the details of what has been accomplished are gleaned from the Committee's report just made to Chairman Creel, of the Committee on Public Information, which says:

"The services the Division has been able to render, we believe, have been two-sided. On the one hand, the Government departments needing advertising help have been enabled to find space, counsel, copy, and complete advertising service in one place; on the other hand, the advertising forces themselves have been protected by the Division from improper demands upon them as well as from duplication of legitimate demands.

"Both sides have been benefited also, we trust, by the fact that through the Division of Advertising a sane and proper conception of the place of advertising in accomplishing governmental purposes has been made available to those who had previously lacked the opportunity of investigating the subject. In other words, besides doing its daily work for winning the war, the members of the Division of Advertising have been able to bring the American public and the advertising world together in better understanding.

"Figuring on a yearly basis, the donation of space only has totalled approximately \$2,250,000. Of this, as figures given later will show, only about

\$1,587,000 was used, owing to the sudden cessation of our activities.

Donations of Service

"At the very top of the list of those who gave freely of their time and of the services of their expert employees stand the advertising agents of the country. Their services were offered without reserve and were made effective by means of the war service committee of the Association. Not only were no fees charged for the writing of the copy which has been used by the Division with such success in the various campaigns, but the layouts, 'roughs,' and in some cases the finished illustrations themselves were furnished to the Government without price. The best men in each of these organizations were always available, even the proprietors themselves, and frequently night work was resorted to in the filling of rush orders.

Organizations Co-operating

"Among the organizations coöperating with the Division by the appointment of war service committees were the following departments of the Associated Advertising Clubs of the World represented in the National Advertising Commission:

Agricultural Publishers' Association, American Association of Advertising Agents,

American Association of American Directory Publishers,

Associated Business Papers, Inc., Association of National Advertisers,

Church Advertising Department, Community Advertising Department,

The Daily Newspaper Department, Direct Mail Advertising Association,

Financial Advertisers' Association, Graphic Arts Association,

National Association of Advertising Specialty Manufacturers,

National Association of Employing Lithographers,

National Association of Theatre Programme Publishers,

Outdoor Advertising Association, Periodical Publishers' Association,

Religious Press Department, Screen Advertisers' Association.

"Three organizations outside the National Advertising Commission did similar work. These were the Association of Employing Printers, Association of College Publications, and the Technical Publicity Association.

"The 164 local advertising clubs of the Associated Advertising Clubs of the World also appointed service committees and accomplished valuable results in giving the division desirable contact for local supplemental work.

"On account of special grasp of the situation and effective coöperation, special acknowledgment should be made of the work of the war service committees of the Association of National Advertisers, American Association of Advertising Agents, Agricultural Publishers' Association, Associated Business Papers, College Publications, Direct Mail Advertising Association, Graphic Arts Association, National Association of Theatre Programme Publishers, Periodical Publishers' Association, Technical Publicity Association, and the Six-Point League.

"Also the patriotic and generous work of the Association of Employing Printers of New York city should be especially noted. They responded to every call for type composition free of charge.

Method of Work

"The Division of Advertising conceived itself as forming, with its coöperators, the Advertising Agents' Associa-

tion and the Division of Pictorial Publicity, a great service advertising agency and organized accordingly. Meeting with its clients, representatives of the various Government departments, either in its New York offices in the Metropolitan Tower or in Washington, counsel was given as to the best method of attacking the client's problem. The directors then planned the campaign, designated one agency or two, as the case demanded to write the copy, had it illustrated by artists chosen by the Division of Pictorial Publicity, secured approval from the governmental client, carefully selected the proper publications to carry the particular message in hand, and sent out the plates.

Praise for the Staff

"In carrying out this work the following staff was employed: Miss Alice Lillian Seixas, Miss Marion Fisher, Mrs. Georgette Hallock, Miss Marie E. Hasselman, Miss Ida F. Morie, Mrs. Louise W. Myers, Mr. George W. Collins, Mr. Charles Baken, Mr. Clarence A. Hope.

"It is a pleasure to bear witness to the unusual efficiency of this staff and to the spirit of patriotic service which has marked its work. In particular we must tell of the intelligent and effective management of the office by Mr. Clarence A. Hope, the executive secretary. His organizing and directing ability made possible the performance of a vast amount of detail with speed and accuracy. And every member of the staff has coöperated with him in a manner that has won our highest appreciation.

Got 250,000 Ship Workers

Successful campaigns of advertising were conducted in behalf of the U. S. Shipping Board's call for 250,000 shipyard volunteers. Space used in getting these workers amounted to \$19,716.74.

For the third and fourth Liberty Loans and in answer to the Treasury Department's call for a publicity campaign against the indiscriminate sale of Liberty Bonds, \$361,874.95 worth of space was used, with proved results. The fourth loan campaign, involving space valued at \$235,338.83, was the largest single campaign carried out for any Government war need by the Division of Advertising. In addition to placing the advertising to fill this space the committee drew up the copy and planned the spending of every cent on the most expert lines known to modern advertising.

And this does not come anywhere near covering the entire work of the Division for the great loan, all of which drew the hearty appreciation and thankfulness from the loan directors in Washington.

War Savings Stamps were advertised through the Advertising Division in space valued at \$255,823.29.

The second war fund for the Red Cross was helped to the extent of \$177,403.46 worth of space, besides the expert preparation work, while \$176,452.09 worth of space has been engaged and prepared for the Red Cross Christmas roll-call drive to be held December 16 to 23, 1918.

Two Special Campaigns

Two campaigns were conducted over the signature of the Committee on Public Information in which \$221,336.67 in space was used, and in the eighteen to forty-five-year draft registration in September the service of the Division of Advertising was placed at the disposal of the Provost Marshal-General, and space used valued at \$62,645.87 in this

(Continued on page 33)

Sees \$1,800,000 Added Profit to International Paper Co.

Wall Street Journal Figures Prices Fixed Have Been Very Beneficial, Bringing in Heavy Returns

The Wall Street Journal takes cognizance of the effect of the price of a print as fixed by the judges of the Second Circuit Court in an editorial, as follows:

"Taking into account recent advances in newsprint prices, both in this country and Canada, it would seem as if International Paper Company should be able to make a favorable showing this year, despite the handicaps placed upon the industry by war-time conditions. The company is to-day receiving \$75.05 a ton for newsprint in this country and \$69 a ton in Canada, an advance of \$12 in each instance over prices in effect last spring. While the advances were only granted last month, they were made retroactive as of July 1 last.

"Action of the Canadian Paper Controller last week in confirming the higher price, after an appeal had been taken by the Canadian publishers, removes the last obstacle which can prevent the company from charging \$69 a ton.

"An interesting phase of the newsprint situation in this country is that Government regulation of the industry will cease three months after the end of the war. It should be borne in mind that it was in 1917 that International Paper made its best showing, when there was no regulation of the price it was to receive for newsprint. Newsprint companies would welcome the return of open competitive market conditions. It can safely be stated that an average of prices received throughout 1917 would be in the neighborhood of \$62 a ton at the mill, compared with the present price of \$75.05 now in effect in this country. Production costs, however, have mounted considerably since that time, and it was for this reason that both the Federal Trade Commission in this country and the Canadian Paper Controller advanced prices.

"Some idea of what the increased prices will mean to International Paper can be obtained from production figures for 1917 and estimated output for this year. The company in 1917 produced 390,179 tons of newsprint. This year's output has been curtailed somewhat, due to the shortage of labor and the closing down by the Government of the Niagara Falls mill, but a conservative estimate would be around 300,000 tons of newsprint. On this basis, the company should turn out around 150,000 tons during the six months ending December 31, 1918, or since the new price went into effect. At this rate, \$1,800,000 has been added to earnings."

New Post for Marvin Kelly

Marvin Kelly has just been appointed managing editor of the Milwaukee Journal. He formerly occupied a similar position with one of the Peoria (Ill.) dailies, subsequently was connected with the Hearst papers in Chicago, and later switched as managing editor to the Milwaukee (Wis.) Evening Wisconsin. His transfer to the Journal occurred just before the purchase of the paper by Arthur Brisbane a couple of weeks ago.

Word comes from France that Mortimer D. Bryant, head of the special agency of Bryant, Griffith & Brunson, of New York and Chicago, has been made colonel of the 107th Infantry, the old Seventh Regiment of New York, which has made a brilliant record for itself on the battlefields.

What's Worth Knowing in Montana

For the benefit of national and local advertisers, the Butte (Mont.) Miner, of which B. E. Woolston is the manager, has inaugurated a "Service Bulletin," which is issued at frequent intervals, to provide information about Butte and the State of Montana generally. The current bulletin is especially noteworthy as containing facts and figures about the greatest copper camp in the world.

More Public Work for Mr. Hearst

William R. Hearst has been appointed by Mayor Hylan to be chairman of the committee which will have charge of the erection of a memorial in France in honor of the New York soldiers who performed such glorious deeds in the service of their country.

Plan Better Service for Texas

The Texas Managing Editors' Association, the membership of which is made up of the managing editors of the daily newspapers in Texas receiving the full Associated Press report, met in annual convention at Beaumont on December 2 for their regular discussion of the service, and to receive suggestions for improvement of the value of the Associated Press report.

AD. DIVISION REPORT

Division of Advertising Committee on Information Submits Report

(Continued from page 32)

big cause, bringing a letter of gratitude and acknowledgment from Gen. Crowder.

Other campaigns were conducted for the Army Camp Smileage entertainments; gardening and soil-tilling popularity for the Department of Agriculture; Council of National Defence, Department of Labor; Fuel Administration; army engineer enlistments, United War Work, etc.

Thus \$1,594,814.71 worth of space—contributed by patriotic advertisers and publishers for winning the war—was dealt with by the Advertising Division of the Committee on Public Information, reaching an estimated circulation of 548,833,148 readers.

And all of the work of the Division was handled at a cost to the Government of about \$1,500 per month.

Future Schedule Called Off

At the time of the signing of the armistice campaigns were being prepared and under way, and space was being scheduled for 1919, and the following Government departments had definitely requested our cooperation:

- Fuel Administration.
- War Industries Board (Paper and Pulp Division).
- Department of Agriculture.
- War Department.
- Committee on Classification of Personnel.
- Y. M. C. A. (for additional secretaries).
- U. S. Civil Service Commission.
- Treasury Department—next loan.
- Treasury Department (in connection with personal taxes).
- War Savings Stamps.
- U. S. Employment Service.
- U. S. Shipping Board.
- Federal Bureau for Vocational Education.

All of those campaigns are now abandoned and the material in hand has been turned over to the department for which it was prepared.



After-the-War Reorganization

AS a crop-producing and stock-raising State, Indiana stands among the leading States of the Union. The State is ideally organized to meet any business exigency for the After-the-War period of reconstruction. Indiana's prosperity has not been dependent on war orders, munitions making, etc.

Indiana's farm population is estimated to be 1,131,375 people. Her 215,485 farms, averaging 100 acres each, are operated by 67 per cent. owners, 30 per cent. tenants and 3 per cent. by farm managers.

It is plainly evident that the farmers of Indiana constitute an enormous money-making and BUYING public. They want the best and have the money to pay for it.

The vast network of steam and electric lines covering the entire State makes possible the quick distribution of merchandise.

The leading Indiana papers listed below are welcome visitors in the best farm homes of Indiana. They have earned the confidence and good-will of Indiana's thousands of well-to-do able-to-buy farmers. The prosperity of her farmers is felt in every phase of Indiana's business.

There's a big market in Indiana for YOUR goods. Cultivate it NOW! These papers will carry your sales message to receptive people in an effective manner.

| | Circulation | 5,000-line rate |
|----------------------------------|-------------|-----------------|
| Anderson Bulletin | (E) 5,992 | .01857 |
| Anderson Herald | (E) 5,427 | .0125 |
| Evansville Courier | (M) 22,246 | .04 |
| Fort Wayne Journal-Gazette | (S) 18,715 | .04 |
| Fort Wayne Journal-Gazette | (M) 29,000 | .05 |
| *Indianapolis News | (S) 24,000 | .05 |
| Indianapolis Star | (E) 123,437 | .15 |
| Indianapolis Star | (M) 99,065 | .11 |
| Indianapolis Star | (S) 113,129 | .14 |
| *Lafayette Courier | (E) 8,435 | .02 |
| Lafayette Journal | (M) 10,476 | .02143 |
| Marion Leader-Tribune | (M) 8,140 | .0215 |
| Muncie Press | (E) 9,646 | .01786 |
| Muncie Star | (M) 26,203 | .0425 |
| Muncie Star | (S) 16,006 | .0425 |
| *Richmond Item | (M) 8,221 | .02 |
| *Richmond Palladium | (E) 11,003 | .025 |
| *South Bend Tribune | (E) 17,138 | .035 |
| Terre Haute Star | (M) 26,212 | .04 |
| Terre Haute Star | (S) 18,388 | .04 |
| *Terre Haute Tribune | (E) 25,412 | .04 |
| *Terre Haute Tribune | (S) 18,870 | .04 |
| *Vincennes Capital | (E) 3,210 | .01071 |

*Government statements Oct. 1st, 1918.

Other circulations Government statements April 1st, 1918.

TRIBUTES PAID TO GEORGE CREEL ON RETIREMENT

Secretaries Baker and Daniels, and Leading Washington Correspondents, Credit Him With "Mobilizing the Mind of the World"

WASHINGTON, December 5.

A FAREWELL dinner was given at the Hotel Washington here last Friday in honor of George Creel, Chairman of the Committee on Public Information, who terminated most of the work of his organization Saturday and sailed for Europe with the President this week.

Mr. Creel's parting words as chairman of the Government's institution for the dissemination of information were:

"After all is said and done, we have done a great thing greatly, although we may even yet be so close to the trees that we cannot see the forest, but only the underbrush of irritation and the poison ivy of politics."

Creel Gives Credit to Assistants

Secretary of the Navy Daniels and Secretary of War Baker, who with the Secretary of State and Mr. Creel composed the Committee on Public Information, extolled the work Mr. Creel did during the war. Secretary of Labor Wilson was another speaker. Gus J. Karger, Washington correspondent for the Cincinnati Times-Star and chairman of the standing committee of correspondents, was toastmaster.

Mr. Creel paid high tribute to the self-sacrificing devotion of the members of his staff, being especially generous in his praise of the news division. He referred to the fact that millions of news articles had been released to the papers of the United States and that there had been charges of inaccuracy or unfairness in only three instances.

Two of these charges, he said, proved to have been "lies," while the third was a mistake on the part of an employee of the Committee.

Secretary Daniels said that Creel's interviews with the late Admiral Dewey in metropolitan papers helped to inform the country. He told of the work of the Committee in neutral countries and said that the Germans' collapse was more spiritual than military, and largely because Creel's Committee had been successful in weakening the morale of the German people by getting the President's addresses and American propaganda into Germany by aeroplanes and through the press of neutral countries. He said that Creel deserved a large measure of the credit for the fact that the United States had come through the war without any sort of suppression of popular discussion.

Secretary Baker said that the whole business of mobilizing the mind of the world, so far as American participation in the war was concerned, was, in a sense, the work of the Committee on Public Information. He disclaimed any credit. He said that the helpfulness had been from Mr. Creel to him rather than in the reverse direction.

Would Have No Censorship

"The instant reaction of habit and tradition," the Secretary said, "was to establish strict censorship; to allow just such information as a few persons might deem to be helpful, and to suppress all of the things which these persons deem hurtful. This would have been the traditional thing to do. I think it was Mr. Creel's idea, and it was certainly a great contribution to the mobilization of the mental forces of America to have in lieu of a Committee on Censorship a Committee on Public Information, for the production and dissemination as widely as possible of the truth about America's participation in the war.

"Undoubtedly, for the country to adapt the censorship plan would be to say, 'Now, we must all sit still and breathe cautiously lest we rock the boat.' It was an inspiration to say that, 'Now, this boat is just so many feet long—it is so many feet wide—it weighs just so much and the sea is just so deep.' After having all of these facts before you, if you think rocking the boat will help the cause, then rock.

"That is what the Committee on Public Information did," the Secretary said, "and it required a stroke of genius to see that. It required faith in democracy. It required faith in the fact, for it is a fact that our democratic institutions would enable us to deal with information safely, and so Mr. Creel believed that if we received the facts we could be trusted."

The Press Men's Tribute

Gus J. Karger, the toastmaster, developed a fine sense of humor. He said in part:

"I have been in Washington for twenty years; I have seen public men come, have seen them go. But never have I seen the like of George Creel, and I never expect to again.

"Others will make notable contributions to the ensuing eulogistic symposium. As for me, I shall discuss, briefly, the relations between Mr. Creel and the newspaper correspondents of Washington.

"These relations were promptly established by the formulation of regulations, by the aid of which the American press and American writers were to be able to guide themselves, to censor their own literary output. Mr. Creel from the beginning declined to pose as an official censor. Rather he sought to make of himself a sublimated press agent of the American cause and of the war—some Republican members of Congress would include the Administration. Be that as it may, hence the regulations. They were the embodiment of common-sense, and their acceptance—so it was thought by us, thought by George Creel—would make unnecessary the enactment of censorship legislation.

"In this Mr. Creel was presumed to reflect the attitude of the Administration, and he was loudly applauded and generously acclaimed. And on the very day that the Washington correspondents were to meet to give approval to the regulations, the demand came urgently and authoritatively for the enactment of a drastic censorship law. And thus relations between Mr. Creel and the Washington correspondents were happily established.

Creel Would Not Be Discouraged

"But Mr. Creel was not discouraged. He threw himself into his work with all the fervor of his ardent nature. He proceeded to proclaim to the world the wealth of American war achievement. He compassed the destruction of a flotilla of German submarines, and gave the country a perfectly corking Fourth of July.

"He assisted us, through the dissemination of beautiful photographs, in stirring an extraordinary public interest in the development of our invincible air fleet.

"And yet he lived in a pent-up Utica and he had to let off more steam. Congress, fortunately, supplied the safety valve. A rash and careless member of Congress had seen fit to impugn Mr. Creel's motives, and Mr. Creel wrote a letter, coming back in fine form. Congress has reprehended a similar performance on the part of President Jackson, or President Roosevelt, and of other personages, and could not permit Creel's to go unrebuked. Congress slapped him viciously on the wrist.

"And then, to the delight of malicious admirers in Congress, Mr. Creel undertook to make a few extemporaneous speeches. They must have stirred the envy of the orators on the hill, for one of them went so far as to give voice to the wish that he might grab Creel by the slack of his trousers and throw him into space.

"Absurd ambition! Creel never stood still long enough to permit any one to get hold of him, and as for space—space meant no more in his young life than it did to a comet. Within a fortnight Mr. Creel had come to be regarded as the *enfant terrible* of the Administration. I shudder to think of what might have happened to him had he not an indulgent parent.

Always a Warrior

"War meant nothing to Creel; it was his normal condition; all his life he has been a warrior. When he came here he made war on the helpless attitude of those who looked upon secrecy as the prime demand of the emergency. He stood for publicity. He demanded that certain information be kept from the enemy, and he demanded with equal insistence that no information be kept unnecessarily from the American people. Always he stood for free speech and for a free press; and always he showed sublime faith in the American press, in its intelligence, its integrity, and its patriotism—a faith, I am proud to say, which was never betrayed. There is no greater achievement in self-government on record than the self-censoring of the American press during the emergency now happily passed.

"And now George Creel's work is done and he is about to leave us. We shall miss him; darned if I don't believe that even Congress will miss him. We shall never see his like again, for God made only one George Creel. We of the press, we wish him good luck, for we know he'll need it. We know that somewhere, somehow, he will find an outlet for his dynamic energy. May the future bring him added renown, and the happiness that comes with labor worthily, conscientiously, and enthusiastically performed.

"That is my speech, gentlemen, on behalf of the Washington correspondents. The real speeches will follow, and I shall be obliged to say but little more. The men who are to put it on strong are men of distinction, whom I need present only by name, without further 'laudatoriums.' Anyhow, it's

not their night; it's George Creel's night."

Some of Those Present

Covers were laid for 118 guests, including many women. The guest list included the following Government officials, newspapermen, and members of the staff of the Committee on Public Information:

The Secretary of War, the Secretary of the Navy, the Secretary of Labor, the secretary to the President, James Kearney, special representative of the Committee on Public Information in Paris; Fuel Administrator Harry A. Garfield; Louis F. Post, Assistant Secretary of Labor; Hugh L. Kerwin, Commissioner of Conciliation, Department of Labor; John Barrett, director of the Pan-American Union; Robert W. Woolley, member of the Interstate Commerce Commission; William B. Colver, Victor Murdock, and John F. Fort, members of the Federal Trade Commission, and Joseph E. Davies, a former member; Senator John F. Shafroth, of Colorado; Roger W. Babson, director of education and information in the Department of Labor, and Grosvenor Clarkson, secretary of the Council of National Defence.

Robert J. Bender, chief of the Washington bureau of the United Press; Hal H. Smith, of the Washington bureau of the New York Times; Charles Michelson, Washington correspondent for the New York World; William G. Shepard, of the United Press; Harry Hunt, of the Scripps-McRae League; James W. Brown, of EDITOR & PUBLISHER; Charles Edward Russell, and Major Rupert Hughes.

The following members of the staff of the Committee on Public Information: Daniel E. O'Sullivan, Marlin E. Pew, L. E. Rubel, John W. Jenkins, Morris F. Lyons, A. W. Crawford, Harvey O'Higgins, C. D. Lee.

THREE EDITORS INDICTED

Cleveland Journalist Accused of Having Violated the Espionage Act

Richard Brenner, editor of the Cleveland Waechter und Anzeiger, a German language daily, has been indicted by the Federal grand jury for violation of the Espionage act in the alleged garbling of a Wolff News Bureau dispatch on July 24.

Fritz Febe, editor of the Cleveland Echo, also was indicted, together with the paper itself, for failure to file a translation of an editorial. A similar charge is made in an indictment against the Cleveland Radnichka Bourba, a Socialist Labor party organ, and its editor, Lazar Petrovic.

TO-DAY'S SHORT STORIES ANALYZED. By ROBERT WILSON NEAL, A.M., 640 pages, net \$1.75. Twenty-two recent magazine stories, analyzed by means of footnotes. Each story affords an informal, separate introduction to the study of short-story management. Offers suggestive material of value to the professional fiction writer and material for months of careful study for the beginner.

SHORT STORIES IN THE MAKING. A Writers' and Students' Introduction to the Technique and Practical Composition of Short Stories, including an Adaptation of the Principles of the Stage Plot to Short Story Writing. By ROBERT WILSON NEAL. Pp. xiv + 260. Net \$1.00.

This is a companion volume to the above. Many of the notes in "To-day's Short Stories Analyzed" refer to materials in this book.

At all Booksellers, or from the Publishers.

OXFORD UNIVERSITY PRESS

A M E R I C A N B R A N C H

35 West Thirty-second St., New York

Quantity Production and the Big Crowd

That is the keynote of modern, progressive, successful business.

Insure your client the widest possible distribution in the "Metropolis of the West" by employing the

LOS ANGELES EVENING HERALD

Circulation 139,374

Evening Herald Publishing Co.
Member A. B. C.
126-134 So. Broadway Los Angeles, Calif.

CAN YOU BEAT IT?

Net Paid Average Circulation of

The Baltimore NEWS

Gains 33% daily and 87% Sunday

In two years

| OCT. | DAILY | SUNDAY |
|-------|---------|---------|
| 1918. | 113,840 | 123,205 |
| 1916. | 85,352 | 65,745 |
| Gain. | 28,488 | 57,460 |

Frank W. Wolf

Advertising Manager

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

We spend more than \$500,000

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
729 Seventh Ave. New York, N. Y.

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1, 1918

41,267 Daily

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

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

ADVERTISING FACTOR STRONG AFTER WAR

Reconstruction Congress at Atlantic City Sees Strong Place for it in Rebuilding Industries and Improving Trade in New Conditions.

(Special to Editor & Publisher)

ATLANTIC CITY, N. J., December 5.—Advertising will play an important and beneficent rôle in national reconstruction. Just as publicity helped to win the war by teaching the American people to conserve food, impelling men to enlist in the army and navy, promoting the sale of Liberty Bonds and War Savings Stamps, saving fuel, securing a one hundred per cent. registration for the two drafts, attracting shipbuilders and munition plant employees, bringing aid to the Red Cross and other war agencies, so will it take its place in the new era of rejuvenation of a country harried and distressed by war.

The foregoing is the cheering outlook that is contemplated here to-night at the great Reconstruction Congress of American Industries, called by the United States Chamber of Commerce. It has particular significance for group No. 5, which comprises several hundred representatives of periodicals, business papers, and newspapers.

A. C. Pearson, president of the Associated Business Papers, Inc., made this significant statement: "Eighty-four per cent. of the firms that fail each year are among the non-advertisers. Production is vain without distribution, and advertising is an improved method of merchandising; not an added expense, but a force that supersedes slower and more costly methods. It is analogous to the typewriter, which has emancipated us from the drudgery of handwriting, and is comparable to the telephone, the adding machine, the reaper and binder, the cotton gin, and the sewing machine."

The group adopted a resolution in which it asks the Industrial Congress to petition Congress to repeal the zone rates on second-class mail matter. The introduction by the Senate Finance Committee of an amendment to the Revenue bill restoring former postal principles was unanimously endorsed.

Another resolution which the committee will take to the floor of the convention will be a plea to the Congress to consider advertising as an essential factor in reconstruction work.

The group also is asking the convention to call on Congress to restore to private ownership all industries now under Government control, and to establish a merchant marine, also privately controlled.

Nearly a hundred class, technical, and trade papers pledged themselves to do their part in the work of reconstruction. The representatives of these publications declare that no other class of journals will wield the power of the business papers in the new day that is to dawn.

March Goes to Massillon

James H. March has resigned as business manager of the Altoona (Pa.) Times in order to take charge of the advertising department of the Massillon (O.) Evening Independent.

Macmillan with Chicago Daily News

Lincoln Macmillan, at one time managing editor of the old Chicago Record-Herald, and subsequently one of the editors of the former Chicago Herald, who, on the merger of that paper with the Chicago Examiner, became a mem-

ber of George Creel's Information Bureau at Washington, now has returned West and become a member of the Chicago Daily News editorial staff.

Advises Use of Advertising to Inspire Confidence

Canadian Press Association Shows Several Methods for Gaining Public Good Will in Reconstruction Period

TORONTO, December 4.—A special bulletin, pointing out the desirability of using advertising space to inspire confidence during the period of reconstruction, has just been issued by the Canadian Press Association.

"Some manufacturers and wholesalers are experiencing a check in their solicitation work, because their retail customers are disinclined to place more than immediate sorting orders, in the conviction that current high prices may take an early and considerable drop, states the bulletin.

"Where manufacturing interests are able to say positively and confidently that present prices are likely to remain for months, at least, they should be canvassed to make such statements in the public press—those mediums going directly to their distributor and consumers. So will they steady their own business, enable their travellers to obtain orders, support their retail distributors, and give a needed message to the general public. Individual publishers may be able in many instances to obtain special timely advertising by canvassing manufacturers and wholesalers on this idea.

See Much Advertising

"Optimism is the note being sounded by advertising agencies and publishers' representatives having frequent and considerable contact with advertisers and prospective advertisers. The reconstruction period now entered upon is big, with the promise of much advertising. This spirit of optimism can be shaped into real business by advertising managers. Here is a suggestion:

"Have local men of prominence and influence — manufacturers, bankers, financiers, and others of light and leading—insert over their signature, in full-page space, a call to the people to help on all practical and soundly formulated plans and movements to stabilize industrial conditions, and promote business enterprise.

"Such signed and authoritative statements, by local men of position and influence, should have an excellent effect on the community, and steady public opinion and action during a period which may otherwise be nervous and reactionary."

"Found" Business

The bulletin quotes the experience of the Winnipeg Free Press in running a Saturday page featuring insurance. A series of ads, varying in size from 450-line copy to full pages were used, the mats for the series being supplied by a Chicago advertising agency.

The local purchaser inserted the signatures of local insurance agency firms willing to have the series inserted. That is, the advertising is of the cooperative type, there being forty-six signatures.

To date, considerably over 20,000 lines of this business at regular rates has been carried. It is an example of new or "found" business of a most desirable kind—business that breeds new advertisers and advertising.

Make a little Versailles garden of your own local patch if you can't go to France for the Peace Conference.

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 |

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

PHILIP GIBBS

As a lover of true literature, the writer has infallibly turned daily to the Philip Gibbs column of The New York Times always sure of a treat to sheer beauty and unexampled workmanship, combined with an amazing close-up of the great things that stir heart and mind.

C. R. A.,

Woodstock, Ulster Co., N. Y.

VIRGINIA, MINNESOTA,

with a population of 18,000 has more municipal improvement than any other town of its size in the United States.

The Daily Enterprise

Representative

ROBERT E. WARD

225 Fifth Ave.

New York

5 S. Wabash Ave.

Chicago

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue
NEW YORK

Lytton Building
CHICAGO

The Net Paid Circulation of
The
**LOUISVILLE
HERALD**

In October, 1918, was
DAILY - - - - 58,984
SUNDAY - - - - 49,953
This is an increase over
October, 1917, of
DAILY - - - - 2,888
SUNDAY - - - - 995
The increase over October, 1913
(5 years), totals
DAILY - - - - 59%
SUNDAY - - - - 56%
On 2c Basis Since August 1, 1918
Largest Non-Duplicated Circulation
Member (A. B. C.)

A Big Circulation
More than doubled in 5 years

**Des Moines Register
and Tribune**

U. S. P. O. REPORTS
8 Mo. ending Sept. 30

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

The
PITTSBURG PRESS
Has the **LARGEST**
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A.B.C.

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that con-
siders its advertising columns. Many of
our advertisers use our columns exclusiv-
ely. The above is one of the many rea-
sons why."

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

**The Morning
Record**

is THE ONLY
Meriden, Conn.

Newspaper member of the
A. B. C.

Has over

5%3 more Circulation proved than
other local paper claims.

**MANY CONSOLIDATIONS
AND SUSPENSIONS**

1918 a Year of Changes in Newspaper
Field—Mergers, Numerous, and in
Many Cities Daily Issues Have Been
Stopped, Weeklies Replacing Them

Justin F. Barbour, of the Barbour
Advertising Rate Sheets, Inc., Chicago,
has compiled a list of English-language
daily newspapers of the United States
which have been consolidated or which
have suspended publication during the
period from January 1 to November 22,
1918.

The suspensions listed refer to the
discontinuance of the daily issues. In
many instances the newspapers named
continue to issue as weeklies or semi-
weeklies. Mr. Barbour, who is in con-
stant and close touch with daily news-
papers throughout the country, vouches
for the correctness of this list:

- Alabama—Mobile Tribune.
- Arkansas—Bentonville Sun, Van Buren Press-Argus.
- California—Alhambra Alhambra-Advocate, Los Angeles Tribune, Ocean Park Journal, Oxnard News (consolidated with the Courier), Santa Ana Blade (consolidated with the Register), Connecticut—Torrington News.
- Illinois—Belleville Record, Carlinville Enquirer, Chicago Examiner-Herald (consolidated as the Herald and Examiner).
- Indiana—Decatur Herald, Greensburg Review.
- Iowa—Mason City Times (consolidated with the Globe-Gazette), Muscatine News-Tribune (consolidated with the Journal), Ottumwa Review.
- Kansas—Kansas City Globe (consolidated with the Kansan).
- Louisiana—Crowley Signal.
- Michigan—Battle Creek Enquirer-News (consolidated as the Enquirer and News), Jackson Citizen-Press-Patriot (consolidated as the Citizen-Patriot), Saginaw Courier-Herald-News (consolidated as the News-Courier).
- Massachusetts—Lynn News-Telegram (consolidated as the Telegram-News), Milford Journal, Pittsfield News, Taunton Globe.
- Missouri—Clinton Republican, Hannibal Journal, Webb City Register.
- Montana—Billings Journal (name changed to Gazette), Miles City Yellowstone Journal.
- New York—Kingston Express, Middletown Argus, Niagara Falls Journal (consolidated with the Gazette), Nyack Star, Ossining Citizen, Rochester Times, Union & Advertiser (consolidated as the Times-Union & Advertiser).
- North Dakota—Bismarck Public Opinion, Jamestown Capital (consolidated with the Alert).
- Ohio—Lorain News (consolidated with the Times-Herald), Troy Times, Wellsville Daily Union.
- Oregon—Medford Sun.
- Oklahoma—Collinsville Times, Hugo Hugonian, Miami Live Wire.
- Pennsylvania—Bloomsburg Sentinel, Monongahela Times, Philadelphia Telegraph (consolidated with the Public Ledger—evening edition), Spring City Inter-Borough Press, York Daily Gazette (consolidated as the Gazette and Daily), Waynesboro Herald.
- South Dakota—Pierre Dakotan, Yankton Dakota Herald.
- Tennessee—Clarksville News.
- Texas—Athens Review, Kaufman Post (name changed to Herald), Waco News, Tribune (consolidated as the News-Tribune).

Washington—Seattle Call, Tacoma News, Tribune (consolidated as the News-Tribune).

Wisconsin—Manitowoc Herald, News (consolidated as the Herald-News), Milwaukee News, Wisconsin (consolidated as the Wisconsin and News).

Virginia—Fredericksburg Journal, Hopewell News-Herald.

**TEXAS PRESS WOMEN
PREPARE MEETING**

Association Appoints Committees in
Anticipation of Its Twenty-Sixth
Annual Convention in Cisco,
Set for Next May

DALLAS, Tex., December 3—Plans for the twenty-sixth annual convention for the Texas Women's Press Association, to be held at Cisco in May, 1919, were made at a meeting of the executive committee in Dallas. Many matters having to do with the reconstruction policy of the Association to be outlined at the convention, were discussed by the committee.

The executive committee is composed of the following, all officers or heads of committees: Mrs. Henri C. L. Gorman, of Fort Worth, president; Mrs. J. D. Alexander, of Cisco, first vice-president; Mrs. J. M. Kilpatrick, of San Antonio, second vice-president; Mrs. Madaline Sinclair, of Denison, third vice-president; Mrs. W. H. Wright, of Dallas, recording secretary; Mrs. Agnes Geer, of Fort Worth, corresponding secretary; Mrs. Fred Robinson, of Waco, treasurer.

The following were appointed to the executive committee: Mrs. Cors Milton Cross, of Fort Worth, parliamentarian; Mrs. J. J. Jarvis, of Fort Worth; Mrs. Henry Cline, of Wharton, and Mrs. Fred A. Scott, of Austin.

Chairmen of committees were appointed, as follows: Mrs. S. W. T. Price, of Waco, literature; Mrs. M. K. Lockridge, of San Benito, membership; Mrs. Florence Dancy, of Houston, transportation; Mrs. Madaline Sinclair, of Denison, programme; Mrs. Fannie B. Parker, of Bowie, badges; Mrs. F. M. B. Hughes, of Wharton, endowment; Mrs. Pearl Cashiel Jackson, of Austin, scholarship fund; Miss Katie Daffan, of Austin, credentials; Miss Decca Lamar West, of Waco, historian; Mrs. Agnes Geer, of Fort Worth, printing; Mrs. E. H. Jenkins, of Bastrop, resolutions; Miss Fannie L. Armstrong, of Dallas, memorials; Miss Adunia de Zavala, of San Antonio, auditing; Mrs. Bettie McGruder, of San Angelo, press publicity.

DISCUSS AGENTS' COMMISSIONS

Toronto Dailies Considering Pay for
Business Originating in Their Vicinity
TORONTO, December 4.—The Toronto dailies are again considering the question of commission to advertising agents on general business originating in Toronto and vicinity.

For some time past the Globe, Mail and Empire, Star, and Telegram have refused to allow this commission and there has been quite a controversy among publishers, agents, and advertisers over the position taken. In fact, at one time an effort was made to force the papers to terms by withdrawing patronage.

It is understood that there is a likelihood of a solution of the difficulty through the introduction, on the part of the newspapers, of the double-rate card.

There's many a disgruntled "star" reporter now that Peace Conference assignments have been given out.

Many newspaper publishers and editors ask for syndicate prices on Dr. Frank Crane's daily articles.

This feature is not syndicated. It is one of many features in "the essential service" issued by *The Associated Newspapers* only to its members. The A. N. now comprises fifty leading newspapers in the United States and Canada.

If your city is not now covered you may secure all information from

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.

Can You Write?

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

WILDER & BUELL

225 Fifth Avenue New York

**Why Does
The Detroit Free Press**

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper?

BECAUSE

The Free Press has both quantity and quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & Foreign } New York
CONKLIN } Representatives } Chicago
Detroit

The
**Pittsburgh
Post**
has the second largest morning and Sunday circulation in Pittsburgh.



Take It To
POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.
New York City

THROUGH THE CLASSIFIED COLUMNS

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

SITUATIONS WANTED

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

Executive

Experienced newspaper man of 34, desires quick change. Offers full proof of character and ability. Seeks place as news or general executive in city of 100,000 or more. Minimum salary expected \$60 a week. Might invest small sum. Wire this publication for address, or write A, 513, care Editor & Publisher.

Circulation Manager

Circulation manager with experience on both small and metropolitan dailies, thoroughly familiar with all branches of the circulation department, aggressive and economical with good record for producing both the circulation and cash. Address A, 512, care of Editor & Publisher.

Special Writer

Young woman with four years' experience in regular reportorial work wants place as special writer on large evening daily. Now employed. Address A, 511, care of Editor & Publisher.

Advertising Manager

Also writer and solicitor, American, 32 years old; married; home lover, with eight years' practical advertising experience in field of 50,000 population, desires to connect with proposition with a purpose. Any place in United States, New England preferred. Good correspondent, possess initiative and am resourceful. Am anxious to place full information before publisher of live paper in live town who wants a man that will make good. Address A, 510, care of Editor & Publisher.

Manager-Solicitor

Young man, married, with eight years' experience on big and small dailies, desires change, as present field is limited. Now employed and have made wonderful record past year. Prefer city of over 50,000. For further information, address A, 515, care of Editor & Publisher.

Editor-Advertising Manager

Editor, manager, advertising manager, whose references, samples of work and photo are convincing, seeks opening immediately. Good education, formerly skilled compositor, age 35; married. Address A, Todd, 40 Hillsdale Street, Cincinnati, Ohio.

Telegraph Editor

And editorial writer, employed by morning daily with 50,000 circulation, desires change, preferably to evening field. Fifteen years' experience; married; hard worker and temperate; familiar with all phases of editorial work, including special editions and make-up. Gilt-edged references. Minimum salary, \$50 weekly. Address A, 516, care of Editor & Publisher.

Newspaperman

Editorial writer who can put in the "punch" or advertising writer with plenty of originality and experience. Peace will soon take me out of army service. Married; aged 32. Prefer small city. Can make good salary, and want chance to make better. Address A, 517, care of Editor & Publisher.

Editor-Manager

Man who successfully established a daily paper in New England city, having sold business, desires position as manager or managing editor of newspaper or periodical. Can make an A1 journal, attractive in form, interesting and accurate in news, strong in editorials. Exceptional references as to character, training, and ability. Age thirty-seven. Salary, \$4,000. Address A, 505, care of Editor & Publisher.

Advertising Manager

Live wire, 27 years old, twelve years' thorough training and success on largest daily in Middle West; gilt-edged references as to character and productive ability and employed at present. Desires position in city of over 50,000. Address A, 519, care of Editor & Publisher.

Managing Editor

Experienced in magazine and newspaper fields. Writer of strong editorials and compelling articles. Independent thinker. Now employed. Wish to make advantageous change. Have served in all branches, from free-lance and reporter to managing editor, including advertising sales and copy, and can cooperate with all departments. Aged 28; married. Want executive editorial connection with strong magazine, newspaper, or other influential publication. Address A, 518, care of Editor & Publisher.

Newspaperman

with all round experience, particularly strong on desk work and in executive positions, desires to change by January 1. Can come earlier. Best of references. State salary. Address I, 993, care of Editor and Publisher.

Circulation Manager

Mr. Publisher of afternoon daily, the war is about over; do you wish to recoup your circulation? If so I am ready to do the work for you; have been eighteen years in the game. Address A, 500, care Editor & Publisher.

Press Photographer

Press photographer now employed, wishes permanent position on live paper. Go anywhere, but prefer South. Best of reference. Address A, 502, 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 recommendation as to what I can do. At present in a minor position. Address A, 504, care Editor & Publisher.

Circulation Manager

Especially experienced in city circulation and country newsdealers. Wish to connect up with a live and growing newspaper. Can produce results at small cost. Am now employed. Can show splendid record and A No. 1 references. Address A, 507, care of Editor & Publisher.

Reporter

Active newspaperman with four years' experience as reporter and special article writer on New York daily, desires position on metropolitan paper. Knowledge of Russian and Yiddish. Excellent references. Salary \$30.

HELP WANTED

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

WANTED—

Managing Editor

One of the largest, most important, and progressive daily newspapers (morning) of the Southwest is seeking a man broad enough of experience to assume commanding charge as managing editor and large enough of calibre to properly represent the ideas and ideals of the owner. Something beyond ability as an editorial writer desired. Apply by letter only stating qualifications, experience, and mention salary accustomed to. The position is permanent, and it will be profitable to the man selected. Address Box A, 503, Editor & Publisher.

Circulation Manager

We have an opening for a competent circulation manager who will consider future prospects as much as present salary. Must be live wire with ability to reorganize circulation department and get results. Give age, experience, and salary expected to start in first letter. Address I, 1014, care Editor & Publisher.

Circulation Manager

Circulation manager wanted on a morning daily in an Eastern city of 125,000. Circulation of 15,000 and growing; must be experienced and capable of taking full charge of the entire circulation department. Drinkers need not apply. Reference required. State salary desired. Address A, 506, care of Editor & Publisher.

Salesman-Executive

Live young salesman-executive to take charge of classified advertising department and direct school, church, music, and resort business. Unless you think, move, and act fast, do not apply. Address J. B., the Daily News, Minneapolis, Minn.

Trade Paper Editor

Wanted—Trade paper editor to take charge of oldest Southern financial monthly. Must be experienced and be able to furnish A1 references. Moderate salary to start. Address A, 509, care of Editor & Publisher.

Wanted

Returned soldier, advertising solicitor. Permanent. Give full particulars, experience, salary wanted, etc. Mitchell Daily Republican. Morning, evening, and Sunday. Mitchell, South Dakota.

Cartoonist

WANTED—Cartoonist, young man who has ambition to enter daily field on paper having circulation of 200,000. Send samples of your best work with application. State age, experience, education, and salary expected. Address A, 514, care of Editor & Publisher.

F O R S A L E

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

For Sale at a Sacrifice

20 Mergenthaler Linotypes—Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice. FANTUS BROTHERS, 525 SOUTH DEARBORN STREET, CHICAGO.

For Sale

One Auto Press in perfect condition. Size 14x20. Model C. C. Write to Fred J. Kern, Publisher, News-Democrat, Belleville, Ill.

For Sale

One of the strongest small town weeklies in Ohio is for sale, because the owner is seventy-five years of age and not able to manage it; business forty-nine years old and established by present owner; \$1.50 subscription rate; town is 1,500; no foreign or poor element; large trading territory and paper draws advertising from four nearby large towns. Will clear \$2,500 to \$3,500 per year, according to publisher's energy; \$2,500 will make first payment and balance will take care of itself. Address "Ohio," care of Editor & Publisher.

MISCELLANEOUS

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

Business Opportunities

Wanted, an associate to invest from \$5,000 to \$10,000 in well established trade weekly publishing business. Field, very productive. Energy and representative capacities absolutely essential. References exchanged. Apply Room 904, 51 Chambers Street, New York City.

\$20,000 cash or less

will be used in purchase of a daily newspaper property. Location must be within 300 miles of Chicago, Ill. Proposition R.T.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue New York

18% Net

On account of death, the only daily newspaper in a manufacturing city of 15,000 population, about four hours from New York, can be bought at a price that will show 18% for investment and services under present net earnings. This newspaper has never had an advertising or subscription solicitor. Its business can be largely increased by modern methods. \$20,000 cash necessary for first payment.

HARWELL & CANNON

Newspaper & Magazine Properties,
TIMES BUILDING, NEW YORK, N. Y.

Readers Decide

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

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
37 WEST 39TH ST., NEW YORK

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

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 1/4 page size at 4,500 per hour. A good press at a reasonable price.

WALTER SCOTT & COMPANY PLAINFIELD, NEW JERSEY

We can increase your business—you want it increased.

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

BURRELLE

145 Lafayette St., New York City.

Established a Quarter of a Century.

TIPS FOR THE AD MANAGER

W. S. HILL COMPANY, Pittsburgh. Placing advertising for Jersey Cereal Food Company and again placing orders

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

U. S. P. O. REPORT

For the period ending Oct. 1, 1918

The New Orleans Item

Daily70,964
Sunday90,242
Average73,703

Foreign representatives
THE JOHN BUDD COMPANY
New York Chicago St. Louis

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Service

Thorough Trade Investigations, before and after the inauguration of your Boston campaign, will help you get more business.

Merchandising Service Department of the

Boston American

FOR SALE

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

LYNN TELEGRAM-NEWS
LYNN, MASS.

Hemstreet's PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

with some New England newspapers for Goldine Manufacturing Company.

McJUNKIN ADVERTISING COMPANY, Chicago. Reported will make up a list of newspapers during January for French Lick Springs Hotel Company, "Pluto Water," and making 1,000-l. contracts with some Middle West newspaper for King Brothers "Clothing."

MOSS-CHASE COMPANY, Buffalo. Placing orders with some Southwestern newspapers for Buffalo Specialty Company, "Liquid Veneer."

HARRY PORTER COMPANY, 18 East 41st Street. Placing 200-l. 2-t. orders with some Pacific Coast newspapers for Harper Brothers, "Books."

REDFIELD ADVERTISING AGENCY, 34 West 33d Street. Placing orders with a selected list of newspapers on basis 50 per cent. from the company and 50 per cent. from local dealer for Sonora Sales Company, "Sonora Phonograph."

BERRIEN-DURSTINE, 25 West 45th Street. Making 5,000-l. contracts with a selected list of newspapers for Crowell Publishing Company, "Women's Home Companion."

BROOKE, SMITH & FRENCH, Detroit. Placing orders with New York State newspapers for David Stott Flour Mills Company.

CALKINS & HOLDEN, 250 Fifth Avenue. Again placing orders with newspapers in selected sections for Pierce-Arrow Auto Company.

CAMPBELL-EWALD COMPANY, Detroit. Again placing orders with some Eastern newspapers for Hudson Motor Car Company.

GEORGE L. DYER COMPANY, 42 Broadway. Placing some new copy with newspapers for Gillette Sales Company.

RICHARD A. FOLEY ADVERTISING AGENCY, Philadelphia. Again placing 180-l. 4-t. orders with a selected list of newspapers for Charles Guiden, "Guiden's Mustard."

HANFF-METZGER, 95 Madison Avenue. Placed 239-l. 5-col. 1t. orders with newspapers in selected sections for Famous Players Lasky Film Corporation.

HAWLEY ADVERTISING COMPANY, 19 West 44th Street. Placing 84-l. 1t. orders with some Pacific Coast newspapers for Britton Publishing Company.

RUTHRAUFF & RYAN, 404 Fourth Avenue. Again placing copy with some New York city newspapers for Donnelly Systems Company.

SHERMAN & BRYAN, 79 Fifth Avenue. Placing 14-l. 3-t. orders with newspapers generally for Financial Press.

F. P. SHUMWAY COMPANY, Boston. Placing orders with some New York city newspapers for W. A. Wilde Company, "Books."

SOUTHWESTERN ADVERTISING COMPANY, Dallas, Tex. Making 3,000-l. 1-yr. contracts with a few Southern newspapers, for King Candy Company.

STEWART-DAVIS ADVERTISING AGENCY, Chicago. Again placing orders with some Middle West newspapers for Downey-Farrell Company, "Downey's Delight Butterine."

THOMAS ADVERTISING SERVICE, Jacksonville, Fla. Again placing orders with newspapers in selected sections for Florida Citrus Exchange.

GEORGE W. TIRON, Times Building. Placing trade deals with newspapers for the following hotels: Empire, Albenarle, Hermitage, Holland House, Majestic, Martha Washington, and St. James.

VANDERHOOF & Co., Chicago. Placing copy with a selected list of newspapers for "Buttercup Shole Rice."

WESTERN ADVERTISING AGENCY, Racine,

Wis. Placing orders with newspapers generally for S. C. Johnson & Son, "Johnson's Floor Wax, Paints."

WHITMAN ADVERTISING SERVICE, 80 Fifth Avenue. Making contracts with same list of newspapers as last year for Goodiow Corporation Clothing.

J. WALTER THOMPSON COMPANY, 242 Madison Avenue. Appointed advertising agents for Auto Strop Safety Razor Company, will place orders with newspapers and magazines generally, and also just appointed advertising agents for Wilford Hall Laboratories. Newspapers and magazines will be used for "Hall Mark" Toilet Products.

Trading-With-the-Enemy Indictment Found

District of Columbia Court Acts Against
Former New York Evening
Mail Owner

WASHINGTON, December 5.—Edward A. Rumely of New York, former editor of the New York Evening Mail, which was taken over by the United States Government because of enemy interest in its ownership and placed under control of American citizens, was indicted here Monday on two counts under the Trading-with-the-Enemy act. Rumely is under indictment for perjury in New York.

The indictment in the District of Columbia Court was on the ground of his failure to report the German interest in property held by him, to A. Mitchell Palmer, alien property custodian.

The first charge, specifies that Rumely, on October 17, 1917, and since that date, had the custody and control of certain shares of stock in the S. S. McClure Newspaper Corporation for and on behalf of an enemy of the United States, the Imperial German Government, and that he failed and omitted to disclose that fact in a report to the Alien Property Custodian as required by law.

The second count of the indictments sets forth that Rumely failed and omitted to make known to Mr. Palmer the fact that on October 6, 1917, he was indebted to the Imperial German Government to the extent of \$1,451,700.

The indictment, cites the fact that following the passage of the Trading-with-the-Enemy act, on October 6, 1917, it became the duty of every person residing in the United States, "who had control of or custody of any property of, for, or on behalf of any enemy of the United States, to report the fact to the Alien Property Custodian." The penalty provided by the act is a fine not to exceed \$10,000, or imprisonment for not more than ten years, or both.

554 London Times Staff Men Went to Fight in France

They Suffered 135 Casualties, 40 Being Killed Outright, 79 Wounded, and
Others Missing or Prisoners

The "Roll of Honor," a book just published, which was compiled by the London Times, gives the names of all members of its staff who have served in the English army or navy up to June 30. It also contains a list of the honors conferred on members of the staff and of the casualties in the staff.

Five hundred and fifty-four members of the Times staff have gone into one or the other branch of the service. Of these, sixty-two were commissioned of-

ficers and 492 non-commissioned officers. The total of casualties reaches 135, of which 40 were killed outright and 79 wounded, the others being reported missing, taken prisoners, or dying from other causes.

COLLIN ARMSTRONG, INC.,
Advertising and Sales Service,
1457 Broadway, New York.

FRANK, ALBERT & CO.,
26-28 Beaver St., New York.
Tel. Broad 3831.

HOWLAND, H. S., ADV.
AGENCY, INC.,
20 Broad St., New York.
Tel. Rector 2573

Publishers' Representative

**O'FLAHERTY'S NEW YORK
SUBURBAN LIST**
225 W. 39th St., New York
Tel. Bryant 6875

Every Editor will this year
want our

CHRISTMAS AND REVIEW of the YEAR CARTOONS

By W. Chas. Tanner and
Wood Cowan

ORDER NOW, without waiting to see proofs, and we'll send mats on approval, crediting if not entirely satisfactory in every way.

The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

THE McCLURE NEWSPAPER SYNDICATE

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 forthcoming star features by Frank H. Simonds, John L. Balderston and Montague Glass.
120 West 32nd Street, New York

TODAY'S HOUSEWIFE

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

GEORGE A. McCLELLAN
President

The Pittsburg Dispatch

with its dominating influence
brings advertisers paying results

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

It more than happens that the South is prospering!

The States, or geographical divisions, that form the old Dominion, are in the perfectly natural course of material development, normal results of wise and persevering efforts by their people!

Here is one state "prepared in mind and resources"—

South Carolina

39th in area, 25th in population, 15th in the value of its farm crops.

The chief crop is cotton, averaging well above 1,000,000 bales, and tobacco; but with fruits, truck farming and grain, which have been added, South Carolina produced in 1917 to the value of \$390,000,000 in crops!

Let us see what that means for the old Palmetto State!

By comparisons, it means as much as New York and Pennsylvania together produced in 1909; as much as Ohio and Michigan; as much as the entire Pacific Coast in that year—and South Carolina only 39th in area at that!

And as if that was not enough more money to spend [in 1917] it doubled its [textile output over 1915.

Since the big war started South Carolina has found itself in textiles and is today the SECOND state in the extent of its textile manufactures!

Over 50,000 persons are employed in this industry. Wages have increased over 33% in the last two years, amounting to \$21,526,368 in 1917 against \$15,097,659 in 1916.

The investment in plants rose from \$87,709,709 in 1916 to \$92,621,499 in 1917.

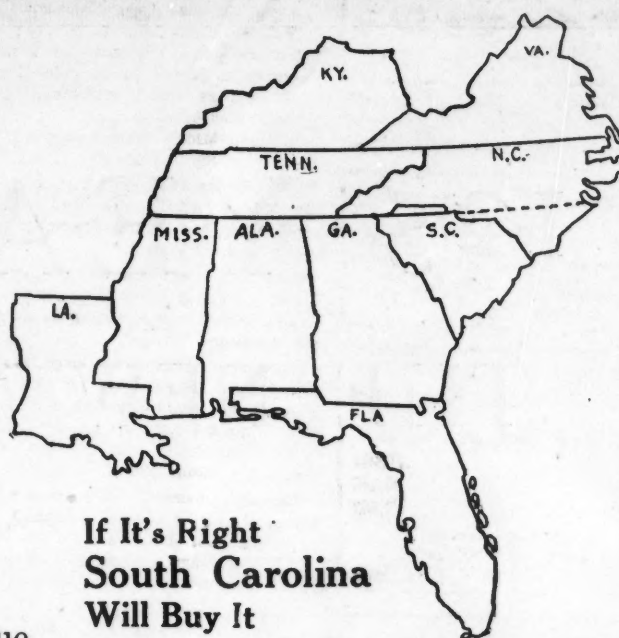
And the value of the output in 1917 was \$156,000,000— over double that of 1915.

Its cotton seed products amount in value to over \$10,000,000 annually.

Here are splendid harbors, famous oysters, and famous sea bass fishing.

Right now there are stations or camps at Charleston, Fort Sumter, Fort Moultrie, Columbia, Greenville and Spartanburg, all which are using large quantities of supplies and circulating much money locally. There are Marines at Paris Island.

The daily papers thoroughly cover the state and are read in all homes, and they are at your service for any information you need.



If It's Right South Carolina Will Buy It

| ALABAMA | | Net Paid | 2,500 | 10,000 |
|-----------------------------------|-------|-------------|-------|--------|
| | | Circulation | lines | lines |
| *Birmingham Age-Herald | (M) | 27,140 | .07 | .05 |
| *Birmingham Age-Herald | (S) | 35,155 | .08 | .06 |
| Birmingham Ledger | (E) | 40,504 | .07 | .07 |
| Birmingham News | (E) | 48,872 | .08 | .08 |
| Birmingham News | (S) | 52,889 | .10 | .10 |
| Mobile News Item | (E) | 7,993 | .03 | .03 |
| Mobile Register | (M) | 17,997 | .04 | .04 |
| Mobile Register | (S) | 24,802 | .05 | .05 |
| *Montgomery Advertiser | (M) | 22,181 | .05 | .04 |
| *Montgomery Advertiser | (S) | 24,103 | .06 | .05 |
| FLORIDA | | | | |
| *Jacksonville Metropolis | (E) | 19,120 | .015 | .045 |
| Florida Times-Union, Jacksonville | (M&E) | 32,714 | .06 | .06 |
| Pensacola Journal | (M) | 5,388 | .0172 | .0172 |
| Pensacola Journal | (S) | 6,500 | .0172 | .0172 |
| GEORGIA | | | | |
| Atlanta Georgian | (E) | 82,537 | .08 | .09 |
| Atlanta Sunday American | (S) | 105,287 | .12 | .12 |
| †Augusta Chronicle | (M) | 13,204 | .03 | .03 |
| †Augusta Chronicle | (S) | 12,421 | .03 | .03 |
| *Augusta Herald | (E) | 13,920 | .03 | .03 |
| *Augusta Herald | (S) | 11,149 | .03 | .03 |
| *Columbus Ledger | (E&S) | 7,494 | .0225 | .0225 |
| Macon Telegraph | (M) | 21,220 | .04 | .04 |
| Macon Telegraph | (S) | 19,307 | .04 | .04 |
| Savannah News | (M&S) | 14,037 | .04 | .03 |
| KENTUCKY | | | | |
| Louisville Courier-Journal | (M) | 41,078 | .1250 | .07 |
| Louisville Courier-Journal | (S) | 61,815 | .15 | .09 |
| Louisville Times | (E) | 57,372 | .10 | .09 |
| Louisville Herald | (M) | 55,786 | .07 | .07 |
| Louisville Herald | (S) | 48,562 | .07 | .07 |
| LOUISIANA | | | | |
| New Orleans Times-Picayune | (M) | 73,004 | .10 | .10 |
| New Orleans Times-Picayune | (S) | 88,356 | .12 | .12 |
| New Orleans Daily States | (E) | 43,487 | .09 | .07 |
| *New Orleans Daily States | (S) | 21,220 | .04 | .04 |
| *New Orleans Item | (E) | 70,984 | .12 | .12 |
| *New Orleans Item | (S) | 90,242 | .15 | .15 |
| NORTH CAROLINA | | | | |
| *Asheville Times | (E) | 10,087 | .025 | .02 |
| Charlotte Observer | (M) | 18,306 | .055 | .03 |
| Charlotte Observer | (S) | 20,911 | .065 | .04 |
| Greensboro Daily News | (M) | 15,696 | .015 | .035 |
| Greensboro Daily News | (S) | 21,364 | .06 | .04 |
| *Winston-Salem Sentinel | (E) | 7,574 | .02 | .02 |
| SOUTH CAROLINA | | | | |
| Charleston American | (M) | 11,151 | .0286 | .0178 |
| Charleston American | (S) | 11,151 | .032 | .0215 |
| Columbia Record | (E) | 11,325 | .025 | .025 |
| Columbia Record | (S) | 9,216 | .025 | .025 |
| Columbia State | (M) | 22,486 | .05 | .05 |
| Columbia State | (S) | 23,990 | .05 | .05 |
| Greenville News | (M&S) | 9,620 | .03 | .025 |
| Spartanburg Jour. & Car. Spartan | (E) | 3,780 | | |
| Spartanburg Herald | (M) | 5,394 | .03 | .03 |
| Spartanburg Herald | (S) | 6,611 | | |
| TENNESSEE | | | | |
| Chattanooga News | (E) | 20,696 | .085 | .085 |
| Chattanooga Times | (M) | 26,341 | .06 | .06 |
| Chattanooga Times | (S) | 21,632 | .06 | .06 |
| Knoxville Sentinel | (E) | 25,778 | .05 | .045 |
| Knoxville Journal-Tribune | (M) | 25,000 | .04 | .04 |
| Knoxville Journal-Tribune | (S) | 25,000 | .04 | .04 |
| Memphis Commercial Appeal | (M) | 81,185 | .12 | .10 |
| Memphis Commercial Appeal | (S) | 118,889 | .14 | .12 |
| Nashville Banner | (E) | 46,078 | .07 | .07 |
| Nashville Banner | (S) | 46,078 | .08 | .08 |
| Nashville Tennessean | (M) | 53,000 | .08 | .08 |
| Nashville Evening American | (E) | 20,000 | .03 | .03 |
| Sunday Tennessean & American | (S) | 40,000 | | |
| VIRGINIA | | | | |
| Newport News Times-Herald | (E) | 10,082 | .03 | .03 |
| Newport News Daily Press | (S&M) | 10,082 | .03 | .03 |
| *Norfolk Ledger-Dispatch | (E) | 46,145 | .07 | .06 |
| Richmond News-Leader | (E) | 45,180 | .08 | .08 |
| Ronoke Times | (M&S) | 10,067 | | |
| Ronoke World-News | (E) | 9,918 | .04 | .035 |

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

125 YEARS OLD THE NEW YORK GLOBE

On Monday, December 9th, The Globe will celebrate its 125th birthday by the publication of an eight page historical section, including Vol. 1, No. 1, of The Minerva, founded by Noah Webster.

The Globe's birthday number section will stand unique in that it will not contain a line of advertising, but a most complete and interesting historical sketch of America's oldest daily newspaper, showing how The Globe was built, with greetings from friends.

Any advertising man wishing a copy of the birthday issue, December 9th, may have one for 5 cents the copy, as long as the limited number remain on hand after newsdealers are supplied.

Now Over
200,000 a Day

NEW YORK GLOBE

JASON ROGERS, Publisher

Member
A. B. C.

Pur.
Bid. Pur.
R.
R.
S.
B.
CC

