



EDITOR & PUBLISHER



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

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

\$3.00 a YEAR

NEW YORK, SATURDAY, MARCH 15, 1919

10c Per Copy

February Advertising in Chicago

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

Automobiles - - - - - **FIRST!**

The Daily News, 41,725 lines.
Next highest score, 40,227 lines.

6 days against 6

Books - - - - - **FIRST!**

The Daily News, 9,569 lines.
Next highest score, 8,821 lines.

6 days against 7

Clothing - - - - - **FIRST!**

The Daily News, 105,982 lines.
Next highest score, 88,246 lines.

6 days against 6

Department Stores - - - - - **FIRST!**

The Daily News, 259,608 lines.
Next highest score, 168,983 lines.

6 days against 7

Furniture - - - - - **FIRST!**

The Daily News, 32,825 lines.
Next highest score, 22,991 lines.

6 days against 6

Groceries - - - - - **FIRST!**

The Daily News, 42,184 lines.
Next highest score, 26,644 lines.

6 days against 6

Musical Instruments - - - - - **FIRST!**

The Daily News, 22,888 lines.
Next highest score, 21,883 lines.

6 days against 6

Tobacco - - - - - **FIRST!**

The Daily News, 22,991 lines.
Next highest score, 20,751 lines.

6 days against 7

**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)

Peace means NEW business For the South—BIG SALES

Where there are Big Sales there are BIG BUYING and BIG OPPORTUNITIES for persistent advertisers

You can PUBLISH the news about your goods in all the daily papers of the South, to the extent of five full pages, for only about one-third cent per inhabitant.

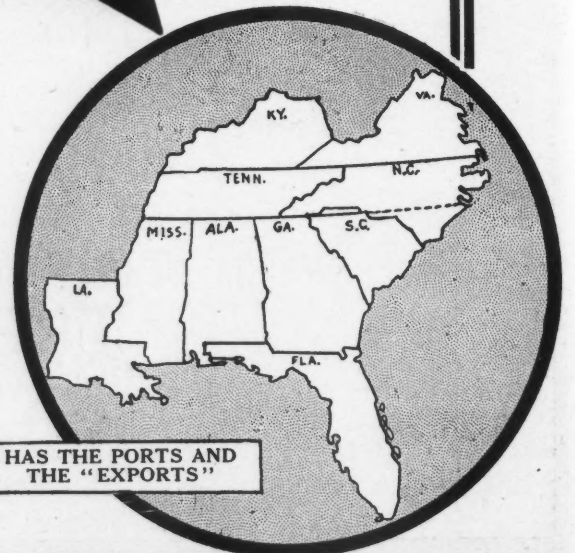
Foreign Trade offers great possibilities. The South is studying them—for the world's markets will soon be wide open.

Already the Southern Pine plans to become one of the largest exporting industries of the United States.

Nearly half a billion feet of lumber is wanted now by European countries.

Italy has placed orders for 3,500,000 feet of yellow pine. England and France are expected to do likewise.

Send your advertising down South and grow UP with its business



HAS THE PORTS AND THE "EXPORTS"

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)	48,072	.08	.08
Birmingham News	(S)	52,059	.10	.10
Mobile News Item	(E)	10,504	.03	.03
Mobile Register	(M)	24,443	.04	.04
Mobile Register	(S)	24,802	.05	.05
*Montgomery Advertiser	(M)	22,151	.05	.04
*Montgomery Advertiser	(S)	24,103	.06	.05
FLORIDA				
*Jacksonville Metropolis	(E)	19,120	.045	.045
Florida Times-Union, Jacksonville	(M&E)	32,714	.06	.06
Pensacola Journal	(M)	5,885	.0172	.0172
Pensacola Journal	(S)	6,500	.0172	.0172
GEORGIA				
Atlanta Georgian	(E)	82,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
†Augusta Chronicle	(M)	13,204	.03	.03
†Augusta Chronicle	(S)	12,421	.03	.03
†Augusta Herald	(E)	20,528	.035	.035
†Augusta Herald	(S)	14,396	.035	.035
*Columbus Ledger	(E&S)	7,404	.0225	.0225
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,807	.04	.04
Savannah News	(M&S)	14,057	.04	.05
KENTUCKY				
†Louisville Courier-Journal	(M)	45,663	.1250	.09
†Louisville Courier-Journal	(S)	64,392	.15	.10
†Louisville Times	(E)	63,397	.11	.09
†Louisville Herald	(M)	61,769	.08	.08
†Louisville Herald	(S)	50,365	.08	.08
LOUISIANA				
New Orleans Times-Picayune	(M)	77,535	.12	.12
New Orleans Times-Picayune	(S)	94,216	.15	.15
*New Orleans Daily States	(E)	44,968	.09	.07
*New Orleans Daily States	(S)	70,964	.12	.12
*New Orleans Item	(S)	90,242	.15	.15
NORTH CAROLINA				
*Asheville Times	(E)	10,087	.025	.02
Charlotte Observer	(M)	18,306	.053	.03
Charlotte Observer	(S)	20,911	.065	.04
†Greensboro Daily News	(M)	15,792	.045	.035
†Greensboro Daily News	(S)	21,606	.06	.04
*Winston-Salem Sentinel	(E)	7,574	.02	.02
SOUTH CAROLINA				
Charleston American	(M)	11,151	.0286	.0178
Charleston American	(S)	11,151	.032	.0215
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.023	.025
Columbia State	(M)	22,456	.05	.05
Columbia State	(S)	23,990	.05	.05
Greenville News	(M&S)	9,620	.03	.025
Spartanburg Jour. & Car. Spartan	(E)	3,790		
Spartanburg Herald	(M)	5,394	.08	.03
Spartanburg Herald	(S)	6,611		
TENNESSEE				
Chattanooga News	(E)	20,686	.085	.04
Chattanooga Times	(M)	26,341	.06	.06
Chattanooga Times	(S)	21,682	.06	.06
Knoxville Sentinel	(E)	25,778	.05	.045
Knoxville Journal-Tribune	(M)	25,000	.04	.04
Knoxville Journal-Tribune	(S)	81,185	.12	.10
Memphis Commercial Appeal	(S)	118,859	.14	.12
Memphis Commercial Appeal	(E)	46,078	.07	.07
Nashville Banner	(S)	46,078	.08	.08
Nashville Tennessean	(M)	53,000		
Nashville Evening American	(E)	20,000	.08	.08
Sunday Tennessean & American	(S)	40,000		
VIRGINIA				
Newport News Times-Herald	(E)	16,082	.08	.08
Newport News Daily Press	(S&M)	16,082	.08	.08
*Norfolk Ledger-Dispatch	(E)	46,145	.07	.06
Richmond News-Leader	(E)	45,160	.08	.08
Roanoke Times	(M&S)	10,567		
Roanoke World-News	(E)	9,918	.04	.035

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

For the Third Consecutive Month

THE
Baltimore Sun

in the 28 Days of February

GAINED MORE THAN

A Half Million Lines

of PAID ADVERTISING

These gains are very remarkable in view of the fact that Baltimore's Big Newspaper gained more than 3¼ million lines in 1918.

The growth of The SUN in the past three years is one of the big outstanding developments in American newspaperdom.

An increase of more than a million lines in the first two months of 1919 above the big gain of last year is additional evidence of supremacy of The SUN in Baltimore—a leadership that is recognized by both national and local advertisers.

GAINS	
In Agate Lines	
Dec.	505,406
Jan.	513,985
Feb.	568,889
<i>More than a million and a half lines gained in three months.</i>	

Paid Circulation	} 166,695 123,683	Daily (Morning and Evening)
		Sunday

February, 1919, Average

Dominate Philadelphia

The Third Largest Market in the United States

for Easter Apparel

If you are to receive your share of the expenditures of Philadelphia's families, tell your story in the newspaper "nearly everybody reads"—

"The Bulletin"

Among the towns included in the Philadelphia district are:

Ardmore, Pa.	Coatesville, Pa.	Norristown, Pa.	Vineland, N. J.
Bridgeton, N. J.	Conshohocken, Pa.	Penns Grove, N. J.	Wayne, Pa.
Bristol, Pa.	Doylestown, Pa.	Phoenixville, Pa.	West Chester, Pa.
Burlington, N. J.	Jenkintown, Pa.	Salem, N. J.	Wilmington, Del.
Camden, N. J.	Lansdowne, Pa.	Trenton, N. J.	Woodbury, N. J.
Chester, Pa.	Media, Pa.		

Create maximum impression at one cost (where there is a large fixed demand with easy distribution) by concentrating in the newspaper nearly everybody reads—

The Bulletin

Net Paid Average 450,696 *Copies*
For February *a Day*

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

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



EDITOR & PUBLISHER



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

Vol. 51

NEW YORK, SATURDAY, MARCH 15, 1919

No. 40

ADVERTISING A MIGHTY FACTOR IN NEW EPOCH OF COMMERCIAL AND SOCIAL LIFE

Paul E. Derrick Outlines Plan for British and American Co-operation in Great Campaign of Education in the Economic, Social and Trade Ideals of English-Speaking Peoples—Mutual Understanding the Only Sure Safeguard for the Peace and Progress of the World—Menace in Renewed Teutonic Propaganda

[Paul E. Derrick has long been a conspicuous international figure in the advertising world. He has been actively engaged in some form of advertising work since 1887. He established the Derrick Advertising Agency in New York in 1894. The following year he was sent by some of his clients to administer their advertising in Great Britain. For the next ten years he maintained his American agency, with annual or semi-annual visits to London in the interests of American clients.

In 1914 he sold his American interests and established himself permanently in London, where he has since conducted the Paul Derrick Advertising Agency, Ltd. Derrick is not a visionary. He is of judicial mind, analytical and logical. The plan for an international committee, to have in charge the promotion of goodwill between the two great English-speaking nations—to protect us from all forms of Teutonic propaganda, to utilize advertising for the strengthening of the ties now drawing Britons and Americans into closer relations than ever before—is based upon wide commercial experience and intimate knowledge of present trends and conditions.—Charles Capehart, Special European Representative of EDITOR & PUBLISHER.]

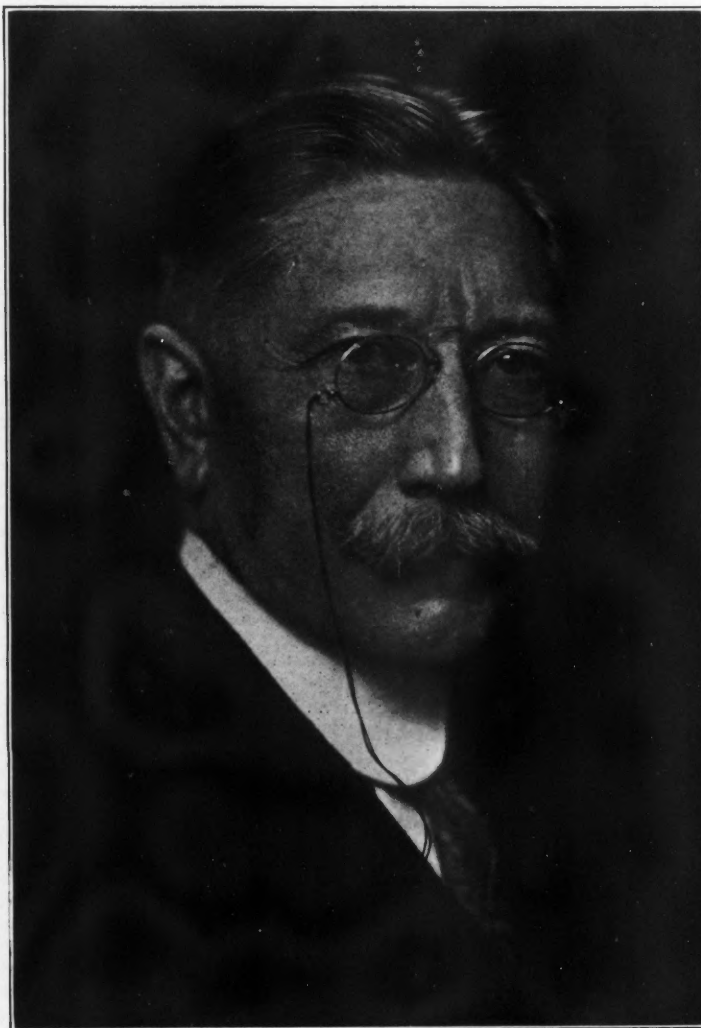
By PAUL E. DERRICK,

Derrick's Advertising Agency, Ltd., London.

STABLE financial values, profitable international trade, national development, adequate social welfare, all these are stars in the firmament of an enduring world-peace, in which English-speaking unity of international purpose is the great sun around which the whole system must revolve.

The future peace of the world depends to a larger degree than is generally recognized on the friendship and understanding between the British Commonwealth and the United States. If we cannot work together, having the advantage of common speech and literature, common ideals and, to a large extent, common parentage, there is little hope for world peace and security. That we can work together is certain, if we come fully to understand one another. Full understanding demands full publicity, and this means organized propaganda.

The British and American press may be depended upon to contribute enormously to the dawning British-American



PAUL E. DERRICK

good-fellowship and complete understanding, but it cannot, nor should not, be expected to assume all the burden of the requisite publicity for its accomplishment. The great epoch-making discussion of the mutuality of interests between the United States and the British Empire that is demanded, must be supplemented by efficient organized, vigorous and sustained propaganda. This is as necessary to winning of the war against lies, ignorance, sus-

picion, and obstinate intolerance, as is the infantry to win and hold the trenches in battle against big guns, flame-throwers, and mustard gas.

Any public is either wiser than its wisest, or more foolish than its most foolish, for the reason that the dominant common feeling is much less complex than that of any individual. Therefore let us have an understanding that embraces all classes. This demands propaganda to reach all classes; to

subdue all prejudice and suspicion; to establish the truth.

It is an error to suppose that international politics are the jealous conflict of national political principles. The basis of democratic politics is the expression of the sentiments and emotions of the public; what are commonly called the principles of politics merely give direction to the common thought of the common people.

Who is to be depended upon to organize and conduct this immensely important undertaking; to mobilize this great force of informed democracy? This invincible "advance" of Truth and Righteousness against ignorance and mendacity must be overwhelming in its power. It must "capture" the university and the elementary school. It must convince captains of industry and the humblest worker in the ranks of unskilled labor.

It should be undertaken by two powerful patriotic societies, one in Great Britain and one in the United States. These should be coordinated in one international committee, in whose hands should be placed the entire policy, and all the detail of its execution.

How to Finance the Plan

This committee should be advised by competent publicity experts, who should be empowered to deal with all the data and literary material supplied. These experts should prepare dignified and impressive press advertisements, purchase the required space in the columns of those publications best suited, by character of readers, to secure the largest and most influential mental reaction to the subject dealt with; and insert such advertisements. They should lay out and print, in most attractive and readable manner, the literary material supplied by the committee, in books, pamphlets, cards, etc., and arrange for their distribution.

They should suggest ways and means for carrying on a mind-forcing propaganda upon both sides of the Atlantic, and to maintain it over a period of years, upon a sufficient scale to ensure a thorough understanding, by all classes in both countries, of the reciprocal social, commercial and political interdependence of the English-speaking peoples; their mutual aims and aspirations; their common duties and responsibilities.

This will all cost money. Where is it to come from? Whose interests will it

(Continued on Page 43)

SUNDAY NEWSPAPER RATES AND CIRCULATIONS ANALYZED

Tabulation on Pages 24 and 25 Presents Complete Survey of This Field for Convenience of Space Buyers and Publishers.

ON pages 24 and 25 of this issue will be found a tabulation showing circulations and advertising rates of 402 Sunday newspapers of the United States, arranged in two distinctive, yet interlocking, groupings, to wit: Territorial market groups of States, and quantity divisions of circulations, showing circulations below 5,000 and, by successive steps, up to those above 300,000.

Similar statistical tables, covering 1,237 evening newspapers and 394 morning newspapers, have been presented in *EDITOR & PUBLISHER* of March 1 and 8, respectively. These three tabulations should be used by publishers and space buyers in connection with the complete list of English-language daily newspapers of the United States, with circulations as reported to the A. B. C. and to the Government as of October 1, 1918, and minimum agate line ad rates as of January 1, 1919, which data appeared in *EDITOR & PUBLISHER* of January 11, and with the tabulation summarizing this information by States, alphabetically, in the issues of January 18 and February 8.

Tables Present Many Angles of Interest.

In the tabulations covering evening and morning newspapers as published March 1 and 8, slight typographical errors have been discovered. In order to correct these there will appear next week new blocks covering morning papers of over 300,000 and evening newspapers having circulations of over 100,000. These corrected sections may be pasted over the corresponding sections in the tables as originally printed, thus assuring the absolute accuracy of both.

Deserves Close Study

In the analysis of Sunday newspaper circulations and rates many interesting facts and contrasts are disclosed. To a space buyer, to a publisher, to any one interested in newspaper advertising, this table will present a hundred angles of interest and many surprises.

New England—a grouping of six States, with a total population of 7,351,208—has but one Sunday newspaper of less than 5,000 circulation, and three having circulations above 300,000. The aggregate circulation of the three big Sunday papers is 1,012,922; the joint rate for advertising is \$1.05 per agate line, or .0010366 per line per thousand of circulation. The line rate of the single Sunday paper in New England having a circulation of less than 5,000 (4,252) is .015; per thousand of circulation, .0035278. The figures illustrate strikingly the difference in cost of circulation in small and in large quantities—yet, of course, do not indicate that the rate of the smaller newspaper is too high, or that advertisers would not find it exceptionally good value at the price.

"Per-Thousand" Basis

Space buyers know—and others who have studied these tables have learned—that there is a law of averages operating in the matter of advertising rates. There are few essential differences in prevailing rates in newspapers in different sections of the country; but there are wide differences between the per-thousand-of-circulation line rates of papers of small and papers of large circulation. And the ascending scale of circulations in the various sections of the country shows a corresponding decrease in advertising rates per thousand of circulation.

The space buyer realizes that in covering local markets in an intensive way he must utilize the local daily. To properly "hook up" the advertising with the distribution the local dealer must have a place and part in the campaign,

and this is assured only through advertising in the local daily or dailies. That the cost is somewhat higher than in metropolitan papers, per thousand of circulation, is an unavoidable matter—for production on a small scale is always more expensive than production on a large scale.

The Western States Market Group shows 50 Sunday newspapers with circulations below 5,000, by far the largest number of Sunday papers in this circulation classification in any of the territorial divisions. The Western Group stands second in the territorial divisions in the number of Sunday newspapers having circulations from 100,000 to 300,000—there being five such papers in these States. The joint minimum agate line rate for the 50 Sunday newspapers in this group classed as below 5,000 in circulation is .7545734; the average line rate per thousand of circulation, .0074522. (The 50 papers have a combined circulation of 117,263.) The five Sunday papers in this territory having circulations from 100,000 to 300,000, totaling 793,843, may be used at a joint rate of .1125; the average rate per thousand of circulation being .0013410.

Magazine Figures Next

EDITOR & PUBLISHER for March 22 will carry the circulation figures of the so-called general or "standard" magazines, arranged by States and market groups, together with the page rates for advertising and the line rates. This will be followed by women's publications, class and weeklies, etc., together with graphic charts showing percentage of population by States reading newspapers—morning, evening and Sunday—and magazines—general, women's, class and weeklies.

Five Executives Resign

LOS ANGELES, Cal., March 8.—The following heads of departments on the Evening Express resigned their positions this week: C. A. Hiles, general manager; C. A. Hughes, business manager; J. B. Bloor, managing editor; C. J. Laughlin, auditor, and G. H. Haffer, circulation manager.

Bridgeport Paper Out March 18

BRIDGEPORT, Conn., March 12.—The new Evening Independent Herald will make its appearance March 18. In addition to the staff announced in *EDITOR & PUBLISHER* last week, Arthur F. McRae, of the Sunday Herald, and previously with the Telegram and the Standard American, will be city editor.

HOWARD DAVIS JOINS NEW YORK TRIBUNE

Becomes Business Manager March 18—For Ten Years He Was Associated With Hearst Organization in Important Executive Positions

Howard Davis is to be business manager of the New York Tribune. He assumes his new connection Tuesday, March 18.

And so the mystery is solved. Since the announcement, made in *EDITOR & PUBLISHER* three weeks ago, that Howard Davis had resigned from the Hearst organization and that his future plans—while having been fully and definitely made—could not be disclosed at that time, speculation as to what these plans might be has been rife. Newspaper and advertising men in New York have shown a keener interest in the question than *EDITOR & PUBLISHER* has noticed among them in respect to any other man's change of connection within recent years. Inquiries have come to this office from many sources. "Where is Howard Davis going?" has been the burden of these inquiries. Of course, *EDITOR & PUBLISHER* could not supply the desired information—for the excellent reason that it did not know.

When the associates of Mr. Davis in the Hearst organization gave him a farewell dinner, on the evening of February 28, scores of guesses were hazarded during the evening by his friends as to his future plans. There were many assertions made that he was to go into the agency field, through an important connection with one of the big organizations. Others had figured out certain big newspaper connections as logical and fitting for a man of his calibre—but the Tribune was not mentioned as one of the probabilities.

The news, therefore, of his new connection will come as a complete surprise to his hosts of friends. The element of surprise will be based upon the widely heralded hostility between the Tribune and the Hearst newspapers, for it is not generally realized that strife of this kind may, in the last analysis, have little of the personal element in it, being a conflict of opinions and policies.

Victor H. Polachek, publisher of the New York American, who acted as toastmaster at the farewell dinner to Mr. Davis, remarked that it "might be necessary in the future to fight Howard Davis," but he explained that his old associates on the American knew that he always fought a fair and square fight, always in the open.

Howard Davis becomes business manager of the Tribune after ten years of brilliant achievement in the Hearst organization, during which period he has held various executive titles, the last being that of assistant publisher of the New York American. He has established wonderful records as a developer of business and has won the cordial friendship of a majority of the agency men and national advertisers who buy space in the newspapers. Men like Howard Davis for his common sense, good nature and good fellowship. They like him for his genuineness. He is democratic, without a trace of veneer or pretension. From any angle of measure he assays a hundred per cent. That he will accomplish big things for the Tribune is taken for granted by all who know him—for he has never learned how to do anything by halves.

He is still a youth—merely forty-two or thereabouts—so has before him the big and vital years.

Can Include Denial Cos's. In Libel Claims

New York State Court of Appeals Hands Down Important Ruling in New York Sun Case

ALBANY, N. Y., March 9.—Expenses incurred in denying an alleged libel—advertising the facts for the purpose of averting and minimizing damages—may be included in damages sought from the publisher of the libel, the Court of Appeals has decided.

The ruling was announced with the decision in the case of Den Norske Ameriekatinje Actieselskabet, a steamship line, against the Sun Publishing Association, publisher of the New York Sun. According to the court, and this decision will be the basis for rulings in many libel suits from now on, whatever money may be spent by the person or corporation claiming to have been libeled should be collected from the defendant in the libel action together with other damages.

The Sun published an article regarding the wreck of the Kristianlafjord, a ship of the plaintiff's line, which went ashore near Cape Race, July 15, 1917.

The plaintiff caused denials of the Sun's description of the cargo to be published, and the expense was included as a part of damages for the alleged libel. The publishing company made a motion to strike out the allegation, which was granted and affirmed in the Appellate Division.

The Court of Appeals yesterday reversed the lower courts and Chief Justice Hiscock, in his opinion, said that while there are cases where it is the duty of the plaintiff to minimize damages, the duty might not exist in the present case, to publish denials for this purpose. He said: "We do not, however, regard duty and right as correlative, entirely, in such a case. We think that the injured party should be permitted to pursue the latter, although he may be driven by the former."

MONTREAL COMPANY FORMED

Development in Status of Herald Ownership Is Expected Shortly

MONTREAL, March 10.—In this week's list of incorporations granted by the Dominion Government is one to the Herald Publishing Company, Inc., with a capitalization of \$300,000. No particulars are available as yet, but it is presumed that a new company is being formed to take over the Montreal Herald. The incorporators are Cook, Duff, Magee & Co., the firm of lawyers of which Mr. Duff, the recent purchaser of the paper, is a partner.

On the "Street," however, it is still thought that he is acting for some other individual or firm and that he does not intend to publish the paper himself.

Montreal Star Goes to Two Cents

MONTREAL, March 12.—The Star announced to-day that on and after March 17 its price will be two cents. For several months the Saturday edition has been selling at two cents per copy. Increased cost of paper and material is blamed for the general advance. The Star estimates that the new price it will have to pay for paper in a few days means an increase of \$500,000 per year over pre-war costs.

CLOSE INTIMACY OF PRESS AND WORLD RULERS PLANNED BY FRENCH GOVERNMENT

All Are Equal Guests at Peace Conference, Becoming Acquainted and Gaining Mutual Confidence, Pointing to Many Future Benefits—Henry Wood, Rome Chief of United Press, Home for First Time in Five Years, Throws Light on Many Misunderstood Subjects

HOME from the scenes of war and devastation for the first time in five years, Henry Wood, chief of staff of the United Press in Rome and a famous war correspondent, spent a short time in New York last week on his way West for a much needed rest. Like most of the other war correspondents who have preceded him to America, Mr. Wood shows plainly the signs of the strain and hardships he underwent in his long service under orders. He is now back in his old home in Omaha to get into shape for a return to Europe about the middle of April.

Mr. Wood was in Italy when the war broke out in August, 1914. He went to Turkey to see why that country decided to take part in the fracas. The next year he went to Paris, to the Balkans, Greece, Serbia, and Bulgaria, seeing and writing on conditions in all those countries.

Two Whole Years on French Front

In August, 1915, Mr. Wood covered Paris and London, and in May, 1916, was placed in charge of the Rome bureau of the United Press. In September he went on duty on the French front and remained there until July, 1918, witnessing and describing for Americans every phase of war's fortunes. Then Mr. Wood returned to Italy and remained there until December, 1918, when he was ordered to Paris, and has since been covering the Peace Conference proceedings.

Mr. Wood brings home with him many interesting "sidelights" and opinions on the accomplishments of the press in Europe during the war and on the working of the American newspaper correspondents at the historic peace meeting.

In Mr. Wood's opinion France to-day is giving the press of the world the greatest assistance it has ever received in Europe, notwithstanding the many reports of complaints on censorship and inconveniences that have reached the United States. These, he says, are only the natural results of newspapermen going to work in a foreign country, about whose customs and temperament they know nothing.

"The French Government is doing everything possible to help the foreign newspaper correspondents in their work," said Mr. Wood. "In the magnificent marble palace, so aptly described and pictured in *Error & Publisher* recently, the Government entertained as its guests in the height of the peace meeting 1,140 newspaper correspondents of all nationalities. There was nothing lacking for their comfort and working conveniences.

Diplomats and Press Men Meet

"Arrangements were made each evening to have the peace delegates meet the correspondents in their own quarters, all on an equal footing—as guests of the Government. At these informal meetings the newspapermen were given the opportunity of becoming intimately



HENRY WOOD.

acquainted with the diplomats and to discuss with them personally any subject they wanted to broach. Of course, it was all done in a spirit of confidence, which in no instance was violated. It served to keep the newspapermen in the closest possible touch with the world important events transpiring.

"This intimacy between world rulers and the press, to my mind, is one of the most beneficial developments of the war. It is serving to open new avenues of cooperation in every country, which has never before been known. The diplomats and the newspaper representatives become personally acquainted and gain confidence in one another. The future benefits seem inconceivable.

"Prior to the war the Governments of all European countries mistrusted their newspapers. Examples of this

were flagrant in Italy and France. For the first two years of the war the American newspaper correspondents tried in every imaginable way to induce the French, the Italian, and the British Army officials to allow accredited representatives of the press to work on their fronts—but with no success.

"In the meantime the Germans did their great propaganda work through their newspapers. Finally the English authorities gave way and the first newspapermen were allowed on the British front. This corps consisted of four English newspapermen and two Americans.

The French still held aloof, maintaining that their official daily communiqué was sufficient to let the world know what France was doing and why she was fighting. The result was that all the war news came from the British front correspondents, and it gave the

impression of an entirely British battle. This constantly growing opinion finally made the French realize they were losing prestige and that it was to their best interests to let the world know of their war operations. So they, too, allowed a corps of six foreign correspondents to go to their front. Like the British press staff, it also was made up of four Britons and two Americans, one of these being myself.

French Finally Convinced

"From that time on the war news assumed a different aspect. The Governments began to realize more and more the power of the press to bring them into direct contact with the people and for the formulation of opinions. The suspicion that existed from time immemorial dissolved as it became realized that the press existed not to tear down but to build up and maintain.

"The final development of this growing interconfidence was the French reception to the foreign press at the Peace Convention. The acquaintance formed between the big men of the world's politics and the newspapermen in Paris is bound to grow in gigantic proportions as time passes.

The correspondents who participated feel that they can now go to any part of the world at any time and meet their old Paris diplomatic friends in their home countries. Knowing and respecting one another, they can talk over world affairs in a way that has never before been known.

"Perhaps all the correspondents who were in Paris do not realize the situation. But to men who know pre-war conditions the changes are easily apparent and we look forward eagerly to the 'open door.'

"All this to my mind is a war result of far greater importance and benefit than the world recognizes. It will take the future to impress it."

French Conditions Explained

Mr. Wood also threw new light on some of the relations between Americans and the French, which have caused so much speculation in this country.

When asked why there was so much complaint about French censorship and attacks on American newspapers, and even on President Wilson and his League of Nations idea, he said:

"The American newspapermen went over to Paris facing entirely strange conditions. They were writers who in all their lives had been bound by no press restrictions.

"In France press freedom is far more limited than in America, and the French are hard to break from custom. The Americans burst into France expecting to have absolute freedom of access to everything within the Peace Conference and without. They had been promised freedom of censorship, but the French were not prepared for the Americans' enthusiastic interpretation of it

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It was beyond French conception of press freedom, even though they had promised it. The result was that the American reporters received a shock when they found that they could not have everything the way they anticipated.

"The Americans impetuously demanded 'their rights' in the typical American way and tied up the wheels of the conference machine for a time by their insistence. While it was the true American spirit, it was strange to the French, who didn't quite understand.

Couldn't Understand Americans

"The Americans tried to line up the French press with them in demanding their rights, but there struck another snag. The French newspapers realized that taking down the bars against censorship would be no benefit to them, so naturally they preferred to have all the papers on the same basis—all equally censored. Therefore they refused to join the Americans.

"But that didn't deter the men from the United States, and they eventually won their demands for representation at the conference sessions.

"However, breaking down the French censorship had a curious comeback on President Wilson and the American newspapers. It opened the door for the royalist press, which opposes all things democratic, to express more freely than usual their opinion of the President and the League of Nations and American newspapers. This created a furore in America and made it look for a time as if President Wilson's plan for a league of nations was doomed to fail.

"The royalist press lined up a decided opposition to the league in France, and supporters at the conference, knowing President Wilson had to return home very soon, made use of 'filibuster' means to delay action on the league-plan adoption.

"It was at this time that the press reports came to the United States that President Wilson would insist on the convention being moved from Paris to some other place because of the press propaganda against it.

"The American correspondents stood by the President through thick and thin and took every means to help him. When the prospects looked so bad President Wilson took matters into his own hands. Calling the correspondents together, he explained the situation and the need for immediate action. He authorized them to inform America of the situation and his intention of demanding a change of location for the conference.

Press Cables Won the Day

"The cables went off, the American newspapers played up the situation, and the editors began to comment. The echo reached France and Premier Clemenceau foresaw the danger of ill feeling between the United States and France. He immediately acted, stopped the convention opposition and the enemy press, and quicker than even President Wilson and the newspapermen realized the league constitution was adopted and President Wilson was able to sail for home with the first part of his mission accomplished.

"Of course, the silenced press and the opponents of the league were angry. So the first subsequent publication of matter in American newspapers that reflected in any way on France was taken up for counter-attack, such as was made shortly afterwards on the New York World and the New York Times,

which were accused of working in the cause of German propaganda.

"All this goes to show the power the press is coming to wield in world affairs.

"The French want the United States to be their best friend, and the people regret the many little after-war differences that have cropped up. But they are just natural differences between peoples of opposite temperaments. Many Americans think that the blood of the French and American races are the same, but nothing is more apparent, when the people come into intimate contact with one another, than that it is not so.

"The Americans can never understand the 'mercurial' temperament of the French; that is all there is to it. The feeling is not one of enmity, but of irreparable misunderstanding. The French do all in their power to please the Americans, but they simply can't do it. It's all in the temperament.

Wide Temperament Differences

"Despite this, however, never once in my two years with the French Army have I ever heard one word of criticism of the American soldier. Every word was of admiration and encouragement for him. France appreciates heartily the aid America has given her, and can be counted upon to do nothing to cause an estrangement between the two countries."

Mr. Wood said the great bulk of the foreign newspaper army left Paris when President Wilson did, but they probably will all go back with him again.

He declared all the European nations are heartily in favor of the league of nations, and that President Wilson is looked upon as the biggest man in all the world. He said:

"If America considers that the League of Nations is a scheme of European countries to involve the United States in their affairs, it can be said that the European nations in the league are taking as big a chance with America, which is recognized as the most powerful nation in the world to-day. They trust America for carrying out the league's ideals, as the only disinterested nation in the pact.

Italy Looks to United States

"Italy in particular loves America to-day. President Wilson is held so high in esteem there that during his visit the soldiers and citizens had little statues and pictures of him, which they carried through the streets and kissed and worshipped, as they do their shrines of the Virgin and Christ. Mrs. Wilson and the President were showered with kisses as they passed through the streets. The President was taken aback completely by this show of affection.

"Italy more than any other country in Europe looks to the United States for help. Prior to the war Italy was under the domination of Germany because German money had been put into Italy with foresight and had been used for the great development of Italy's internal and external affairs. Italy had to rely on Germany also for its Mediterranean commerce.

"Now that Italy and Germany have parted, Italy must rely upon some other powerful nation that controls an avenue to the Mediterranean, and under the new circumstances this is Great Britain. This is simply a transfer of domination from Germany to Great Britain, and Italy looks to America, as an absolutely disinterested party, to see that she gets a fair deal.

"Premier Orlando of Italy told me before I left for home that Italy's only future salvation lay in what the United States will do to help her and the chance that American capital will take the place of German money in promoting her interests.

"In Italy the press censorship is very strict, but the sentiment is for America."

Another inevitable result of the United States participation in the European war, Mr. Wood says, will be that America will be called upon to take over numerous little European nations, which under the league of nations' provisions will have the right to choose their own guardians. Many of these countries have already expressed their preference for the United States, and America will have to maintain a "benevolent colonial policy."

"However," Mr. Wood says, "this will be no drawback to the United States, for it will mean new and fertile fields for the planting of American capital. It will be up to the United States to develop its ward countries.

"The American public must realize that we are 'in for it,' but the new situation will result in great benefit for the United States in the end. America is imposing the terms of the new world conditions, and we must be willing to take the risk.

"The great factor in the success of the league of nations and America's friendliness with Europe is the press of the world, and particularly that of the United States.

"The power of the press is recognized in Europe to-day as it never was before. This is a direct result of the war. It is one of the most significant changes in the history of the world.

"And, above all, remember that what France is doing to-day for the press is laying the foundation for future world confidence in the newspapers. To man like myself, who have spent so much of their lives in Europe, the effect is readily apparent. It is a condition that we heartily welcome. As time goes on the benefits to the world will multiply beyond all calculation."

American Newspaper Men at Peace Gathering Were from Every Part of States

Newspapers, press associations, magazines and syndicates of the United States have been ably represented at the Peace Conference by nearly 200 well-known journalists from America.

A reading of the following list of special representatives will give some idea of how thoroughly the American people are being kept informed, the publishers of the United States having planned their handling of this momentous event with full appreciation of its absorbing importance as a news event.

The following is a list of American correspondents who have registered at the press bureau of the American Commission to Negotiate Peace, at the Hotel Crillon in Paris:

Allen, Lloyd—Western Newspaper Union.
Angell, Norman—New Republic.
Atherton, Mrs. Gertrude—New York Times.
Abbott, Ernest H.—Outlook Magazine.
Axman, Clarence—United Press.
Barry, Griffin—Associated Press.
Bryan, J. C.—Richmond Times-Dispatch.
Bender, Robert J.—United Press.
Blake, T.—Chicago Tribune.
Baukhage, Mr.—Stars and Stripes.
Brown, Parks—Chicago Tribune.
Burrill, H. D.—Syracuse Journal.
Burt, H.—Boston Advertiser, American.
Brainerd, C. C.—Brooklyn Eagle.
Burl, L. D.—Syracuse Journal.

Birkhead, Miss May—New York Herald.
Bass, John F.—Chicago Daily News.
Brady, Berton—Collier's Weekly.
Brace, Alfred M.—New York Tribune.
Bechtel, H. E.—Newspaper Enterprise Ass'n.
Bonfils, Winifred Black—San Francisco Examiner.
Bidwell, Daniel—Hartford Courant.
Cahan, Abraham—Jewish Daily Forward.
Carberry, C. B.—Boston Post.
Carberry, Mrs. C. B.—Boston Post.
Carroll, Raymond G.—Public Ledger, Phila.
Cortesi, Salvatore—Associated Press.
Call, A. D.—Advocate of Peace.
Czarnecki, Anthony—Chicago Daily News.
Conger, S. B.—Associated Press.
Corey, Herbert—Associated Newspapers.
Chance, Wade—N. Y. Tribune Syndicate.
Courtney, Ralph—New York Tribune.
Dorrian, Cecil—Newark Evening News.
Draper, Norman—Associated Press.
Drajer, Arthur S.—New York Tribune.
Duell, Charles H.—McClure's Magazine.
Dennis, C. H.—Chicago Daily News.
Dubois, Dr. W. E. B.—The Crisis.
Drexel, Miss Constance—Philadelphia Ledger Syndicate.
Dodge, Miss Faith Hunter—New York La Prensa.
Essary, J. Fred.—Baltimore Sun.
Evans, Arthur M.—Chicago Tribune.
Eyre, Lincoln—St. Louis Post-Dispatch.
Ferguson, Fred. S.—United Press.
Fink, Reuben—New York Day.
Goldberg, R. L.—New York Evening Mail Syndicate.
Gallagher, Patrick—New York Herald and Asia Magazine.
Gannet, Lewis H.—Survey Magazine.
Gibbs, Clinton W.—Philadelphia Evening Ledger.
Glass, Montague—McClure Syndicate.
Grasty, Charles H.—New York Times.
Gibbons, Floyd—Chicago Tribune.
Haic, William Brown—Chicago Evening Post and New Republic.
Hammoud, Percy—Chicago Tribune.
Harrison, Marguerite E.—Baltimore Sun.
Hayden, Jay G.—Detroit News.
Hills, Lawrence—New York Sun.
Harris, George W.—Photographer, Harris & Ewing.
Hirsch, J. B.—New York Sun.
Hood, E. M.—Associated Press.
Hunt, Hampton—New York Tribune.
Hansen, Harry A.—Chicago Daily News.
Hedia, Naboth—Universal Service.
Hickok—Brooklyn Eagle.
Holt, Hamilton—The Independent.
Hungerford, E.—Everybody's Magazine.
Irwin, Will—Saturday Evening Post.
Johnson, Thomas M.—New York Sun.
Johnson, Severance—New York Forum.
Jones, P. T.—Photographer.
Kaufman, R. W.—New York Tribune.
Kirtland, L. C.—Leslie's.
Keen, Ed B.—United Press.
Krook, Arthur B.—Louisville Courier-Journal and Times.
Kuhn, Oliver Owen—Washington Star.
Lawrence, David—New York Evening Post and Syndicate.
Lincoln, Charles M.—New York World.
Loge, Mrs. Marc—Christian Science Monitor.
McNally, William J.—Minneapolis Tribune.
McGrath, Justus—San Francisco Examiner.
McClure, S. S.—McClure Newspaper Syndicate.
McNitt, Virgil V.—Central Press Association.
McIntee, John T.—Chicago Tribune.
McKenzie, De Witt—Associated Press.
Montague, James J.—New York American.
Miller, J. E.—New York Day.
Murphy, Farmer—Chicago Tribune.
Morse, Frank—Washington Post.
Moore, Frederick—New York Tribune.
Mowrer, Paul Scott—Chicago Daily News.
Marshall, Edward—New York Times.
Nevin, John E.—International News Service.
Niblock, L. G.—Texas Oklahoma, Kansas Newspaper Syndicate.
Noel, Percy E.—Chicago Daily News Service.
Oulahan, R. V.—New York Times.
O'Neill, Florence—Pittsburgh Dispatch.
Parke, Newton G.—International News Service.
Price, Burr—New York Herald.
Probert, L. C.—Associated Press.
Partridge, E. P.—Sunset Magazine.
Prince, Dr. Morton—Boston Herald.
Pavolski, Leo—Russian Daily.
Roberts, E. E.—Associated Press.
Ryan, T. S.—Chicago Tribune, Paris.
Savage, Miss Clara—Good Housekeeping.
Simonds, Frank—McClure Syndicate.
Selbold, Louis—St. Louis Post-Dispatch.
Selden, Charles A.—New York Times.
Sangster, Margaret E.—Christian Herald.
Simms, William P.—United Press.
Smith, C. S.—Associated Press.
Smith, Lemon L.—Johastown Tribune.
Snyder, Milton V.—New York Sun.
Steffens, Lincoln.
Stone, Melville E.—Associated Press.
Stuart, John McN.—International News Service.
Strunsky, S.—New York Evening Post and Atlantic Monthly.
Sullivan, Mark—Collier's Weekly.
Swope, Herbert Bayard—New York World.
Smith, A. D.—New York Globe.
Smith, Frederick A.—Chicago Tribune.
Tarbell, Miss Ida—Red Cross Magazine.
Thompson, Charles T.—Associated Press.
Tyber, Paul—New York Herald.
Thiers, Edward M.—Newspaper Enterprise Ass'n.
Toompkins, R. S.—Baltimore Sun.
Taft, Hubert—Cincinnati Times-Star.
Touhy, James W.—New York Evening World.
Talley, Ed. H.—New York Herald.
Villard, Oswald G.—The Nation.
Walsh, Raymond—St. Louis Times.
Williams, Jay Jerome—Universal Service.
Winchert, M. K.—Leslie's Weekly.
Wood, Henry—United Press.
Wolfe, Edgar T.—Ohio State Journal.
Wheeler, Howard—Everybody's Magazine.
Wales, Henry C.—International News Service.
Wilson, Mrs. E. D.—Baltimore News.
White, William Allen—Wheeler Syndicate.
Wood, Julius B.—Chicago Daily News.
Walsh, J. C.—America.

BRITAIN AND FRANCE WELCOME PRESS UNITY AS ADVOCATED BY EDITOR & PUBLISHER

Foremost Journalists of Both Countries See Greater Power for Political and Economic Good from Editorial Co-operation, and Impetus to World Business from International Co-ordination of Efforts of Newspapers and Advertising Interests—
Declare War Proved the Pen Mightier Than the Sword

CHARLES CAPEHART, who did some notable work for **EDITOR & PUBLISHER** in connection with our American Journalism number, issued in 1913, with which all American editors and publishers are familiar, was sent to England and France by **EDITOR & PUBLISHER** to enlist the interest and co-operation of the editors and publishers and advertisers and advertising agents in an effort to signalize the return of peace by issuing an international edition of **EDITOR & PUBLISHER**, an effort that we firmly believe will help cement political and economic relations between the countries.

World-Wide in Scope

He left New York on December 15 and was fortunate in being present in Paris at the time of the arrival there of President Wilson, and was later in London when Mr. Wilson was so splendidly entertained by England's King and the mighty population of the great metropolis.

Mr. Capehart was everywhere received with the finest spirit and cordiality. Sir George A. Riddell, Stephane Lauzanne, and other leaders of the English and French newspaper press, entered heartily into the spirit of the enterprise and have been of great service to Mr. Capehart and to **EDITOR & PUBLISHER**.

EDITOR & PUBLISHER is planning to issue the international edition May 29. It is hoped that the treaty of peace will be signed by that time and that information as to world market conditions in England, France, Italy, and other European countries, as well as information with respect to markets in China, Japan, Australia, South America and Canada will be available by that date.

The cover design for the issue will be printed in four colors and is the work of one of London's foremost artists. The conception is three quill pens, on which appear the seals in colors of Britain, France and America. They are joined together in a single pen point, and the theme of it all is "The pen is mightier than the sword."

An Age-Old Question

Mr. Capehart returned on the Adriatic last Tuesday evening. He was accompanied on the trip home by Arthur Taylor, Oldhams, Ltd., London, who is making a survey of the American field for his list of publications, including "John Bull," "The Passing Show," etc., and Mr. Kettle, of the London office of the Dorland Advertising Agency.

Of the reception of his mission Mr. Capehart says:

"It is the age-old proposition of the pen being mightier than the sword, argued since long before the days of the Caxtons or of Gutenberg. It would be difficult to convince the

newspapermen of Britain and of France, from the great editor to the humblest reporter, that the affirmative of this much-mooted question had not been definitely demonstrated during the great war now so happily concluded.

To Maintain Power of Press

"In holding that the success of the Allied nations and the United States was due in preponderating measure to the pen, as exemplified by the press of the nations opposed to the Hun, they detract not an iota from the heroic performances of the brave men who sacrificed their lives that their brothers might march on to victory, nor of those who suffered more than simple death that civilization might live and humanity and democracy find its rightful place among the nations of the world. They insist, however, that without the unstinted support that was given by the press, daily and periodical, the conflict would have had a different ending.

"Nor is this conviction confined to newspapermen alone. The great statesmen of both countries unite in ascribing to the press the credit of having stirred up, kept at its highest pitch, and made effective in every practical way the patriotism of the peoples, to the end that they cheerfully gave of their efforts and their substance, and in fullest measure. That without this support the unspeakable tenets of German militarism would have been forced upon the world needs no argument.

"It is to emphasize, to enhance, to coordinate, and to perpetuate this exemplified power of the press, by bringing about closer relations between editors and publishers of England, France, and the United States, that the International Edition of **EDITOR & PUBLISHER** was conceived.

All Pledged Aid

"After I got over to England and had time to study the situation and to talk with the leaders of public thought, it seemed to me that the present was most especially the apropos time for such a venture. I talked it over with public men, among them the Lord Mayor of London, with editors of great papers, and with advertising agents, who, by the way, handled the vast sums that were expended by the British Government in war advertising. To a man they pledged themselves to full co-operation in producing what they are convinced will be the only feature that will show what newspapermen did in England and France towards winning the war.

"To mention even the bare names of all who met my announcement with hearty approbation and earnest pledges of support would be, practically, to print the roster of the most successful editors, publishers, and advertising men of Great Britain. Let me name a few of them, however.

"One of the first I met was Sir George A. Riddell, owner of the News of the World, which has a daily circulation of 3,000,000 copies, and who is also managing director of C. Arthur Pearson, Ltd., and of George Newnes, Ltd. Sir George possesses, and exercises, great political influence throughout the United Kingdom. During the war he threw himself entirely into patriotic work, both personally and through his powerful publications. He was actually the first over there to offer his co-operation. He believes utterly in international co-operation of editors and publishers, and to further a project that will forward this he gave me a list of more than 150 of Great Britain's foremost journalists. Readers of our International Edition will have an opportunity to judge for themselves how strongly he feels, for he is going to favor us with an article from his own pen.

Co-operation Met Everywhere

"An extraordinary measure of co-operation was rendered by the Lord Northcliffe interests, emanating from George A. Sutton, director of the Amalgamated Press; Wareham Smith, director of Associated Newspapers; W. J. Evans, editor of the Evening News; Wickham Steed, who has just been appointed managing editor of the London Times, and W. A. Ackland, editor of the Weekly Times. The form their co-operation took I should prefer not to describe just now. It will be told of fully in the International Edition.

"Lord Burnham, of the Daily Telegraph, put his heart and his soul into this effort to strengthen the already strong bond between journalists of the United States, of England, and of France. He is an earnest believer in an international association of publishers, certain that it would create a warmer feeling between journalists of the world, and a more distinct understanding of how best to shape public opinion and educate the peoples in matters of vital political and economic import.

Will Describe Press War Work

"J. L. Garvin, editor of the Observer, is another British journalist I cannot refrain from mentioning. His is one of England's oldest and greatest weeklies. It takes the place of our American Sunday papers and is read everywhere Englishmen find a domicile. Mr. Garvin has prepared for the International Edition of **EDITOR & PUBLISHER** a splendid article describing the work of the British press during the period of the war. Few men are so competent as he to write such an article, and none could make it more interesting and thorough nor tell what a more human touch what that work meant to the people at home and to the Britons who were battling with their backs to the wall in devastated France.

"It required but a mention of the purpose of **EDITOR & PUBLISHER** to excite the full interest of H. Simonis, director of the London Daily News and the Star, and author of the book 'The Street of Ink,' a classic in its description of the home—Fleet Street—and the business life of London newspapermen.

Ridout in Charge

"Let me mention my own particular friend last. Not the least in value was the advice and assistance of Herbert C. Ridout, my associate for fifteen years. I do not know of another journalist who has kept in such close touch as he has with men of the London press. For twenty years he has been a writer for both class and daily publications and has a fund of intimate knowledge that was of inestimable value to me in prosecuting my mission. **EDITOR & PUBLISHER** is very fortunate in having the right to announce that Mr. Ridout has accepted the position of London editor and correspondent for this paper. I left my unfinished work in his hands, confident that it would be attended to with expedition and ability.

"The war has proved one thing, at least, to the newspaper publishers of England, and that is the indispensability of advertising agents and advertising agencies. They have stood every test the difficult situation created for them, and come out of the fire pure gold. They, too, realize the benefit to business, to newspapers, and to public in closer relations between the press of the two countries and see in the enterprise of **EDITOR & PUBLISHER** the beginning of a movement that will bind all three factors in unity of purpose to their mutual advancement.

Daily Express Enthusiastic

"I talked over our plan with Charles F. Higham, who needs no introduction of mine to advertising men on this side of the water. You will remember that Mr. Higham, one of the foremost of Britain's advertising leaders, gave his services to our own Government in the last Liberty Loan drive, producing some advertising copy that ranked high among the productions sent out from Washington. Advertising men will be glad to know that a man from their ranks has attained a place among the lawmakers of Great Britain and that Mr. Higham has a seat in Parliament, the first advertising man to reach that honor.

"Then there were R. D. Blumenfeld, chief director of the Daily Express, and A. W. Rider, that paper's business manager, whose eyes brightened as I told them of our coming International Edition, and who embraced the project so cordially that it was at once apparent that they themselves had felt the need for closer relations between the press of Great Britain and that of the United States.

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A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

ROBERT W. SULLIVAN DIES

Was Vice-President of Chicago Chapter and Programme Committee Chairman

ROBERT W. SULLIVAN, advertising manager of Wilson & Co., Chicago, died on March 3 from pneumonia. His death is a severe loss, not only to his company but to the A. N. A. He was vice-president of the Chicago Chapter of the A. N. A., and was quite recently appointed chairman of the 1919 programme committee to arrange the details of programmes for the two general meetings this year.

Until a couple of years ago Robert W. Sullivan was associated with the Lowe Brothers Company, of Dayton, Ohio, where his chief was E. L. Shuey, one of the ex-presidents of the A. N. A. The work he did in making the A. N. A. meeting at Dayton in May, 1916, successful was most valuable.

Robert W. Sullivan was an accomplished advertising and merchandising man. His contributions to the data files of the A. N. A. office were of importance and of a very definite and practical character. He stood high among his Chicago fellow-representatives in the A. N. A., and we were all looking forward to many more years of profitable and companionable intercourse with him.

His loss is one of the severest suffered by the association since the death of Edwin Walton, of the Burroughs Adding Machine Company.

SHARPE WILL BE MISSED

WHEN George B. Sharpe told me that he was leaving the De Laval Separator Company, going to the Cleveland Tractor Company, and, therefore, leaving New York, I looked at him incredibly and somewhat confusedly. The advertising department of the De Laval Separator Company, the New York Advertising Club, and the A. N. A. board of directors seemed impossible without his association and cooperation. Inevitably, I mentally congratulated Cleveland on its prospective citizen, and the Cleveland A. N. A. fraternity on its coming new brother. But that can scarcely be expected to console New Yorkers.

Mr. Sharpe has been with the De Laval Separator Company nearly nine years; has been president of the Advertising Club two years. He has also been a director of the A. N. A. for six years and was vice-president in 1915. This is not a biography of "G. B." however, but just a brief appreciation. He has been one of the strong men in the A. N. A., and we in New York will miss him sorely.

A. N. A. PHILADELPHIA CHAPTER

A MEETING of this chapter was held on March 4, there being a total of forty-three members and visitors present.

Mr. C. de Cordero, advertising manager of the Du Pont Export Company, opened a discussion on export advertising by giving a general summary of export conditions as affecting national

advertisers. Incidentally, he exploded various fallacies long held in regard to the relative ability of American and foreign industries to handle export business. Mr. de Cordero answered a large number of questions dealing with export banking and export advertising agency relations, as well as general and local media for export advertising use.

The following gentlemen were elected to membership in the chapter: Arthur W. Wilson, advertising division, Hercules Powder Company; Harry Roberts, jr., advertising division, Hercules Powder Company; C. F. Landis, advertising division, Hercules Powder Company; John W. Cooper, advertising division, Hercules Powder Company; W. A. Staving, sales department, Hercules Powder Company; G. V. C. Stiles, paint and varnish division, Harrison Works; C. H. Bowden, room 1164 Du Pont Building; S. L. Johnson, paint and varnish division, E. I. du Pont de Nemours & Co.; L. A. Breitinger, president, American Chime Clock Company; H. N. Schramm, advertising manager, Chris D. Schramm & Son, Inc.; C. L. Marks, advertising manager, W. M. Steppacher & Bro., Inc.; W. Maurice Steppacher, sales manager, W. M. Steppacher & Bro., Inc.; Arthur Rosenheimer, manager sales promotion, Belber Trunk & Bag Company; Ernest John, advertising manager, Victor Talking Machine Company; Roy C. Sheeler, advertising manager, John Lucas & Co., Inc.; George B. Scott, general sales manager, Henry Tetlow Company.

The next meeting will be held on April 1. The topic will be "dealer service," and the discussion will be led by Mont. H. Wright, of the John B. Stetson Company.

ILLITERACY, UNITY AND NATIONAL ADVERTISING

IN the issue of EDITOR & PUBLISHER for February 15 mention was made of the fact that 8,500,000 people in the United States are unable to read, write or speak English; and that, of these, 5,500,000 cannot read or write any language. Reference was made also to the loss of buying power so far as national advertisers' interests are concerned and the consequent and inevitable loss to publishers that ensues.

Although the Smith-Bankhead bill, providing for compulsory courses in English for illiterate minors, did not pass into law owing to the termination of the Sixty-fifth Congress, this subject of illiteracy is worth referring to again. The facts should be made known by all newspapers, for both patriotic and business reasons. An uninformed democracy is not a democracy at all. Unity without common knowledge and mental and spiritual aspirations is, to say the least, difficult of accomplishment; and the bigger the responsive market the bigger the inducement to advertisers to endeavor to reach that market through the newspapers.

The additional information we have to communicate is that 1,552,256 draftees in twenty-eight camps were examined for "ability to read and understand (English language) newspapers

and write letters home." Twenty-four and nine-tenths per cent. failed to pass the test—386,196 men out of 1,552,256. Of this percentage 14.2 per cent. was negro, not so very much in excess of the percentage of white soldiers.

DEVELOPMENT OF OUTLOOK ALL AROUND

IN urging publishers to extend their outlook and broaden their activity to presenting facts about their markets instead of constantly, and only, reiterating facts about numerical circulation and lines of advertising carried, it must not be thought that buyers of advertising space are not taking in more mental territory also. If men who are not very close to the work of the A. N. A. could see the multifarious and varied subjects on which the headquarters data departments are asked for information, they would be amazed; and they would realize how much there is to do, to investigate, to settle, to arrange, before an advertising order can be written; also what a comparatively small part of the general marketing problem the actual advertising really is.

While revising an address delivered at a recent A. N. A. meeting, I found the speaker advising that advertising practice should be not merely specialized, but general; the advertising manager and his assistants should be the most generally accomplished and informed men in the business.

ASSOCIATION WITH DEPARTMENTS

HE went on to say that the regulation of large business affairs in the past few years makes it necessary that even the legal department and the advertising department should work together; that the advertising department should be in very close touch with the works manager or superintendent, because the latter has to know problems of marketing now as never before; and with the engineering department so that the advertising man may keep himself informed—for the purpose of instructing the public—concerning new processes or new products. In short, today the advertising department is not only the advertising department but a school for executives.

A. N. A. OFFICE DOES NOT ENDORSE

IT has occurred to me that it should be made clear, now that the relations of the publishers and the A. N. A. are getting closer daily, that the association does not endorse any proposition whatever. I will presently explain why. First let me tell you of one among a number of experiences in which our rôle was misunderstood:

One day a charming gentleman from Somewhere - West - of - the - Mississippi called to explain the purpose of a new publication. He was listened to with our usual courtesy and dispassionate-ness, and his facts carefully noted. He departed, and the next evidence of his activity received was a copy of a letter sent by him to a number of A. N. A. members. The first seven paragraphs were a most gorgeous eulogy of the

association, and particularly of the secretary, who, though he thought he had conquered the failing years ago, had to blush.

The seven paragraphs gave a distinct impression that the proposition had been endorsed by the association, and an explanation, inevitably uncomplimentary to the visitor, had to be made in the weekly bulletin to members.

Now, why is it we do not endorse propositions? The reason is very simple. A favorable opinion might be just to the proposition and unjust to the advertiser, who, in practice, would perhaps be disappointed; and such a result would also hurt the proposition. An unfavorable opinion might, in practice, be found unjust to both proposition and advertiser. An opinion presented from one point of view would probably be reversed if the proposition were examined from another point of view.

So what the A. N. A. office does is to endeavor to obtain facts—information concerning which there can be no reasonable doubt—and to present them without giving opinions.

W. M. ZINTL has resigned as advertising manager of John Lucas & Co., Inc., Philadelphia, and is succeeded by Roy C. Sheeler. Mr. Sheeler will represent his company in the A. N. A.

HUDSON MOTOR CAR COMPANY, Detroit, Mich., has been elected to membership in the A. N. A. George W. Cushing will represent his company in the association.

R. H. YOUNG has been appointed advertising manager of the Stanley Works, New Britain, Conn., and A. N. A. representative.

H. W. JOHNS - MANVILLE COMPANY has rejoined the association. The company is represented in the A. N. A. by W. S. Lockwood, advertising manager.

ADS GET WORKING CAPITAL

C. N. Greig Tells Atlanta Men Some Things Publicity Can Do

ATLANTA, March 10.—"Advertising is as difficult to define as love," Carlisle N. Greig, noted expert, told the Retail Merchants' Association.

"Advertising is a sort of super-salesman," said Mr. Greig, "a megaphone voice which appeals to a great number of people at the same time. Advertising is any kind of salesman you want him to be. Advertising will bring 'em in, money in hand, to take away the merchandise you wish to turn into cash—to-day for this reason, to-morrow for that. It is much more than a salesman—it is the special partner that provides working capital, that finds the funds to pay the bills before they come due.

"When advertising fails, it is because it is underworked or overworked."

The Advertiser plants some Spring Seed

Making The News-Courier Pay

Mr. Hoover Is Still Pleading With Us to Plant Home Gardens and to Feed a Very Hungry World—France and Belgium Certainly Need It, Deserve It—Up to Dealers in Garden Material to Stimulate Increased Interest Through the Medium of Local Newspaper Campaigns.

By W. LIVINGSTON LARNED

FOR two summer seasons, as the urgent need of food conservation during the war began to make itself felt, every one with a few feet of spare soil tried the experiment of vegetable farming on a shy and modest scale.

There were many tragedies and a wholesale quantity of comedies. So many unsophisticated souls suffer the delusion that Seed possesses wizardry. You buy a little paper envelope, containing seed, dig a trench, drop the globules therein, and then go for a two weeks' automobile jaunt. When you return, the lot is overrun with luxuriant lettuce, corpulent cabbage, lush melons and tasselled corn.

But Mother Nature, while long suffering and fairly self-sustaining, has her limitations when Man deliberately seeks to stimulate her activities.

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

THE Gardener is encouraged. He always heard that limas, celery and artichokes were slow in growing, anyway. But the radishes are certainly fine! Two weeks pass. Something is happening, even to the radishes. He yanks a couple out and examines them! They are built like veins in a surgeon's anatomical chart.

And when another short span has elapsed, our amateur curses the very grandmother of the firm that puts out the seeds. They are swindlers and cheats! Of course, the truth seems so obvious. Those radishes have had no room in which to spread out and mature. They can grow in two directions only—up and down.

The constant repetition of these small disasters makes us believe that advertisers of garden seed



Plant a Garden.

Now You Can Help FRANCE and BELGIUM.

The public is beginning to forget that food conservation is still necessary and that America must feed the world—is, indeed, pledged to do it. Every little back lot garden does its bit.



neat trenches, sprays eight times as much seed as is necessary to a row, waters it while the sun is still blazing hot in the heavens, and is up at half past five the next morning to see if anything green has sprouted to the surface. On the eleventh day one row begins to show signs of life—the radishes!

That section of the lot has a stubby green beard. Close reckoning figures that he has put seven papers of seed into a trench eight feet long. He has used enough seed, in fact, to populate the entire lot with radishes. But you can't discourage the radish. He is a hardy little beggar, and for a while, at least, he

EVERY GARDENER IS A PATRIOT.



Put That Back Lot to Work!

The backyard gardener is an honor to his community; for slacker acres will continue to be a disgrace to any town for many years to come. Get out in God's sunshine—it'll do you good.



pushes aside the building remnants, left by a contractor, and bravely reaches for sunshine with his tiny green leaves.

'They Come Up Smiling!'

Humorous setting for a two or three-column gardening advertisement. The war has made rather clever vegetable farmers of most of us—and Mr. Hoover still expects much from us.

have not devoted sufficient space to telling people HOW to garden. And people, in turn, simply WILL NOT READ UP ON THE SUBJECT. Before seed ever goes into the ground the soil should be shrewdly manipulated to receive it. Proper mixture of fertilizer, bone, lime and what-not is absolutely essential. A pond lily will not grow, high and dry, on a sand bar. Yet the amateur expects equally monstrous impossibilities of Nature.

Ask the manufacturer and the advertiser why they do not go more deeply into instructing the public, and they answer in a set way: "That's up to the man who does the planting. When you sell a woman a range you do not guarantee to tell her how to cook prunes and bake bread. There are books on gardening and soil—buy them and find out. Every envelope of seed gives specific instructions as to planting. Our responsibility ceases when we deliver GOOD seed and workable garden instruments."

(Continued on Page 12)

You can't garden in that way.

Raising things that can be eaten, after they are raised, is more or less scientific. When plants grow in the wild, they very pleasantly select their own climate, earth, location and other odd incidentals. They grow there and under those conditions if man never sets his foot within forty leagues of the place.

Weeds Grow Easily

THE back-lot amateur makes no such provisions. He takes it for granted that one kind of soil is as good as another, and, all things being equal, if you put seed in it something MUST happen. He cites grass and weeds as an apt illustration. The sturdy Jimson requires no mollicoddling. Who ever heard of standing around with a nursing bottle where the dandelion was concerned?

He therefore bustles into a piece of ground that is filled earth; pads down some soil that is filled with bits of brick, broken bottles and ribs from decayed umbrellas, and, after lining off methodically a dozen

(Continued from Page 11)

GRANTED that this is true, would it not be a wise sales stimulator to go further with the public than the actual product in hand? It would mean an ever decreasing number of garden failures and, therefore, an increasing number of people willing to try again each season. Success breeds enthusiasm. If a man makes good with small acreage one year, he will certainly want to double that acreage the season following.

In fact, as we look over the booming ad-campaigns of the last few years, we find them all **INSTRUCTIVE**—instructive in a very unselfish way. Millions of advertising dollars are spent annually **EDU-**

Will They come Up, GARDEN SEED THAT 'MAKE GOOD'?

The gardening amateur has had many discouragements, but the first essential is quality seed—seed that is almost "fool proof."



CATING people in **HOW** to use an article to the best advantage.

In justice to seed manufacturers—if that term may be employed, where Nature runs the cogs and wheels—they have gone to elaborate pains to produce splendid illustrated catalogues. Are these read? If so, do they command proper attention? Does the information sink in? For our part, we believe that every newspaper in the country should run, through the medium of local advertisers, campaigns calculated to slowly, surely, and in a simple way, **TELL PEOPLE THE PITFALLS** as well as the profit and allurements of amateur gardening. If every piece of copy devoted a small proportion of its total space to a paragraph or two on soil, time of planting, methods, cultivation, etc., there would be a sharp decline in silly back-lot attempts that blow up of their own overcharge of rank ignorance.

Must Fan the Flame

UNQUESTIONABLY, the call of Spring alone is not enough to excite people to put those slacker lots to work. It is a sort of craze that must be fanned into a flame each successive April. The coming of the motor car has militated against the stay-at-home business of gardening. A garden requires time. The temptation to jump in the old buggy with the wife and kiddies and go far from there, with a lunch basket and the price of gasoline mileage is on the up slant.

We asked a man the other day if he intended to plant a garden this spring. His answer was emphatic.

"Don't talk to me of gardens," said he, "it's my pet hate! I have been all through that. I spent over thirty dollars on material, and I think I must have gotten as much as two dollars worth of vegetables out of it. Half the stuff didn't come up. The other half was not fit to eat. I worked like a slave and I bought enough bug poison to kill what is left of the German and Austrian army, put together. Nix on the garden. It is really a waste. I can take the money I spend on the garden and buy

enough vegetables to run me all summer—for vegetables are cheap then!"

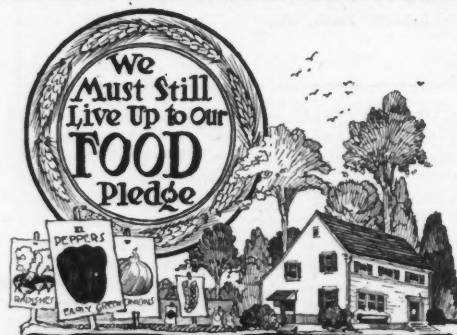
We believe this is a fair estimate of the mental attitude of any number of amateurs who have property that can be turned to good account.

But there is another side to the story. It is, to begin with, rather stupid to say that conservation consists of saving money by buying from the farmer. It is the surplus that counts with Mr. Hoover—surplus—surplus! If every family, with any land to operate, raises enough potatoes, we will say, to do them for a certain length of time, then the demand will not be put upon the huckster. This vast aggregate saving can be diverted to very needy channels. There is no exaggeration in the stories we hear of conditions abroad. Now—right now, although peace is presumably with us. Millions of people are starving. We have excellent first-hand authority for that. It will be a long while before France and Belgium can hope to swing their shell-torn lands back into productiveness. Then there is the man-shortage. This war business has killed a few, you know.

Planting Is Duty

PRESIDENT WILSON has already sent back word of the need of preparing to help feed the troubled world across seas. Mr. Hoover, taking nothing for granted, has been there, on the ground, **MAKING SURE**. And HE says that it is more, than a duty—it is an almost holy and spiritually humanitarian task that no American would see undone.

Therefore, the need for home gardens—everywhere, all over this great country of ours, must and



GARDEN TOOLS

We should not be allowed to forget that America has pledged itself to send thousands of tons of food to helpless nations abroad—Belgium and devastated France, for instance.

should be one of the honorable jobs we will all undertake. That it is a fine thing for health goes without saying. Children glory in it and it strengthens their little muscles and gives them wise objectives. To the man who works in an office all day it is considerable better, as exercise, than driving a motor car. It takes women out into the sunshine, in their bonnets.

Retail and wholesale merchants, therefore, in every town have a double purpose this spring. It will not only greatly stimulate business—their business—but it will assist the Nation in putting over a drive that is quite as necessary as the **V Liberty Loan**.

We do not seem to see anywhere near as **MUCH** of this advertising in newspapers as in the past, as the subject and possibilities justify. April should see pages bloom with tempting sweet corn on the cob and plump, home-grown tomatoes with blushing red cheeks. No matter which way a man turns when he reads his newspaper, he should be confronted by vegetables—the kind that taste a thou-

sand times better because they were raised where HE could see 'em each morning, as he shaved in the bathroom or ran down the garden walk on his way to his train.

Local Papers Best

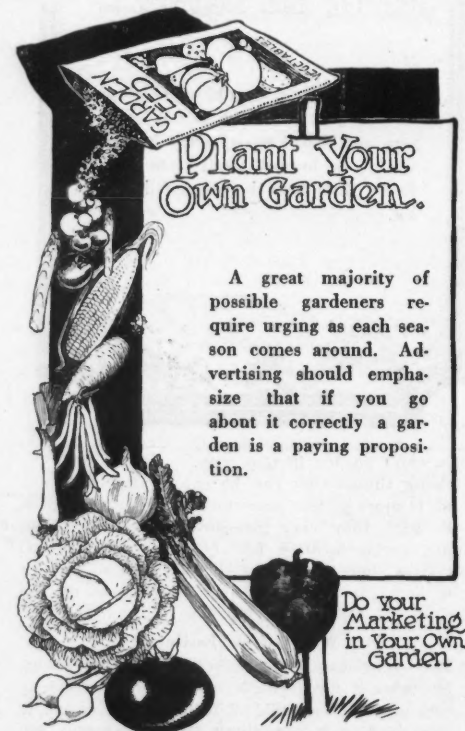
THE magazines carry many columns of such advertising, but, for some reason or other, it fails to reach local newspapers, where it would do the most good, in sufficient volume.

We shall always insist that, independent of the admitted power of magazine publicity, localized newspaper campaigns complete a highly necessary connecting link. They strike fire, in season and **IMMEDIATELY**. They consistently nag people into doing those things which, after all, they **SHOULD** do. Newspaper advertising keeps on the heels of folks who are forever forgetting.

This spring, incidentally, will see more seed advertising and better than at any time in the past. Large-space copy is being employed, with homely, telling arguments set forth in a convincing way. That venerable old trade mark, of many years' service, the Peter Henderson grandfather, with his wheelbarrow full of fresh garden vegetables, is smiling out a welcome. He talks in this fashion to his public: "American food in vast quantities must continue to go to Europe. The home garden, whether in the city or the town, or on the farm, is of most vital importance to the country. Your garden will help in our country's great work for humanity; and it will cut in two the cost of your table. The need is for more gardens and better gardens."

War Garden Important

SALZER, stressing its 50th Anniversary catalogue, uses full pages to encourage the War Garden that is as important now as ever during the great conflict. The Salzer trade mark shows a wise old gentleman standing upon a pumpkin. We still prefer green apples for a pie, however. Burpee advertising is always most attractive and finds the coming spring cause for an increase of campaign literature of many kinds. This business of selling seed has become tremendously aggressive. Coupled with it is the accessory line, displaying everything from dynamite, to clear ground, to gardening implements of the most modern and labor-saving types. All in all, we predict that it will be a wonderful year for



A great majority of possible gardeners require urging as each season comes around. Advertising should emphasize that if you go about it correctly a garden is a paying proposition.

Do your
Marketing
in Your Own
Garden.

the amateur. He will not necessarily be discouraged by last year's pithy radishes and the Country Gentleman corn that was not good enough for a South Sea Islander. Hope springs eternal in the breast of the gardener—and April makes the sap rise in the breast of the gent who rather likes to see bright green things growing in sedate rows.

ADVERTISING GROWS ALL OVER COUNTRY

AD GROWTH IN FEBRUARY SHOWN IN AGATE LINES

Special Reports Made to Editor & Publisher Covering 129 Newspapers in Forty-three Cities Show Increase Is General

That advertising in newspapers is increasing in very healthy measure was shown conclusively when EDITOR & PUBLISHER, in recent issues, presented a collection of figures on January advertising obtained from newspapers covering a wide scope of territory, and from advertising agencies telling of new contracts and increases in contracts that were standing. Both newspaper publishers and advertising agencies also forecast a continuance of the increase shown, and prophesied large business for newspapers throughout the year 1919.

To place before the craft in concrete form actual statistics, EDITOR & PUBLISHER has obtained reports on 104 newspapers in 38 cities of 50,000 and over, located in 23 States, of the number of agate lines run by them during the month of January last. The total advertising carried by these papers in January last was 43,042,687, as compared with 34,060,720 in January, 1918. Of this 27,885,391 was Local Display, compared with 22,258,130 for January, 1918. Foreign Display was 7,020,483, compared with 5,305,075 for January, 1918, and Classified 7,041,833, compared with 5,592,968 for January, 1918.

The table on the following pages shows the volume of advertising carried in February, 1919, under the different classifications indicated by 131 papers reporting, in 45 cities located in 24 States, and compares, as indicated, with the volume carried in February, 1918, by the same papers.

SOLDIER ELECTED PRESIDENT

Denver Press Club Honors Members Who Answered Call to Colors

DENVER, Col., March 11.—Lieut. John S. Barrows, who has just returned from overseas service and rejoined the Times staff, was elected president of the Press Club at its annual meeting, March 9. He succeeds Robert G. Seymour, of the Post. Charles McAllister Willcox was reelected treasurer, Warren E. Boyer, of the Rocky Mountain News, is secretary and house manager. The Board of Directors includes Jerome M. Strauss, of the Express; Ford M. Pettit, of the Associated Press; Frank L. Webster, of the Post; J. Campbell Cory, of the Times, and William C. Shanklin and Warren E. Boyer, of the News.

Resolutions paying tribute to Charles Harvey Setchel, formerly of the News, who lost his life in France with the Rainbow Division, were adopted. Thirty-six other members who answered the call to the colors were eulogized.

Hearst in Biggest Movie Merger

W. R. Hearst has affiliated his International Film Service Company with the Famous Players-Lasky Distribution Corporation in a combination known as the Cosmopolitan Productions. The deal involves approximately \$5,000,000 and forms the greatest union of motion picture interests in the industry's history.

Has Ford Chicago Plans?

CHICAGO, March 14.—It is reported that Henry Ford has purchased the old Herald Building.

Name of Paper.	Total.		Local.		Foreign.		Classified.	
	1919.	1918.	1919.	1918.	1919.	1918.	1919.	1918.
CALIFORNIA								
Los Angeles								
Times.....	1,250,592	985,222	660,884	518,224	171,934	115,332	417,774	351,666
Examiner.....	733,446	723,226	399,210	407,470	103,798	93,716	228,438	222,040
Express.....	708,680	714,084	526,498	513,772	79,352	65,660	102,330	134,652
Herald.....	793,016	580,804	532,042	391,314	121,870	87,374	139,104	102,116
Record.....	324,002	263,914	42,868	17,220
San Diego								
Union-Tribune (M.E.S.)..	977,452	989,142	581,198	618,758	178,458	135,212	217,796	235,172
Sun (E.).....	402,514	405,384	276,206	301,910	69,846	45,066	56,462	58,408
COLORADO								
Denver								
Post (E. & S. M.).....	879,340	698,432	454,664	370,048	188,580	126,112	236,096	202,272
Times (E.).....	347,284	254,828	218,568	161,224	58,800	32,816	69,916	60,788
News (M. & S.).....	474,964	363,328	269,948	214,312	87,220	63,950	117,796	85,036
Express (E.).....	165,956	166,376	122,948	120,708	36,344	19,292	6,664	26,376
CONNECTICUT								
Bridgeport								
Post-Telegram.....	555,899	519,708	374,145	346,224	118,681	93,268	61,795	55,010
DIST. OF COLUMBIA								
Washington								
Star.....	1,215,513	830,995	803,023	514,999	144,789	86,221	267,701	229,775
Post.....	712,156	482,068	453,866	269,026	108,374	80,865	149,916	132,177
Times.....	592,283	507,368	381,176	357,825	101,380	89,906	109,727	60,137
Herald.....	320,077	262,314	216,206	184,232	55,140	45,030	48,731	33,052
FLORIDA								
Jacksonville								
Fla. Times-Union (M.&S.)..	667,751	651,578	311,671	428,117	213,500	121,986	142,579	101,475
Fla. Metropolis (E.).....	420,206	419,254	248,433	295,186	99,799	69,212	71,974	54,855
GEORGIA								
Atlanta								
Journal.....	766,178	492,212	447,916	259,812	174,496	129,304	143,766	103,096
Constitution.....	617,568	462,910	355,796	274,512	152,642	119,238	109,130	69,160
Georgian-American.....	464,912	330,400	288,050	175,378	89,670	75,642	87,192	79,380
ILLINOIS								
Chicago								
News (D.).....	692,521	546,648	551,537	434,655	140,983	111,993	345,501	240,700
Tribune (D. & S.).....	886,566	526,218	600,147	356,781	286,419	169,437	500,577	408,552
American (D.).....	371,442	245,280	251,792	163,917	119,649	81,360	190	540
Herald-Examiner (D.&S.)..	471,422	242,911	345,553	165,942	124,869	60,169	100,548	94,385
Journal (D.).....	311,310	291,721	197,368	226,118	105,607	75,933	32,129	19,254
Post (D.).....	272,361	167,451	220,041	130,891	52,320	36,661	34,626	24,973
Peoria								
Star.....	44,349	39,261	30,688	29,741	7,861	5,400	5,800	4,120
Journal.....	40,698	30,846	*30,777	*23,497	9,921	7,349
Transcript.....	20,303	13,027	*15,806	*10,581	4,497	2,446
Springfield								
State Register.....	35,460	25,620	21,235	15,271	8,741	5,788	5,486	4,561
State Journal.....	31,324	23,486	20,261	14,209	5,600	4,728	5,263	4,549
INDIANA								
Indianapolis								
News (D.).....	1,025,184	797,292	636,111	513,813	189,551	126,225	199,422	157,254
Star (D. & S.).....	872,052	658,800	501,267	344,592	162,402	150,540	208,383	163,668
Times (D.).....	306,438	228,474	212,358	153,321	58,551	50,520	35,529	24,633
Terre Haute								
Star (D. & S.).....	812,781	450,341	456,288	352,829	131,169	76,731	25,334	20,714
Tribune (D. & S.).....	645,030	438,155	473,316	335,157	117,132	71,165	32,079	31,833
Post (D.).....	294,546	141,044	254,234	113,008	29,140	18,295	11,172	9,741
IOWA								
Des Moines								
Capital.....	484,344	389,424	318,878	269,892	77,350	49,014	88,116	70,518
Register.....	466,340	398,202	220,836	198,884	77,380	62,958	168,196	136,360
News.....	348,208	360,850	198,688	236,054	80,920	67,036	68,600	67,780
Tribune.....	476,994	371,714	295,652	210,812	61,446	58,184	119,896	102,712
Sioux City								
Tribune.....	28,858	22,461	16,735	12,616	7,365	5,698	4,558	4,147
KANSAS								
Wichita								
Eagle.....	461,765	380,078	199,130	195,170	130,894	87,579	131,741	137,192
Beacon.....	306,064	253,682	197,803	159,530	66,137	43,470	42,124	57,338
LOUISIANA								
New Orleans								
Times-Picayune.....	725,317	497,599	416,694	290,999	122,520	68,614	186,103	137,986
Item.....	551,694	398,427	369,485	266,942	88,396	63,240	93,813	68,245
States.....	437,898	357,680	268,293	231,616	101,665	64,843	67,940	61,221
MASSACHUSETTS								
Lowell								
Courier-Citizen.....	376,586	284,676	320,782	246,015	55,804	38,661	73,598	43,066
Sun.....	283,017	207,802	213,031	170,072	69,986	37,730	17,934	13,580
Springfield								
Union.....	697,060	552,202	429,632	336,826	132,328	85,008	135,100	130,368
Republican.....	439,264	377,664	285,180	265,412	92,470	62,818	61,614	49,434
Daily News.....	383,950	297,500	275,800	222,474	73,710	46,522	34,440	28,505
MICHIGAN								
Detroit								
News (D.).....	1,140,510	824,950	798,056	593,684	148,862	83,692	193,592	147,574
News (S.).....	411,950	229,474	223,902	110,964	63,980	33,110	124,068	85,400
MINNESOTA								
St. Paul								
Pioneer Press (M.).....	376,334	288,512	173,992	131,726	128,828	87,066	73,514	69,720
Dispatch (E.).....	523,992	411,152	325,906	253,302	125,160	86,352	72,926	71,498
Sun, Pioneer Press & Disp..	202,076	132,272	119,280	75,362	42,644	25,914	40,152	30,996
Daily News (E.).....	402,234	406,168	237,790	265,132	110,810	88,606	53,634	52,430
Daily News (S.).....	126,756	93,100	90,930	60,424	13,398	10,850	22,428	21,826
MISSOURI								
St. Louis								
Globe-Democrat (M. & S.)..	741,009	567,816	334,248	276,399	217,836	123,858	187,182	166,278
Republic (M. & S.).....	284,244	282,123	134,724	156,375	85,290	61,473	62,355	63,534
Post-Dispatch (E. & S.)...	1,133,835	750,990	634,896	406,773	255,735	127,548	242,235	214,452
Star (E.).....	423,288	335,964	277,521	244,671	96,474	37,815	45,645	43,569
Times (E.).....	288,963	254,721	136,722	135,783	75,834	41,592	25,395	36,582
NEW JERSEY								
Elizabeth								
Journal.....	473,774	367,570
NEW YORK								
Albany								
Knickerbocker Press.....	440,580	382,368	263,312	262,682	101,598	48,048	75,670	71,638

(Continued from Page 13.)

Name of Paper.	Total.		Local.		Foreign.		Classified.	
	1919.	1918.	1919.	1918.	1919.	1918.	1919.	1918.
New York City								
American.....	672,536	612,015
Brooklyn Eagle.....	700,924	599,996
Commercial.....	142,888	128,420
Evening Journal.....	640,032	472,469
Evening Mail.....	301,236	335,534
Evening Post.....	299,354	264,650
Evening Sun.....	538,396	292,205
Evening Telegram.....	625,818	478,660
Evening World.....	456,648	312,732
Globe.....	519,260	347,256
Herald.....	571,108	433,449
Standard Union.....	434,374	391,380
Sun.....	372,524	237,006
Times.....	1,202,332	854,249
Tribune.....	405,508	258,980
World.....	1,124,494	896,413
Schenectady								
Union-Star.....	233,923	20,269	14,938	14,035	4,735	3,188	1,671	1,388
Gazette.....	24,065	27,142	22,534	19,520	6,161	4,056	4,020	2,353
Syracuse								
Herald.....	573,377	508,760	468,272	411,236	105,105	97,524	81,074	101,738
Troy								
Record.....	369,740	286,552	270,774	209,076	98,966	77,476	20,740	16,824
OHIO								
Cincinnati								
Enquirer.....	620,214	429,016	335,930	213,514	108,948	78,736	175,336	136,766
Commercial Tribune.....	195,118	177,492	130,228	110,824	20,370	25,242	44,520	41,426
Times-Star.....	641,074	552,608	437,892	375,290	125,258	105,616	77,924	71,792
Post.....	444,444	413,126	240,618	221,536	171,972	100,870	91,854	90,720
Cleveland								
Plain Dealer.....	1,137,206	775,572	624,456	397,138	223,650	119,126	289,100	259,303
Daily Press.....	1,909,428	794,136	670,894	536,830	154,084	97,286	184,450	160,020
Daily News.....	687,624	484,792	491,120	359,999	121,016	62,104	75,488	62,692
Sunday Leader.....	279,440	155,078	191,044	106,358	56,434	23,716	31,962	25,004
Columbus								
Dispatch.....	1,010,110	805,370	632,960	522,960	187,940	110,820	185,140	168,410
Citizen.....	527,290	418,370	343,550	273,370	109,470	70,200	72,810	73,410
Journal.....	377,690	371,460	204,320	189,090	70,330	69,590	60,670	48,870
Dayton								
News.....	878,598	648,130	666,554	452,760	158,082	126,360	73,962	77,434
PENNSYLVANIA								
Erie								
Times.....	589,848	437,994	413,756	325,939	104,720	67,634	71,372	44,421
Herald.....	251,412	233,282	7,599	7,505
Dispatch.....	240,870	280,936	1,339	516
Johnstown								
Tribune.....	503,482	483,826	419,160	428,834	56,588	36,176	27,734	18,816
Democrat.....	380,842	318,444	324,870	271,656	36,806	35,252	19,166	11,536
Leader.....	273,042	240,408	229,530	205,268	32,298	26,530	11,214	8,610
Scranton								
Republican.....	439,844	337,650	337,232	262,239	64,383	38,258	26,521	25,669
Wilkes-Barre								
Times-Leader.....	667,224	605,712	520,698	482,349	112,208	90,240	34,318	33,123
RHODE ISLAND								
Pawtucket								
Times.....	471,510	379,435
Providence								
Daily Journal.....	208,032	128,784	94,729	73,114	55,352	31,980	57,951	23,690
Sunday Journal.....	168,338	111,842	114,793	81,024	27,487	9,533	26,058	21,285
Bulletin.....	605,507	490,869	419,341	368,450	114,797	69,047	71,369	53,372
Tribune.....	322,293	269,790	236,630	205,443	80,611	59,839	5,052	4,508
Sunday Tribune.....	76,883	44,211	58,630	37,050	15,436	4,940	2,317	2,221
News.....	148,934	57,931	127,401	37,885	16,312	15,806	5,221	4,240
TENNESSEE								
Chattanooga								
News.....	312,165	237,412	187,096	151,893	90,517	61,271	34,552	24,248
Times.....	780,205	255,416	239,008	166,971	79,590	53,060	47,600	35,335
Memphis								
Commercial Appeal.....	884,800	646,394	521,178	328,664	166,446	135,044	197,176	182,686
Nashville								
Tennessean.....	476,742	380,506	274,134	206,654	101,556	66,178	101,052	107,674
Banner.....	509,138	372,778	283,304	199,206	138,264	95,914	87,570	77,658
American.....	286,790	144,228	68,222	74,340
TEXAS								
Fort Worth								
Record.....	41,774	23,416	28,859	3,944	5,896	7,328	7,017	3,944
Houston								
Chronicle.....	930,552	509,698	498,526	248,122	244,650	125,636	187,376	135,910
Post.....	595,420	465,108	353,864	221,718	98,896	134,862	142,660	108,528
VIRGINIA								
Norfolk								
Ledger-Dispatch.....	63,567	45,382	45,786	33,182	9,422	6,047	8,359	6,153
Virginian Pilot.....	55,044	34,972	44,376	28,097	7,123	4,028	3,545	2,847
WISCONSIN								
Milwaukee								
Journal.....	810,273	568,162	481,614	367,693	208,335	115,347	120,324	85,117
Wisconsin-News.....	308,963	167,570	199,001	85,601	69,724	67,448	40,238	14,521
News.....	74,200	47,409	18,361	8,430
Leader.....	113,611	104,597	100,173	86,029	1,269	6,369	12,169	12,199
Sentinel.....	502,525	373,254	332,548	256,039	109,241	67,764	60,736	49,451
Press.....	93,602	50,401	18,671	24,530
WASHINGTON								
Seattle								
Times (D. & S.).....	910,182	879,900	462,770	464,058	140,938	101,318	306,474	314,524
Post-Intelligencer.....	550,592	419,706	291,690	237,813	99,428	72,716	159,474	109,172
Star.....	412,510	321,104	363,636	298,858	48,874	22,246
Union Record.....	104,076	85,666	18,410
Totals.....	64,926,489	50,361,427	63,421,482	33,984,437	10,658,467	7,251,438	10,347,113	8,705,922

*Includes classified ads. †No want ads.

Publishers Win New Hearing

The Appellate Division of the Supreme Court, in Brooklyn, has granted the Publishers Association of New York a rehearing on the suit brought against it by a newsdealer on the ground that the members refused to supply him with

newspapers because he was alleged to have boycotted the Hearst publications. Recently Judge Benedict handed down a decision in favor of the newsdealer and declared that the action of the publishers was unlawful conspiracy. The publishers appealed and were on March

7 granted a rehearing. The new date has not yet been set.

New York Ad Club members are preparing to present President G. B. Sharpe with a testimonial when he goes to Cleveland April 1.

AD MANAGERS HOSTS TO EXECUTIVES

N. Y. Newspaper Association's Meeting Has Distinguished Guests—All Praise New Era of Co-operation—Fast Convincing National Advertisers

One of the best meetings held by the New York Daily Newspaper Advertising Managers since its organization was that of Tuesday, when it entertained as guests J. C. Dayton, publisher of the Evening Journal; Jason Rogers, publisher of the Globe; W. R. Hotchkiss, advertising counsel of the Evening Journal; Louis Wiley, business manager of the Times; William F. Reynolds, general manager of the Brooklyn Standard Union; Victor Polachek, publisher of the American; Herbert F. Gunnison, business manager of the Brooklyn Eagle; F. E. Stanion, business manager Elizabeth Journal, and Jesse L. Straus, of R. H. Macy & Co.

Messrs. Straus, Wiley and Hotchkiss were the speakers. The meeting was a luncheon affair at the Hotel Pennsylvania and purely informal. All the speakers declared themselves as heartily in favor of coöperation among newspaper advertising managers, as it is not only beneficial to the newspapers but to the advertisers and the readers. "Especially the advertiser welcomes the new order of things," said Mr. Straus.

The Direct Receiving Station

Mr. Hotchkiss said that newspaper ad men working together are doing much in proving that the newspaper is the best place for national advertising. He likened advertising space in magazines of large unconcentrated circulation to the wireless station, which has no visible receiving point. "The newspaper's receiving station," Mr. Hotchkiss said, "is visibly every home in the community and is bound to show results to the national advertiser. It is up to the newspapermen to convince him."

Louis Wiley compared the association with the League of Nations. He said it is doing for the advertisers and the newspapers just what the league is intended to do for the peoples of the world.

Harry Ahern, of the Evening Journal, presided. He said:

"The local Advertising Managers' Association has been organized for six months. It is a part of the National Association, which was permanently organized last fall in Chicago. The purpose of the national and local associations is to promote greater interest in newspaper advertising by both the local merchant and the national advertiser who are trying to reach the people of the local community for the sale of merchandise.

Offers Best at Lowest Cost

"It has been proved far beyond any doubt that the local merchant has secured the maximum result through newspaper advertising. The great show windows which the newspapers afford the merchants for the display of merchandise are bound to reach the eye of the buying public. By advertising in newspapers the merchant brings his individual shop home to millions of people daily at an extremely low cost when compared with the cost of other forms of announcements which are charged up to advertising for the promotion of business."

POSTAL TROUBLES DUE TO MISMANAGEMENT

Veteran of Railway Mail Service Analyzes Present Conditions—Men of High Spirit, While Subject to Discipline, Resent Autocratic Control

Harry E. First, circulation manager of the Methodist Book Concern, and known in the daily newspaper field for his efficient management for many years of the circulation department of the Cincinnati Enquirer, is probably as familiar as any man in the country with the routine, policies and general administration of the Railway Mail Service. He has been in intimate contact with the service for thirty-two years, twenty years as a clerk and twelve years as an officer.

Mr. First's interest in the Railway Mail Service is that of a man whose heart is still in the chief work of his life. He deplors the shortcomings of the service at the present time, but ascribes all of the trouble to the system in vogue based on a mistaken zeal for economy of operation on the part of the department officials.

EDITOR & PUBLISHER, aware of Mr. First's familiarity with present and former conditions, requested him to offer suggestions for betterment.

Evils Grew Just Like "Topsy"

"It is exactly as Mr. Thomason of the Chicago Tribune says," writes Mr. First. "The inefficiency is not due primarily or otherwise to the war. Not at all. It just grew, like Topsy. It grew out of the system in vogue for several years.

"The office of Division Superintendent is an important one. He doesn't distribute any mail, but he has a lot to say about the personnel of his executive staff. If he recommends changes in his force of chief clerks and puts in his friends—even though they may have been efficient distributing clerks in a postal car—if they lack experience as executive officers there is sure to follow a letting down in morale, to put it mildly. Well, of the fifteen Division Superintendents in the service on March 4, 1913, but one remains. The new men, at least some of them, are doubtless equal or even superior to the men they supplanted. But that isn't the issue.

Men Need Years of Study

"The service has lost but a small proportion of men due to war causes, while resignations because of dissatisfaction with conditions in the service have been numerous. The ability to distribute mail rapidly and correctly is attained only after years of hard study and close application, and even then many fail because of defective memory or physical weakness. It requires men of fine mind and training to succeed. Such characters grow restless and dissatisfied under autocratic rule. And in this you have the heart of the trouble. The change from weight to space basis, and the curtailment of postal cars and space on trains for distribution of mails in transit have not contributed to efficiency.

"Men of high character, training and standing who accept positions of trust, and who are constantly confronted with dangers, are not in a mood usually to complacently accept the frills and garnishments of a lot of rules and orders that are not fitting for free born American citizens employed in the service of their country every whit as much as soldiers."

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



ALLEY CONFESSES HE BELIEVES IN HARD WORK —IN THE GARDEN AND AT THE KITCHEN SINK

J. P. ALLEY, creator of "Hambone" in the Memphis Commercial Appeal, doesn't think nearly so much of his ability as a writer as he does of the artistic propensities of his four youngsters.

"We live in a bungalow in the country," he says, "and you ought to see the pictures those kids draw on the wallpaper of the bedrooms. Wow! They're corkers. It's rather hard on the wall paper, but that's nothing if they develop their genius.

"I was something like them when I was a kid, too. Couldn't keep away from it, you know. Before I got into the cartoon game I worked at nearly everything else, and I always got fired because I liked too well to draw. Now I am always afraid I'll get fired because I don't draw well enough.

"My last 'job' was clerking at a plantation supply store, if you know what that is. Maybe that is where I found 'Hambone.' Anyway, I got fired. The boss told me to go to making cartoons or else I'd starve to death.

"I've found that though making cartoons doesn't keep a man from starving to death, he gets a chance to die happy, if he likes the work. For a while I made showcards and comic illustrations, and then designs for news ads, and even some fashions. Everybody told me I was out out for a cartoonist. Like a darned fool I believed them.

"For several years now I have been making the front page cartoon for the Commercial Appeal and featuring 'Hambone's Meditations,' the little single column ducky now running through the McClure Newspaper Syndicate.

"I'm afraid to ask any of my humorous friends to write about me, because they all know too many funny things that I don't want talked about; and what I have just written is about all I can say about myself except that my favorite outdoor sport is gardening and my favorite indoor sport is helping my wife wash the dishes and take care of the four kids I have told you about. They're all handsome, by the way, and look just like their mother. (Please get that in, to square me a little at home.)"



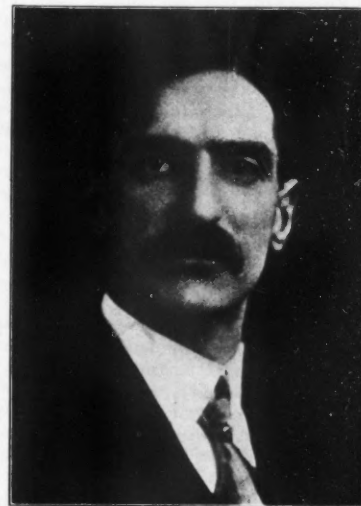
J. P. ALLEY.

Preston to Get An Increase In Well Earned Salary

Correspondents and Congressmen Grati-fied Over Fact It Was Not Lost in Republican "Filibuster"

WASHINGTON, March 13.—Correspondents of all shades of political belief are in accord in their gratification over the fact that at least one "important piece of legislation" was not lost in the Republican filibuster which killed many major supply bills.

The measure was the bill carrying appropriations for the support of the legislative, executive and judicial departments of the Government for the next fiscal year. It carried a nice in-



JAMES D. PRESTON

crease in salary for James D. Preston, the superintendent of the Senate Press Gallery, who is the friend of publishers and reporters from coast to coast.

The "raise" for "Jim" was proposed by Senator George H. Moses, of New Hampshire, with the brief statement:

"I think that in attainment, faithful service and inadequacy of compensation the superintendent of the press gallery is entitled to as many superlatives as any officer of the Senate, and then some. Moreover, inasmuch as the popular view of our statesmanlike qualities is largely made up by the work of the press gallery, there may be a sentimental reason for our taking action here, which seems to be the only manner by which we can express our appreciation."

Senator Underwood, of Alabama, who was in charge of the bill, and Senator Lodge, the Republican leader, were ready to spring at any one who objected to the raise for Mr. Preston.

Messmer Sues for His Money.

MILWAUKEE, Wis., March 9.—Robert Messmer, who advanced \$1,500 to help friends who had secured an option on the Free Press, since absorbed by the Milwaukee Wisconsin-News, has brought suit to recover his money. The defendants are Drs. J. J. and P. H. McGovern, Oliver E. Remy, Thomas Mahon, Theodore Kronshage, E. B. Gennrich and Harry W. Bolens.

Heads Omaha Women Scribes

The Women's Press Club of Omaha has elected Miss Henrietta Rees president. Miss Rees is musical critic for the Omaha Bee. Miss Ruth Mills, formerly of the staff of the Omaha Bee, was made secretary-treasurer.

DEMAND EXPLANATION OF N. A. C. E. CAMPAIGN AGAINST BOLSHEVISM

President Steen Assumes Full Responsibility, Saying Directors Are Only Ex-Officio—Pennsylvania Chapter's Head Threatens Summary Action—McCardell Resigns

QUESTIONS arising over the campaign started in the name of the National Association of City Editors to raise a fund of \$1,000,000 to help fight Bolshevism in the United States has caused President Clyde P. Steen, of New York, to issue a special letter of explanation to the board of directors and the heads of the various State chapters. The letter says:

"I am frank to say to you that no directors authorized this campaign with the exception of Roy L. McCardell, who has now resigned not only as a member of the board of directors but from the membership of the organization and is no longer connected with it in any way.

Says N. A. C. E. Directors Are Only Ex-Officio

"The board of directors, as fixed by the constitution and by-laws of the National Association of City Editors, stands merely as an ex-officio proposition. No duties are prescribed for the directors and if there are to be any it will be up to the next annual convention to so amend the constitution. This matter came up so quickly and seemed so serious that it was necessary to take immediate action.

"While I realize that a campaign of this kind is probably not in keeping with the exact purpose of this organization, it is, nevertheless, one of our duties, and was so designated by the Ohio division at its convention in January, to avoid any feeling of unrest in this country. This can be done only through the newspapers and it cannot be done through these papers without having a fund to carry it on.

"We have fought free publicity and as an organization we should not seek any; therefore the fund should largely be used for paid advertising in a campaign of education through these newspapers.

"It would be almost impossible in an organization of this kind to have a meeting of the board of directors, who are located in all parts of the country, without paying their expenses, and under the circumstances this association could not afford it.

Almost One-Man Organization

"It has been history to date that the president has done most of the work in this organization. This is unfortunate, as it makes it almost a one-man organization, but I am willing to take all the blame, for I feel that this movement is one of the greatest that has ever been brought into the newspaper field and there is no reason why the convention in Chicago should not be the greatest ever held by working newspaper men in the United States.

"In regard to further questions, the National Association of City Editors is interested only in raising this fund just as other organizations have been interested in raising war funds.

"The campaign will be completed this week and at the end of that time all funds are to be turned over to a permanent organization which is already in the process of formation.

"The national association will then have nothing further to do with this anti-Bolshevik work, with the exception of cooperating in the handling of publicity. You will see, therefore, that no step has been taken by this association through my authorization or anyone else's that will hinder its progress or bring criticism in any way.

"The fund goes to the Merchants National Bank of New York, which is

the depository, and will be presided over by the Hon. Theodore E. Burton, who is chairman of that institution.

"I might say in addition that the Department of Justice of the United States Government has thoroughly investigated this campaign and feels convinced that it is a worthy proposition."

Mr. Steen launched his campaign in February by sending out a telegraphic appeal for funds, signed by Murray Hulbert, chairman and treasurer National Association City Editors; Roy L. McCardell, Myron T. Herrick, Irvin Cobb, William Eugene Lewis, and Clyde P. Steen.

Immediately city editors of the local New York newspapers began to receive inquiries regarding the fund, about

Fund in Behalf of Loyalty

They went to Mr. Steen, who explained that the N. A. C. E. campaign had its birth recently when he was called as a witness before the Senate committee investigating Bolshevism. When some of the Senators asked him if the N. A. C. E. meant to continue its work in behalf of loyalty, he said he saw what he believed to be a fine opportunity for patriotic endeavor and immediately began plans to organize, through the means at the disposal of the N. A. C. E., the All-American Anti-Anarchy Association.

Steen's next step was to send out a half-column article arguing against Bolshevism, accompanied by a note signed by Warren G. Harding, general chairman, and Clyde P. Steen, chairman publicity committee.

Investigation showed that Murray Hulbert, who is commissioner of docks and ferries for the City of New York, was in Cuba when the appeal for funds was made. It found, too, that it had not been intended to use his name, but that of former United States Senator Theodore E. Burton, who is president of the Merchants National Bank.

Senator Burton had consented to allow his bank to be used as a depository for the funds that might be raised, but

"that was all," as he put it. Senator Harding acknowledged being "temporary" chairman, but said he would not take the office permanently, "though remaining in the movement and being deeply interested."

Mr. McCardell, who is a special writer and not a city editor, severed connection with the movement on March 1. His offices in the Park Row Building were given up as headquarters for the campaign and suite 109 at the Waldorf-Astoria became headquarters.

Pennsylvania President Writes

Another development is a protest against the continuance of the fund-raising by Hubert R. Kroh, of Pittsburgh, president of the Pennsylvania chapter of the N. A. C. E. He informed EDITOR & PUBLISHER that he suggested to the board of directors that it take action immediately to prevent the further use of the association's name in the campaign for funds, pending a re-organization.

This caused the board to call upon President Steen for the explanation herewith printed. In a letter sent to EDITOR & PUBLISHER Mr. Kroh said:

"President Clyde P. Steen rushed into a work that should have been carefully planned and conducted with measured step. I am constrained to say that he has not proceeded as it was my understanding he would proceed.

Mr. Kroh quoted Senator Harding as writing to him that Mr. Steen had no right to use his name in connection with a financial campaign; that he could not serve as chairman of this committee, and that his name was prohibited for any use except as an honorary member of the committee.

Mr. Kroh also quotes President Steen as telling him that Senator Harding was temporary chairman of the committee for the period of organization, but that his name was to have been withdrawn from that position before March 5 and placed as chairman of the honorary committee, and that it was through an error that the Senator's name was used.

Mr. Kroh added that he was authorized to raise \$500,000 in Pennsylvania, and more if it could be done, and to deduct \$75,000 for expenses.

Steen Answers Kroh

When EDITOR & PUBLISHER called Mr. Steen's attention to Mr. Kroh's charges, he said:

"Mr. Kroh is a good agitator, but I am acting strictly in accordance with the N. A. C. E. by-laws. My letter to the board of directors and State officers gives all the explanation necessary.

(Continued on Page 39)

Up-to-dateness is good, but sometimes primitive methods are necessary.

NEW YORK
50 Madison Ave.

WASHINGTON, D. C.
610 Riggs Bldg.

CHICAGO
104 S. Michigan Ave.



Wm. H. Rankin Company

Charter Members American Association
of Advertising Agencies

WILLIAM H. RANKIN, President
H. A. GROTH, Secretary and Treasurer

WILBUR D. NESBIT, 1st Vice-President
ROBERT E. RINEHART, 2nd Vice-President

Our New York Service

SINCE our recent announcement in Printers' Ink and New York newspapers that we were in position to give complete advertising service to a number of Eastern advertisers three prominent concerns have investigated our service and placed their accounts with us.

Analyzing the reasons why these advertisers have selected the Wm. H. Rankin Company of New York in preference to others, we found after careful investigation and comparison that they were convinced we have unusual and exceptional service in copy, art, sales co-operation, thorough knowledge of publications, and detail service to offer.

RANKIN SERVICE is founded upon this thorough and intimate knowledge of all the factors that enter into comprehensive and complete advertising service.

Like other organizations the strength and value of an advertising agency must be mea-

sured by the training, experience, and ability of the men who compose it.

The men who compose our organization have had long experience in every branch of advertising service. They have served advertisers from coast to coast in many diversified campaigns.

FOR three years we have been developing our New York Service, and to-day it is complete in every particular.

In addition we offer a plus-service through our Chicago organization. In both offices we have one hundred and twenty-five carefully chosen people. Our business of twenty years' standing is steadily growing.

We invite other advertisers, who have in mind investigating advertising agency service, with a view to getting superior service, to investigate Rankin Service. You will incur no obligation, and we feel an interview will develop to our mutual benefit.

"OUR BOYS"

Pioneer Magazine for the Veterans of the Big World War.

What we are doing Over Here for the return of the boys from "Over There."

National circulation campaign now adding 50,000 names per month. April circulation 125,000.

Now ready for advertising and the opportunity offered some one to take over advertising department. Offers invited.

Class Magazine Publishing Co.
Our Boys—American Motoring
PENNINGTON, NEW JERSEY
G. S. WYCKOFF, Prop.

MORE THAN 38,000 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS



The BOSTON HERALD operates a Model 20 Display Linotype—producing *Display Composition Direct from the Keyboard* with “straight matter” speed and economy.

Get Acquainted with the Model 20—Write for Literature.

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

CHICAGO

SAN FRANCISCO

NEW ORLEANS

Canadian Linotype Limited, TORONTO

2 New Sunday Comics Pages That Are Artistically and WATCH THE EFFECT ON

BETTY

Father Could Have Saved Worry and Gas

By C. A. VOIGHT

(COPYRIGHT, 1919, BY THE McCLURE NEWSPAPER SYNDICATE)

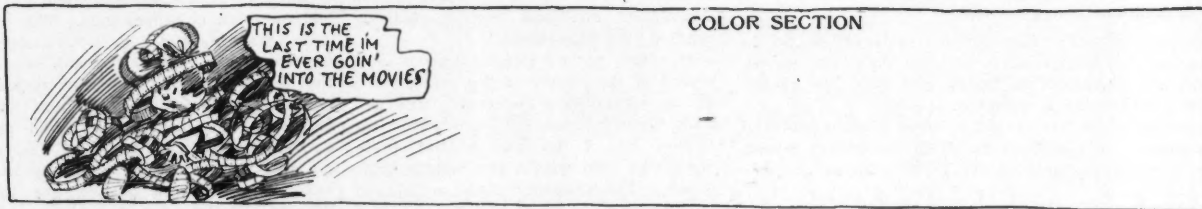


SUPPLIED IN MAT FORM AND IN OUR FOUR-PAGE COLORED SUPPLEMENT.

ASKUS

THE McCLURE NEWSPAPER SYNDICATE, 37

ly and Humorously the Very Best Ever Produced ETON HOME CIRCULATION

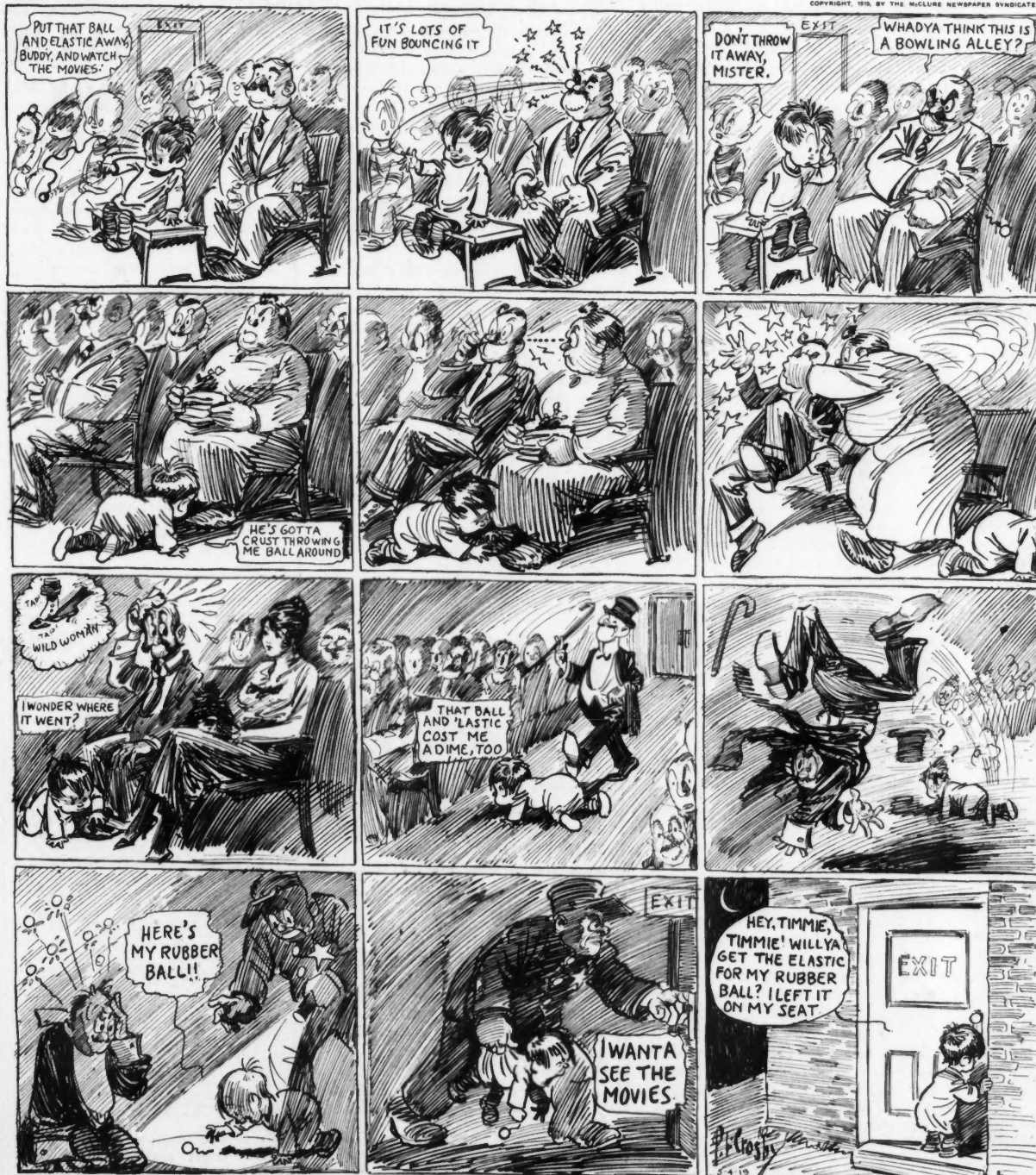


The Clancy Kids

Buddy Has a Movie All His Own.

By PERCY L. CROSBY

COPYRIGHT, 1919, BY THE M'CLURE NEWSPAPER SYNDICATE.



ASK US TO MAIL FOUR-COLUMN SAMPLE PAGES OF "BETTY" AND "THE CLANCY KIDS"
TE, 373 FOURTH AVENUE, NEW YORK

PROPAGANDA ADVERTISING CALLS FOR STRICT CENSORSHIP

While Favoring Acceptance of Such Copy, Editors and Publishers Urge Importance of Vigilance to Prevent Abuse of Privilege

WHILE editors and publishers generally seem inclined to favor the publication of so-called propaganda advertising, it is plain from the letters which have come to EDITOR & PUBLISHER on this subject that they realize that a strict censorship over such advertising is essential.

The Philadelphia North American, while "very much in favor of selling advertising space for propaganda purposes on all questions on which there is an honest division of opinion," refused to accept the money of the brewers for anti-prohibition advertising.

"No Business to Be in Journalism."

S. E. Kiser, editor of the Dayton News, owned by Governor James M. Cox of Ohio, expresses his contempt for any publisher who would permit his editorial policies to be influenced by advertising; but concedes that without an honest censorship there might be a very great menace in accepting propaganda advertising.

S. E. Kiser, editor Dayton (Ohio) News:

It seems to me that the publication of political advertising ought to be governed by the same conditions that apply to other kinds of advertising. The editors of newspapers are not supposed to be influenced in any manner by the advertising, whether it happens to be commercial or political. Any publisher who will permit the advertising he secures to affect in any way the editorial policy of his paper possesses the temperament of a prostitute and has no business to be in journalism.

Propaganda advertising may very easily become a menace, unless there is to be an honest censorship of such matter. There should be no room in the advertising columns of newspapers or magazines for propaganda that may be intended to advance iniquitous purposes; but to lay down a hard-and-fast rule for the exclusion of propaganda or political advertising may result in depriving a worthy cause of the possibility of public expression.

In my opinion, advertising of all kinds should be subjected to a no less exacting scrutiny than is that which governs the acceptance of matter for news and editorial columns.

Frederick F. Forbes, managing editor Philadelphia North American:

The North American is very much in favor of the selling of advertising space for propaganda purposes, on all questions on which there is an honest division of opinion. We refused to sell space to the brewers for anti-prohibition propaganda, and, of course, we would refuse to sell space to German or other anti-American campaigns. On the general proposition, however, of selling space for honest propaganda, we are in favor of it.

Brent Williams, secretary St. Louis Star:

If propaganda advertising states facts, and gives to the public helpful information which could not otherwise readily be obtained, it gives more light upon the subject—and enlightenment is not harmful.

The Star's policy is to pass upon each individual piece of copy, which provides us the means of eliminating anything we might consider in the nature of harmful propaganda.

Amos D. Moscrip, managing editor Knickerbocker Press:

It is our plan to accept all advertising except objectionable or fraudulent matter. In the case of the Knickerbocker Press the editorial and advertising departments are wholly separate. Each is run without any regard to what the other is doing. In our opinion any corporation or interest which expects to control or modify editorial expressions by purchasing advertising space is wasting its money. We believe that all sides of every question, however, are entitled to a hearing, and in so far as the statements made on either side have news value, we publish them without charge.

Tom Finty, jr., managing editor Evening Journal:

I believe that it would be unwise from the standpoint of the public welfare for a newspaper arbitrarily to refuse either political or propaganda advertising.

The volume of such advertising published in the newspapers with which I am connected—the Galveston-Dallas News and the Evening Journal of Dallas—has been negligible. Texas, being overwhelmingly Democratic, is without the political cyclone belt, and such a thing as political party advertising is unknown here. The political decisions of the State are made in the Democratic primary elections, and some of the candidates in such elections buy newspaper space. The aggregate of this is small, compared with the space consumed by political advertisements in pivotal States.

The publications with which I am connected do not invite or solicit political advertising. When it is tendered, they handle it in accordance with the election laws of this State, providing it is free from libel and untruths and is couched in parliamentary language. The instances have been rare when the advertisements tendered to us have been hostile to our editorial policies. Some of these, which would have made use of us as a doormat, we have rejected. We exercise the right "to refuse to do business with any person whomsoever," when it seems right to do this. Hostility to our editorial policies and expressions usually is presented in public speeches and communications, but in the interest of fair play we print the communications and reports of the speeches as news matter, even when these are scolding.

"An Outside Viewpoint"

It may interest you to know of an outside viewpoint upon this subject. In 1905 the Hon. Alexander W. Terrell, former United States Minister in Turkey, offered in the Texas Legislature an elaborate election code. One of the sections provided that newspapers must

publish political advertising at 10 cents a line. It was obvious that Judge Terrell had been stung. He argued that it was the duty of newspapers to print political advertising at a very low rate. The bill, as enacted, contained a substitute for this section. This substitute, written by myself, provides that political matter published for pay shall be charged for at the regular rates of the newspaper, etc., and that it shall be marked "Advertisement."

It seems to me that it would be a denial of the liberty of the press, in so far as citizens are concerned, if newspapers were to bar political advertisements, but I do believe that these should be held within the bounds indicated in the foregoing, that they should be labelled as advertisements and that the identity of the advertisers should be disclosed. A newspaper cannot prevent criticism of its editorial opinions simply by closing its columns to those who entertain opposing views. Any newspaper which would adopt hard and fast rules upon the subject would get into a peck of trouble. For example, the notion that the "rum interests" alone advertise in respect to prohibition is not well founded. In Texas the prohibitionists have spent considerable money for advertising in the newspapers.

"Every Ad Is, in Last Analysis, Propaganda"

Nor do I believe that a hard and fast rule in respect to "propaganda" advertising can be adopted safely. The notion that corporations and "interests" alone so advertise is also ill-founded. For example, the alumni of the University of Texas paid for much space in the newspapers of this State when they felt that their alma mater was threatened with destruction. Nor do I think that the people have much, if anything, to fear from undisguised corporate propaganda through newspaper advertisements. It is secrecy and camouflage that are most to be feared.

The publisher or editor who would be influenced by consideration of the in-

come that he receives from such advertisements is a crook at heart, and will hunt out opportunities for the sale of his opinions if these do not come to him. I am unable to distinguish between the advertisement of a piano manufacturer's opinion and the advertisement of a piano. The latter really is an opinion concerning a musical instrument. Every advertisement, in its last analysis, is propaganda. The public is best safeguarded as to the integrity of the press when it knows whence the newspapers derive their incomes. Moreover, fair play demands that every man and every corporation shall have an opportunity to be heard by the public, and I regard it as infinitely more desirable that they should get their hearing through signed advertisements

(Continued on Page 28)

"A KANSAN IN NEW YORK"

Bright, Breezy and very enjoyable.

Frank P. MacLennan, editor and publisher of the Topeka State Journal, discovered that New York holds something more than Broadway and Wall Street and writes a very readable volume about his visit to the Metropolis.

He tells about his trip in his book in newspaper style and treats many matters that are especially attractive—and different.

Crane & Co., the publishers, Topeka, Kans., are running off another edition, 30,000 having already been sold.

They are to be had in New York at R. H. Macy & Co.

Price \$1.00.

"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 anywhere upon request.

JOHN B. GALLAGHER COMPANY

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

The New York Sunday World

and Others

in New York City

THE NEW YORK SUNDAY WORLD has a CITY circulation of 383,068, which is THE LARGEST CITY CIRCULATION OF ANY NEW YORK SUNDAY NEWSPAPER.

The New York Sunday American has a CITY circulation of 355,891, and is second in point of CITY circulation in the New York City Sunday field.

The New York Sunday Times has a CITY circulation of 194,640, and is third in point of CITY circulation in the New York Sunday field.

The New York Sunday World

and Others

in the New York Suburban Field

(The Retail Shopping District)

80 per cent. of the ENTIRE circulation of THE NEW YORK SUNDAY WORLD is within the SUBURBAN radius of New York City.

66 per cent. of the ENTIRE circulation of THE NEW YORK SUNDAY AMERICAN is within the SUBURBAN radius of New York City.

57 per cent. of the ENTIRE circulation of THE NEW YORK SUNDAY TIMES is within the SUBURBAN radius of New York City.

These figures demonstrate the localized power of THE NEW YORK SUNDAY WORLD in the greatest market in the world.

AN EDITOR WHO WAS NOT AFRAID DREW WILSON'S COMMENDATION

Harvey Thomas Jumped into the Newspaper Game with a Rush and Showed How to Clean Up a Politically Rotten City

By JAMES KERNEY,
Editor Trenton (N. J.) Evening Times

"WITH Sincere Admiration for an Editor Who Is Not Afraid." How would you like to have that penned below your name in the firm hand of Woodrow Wilson, on an autographed photograph of the President of the United States?

Such a picture sticks out rather conspicuously in a group of the great and ungreat on the wall of the private sanctum of Harvey Thomas, Supervisor of Publicity for the Prudential Insurance Company. Thomas is now struggling along on one of those long-figured salaries, in the home office in Newark, diligently seeing to it that Gibraltar is not altogether overlooked in the betting.

How He Landed the President's Picture

But it was not always thus. He did not get that handsomely inscribed photograph in recognition of the Prudential's unselfish ambition to make Gibraltar famous. A few short years ago Harvey Thomas was just a plain, hard-working, honest newspaper editor. That's when he landed the picture. And it wasn't the only thing that came his way at that particular time.

Once a Postmaster

Realizing that even a militant crusader cannot live by pictures alone, especially when he happens to be endowed with an increasingly interesting family, the President sent along a commission as Postmaster of Atlantic City; salary, \$4,000. Going some, when you remember that Thomas is and always had been a Republican, except in so far as Wilson is concerned!

In attempting a little sketch of this young man's career, it is perhaps just as well to stick a bit to chronological order. When you are typewriting about a chap who has been tracked by sleuths, indicted by political grand juries and has otherwise indulged rather freely in fancy tricks, it's safer to keep to the regulation style. So we'll begin at the beginning.

Like most editors, he started life at a very early age. To be exact, he was born July 7, 1876, the kick-off taking place at Jacobstown, N. J.—a very active sector that has somewhat successfully eluded most of the stupid map-makers. Philadelphia was just then so overcrowded with the Centennial Exposition that Thomas picked Jacobstown. In the early fall, however, he drifted over to gay Mount Holly, and, remembering the old story about the rolling stone, he has kept on the move ever since.

Cow-Punching Into Journalism

Chester, Pa., proved a short jump, then a few years to growing up, in order to make Minneapolis and be ready at twenty to seriously go into training for journalism by becoming a cow-puncher with the Matt Murphy Cattle Company on the Crow Indian Reservation in Montana. The fact that he was a parson's son may explain some of the travel; incidentally he continues to be a Baptist, more or less.

Be that as it may, he spent a couple of years in the cow-punching industry, the while he helped make the world safe for democracy by teaching Curley, the only Indian scout survivor of the Custer Massacre, how to read and write. Thomas looks upon this as his greatest accomplishment. There are a lot of near-Indians in Atlantic City who second the motion. But the Northwest was too tame, so 1898 found him back in Philadelphia, dividing his time be-

tween a study of finance and law; that is, that small part of his undivided time that was not given over to the charms of Mount Holly.

Soon Got Into Action

Henceforth there was action. Ed Stokes, editor of the Mount Holly Herald and correspondent for a couple of out-of-town newspapers, dropped in one



HARVEY THOMAS

day to say "I'm going to Egypt; will you look after the Sun and North American for me while I'm away." Now, even in Mount Holly, for an editor to slip off to Egypt—that is the real Egypt across the way—is some event, and so Thomas, despite his lack of familiarity with newspaper work, decided he would not block the trip.

A year later came the big chance. A murderer, on the morning of the day fixed for his hanging, passed up the Sheriff and witnesses gathered for the festivities and made a getaway. Thomas wrote a good story on it for the Newark Evening News, which brought a request for him to join the staff of that great newspaper. He signed up for ten years, running the scale from police precinct to legislative and political work.

Like most reporters, he doubtless knew what was the matter with the editor and had dreams of the day when he would take charge and put that superior wisdom to the test. So, when the Divine call came, he was not unprepared. He was at Sea Girt, the summer capital of New Jersey, one day in 1910, when Henry W. Leeds, of Atlantic City, unfolded a plan a few sound business leaders of that resort had for cleaning up the Government.

"We must have a good editor to run the Review, which we are going to take over," said Leeds. "And I thought you might be able to suggest some one."

"What you need is the brainiest man in the State, so it looks as if I would have to take the job," said Thomas, modestly.

Needed Brainiest Man

Associated with Leeds was some of the finest citizens that any community over boasted—good sports like Dan White and others not afraid to spend a dollar, or a hundred thousand, in a righteous cause—and they were mightily pleased to get hold of the energetic and fearless Thomas. They just invited him to "own" and edit the Atlantic City Review and to run it without fear or favor. They wanted the stigma of gambling and election frauds and various other unpleasant things removed from the good name of their rapidly developing municipality, and no editor anywhere ever made a bolder fight than Harvey Thomas did during the four years that followed.

"The Truth Shall Make You Free," wrote one of the earliest provincial editors. Thomas borrowed the slogan and nailed it to the masthead of the Review. Ballot crooks and shysters of all kinds were rather abundant; they had had a free reign and laughed at threats of militia, or of courts. Atlantic City was a law unto itself, and Thomas was looked upon as a rather aggressive chap who had slipped his trolley. Being a militant editor in a small town is a great life if you don't weaken. There's

nothing that brings such complete isolation.

To Harvey Thomas's everlasting credit be it said he never batted a lash. All kinds of threats were made on his life; his family was ostracized by social leaders and climbers; the powerful interests that go in for crooked politics tried every known wrinkle. All to no avail. "Boss" Kuehnle, the unfortunate victim of the old system, and about a hundred others were sent to prison, and the evil grip on the community was broken.

Never Batted a Lash

It was no gentle process—that clean-up of Atlantic City, and if Harvey Thomas had been tied up to a lot of pikers he might have found the sledding a bit rough. Leeds and White and their associates, however, were sincere in their aims, and so they never blinked when Thomas called in William J. Burns and paid him \$75,000 in one year to satisfy the courts that thirteen of the seventeen councilmen were crooked. Then he forced dry Sundays and did other impossible things. He turned the Government upside down, changing it from the councilmanic to the commission form. It was while he was being subjected to all kinds of annoyances that President Wilson, who, while Governor of New Jersey, had learned to admire the sterling qualities of Thomas, appointed him postmaster.

Once more the tempter. "Along in 1914, Forrest F. Dryden, president of the

(Continued on Page 31)

CROWDED OUT

FREQUENTLY it is necessary to omit advertisements from The New York Times in order that the space allotted to news may not be encroached upon.

		Columns Omitted	Columns Published
February			
20	Thursday,	16	112
25	Tuesday,	20	107
26	Wednesday,	28	112
27	Thursday,	16	113
28	Friday,	24	113
March			
3	Monday,	6	122
4	Tuesday,	20	110
5	Wednesday,	22	100
6	Thursday,	32	115
11	Tuesday,	18	113
12	Wednesday,	22	112
13	Thursday,	20	114
14	Friday,	16	115

Careful discrimination in the assignment of advertising space is forced upon The Times by this condition. Preference is given, therefore, to advertisements having news value and to those for which copy is delivered at an early day and hour before publication.

It is suggested that orders for the insertion of advertisements give The Times an option on the date of publication. There is reasonable assurance that all advertising accepted will be published on Saturday, Sunday or Monday, but it is difficult to give promise of publication on other days of the week.

Orders for the insertion of advertisements of a general character, so far as possible, should include the words "or first available day," as well as the date when publication is preferred.

The New York Times

In January and February The New York Times published a greater volume of advertisements than any other New York newspaper.

Canada

Never Properly Known--
 Never Really Understood--
 Never Fully Appreciated--

Has Shown the World That Canada Is a Wonderful Country, Populated by Wonderful People

Manufacturers of the United States can go into Canada with a great big "sentimental market" already created—and while taking advantage of the reconstruction period, still more firmly cement the tie that is already unbreakable.

The American continent must feed Europe. Canada's potentiality for food production is enormous. The Federal and Provincial Governments of the Dominion are using every resource to foster the development of agriculture. Special efforts will be made to meet the export requirements of the coming years.

Canadians will continue to make money—per capita wealth has increased greatly—and purchasing habit has kept pace. Munition plants are closed or are engaged on the production of staples, but the farms are planning big things and there will be little unwilling idleness during peace reestablishment.

A good portion of the money made by Canadians will be spent on imported goods, and the American manufacturer has the vantage ground for supplying the demand.

The American firms establishing trade in Canada NOW will reap rich rewards in the near future.

Write to the managers of any of Canada's following leading daily newspapers for information about their territory:

PROVINCE OF ONTARIO									
Population 2,523,274									
Lines					Lines				
Circulation		2,500—10,000			Circulation		2,500—10,000		
Border Cities Star (Windsor)	10,373	.03	.03	Kingston British Whig (E)	6,177	.02	.015		
*Brantford Expositor (E)	10,200	.025	.025	London Free Press (MN&E)	39,973	.07	.06		
*Brockville Recorder-Times (E)	4,300	.025	.015	Peterborough Examiner (E)	5,800	.017	.0128		
*Chatham Daily News (E)	2,419	.01	.0071	St. Catharines Standard (E)	8,004	.025	.015		
*Galt Reporter (E)	3,999	.0157	.01	Toronto Globe (M)	87,112	.15	.11		
Guelph Mercury (E)	3,315	.015	.010	Toronto Star (E)	85,077	.14	.11		
Hamilton Spectator (E)	30,357	.0550	.05	Toronto Star (S)	65,763	.105	.09		
*Hamilton Times (E)	14,000	.035	.03	Toronto World (M)	41,214	.095	.06		
				Toronto World (S)	89,614	.11	.08		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
Lines					Lines				
Circulation		2,500—10,000			Circulation		2,500—10,000		
Montreal Gazette (3c.—\$8 yr.) (M)	36,973	.085	.07	Montreal Star (E)	110,820	.12	.1050		
Montreal La Presse (2c per copy) (E)	154,905	.12	.10	Quebec Le Soleil (E)	35,275	.06	.06		

CIRCULATIONS AND ADVERTISING RATES BY TERRITORIAL MARKET GROUPS

ADVERTISERS AND SPACE BUYERS WILL BE FOUND ON PAGE 6

CIRCULATION FROM 20,000 TO 50,000					CIRCULATION FROM 50,000 TO 100,000					CIRCULATION FROM 100,000 TO 300,000					CIRCULATION ABOVE 300,000				
Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1000 Circulation
4	138,112	34,528	\$.30	\$.0021722	3	208,882	69,627	\$.389	\$.0018623	4	653,549	163,387	\$.9375	\$.0014345					
1	40,713	40,713	.07	.0017194	1	53,185	53,185	.11	.0020683	1	140,294	140,292	.175	.0012474					
1	23,757	23,757	.05	.0021046	2	161,133	80,567	.26	.0016116										
1					1	62,924	62,924	.08	.0012714										
6	202,582	33,764	\$.42	\$.0019987*	7	486,124	69,446	\$.839	\$.0017304*	5	793,843	159,769	\$1.1125	\$.0013410*					
1	26,237	26,237	\$.04	\$.0015246	3	239,412	79,804	\$.295	\$.0012369										
3	62,719	20,906	.115	.0018336	2	114,757	57,379	.18	.0015694										
3	107,277	35,759	.22	.0020577	1	51,917	51,917	.10	.0019262	1	124,706	124,706	\$.15	\$.0012028					
4	106,799	26,700	.22	.0020599	2	178,962	89,481	.30	.0016789										
2	91,169	45,585	.15	.0016454	8	585,048	73,131	\$.875	\$.0016029*										
2	66,857	33,179	.115	.0017330															
1	25,448	25,448	.04	.0015718															
2	60,857	30,429	.11	.0018075															
8	546,863	30,381	\$1.010	\$.0017792*															
6	182,034	30,339	\$.35	\$.0019227	2	125,132	62,566	\$.225	\$.0017981	1	130,662	130,662	\$.19	\$.0014543	2	1,175,531	587,761	\$.96	\$.0008167
2	55,635	27,818	.10	.0017974	2	160,516	80,258	.24	.0014952	2	315,836	157,918	.37	.0011715					
1	23,180	23,180	.04	.0017256	1	68,861	68,861	.12	.0017426	1	112,688	112,688	.14	.0012424					
1	26,445	26,445	.08	.0030251	5	354,509	70,902	\$.585	\$.0016786*	4	559,186	139,797	\$.70	\$.0012894*	2	1,175,531	587,761	\$.96	\$.0008167
0	287,294	28,729	\$.57	\$.0021177*															
2	75,972	37,986	\$.16	\$.0021060	1	75,600	75,600	\$.15	\$.0019841	3	536,564	178,855	\$.595	\$.0011089	1	329,208	329,208	\$.25	\$.0007594*
2	78,224	39,112	.14	.0017897	2	178,611	89,306	.255	.0014277	1	153,400	153,400	.14	.0009126					
1	33,828	33,828	.07	.0020693	1	61,876	61,876	.10	.0016161										
1	20,642	20,642	.06	.0029067	3	183,022	61,007	.26	.0014206										
6	208,666	34,778	\$.43	\$.0022179*	7	499,109	71,301	\$.765	\$.0016121*	4	689,964	172,491	\$.735	\$.0010108*	1	329,208	329,208	\$.25	\$.0007594*
5	166,673	33,335	\$.32	\$.0019199	4	243,291	60,823	\$.395	\$.0016244										
2	46,304	23,152	.09	.0019438	1	70,384	70,384	.15	.0021312										
1	58,617	58,617	.08	.0013648	5	313,675	62,735	\$.545	\$.0018778*										
3	271,594	33,949	\$.49	\$.0017418*															
1	43,344	43,344	\$.12	\$.0027685	2	136,917	68,459	\$.265	\$.0019355	5	654,074	130,815	\$.9983	\$.0015263	1	335,776	335,776	\$.40	\$.0011913
1	23,413	23,413	.07	.0029898	1	91,198	91,198	.16	.0017544	2	228,001	114,001	.34	.0014912					
2	66,757	33,279	\$.19	\$.0028792*	3	197,819	65,940	.41	.0020726										
5	239,179	39,863	\$.61	\$.0025604	6	425,934	70,989	\$.835	\$.0019208*	7	882,075	126,011	\$1.3383	\$.0015088*	1	335,776	335,776	\$.40	\$.0011913*
7	287,294	28,729	.07	.0024353	7	475,950	67,993	\$1.16	\$.0024372										
7	267,923	38,275	\$.68	\$.0024979*	7	475,950	69,279	\$1.16	\$.0024372*	1	106,684	106,684	\$.14	\$.0013123	3	1,526,420	508,807	\$1.372	\$.0008988
2	61,421	30,711	\$.12	\$.0019537						1	106,684	106,684	\$.14	\$.0013123*	3	1,526,420	508,807	\$1.372	\$.0008988*
1	27,151	27,151	.05	.0018416						1	129,102	129,102	\$.25	\$.0019365					
1	20,232	20,232	.03	.0014828															
1	43,337	43,337	.10	.0023075															
5	152,141	30,428	\$.30	\$.0018964*						1	129,102	129,102	\$.25	\$.0019365*	3	1,012,922	337,641	\$1.05	\$.0010366
3	202,582	33,764	\$.42	\$.0019987	7	486,124	69,466	\$.839	\$.0017304										
5	546,863	30,381	1.010	.0017792	8	585,048	73,131	.875	.0016029	5	793,843	159,769	\$.11125	\$.0013410					
9	287,294	28,729	.07	.0021177	5	354,509	70,902	.585	.0016786	1	124,706	124,706	.15	.0012028	2	1,175,531	587,761	\$.96	\$.0008167
2	208,666	34,778	.43	.0022179	7	499,109	71,301	.765	.0016121	4	559,186	139,797	.70	.0012894	1	329,208	329,208	\$.25	\$.0007594
1	271,594	33,949	.49	.0017418	5	313,675	62,735	.545	.0018778	4	689,964	172,491	.735	.0010108					
2	66,757	33,275	.19	.0028792	6	425,934	70,989	.835	.0019208										
7	267,923	38,275	.68	.0024979	7	475,950	69,279	1.16	.0024372	7	882,075	126,011	1.3383	.0015088	1	335,776	335,776	.40	.0011913
5	152,141	30,428	.30	.0023075						1	106,684	106,684	.14	.0013123	3	1,526,420	508,807	1.372	.0008988
2	2,003,820	32,320	\$4.090	\$.0021411†	45	3,140,349	69,786	\$5.604	\$.0018371†	1	129,102	129,102	.25	.0019365	3	1,012,922	337,641	1.05	.0010366
										23	3,285,560	142,850	\$3.42455	\$.0018717†					

PAPERS ALL PROFITED BY "NON-RETURNS"

Circulator Sees Tendency to Go Back to Old Wasteful Practices and Urges That War Paper Conservation Rules Be Retained

By W. C. SHELTON,

Circulation Manager of the Washington Post.

Although many newspapers were forced to discontinue publication during the past year owing to the enormous increase in the cost of production, the publications fortunate enough to overcome these obstacles owe a great portion of their success to the benefits which they derived from the rulings of the War Industries Board.

The regulations governing the wasteful practices of publishers who continued the return privilege and offered bonuses or salaries to newsdealers have saved them thousands of dollars.

Advertisers have also been greatly benefited by these regulations, as they could feel sure the circulation they paid for was strictly legitimate and represented quality if not quantity.

EDITOR & PUBLISHER could do the publishers great service by instituting a campaign among all papers whereby they would consent to continue the policies in force under the rulings of the War Industries Board.

It is hardly conceivable that some publishers or business managers would consent to resume the practice of accepting returns and putting agents on a salary basis if they inspected their circulation receipts and had seen the benefits they had enjoyed under the rulings which have been in force.

Paying "Salaries" to Agents

Some cases have been brought to my attention where newspapers are paying weekly salaries to agents which far exceed the cost of the number of copies they receive.

Advertisers can readily see that circulation of this quality is of no benefit to them, as it would pay a newsdealer under these conditions to dispose of his papers as junk.

From the experience I have had I am satisfied that a newsdealer will order papers if there is a demand, as he is only too willing to accommodate his trade. In several instances agents in army encampments have been paid salaries by newspapers, while others who saw the short-sightedness of this policy have obtained the same results for strictly paid circulation.

The return privilege has always been a wasteful and unnecessary practice which many newspapers abolished long before they were forced to do so.

The figures in EDITOR & PUBLISHER of January 11 were conclusive evidence that very few papers have suffered a loss in circulation under the "non-return" ruling, and I can hardly see why it would be advisable for any one to resume this practice.

Every publisher will be indebted to your publication if you will start a campaign of this kind.

The Dallas (Tex.) News and the Evening Journal recently gave a week's series of lectures and free cooking demonstrations, with Miss Kate Brew Vaughn in charge.

BRINGS INTER-STATE ASSOCIATION TO THE LEADERSHIP



FRED I. COOK

The new president of the Inter-State Circulation Managers' Association, Fred I. Cook, of the Scranton Republican, as a boy sold papers on the streets of Columbus, O., and on railroad trains throughout the United States. His practical circulation experience dates back over a period of twenty years with newspapers in Pittsburgh, Chicago, and Scranton.

Mr. Cook took charge of the circulation department of the old Scranton Truth about eight years ago and in two years' time put on 8,000 new subscribers and increased their street sales 33 per cent. Prior to that he was with the Pittsburgh Leader and increased its street sales 20 per cent. in one year's time. He has been with the Scranton Republican for the past five years, successfully handling the various mergers and increases that have been made in the subscription rates during this time.

His success Mr. Cook attributes largely to his hearty cooperation with the other departments, his control over boys, and constant attention to the little things. He is a tireless worker and has personally outlined and planned subscription contests, schemes, and premium campaigns of all kinds. Speaking of contests and premiums, he believes that a man should be broad regarding these matters and governed by conditions.

Mr. Cook was one of the charter members of the Inter-State Association, its first vice-president, and chairman of the Membership and Programme Committees and active in the building up of the organization from the time of its birth.

Many of the new members attribute their membership to the urgent, persistent and pleading letters received from Mr. Cook, who took special pains to picture to them the many advantages and help that circulation managers of daily and Sunday newspapers would derive from a sectional organization that would enable members to get together twice each year, exchange ideas, assist each other, and get better acquainted.

As told in EDITOR & PUBLISHER recently, records for attendance and membership in any of the sectional circulation managers' associations were

smashed at the Harrisburg session. Fifty members were present and the local membership was brought up to seventy-four when Mr. Cook's report of the Membership Committee was read. In commenting on the rapid growth of the Inter-State, retiring President E. A. MacKinnon expressed the pride of the association that the newest of the sectional organizations should so rapidly pass the New York State association and the older New England one.

Annenberg Urges Attention to N. Y. State Meeting

Wants All Members to Suggest Topics For Discussion in Utica Session, April 15 and 16.

J. M. Annenberg of the Albany Knickerbocker Press, chairman of the programme committee of the New York State Circulation Managers' Association, has sent out the following notice on the meeting to be held in Utica, April 15 and 16:

"The next convention of the New York State Circulation Managers' Association is scheduled for Utica, April 15 and 16, and as these dates are not far off, we are now making plans for the programme and therefore ask that you please think this over for the next day or two and send me your subjects for discussion.

"Don't lay this letter aside but write anything you wish taken up at the next meeting. Conditions are changing rapidly and there should be some interesting papers to be read; so write down the names of the subjects you wish taken up, and suggest some one to handle them.

"Let me hear from you within the next few days."

CIRCULATION NOTES

Adam G. Bradel has returned to the Lancaster (Pa.) Intelligencer and News-Journal as circulation manager. He recently went with the Altoona Times. Mr. Bradel has had an all-round training in the business end of newspapers, having handled local and national advertising as well as circulation.

Thomas Porter, who has been in charge of the mailing room of the Dallas Morning News for a number of years, has been promoted to mailing superintendent for all the Belo publications.

The Des Moines Sunday Register now publishes an official Boy Scout miniature paper with every Sunday issue. It is called the Boy Scout Register, and troop scribes will send in detail stories every week to the editor in charge.

An interesting exhibit at the recent annual food show in Cleveland, Ohio, was that of the Cleveland News and the Sunday News-Leader. One-third of the show space was converted into a modern kitchen with electric range and every utensil used in the well-appointed kitchen. Each day during the show demonstrations were given on cooking recipes and household economics. These were scheduled to appear on succeeding days on the woman's page of the News or Sunday News-Leader. Two young women from the circulation department devoted their time to explaining the many exclusive new features carried by the News and Sunday News-Leader, with the result that scores of new subscribers were added.

C. K. Jefferson, who formerly han-

dled the circulation for the Register and Tribune at Camp Dodge, has been released from the Navy and has joined the paper's road staff.

The Star League of Indiana, consisting of the Indianapolis Star, the Muncie Star and the Terre Haute Star, has inaugurated a weekly Farm and Poultry Feature for each Saturday's issue. E. Myers will be manager.

H. A. Wenige, formerly circulation manager of the Bridgeport (Conn.) Standard-American, who is a sergeant-major in Evacuation Hospital No. 10, A. E. F., at Froidos (Meuse), France, writes to EDITOR & PUBLISHER, that he is nearly as busy as he used to be getting out an election extra back home. "Things are very quiet over here now. About the only excitement we have is listening to rumors of going home," he says.

R. W. Wilkin, city district manager for the Des Moines Register and Tribune, has been seriously ill and confined to the hospital for the past thirty days.

Paul W. Stiles, formerly circulation manager of the Middletown (Ohio) Journal, has been released from active duty in the naval reserves and plans to return to his old field of activity.

LEVY'S PROMOTION IS A MERITED REWARD FOR LONG SERVICE



MAURICE LEVY

Another tribute to circulation work as training for newspaper executives is furnished by the case of Maurice Levy, the new business manager of the Cincinnati Post.

Mr. Levy has spent twenty-two and one-half years of his life with the Post and the Scripps-McRae League newspapers. He started as an office boy and spent twelve years in the position of circulation manager and for a year he was assistant business manager.

Speaking of Mr. Levy to EDITOR & PUBLISHER, W. H. Dodge, president of the Scripps-McRae newspapers, referred to him "as a fiend incarnate for work and a dynamic exponent of 'pep.' He said: "Mr. Levy's advancement will be recognized by all who know him to be a well merited and most fitting honor. He started back in Spanish war days and won his advancement all the way to his new position. Mr. Levy is one of the keenest and most likeable circulators in the business and is known far and wide."

Sixth Annual Public Utilities Review

Saturday, March 29, 1919

Big questions agitating the public utility world have focussed the attention of all America, and *The New York Evening Post* Review will be both timely and important.

As the companies emerge from the trying war period, the public is asking, "What is their present status? What are their prospects?" From the small-town street car patron to the man with the subway habit, from the small investor to the great financier, interest is keen.

The Public Utilities Review of *The New York Evening Post* assembles information on which to base a judgment. It presents the mature opinions of experts.

Among the Topics:

MUNICIPAL OWNERSHIP—The Case For and the Case Against.

Difficulties Encountered in Street Railway Operation During the War.

Outlook for Street Car Companies.

GENERAL REVIEW OF ENTIRE SITUATION, by a Washington Special Correspondent.

ADVANCES GRANTED STREET RAILWAYS—Review of Important Decisions of the Public Service Commission.

PUBLIC UTILITIES DURING 1918—A General Review.

Outlook for the Public Utilities Securities Market.

CURTAILMENT OF IMPROVEMENTS DURING THE WAR—Relief Necessary to Carry Out These Extensions.

REVIEW OF ELECTRIC POWER STATIONS—Government Aid, Centralization of Power, Elimination of Private Plants, and

GOVERNMENT PLAN OF CONSOLIDATION—Proposed Consolidation in New York State.

Operations of Gas Companies During the War.

Review of Canadian Public Utilities.

Public Utilities in the Various Sections of the United States.

Copies of the Review will be mailed to any address in the United States or Canada for 5 cents each; to foreign addresses, 10 cents.

ADVERTISERS:

The Public Utilities Review of *The New York Evening Post* has a wide circulation in the United States, Canada, and foreign countries and it is everywhere accepted as authoritative. It is studied and filed for reference by creative business men who wish to know the trend of events.

It numbers among its readers men identified with every form of public service enterprise, investors and business men in general.

It offers an unsurpassed advertising opportunity! Application for advertising space should be made at once to the Advertising Manager, 20 Vesey Street, New York.

New York Evening Post

20-24 VESEY STREET

More Than a Newspaper—A National Institution

NEW YORK

PROPAGANDA NEEDS STRICT CENSORING

(Continued from Page 20)

than through newspapers clandestinely owned by them. With President Wilson, I believe in getting and keeping things out in the light.

A. Schaefer, business manager Peoria Journal and Transcript:

It is my opinion, and I have held the same opinion for a number of years, that there should be no legitimate objection to clean political advertising. However, at the same time, I am of the opinion that much so-called "propaganda" advertising should not be accepted by newspapers, which should consider it to be their first duty to protect the interests of the people.

The Peoria Journal and the Peoria Transcript are known as independent papers. Consequently, there is no objection to accepting display advertising from any political party—provided the copy is clean and provided it observes the advertising rules which the best papers insist upon.

It seems to me that the best papers in Illinois, and the best in other States near Illinois, have demonstrated time and again that partisan advertising does not stifle their editorial judgment. It is also as clear that advertisements prepared by large corporations for the purpose of directing public opinion do not stifle editorial judgment—although some, and perhaps many, of the weaker papers allow themselves to be changed in their editorial course by such advertisements.

Newspapers are more and more becoming public forums. A public forum which allows but one side of a real problem to be discussed in its advertising columns is not in reality a public forum. Problems, however, which have but one strictly moral side must not have their immoral side displayed to the readers through advertising in a clean newspaper.

VERMONT MEMORIAL TO GREELEY

Editorial Association Will Erect It— Elects W. C. Belknap President

MONTPELIER, Vt., March 7.—The Vermont Press Association, meeting here to-day, voted to erect a memorial to Horace Greeley at East Poultney, where the founder of the New York Tribune began his newspaper work. W. C. Belknap of Bellows Falls was elected president.

All former officers were re-elected as follows: President, W. C. Belknap, of the Bellows Falls Times; secretary-treasurer, C. E. Crane, of Middlebury; vice-presidents, W. H. Wheeler, of Vergennes; F. E. Howe, of Bennington; Charles T. Walter, of St. Johnsbury; M. C. Reynolds, of Burlington; C. C. Lord, of St. Johnsbury; Donald Tobin, of Swanton; L. P. Thayer, of Morrisville; Sara Parker, of Bradford; W. H. Gilpin, of Barton; C. T. Fairfield, of Rutland; F. E. Langley, of Barre; H. C. Rice, of Brattleboro, and F. E. Johnson, of Springfield.

Speakers at the annual banquet included Governor Clement, Lieutenant-Governor Stone, Congressman Greene, and W. D. Pelley, publisher of the St. Johnsbury Caledonian.

The New York Sunday World's recent story "How the Seventy-seventh Swept the Argonne," by Cyril Brown, staff correspondent with the Army of Occupation, has created such a demand as to necessitate reprinting in an eight-page tabloid section.

GOODYEAR AD HEAD TOOK HIGH PLACE WHEN MERE BOY



LUCIAN L. KING.

LUCIAN L. KING, advertising manager of the Goodyear Tire and Rubber Company, Akron, Ohio, is a notable example of what can be accomplished in American industrial life by a young man of natural talent and a determination to get ahead.

At the time of his appointment Mr. King was the youngest man in the country in charge of a nation-wide advertising programme. He entered the Goodyear organization in a minor capacity shortly after he graduated from Akron University, and was soon attached to the advertising and publicity force and soon reached the top.

Mr. King has a keen sense of the psychology of the printed page and a high standard of advertising morals, as well as well-balanced judgment.

Government Printing Disapproved

TORONTO, March 10.—Two prominent Montreal publishers, E. F. Slack, of the Gazette, and Eugene Tarte, of La Patrie, have been serving on a special committee appointed by the Dominion Government to investigate conditions in the Government Printing Bureau, Ottawa. Their report has just been tabled in the House of Commons, and it proves to be quite sensational in character. They describe conditions, as viewed from the standpoint of commercial efficiency, as being truly shocking. "Under any but Government ownership," states their report, "the sheriff would long ago have closed the door of the plant."

Making His Experience Pay

Jackson Blizard, who gained a wide knowledge of newspaper conditions during the years he was travelling representative of the Keystone Type Foundry and Mergenthaler Linotype Company, is making this experience count in the Ida Grove (Iowa) Record-Era, which he now controls. He has introduced many innovations.

Vorpe in Temporary Charge

CLEVELAND, March 10.—In the absence of Managing Editor Erie C. Hopwood, of the Plain Dealer, in Europe for six weeks, William G. Vorpe, feature and Sunday editorial director, is "managing boss." Vorpe has "gone the route" on the P. D. and is an able editorial director.

INDIANA

35,910 square miles of the best average land, by and large, to be found out of doors.

3,000,000 people, average "home folks" kind of people, live in Indiana—and they LIVE, too—they don't merely exist.

- Indiana is an agricultural State
- Indiana is a manufacturing State
- Indiana is a railroad State
- Indiana is a literary State
- Indiana is an educational State
- Indiana is a business State

With needs to supply, money with which to pay for things needed, ideas sufficiently advanced to understand and appreciate the best, Indiana offers a market equal to any in the country.

The daily newspapers listed here can and will do much—will go a long way toward making YOUR product well and favorably known to the kind of people you want for customers.

	Circulation	5,000-line rate
Anderson Herald	(E) 5,797	.0125
Elkhart Truth	(E) 7,164	.0215
Evansville Courier	(M) 22,246	.04
Evansville Courier	(S) 18,715	.04
Fort Wayne Journal-Gazette	(M) 29,000	.05
Fort Wayne Journal-Gazette	(S) 24,000	.05
Frankfort Times	(M) 5,025	.015
Indianapolis News	(E) 123,437	.15
Indianapolis Star	(M) 99,065	.11
Indianapolis Star	(S) 113,129	.14
Kokomo Dispatch	(M) 4,889	.0179
Lafayette Courier	(E) 8,435	.02
Lafayette Journal	(M) 10,476	.02143
Logansport Pharos-Reporter	(E) 6,335	.015
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
Total Daily Circulation and Rate.....	448,914	.70440
Total Sunday Circulation and Rate....	209,108	.3525

SERVICE COMPELS EXPANSION

THE POWERS REPRODUCTION CORPORATION

ESTABLISHED IN NEW QUARTERS

137 WEST 37TH STREET

200 FEET WEST OF BROADWAY—50 FEET EAST OF 7TH AVE.
WALK UP 15 STEPS TEL. 1177 GREELEY

18,000
SQUARE FEET
OF FLOOR SPACE
5,000
SQUARE FEET
OF SKYLIGHT
THE HEART
OF THE
UP-TOWN TRADE

GRAND
CENTRAL
TERMINAL

POWERS
REPRODUCTION
CORPORATION
137-W 37TH ST.

LARGEST
BEST EQUIPPED
MOST COMPLETE
MOST CONVEN-
IENTLY LOCATED
PHOTO ENGRA-
VING PLANT IN
THE WORLD

A PLANT FOR THE EXCLUSIVE PRODUCTION
OF THE HIGHEST GRADE PRINTING PLATES
HALFTONES—LINE BENDAY—COLOR PROCESS
ART DEPARTMENT—DRY PLATE DEPARTMENT
EACH DEPARTMENT A DISTINCTLY SEPARATE
UNIT UNDER ONE GREAT ROOF.

DOWNTOWN PLANT

THE POWERS PHOTO ENGRAVING COMPANY

TRIBUNE BUILDING

A. J. POWERS
PRESIDENT

F. T. POWERS
TREASURER

J. M. POWERS
SECRETARY

BRIEFS

CHICAGO PRESS CLUB IS PREPARING TO move May 1. Its new location has not been announced.

ROCHESTER (N. Y.) NEWSWRITERS CLUB will hold its sixteenth annual "roast-fest" on April 26.

PRIZES OF \$5 PER WEEK ARE AWARDED BY Percy Edrop, city editor of the New York Tribune, for the best example of condensation.

ATLANTIC CABLE SERVICE TO TSCHELIABINSK, Perm, Zlatoust, and Ekaterinburg, in Eastern Russia, has been renewed by the Commercial system.

PERIODICAL PUBLISHERS ASSOCIATION OF America wants the light saving law retained.

LE DROIT, OF OTTAWA, CAN., HAS installed a Hoe double supplement stereotyping press.

THE KOKOMO (IND.) DAILY TRIBUNE is now occupying a new stone office building.

OKLAHOMA CITY OKLAHOMAN HAS twenty-two of its seventy-four staff soldiers back in their old jobs.

POSTMASTER GENERAL HAS ADVISED THE Senate that the post office expenditures increased approximately \$52,735,000 because of the war.

L'INFORMATION, PARIS, HAS BEEN ordered suspended for a week. It printed a too detailed forecast of the new military armistice conditions.

FRED I. KING HAS SOLD THE WABASH (Ind.) Plain Dealer to Ed Bridges.

STAR LEAGUE NEWSPAPERS OF Indiana has decided to buy five additional typesetting machines.

WILLIAM T. IRELAN, FORMERLY OF THE Portland (Ind.) Morning Republican, has purchased the Fort Recovery (Ohio) Journal.

THE MILWAUKEE JOURNAL HAS ESTABLISHED its own New York bureau, with Philip Stitt, formerly assistant city editor, in charge.

WESTERN ADVERTISING IS A NEW TRADE paper in San Francisco, edited by Ramsey Oppenheim and H. E. Agnew, with Luther Whitman as manager.

"THE RECALL" IS THE NAME OF A new hospital paper at Fort Sheridan, Ill., edited by Lieut. K. M. Patterson, of Chicago Tribune.

GARDNER & WELLS COMPANY HAS succeeded Gardiner, Atkinson & Wells, New York.

PAUL NEMEYER AGENCY HAS MOVED from Charleston, W. Va., to Cleveland, Ohio.

PREMIER & POTTER PRINTING PRESS, New York, was incorporated March 5; capital, \$500,000; incorporators, H. Church, B. Feinberg, M. T. Reis, 51 Chambers Street.

PERSONAL CABLEGRAMS CAN NOW BE sent via the Commercial lines to Allied soldiers in the area of occupation.

AD MEN ATTIRED AS CANTEN WORKERS served 100 convalescent soldiers February 27 at dinner of the New York Advertising Club.

GOVERNOR SPROUL OF PENNSYLVANIA entertained the legislative correspondents at dinner a few evenings ago.

OHIO NEWSPAPERS ARE URGING THE Legislature to enact a law which will insure earlier election returns.

SALEM (OHIO) HERALD HAS BEEN sold to the owners of the News, and suspended.

NEW BEDFORD (MASS.) TIMES BUILDING has been sold at a foreclosure sale for \$75,000 to W. J. Dunn, holder of the second mortgage.

PROVIDENCE (R. I.) TOWN CRIERS' annual souvenir dinner was held March 17.

PITTSBURGH PRESS CLUB HELD A "NIGHT in Paris" frolic on February 26.

ASSOCIATED AD CLUBS OF MINNESOTA will meet in Minneapolis March 19 and 20.

MERGENTHALER LINOTYPE COMPANY will have no exhibit at the A. N. P. A. and A. P. conventions this year.

WESTERN IOWA EDITORIAL ASSOCIATION met in Council Bluffs on March 14.

BIG HORN PRESS ASSOCIATION MET IN Cheyenne, Wyo., March 14.

OUTING OF DENVER PRESS CLUB IS scheduled for March 16 at Colorado Springs.

UNIVERSITY OF CALIFORNIA HAS APPOINTED Henry James journalism department director.

PENNSYLVANIA LEGISLATURE IS CONSIDERING several bills limiting legal advertising to English, Jewish and Italian newspapers.

ESSEX COUNTY (MASS.) PRESS CLUB was the guest of the Salada Tea Company at its Boston offices on March 7.

NEW YORK LEGISLATIVE CORRESPONDENTS' ASSOCIATION will hold its annual dinner in Albany March 27.

NEW YORK LEAGUE OF AD' WOMEN WILL hold its annual dinner dance at Hotel Astor March 18.

SALEM (MASS.) NEWS EMPLOYEES HAVE started a miniature newspaper called The News Scoop.

LA GRANDE (ORE.) EVENING OBSERVER has abandoned its Saturday edition to issue Sunday mornings. Thus, for the first time in five years, La Grande has a Sunday paper.

POSTMASTER-GENERAL BELIEVES INCREASING postal revenues forecasts a period of pronounced industrial activity.

EDITORS OF TOVERI AND TOVENTAR, socialistic papers in Astoria, Ore., have been indicted for violation of the Sedition act. They are A. J. Partan, W. M. Reive and Jacob Kiuwaler.

ANGELO FAGGIO, EDITOR OF ITALIA, Chicago, is under arrest as an objectionable I. W. W. agitator and may be deported.

REPRESENTATIVES' CLUB, NEW YORK, will meet March 17, 12:30 P. M., at luncheon in Hotel McAlpin, with F. L. Collins as speaker.

C. J. ANDERSON SPECIAL AGENCY'S very useful 1919 Telephone List of New York general agencies and "Specials" is just off the press.

KELLY-SMITH COMPANY HAS MOVED ITS New York office to the Marbridge Building, Broadway and Thirty-fourth Street.

NEW YORK TRIBUNE STAFF HAS SET March 29 as the date for its big dinner at the Hotel Pennsylvania.

TEXAS PRESS ASSOCIATION WILL HOLD annual meeting in San Antonio, June 12-14.

NEWLY FORMED CAPITAL SELECT Newspaper Association of Georgia will open office in Atlanta from which efforts will be directed to finding profitable employment for returning soldiers.

FOUR HUNDRED NEW YORK NEWSPAPER-men soldiers will be honored at a dinner of the Newspaper Men's Club in April, when all will have arrived home.

LA LUCHA, HAVANA, WILL ISSUE SEVERAL "Commemoration Editions" in celebration of the triumph of the Allies' cause.

BERLIN NEWSPAPERS HAVE BEEN TIED UP again by striking printers.

COMPLETE REPORT "GOVERNMENT WAR Advertising" has been published in booklet form by the Advertising Division of the C. P. I.

CHICAGO OFFICE OF NEW YORK WORLD has been moved to the Mallers Building.

JOHN H. HOWLAND HAS BECOME ASSOCIATED with his son, A. W. Howland, New York publishers' representative, in the firm of Howland & Howland.

HARVARD MAGAZINE No. 2 IS A NEW UNDERgraduate publication at the famous university, succeeding the old Harvard Monthly.

M. JONUENT, MANAGER OF LIBERTAIRE, Paris, has won his hunger strike for treatment as a political prisoner. He is charged with circulating Bolshevik literature.

MISSOURI EDITORS GAVE SPACE WORTH \$2,000,000 to the State woman's committee of the Council of National Defence during the war.

O. J. GUDE COMPANY HAS BEEN PURCHASED BY K. H. FULTON, president of the Poster Advertising Company, New York.

CENTRAL ADVERTISING BUREAU OF THE Oklahoma Press Association has opened offices in Oklahoma City, with John S. Appleby, former publisher of the Hobart Republican, in charge. It will solicit national advertising.

FORT WORTH STAR-TELEGRAM'S SOLDIER Bureau is receiving close cooperation from business firms in securing jobs for returning soldiers.

EVENING EDITION OF THE TULSA, OKLA., Daily World made its first appearance on the streets of Tulsa March 4.

FEDERAL AID FOR COMMERCIAL SCHOOLS has been endorsed by the Atlanta Ad Men's Club.

RIVER FALLS (WIS.) TIMES HAS BEEN leased to Charles E. Nelson and S. C. Woodruff.

PRINTERS THROUGHOUT THE SOUTH ARE interested in a meeting in Atlanta, May 5 and 6, to organize a branch of the United Typothetae of America.

ADVERTISING AFFILIATION WILL HOLD A convention in Buffalo, March 28-29.

WICHITA AD CLUB GAVE A "BARN DANCE" March 6, which netted about \$1,350, to send a delegation to the national convention in New Orleans.

JACOB MUELLER, PROPRIETOR OF THE Mayville (Wis.) Pioneer, has been fined \$50 for printing articles in German without filing a translation with the local postmaster.

ELEVEN NEWSPAPER MEN FLEW OVER New York this week in a "Night Bomber" machine.

HARVARD ALUMNI BULLETIN IS NOW edited by John D. Merrill, who succeeds Mark A. DeW. Howe, resigned.

FORTY NEW YORK NEWSPAPER CARTOONISTS and illustrators were guests of the Shuberts at "Good Morning, Judge," Monday night.

Newspaper Ads Credited With \$7,854,871 Gain

Shoe Company Made Increase in Four Years by Combining Advertising With Employees' Good-Will

ATLANTA, Ga., March 10.—The Craddock Terry Company, of Lynchburg, Va., attributes to newspaper advertising, combined with its good sales force, an enormous increase in shoe sales.

In 1914, the first year of the war, the company's shipments amounted to \$4,804,071.32. In 1913, the last year of the war, the shipments totaled \$12,658,943.02, an increase of over \$7,000,000. This, in spite of the fact that more than four hundred employees answered the call to arms by joining the army and navy and serving in other war capacities.

The company says newspaper advertising has been of immense benefit. Every year it uses pages of space in daily newspapers—giving the record of sales—the achievement of their men.

Two Large Jewish Dailies Combine

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The quality circulation which these two American newspapers formerly divided is now combined into one great national organ, reaching the largest number of the best elements among the Jewish people.

The new editorial staff will include the best journalistic talent of both papers, with increased equipment and added facilities for producing the greatest Jewish afternoon home paper in America.



The National Jewish Daily

HONOR TORONTO GLOBE ON 75th BIRTHDAY

Alumni and Readers Join in Praises—High Dominion Officials Are Graduates of Globe School—Editorial Supplement Was Feature of Celebration.

TORONTO, March 8.—The seventy-fifth anniversary of the founding of the Toronto Globe was marked by the publication on March 5 of an eight-page supplement containing a great deal of material of historical interest. The present and past were entertainingly contrasted and the story of the Globe told from various angles.

Not the least interesting feature was a series of recollections by former members of the Globe staff who have won distinction elsewhere. Among these are:

The Hon. W. S. Fielding, M. P., former Minister of Finance; the Hon. Mackenzie King, former Minister of Labor; Albert R. Carman, Philadelphia Public Ledger; John Lewis, editor Toronto Star; E. H. Macklin, president Winnipeg Free Press; John Nelson, publisher Vancouver World; Norman Smith, vice-president Ottawa Journal; R. L. Richardson, M. P., editor Winnipeg Tribune; T. H. Preston, editor Brantford Expositor; A. A. Macintosh, vice-president London Advertiser; J. M. Elson, publisher St. Catharines Journal; Newton Mactavish, editor Canadian Magazine, etc.

Sir John Willison and Dr. J. A. Macdonald, former editors, also contributed reminiscences of their connection with the Globe. Old subscribers were invited to tell of their association with the Globe and did so to the extent of several columns.

The supplement was purely an editorial feature, no advertising being carried. In fact, advertisers were not advised that the special issue was being made.

EDITOR NOT AFRAID WINS COMMENDATION

(Continued from Page 22)

Prudential, and Edward D. Duffield, general solicitor, saw Thomas and urged him to suggest the right man for their swiftly growing publicity and advertising departments.

Could Thomas find them such a man? Can a duck swim?

So he sacrificed his promising career in the postal service, gave up his "ownership" in the Review, and headed for the big league and the five figures.

Atlantic City is a cleaner and more decent place to live in as a result of his going there. He boasts that he has had no business career, but his management of State campaigns for the Red Cross and other patriotic enterprises have not been entirely devoid of business skill.

He is a model husband, splendid father and a rotten golf player.

J. B. Walker Starts Denver Paper

DENVER, Colo., March 9.—John Brisben Walker, formerly editor of the Cosmopolitan Magazine, has launched a new weekly national review here. As yet the publication has not been definitely named. Associated in the venture is his wife, Iris Calderhead Walker. The publication promises "outspoken and fearless discussions of the great questions of the day."

DROPPED CITY DESK TO GET TRAINING IN AD BUSINESS



RALPH L. SISSON

AS the first secretary and second president of the Illinois City and Telegraph Editors' Association, Ralph L. Sisson has been very active in keeping that organization alive during the unsettled period of the war, when extraordinary demands coupled with the lack of experienced staffs laid a heavy burden on city editors of all newspapers.

It has been difficult for city editors to attend meetings, but the organization is looking forward to a substantial boom and is now planning an active campaign for membership in connection with the annual convention of the National City Editors in Chicago next May.

Mr. Sisson is a native of Davenport, Ia., where he first sniffed printer's ink as a carrier on the Democrat and Leader, while still in grammar school. During his high school years he edged upstairs at the first opportunity and earned the gratitude of the high school reporter then serving by doing considerable work gratis. That resulted in young Sisson falling heir to the job. After serving as a cub on the Times, of Davenport, for a year, he crossed the river to the Rock Island Union, where he cut his eyeteeth on sports writing and desk work.

When Earl Obenshain, now editor of the St. Louis Sporting News, resigned from the Herald in Decatur, Sisson applied for the job in what seemed and proved for him a greener field. Once in Decatur, the germ of wanderlust died a natural death, and Sisson has stuck nearly nine years, serving as sports editor three years, as city editor five and one-half years, and last December going to the advertising side as head of the Herald's Advertising Service Bureau.

He says that he has not forsaken the editorial side, nor the City Editors as an organization, but is after the broader experience that will fit him for a larger future in newspaper work. He is especially interested in seeing prospective newspapermen given more careful training through the cub stage, and has successfully broken in a number of boys who have found the work under him a firm foundation for future development in writing and in ability to carry the responsibility that goes with creditable newspaper work.

Iowa

Travelers Report Iowa Stores as "Superior"

The center of population is the geographical center of the state, indicating that the people have enough elbow room.

It gives you more advertising and distribution than you actually pay for:

The newspapers circulate the advertising and make the buying habit and the farmers carry their purchases home themselves.

Ask Any Merchant Which Trade He Prefers, "Congested" or Country!

It will give you **SOME** idea to sense Iowa—**95% farms, with about 1½% of the area of the U. S., about 2% of the population and about 6% of all the crops.**

In other words out of \$14,000,000,000 production for the whole country, Iowa's contribution was \$827,920,000.

You can reach much of the good country trade through these papers:

	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	.04
Dubuque Telegraph-Herald (S)	16,103	.04
Fort Dodge Messenger & Chronicle (E)	9,711	.025
After July 1st, 1919, rate 3c. per line.		
Marshalltown Times-Republican (E)	14,000	.0215
Mason City Globe-Gazette-Times (E)	9,428	.02
After April 1st, 1919, rate 3c. per line.		
Muscatine Journal & News-Tribune (E)	8,298	.02
Ottumwa Courier (E)	13,530	.025
Sioux City Tribune (E)	51,342	.07
After March 1, 1919, rate will be 8c. flat.		
Waterloo Courier (E)	14,898	.03

Government Statements, 6 months' period, Oct. 1st, 1918.

TIPS FOR THE AD MANAGER

N. W. AYER & SON, 300 Chestnut Street, Philadelphia. Will handle account of Alexander Brothers, leather manufacturers, Philadelphia.

VICTOR C. BREYTSFRAAK AGENCY, Chicago. Has secured account of the Commercial Groves Company, Orlando, Fla., advertising grapefruit and orange preserves.

E. STERLING DEAN AGENCY, Toronto. Placing a campaign for Gutta Percha Rubber Company, Ltd., Toronto.

E. J. REEFER, Kansas City, Mo. Advertising a poultry remedy called "No Moth."

BAKER ADVERTISING AGENCY, Toronto. Has secured accounts of Canadian Chewing Gum Company, Toronto; Seaman-Kent Company, Toronto, and Canadian advertising of the Maxwell automobiles and trucks.

McKIM AGENCY, Montreal. Placing advertising for the Canadian Manufacturers' Association to combat agitation for tariff reduction.

MORRIS-PATTERSON AGENCY, Toronto. Has been appointed to handle advertising of the Hamilton Carhartt Cotton Mills, of Toronto, Vancouver, Montreal, Winnipeg and Liverpool, England.

ERWIN & WASEY COMPANY, Chicago. Has secured account of Western Grocer Company, Marshalltown, Ia.

ROGERS-BRETT-BAKER COMPANY, Guardian Building, Cleveland. Is placing advertising for J. C. Newman Cigar Company, Cleveland.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia. Again placing orders with newspapers having farm sections for Forrest Seed Company.

GEORGE BATTEN COMPANY, Fourth Avenue Building, New York. Placing orders with newspapers in selected sections for Wonder Mist Company.

B. K. BURNS AGENCY, 704 Merrill Building, Milwaukee. Placing orders with newspapers in New York city and vicinity for Jones Dairy Farm.

CALKINS & HOLDEN, 250 Fifth Avenue, New York. Reported will shortly place orders with newspapers for H. J. Heinz Company.

D'ARCY ADVERTISING COMPANY, International Life Building, St. Louis. Making 2,000-line contracts with newspapers for Jack Frost Baking Powder Company.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Again placing 2-inch 52-time orders with newspapers generally for Remington Arms Company; placing orders with Canadian newspapers for John B. Stetson Company.

M. P. GOULD COMPANY, 60 West Thirty-fifth Street, New York. Will handle advertising for Basic Products Company.

GUENTHER-BRADFORD & Co., 64 West Randolph Street, Chicago. Usually make up lists during April, using Sunday newspapers, farm papers, etc., for Williams Soap Company.

SIGMUND KAHN, 47 West Thirty-fourth Street, New York. Placing orders for O. L. Cohen & Co.

KIRTLAND-ENGEL COMPANY, 14 East Jackson Boulevard, Chicago. Making contracts with Ohio newspapers for Pearl La Sage.

H. H. LEVEY, Marbridge Building, New York. Again making trade deals for Hotel Seville.

LORD & THOMAS, Mallers Building, Chicago. Again making contracts with Southern newspapers for Bauer & Black.

H. K. McCANN COMPANY, 61 Broadway, New York. Placing orders with

Ohio newspapers for Standard Oil Company.

A. McKIM, LTD., Lake-of-the-Woods Building, Montreal. Reported will place advertising with Canadian newspapers for National Cities Company, Ltd.

ROBERT M. McMULLEN COMPANY, Cambridge Building, New York. Again placing 35-line 40-time orders with a few newspapers in selected sections for John Duncan's Sons.

THEODORE F. McMANUS, Kresge Building, Detroit. Making 5,000-line contracts with newspapers for Liberty Motor Car Company.

MUMM-ROMER COMPANY, 568 East Broad Street, Columbus. Usually make lists during April for Roderick Lean Manufacturing Company.

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Will place the advertising for E. Clark Company.

ROGERS & SMITH, 64 East Van Buren Street, Chicago. Placing 55-line 5-time orders with large city newspapers for Queen Incubator Company.

SHECK ADVERTISING AGENCY, 9 Clinton Street, Newark, N. J. Placing orders with newspapers in cities where there will be parades for returning soldiers for Prudential Life Insurance Company.

RUTHRAUFF & RYAN, 404 Fourth Avenue, New York. Placing orders with newspapers for American Technical Society.

SHERMAN & BRYAN, 79 Fifth Avenue, New York. Will handle advertising for Fulton Motor Truck Company.

SNITZLER ADVERTISING COMPANY, Garland Building, Chicago. Making 5,000-line contracts with some Middle West newspapers for A. Stein & Co.; making 5,000-line contracts with newspapers in various sections for Dearborn Supply Company.

TRACY-PARRY COMPANY, Lafayette Building, Philadelphia. Will handle the advertising for J. A. Migel, Inc.

MACLAY & MULLALLY, 198 Broadway, New York. Advertising of Bellin's "Wonderstoer for Removing Superfluous Hair" will be extended to a large list of newspapers; arrangements are being completed with dealers all over the country.

CORNING-FIRESTONE AGENCY, St. Paul. Has placed 3,000 lines in nearly two hundred country dailies and weeklies in the Northwest for McKibbin, Driscoll & Dorsey, manufacturers of McKibbin hats; also placing classified copy in farm papers, to be changed from time to time, for the Sylvester Bros. Land Company.

BARTON & DURSTINE, New York. Placing campaign for the New York Tribune in forty-three out-of-town newspapers, all the way from Baltimore, Md., to Poughkeepsie, N. Y.

City Owned Paper Mill Opposed

WINNIPEG, March 10.—Organized opposition to the proposal of the city council of Winnipeg to establish a municipal pulp and paper mill, has developed on the part of the local Board of Trade, and the petition to the Legislature asking permission to submit a by-law to the rate-payers will be vigorously fought. The Winnipeg Free Press, while not hostile to the undertaking, is asking that the scheme be more carefully investigated before the city commits itself to the large capital expenditure necessary.

Fire Again on Anniversary.

PORTLAND, Me., March 8.—Within a few hours of the anniversary of the disastrous fire which burned out the Daily Press one year ago, another blaze broke out. It was not serious, however.

Use Foreign Language Press to Foster Americanism

Ad Experts and Inter-Racial Council Will Co-operate in Teaching the Doctrines of Our Country

Prominent advertising men and members of the Inter-Racial Council for Fostering Americanization, at a luncheon-meeting held in New York on March 7, agreed that the foreign language press is an important agent in selling American principles and standards to the foreign born and that both from a business and patriotic standpoint advertisers will find the foreign press a profitable field for selling American-made merchandise in the American way.

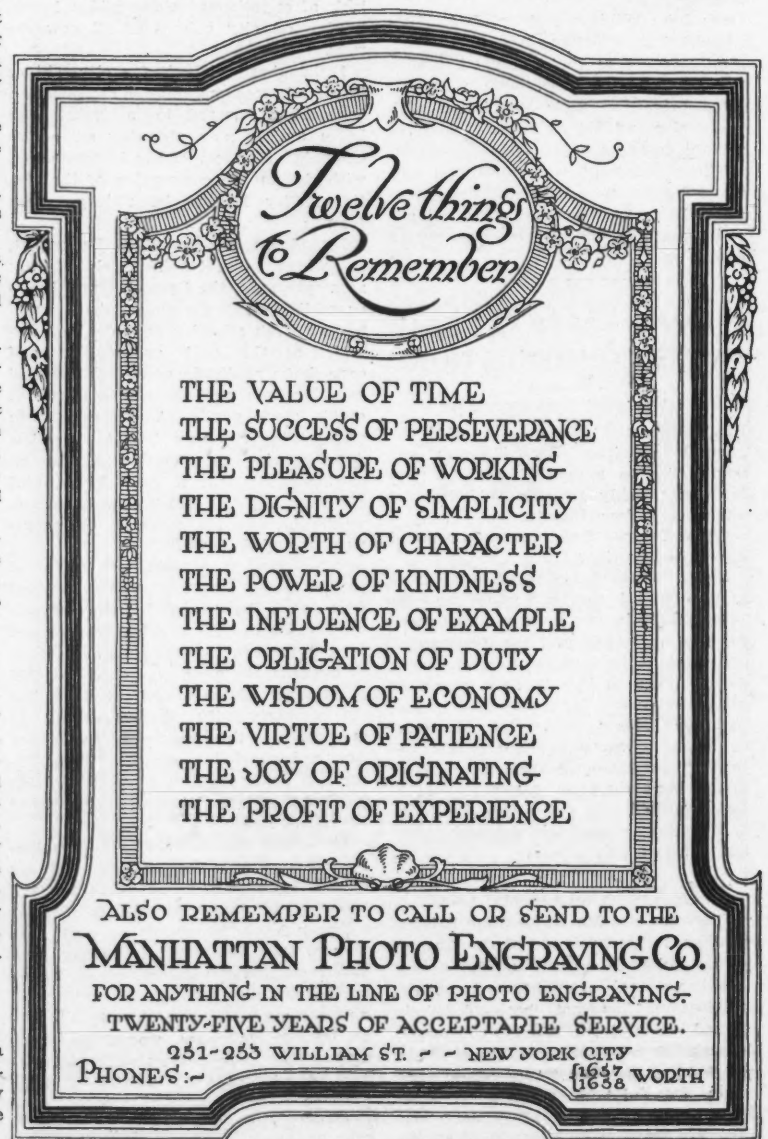
The luncheon was given by Gen. Coleman du Pont, chairman of the Inter-Racial Council, and an advisory committee of advertisers to cooperate with the council was named as follows:

Joseph H. Appel, of John Wanamaker, chairman; Fred J. Ross, of Blackman-Ross Company; H. K. McCann, William H. Rankin, of Chicago; Frank H. Sisson, vice-president Guaranty Trust Company; M. W. Harriman, of the American Bankers' Association; F. W. Ayer, of Philadelphia; Jesse H. Neal, secretary Associated Business Papers, and James O'Shaughnessy, executive secretary American Association of Advertising Agents.

Those present were Joseph H. Appel, Collin Armstrong, William M. Armistead and Mr. Ginnis, Lieutenant Bellinger, G. H. Berg, Bruce Bliven, Coleman du Pont, George L. Dyer, Carlton Edholm, Joseph Elner, Frank Gardner, Samuel P. Goldman, W. E. Haskell, Frances A. Kellor, Victor A. Lersner, Frank H. Little, H. K. McCann, Don S. Momand, Jesse H. Neal, John E. O'Mara, James O'Shaughnessy, L. P. Palmer, Charles Presbrey, William A. Rankin, Stanley B. Resor, Fred J. Ross, Mrs. David Rumsey, R. H. St. Hill, Homer E. Sawyer, Frank Seaman, Nathan Seidman, G. B. Sharpe, Francis H. Sisson, John Adams Thayer, W. G. Tucker, Felix M. Warburg and Mrs. Cabot Ward.

Improving Saskatchewan Papers

TORONTO, March 10.—For a second time the Saskatchewan Division of the Canadian Press Association is conducting a newspaper efficiency contest for the newspapers of the Province. The purpose back of the contest is to encourage publishers to do their utmost to improve the standard of newspaper work in Saskatchewan. The contest is divided into three classes, for papers of five, six and seven columns respectively. Participants are required to submit one issue for each of the six months from October, 1918, to March, 1919, inclusive, and in deciding the winners such matters as layout, press work, composition and editorial expression are considered.



Twelve things
to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
231-233 WILLIAM ST. - NEW YORK CITY
PHONES: 1637 1638 WORTH

GOOD-WILL AN INTANGIBLE ASSET FOR TAXATION PURPOSES

Tax Expert Explains, That Moneys Spent for Acquiring Circulation and Establishing Trade Marks May Be Transferred from Expense Account to Surplus Account

TREATMENT of good-will for purposes of taxation is in some phases largely a question of accounting. In my opinion, a trade mark that has been established and made valuable by advertising and circulation that has been acquired by a newspaper constitute good-will and are intangible assets," said Martin Saxe, of the law firm of Morris, Plante & Saxe, 27 Pine Street, to EDITOR & PUBLISHER.

"The trouble now seems to be that money expended in creating the value of a trade mark by means of advertising, and in gaining circulation for a newspaper, has been charged in the expense account. Had the funds so expended been charged to the surplus account, covering any period prior to March 3, 1917, they would have constituted surplus and so would be invested capital.

The Benefit of Such Capitalization May Be Obtained

"In the absence of accounts kept thus, there is one thing holders of good-will in the shape of trade marks or circulation can do. When they make their excess or war profits tax returns they may state that certain expenditures have been made in developing their good-will, which were charged to the expense account, and ask for a constructive capital. That is, when a concern has not charged money spent in development of good-will to the capital account, but to expenses, and is yet able to show that by this method of accounting it is placed at a disadvantage in its calculation of invested capital for excess profits taxation and war profits taxation, in comparison with other concerns which have capitalized the money spent for good-will, it may make such application to the Commissioner of Internal Revenue, under Section 327 of the 1918 Revenue Act, before final determination of the tax. While it is possible that the way to this will be open until the final tax payment is made, it is best for a concern to make such application immediately upon filing its tax report.

"There are two kinds of levies—income taxation and excess profits and war profits taxation—in which the item of good-will enters for consideration. With respect to income taxation, the increasing value of good-will is not income until the item has been disposed of.

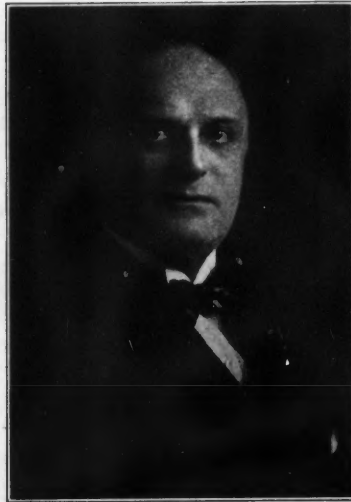
Cannot Appreciate

"In respect of excess profits taxation and war profits taxation, good-will is an intangible asset that can only be used as an item of invested capital within the limits presented by the Revenue act and the regulations under it. I quote:

"Good-will is an intangible asset subject neither to appreciation nor depreciation in so far as taxable income is concerned. The conversion of good-will into any form of asset other than cash or its equivalent does not constitute income," and (Art. 136, Reg. 33, Jan. 5, 1914). 'Good-will represents the value attached to a business over and above the value of the physical property, and is such an entirely intangible asset that no claim for depreciation in connection therewith can be allowed.'

"Again, Article 167 of the regulations says: 'Good-will represents the value attached to a business over and above the value of the physical property, and is such an intangible asset that it is not subject to wear and tear, and no claim for depreciation in connection therewith can be allowed. Any loss resulting from or on account of an investment in good-will can be determined

only when the property or business is sold or disposed of, in which case the profit or loss will be determined upon the basis of the value of the assets including good-will if acquired prior to March 1, 1913, or their cost if acquired subsequent to that date.'



MARTIN SAXE

"That it is permissible to capitalize good-will has already been decided, as is apparent in the following query and its answer. The question was asked by Parker, Davis & Wagner, of New York, and was answered by Deputy Commissioner L. F. Speer on July 23, 1917. The query was:

"A domestic corporation having an authorized capital stock of \$100,000 increased the same to \$200,000. The stock is paid for out of surplus shown on the books amounting to \$50,000, which surplus was earned prior to March 1, 1913, and by the creation of a good-will of \$50,000. A stock dividend of 100 per cent. was declared and paid to the stockholders by issuing to them one share of stock for each share held by them. In reporting their net income for the year 1917, will the stockholders be required to report as income the 100 per cent. stock received?"

"Mr. Speer's answer was: 'So far as concerns the stock dividend issued against the valuation of good-will under an appraisal made either before or after March 1, 1913, an issue of stock of this nature will not be taxable to shareholders as a stock dividend, since it does not represent a distribution of the earnings or profits of the corporation. Since, however, such stock represents a gain or profit to the shareholder over

(Continued on Page 46)

ILLINOIS

Advertising is the Attitude of Business that Precedes

The Pounce

ALL fear and hesitancy, all doubt and quibbling anent the advertising potency of ILLINOIS NEWSPAPERS are banished to the four winds by the well-ballasted NATIONAL ADVERTISER, who crowds on the canvas of his business ship and sails a straight course through these largely read publications.

Business connections which did not before exist usually follow such a procedure.

The sun shines prosperity in Illinois, the winds blow blessings, the waters bear affluence and the farms flourish as never before.

The channels of trade are crowded.

There are over six million successful people in the state, with four times six million wants every week, from a tube of tooth-paste to a touring car.

The Advertiser using these Illinois Newspapers gets first chance to make sales.

Illinois is the greatest food-producing state in the Union. Science and modern machinery are working wonders on her 251,872 farms.

Her farmers are liberal spenders.

Many of them read ILLINOIS STATE NEWS-PAPERS to the exclusion of all others.

But aside from her rich farms, Illinois is making money in other ways—packing industries, railroads, coal, pig iron and grain—having the largest grain market in the world.

If You Would Tap One of the Best Selling Sections in the United States, TAP While the TAPPING is Good.

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,021	.04	.04
Bloomington Pantagraph (M)	16,870	.035	.035
Champaign Daily Gazette (E)	4,338	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	305,230	.32	.28
*Chicago Herald-Examiner (S)	542,216	.53	.46
Chicago Journal (E)	112,668	.24	.21
Chicago Daily News (E)	373,112	.43	.43
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	13,966	.0325	.03
Elgin Courier (E)	8,193	.02	.02
Moline Dispatch (E)	10,213	.03	.03
Peoria Star (E)	22,738	.045	.035
Quincy Journal (E)	8,909	.025	.025
Rockford Register-Gazette (E)	12,514	.03	.03
Sterling Daily Gazette (E)	5,195	.017	.017

Government Circulation Statements Oct. 1st, 1918.

*Publisher's Statement.

ALL JOIN IN HONORING JAMES KERNEY

From President Wilson Down, Everybody
Agrees That No One Rendered Greater
War Service Than the Trenton
Times's Fighting Editor

New Jersey friends—and they range all the way from the highest in the nation to humble and enthusiastic admirers among old shopmates—have been giving a round of testimonial banquets and dinners in honor of James Kerney, editor of the Trenton Times, who spent



JAMES KERNEY

last year overseas as Director of American Information. Some remarkably handsome tributes by statesmen, soldiers and churchmen of various denominations have been paid to Mr. Kerney. Very fine expressions have come from both General Bliss, who is now a member of the Peace Mission, and General Pershing on the splendid work done by Mr. Kerney and on the cooperation given in all matters pertaining to the American Expeditionary Forces.

To the New Jersey Legislative Correspondents' Club and the Trenton Press Club, which held a joint celebration, President Wilson sent this gracious message: "I would like to be present at the dinner to Kerney and to join in your greetings to him. Please give him my affectionate regards and say how glad I, too, am to have him home again, after his very successful service on the other side."

Has Fought Evils for Years

And the President's Secretary, Joseph P. Tumulty, also a Jerseyman, made this declaration: "The service of Jim Kerney in France and throughout Europe in spreading the gospel of the Allies was brilliant and the manifestation of its effectiveness, behind which there was the driving force of a winning personality, is to be found on every hand. No man rendered more unselfish and distinguished service to that cause and no one brought to the President during the tragic hours of March, 1918, information of a more valuable and useful character."

Mr. Kerney went to France in the gloomy days of February, 1918. The newspapers containing the announcement that, following a conference with President Wilson at the White House, the Trenton editor was going overseas, carried the story of the sinking of the *Tuscanian* off the Irish coast, and the atmosphere was a bit dismal. But there

was no surprise in New Jersey over Kerney's going; he had been fighting all kinds of public evils for a dozen years and the great financial and social magnate of Trenton had once given a statement to the press, setting forth that Kerney should be tarred and feathered and driven from the community because of the aggressive battle that the Times had put up for better trolley service. That, however, is all another story.

With President Wilson and Generals Pershing and Bliss testifying to the effectiveness of his work in Europe as a propagandist, little more need be said. He served overseas without pay and when the end came, or was near at hand, he slipped quietly back home, where he has once again resumed the editorial direction of the Times.

In reply to a suggestion that he should write something about the publicity work in Europe, Mr. Kerney said: "The only really worth while propaganda that went over the enemy lines was the American soldier at St. Mihiel; he not only put the fear of God into that wonderful German Army, but he rocked the whole German Empire. That was the beginning of the end. Compared with the work of the soldier, everything else that was done over there falls into the pigmy class. And yet, when you read some of the accounts of the war, you rather feel that about everybody has a press agent but the fighting doughboy."

There is nothing of partisanship in the testimonial dinners that have been given to Kerney. Governor Stokes, recognized as the spokesman of the Republicans of New Jersey, sized up the situation when he declared that the editor was "a man with whom one may disagree, and yet admire, a man with whom we may differ even to contention, and yet appeal to with assurance and confidence in our hour of trouble."

Objects to Joint Tax Printing

PORTLAND, Ore., March 9.—The Marshfield Times, the Marshfield Record and Lew A. Cates, former publisher of the Coquille Sentinel, have been made defendants in a suit filed by the district attorney of Coos County to recover \$9,337, alleged to have been overpaid the three papers for publication of the delinquent tax list of Coos County. It is charged that the papers entered into an agreement whereby the delinquent roll was printed in the Coquille Sentinel and the profits were shared by the three newspapers.

Blair Returns as Managing Editor

NEWCASTLE, Pa., March 9.—Lieut. Cecil Hugh Blair of the Tenth Infantry has assumed the managing editorship of the Herald, which he left as city editor at the outbreak of the war. He has already instituted a new sporting page, a woman's page, a financial page and a closing stock edition. It is his plan to augment the working staff of the Herald and to add to the mechanical equipment so that a real metropolitan daily will result.

Old Texas Newspaper Files

AUSTIN, Tex., March 10.—The Littlefield Library of the Texas Christian University here has received some valuable newspaper files recently. Among them are the Dallas Herald from 1878 to 1885, the Dallas Morning News files from 1885 to the present date, 110 volumes; the New Orleans Picayune from 1850 to 1867, and Flake's Commercial Chronicle, Volume 1, from March, 1866, to March, 1872.

NEWS PRINT HEARING MARCH 21

Publishers Needed More Time to Prepare
Their Case

WASHINGTON, March 12.—The hearing before the Federal Trade Commission on the question of newsprint prices for months prior to December 27, 1918, the date of the publishers' application for reconsideration of April-July prices, will be held on Friday, March 21.

The hearing was to be held to-day, but it was postponed for a week at the request of Guthrie B. Plaute, attorney for the publishers, who desired more time in which to prepare his argument.

Daily Papers in Canada to Advertise

TORONTO, March 10.—The daily paper section of the Canadian Press Association will shortly embark on a campaign to advertise, through the columns of the daily press of Canada, the value of daily paper advertising. Details of the campaign have not yet been worked out, but it is expected that it will start about May 1, and will be of a most effective character. M. R. Jennings of the Edmonton Journal, chairman of this section, is taking a personal interest in the proposal.

Fines and Rewards for Accuracy

DENVER, March 9.—The Denver Post editorial department has adopted a system of fines and rewards to insure accuracy and alertness on the part of the reportorial staff. For each name misstated in a news story the reporter responsible is docked \$1. At the end of the week the combined fines are turned over to the single reporter who is adjudged to have turned in the biggest news tip of the week.

Syndicate Buys Toronto News

TORONTO, March 14.—The News has changed ownership, passing into the hands of a syndicate, of which C. W. McDiarmid is general manager. He was formerly advertising manager of the paper. Mr. McDiarmid is not yet ready to make a statement regarding the reorganization, except to say that plans are being made to rejuvenate the property.

Did Not Censor League of Nations News

Government officials deny the French charge that they censored dispatches to prevent the French people from learning of the opposition in Congress to the proposed League of Nations.

In the Past Three Months

The St. Louis STAR GAINED

AN AVERAGE OF
114%
IN
National Advertising

Over the Same Period
a year ago.

-don't say "Paper"
Say "STAR"

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

**BRITAIN AND FRANCE
WELCOME UNITY**

(Continued from Page 9)

"J. St. Loe Strachey, owner of the Spectator, which dates back to the time of Addison, has given us a most interesting article for the International Edition. In his own masterly style he shows what can be done through the editorial columns of newspapers for the benefit of the public. He has already shown what one publisher can do in his own private person, since he gave up his home to be used as a hospital for wounded soldiers returning from the fields of battle.

"Peculiarly fitted to appreciate the immense advantage of the International Edition is our old friend Paul E. Derrick. Mr. Derrick is an American by birth and a citizen of this country, having never given up his allegiance nor sacrificed his birthright, though he has been in England for twenty-two years, where he has conducted a first-class advertising agency. That he does welcome the project he left no doubt in my mind. The same is true of George W. Kettle, managing editor of the Dornand Agency of London, who represents fifteen of the foremost among American newspapers, and W. S. Crawford, who met me with a 'welcome from a sympathetic mind,' as he expressed it, and one that fully believes in a closer community of the business interests of the two great nations.

"In the provinces the first to fall in heartily with the views of the London editors was Sir Charles Stormer, owner of 'The Big Three,' as they are known in England. His interests are headed by the Sheffield Daily Independent and cover eight other publications. Sir Charles is referred to as 'The Northcliffe of Provincial Journalism.' He eagerly assisted me, and besides called upon his directors to support and further the project of an International Edition.

Ireland Comes In

"Old Ireland, too, put its shoulder to the wheel to push along the good work of cooperation of publishing interests. W. T. Brewster, of Independent Newspapers, Ltd., Dublin, welcomed it as a great factor for benefit to his country. 'Ireland's trading account in 1915,' he said, 'reached almost \$1,000,000,000. Today, at the end of the war, her estimated business is at the rate of \$1,500,000,000, and everything points to bigger and better business in the future.' Quoting Lord Northcliffe, Mr. Brewster said of Ireland: 'It is one of the finest undeveloped business propositions in the world.' He sees much advantage to Ireland in this plan of cooperation.

Paris Welcomes Idea

"In Paris I found all the journalists eager for cooperation between the press of France and America. Paul Dupuy, for instance, owner of the Petit Parisienne, who feels much Americanized because he married an American girl, accorded me a warm reception and hearty aid.

"Stephane Lauzanne, editor-in-chief of Le Matin, probably the most influential editor in France, is too well known to readers of EDITOR & PUBLISHER to need a description. What he thinks of the plan for bringing journalists of the Allied countries closer together is obvious in the letter he wrote to me. He said:

"I have always been somewhat skeptical about the League of Nations, but I am not skeptical at all about a League of Newspapers.

"I therefore enthusiastically endorse the idea of EDITOR & PUBLISHER to publish an International Edition, which will be the true prologue of a League of Newspapers."

"In France and in England alike it is believed that the coming International Edition of EDITOR & PUBLISHER will go far towards cementing a strong friendship between those countries and America. Paul Tyner, with whom I left my work after my brief visit to the French capital, has already sent word that twenty-five or more French publishers have met the project with enthusiasm and will be represented in the International Edition."

HELLMAN BACK IN KANSAS CITY

Other Changes Made on Post's Editorial and Business Staffs

KANSAS CITY, Mo., March 10.—John Hellman, former assistant sporting editor of the Post, who was sport editor of the Camp Funston Trench and Camp, is back on his old Post job. Paul C. Hardman, who acted as sport assistant, is now courthouse reporter. Emmett J. Cronis, courthouse reporter, is now a general assignment man. M. L. Mars, for two years Post police reporter, is now doing general assignments, and William Secrist, back from military service, is the new police reporter.

J. R. Winter, advertising manager, has increased his force by adding to it Walter McBee, A. C. Finch, Jack Stream, Miss Maude Johnson, Alberta Welch, Joseph Glynn, and Lillian Pratt.

Newspapers Get Audits

CHICAGO, March 8.—A. B. C. reports have been issued to the following newspapers: Alpena (Mich.), News; Anaconda (Mont.), Standard; Canton (Ill.), Daily Ledger; Canton (Ill.), Register; Houston Chronicle, Houston Post, Northampton (Mass.), Gazette; Owensboro (Ky.), Inquirer, Owensboro Messenger; Wilmington (Del.), Every Evening, Wilmington News; Winona (Minn.), Independent, Winona Republican-Herald, Youngstown (Ohio), Telegram, Youngstown Vindicator.

Victory Loan Opens April 21

WASHINGTON, D. C., March 12.—It was announced to-day that the Victory Loan drive will open on Monday, April 21, and will end Saturday, May 10. The amount of the loan and the rate of interest have not been decided upon.

Type Machine Inventor Dead

BALTIMORE, Md., March 12.—John E. Hanrahan, one of the inventors of the linotype and other typesetting machines and devices, died here to-day, aged fifty-nine years. The compositype was another invention of his.

W. R. Emery Dead

CHICAGO, March 13.—W. R. Emery, former president of the Advertising Association and for many years Western representative of Everybody's Magazine, died this morning.

Merger in Dixon

Dixon (Ill.) Leader was consolidated with the Telegraph on March 8.

When your temper is playing off-side, take a piece of paper and write down: "I have a grouch, because ——" and then notice how unimportant the reason is.

New Jersey

A Big Little State

New Jersey, with its 7,525 square miles, looms up pretty small on the map, especially when compared with Texas, say, with its 265,896 square miles.

Texas is over thirty-five times as large as New Jersey—in square miles—and about twice as large in population.

Thirty-five times as hard to cover with road men and the selling possibilities about double.

Hudson County, New Jersey, with 65 square miles—the smallest county in the state—is the home of 575,000 people. Hoboken is in Hudson County.

Essex County has 575,000 people. Newark is in Essex County.

And other counties in this big little state go to swell the population to 3,000,000 busy, prosperous, merchandise - buying folks whose trade is immensely valuable.

These people read home newspapers, and the list herein attached can do great work for national advertisers who want markets in this great big little state of New Jersey.

Paper	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,360	.0225
Atlantic City Press (M) Union (E)	14,793	.0350
Elizabeth Journal (E) (A.B.C.)	17,445	.04
Hackensack Record	5,072	.0178
Hudson Observer (Hoboken)	43,400	.07
Passaic Herald (E)	7,302	.0178
Passaic News (E)	8,009	.0215
Paterson Press-Guardian (E)	12,500	.03
Perth Amboy Evening News (E)	8,025	.0214
Plainfield Courier-News (E)	7,495	.0215

EDITORIAL

EFFICIENCY IN PRODUCING.

IN his brief in behalf of the "factory idea" for newspaper homes in last week's issue of **EDITOR & PUBLISHER**, Jason Rogers sounded a note of admonition which deserves more than passing consideration. He said:

"American business is on a new basis since the great world war, and it looks to me as if those who have traffic with us or with others are going to check us up regarding our efficiency in producing what they want at fair prices consistent with fair profits."

Jason Rogers has uttered many striking and wholesome truths about the business of publishing newspapers. It is doubtful, however, whether he has ever written anything more significant than the paragraph quoted. For it goes to the fundamentals of the matter.

If advertising space in a newspaper were still considered as an intangible something, too vague in its nature to permit of any standard of appraisal, it might be sold on the old plan—under which the purchaser closed his eyes and hoped for the best! But we are already on "the new basis." And that means that advertising space in a newspaper is subject to rather definite valuation—that it is possible to analyze "producing costs" in regard to advertising space and to condemn policies which inflate these costs and in turn boost the selling price of the product.

A newspaper is more than a manufacturing proposition, of course. It is an institution doing a manufacturing, wholesaling, jobbing, and retailing business. For the convenience of the public it is obvious that accessible offices should be maintained for both the classified advertising and the editorial departments—offices so centrally located that the time of patrons may be conserved. But the manufacturing end of the business, the wholesale distributing, etc., are necessarily better served by a factory location not too remote from freight depots and postal facilities. The problem of keeping units of a plant in close touch, even though scattered in different sections, has been solved in New York by Mr. Hearst, who is still getting along without the big newspaper home which the people have so long anticipated that he would build.

This theme on which Mr. Rogers has written so convincingly is a live problem for all publishers and will have increasing consideration in the period of business development upon which we are entering.

HOWARD DAVIS, who assumes the business management of the New York Tribune on March 18, carries with him to his new sphere of activity the cordial good wishes of a list of friends as long as any man in the newspaper field could muster. In the ten years during which he has figured so big in the Hearst organization he has established a reputation for result-getting which places him in the very forefront of advertising men. If a straw vote could be taken among the agency men, space buyers for national advertisers, and business office men of the New York papers, it is a safe prediction that he would be pronounced the best advertising salesman in New York. He wins confidence in the process of winning business. That he will justify, on the Tribune, the high expectations held for him because of his great record on the Hearst papers is assured.

AN evidence of the swing of the pendulum back towards business activity on peace time lines is found in the statistics showing the increased advertising lineage in the newspapers of three dozen of the larger cities of the country for the first two months of 1919 as compared with the same period of 1918. This information has been secured by **EDITOR & PUBLISHER** from newspapers in cities ranging above fifty thousand population. The figures show an encouraging increase in the volume of national advertising going to the newspapers—a barometer of the nation's business conditions which is unfalling.



THE RAILWAY MAIL SERVICE

THERE are few occupations in which men are put to the test more relentlessly than in the daily routine of a railway mail clerk. These men become master workmen only after years of devotion to a task which carries with it only moderate money rewards at best, yet which exacts from each of them the sacrifice of the boon of a regulated scheme of life.

The service calls for men of native intelligence, plus education; of concentration on the work in hand; men who ignore almost entirely the element of personal comfort; who are capable of working at high tension without losing their heads; men physically fit; men with fine memories—men of character.

Obviously, this service should be one in which fitness is rewarded by appreciation and in which everything possible is done to assure the creature comfort and the peace of mind of the workers. The railway mail clerk should earn a good salary from the first—for only high class men should be selected for the service. The salary should mount at reasonable intervals through the years in which faithful service is rendered.

Obviously, while discipline is essential, autocratic rule, domineering methods, should be entirely eliminated. It is claimed that the loss of man power through the demands of the war did not amount to so much as the loss occasioned by resignations due to the treatment accorded the men. In the army of men employed—in the neighborhood of nineteen thousand—will be found, always, a high proportion who chafe under a system which accords to them such treatment as common menials receive. Men of high spirit resent petty official tyrannies. This, we are assured, is the underlying cause for the breakdown of the Railway Mail Service during the war. "Efficiency and Economy," denominated the twin E's in the service, are charged with responsibility for this demoralization, this loss of morale, in the army of workers.

The "efficiency" aim has been frustrated through the adoption, it is widely charged, of "slave-driving" methods with the workers. The "economy" aim, which led to the adoption of the space basis instead of the weight basis, narrowed the working facilities on cars, thus adding to the hardships of the clerks.

That changes in the organization have been frequent is shown by the fact that of fifteen divisional superintendents in the service on March 4, 1913, only one now remains. If their successors were selected because of their superior qualifications, the fact is not attested by the results—for it is generally conceded that the service is far less efficient than formerly.

We shall have an efficient Railway Mail Service only when we pay for and secure men of capacity, making the service one to attract and hold such men, and when we realize that the American people want the best possible mail distribution, irrespective of the earnings, profits or losses of the department.

THE FOUNDATION

OUT of the war will come one family reunion of vast portent to the world—the restoration of cordial friendship between the two branches of the English-speaking peoples. This reunion is well under way. Our British friends of the press have entertained several delegations of American newspaper men as their guests in England—the British and American correspondents at the Peace Conference presented a united front against the policy of a stifled press—and now we are having the pleasure of entertaining and of getting better acquainted with such Britons as Philip Gibbs.

Charles M. Lincoln, managing editor of the New York World, returning from the Peace Conference, said, in **EDITOR & PUBLISHER** of last week:

"There is a very good feeling between the American and British correspondents. They have respect for each other, recognizing each other's good qualities and appreciating each other's methods for the constituencies they serve."

This "very good feeling," this respect based upon understanding of each other, is a foundation stone in the new structure of world peace and progress which we are starting to build. When the newspaper men of the British Empire and of the United States hold to the same ideals and work to common ends, the peoples of the great Empire and of the great Republic will make common cause on all fundamental world policies.

Meville E. Stone has expressed the belief that even more important than the League of Nations is a league of the press of all free countries. It is certain that the success of the great league would depend in great measure upon the support of the world's public opinion, guided and moulded by a free press.

THE LIGHT SPREADING

MERCHANTS of Pawtucket, R. I., acting through their association, have decided to discontinue the use of trading stamps on April 1. These merchants explain, in a statement, the reasons for their action. First, the United States Supreme Court decided, in the test case involving the Washington law, that States had the right to tax trading stamps out of existence. (It will be recalled that Justice McKenna's memorable decision excoriated the trading stamp evil mercilessly, asserting that it had much in common with the lottery lure.) Second, the Pawtucket merchants contend that trading stamps encourage scheme merchandising rather than sales plans based upon quality products. Third, trading stamps do not lower selling costs, as display advertising does through increasing the volume of sales, as there still remains the same trading stamp charge on each article sold.

These three reasons were ample, and should influence merchants elsewhere. But the Pawtucket merchants also point out that the stamp lure encourages wasteful buying on the part of some, while taxing others for a supposed benefit never realized. The New York Times Annalist is quoted as saying that, in 1914, out of a hundred million dollars' worth of stamps and coupons and premium devices sold, only one-tenth were redeemed.

Believing that they are acting for the welfare of the people, in keeping with the wishes of the Government, and in the knowledge that they can give to the public better values and better service without stamps, these Pawtucket merchants have produced their new declaration of independence. Thus the work of **EDITOR & PUBLISHER**, carried on for the purpose of educating the publishers—and through them the local merchants—to the menace of the trading stamp, to its false pretensions to rank as legitimate advertising, bears a steady measure of fruit. In the new day, the day of doom for dubious and devious devices of trade, the trading stamp should find its logical fate—complete elimination.

EVERY newspaper can afford to participate in the "buy it now" campaign which the Department of Labor has started.

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

London: Charles Capehart.

Paris: F. B. Grunds.

Toronto: W. A. Orvalok.

Chicago: D. F. Cass.

San Francisco: Geo. E. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

Philadelphia: John B. Garaghty.

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

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PERSONALS

IN THE EDITORIAL LOOM

Frank P. Glass, editor of the Birmingham News, was one of the leaders of the Alabama contingency at the Congress of the League to Enforce Peace.

Charles H. Grasty, treasurer of the New York Times and European correspondent for that paper during the war, is home for a brief stay.

Lowell Thomas, foreign representative of the New York Globe, is home from duty with General Allenby's army in Palestine.

J. W. Daffoe, editor of the Winnipeg Free Press, who has been attending the Peace Conference on behalf of the Department of Public Information, Ottawa, has returned to Canada. Mr. Daffoe was attached to the Canadian delegation and his cables dealt with the proceedings from the Canadian standpoint.

William Banks, Jr., news editor of the Toronto Globe, who has spent the last three months in London and Paris, in the interests of his paper, arrived back in Toronto last week.

James Simpson, one of the most prominent writers on labor subjects in Canada, has resigned from the staff of the Toronto Star to devote all his time to the various enterprises of the Labor Educational Publishers' Ltd., including the editorial management of the Industrial Banner.

G. H. K. Mitford, formerly editor of the Toronto Sunday World and past president of the Toronto Press Club, has established the Service Bureau, which undertakes publicity work of all sorts.

James W. Collins, of the news room of the Providence Journal, who was ill with pneumonia for several weeks, is out of the hospital and back at his desk.

Charles Lanning, who has been in New York doing free lance work for some time, has joined the Providence Evening News as artist and photographer.

Walter S. Ball, who was in Europe writing special war stories for the Providence Sunday Journal, of which he is editor, has returned to his desk.

Mack P. Cretcher, former editor of the Sedgwick (Kan.) Pantagraph, and Mrs. Cretcher will return to the Philippines, where Mr. Cretcher is assistant director of agriculture, after spending six months' vacation in the States.

Albert T. Reed, of Topeka, formerly staff artist for the Kansas City Journal, has been named director of pictorial publications of the Republican National Committee, with headquarters in New York city. He will take charge March 20.

R. H. McCaw has quit the Atlanta Georgian city desk and has gone to the New York Globe. He is known in newspaper circles of Kansas City, Denver, St. Louis, and New Orleans.

L. A. Hoskins has joined the staff of the Atlanta Georgian as assistant managing editor. He has worked in Tacoma, Wash., Los Angeles, and San Francisco.

Cranston Williams, former editor of the Americus (Ga.) Times-Recorder and for more than a year a lieutenant in the army, has been appointed private secretary to Senator Harris.

F. T. Ranney, formerly night city editor of the Minneapolis Morning Tribune, is now on the copy desk of the St. Paul Daily News.

S. E. Macmillen, a former newspaper man, who was recently released from

the navy, is now business manager of the new symphony orchestra recently organized in New York. He has been with the Springfield (O.) Democrat, Cincinnati Post, Chicago Evening Journal, New York Evening Telegram, and the Evening World.

Peter D. Vroom has become editor of the Mansfield (Ohio) Shield.

Edward Danforth is back with the Atlanta Georgian after naval service. He has learned several new trades, including ditching and laundering and the gentle art of stevedoring.

Frank H. Beck, whose clever sketches appear on the automobile page of the New York Tribune, is a private in Base Hospital No. 93, A. P. O., 752 Cannes, France.

André Buboscq, an editor of Le Temps, Paris, has been in the United States en route home from his post as attaché of the French legation in Peking, China.

John E. Green, Jr., former reporter and city editor of the Houston Post, has resigned as U. S. District Attorney at Houston because of differences of opinion over the Government's new 'phone rate orders.

Lieut. Harry M. Grayson, of the Marine Corps, has returned to the Portland Oregonian. Other soldiers who have resumed their duties there are Lieut. Jerrold Owen, James Olson and James Cassell.

A. William Friese, owner of the Milwaukee Daily Trade Review, is editing the market page of the Wisconsin News.

George D. Myers, assistant market editor of the Indianapolis News, has changed to the staff of the Daily Commercial.

Harry Jenkins, former manager of the International News Service bureau at Atlanta, Ga., has returned to the Indianapolis Times.

William MacLeod Raine, author of a long list of Western novels, has resigned from the staff of the Denver Times, deciding that fiction and journalism cannot well be mixed together.

Chester T. Crowell, staff correspondent for the Dallas-Galveston News, has resigned to become publicity director for the West Texas Chamber of Commerce at Stamford.

John C. Watts, hitherto on the copy desk of the Chicago Tribune, has just been made managing editor of the Rockford (Ill.) Bulletin.

Miss Bertha Hempstead, for several years society editor of the Topeka (Kan.) Journal, has been appointed to the business unit of the Y. W. C. A., and will shortly leave for her work in France.

Herbert H. Ryan, assistant city editor of the Milwaukee Sentinel and for several years previously dramatic editor of the Daily News, has become dramatic editor of the Leader.

Eric C. Hopwood, managing editor of the Cleveland Plain Dealer, called for Europe recently with a delegation from the Cleveland Chamber of Commerce. Their object is to create more business in England and continental Europe for their city.

Robert E. Ramsey is the new editor of Advertising and Selling (Advertising News), New York.

IN THE BUSINESS OFFICE

Major Robert McLean, U. S. A., retired, has returned to his post in the publisher's office of the Evening Bulletin.

Kirtland Allen Wilson, financial writer and authority, has joined the staff of the New York Commercial as

assistant to the president, Russell R. Whitman. Mr. Wilson has been with the Brooklyn Eagle, New York Herald and edited Financial America, besides having done special analytical work for the American Bankers Association, and written many special articles on finance and business. For the past year he has been with the Y. M. C. A. National War Work Council.

Charles S. Sherwood, manager of the special advertising department of the Chicago Herald and Examiner, will become assistant advertising manager of the New York American on April 1. His successor is Crawford Head.

Mrs. Helen Rogers Reid, advertising director of the New York Tribune, has been elected secretary of the Tribune Association, succeeding Richard H. Lee, who has resumed direction of vigilance work for the A. A. C. A.

W. H. Johnson, manager of the New York Tribune Syndicate, is carrying his arm in a sling as the result of an argument with his motor car.

C. W. Beaver has succeeded Harry Casey as advertising manager of the Atlanta Georgian.

U. S. G. Welch, formerly with the Philadelphia Public Ledger, is now with the New York Tribune, handling the "food stuffs" classification.

Harry H. Kentor, late country circulator for the Washington Times, has become circulation manager of the Altoona (Pa.) Times.

Arthur Elliott Sproul has left the New York American to become manager of financial advertising for the Sun.

Fred Kingsbury has been made assistant State editor of the Cleveland Plain Dealer. He was formerly on the copy desk. The State editor is Fred Charles.

WITH THE AD FOLKS

Miss Mary E. Ellis has been elected chairman, Miss Lucy C. Thayer vice-chairman, and Miss Catherine Mahool secretary of the woman's department of the Baltimore Ad Club.

C. White Rosevear has succeeded W. Lane Dlig on the staff of the Dorland Advertising Agency, Atlantic City, N. J. A. A. Schell, of the Schell Music Club, has been elected president of the new Chico (Cal.), Ad Club.

Capt. L. H. Stevens has joined the Chambers Advertising Agency, New Orleans.

Lieut. Thomas M. Webster, of the 353d Infantry, a St. Louis advertising man, was wounded October 23 by a high explosive shell, both legs being broken below the knees. He is recovering and is about to return to the United States. Lieut. Webster was formerly advertising manager of the Koken Barber Supply Company, St. Louis.

Russell E. Smith, formerly on the telegraph desk of the Cincinnati Enquirer, has joined the Blaine-Thompson Advertising Agency, Cincinnati, as a copy writer.

E. A. Wright has been appointed advertising manager of the Bemis Brothers Bag Company, St. Louis.

Otto C. Boggs, formerly assistant advertising manager of the Lowe Brothers Company, Dayton, Ohio, has been made advertising manager of the Campbell Glass Paint Company, St. Louis, succeeding Joseph P. Licklider, who now is with the D'Arcy Advertising Company, St. Louis.

John D. Pursell, formerly advertising manager of the Ford Manufacturing Company, is connected with the Ross-Gould organization, St. Louis.

Major Edward J. W. Proffitt, formerly a Providence (R. I.) advertising agent, has been detailed a member of the General Staff Corps for the period of the existing emergency.

Charles McDougall Pallen, who was automobile editor of the New York Press and on the foreign advertising staffs of the New York Evening Journal and the Evening Mail, is now with J. P. McKinney & Son, special representatives, New York, after returning from overseas K. of C. service.

Lieut. Russell Gomez has returned to the Graphic Newspapers, New York, as Eastern manager in charge of rotogravure advertisement development work east of Buffalo and Pittsburgh. John J. Mehlem, of Chicago, will be Western manager.

Ned Hastings has been re-elected president of the Cincinnati Ad Club.

Paul E. Kendall, formerly with the Ferry-Hanly Advertising Agency, has been made advertising manager of the Long-Bell Lumber Company, with headquarters in Kansas City.

George B. Sharpe, president of the Advertising Club of New York, addressed the Junior Advertising Club last evening on "Selling the Farmer."

The Santa Barbara News Has Signed A Contract For The Haskin Service For One Year.

INLAND PUBLISHERS PREPARING FOR BIG FUTURE PROBLEMS

Recent Convention Brought Out Many Valuable Suggestions—
Post Office Service Resented—Alliance with A. N. P. A. as
Sectional Body Considered, but Not Acted Upon.

OWING to the heavy demand for space in the recent issue of *EDITOR & PUBLISHER* containing the report of the Inland Daily Press Association's annual meeting in Chicago, considerable detail of the discussions on important newspaper and advertising matters was held over for future publication, being in the nature of general current interest.

Speaking of the meeting to *EDITOR & PUBLISHER*, one member said: "The one thing that impressed me more during the convention than any other was the close attention paid to every word of the proceedings. There was not that restless shifting back and forth, leaving the room and coming back, smoking, laughing, that is so often the case, especially in the back end of the room. Every newspaper man wanted to get onto his feet during the general talk to tell how much he had gotten out of the meeting and the previous meetings.

Proper Church Ads Pay Big Dividends

"The opinion was generally expressed that they got more than their money's worth. The way the money has been flowing in at increased dues since the bills were sent out several days ago is most gratifying."

One very liberal minded publisher related his experience during the past six weeks with a prominent church in his city of 40,000 people. Very few of the churches do anything more with him than to take the free eight or ten line notice which is printed Saturday. One church employed an advertising writer who is really good at the work. It started out by using thirty and forty inch displays in the three papers of the town every Saturday. New cuts were made of the pastor and of the ushers and others who would extend a welcome.

Putting Money Into Their Papers

One cut was used each Saturday and the ad man wrote some right good copy. His experience up to date is that the morning service has increased 50 per cent. in attendance and the evening service has doubled. The extra receipts (plate) have more than taken care of the advertising expense.

All shields were up when any one dared to suggest premiums for subscriptions. The cut rate subscription and premiums are pretty much weeded out of the Inland, although there are a few that are still indulging. One publisher said: "The checking up which we have had on these papers shows that they have made no gain in the last year. The Inland members, as a rule, believe in putting the money into the paper sufficiently to make it sell on its merits."

Many members personally expressed themselves as having every assurance that subscription lists will be kept up this year without undue solicitation and that advertising is going to be better, judging from the earnings in January. The impression was that each month this year will show a gain over the same month last year.

Plan for A. N. P. A. Affiliation

One of the oldest and most able Inland members addressed the meeting very forcefully on the subject of cooperating with the A. N. P. A. President A. W. Peterson also emphasized this in his opening remarks.

The member referred to gave a very strong argument in favor of the A. N. P. A. approaching the Inland in such a way as to bring it in as a sectional body, permitting the meetings in Chicago to be continued as they are now. This was not new, of course, as it had been talked before, but it was so forcibly stated and in line with the

progressive spirit prevailing that it was looked upon favorably by many in attendance, although the others did not discuss it publicly. The matter was dropped without any action by the convention.

President Peterson's idea, as stated to the convention, is that publishers should learn to "demonstrate" their newspapers, just as manufacturers of coffee and cocoa and other products demonstrate their wares. "We can match them in that we are willing to give several sample copies as a taste of our product, but we are not willing to send our product for weeks free in order to convince, any more than the manufacturer of coffee is willing to supply residents of this city with coffee for a period of time without charge," Mr. Peterson declared.

How to Demonstrate Newspapers

"I believe thoroughly in 'demonstrating'; I have practiced it for many years, and after training my travelling agents to become thoroughly posted in the reliability of the news and general reading matter, I find they are off like race horses with a line of talk which demonstrates and wins.

"To be sure, we have our men come in contact with competitors, one or two in our own neighborhood, who are giving away farm papers and knickknacks of every kind. This has been going on for the past decade, yet we have kept a circulation that is worth more than the money we ask the advertiser.

"I have weeded out the cheap man who wants to cut corners to get something for nothing, so that we feel that our circulation is on a pure gold basis—100 per cent. efficient for the advertisers.

Only Honesty Pays

"To use my own words, 'We have gotten our maple sugar camp—circulation—in order and the sap is all boiled down to pure sugar.'

"I have spread this propaganda among Inland members for a number of years, and many of them have agreed with me. Those who have not already been practicing along this line have taken it up with great success. Working upon this theory, we do lose some subscribers, but we are making circulation that is worth more per inch per thousand than forced growth, and I believe the advertisers are beginning to recognize this truth. Not all of them will admit it by word of mouth, yet when it comes to signing a contract they make a full confession, as it were.

"I think the majority of Inland members believe most thoroughly that the publisher who thinks he can by trickery

slip something through that is not honest and straightforward is a loser and not worthy of imitating."

One member who was in attendance at the first meeting of the A. N. P. A. a quarter of a century ago stated:

"The big publishers were formerly just as irregular in their habits and business methods as some of us smaller publishers when we began to reform, eight or ten years ago. They have learned through long years of association with their neighbors and competitors that there is some good in them all, and there is ample opportunity to make them all 100 per cent. perfect in business principles. That is what the Inland members wanted to be able to say about those of this Central Northwest organization."

Post Office Inefficiency

No word was heard in favor of repealing the "zone" second-class postal law. Many members did insist that the Inland use its influence to have that law stand just where it is for the present at least. Every one seemed to be looking for relief when a change of Administration comes and they would rather trust the new Administration to handle this postal law than to have it made over by the men who are in power at present.

There was the strongest kind of feeling against Postmaster-General Burleson.

One publisher said: "The Post Office service has been so bad that our newspaper business has lost many thousands of dollars. While we are paying a higher rate for service, we are not getting the service of former years. In our own territory Democratic postmasters are openly carrying many copies of the Democratic paper of the city and handing them out as specimen copies, with the suggestion that patrons of the office take that paper.

"We have made complaints, but complaints have no effect; it is a most deplorable condition of affairs. I have run a Republican newspaper all of my life, but never have I allowed the paper to be biased by politics, nor have I allowed any of my men to approach Republican postmasters for their influence and help. I think the practice of some of the Democratic papers is most reprehensible, and while this underhand work is not injuring us much, it is annoying to me because it is fundamentally wrong.

Zone Principle Approved

"People are more independent thinking than ever before; they believe in justice and right to a greater degree than ever before, and they resent the man who engages in trickery and deceit."

The general belief among the Inland members seemed to be that the principle is right—that the law may not be equitable and entirely fair to all concerned and it should be revised but not repealed; that the paper getting a long haul should pay more for it than the paper taken a short distance.

One of the members related having received figures direct from the research department of the Curtis Publishing Company which showed the Saturday Evening Post had gross earnings of advertising last year of sixteen millions of dollars, and the Ladies' Home Journal's gross advertising earnings amounted to twenty-two millions.

"We know," he said, "that the periodical publications are making money; at least we have every evidence of it. They are making more money than the small daily newspapers proportionately. They deserve to have no advantage

over other publications. It may be that the Post Office Department should be run as a money-making concern; even so, second-class mail matter should be paid for according to service given by Uncle Sam.

"The impression is that the periodical publications feel that they are extremely strong through their organizations, and therefore they have tremendous influence and large funds with which to promote their propaganda for special legislation which will relieve them of work and equitable payment of postage."

Sectionalizing Not Feared

Another member relieved himself with the statement that there is a lot of tommyrot being written and printed throughout the country to the effect that the zone system is going to sectionalize this country. From his viewpoint, this country is too big and too independent to be sectionalized. He thought that if the people in California wanted the Ladies' Home Journal they were willing to pay extra money to get it. They had the money to do this, and there was no complaint among the subscribers, according to his experience as related by different publishers throughout the country.

He asked: "Where has any circulation been reduced on account of the zone charge for postage?" He said: "Apparently most circulations have been increased. There have been instances where papers have been 'put out of business,' so to speak, but they were not well founded. They had no real excuse for existence." The very fact that they were put out of business was ample proof of this, in the opinion of the speaker.

MRS. MARKBREIT SOLE OWNER

Settles Receivership Proceedings by Taking Over the Cincinnati Volksblatt

CINCINNATI, March 8.—Following her petition for a receiver for the Volksblatt, Mrs. Bertha F. Markbreit has taken over the paper as sole owner. She is the widow of Col. Leopold Markbreit, who was for years publisher of the paper. Recently Mrs. Markbreit sued as president of the company and as a creditor for \$13,623.63, advanced to continue the publication. The company filed answer admitting the debt and a chattel mortgage covering it, and Judge Darby gave Mrs. Markbreit judgment for the amount. This offset the purchase price, making the sale merely cover her claim. Mrs. Markbreit sought to have the stockholders contribute to a fund to continue the paper, according to their liability, but this was refused.

Lancaster Examiner Changes Hands

LANCASTER, Pa., March 8.—The Evening Examiner has been purchased by Samuel R. Slaymaker, president of the Slaymaker Lock Company and his son, S. C. Slaymaker. The sellers are Fred A. Achey and W. Frank Gorrecht. Clinton Coffin of Spokane, Wash., will be managing editor, and L. P. Rotherford, late of the Philadelphia Record, will be circulation manager.

Buys Meridian Dispatch

MERIDIAN, Miss., March 8.—Ray F. Frazer, formerly of the South Bend (Ind.) Tribune, has purchased the controlling interests in the morning Dispatch and is now editor and publisher. Mr. Frazer has been a reporter in Chicago, New York, St. Paul and elsewhere.

JONES TO CONTINUE A. B. C. POLICIES

New President of Audit Bureau of Circulations, Long a Director, in Thorough Accord with Manager Clague on All Essentials of Organization's Work

In the course of a letter to EDITOR & PUBLISHER, under date March 7, in which he comments upon his election to the presidency of the Audit Bureau of Circulations, L. B. Jones, advertising manager of the Eastman Kodak Company, says:

"Let me assure you, first of all, that I have no radical ideas to put over, and that I do not feel my responsibilities have greatly increased. After all, the president of an organization such as the A. B. C. is not so different from any other conscientious director, except that he has to wield the gavel at certain meetings and once a year announce that 'we have with us to-night.'

"The A. B. C. is, as it should be, run by its very able Board of Directors, with the live-wire help of its managing director, Stanley Clague. For something like five years I have been a member of the directorate and during that time have often been impressed with the personal sacrifice the directors have made in order to attend the meetings and with the patience they have exhibited in going into the minutest details of all propositions brought before them. This has been especially noticeable when intricate auditing problems have come up where one publisher has felt that another had been getting, or might in the future get, some advantage from a ruling made regarding some phase of an audit. The way these men have stuck to the task of getting at the bottom of such problems, though not in any way personally interested in the immediate task before them, is proof of their sincerity and of the fact that they realize that, first of all, the A. B. C. must be fair to all and thorough in its work.

"The Audit Bureau of Circulations had at one time a rough road to travel. It had a depleted treasury and, worse than that, was badly behind with its audits. But the men behind it had conviction, nerve, and foresight. They did not try to retrench by making slipshod audits; they raised the dues to the point where we were on a self-sustaining basis. We have caught up with our audits and have ample money in the treasury to continue with efficiency.

Giving Publisher Full Credit

"I have no desire to state my personal plans and policies. It is the policy of the Board of Directors to give to the publisher full credit for all of the circulation that he has and to place the information before the advertiser in such an intelligent manner that he can quickly decide for himself the value of that circulation to him. It is the further policy of the board to do the work without fear or favor and as economically as possible.

"Knowing how well the board stands together, how earnest it is in these matters, all I can say is that it shall be my policy to, so far as in me lies, help it give to the entire membership just that service the A. B. C. was organized for—clear, honest and understandable audits."

Walter Reik, who was in the navy, has returned to Columbus, Ohio, and taken charge of the Associated Press office at night.

DEMAND EXPLANATION OF N. A. C. E. FUND

(Continued from Page 16)

"Mr. Kroh's references to Senator Harding are correct. A mistake was made by a member of our office force in the first telegrams sent out, but these were immediately recalled by me and explanations made to the senders of checks, which were returned.

"Regarding expense accounts for the work of raising the State funds, each State fund director is authorized to deduct 10 per cent. of the amount raised for payment of all expenses incurred. Mr. Kroh himself set the Pennsylvania quota at \$500,000, but I have no knowledge how he comes to figure his authorized deduction as \$75,000.

"We cannot allow the name of the prominent people behind us in this fight on Bolshevism to be made public—for safety's sake. Already we have received anonymous threats and must take every means of protecting our backers."

Telegraphic inquiries sent by EDITOR & PUBLISHER to the president of each of the eight chapters of the N. A. C. E. asking whether or not his division had endorsed the N. A. C. E. campaign, brought replies showing that only one branch—Illinois—was conducting a money solicitation drive.

"Excessive Zeal," Says McCardell

Regarding his connection with the N. A. C. E., Roy McCardell said:

"I have had no connection with the anti-Bolshevik campaign since March 1. I withdrew in writing and had my withdrawal accepted by Clyde P. Steen, and Grant S. Whitslar.

"My withdrawal was simply because, in an excess of zeal, led on, I believe, by what seemed to be the overwhelming success of the movement, mistakes were made in using the names of several prominent citizens as definite officers of the various committees, when these gentlemen had simply given their names in support of the movement.

"I have every confidence in the integrity of all who were concerned in the proposed campaign, and up to the time of my withdrawing from the campaign there was no money accepted from any source for the expenses. The preliminary expenses were advanced at first by the City Editor Publishing Company, Inc., and later, it is my understanding, by Grant S. Whitslar, who is, I believe, the director of the campaign."

Whitman Bailey has joined the staff of the Providence Evening News as a cartoonist.

Louis-Cohen News Co.

20 VESEY ST., N. Y. CITY

LOCAL DISTRIBUTERS
of Editor & Publisher
AND PROMOTERS
OF OTHER

HIGH CLASS MAGAZINES

Covering all first class hotels
and prominent stands.

Personal contact with trade.

Display service guaranteed.

Service

For years "service" in advertising trade journalism has been largely a matter of publishing news of the field, together with ideas culled from men in various branches of activities in that particular field.

No trade paper was complete without this kind of news, and no trade paper is complete without it now.

Many trade papers furnish such information—and stop there.

EDITOR & PUBLISHER has gone further than this. Not satisfied with doing what other trade papers were doing, and doing it better, EDITOR & PUBLISHER has gone deeply into research work, digging up facts, figures and various kinds of statistics related to newspaper making, until now it is neither a luxury nor a mere help—it is a positive necessity known and appreciated, not only by MAKERS of newspapers, but by USERS of newspapers.

The FACT that the big majority of the members of the American Advertisers' Association are paid subscribers to EDITOR & PUBLISHER, together with the FACT that NINETY PER CENT. of the recognized advertising agencies of the country are paid subscribers to EDITOR & PUBLISHER is significant.

Service, especially the right kind of service, pays those who render it, just as it pays those who receive it.

Advertising Rates on Request

EDITOR & PUBLISHER

The Oldest Publishers' and
Advertisers' Journal in America

"Grows Younger as It Grows Older"
1117 World Building New York City

INEFFICIENCY IN RAILWAY MAIL SERVICE CHARGED TO SYSTEM

"Efficiency and Economy" Policies of Mr. Burleson Cited as Cause of Present Deplorable Conditions—President Ryan Speaks for Employees.

E. J. RYAN, of Washington, president of the Railway Mail Association (which is affiliated with the American Federation of Labor), favors EDITOR & PUBLISHER with his views as to the causes of the present inefficiency in the service.

Mr. Ryan's article on this subject, reproduced herewith in abridged form, was prepared for publication in the current issue of *The Railway Post Office*, the official organ of the association, and is offered simultaneously to readers of EDITOR & PUBLISHER because of the light it throws upon conditions in the department.

Mr. Ryan expresses the warmest approval of the effort this newspaper is making to secure greater efficiency in this branch of the postal service and tenders his cooperation to the fullest extent.

"Postal Service Never So Inefficient as at Present Moment"

By E. J. RYAN,
President Railway Mail Association.

The American public knows from actual experience that the postal service was never so inefficient in its history as it has been during the past few years and as it is at the present moment.

The writer speaks from actual experience, having served as a railway postal clerk for a number of years. It is not my intention to refer to specific instances or records. I shall depend upon my recollection for the subject-matter of this story.

Where Efficiency Existed

Let me go back to the years when real efficiency existed in the postal service, when the employees were satisfied and contented and assured of decent and respectable treatment at the hands of their superior officials. This takes us back to any period preceding the fall of 1910. I well recall my first impressions of mail service.

Everything that the new employees came in contact with seemed to breathe the atmosphere of accuracy and speed. "Get the mail home to its address at the earliest possible moment" seemed to be the inspiration that controlled the mental and physical activities of all. "Certainty, Celerity and Security" was a fact in practice, not merely a euphonious combination of words.

But in the fall of 1910 the postal service was subjected to the theories and ideals of a self-appointed superman in the person of the then Postmaster-General Frank Hitchcock. Hitchcock issued an order to "take up the slack." And his ambition was to report a surplus in the Post Office Department. Under Hitchcock's efforts the Railway Mail Service was hit particularly hard. Space and time will not permit of any detailed reference to the unwise and injurious policies then applied.

"Take Up the Slack," said Hitchcock

Then in the change of political control of the Government came the present Postmaster-General, Albert Sidney Burleson. It seems that since the day he took office he has been obsessed with a determination to outdistance his predecessor in the matter of reporting the postal service as a money-making institution for the Federal Government. It may be that he has attained his personal desire, but when he tells the postal employees and the American people that the postal service has reached a standard of efficiency the highest known in its history nobody is fooled—nobody believes it.

Briefly, the contributing factors that have caused the breakdown in the sys-

tem may be placed in two classes, viz.: mistreatment and abuse of employees and utter disregard for the people's desire for good service.

Process of Disorganization

Referring to the first class, the Post-Office Department has caused widespread dissatisfaction and discontent among the efficient and overworked railway postal clerks. A record of abuses covers recent years in the Railway Mail Service. We recall that the Railway Mail Service has been reorganized, and as a result of this reorganization railway postal clerks were forced to accept reductions in salaries. The word "forced" is used advisedly. Railway post office lines have been cut to pieces and clerks have been required to move their families to new terminals, sometimes a distance of two or three hundred miles from former places of residence, away from friends, associates and relatives. The pathos of Longfellow's "Evangeline" bespeaks the hardships that some of these faithful Government employees have endured. Their loyalty to families and to the service has compelled silence.

In some of these instances the employees had to dispose of homes fully or partly paid for. No reimbursement of the expenses entailed or financial loss incurred was granted by the department.

Economy Versus Efficiency

Another significant factor that has contributed to Mr. Burleson's surplus is the policy of largely manning the service with low-grade men. By "low-grade" men we mean men of the lowest or entrance grade of salary. The startling information has been received that approximately 8,000 of these men were connected with the service from the first of October, 1918, to the middle of January, 1919.

It is even more startling to know that a large majority of these men never took the Civil Service examination and have never been regularly certified by the Civil Service Commission. Is this an attempt on Burleson's part to evade the Civil Service law?

Any one with a knowledge of elementary arithmetic can immediately see how Burleson saves money under this system—by manning the service with temporary employees of the lowest grade of salary instead of granting regular appointments to men who have proved their capabilities by passing the Civil Service examination, giving them regular appointments and the opportunity to enter into the service with

the proper spirit and inspiration and the right to be promoted to a salary four, five or six hundred dollars per year greater than that of the entrance grade.

The postal service is nearer to the people of this nation than any of the other departments of the Government. It traverses all States, counties, municipalities and townships. It enters into every walk of life, into the business office, and into the homes of our citizens, be they magnificent residences overlooking the Hudson or the home of a struggling farmer in some remote community.

The patron of the service wants it to be efficient and none have yet raised their voices against any taxes, direct or indirect, if based upon reasonable and logical grounds and intended to improve the postal service. The people prefer the service to be efficient with a deficit rather than inefficient with a surplus.

Evils of Space System

But under the Burleson method of doing things new fads and fancies have been applied, to the detriment of efficiency. One of the greatest of these is the "space system" for determining the amount of compensation due the railroads for carrying the mails, foisted upon the people through Burleson's persistency.

Formerly the railroads were compensated according to the weight of mails carried, and there was practically no limitation as to the right of a postal employee to dispatch mail upon any train with which he could make connection. Under the weight system the mails were dispatched promptly, there was not any red tape connected with it.

Under the space system employees are expected to confine themselves to properly authorized space allowances. True, they are expected to ask for emergency space whenever a sufficient quantity of mail accumulates to warrant such request. But in the old days no piece of mail was expected to wait until more mail accumulated to accompany it to its destination. Mr. Burleson, in his last annual report, refers to the discontinuance of "frequent and unnecessary dispatches of mail." This has been a source of amusement to employees, for in the old days "there was no such animal."

In the days when real efficiency existed there could be no such thing as an unnecessary dispatch of mail matter unless it was due to an error on the part of an employee. The rule was to get the mail to its destination as quickly as possible. The Post Office Department to-day admits that mail matter is being held until a sufficient (?) quantity has accumulated to fill a certain authorized space.

Hold Up to Fill Space

And to add to the congestion of mail matter as existing under the Burleson policies storage and railway post office service have been curtailed. We shall not attempt to quote the figures from the department's own records as offered in a recent hearing before the Interstate Commerce Commission. Suffice to say that annual car mileage of railway post office and storage car service has been reduced to the extent of many millions from the date when the space system was first applied, November 1, 1916, to the present time.

Also, it is true that the Postmaster-General's reports show more than the annual average increase in the amount of mails handled, and in the face of this the reports further show an actual re-

duction in the number of Railway Mail Service employees. It does not require a student of postal matters in the face of these actual facts, disclosed in the reports of the Post Office Department, to understand why the postal service to-day is so inefficient.

It is not the fault of the individual employee; it is not the fault of any given number of employees. The fault lies with the officials of the Post Office Department, more particularly the Postmaster-General, as in the final analysis he is responsible for everything that happens under his jurisdiction.

Add to the references made above the fact that officials of the postal service have ignored the reports of delayed mails, the holding of hundreds, yes, thousands of sacks of mail matter at terminal stations for dispatch on trains upon which space is authorized, the overloading of the working or distributing space in mail cars until the clerks are hampered and obstructed in their work, the policy of the officials notifying clerks that they did not have to report certain undistributed mail turned over at the terminals of their runs, and we have some understanding as to why present conditions exist in the postal service.

COURT UPHOLDS BAN ON FREE SPEECH

Appeal of Debs and Frohwerk for New Trial Refused—Espionage Act Not Interference with Free Speech—Hope for Berger Disappears

WASHINGTON, March 10.—Unanimously ruling that the Espionage law is not an interference with the constitutional right of free speech and free press, the Supreme Court to-day sustained the convictions of Jacob Frohwerk, editor of the *Missouri Staats-Zeitung*, of Kansas City, and Eugene V. Debs, a Socialist leader. The men were recently found guilty of obstructing the war operations of the United States, and appealed for a new trial.

Regarding the Frohwerk case, Justice Holmes declared that the first amendment to the Constitution, while prohibiting legislation against free speech as such, was obviously not intended to give immunity for every possible use of language.

"We venture to believe," the opinion said, "that neither Hamilton, Madison nor any other competent person, then or later, ever supposed that to make criminal the counseling of a murder within the jurisdiction of Congress would be unconstitutional interference with free speech. Whatever might be thought of the other counts of the indictment, if it were before us, we have decided in *Schenck vs. the United States*, that a person may be convicted of a conspiracy to obstruct recruiting by words of persuasion."

J. Louis Engdahl, editor of the *American Socialist*; Victor L. Berger, the Rev. Irwin St. John Tucker, Adolph Germer, and William F. Kruse, recently sentenced to twenty years' imprisonment for violating the Espionage act, were basing their hope for appeal on the Debs-Frohwerk case.

The Berger case has been appealed to the United States Circuit Court of Appeals from Judge Landis's Chicago decision, and, if lost there, it will be carried to the United States Supreme Court.

William Zinti, formerly advertising manager for John Lucas & Co., and assistant to Ernest T. Trigg, general manager, is now with the *Ladies' Home Journal*.

NEWS OF NEWSPAPER AND AD CRAFT IN PHILADELPHIA

A score of Morkrum machines has been installed in the offices of five local morning papers. This modern system of transmitting Associated Press news has been in operation for a long time in New York and more recently in Boston, Chicago, St. Paul and Minneapolis. The local machines are on the sending device that serves a Newark paper and nine New York papers simultaneously. Paul P. Loeffel, supervisor of Morkrum installation for the Associated Press, directed the installation.

There are two machines operating from about 6 P. M. until about 4 A. M., with two reserve machines. The Morse wire and apparatus remain in each office as additional precaution. No operators, it is said, will be relieved.

Thomas D. Richter, city editor of the Press, entertained the "Give-'em-Hell" Club at a dinner in the Raquet Club Saturday night.

A son was born to Mr. and Mrs. James Ely Bready. He will be named James Hall Bready. The happy daddy is night city editor of the Public Ledger. The mother is Mabel McIlvaine, formerly editorial writer on the Public Ledger.

W. R. Fritzinger has been appointed night city editor of the Press.

Charles C. Bauer, who has been assistant circulation manager of the Record, has succeeded L. P. Rutherford as circulation manager. Mr. Rutherford left on Saturday last to assume his new duties with the Lancaster Examiner.

Herman L. Collins, whose "Girard" column in the Public Ledger caused a row in court a short time ago between the publishers of the Ledger and the Evening Telegraph over the right of the Ledger to continue to use the nom de plume after Collins became editor of the Telegraph, is now writing the column for the Press.

John H. McMurtrie has been appointed to the staff of Donovan & Armstrong, advertising agents.

W. Franklin Hartzell and George Jahn, veteran reporters of the Evening Public Ledger, have gone with the Eugene McGuckin Agency.

Thomas J. Mulvey, advertising manager for Perry & Co., has been reappointed chairman of the newspaper committee of the Victory Liberty Loan Committee. He has renamed William F.

"FIGURES ARE HELPING US IN OUR WORK AMONG ADVERTISERS"

William A. Thomson, Director of Bureau of Advertising, A. N. P. A., Testifies to Practical Value of Newspaper Rate and Circulation Data Presented in EDITOR & PUBLISHER

THAT the presentation and interpretation by EDITOR & PUBLISHER of the circulations and advertising rates of all English-language dailies in the United States has constituted a service of great value to the cause of newspaper advertising is attested by William A. Thomson, director of the Bureau of Advertising of the A. N. P. A., who writes as follows:

"Congratulations on the work EDITOR & PUBLISHER is doing to interpret newspaper circulations and rates.

"The figures make me think of the electric light, the telephone and the dieting machine—how did the world get on without them?"

"I know the labor entailed in compiling data of this sort. An advertiser asked us a very simple question concerning the grouping of population and circulation and we had a statistician working here for five days to get the result.

"Great as the newspaper advertising story is, I feel you and Justin F. Barbour have made it stronger and more convincing than ever by your contributions. The figures are helping us tremendously in our work among national advertisers. We have adopted them as part of our solicitation.

"Your analysis of morning and evening circulations and advertising rates by territorial market groups has two distinct uses—one for the advertiser and one for the publisher.

"The creation of market groups is of primary importance to the advertiser, since it fits in nicely with the modern tendency of manufacturers to regard the country as a series of markets for intensive selling work at opportune times and places, rather than a broad target at which to direct a fire of general publicity. Your newest tabulation also turns light upon each individual market and helps an advertiser fix the details of his campaigns in cities of different sizes and newspapers of similar type.

"To the publisher, the tables should be of interest in comparing his own rates and circulation opportunities with his contemporaries in the same class in various communities. Perhaps this is the chief use of this latest compilation and while I realize that it will be subject to the variations which follow every general rule, it is bound to receive serious and profitable attention.

"EDITOR & PUBLISHER has done a big service here and I hope we shall be the beneficiaries of more constructive work of the same kind."

O'Donnell, assistant advertising manager of the United Gas Improvement Company, to be manager of the big publicity bureau. Mr. O'Donnell was publicity manager during the fourth loan and jointly with H. S. Silbermann was manager of the bureau during the third loan.

Beginning next Monday and continuing until Saturday an exhibit of commercial photography as applied to advertising will be held on the second floor of the Poor Richard Club headquarters, 239 and 241 South Camac Street.

Editors of papers published in the shipyards along the Atlantic adopted resolutions denouncing the Bolsheviks at a meeting here this week. According to the resolutions, the movement is "greatly exaggerated" and is receiving "undue attention because of its euphonious name." Bolshevik propaganda, the editors said, had made no headway in the shipyards. They agreed to ignore it in their publications. J. M. Starek was elected chairman and Arnold G.

Wilkenning, formerly of the Public Ledger, was elected vice-chairman.

Miss A. M. Jungman has been appointed associate editor of the Ladies' Home Journal, succeeding Karl Edwin Harriman, who has resumed as editor of the Blue Book, Green Book and Red Book. Miss Jungman used to be associate editor of Popular Science Monthly.

JOHN B. GERAGHTY.

LIVE TOPICS DISCUSSED BY OUR READERS

Under this section we shall print each week letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column may be made of great value through the cooperation of our readers.—Ed.]

"Is Read More Closely Than Any Other Trade Publication"

The Binghamton Press.

Binghamton, N. Y., February 17, 1919.

To EDITOR & PUBLISHER:

We have purchased about \$25,000 worth of printing machinery during the past five years and the business office has absolutely dominated the buying rather than the heads of departments.

We see no reason whatever why EDITOR & PUBLISHER should not carry a large volume of advertising for manufacturers of equipment and supplies.

It may be of interest to you to know that EDITOR & PUBLISHER is read in our office more closely than any other trade publication.

THE BINGHAMTON PRESS COMPANY,
R. E. Bennett, Business Manager.

Post Office Takes Up E. & P. Complaints

WATERLOO EVENING COURIER

Waterloo, Iowa., March 7, 1919.

EDITOR & PUBLISHER:

It is very gratifying to me to send word that we have had evidence that the Administration at Washington is recognizing the justice of your campaign in favor of better mail service for newspapers.

To-day our postmaster called upon me with a special Post Office Department agent dispatched by Washington to take up in detail the complaints spoken of by me in your publication of last Saturday.

This is very good evidence that the department is sincere in a desire to serve the newspapers better in the future, and due credit should be given to you. If all other sections of the country represented by letters printed in EDITOR & PUBLISHER are to be investigated thus promptly you are to be congratulated.

A. W. PETERSON,
General Manager.

Harvey Getzloe, who has been in the navy, is now assistant city editor of the Milwaukee Sentinel.

The Financial Oracle

and recognized investment guide of Cleveland and Northern Ohio is

The Plain Dealer

First Newspaper of Cleveland—Sixth City

which carried 602,756 lines of financial advertising during 1918—almost double that of any other Cleveland newspaper.

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Evening Star

Washington, D. C.

October, 106,330

Does not print a forenoon edition

Its paid circulation in Washington and suburbs is believed to be 2 1/4 or 3 times that of the corresponding edition of its afternoon contemporary in the same territory.



The Detroit News

Total adv'g lineage, 1918.....	17,610,124
Nearest Competitor	10,392,284
Lead of NEWS.....	7,217,840
	(OVER 69%)

Members Audit Bureau of Circulations

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

Dealer Influence

See what we are doing to push advertised goods. Write for a copy of

The Link

A business publication mailed to Boston dealers by the Merchandising Service Department of the

Boston American

NEWARK (N. J.) LEDGER

MORNING SUNDAY EVENING

Associated Press United Press

There is a million population within a five-mile radius of The Ledger Office.

700,000 lines Department Store gain in five months.

50,000 Circulation Guaranteed.

Pruden, King & Pruden
New York Boston Chicago

LIMA CLIMBED TO TOP IN TWELVE YEARS

Career of Late Manager of Lord Rothermere's Newspapers a Romance of Achievement—From Stenographer to Executive Control

The brilliant career of Sir Bertram Lewis Lima, chairman of the Pictorial News Company, whose death in London was recently recorded in *EDITOR & PUBLISHER*, serves to show how merit is recognized and rewarded in Lord Northcliffe's great publishing organization. A striking lesson for all aspiring youths is contained in the life story of this remarkable young man, who was still in the thirties.

Twelve years ago, when Harold Harmsworth (now Lord Rothermere) was acting as business manager for his brother, Lord Northcliffe, he happened to need an extra stenographer. A clerk in the counting house—a hard working, energetic youth named Lima—was selected for the position.

Young Lima showed such marked ability that in less than two years he became secretary and executive assistant. By learning the details of newspaper management and transacting a large amount of business on his own initiative, he made himself invaluable.

The result was that when Harold Harmsworth became a peer and an important newspaper owner—eventually retiring from the Northcliffe organization—Lima was placed in charge of his chief's newspaper properties, including the Glasgow Record and the Leeds Mercury.

In 1913, when Lord Rothermere acquired the Daily Mirror—an illustrated Northcliffe paper of huge circulation—Lima introduced such economies and other efficiencies that a large annual saving was effected in operating expenses. At the same time the paper was so well advertised that its circulation eventually increased to two millions daily.

During the war Lima was given the honorary rank of captain in the Canadian Army. In addition to managing the Rothermere newspapers, he devoted much time to organization work in connection with the British war loans, rendering such valuable service that last year he received the honor of knighthood.

Through his interests in newspaper properties and other large earnings, Sir Bertram Lima had become a wealthy man. His untimely death after such a brief and wonderful career has removed one of the ablest young men in the British newspaper world. What he accomplished in twelve years shows what talent, efficiency and hard work can achieve in conservative England.

NIXOLA GREELEY SMITH

Horace Greeley's Granddaughter Was Widely Known Newspaper Writer

One of America's best-known women newspaper writers passed away March 9, in the death of Mrs. Andrew W. Ford, known far and wide for her writings in the New York Evening World under her maiden name, Nixola Greeley Smith. Her husband is city editor of the New York Evening Telegram. Mrs. Ford's death followed an operation for appendicitis.

Mrs. Ford was a granddaughter of Horace Greeley. She was born in 1880, in the Greeley homestead at Chappaqua, N. Y. Her mother was Ida Greeley, Horace Greeley's older daughter. When six years old she entered the Convent of the Sacred Heart in New York. Afterwards she lived three years in Canada and in Liege, Belgium, where her father held the post of American Consul. When nineteen she took up her work as a journalist. Mrs. Ford wrote hundreds of short stories, her first being published in Harper's Bazaar when she was fifteen.

OBITUARY NOTES

HIRAM H. WRAY, owner of the Leechburg (Pa.) Advocate, is dead of pneumonia, aged 71 years.

H. E. WILSON, advertising manager of the Main Belting Company, Philadelphia, is dead.

ROBERT W. SULLIVAN, vice-president of the Advertising Association of Chicago and advertising manager for Wilson & Co., Chicago, died March 5 of pneumonia.

JAMES ROBERTSON DAVIS, one of the founders of the Brooklyn Chat, died March 7 of Bright's disease, aged 47 years.

RICHARD D. PALMATEER, owner of the Waterford (N. Y.) Times, died March 6, aged 74 years.

PAUL VINCENT HALLEY, who was a correspondent for Manila newspapers in the Russo-Japanese War, died in New York on March 5. For the past three years he was a proofreader on the New York Times.

JOHN HELLAWELL, widely known as a wood engraver, died in Brooklyn, March

6, aged 80 years. Years ago his work was a feature in such publications as Harper's Weekly, Frank Leslie's Weekly, and Scribner's Monthly.

CAPT. JOHN R. HARRISON, editor of the Harrison (Ark.) Times, died February 26.

CHARLES H. JONES, for twenty-three years editor of the Oregon Teachers' Monthly, died recently at Salem, Ore.

GEORGE W. FLINT, publisher of the Danbury (Conn.) News, died March 10, aged 65 years.

FREDERICK HOBART, for many years an editor of the Mining Engineering Journal, New York, died in Flushing, N. Y., Sunday, aged 76 years.

MRS. JANE E. T. DOW, whose poetry appeared for many years in the Century Magazine, died in Allston, Mass., March 6, in her 78th year.

GEORGE C. RANKIN, former president of the Illinois Republican Editorial Association and vice-president of the National Editorial Association, died recently in Chicago after a long illness. He was 69 years old.

ALBERT WEISSE, a writer for the Chicago Abendpost, committed suicide a few days ago by inhaling illuminating gas.

JOHN THOMSON McKECHNIE, school news editor of the Brooklyn Daily Eagle, died suddenly March 8 of heart disease. He was born in Scotland 77 years ago, and had been a newspaper man in New York for a quarter of a century. At one time he was with the World.

EDWIN AMASA ROCKWELL, art and music editor of the Brooklyn Eagle, died March 8, aged 72 years. During a newspaper career covering 40 years he had been with the New York Sun and the Herald and the St. Louis Globe-

Democrat, in addition to the Eagle, which he served for twenty years.

J. A. TRAPHAGEN, business agent of the Lincoln (Neb.) State Journal, died last week.

PHILIP C. BING, assistant professor of journalism at the University of Minnesota, is dead of influenza. He began his newspaper career at Hamilton, Ohio.

GEORGE A. BARTLETT, publisher of the Willimantic (Conn.) Daily Chronicle, is dead, aged 45 years.

J. O. LONG, founder of the Sayre (Okla.) Standard, died in Las Cruces, N. M., early in March.

MRS. SARAH R. EAGAN, for many years on the Fall River (Mass.) Globe, is dead.

MRS. A. E. BARR, widely known as a writer for newspapers and magazines, died in Richmond Hill, N. Y., March 11, aged eighty-nine years. She had written more than seventy novels and hundreds of short stories. She began to write for Henry Ward Beecher's Christian Union.

CHARLES N. TOLMAN, editor Macon (Mo.) Daily Chronicle-Herald, is dead at the age of forty-eight. Previously he had been editor of the Kirksville Democrat and other Missouri newspapers.

MRS. JENNIE MESSING, seventy-seven years old, mother of A. H. Messing, formerly publisher of Hearst's Chicago American, died in St. Louis. She was the widow of Rabbi Henry J. Messing.

T. J. MERK, seventy-seven years old, who was a newspaper worker in St. Louis during the days of Eugene Field, is dead. He was a clerk on the Mississippi River steamboats in the palmy days of the river trade.

The Rocky Mtn. News

Every Morning

The Denver Times

Evening except Sunday

Two up-to-the-minute Newspapers covering thoroly the representative Homes and the REAL BUYING POWER of Denver and vicinity.

Published in the same plant, but duplicating circulation LESS THAN FOUR per cent.

In no city in America is the distinction so sharply drawn between dailies catering to the best and the worst elements in the community. The News and The Times appeal to the Best and are typical of the true spirit of the Great West.

They are the Rotary, Kiwanis, Lions and Optimist club papers of Denver.

The News—established in 1859—is one of the country's best known dailies. The Times carries more advertising than many of the largest metropolitan papers.

Both among the nation's leaders in automobile advertising. The News and The Times reach the responsive classes and the wealth of the Rocky Mountain region—a region rich in agriculture, stock raising, mining, oil and other natural resources—where money is more plentiful today than ever before.

To Reach the Rich Trade of Kansas

Topeka Daily Capital

Sworn Government Report for six months ending October 1, 1918

36,204

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

Arthur Capper
Publisher

Member A. B. C.

Consider Clarksburg

WEST VIRGINIA

Population, 1918 estimate, 35,000. Located on the west fork of the Monongahela river on the main line of the Baltimore and Ohio railroad, with five converging divisions of that system; also five converging lines of Monongahela Valley Traction system. Center of a rich farming district and one of the greatest natural gas, oil and coal fields in the world. Extensive mining of coal in surrounding country. Abundant gas and coal supply being two of the community's greatest assets.

The Clarksburg Telegram

Covers This Rich Field
TWO CENTS LINE FLAT

The Pittsburg Dispatch

is the daily buying guide in thousands of thrifty households.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago

H. C. ROOK
Real Estate Trust Building, Philadelphia

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.

Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

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

BECAUSE

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

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

THE 1918 RECORD OF The Indianapolis News

ADVERTISING

Display 29,047.40 columns
Classified 8,114.85 columns
Total 37,162.25
Daily average columns, 118.72

CIRCULATION

Total net paid daily average 123,816
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

NEW BUSINESS EPOCH NEEDS ADVERTISING

(Continued from Page 5.)

serve? The committee responsible for this sacred trust, and to the societies from whom its powers are derived, must raise the necessary funds from patriotic philanthropists whose love of peace, and social world-development, will make them eager to assist to finance the work.

But this great English-speaking brotherhood is, in its last analysis, a sensible commercial proposition, as are all idealisms when manifested on the finite plane of human existence.

Good-will the Forerunner of Trade

President Wilson in his recent Manchester speech gave powerful voice to this eminently practical truth, when he said:

"It is the wish to come together that is more than half the battle. You cannot trade with men who suspect you. You cannot establish commercial and industrial relations with those who do not trust you. Good-will is the forerunner of trade."

It, therefore, is from those commercially interested that the fullest financial support will come. All those great international commercial and financial companies whose interests will be benefited by an increased interchange of commodities in the two greatest markets of the world—an increase only possible by the steady development of mutual good-will, the fruit only of mutual understanding. All these financial beneficiaries can be made to see their outstanding duty and interest in the plan, and may be depended upon to guarantee its financial requirements.

The necessary money will be forthcoming when an adequate organization of competent and trustworthy men is provided. Efficient creative and executive organization will be possible when the necessary funds are in hand. The "Pilgrims" or "The English-speaking Union" might well take the initiative in putting my suggestion to the test.

To help secure the funds, and efficiently to carry on the propaganda, qualified advertising consultants are required on both sides of the ocean, and in this capacity I should be pleased to serve.

Understanding Based on Information

I should be glad to correspond with any responsible person, or society, or chamber of commerce concerning this plan for inaugurating a full and ripe British-American understanding, and mutual commercial and political good-will.

All Allied statesmen are agreed that secret diplomacy must give place to public understanding. No public understanding can exist unless the public is informed. No wide-spread information can be disseminated except by its publication. Propaganda is organized publicity giving information of public interest.

Therefore, enduring peace and all that it includes in the commerce, the wealth and well-being of the public can be adequately safeguarded only by organized propaganda to create and maintain a thorough understanding of the mutuality of interests and common purpose that in reality exist between Britons and Americans.

By "propaganda" I do not mean a diapason of mutual admiration, nor a tinkling melody of "Hands across the Sea," nor scientific studies to prove that blood is thicker than water. All these things should be "minor chords," and mere "thumb nails" in a full, sane expression of ways and means for maintaining the financial, commercial, political and social equilibrium of the world. This in the final analysis depends upon the United States and the British Empire.

A prominent Englishman recently returned from a visit to the States, which involved a leisurely trip from the Atlantic to the Pacific and return, is reported in the London Times to have said: "The United States is ready for the closest cooperation, but the people need to know us better, and we are far too ignorant of America. We must increase our knowledge one of the other in every possible way." The same gentleman reports an interview with the late lamented ex-President Roosevelt in which this foremost American said that he would gladly see it written down upon the statute books that every disputed question between the United States and Great Britain should be submitted to arbitration—in fact, that war between our countries should be impossible.

When this is fully understood, not only by a limited group of statesmen, economists and super-educated men, but by an unlimited uneducated public, it becomes the bone and fibre of the only complete Anglo-American understanding that will permanently ensure the peace of the world, and the basis of secure international commerce and domestic social welfare.

To Counter German Propaganda

Another important and necessary function of explicit and efficient propaganda is that of countering the assured efforts of the Central European Powers, whatever may be the "form" of government they adopt. That they will adopt a comprehensive and clever system of lying, and ruthless commercial intrigue, is certain. The forty years of careful and efficient training in this black art of organized ruthlessness, to which all Germans from highest to lowest have been systematically sub-

jected, cannot be "washed out" by political revolution in a generation, nor even by a sincere repentance imposed by exterior force, or domestic calamity. They may get their wings clipped and their claws cut, but their mendacity and will to kill and destroy will continue until a new generation is matured under new and improved political conditions and moral social environment.

Revelation of the German Mind

The world should be made fully to understand that the infamous Prussian eagle is in truth but a camouflaged cuckoo, the parasite bird of evil omen with a barbarous and thieving propensity for the honest nests of honest birds. Not content with laying its eggs in the ready-made nests of its neighbors, true to its Prussian type, it complacently throws out the eggs it finds in any nest it fancies.

What these human vampires and cuckoos would have done to other peoples had they won the war is told with true Prussian immorality and naked ferocity in that illuminating book, "The Future of German Industrial Exports," by S. Herzog. That it was dragged from official German concealment and given to the world was of inestimable public value. This book would make excellent material for propaganda such as I propose. Every English-speaking man and woman should be made to fully understand the danger that still threatens. This race of enemies to civilization must be watched. Even "clipped wings" and "cut talons" will not prevent the plotting and planning of those millions who have been mis-educated to the depth of moral degeneracy, as indicated by this book, and by the war.

Must Keep an Eye on the Corpse

Efficient and continued propaganda is absolutely essential to nullify all such efforts at world-wide brigandage and blackmail, and to develop British-American resistance to it. Although the war has forced a modified policy of procedure it has not chained the ruthless cunning of the "Blonde Beast." Lack of power will only stimulate his low cunning. Only efficient propaganda that sheds the light of publicity upon their dark and dangerous enterprises will defeat their purpose of involving the idiotic "Yankee" and the "stupid" Briton in continued misunderstanding and lack of cohesion.

If for no other purpose there should

* * * * *

THE ELLIS SERVICE
Swarthmore, Pa.

Offering
A "Different" Sunday School Lesson

* * * * *

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

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

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

You will find our monthly subscription rates surprisingly low.

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers
170 Broadway, NEW YORK

The True News
—FIRST—
Always—Accurately
International News Service
World Bldg. New York

be a British-American Commercial Propaganda Committee to frustrate the "eccentricities" of German commercial immorality—which, as in the past, may be expected to be the chief export of the "Fatherland."

It must be some one's exclusive business to keep a sharp eye on the "corpse." Those interested in social welfare, industrial development, and expanding international commerce must provide the means for the necessary organization.

Only by immediate propaganda organization, to ensure the efficient execution of necessary plans, can the ground be promptly broken for an enduring "English-speaking Peace Palace." Architects must be at once employed to organize the scheme, and quarrymen set the task of providing foundation stones of Granite Will—the Will practically to express the abiding thought in every patriotic heart—in other words, the necessary funds.

A strong man dreams a dream,
And straightway all his force of heart
and brain,
And all the steadfast purpose of his
life—

Yea, all the power of his super-self—
In one united effort, grip
With grim and giant strength that
fleeting dream,
And hold it fast.

So Will, that mystic thing that moves
the world,
That force divine on which all nature
rests,

Fountain of purpose, architect of life,
Seizes the vision, moulding into stone
Those evanescent phantoms of the mind.
The lofty walls, the portal, gleaming
spire

And deep foundation sunk in living
rock—

All these are but the dream-stuff of the
mind,

Made manifest by Will.

Sergt. Raymond Fritzing of the marines has become night city editor of the Philadelphia Press.

**We spend more
than
\$500,000**

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

**NEWSPAPER
Feature Service**

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

NEWSPAPER FEATURE SERVICE
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK



URGES U. S.-BRITISH TRADE

Representative of Oldhams, London, Says Ready Market Awaits Our Goods

Arthur Taylor, of Oldhams, Ltd., London, has arrived in America to inspect the publishing and advertising fields in this country for the benefit of his great publishing house. The Oldhams plant was destroyed by a German bomb during an air raid on London, and Mr. Taylor expects to gather ideas for reconstruction of the plant, as well as instruction in the publishing business from his conversations with leading publishers and advertising men here. He is representing John Bull, the National News, The Passing Show, the London Mail, The World, The Kinematograph Weekly and other important weekly and monthly publications.

Mr. Taylor believes that the next year or two will present extremely favorable opportunities for American business men to introduce their goods into England, especially goods that have not previously been marketed in the British Isles. There is urgent need there for American manufacturers, he says, and the British public has a strong and favorable feeling towards articles imported from the United States.

NEW INCORPORATIONS

ALBANY, N. Y., March 14.—Recent incorporations include:

McCall-Popular Science Distributing Corporation, publishing and advertising, Manhattan. Capital, \$10,000. Incorporators, G. A. Griffin, B. A. Young, R. S. Baldwin, 120 Broadway.

Crowe Publishing Company, Schenectady. Capital, \$5,000. Incorporators, H. S. B. Crowe, N. L. Scharer, J. H. Shankle.

Westchester Printing Service, White Plains. Capital, \$15,000. Incorporators, C. Brandreth, H. C. and E. W. Mandeville.

J. Montanye Vandegrift, advertising, Manhattan. Capital, \$5,000. Incorporators, J. M. Vandegrift, H. A. Ducret, C. Clark, 49 Liberty Street.

Industries Publicity Corporation, general advertising, Manhattan. Capital, \$15,000. Incorporators, W. G. Hiller, E. S. Predmore, A. P. Howes, 470 Fourth Avenue.

Joseph Mayer, publisher, Manhattan. Capital, \$5,000. Incorporators, L. Kusel, E. and F. Mayer, 849 St. Nicholas Avenue.

Manhattan Paper Company, Manhattan. Capital, \$150,000. Incorporators, D. L. Cohen, H. and J. Scher, 70 Wooster Street.

The W. M. Company, of Yonkers, N. Y., was incorporated February 3 with capital of \$25,000 by A. S. Hecht, G. Dettmar, and I. A. Ferrari, 640 West 171st Street, New York.

American-Jewish Publishing Corporation, Manhattan. Capital, \$300,000. Incorporators: Meyer Strunsky, 876 West 180th Street, Manhattan; Charles B. Barfield, 425 Miller Avenue, Brooklyn; Louis Wetzler, 593 Riverside Drive.

Eleo Gelatone Publishing Corporation, Manhattan. Capital, \$20,000. Incorporators: Charles Wagner, Grantwood, N. J.; Erwin Golbs, West Hoboken, N. J.; Harry L. Reppe, 200 Manhattan Avenue, New York.

Curtis F. Sisco Company, Manhattan, advertising business; capital, \$5,100. Incorporators: W. R. Comfort, Jr.; L. A. Linz, C. F. Sisco, 633 East Sixteenth Street.

B. & M. Advertising Company, Rochester. Capital, \$25,000. Incorporators: F. J. Maibaum, I. S. Wiedriek, and L. Schaeffer.

Rite Service; to conduct an advertising business in Manhattan. Capital, \$50,000. Incorporators: D. Hanft, J. Kesler, M. Cohen, 621 Broadway.

Chatham Printing and Bookbinding Company, Manhattan. Capital, \$10,000. Incorporators: D. R. and H. Trachtenberg, 358 Broom Street, Brooklyn.

Consumers' Advertising Company of Delaware (authorized); 500 shares common stock, no par value. Representative; P. J. Dubois, 120 Broadway, New York.

Oil Journal Publishing Company. Capital, \$5,000. Incorporators: C. D. Reimers, J. M. Brown, and S. R. Tupper.

Watertown Labor News Publishing Association, Watertown. Capital, \$10,000. Incorporators: O. W. Curtis, P. F. O'Hare and C. C. Havena, Watertown.

EQUIPMENT WANTED

Wanted

4 to 6 Porter's Patent Extension Front Steel Run Cabinets, in good condition. The Sun, Paducah, Ky.

LEADING BROKERS

Printing Plants and Business BOUGHT and SOLD

PRINTERS' OUTFITTERS

American Typefounders' Products

Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO. Ninety-Six Beekman St., New York City

ADVERTISING AGENTS

ALBERT FRANK & CO.,
26-28 Beaver St., New York
Tel. Broad 3831.

GENERAL EQUIPMENT

FOR SALE

Cottrell 40-page Magazine Press

Prints, folds, pastes and delivers a 4, 8, 12, 16, 20, 24, 32 or 40-page 9 x 12 Book. Speed, 6,000, producing from 6,000 to 12,000 complete papers per hour.

CAN BE SEEN RUNNING.

A fine machine at a hard-times price. Immediate Release.

Pathfinder Publishing Co.
WASHINGTON, D. C.

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

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
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Open 24 Hours out of 24

The Fastest Engravers on Earth

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154 Nassau St., Tribune Bldg.
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O'FLAHERTY'S NEW YORK SUBURBAN LIST
225 W. 39th St., New York
Tel. Bryant 6875

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor & Publisher

742 Market Street
SAN FRANCISCO

PRESS CLIPPINGS

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.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., New York City.
Established a Quarter of a Century

CLASSIFIED ADVERTISING COLUMNS

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

SITUATIONS WANTED

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.

Young Man

18, with advertising agency experience, wishes to connect with an advertising department or an agency offering good future to one who is ambitious and willing to work hard. Address A 647, care of Editor & Publisher.

Circulation Manager

Wants position. Twenty years executive experience on dailies—thoroughly familiar with mail room, carriers, news-dealers, mail subscriptions, office system and management; in fact, every detail of circulation. And I know how to get new readers. A-1 references from last employers. Address A-630, care of Editor & Publisher.

Editor

Wanted, situation as editor Republican daily, Central or Western State. Experienced editorial writer and news editor. Address A-631, care of Editor & Publisher.

Managing Editor

Fifteen years' experience as city editor and managing editor of successful metropolitan afternoon papers, now in charge of editorial department of large morning paper, desires to return to evening field. Thoroughly familiar with every angle of the game, competent on efficiency, and has never been on a dead one. Can make change on 30 days' notice to present connection. Address A 648, care of Editor & Publisher.

Managing Editor—Business Manager

An experienced and successful newspaper man desires position as managing editor or business manager in city of 50,000 or greater. He also carries credentials showing him to be one of the best editorial writers in the West. He is thoroughly reliable and capable and no blusterer. Is immediately available for suitable position anywhere but prefers the West. Can present convincing references and if cannot make good does not desire to be retained. Address C. O. Broxon, Box 87, Boise, Idaho.

Circulation Manager

Circulation Manager looking for position in city of twenty to hundred thousand in Central West. Man with initiative and foresight, a hustler with pep and plenty of work in him. If your circulation department needs a man at the helm, get in touch with me. Am twenty-seven, married, and have never fallen down. Just released from the service. Address A-644, care of Editor & Publisher.

Circulation Manager

Refined successful young man wants to connect with publisher in town of 40,000 or 50,000 who is not getting results. Address A 651, care of Editor & Publisher.

Editor

An editor who has had successful experience in large and small cities seeks a change of environment. He is now editor and general manager of a newspaper property which has been more than ordinarily successful under his management. For further particulars address A-611, care of Editor & Publisher.

Circulator

Circulator of ten years' experience wishes position as circulation manager in the West or Middle West. Have handled both city and country circulation and am thoroughly adept on all lines of building circulation and installing system and making collections, etc. Can give A-1 references. Address A 650, care of Editor & Publisher.

SITUATIONS WANTED

Advertising Manager

Fourteen years' newspaper advertising experience. A worker and a producer. At liberty April 1st. Married, strictly temperate and "on the square." State offer. Address A 649, care of Editor & Publisher.

Assistant Manager

Honest, capable, ambitious young man, years' experience, wants place as city or assistant manager of circulation on a leading daily. Address A 652, care of Editor & Publisher.

Editor's Assistant

Young man, general writing experience with New York publication, desires connection with newspaper or magazines in or out of New York. Salary \$20. Address A 653, care of Editor & Publisher.

Grab this Here's a Circulation Getter

Managing editor, city editor and news manager for 16 years with big papers and press associations wants position as managing editor. Always has increased circulation and HELD it. Total abstainer; married. Address A-687, care of Editor and Publisher.

HELP WANTED

Wanted

Man not over 35 years to act as business manager for daily paper in city of 100,000 population. Must have good references and be willing to work hard, and if successful will be allowed an interest in the publication. Address A 654, care of Editor & Publisher.

City Editor

Wanted—City editor, daily, ninety thousand circulation, wants permanent connection with smaller daily in executive capacity. Extensive executive experience on publications of this character. Best reference if requested. Write W. B. L., care of Editor & Publisher.

CREEL HOME AND RETIRED

Announces His Return to Private Life and Old Work

George Creel, who during the war was chairman of the Committee on Public Information, returned from Europe March 11 and made the statement that he is officially through with Government work. He said:

"I am going to return to private life. The domestic Bureau of Public Information ended in December, and I am now considering arrangements for the discontinuance of all foreign work. My only relation with the Committee on Public Information from March 1 is a nominal one, and my connection with it is to arrange the formal features of settlement."

Mr. Creel went abroad with President Wilson's peace convention party in December and wound up the affairs of the C. P. I. by cable. The C. P. I. officially ceased to exist January 1.

Canada Probe Resumes March 31

TORONTO, March 10.—The Canadian newsprint inquiry will be resumed before Commissioner Pringle at Ottawa on March 31. At this hearing evidence will be taken on the two points on which the Paper Control Tribunal in its interim judgment directed that further evidence should be taken, (1), the deductions from the costs found by Commissioner Pringle for the first half of 1918, as claimed by the publishers in their brief, and (2), whether Mr. Clarkson's investigations since the September hearings have confirmed the manufacturers' claims at those hearings of an increase in costs since July 1 of \$8 per ton.

Many Owners for New Kenosha Daily

KENOSHA, Wis., March 9.—The Kenosha Evening Herald has been established by a company, with more than 100 stockholders, which may be increased to 200. Officers are: President, E. H. Larrabee; vice-president, A. B. Ames; secretary-treasurer, O. L. Trenary. The editor is Guild Copeland, formerly of the Boston Advertiser. James F. Knapp, formerly of the Battle Creek (Mich.), Inquirer, is city editor. The reportorial staff includes Miss Edith Ryan, formerly on the Milwaukee News, and Wisconsin News, and Miss Persis Dewey.

Mountfortt Goes to Cincinnati

CINCINNATI, March 9.—Capt. Wade Mountfortt, formerly of the New York Times, has been appointed managing editor of the Commercial-Tribune. He began newspaper work on the Kansas City Journal and was later with the Kansas City Star, the Brandur Magazine, the New York Herald (as correspondent of the Paris edition), and the Times until March 1. Captain Mountfortt has travelled extensively and is a veteran of the Spanish War.

Tri-State Association Votes For a Field Secretary

Annual Convention in Memphis Attended by Publishers from Arkansas, Tennessee and Mississippi

MEMPHIS, Tenn., March 8.—Steps to provide an auxiliary organization with a field secretary to promote the national advertising patronage of its members in Arkansas, Tennessee and Mississippi were taken by the Tri-State Press Association at its meeting here yesterday and to-day. A fund of \$500 was authorized to be raised by a committee of three, one of which was the secretary.

The meeting was attended by fifty publishers and was strictly a business session, outside of two luncheons tendered by the Memphis Chamber of Commerce.

Guy P. Clark, publisher of the Clarksdale (Miss.) News, was elected president, succeeding Edward Albright of Gallatin, Tenn. Vice-presidents are Mrs. Ada Roussan, Osceola (Ark.) Courier; Walker Wood of Winona, Miss., and W. D. Lyon of Bluff City, Tenn.

The secretary-treasurer, R. O. Schaefer, publisher of the Southern Construction News, Little Rock, was re-elected. Resolutions were adopted endorsing President Wilson's league of nations idea. It was voted to continue membership in the National Editorial Association.

OPPOSE PUBLICITY REPEAL

Arkansas Editors Also Decide to Abandon Excursion This Year

LITTLE ROCK, March 8.—At the mid-winter meeting of the Arkansas Press Association a resolution protesting against repeal of the Publicity act, initiated in 1913, was adopted. The bill for repeal has passed both Houses of the Legislature and Governor Brough has been urged to veto it.

It was decided to abandon this year's proposed press excursion over the State. Heretofore the trips have been a part of the annual meeting usually held in May. The election will be held at the May meeting. The majority of those attending went to Memphis to take part in the Tri-State Press Association meeting the day following.

EXPERIENCED and active young publisher desires to take over a daily newspaper in a city of 15,000 or more. He has \$10,000 cash for first payment.

Proposition S. O.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

GOOD-WILL TAXATION IS EXPLAINED

(Continued from Page 33)

and above his original holdings, the proceeds of the sale of the stock, when actually sold by the shareholder, will be liable for both normal and additional tax under the appropriate division of the law.

"Answering your questions specifically, therefore, shareholders will not be required to return any part of the 100 per cent. stock dividend received, as such; but will be required to return their respective interests in the capitalized good-will of the corporation when the stock received by them representing their proportionate interests in the capitalized good-will shall be sold."

Ways of Valuing

"Under the excess and war profits tax provisions, good-will is an intangible property, and when paid in for stocks or shares prior to March 3, 1917, it may be valued at either (a) the actual cash value of the property at the time acquired, or (b) the par value issued therefor, or (c) in the aggregate 25 per cent. of the par value of the total stock, or shares, outstanding prior to March 3, 1917, whichever is the lowest.

"Another opinion on this same ground says: 'Stock dividends declared from a surplus created from the revaluation of capital assets, or a value placed upon trade mark, good-will, etc., do not represent a distribution of earnings or profits subject to tax in the hands of the recipient shareholder. The entire proceeds derived by a shareholder from the sale of such stock is income subject to both the normal and the additional tax, and shall be accounted for in the shareholder's return rendered for the year in which sold. Stock dividends declared from earnings or profits accrued prior to March 3, 1913, or from surplus created by the revaluation of capital assets or by placing a value upon trade marks, good-will, etc., do not represent a distribution of earnings or profits subject to tax as a dividend in the hands of the recipient shareholder.'

"As a further example, take the following question and its answer, the latter showing clearly that taxable cash surplus and undivided profits must be exhausted before a tax-free stock dividend resulting from a capitalization of asset appreciation may be distributed:

On Revaluation

"Assuming a corporation to have undivided surplus or profits of \$500,000; to have revalued its assets, resulting in an increase of \$1,000,000; and to have declared a stock dividend amounting to \$750,000—said by the corporation to have been out of the revaluation increase, will the Treasury Department accept the statement of the corporation, or will it insist on \$500,000 (or two-thirds of the stock dividend) as representing the undivided surplus or profits—and hence taxable—and the balance

of \$250,000 (or one-third) out of the increase due to the revaluation, and hence not taxable?"

"In reply, you are advised that if the undistributed surplus or profits of the corporation accumulated since March 1, 1913, are sufficient to pay the \$750,000 dividend, then all of such dividend will be taxable. If only \$500,000 surplus is on hand on the date of payment of the dividend, then the amount of the dividend that is over and above such surplus on hand will be exempt. If there is no surplus on hand on the date of payment of the dividend, then all of the dividend will be tax exempt. In short, the dividend is taxable to the extent of the undivided profits (accumulated since March 1, 1913) on hand on the date of payment of such dividend.' (Letter to Hornblower & Weeks, Boston, Mass., signed by Deputy Commissioner L. F. Speer, dated May 14, 1918.)

Must Be Specific

"It is easily to be appreciated that newspaper publishers consider it a hardship not to be able to charge to capital account moneys that have been expended in building up such an intangible, but valuable, asset as a subscription list. So far as actual decision on this point is concerned, a specific case in point would have to be presented to the commissioner before it could be obtained. By that I mean that the commissioner will not pass upon hypothetical questions or supposititious cases.

"The best way, and perhaps the only way, to arrive at a definite conclusion would be for one paper which has always charged its subscription expenditures to its expense account to compile its figures and ask for a ruling from the commissioner for a constructive capital to compare with similar concerns which have charged such expenditures to surplus. In that way a precedent would be established and all other papers could act upon it. The trouble is that few papers care so to expose their private affairs."

The ground-hog stays out all winter in **ASBURY PARK, NEW JERSEY**
If you want business all the year advertise in the

ASBURY PARK PRESS

Published in "the community without a poorhouse." The leading residential pleasure resort district near New York City. And in the second richest agricultural county in the United States.

Standard Rate card: A. B. C. Circulation; Associated Press news; A. N. P. A. membership. Always your money's worth.

How many newspapers like this have you included in the last list you made up? You want results, don't you?
J. Lyle Kinmonth, Pub., Asbury Park, N. J.

Food Medium

of **New Jersey**

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

You MUST Use the LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation **150,000**
MORE THAN
Member A. B. C.

The Dominating Force

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

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency,
BOSTON NEW YORK CHICAGO

DARRIMORE WITH TOLEDO BLADE

Becomes Assistant City Editor—Other Changes in Staff

TOLEDO, Ohio, March 14.—Several changes have been made recently on the editorial staff of the Toledo Blade. J. L. Darrimore, formerly of the Detroit Free Press, is assistant city editor, vice B. B. Hoover, who went into Government work in Washington. Miss Maurine Diggs, an Oberlin college girl, is doing features. J. A. Dalton, formerly with the Cincinnati Enquirer, is doing general assignments. E. J. Fortman, from the Detroit Journal, is on the court house beat. J. Wilson Roy, formerly with the Toledo News-Bee, is on the copy desk.

Charles O. Locke, son of the proprietor of the Tiffin (Ohio) Tribune and Herald, is on the Federal beat. R. A. Forster resigned as chief probation officer of the Lucas County Juvenile Court to take the city hall beat. M. M. Hill, former Federal reporter, has gone into advertising. C. C. Griswold, former court house reporter, has gone with the Toledo Times.

J. Stuart Price has returned from overseas and resumed his former position with the Providence (R. I.) Journal.

ENGLISH AD EXPERT HERE

Dorland Agency's London Manager Will Spend Month in America

George Kettle, managing director of the Lon on office of the Dorland Advertising Agency, arrived in America Tuesday on the Adriatic for a month's visit. Besides acquainting himself with American advertising and the business situation, Mr. Kettle plans to impart to all Americans interested any information they want on British conditions.

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA
Birmingham NEWS
Average circulation for June, 1918, Daily, 48,896; Sunday, 53,795. Printed 2,965,884 lines more advertising than its nearest competitor in 1917.

CALIFORNIA
Los Angeles EXAMINER
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

GEORGIA
Atlanta DAILY
GEORGIAN AND SUNDAY AMERICAN
Circulation daily, 62,537; Sunday, 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.

ILLINOIS
Joliet HERALD-NEWS
Circulation, 18,100.

IOWA
Des Moines SUCCESSFUL FARMING
More than 800,000 circulation guaranteed and proved, or no pay. Member Audit Bureau of Circulations.

LOUISIANA
New Orleans TIMES-PICTAYUNE

MONTANA
Butte MINER
Average daily, 14,905; Sunday, 23,970, for 6 months ending April 1, 1918.

MISSOURI
St. Louis POST-DISPATCH
Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section.

The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city.

Circulation for entire year 1918:
Sunday average 353,177
Daily 189,796

NEW JERSEY
Asbury Park PRESS
Elizabeth JOURNAL
Paterson PRESS-GUARDIAN
Plainfield COURIER-NEWS

NEW YORK
Buffalo COURIER & ENQUIRER
New York City
..... IL PROGRESSO ITALO-AMERICANO
New York City DAY
The National Jewish Daily that no general advertiser should overlook.

OHIO
Youngstown VINDICATOR

PENNSYLVANIA
Erie TIMES
Wilkes-Barre TIMES-LEADER
TENNESSEE
Nashville BANNER

TEXAS
Houston CHRONICLE
The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.

VIRGINIA
Harrisonburg DAILY NEWS-RECORD
Largest circulation of any daily paper in the famous valley of Virginia.

WASHINGTON
Seattle POST-INTELLIGENCER

New Orleans States

Member Audit Bureau of Circulations.

Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1918

44,968 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.

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

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation
139374

U. S. P. O. REPORT

For the period ending Oct. 1, 1918

The New Orleans Item

Daily 70,964
Sunday 90,242
Average 73,703

Foreign representatives

THE JOHN BUDD COMPANY
New York Chicago St. Louis

LYNN TELEGRAM-NEWS

Largest Circulation in Lynn.

Most Up-to-date Daily in Eastern Massachusetts.

Member of Audit Bureau of Circulations.

LYNN TELEGRAM-NEWS

LYNN, MASS.

Distinctly a Region by Itself
and the Upper-Corner-Stone
of these United States,

New England

is separated from the rest of
the continent by the Cham-
plain, Hudson and St. Law-
rence valleys.

The average of population to the
square mile is very high in Mass-
achusetts, Rhode Island and Con-
necticut, while Maine, New Hamp-
shire and Vermont furnish the rural
element so essential to a well-bal-
anced territory.

*From the Connecticut shore to
Mount Desert, in Maine, the whole
coast has almost a continuous line
of cottages, residences, estates and
hotels,—a capital investment of
hundreds of millions of dollars.*

National Business can advertise itself in
New England IN DETAIL,—and *afford it!*

Summer will soon be here.

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522.

		Net Paid Circulation	2,500 lines	10,000 lines
Boston Advertiser and Amer- ican	(S)	327,375	.35	.35
Boston American	(E)	358,544	.40	.40
Boston Globe	(ME)	288,216	.30	.30
Boston Globe	(S)	320,060	.35	.35
Boston Post	(M)	540,606	.45	.45
Boston Post	(S)	365,287	.35	.35
Boston Record	(E)	50,650	.15	.15
Boston Transcript	(E)	44,170	.18	.18
Fall River Herald	(E)	8,653	.025	.025
Fitchburg Daily News ..	(E)	6,140	.025	.025
Fitchburg Sentinel	(E)	6,029	.025	.02015
Haverhill Gazette	(E)	13,072	.0285	.0214
Lynn Item	(E)	13,562	.050	.042
Lynn Telegram-News (E&S)		13,000	.04	.04
Lowell Courier-Citizen ..	(ME)	17,242	.035	.035
New Bedford Standard- Mercury	(ME)	25,307	.05	.05
Salem News	(E)	19,443	.055	.04
Worcester Gazette	(E)	29,625	.07	.05

MAINE—Population, 762,787.

Portland Express	(E)	26,283	.06	.045
Portland Telegram	(S)	21,626	.045	.035

RHODE ISLAND—Population, 591,215.

Pawtucket Times	(E)	23,146	.06	.04
Providence Bulletin	(E)	54,208	.12	.12
Providence Journal	(M*S)	34,299	.075*10	.075*10
Providence Tribune	(E)	28,156	.07	.07
Westerly Sun	(E)	4,252	.021	.021
Woonsocket Call-Reporter	(E)	10,876	.043	.029

VERMONT—Population, 361,205.

Barre Times	(E)	6,613	.017	.0143
Burlington Daily News ..	(E)	8,750	.025	.02
Burlington Free Press ..	(M)	11,226	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post- Telegram	(M&E)	43,434	.0850	.07
Bridgeport Post	(S)	11,092	.04	.025
Hartford Courant	(MS)	24,745	.06	.05
Hartford Times	(E)	34,759	.06	.06
New Haven Register	(ES)	25,389	.06†	.045
New London Day	(E)	11,064	.03	.025
New London Telegraph ..	(M)	4,830	.0128	.0128
Waterbury Republican ..	(MS)	12,405	.035*	.025

†Rate on 2,800 lines. *Rate on 3,500 lines.

Government Statements October 1st, 1918.

THIS ADVERTISEMENT WON \$100 IN THE GLOBE'S \$1,000 ADVERTISING AGENTS COMPETITION

New York ? — which New York ?

FOR there are many New Yorks open to the advertiser in search of new markets. There is roof-garden New York and fireside New York—New York of the brownstone and New York of the curbstone. No single label will fit the big Metropolis—no single newspaper can serve its many markets. The Globe certainly makes no claim to do so, but The Globe *does* reach a worthwhile market—and a steady market—year in and year out.

In The New York of The Globe we see an alert New York—rather young in spirit—progressive in politics, business, ideas of life in general—willing to try new things and to buy new things. Substantial—yes. Well-balanced—yes. But no mossback—it knows the feel of the ticker tape and the handle of the brassie. It doesn't reckon time from the blizzard, "when Roscoe Conkling died."

Nor is the reader of The Globe a faddist or destructionist. The New York of the soap-box is not the New York of the home, and The Globe is built to appeal to the home. It is there the market lies. There sits the board of purchasing agents—for the majority of products. Naturally The Globe has specially provided for the interests of the home and the woman in the home. Above all, The Globe is, first and last, a *newspaper*—and not a "feature newspaper." It is best described as a real newspaper with features.

Alfred W. McCann's pure food section has wrought wonders in food reform. Adulteration of foods has been minimized by his fearless attacks, and honest dealers have profited accordingly.

Nearly a page a day for twenty years has been devoted to school news. Almost every teacher in the Metropolis reads The Globe—no negligible market, as the department stores know.

A glance at the financial page of The Globe reveals the completeness of this department. A gain of over 300,000 lines of financial advertising in three years attests its value.

Among the rest, it is enough to name "The Truth About Merchandise," Dr. Crane's article, the health column, Walt Mason, Webster's cartoons, Burgess's bed-time stories, music, sport and a *real* fashion page.

Altman
Arnold, Constable
Best
Bloomingdale
Bonwit Teller
Gimbels
Hearn
Lord & Taylor
McCreery

It is significant that sixteen of New York's leading retail shops have totalled more advertising in The Globe during 1918 than in any other paper—significant because their check-up on reader-responsiveness is the most accurate possible. Here are the shops and here is the record in agate lines:

	Year 1914	Year 1915	Year 1916	Year 1917	Year 1918
Globe ...	1,544,862	2,224,178	2,432,502	2,527,264	2,566,147
World ...	3,000,528	2,618,798	2,267,892	2,806,885	2,000,174
Journal ..	2,845,020	2,472,407	2,076,813	2,008,659	2,163,483
Mail	1,955,260	2,068,254	2,239,538	2,130,679	1,790,976
Sun	1,728,155	2,181,097	2,227,726	2,243,172	2,320,158
Telegram	1,246,009	1,169,549	984,705	1,143,528	1,218,524
Post	856,216	829,561	797,434	796,740	738,328

Macy
Oppenheim &
Collins
Franklin Simon
Stern
Stewart
Wanamaker
Gidding

The New York Globe

Member Audit Bureau of Circulations

JASON ROGERS, Publisher

Circulation 180,000

