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# EDITOR & PUBLISHER

*The Oldest Publishers and Advertisers Journal in America* 1854 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.

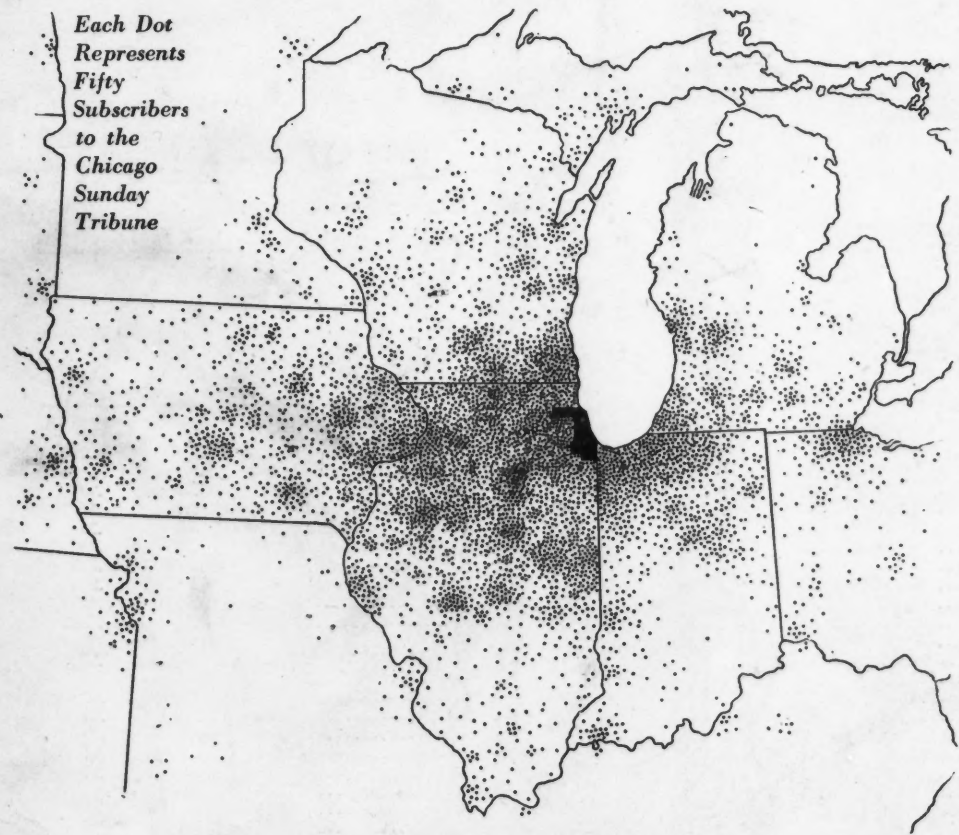
Weekly: \$3.00 a Year; 10c. Per Copy.

NEW YORK, THURSDAY, MAY 29, 1919

Vol. 51. NO. 52

## Publishers! Picture Your Circulation Like This

The Chicago Tribune urges newspapers to make dot maps of their circulation like that below. By means of such maps the national advertiser can be shown most convincingly the possibility of blanketing the entire United States through the radiating circulation of metropolitan newspapers.



Here is how to make a dot map of your circulation.

*Tabulate your circulation by counties.*

*Take an outline of your territory and note the circulation in each county in small light figures. Divide circulation in each county by fifty (carrying surplus to the adjoining county) and write the quotient in big heavy figures in each county.*

*Make a silverprint of the map and instruct your artist to trace in ink the main geographical outlines and to make in each county the number of dots indicated by the BIG HEAVY figures in that county.*

*Wash off silverprint and you have a map just like that opposite.*

The cost is exceedingly low in proportion to value. The Tribune art department charged \$25 for making such a map at the request of the Milwaukee Journal, picturing in this graphic form its exact circulation in every county in Wisconsin.

## The Chicago Tribune

**THE WORLD'S GREATEST NEWSPAPER**

Write for The Tribune's 1919 Book of Facts

# Pre-Eminence of New York State Newspapers

FROM the time of the signing of the armistice, to the present, the Savings Bank Association of the State of New York has experienced the most prosperous business period in its eventful history.

In spite of the Liberty Bond Campaigns and the various demands made upon the people for money, the deposits of the New York State Savings Banks have scored the highest figure ever reached, passing

**\$2,000,000,000!**

*The individual depositors number now more than 3,500,000!*

These amazing figures speak eloquently of the industry, enterprise, thrift and earning power of the "common people" as Lincoln so affectionately called them.

The figures hint, too, at the possibilities that await the National Advertisers and Manufacturers who will take advantage of the present prosperous condition, and exploit their wares in the Newspapers which every day in the week find a welcome in the homes of these people, who are open to logical persuasion.

The Advertiser who uses the New York State Newspapers, which are pre-eminent in many ways, has an audience equalling one-twelfth of the population of the United States.

And this audience is not only the richest audience in the world, but the one that is given to the most liberal spending.

*The capacity to realize the propitious moment is the capacity to land at the top*

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	33,559	.07	.07	New York Post (E).....	32,369	.25	.20
Albany Knickerbocker Press (S).....	43,957	.07	.07	New York Sun (E).....	180,998	.37	.34
Albany Sunday Telegram.....	27,959	.05	.05	New York Sun (M).....	121,639	.39	.36
*Batavia News (E).....	8,458	.0225	.0225	New York Sun (S).....	121,639	.39	.36
Binghamton Press-Leader (E).....	26,546	.07	.06	New York Telegram (E).....	204,622	.342	.315
Brooklyn Daily Eagle (E).....	45,884	.18	.18	New York Telegram (S).....	204,622	.246	.225
Brooklyn Daily Eagle (S).....	68,667	.18	.18	New York Times (M).....	350,598	.50	.485
*Brooklyn Standard-Union (E).....	53,265	.15	.15	New York Times (S).....	500,000	.55	.5335
*Brooklyn Standard-Union (S).....	58,929	.15	.15	New York Tribune (M).....	108,011	.32	.28
Buffalo Courier & Enquirer (M&E)...	70,626	.15	.12	New York Tribune (S).....			
Buffalo Courier & Enquirer (S).....	115,359	.17	.15	New York World (E).....	355,376	.40	.40
Buffalo Evening News (E).....	103,634	.16	.16	New York World (M).....	334,513	.40	.40
Buffalo Evening Times (E).....	56,861	.10	.10	New York World (S).....	569,762	.40	.40
Buffalo Sunday Times (S).....	71,435	.10	.10	Niagara Falls Gazette (E).....	13,162	.03	.03
Elmira Star-Gazette (E).....	25,889	.06	.05	*Rochester Times-Union (E).....	67,121	.14	.12
Gloversville Leader-Republican (E)...	6,339	.02	.02	Rochester Herald (M).....	35,826	.06	.06
Gloversville Morning Herald (M)....	6,245	.03	.02	Rome Sentinel (E).....	5,353	.0179	.0157
Ithaca Journal (E).....	6,791	.025	.025	Schenectady Union-Star (E).....	17,660	.08	.04
*Jamestown Morning Post (M).....	9,131	.025	.02071	Syracuse Journal (E).....	45,030	.08	.08
*Mount Vernon Daily Argus (E).....	7,193	.02	.02	Troy Record (M&E).....	25,537	.04	.04
Newburgh News (E).....	10,613	.04	.03	Yonkers Daily News (E).....	3,640	.0178	.0178
New York American (M).....	367,969	.45	.41	*A. B. C. Statements April 1st, 1919.			
New York American (S).....	753,468	.65	.60	Government statements April 1st, 1919.			
New York Globe (E).....	179,906	.39	.36	Total Circulation.....			6,112,920
New York Herald (M).....	128,814	.40	.36	10,000 Line Rate.....			8,9635
New York Herald (S).....	202,000	.50	.45	2,500 Line Rate.....			9,5569
New York Evening Journal (E).....	675,118	.75	.75				





- SERVICE
- QUALITY
- QUANTITY
- TIMELINESS
- PREPAREDNESS
- EXCLUSIVENESS
- VARIETY
- ORIGINALITY
- MATS
- ART
- COMICS
- WOMAN'S PAGE
- SPORT
- ORGANIZATION

14  
POINTS

of  
NEA  
SUPREMACY

E. R. HIGGINS

Write or Wire

THE NEWSPAPER ENTERPRISE ASSOCIATION

(A Service, Not a Syndicate)

Cleveland, Ohio

To get Philadelphians  
to buy your make of car,  
do as most local advertisers do,  
concentrate your advertising  
in the paper "nearly everybody reads"  
—The Bulletin

## Dominate Philadelphia

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

# The Bulletin

*Net Paid Average  
for April*

445,920

*Copies  
a Day*

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





# EDITOR & PUBLISHER



Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & 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, THURSDAY, MAY 29, 1919

No. 52

## U. S. ARMY IS TO ADVERTISE FOR RECRUITS AND TO SOLVE UNEMPLOYMENT PROBLEM

### Principle of Buying Space to Effect Public Purposes Recognized by Secretary Baker—Col. Woods to Follow Bond Advertising Plan—Believe Congress Will Make Advertising Appropriations After Success of Venture Has Been Demonstrated

(FROM OUR OWN CORRESPONDENT.)

WASHINGTON, D. C., May 28.—At last the Government is coming to regard paid newspaper advertising as an essential part of any activity the success of which depends upon getting it over with the public. Two distinct campaigns of paid advertising are about to be launched, and although the Government is seeking to avoid the expense of one of them, it nevertheless recognizes the principle that the newspaper is a commercial institution whose columns have a commercial value and are not simply a dumping ground.

#### Formal Announcement Soon

Colonel Arthur Woods, former Police Commissioner of New York City, now special assistant to the secretary of war, in charge of finding employment for soldiers, is responsible for the first campaign. He has developed a plan by which employers are to be urged to give positions to former employes who entered the Army and by the force of public opinion to create a reservoir of employment for returned soldiers.

The second and more important campaign is that to be conducted by the War Department out of its own funds, to obtain recruits for the Army.

Formal announcement that Secretary of War Baker has approved the expenditure of War Department funds in an advertising campaign to obtain the recruits needed to replace national guard and drafted men in the army of occupation in France and for foreign service in Siberia, Italy, France, the Philippines and Hawaii may be expected within a few days.

#### Talk of \$180,000 Schedule

The program formulated by officers in the war department already has been approved "in principle" by Secretary Baker, but the completed plan has yet to be submitted to him for his final consideration. It is said by officers in charge of this proposed campaign that they believe the value of paid newspaper advertising will be demonstrated so clearly before July 1, the beginning of the next fiscal year, that Congress will look with favor upon suggestions for a straight appropriation for such purposes. The war departments present plans call for a campaign of full page displays, not small spaces.

EDITOR & PUBLISHER has been informed that the original plans contemplate the expenditure of approximately

(Continued on page 6.)



HON. NEWTON D. BAKER, WHO HAS APPROVED PRINCIPLE OF GOVERNMENT ADVERTISING

#### BARS ADVERTISING FROM PAGE 2

#### Cleveland Press Making Mechanical Changes to Meet Heavy Demands

CLEVELAND, O., May 27.—The demand for larger papers has been so heavy as to require the Cleveland Press to begin converting its four sextuple Hoe presses into octuples and to double its stereotyping equipment. The Press is now printing as high as 40 pages at least on one day a week, and on the other days the size is not much less.

A new departure in its policy is to exclude all advertising from the second page. Page 2 is now reserved for "last-minute" news and "carry-overs" from the first page and Business Manager

Basil Brewer says no money can purchase a line of advertising space on it.

#### HARRIS TO PARIS FOR HERALD

Will Act as Correspondent and Reorganize Continental Service

Julian Harris sailed for Europe Tuesday to become Paris correspondent of the New York Herald and to reorganize its continental news service. He was mustered out of the army about two months ago, returning immediately to the Herald, with which he had been connected as editor of its Paris edition before the war. Mrs. Harris accompanied her husband and will continue her own literary work in Paris.

#### CLARK LEAVES WORLD FOR CHICAGO TRIBUNE

Park Row Hears Rumors of Plans for a New York Daily Pictorial, but Reports Are Not Confirmed

Arthur L. Clarke has resigned as city editor of the New York Evening World and has accepted an appointment with the Chicago Tribune, the exact nature of which is not announced.

Park Row heard numerous rumors concerning Chicago Tribune plans for extension this week. One was that Tribune men were planning to publish in New York around June 15 a morning pictorial, to be printed in the press room of the New York Evening Mail.

Neither Joseph Medill Patterson, at Chicago, or Mr. Clarke, seen at the Tribune offices, 251 Fifth avenue, would discuss the report. It was said that an announcement of some sort would be made later in the week.

Mr. Clarke has been succeeded as city editor of the Evening World by John M. Ramey, a newspaper writer of long experience and more recently ship news reporter for the Evening World.

#### Congress Would Probe Publicity Bureaus

Resolution to Investigate Press Relations of Government Departments to Find Cost and Legality

(BY TELEGRAPH TO EDITOR & PUBLISHER)

WASHINGTON, D. C., May 28.—A resolution has been introduced in the House by Representative Mott, Republican of New York, as follows:

"Resolved by Senate and House of Representatives of United States America in Congress assembled, that the joint committee on printing be and hereby is, authorized and directed to conduct an investigation of the press or publicity bureaus of the various departments, bureaus, boards or commissions of the government, to ascertain the nature and cost of work done by each, what employes are used and whether or not their employment in this press or propaganda work is authorized by law; and that the joint committee on printing be directed to report its finding to Congress at as early a date as possible."

## GOVT. TO ADVERTISE FOR ARMY AND LABOR

(Continued from Page 5)

\$185,000 between June 1 and June 30, but it was pointed out, a reduction in this total may be made before the campaign receives the final approval of the secretary of war. At any rate the suggestion of that amount carries the conviction that those in charge of the recruiting campaign of the Army are not laboring under the misapprehension that a successful campaign of the kind proposed can be undertaken on a pittance, and further that to obtain the desired end the advertising must be continuous, not spasmodic.

It was stated that ranking officers of the Army were convinced through the success of the selective service act, when the public obtained practically all of its information about registration, classification, exemptions, etc., from the daily newspapers, that no other medium went direct into the homes of the American people. The war department depended almost entirely on the newspapers to educate the people in a system the ultimate success of which could not have been predicted on the night the president read his war message by the most enthusiastic advocate of universal military service. Army officers have marvelled at the manner in which the press of the country put over the draft and they realize now that the best way to obtain recruits is to explain the needs of the Army and the inducements offered to recruits in the matter of foreign service through the advertising columns of the newspapers.

### Colonel Wood's Plans

The plan of Col. Woods in his fight against unemployment of returned soldiers does not involve a direct expenditure by the war department or the council of national defense which is working with him. His program, at least for the present, follows the lines of the Liberty Loan advertising contributions by local merchants. It differs to the extent that the employer is to obtain direct benefit from it and that his firm will be featured in such a manner as to be helpful to his business, instead of the plan followed in the Loan drives where he was content with a notice that he had contributed the space as a patriotic aid to the government.

Colonel Woods, announced some time ago that a plan had been devised to have an honor roll of employers who agreed to re-employ all men who left their service to enter the Army. He prepared a certificate of honor to be issued to every employer who signified to the government his intention of taking back all old employees, such certificate to be one suitable for display in the offices of the firm receiving it.

### To Cite Employers

In the advertising campaign under contemplation, it is proposed to feature that "employers citation" in the center of full page display ad and to set alongside it the names of the employers who have obtained it through their agreement to re-engage discharged soldiers. The space would be paid for by the employers, this being prorated among all whose firms were listed.

Upon the success of this campaign will depend the future of paid newspaper advertising as a means of combating unemployment problem. Colonel Woods is regarded as a staunch advocate of paid advertising and undoubtedly will branch out in this respect if necessary funds are appropriated by Congress to cover work during the fiscal year beginning July 1. Sentiment in Con-

## EDITOR & PUBLISHER POINTS THE WAY ON GOVERNMENT ADVERTISING

EDITOR & PUBLISHER has been the pioneer advocate of paid advertising in newspapers to effect the special purposes of the Government. This journal advocated scientifically planned, and therefore economical and efficient, Government advertising to promote the sale of the various war bond issues.

On April 10 last, EDITOR & PUBLISHER exclusively announced: "A tremendous opportunity for service to the country is open to newspaper advertising interests by the immediate proposal of comprehensive plans for a nation-wide paid space campaign to recruit the new United States Army to half a million men." It was then pointed out, for the first time, that power to appropriate state funds for such purposes lay in the hands of the Secretary of War. The article gave full information as to the correct method of procedure to procure this advertising and, judging from our Washington dispatch, EDITOR & PUBLISHER'S advice has been acted upon.

It is the opinion of EDITOR & PUBLISHER that the demand for newspaper advertising service to effect the special purposes of the Government is today more urgent than during the war. It is a matter of congratulation that the Government has accepted the principle, but EDITOR & PUBLISHER still does not believe in the policy of state advertising on the private subscription plan. The Government of the United States is big enough to conduct its own business at its own expense.

gress is so strong in favor of anything that may appeal to what is coming to be called "the soldier vote" that it would not appear to be difficult for Colonel Woods to obtain an appropriation should he urge it.

### Employment Service

The future of the United States employment service, as a distinct federal agency supported by Congress instead of by private and state contributions as now is the case, rests with Congress. Sentiment has changed materially with respect to this bureau since the adjournment in March when funds were withheld from the service. Should funds be made available for the continuance of the bureau after July 1, paid newspaper advertising undoubtedly will have a prominent part in the campaigns to reduce the ranks of an army of the unemployed which might exist.

Roger W. Babson, head of the information and education service of the department of labor, which controls the employment service, always has been an advocate of a definite policy on the part of the government favorable to paid advertising as part of any campaign depending upon public interest and support for success.

Copy has been submitted for the recruiting plan by Barton and Durstine, Frank Seaman, Inc., W. A. Patterson and the Hawley Company. It is understood that other agencies will be called upon later for service.

## Newspaper Boom Starts Big Syndicate Activity

McClure Service Preparing New List of Features—Close for Ludendorff's Own Story

From all sources come indications of tremendous prosperity with the newspapers and with the newspaper syndicates, from whom the newspapers are demanding more and bigger features than ever before.

Specific indication of this condition is the fact that in this issue of the EDITOR & PUBLISHER, the McClure Newspaper Syndicate of New York has placed five full-page advertisements of their new big features.

EDITOR & PUBLISHER is informed by the McClure Syndicate that they expect to use space on a large scale continuously. It is understood that they are lining up some big features and that they have just closed for General Ludendorff's story of the German side of the war. This will undoubtedly be one of the greatest features ever handled by any syndicate.

## APPROVES N. A. C. E. EFFORTS

Complaints Committee Voices Faith in Integrity of Late Officers

CHICAGO, May 24.—The formal findings of the committee on complaints, as rendered at the recent convention of the National Association of City Editors, has just been made public and reads as follows:

"Your committee on complaints, assembled in session, reviewed correspondence relative to the National Association of City Editors' Anti-Bolshevik campaign, and after careful consideration, declare it as their belief that our national officers started a war during the last year on anarchy within our own borders without thought of self-aggrandizement and with loyalty to our own land as their one guiding thought; that this campaign was thwarted by newspapermen whose aim was to create newspaper revenue through a campaign of their own, and that we, after a review of all evidence available, recommend that this association voice in these resolutions our confidence in the integrity of our officers and our belief in the sincerity of their purpose.

"C. A. BERGER, Warren, Pa., Chairman.  
"L. R. BLACKMAN, Moline, Ill.  
"CAROL BIRD, Detroit.  
"CLAIR C. CRAWFORD, Fostoria, Ohio.  
"RET CROSLY, Terre Haute, Ind.

## END OF MT. VERNON CASE

Star Company of New York Victor in Long Litigation

WHITE PLAINS, N. Y., May 24.—The action brought by the Star Company of New York against the Mayor and Aldermen of the City of Mt. Vernon was formally and officially discontinued today when Supreme Court Justice Morschauer signed the order to that effect. The discontinuance was without costs to either side.

In the summer of 1918, the Board of Aldermen of Mt. Vernon passed an ordinance prohibiting the sale of papers printed in the German language in Mt. Vernon, and also included in the prohibition the New York American and the Evening Journal.

## Paper Mill Strikers Return

The thirty-two mills of the International Paper Company resumed operation Monday after a shutdown of two weeks as a result of the walkout of paper workers, who were demanding more pay. A conference was held yesterday between union leaders and company officials on the wage question.

## New Officers in Nashville

NASHVILLE, Tenn., May 22.—The Advertisers' Club has elected Burton Hill president; Grandison Vaughan, first vice-president; J. B. Richardson, second vice-president, and W. F. Rosenblum, secretary and treasurer.

## BIG AD EXHIBITION AT PORTLAND

Will Be Chief of Many Attractions of Convention of Pacific Coast Advertising Men's Association, June 8-11—Prominent Speakers

PORTLAND, Ore., May 24.—What is planned to be the largest advertising exhibition ever held in the West will be installed in the Portland Auditorium as a feature of the Pacific Coast Advertising Men's Association, which will meet in this city, June 8, 9, 10 and 11, the last day overlapping the opening of the annual Portland Rose Festival, which is scheduled for June 11, 12 and 13.

It is expected that five hundred advertising men from all parts of the Pacific Coast will be present, large delegations being assured from Los Angeles, San Francisco, Oakland, Stockton, Sacramento, Seattle, Tacoma and Spokane.

Five thousand square feet of floor space in the exhibit will be used by the printing and allied interests division. The better business bureaus of the various advertising clubs will have an extensive exhibit, and there will be a manufacturers' and home products display under the supervision of A. G. Clarke of Portland. A large number of advertisers already have entered their products.

### The Speakers

Prominent men from the coast cities will attend as speakers. They will include Mayor Ole Hanson, of Seattle; Mayor Rolph of San Francisco; Dr. Henry Suzzallo, president of the University of Washington; Harry S. Carroll, president of the Los Angeles Advertising Club; Thomas M. Keane, Spokane, Samuel P. Johnson, ex-president of the San Francisco Advertising Club; A. A. Schell, president of the Chico, Cal., club, and others. Governor Ben W. Olcott, of Oregon, and Mayor George L. Baker, of Portland, will be active on the programs.

Many social and special features have been arranged, including a trademark and industrial parade on June 11. The delegates will be taken to a scenic spot on the Columbia River highway where a monster barbecue will be served.

### Department Sessions

A complete schedule for the handling of departmental work has been made out. The various phases of the convention will be supervised as follows: Advertising agents, Frederick T. Hyskell, Portland; advertising clubs, secretaries, H. William Nelle, San Francisco; church advertising, the Portland Ad Club; community advertising, Gordon C. Corbaley, executive secretary Seattle Chamber of Commerce, and Herbert Cuthbert, secretary Pacific Northwest Tourist Association newspapers, I. D. Putnam, editor of the Stockton Record; outdoor advertising, George Hughes of Oakland; retail advertising, Thomas M. Keane, Spokane.

May Postpone "C. P. L." Meeting  
(BY TELEGRAPH TO EDITOR & PUBLISHER.)

TORONTO, Ont., May 27.—Owing to the strike situation in the West, the annual meeting of the Canadian Press Limited, called for June 4, is likely to be postponed. The officials here are devoting all their time to straightening wire difficulties occasioned by strikes in Winnipeg, Edmonton and Calgary.



# A. N. A. MEETING SURVEYS POST-WAR PROBLEMS CONFRONTING NATIONAL ADVERTISERS

## Semi-Annual Convention at Cleveland Brings Out Priceless Ideas—Association Gives Full Endorsement to Work of Audit Bureau of Circulations—J. C. McQuiston Becomes Vice-President and L. W. Wheelock and J. S. Wichert Directors

STAFF CORRESPONDENCE

CLEVELAND, O., May 24.—The semi-annual meeting of the Association of National Advertisers, which came to a close here this afternoon, at Hotel Statler, was declared by all the members in attendance to have been the most interesting gathering they have held since the organization was started nine years ago by 17 men in Detroit. One leading national advertiser actually made this statement: "The ideas I have heard these three days have been worth a million dollars to me."

About 150 of the 280 members were present during the sessions which began Thursday morning. All those attending agreed that the world war created a necessity for new ideas in advertising. Changed conditions, it was admitted, have brought about new fields, and in order to get into these fields advertising experts must "work their brains" to develop ideas.

John Sullivan, the association secretary, before leaving for his headquarters in New York, this evening summed up the work done during the three-day meeting by saying:

### Brought Order Out of Chaos

"The association has brought order out of chaos. It has done more than any other single agency to bring tangibility into business methods where formerly there was intangibility. The association has introduced high standards into the publishing field by insisting upon circulation audits, 'brass tack' methods in marketing data from publications, with details of circulation; has brought about reform methods of circulation; brought about better ethics and a higher standard of copy.

"The association is the principal channel through which the advertising men of this country have attained a loftier knowledge of marketing products. Through the association its members have become real factors in the nation's big business."

W. A. McDermid of the Mennen Company, Newark, N. J., president of the association, expressed himself as highly elated over the "world of ideas" generated during discussions.

Evidence that the work the A. N. A. is doing is receiving international recognition came before the convention in the form of a telegraphic message from Val Fisher, the British advertising authority who is now in this country, as follows:

"Heartiest good wishes for success of convention. The services rendered to the cause of good advertising by the Association of National Advertisers arouses the admiration and envy of European advertising men."

Two new directors were elected. L. W. Wheelock of Stephen F. Whitman & Son, Philadelphia, succeeded J. C. McQuiston of the Westinghouse Electric & Manufacturing Company, Pittsburgh, as a director. Mr. McQuiston was advanced to the vice-presidency to succeed W. P. Werheim of Pratt & Lambert, Inc., Buffalo, who resigned because of poor health.



W. A. McDERMID.

President Association of National Advertisers.

J. S. Wichert of the Mellin's Food Company, Boston, was elected a director in the place of George B. Sharpe, who recently resigned from the DeLaval Separator Company, New York, to become associated with the Cleveland Tractor Company, a non-membership concern.

The final session this afternoon was perhaps the most constructive. At its conclusion the following was adopted: "With a view to securing the still greater success of the movement for circulation audits and the furnishing of audit reports by a larger proportion of publications used as advertising media by national advertisers, the A. N. A. not only emphasizes the necessity of publications furnishing audit reports of circulation and urges its members to keep in mind the importance of having such reports in the conduct of their business; but particularly approves the work of the A. B. C. in the interests of both publishers and advertisers."

### Work of A. B. C. Approved

In thus expressing itself the A. N. A., as a body, ratified and approved the expression of confidence in the A. B. C. The action is a sequel to a thorough investigation of the methods of the A. B. C. by the secretary of the A. N. A.

Four-minute talks by almost a dozen prominent members were the salient features of the closing session. These talks

were not theoretical. They reflected practice and methods of sale, personal experiences related in "brass tack" talks, and an "exchange of views to prevent experimentation."

A gong reminded each speaker that his time limit was up.

The general subject of discussion was "New Things We Have Done in Our Business and Why."

The speakers included John E. Soby, of the Hammond Typewriter Company, New York; George F. Lord, manager of the advertising division of E. I. du Pont de Nemours & Co., Wilmington, Del.; Tim Thrift, advertising manager American Multigraph Company, Cleveland, O.; S. Roland Hall, advertising manager of the Alpha Portland Cement Company, Easton, Pa.; Gordon W. Kingsbury, advertising manager of the Diamond Crystal Salt Company, St. Clair, Mich.; W. H. Dawson, of the Atlas Powder Company, Wilmington, Del.; R. Calvert Haws, advertising manager of the Baker-Vawter Company, Benton Harbor, Mich., and A. V. Syrcer, of the Art Metal Construction Company, Jamestown, N. Y.

The four-minute talks were "nailed down," there being no platitudes and no philosophizing.

Following these brief talks, Benj. Nash of the Frank Seaman, Inc., New York, discussed "Visualizing the Products in Art Work." His talk was so interesting

and bristled with so many new ideas that the members granted him an extension of time. During his talk he requested association members to "quiz" him. His answers to all inquiries were laconic and to the point.

He was followed by E. B. Moon, a retail merchant of Lakeville, Ind., a town of about 300 people. In this village Mr. Moon has built up a retail business of \$100,000 a year. He explained how he had turned the trick. National advertising, he said, had been the main factor, if he excepted his individual efforts and aggressive pushing for customers. He said that his trade area extended over about 100 square miles.

"But this is not the trade area of a village of 300 inhabitants," Mr. Moon said. "The trade area of a retail merchant in a small town is just as large as he makes it for his own business."

He called attention to the necessity of "sympathy" between the country retailer and the national advertiser. He said that the proper use of literature distributed by firms which enter the national advertising field should be taught retailers. He said retailers in small towns are anxious to co-operate with manufacturers, if they show him how to do so. He said letter writing from firms distributing literature and spending large sums in national advertising will not bring the desired co-operation and sympathy between the retailers and the big firms. The small retailer, he said, is too busy to look into the merits of scores of letters he receives from big firms who advertise their products everywhere.

A general discussion followed Mr. Moon's talk.

### Bristled with Information

After the session closed a former newspaper reporter who represented an association member approached President McDermid of the association and said:

"As a newspaper man I attended about 250 business conventions, but not one of them was so business-like as the meetings just closed. The sessions bristled with 'information stuff.'"

Several other members expressed themselves along similar lines.

The daily routine of the first day's sessions follows:

President McDermid called the members together in the library of the Hotel Statler at 9:30 a. m., Thursday. His first action was in appointing B. B. Ayers, advertising manager of the American Steel & Wire Company, chairman of a resolution committee.

Among the resolutions this committee returned was one deploring the recent death of H. J. Heinz, the Pittsburgh founder of "Heinz's Fifty-seven Varieties." This resolution was adopted shortly before adjournment Saturday afternoon.

Secretary-Treasurer John Sullivan of the association was called upon to make certain explanatory statements in extension of his printed report, which was already in the hands of the members present.

(Continued on Page 8.)

## A. N. A. SURVEYS PROBLEMS OF ADVERTISERS

(Continued from Page 7.)

The report dealt with the reorganization of the headquarters office in New York, work of the General Data Department and the recently created "Research Auxiliary." Particulars regarding the personal staff were also given, along with information about the general service. Reports on receipts and expenditures were also given for the five months ending April 30, 1919. Diagrams were shown, explaining the number of requests from members to the General Data Department. He said the number of such requests this year will probably reach 2,300 against 572 in 1915-16, the first year of the department's operation. He also showed the number of requests received by the Publication Data Department, saying for this year they will equal the number received by the General Data Department, making the number of inquiries double the number received during 1916-17, when the department was first organized.

The secretary emphasized the need of the demand for service on the part of the membership in order that the data service might be still further improved. He mentioned that steps had already been taken to digest the mass of data on a great variety of advertising and selling subjects already in the files so that the members' time might not be occupied by having to examine a great deal of extraneous matter, and so that they might readily pick out the essential information.

He promised that in a very short time reports bringing practically all information on selected subjects down to date would be issued and that these reports would be supplemented from time to time as fresh data was gathered.

Mr. Sullivan's report was followed by a series of stereopticon views showing the office staff, views of New York headquarters' office.

### Has Saved Thousands of Dollars

After making several minor announcements President McDermid made a talk "in brass tacks" to the members, outlining in a lucid style the objects of the association, the tremendous work in front of it and the need of co-operation on the part of every member. His talk was very frank, and of a confidential value. Mr. McDermid did not mince his words and he was enthusiastically applauded at the end of his address. During his address he instanced cases in which membership concerns were, by the work of the headquarters office, saved thousands of dollars by being given facts about various propositions, whereas certain non-membership concerns, unable to obtain the facts, lost a great deal of money by subscribing to these propositions and selling schemes.

The last speaker before the noon adjournment was Miss Marion Taylor of New York City. She is style counsel for the H. Black Company and other concerns and is also well known as style editor of several publications. She was introduced by H. J. Winsten, sales and advertising manager of the H. Black Company. Her talk was on "Style and the Woman Appeal in Advertising."

### Women's View of Advertising

Her remarks were frank and refreshing and gave the association members an insight into the elusive feminine mind. There was not a platitude in her address, and the men listened eagerly. Their interest was evidenced in the discussion that followed.

Man after man questioned Miss Taylor, not merely men engaged in the clothing business, but men in the cement, salt,



HEADQUARTERS STAFF OF THE A. N. A.

automobile, telephone, baby carriage, aluminum utensils, corsets, face cream, upholstery materials, and typewriter industries. One important point emphasized by Miss Taylor was that women are not "living down to something, but are ready all the time to live up to something" adequately and sensibly presented to them. Women have in the back of their minds that they would like to look like certain illustrations that they see in the editorial and advertising columns of magazines, in spite of the fact that they are well aware that frequently these illustrations are somewhat bizarre or exaggerated.

Even after the session adjourned, men stood around Miss Taylor eagerly consulting her on points connected with their business. The morning session was one of the best that the association had ever had.

An adjournment was then taken for "divisional luncheons," men in the same line of business exchanging personal viewpoints during the luncheons and outlining plans for future co-operation.

### Audits Necessary

The afternoon session began at 2 o'clock, the first speaker being E. W. Simons, advertising manager of the James Manufacturing Company. He is also chairman of the A. N. A. circulation audit committee.

Mr. Simons talked on "New Conditions in the Publication Field" and recommended that certain steps be taken by the association in connection with the circulation audit movement.

"Legal Pitfalls—Watch Your Step," was presented by E. I. LaBeaume, advertising manager of the Hercules Powder Company. Mr. LaBeaume presenting details gathered by the association from original sources. When Mr. LaBeaume had finished, the interest in this subject quickly developed and the men asked many questions covering trade marks, price maintenance, dealer contracts and pitfalls to be avoided in the handling of pictures and printed matter generally.

The session closed with talk on "Experiences in Export Advertising" by J. F. Stevens, of the J. Roland Kay Co., Chicago.

The evening was devoted to a banquet at the Hotel Statler. Business for the only time during the three-day meeting

was forgotten. The banquet was a "riot of fun." There were no speeches.

Friday morning a report was presented for the special outdoor advertising committee by George Frank Lord of the E. I. duPont de Nemours Powder Company. It developed that practically all of the bill board space available in the country has already been sold, hence the advertiser who wishes to get his products before the public must rely mainly on newspapers. It was also reported that magazines worth taking space in are jammed full of advertising based on time contracts.

It was announced that in co-operation with committees of the Poster Advertising Association of America, the A. N. A. will make a survey of the outdoor advertising field and report to the A. N. A. on every condition and circumstance. It is estimated that six months will be required to compile this report. It will be distributed to the entire membership. During the general discussion many points of value were brought out on the use of technical posters, touching mainly on technical practice.

J. F. Stevens, a Chicago foreign advertising expert, read a paper on "Experience in Foreign Advertising."

L. A. McQueen of the B. F. Goodrich Company, Akron, Ohio, presented a paper on "The Advertising Manager's Newest Ally." Mr. McQueen declared this new ally is the *correspondence supervisor*. He discussed practically and in detail plans by which the Goodrich Company has worked out means of securing standardization and maximum results in its correspondence—also more grammatical and effective letters.

### The Correspondence Supervisor

Mr. McQueen said the Goodrich Company is now employing about 800 correspondents and sends out about 180,000 dictated letters a month. The duty of the *correspondence supervisor* is to examine all letters for grammatical errors, maintenance of policy, cutting size, etc. He said the *correspondence supervisor* has proved to be a great force for good.

N. Bowland, advertising manager of the A. M. Byers Company, Pittsburgh, started a discussion on what extent the Association of National Advertisers should lend assistance in the advertising plans of the Government and welfare bodies. During the talk members de-

scribed in detail the co-operation the A. N. A. had given a number of Government departments during the last two years of the war, and particularly on labor in the last two weeks.

### Oppose Donations to Government

Without placing themselves on record, the A. N. A. members plainly showed opposition to future donation of space, either to Government departments or welfare or charitable bodies. In fact, the opinion was that many national advertisers had made a mistake in giving free space to the Government, even during the war.

The Government Department of Labor was quoted as an instance of this. It was declared that, despite the fact that a large amount of space and work had been donated to helping the Government solve its labor problem, labor department heads are constantly sending in requests for aid in the very way it has al-

ready been given. This was taken to show that no effort has been made by the Government to check its advertising and that department heads do not yet know what has been done for them.

It was the contention of most members that when the Government pays for its advertising bureau and department heads will be more careful to check up what they have secured for their money, whereas free space is quickly forgotten and the departments have gained no experience in handling their own problems.

Following this discussion, a committee was appointed to have referred to it all questions of co-operation between the association and welfare bodies.

Members contended that donated space should not be charged up to the advertising department. It was pointed out that some advertisers have a special department to which is referred all requests for donations of advertising and publicity, and that such donations are not debited from advertising accounts. This idea was generally approved.

### Local Chapters Formed

A healthy development in the A. N. A. during the past five months has been the organization of five local chapters. The cities of Philadelphia, Chicago, Pittsburgh, Detroit and Newark now have local chapters. Their presidents or representatives told the meeting just what their chapters have accomplished in a way to enable other members to start similar branches. Philadelphia has the most successful of these chapters, having 72 members.

From now on the association will have a consultation committee to enable inquiring members to obtain information from men most experienced in advertising and selling. All inquiries will be cleared to the committee through the headquarters office in New York.

Majors McComb and Church represented the War Department in addresses before the convention and at several divisional luncheons in behalf of co-operation with the Government in its work to stimulate buying throughout the country. They urged especially the use of advertising to revive the markets for building materials, paints, varnish, etc.

### Retrieving "Lost" Mountaineers

The Friday evening meeting was under the auspices of the film advertising

(Continued on Page 16)



# CLAIM RAILWAY MAIL SERVICE SHOWS GREAT IMPROVEMENT IN RECENT MONTHS

Department's Investigation of Complaints by Publishers, Voiced Through EDITOR & PUBLISHER, Attests to Justice of Some Charges and Places Blame for Much of Bad Service on Newspaper Mailing Room Methods

EARLY in the present year complaints of continued inefficient service in the handling of newspaper mail came to EDITOR & PUBLISHER in sufficient volume to justify a special inquiry for the purpose of speeding up a restoration of the pre-war standard of service.

Letters were sent to publishers in various sections of the country asking for definite complaints as to instances of slack service and suggestions for remedying the conditions responsible for them.

Nearly one hundred publishers responded. More than seventy-five of these letters gave details of unsatisfactory service, of losses continually occurring through failure to deliver newspapers on time and of bunched deliveries of both dealer bundles and single-wrapper mail. A few publishers reported recent improvement in the service; a few reported that they had discovered that lapses in their own mailing departments were responsible for many of the complaints from subscribers.

Digests of these letters were sent to the department, with the request that steps should be taken to investigate the complaints and to correct the evils out of which they grew. Mr. Burleson was told that the purpose of EDITOR & PUBLISHER in submitting these complaints was to assist the department in eliminating poor service.

The Postmaster General referred the matter to Hon. Otto Praeger, Second Assistant Postmaster General, for investigation and report.

Mr. Praeger at once instituted an inquiry, referring each complaint to the division superintendent of the Railway Mail Service, or to the chief clerk, in whose territory the newspaper was published, with instructions to make personal investigations and reports to the department.

## Charge Antagonism to Department

That inquiry has not yet been completed, although it has been under way since February. On May 15, by direction of W. H. Riddell, acting superintendent of railway mail in the New York division, a representative of the department, visited EDITOR & PUBLISHER office and submitted for inspection the official correspondence and reports bearing upon about thirty-five of these complaints.

A necessarily hurried examination of the mass of official documents involved in these reports served to show that, in the time intervening between the date of the complaints and the official investigations, improvement had been made in the service. In a majority of instances the officials of the Railway Mail Service who were delegated to visit publishers are shown by the correspondence to have made every effort to ascertain the exact nature of the trouble and to place the responsibility.

In some instances, however, the investigating official seemed to have prejudged the complaints and to have tried to make out cases of political and par-

tisan bias against the publishers. In still other instances the effort seems to have been made to fix the full responsibility for poor mail service on the mailing departments of the newspapers.

That a part of the troubles of publishers is attributable to faults in their own offices has never been denied. Carelessness in cutting labels, through which some wrappers have two address labels on them and others none at all; incorrect galley lists and occasionally tardiness in delivery to the stations or trains are office lapses which are not rare in many establishments. Where such instances have been pointed out to publishers by the investigating officials steps have been taken to key-up mail room workers to a higher pitch of efficiency.

Cases of non-delivery of newspapers owing to poor train connections are deplored by the Department, but the responsibility is placed upon the Railway Administration.

## Essence of Complaints and Reports

A very brief summary of these reports will show the general attitude of the Department.

The Oneonta (N. Y.) Star complained that R. F. D. carriers were not held to await the arrival of mail trains. The Department finds that the service is the best that can be given with the present train service.

The Binghamton (N. Y.) Press stated that it was impossible to get delivery where mail must go through junction points, and the chief clerk reported that the service was better now—adding, however, that in his opinion the complaint was due to the resentment of newspapers generally against the zone rate, and was a part of propaganda to discredit the present administration of the postal service!

The Great Falls (Mont.) Tribune told of trouble at transfer points and the report states that at the time complaint was made there were many green hands employed in the service—but faults have been largely remedied.

The Missoula (Mont.) Sentinel had trouble with outside mail, often carried beyond destination. Uncertified, inexperienced clerks responsible, according to report. Conditions now better.

The Uhrichsville (O.) Chronicle cited poor delivery over period of three years. Report says that in order to avoid carrying papers beyond destinations the postmaster at Uhrichsville has been instructed to include them in pouches of first class mail. Some irregularities in mail transfer at Akron have been corrected.

The Evansville (Ind.) Journal News, complaining of poor service and inefficient help on the mail cars, is told that because of the war 50 per cent of its own mailing room employees were green hands. There had been curtailment of train schedules. Service now better.

The Tulsa (Okla.) Times, specifying bundles carried by destination, was declared to be tardy in making complaints,

and that publishers should use form 5370 promptly.

The Sterling (Ill.) Gazette, specifying failure to deliver papers mailed in wrappers, was informed that labels had dropped off from wet sheets; rural deliveries sometimes bad because men were not able to cover their full routes.

The St. Louis Globe-Democrat complained of loss through bundles being carried past destinations, outside packages dispatched as inside mail and vice versa. Report states that service is improving, as Globe-Democrat sustained in February a loss only about one-fifth as great as in December.

The York (Pa.) Dispatch stated that the mailing of so much departmental matter congested the mails and impaired service to newspapers. Department alleges hostility of newspaper management to present administration of postal service.

The Knoxville Sentinel, complaining of bunched deliveries, is told that investigation showed improper addresses on papers.

The Nashville Tennessean, complaining of failure to restore pre-war train schedules, finds the Department ready to concede this disadvantage.

The Manchester (N. H.) Union and Leader, referring to irregular deliveries, is reminded of faulty labeling. Poor train connections admitted.

The Camden (N. J.) Post-Telegram, having complained that subscribers failed to receive their papers, is charged with improper mailing. Some copies, says report, addressed to two parties; others without address.

## Wait All Night in St. Paul

The Chicago Tribune's complaint had to do with delays to Canadian mails because of being turned over to St. Paul terminal for distribution. While this mail is being worked at terminal, trains on which it should leave St. Paul are departing. Department admits that since November, 1916, papers for Canada have not been worked on train 55, but have been sent to terminal R. P. O. Train 55 due St. Paul 3:30 p. m. Canada papers sent from 55 to terminal are worked for dispatch by trains leaving 8:30, 8:45 and 11 next morning. Too expensive to work mail on train 55 when terminal is available!

The Oakland (Cal.) Enquirer complained that both the domestic and the soldier mail services were "as shabby as a shoddy coat." Investigator (J. S. Roberts, Division Superintendent, San Francisco) reports that publisher Chapin is highly pleased with domestic service and intended to complain only of delays to soldier mail.

The Albany Knickerbocker Press, suggesting more help on mail trains, is answered by the chief clerk at Albany, who says there is no data to support suggestion for more help. Alleges frequent mislabeling. Believes complaint a part of "the policy of certain publishers to publish anything and everything and take every action possible that will reflect on the present administration of department."

The Atlanta Constitution, having characterized the service as generally rotten, is reported to have no present complaint except "irregularity in receipt of papers by subscribers." Great improvement noted.

The Waterloo (Iowa) Courier specified the closing of local post offices in its territory at 6 p. m., just before the arrival of newspaper mails. Department comments on one instance. Postoffice at Reinbeck, Iowa, closed at 6 p. m. by order of First Assistant Postmaster General. Mail arrives, outside package, at 6:02 p. m., and is taken to a restaurant and distributed from there.

The Indianapolis News complained of trains leaving before mail is loaded; papers carried past destination. Report says complaint is true; partially remedied. Not only News, but other papers occasionally carried past destinations; fault of clerks; responsibility of individual clerks fixed when possible.

The Hastings (Neb.) Tribune complained of delayed and mis-sent papers. Condition rectified. No present grievance by publisher.

The Lexington (Ky.) Herald complained of non-delivery of papers to advertisers. Local postmaster noted faulty dispatching and incorrect addresses on wrappers.

The Bradford (Pa.) Era complained of bad rural delivery service and is told that it is impossible to re-route carriers as suggested. Bad roads delay carriers.

## Placed Transfer Clerks at Erie

The Erie (Pa.) Herald cited poor handling of mail at station. Department has assigned two transfer clerks to Erie and service now satisfactory.

The Richmond (Va.) Times-Dispatch alleged delays to mails for eastern section of state. Department says connections for star route carriers now better.

The Portland (Me.) Express complained of delay in delivery of papers to New York. Report says paper sometimes sends packages too late for dispatch on usual trains.

The Des Moines Register & Tribune cited lack of service between Perry and Templeton. Supt. McFarland, Chicago, says it would require annual expenditure of \$285.95 for three-foot space in Marion and Omaha express Terry to Templeton. Advises expenditure would not be warranted.

The Bridgeport (Ct.) Post complained of poor service on copies to advertising agents et al. Report says paper now sends pages of ads for checking by first class mail.

The Davenport (Iowa) Democrat stated that it required 48 hours to deliver evening paper 50 miles from city. The answer is that service is now being given on all available lines. Suggests rural carriers be held for mail trains, etc.

The Wilmington (Del.) Evening noted that subscribers failed to receive papers. Specific complaints being investigated. Everything possible to be done to eliminate future complaints.

The Charleston (S. C.) American complained of generally poor service.

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## MAY COMPLETELY REORGANIZE CANADIAN PRESS ASSOCIATION

At Annual Convention in Toronto Next Week, Dailies May Break Away and Form Separate Organization—New Basis of Agency Recognition May Also Be Set.

TORONTO, May 27.—Considerable interest attaches to this year's convention of the Canadian Press Association, to be held here on Thursday and Friday, June 5 and 6, because of possible changes in the organization forecast by notices of amendments to the constitution which have already been distributed among the membership.

One of the proposed amendments provides for the dissolution of the association through the surrender of the charter, a move which would make it possible for the daily paper membership to form an independent association of their own on the lines of the A. N. P. A. Presumably the weekly papers would take similar action, as well as the trade and class members, all of whom are at present united in the C. P. A.

### Alternative May Preserve Association

The amendment, however submits an alternative, which would preserve the form of the association, while making it simply a loose sort of link between the three sections, each section looking after its own affairs. It is expected that the debate on this amendment will consume most of the time of the convention.

The various activities of the association during the past year are related in the reports of the standing committees which, in accordance with the by-laws of the organization, will be printed and sent to the members in advance of the meeting. The numerical strength of the association shows a slight decrease from 819 to 788 members due largely to discontinuances and amalgamations.

The fact that membership is now very widespread throughout the Dominion makes it no longer possible to secure the large increases that have been features of previous reports. Even to maintain membership at or near its present high level is an indication that the work of the association is proving effective.

### Recognition of Agents

A lengthy program of work is disclosed in the report of the advertising committee, of which George E. Scroggie, Toronto Mail and Empire, is chairman. The committee will submit to the general association a series of amended requirements in connection with the recognition of advertising agencies, which will be discussed and, if thought advisable, adopted.

One of these raises the value and distribution of the accounts which an agency must have in order to secure recognition. A new clause is proposed which would provide for a reconsideration of each new recognition at the end of each of the first two years, in order to see that the agency is carrying out the promotion work required of it and in general living up to the regulations. Another new clause aims to prevent rebating to clients of money paid as commissions which should properly be spent in promotion.

### Punish False Advertisers

The report of the committee states that of 96 daily papers in the membership, 76 have become signatories to the card agreement under which commission is allowed only on business placed through agencies recognized by the association; 360 weeklies out of a total of 463 and 40 out of 49 trade and class publications have also signed this agreement.

Another recommendation of the committee is to the effect that the association should pass a resolution asking the Dominion Government to make it a criminal offense for anyone to offer for

publication in a newspaper a false birth, marriage or death notice. The practice has become altogether too prevalent and gives rise to much pain and unpleasantness. It is recommended that publishers should always insist upon getting the name and address of the party responsible for inserting the notice.

Among various other items of business brought forward by the advertising committee is a resolution recommending the Government to take action toward the licensing of all stock promotions so that the press, in inserting advertisements of such promotions, might be assured that the different projects were deemed to be honorable in character.

Reference is made to the promotional work that has been done during the year and it is intimated that at the annual meeting the daily section will recommend a program of advertising advertising, plans for which have been worked out during the year.

The steps taken to induce the Government to reduce the number of the requests for free publicity from the various departments are also outlined.

The circulation committee has an encouraging report to lay before the membership as regards the progress of the movement to obtain a larger share of revenue from subscriptions. Records show that during the association's year 54 daily papers have increased their subscription rates.

### Postal Matters

There are no longer any dailies in Canada charging a dollar per annum. Indeed there are only five with rates as low as \$2 per annum. The report gives the following information as to the rates charged: 5 charge \$2, 4 charge \$2.50, 43 charge 3, 2 charge \$3.50, 26 charge \$4, 16 charge \$5, 4 charge \$6, 1 charge \$6.20 and 2 charge \$7. This is the subscription rate by mail for a year.

On the basis of the sale of single copies, 9 sell at 1 cent, 46 at 2 cents, 17 at 3 cents and 31 at 5 cents.

During the year 47 weeklies adopted the \$1.50 rate, there being now 406 weeklies charging this rate or more than 50 per cent of the total of weeklies in the country. Reports are general that no permanent decrease in circulation resulted from the change.

A good deal of educational work has been done toward securing these results, while the committee has supplied members with a number of advertisements explaining to their readers reasons that have made it necessary to raise rates.

The postal and parliamentary com-

mittee refers to the recent withdrawal by the post office department of the special regulations governing the postage on issues of newspapers containing a double page spread. It goes over the history of these regulations. They were first enforced in August, 1913, and immediately became the subject of representations to the post office department by the committee. In October, 1913, they were modified to the extent that a rate of 2 cents per pound was allowed on such issues. Since then successive committees have labored to secure further relief, and the withdrawal of the regulations altogether has been largely the result of the efforts of the committee.

The labor committee states that during the year, pursuant to recommendations of the last annual meeting, correspondence has been carried on with the various trades unions with a view to the negotiation of arbitration agreements similar to those in force between the several unions and the A. N. P. A.

For the first time there will be a report presented from the editorial committee, of which J. G. Elliott, Kingston Whig, is chairman. The committee refers to the efforts made to have an editorial conference at Ottawa during the present session of Parliament, which unfortunately were unfruitful, and adds a recommendation that such a conference as that proposed should be held later on.

It recommends that a second volume of "A History of Canadian Journalism" should be published and that some of the bulletins of the association should be devoted to matters of interest to editors. It further submits for consideration certain suggestions as to the composition of the committee and its duties.

As regards the latter it is proposed that "It shall be the duty of this committee to consider questions related to the editorial work of the newspapers and to take whatever action is desirable to strengthen and develop the editorial interests of the publications connected with the association."

### Big Attendance Promised

Notices of attendance received at the head office indicate that there will be an unusually large number of members present from all parts of Canada.

The program follows the usual plan, except that a second session of the general association will be held the first day in order to give an opportunity to deal with the amendments to the constitution early in the convention.

Should a change be desired upon, organization of new associations can be proceeded with the second day. On the evening of the first day an editorial session takes place at which the principal speaker will be J. W. Dafoe, Winnipeg Free Press, who will deal with "Canada's Part at the Peace Conference."

F. M. Chapman, editor of the Farmers' Magazine will also speak on "Where Urban and Rural Meet," and there will be a presentation to Past President J. F. Mackay, former business manager of the Toronto Globe, and now connected with the Willys-Overland Company of Canada.

Conferences between representatives of the Canadian Association of Advertising Agents and the various sections take place on the second day.

### Iowa Will Teach News Writing.

DES MOINES, Ia., May 26.—The State University of Iowa will have courses in news writing and editing this summer for the first time. The Daily Iowan, student paper, is to be published to provide laboratory facilities.

## PAPER COMPANY WINS IMPORTANT VERDICT

Newspapers Fail to Compel Manufacturer to Deliver Newsprint Tonnage Contracted for After Expiration of Time Limit

In the United States District Court at Boston there has just been decided a case of interest to all newspaper owners relative to contracts for paper. It comprised two suits, which were heard together, whereby the Lowell Sun and the Worcester Post sought to recover for an alleged breach of contract on non-delivery of paper. The two papers lost their suits. They both sued W. H. Parsons & Co., with whom they had contracts for paper. The contracts were alike except in minor details.

The first clause of the contract read: "The manufacturer hereby agrees to sell and furnish to the purchaser, and the purchaser hereby agrees to purchase and take from the manufacturer, for use in the publication of the Worcester Post, a newspaper published in the city of Worcester, Mass., 900 tons of news paper to be taken at approximately 45 tons a month during the period from December 1, 1914, to August 1, 1916."

The last clause reads: "This agreement shall commence on the first day of December, 1914, and end on the first day of August, 1916."

The Lowell Sun contract was similar, except as to tonnage. After the contracts took effect each plaintiff, from month to month, sent delivery orders to the defendant for paper. During the first two months of its contract the Worcester Post took only 46 tons in all; in but three months of the 20 covered by the contract did it take as much as 45 tons.

The deliveries called for under the Lowell Sun contract ranged from 19 to 63 tons. No explanations were offered by the buyers for their failure to take the full monthly amounts; and no suggestion was made by the seller that they were in default or not doing so. There was no reference by either party to such non-delivery until the contracts were about to expire, when the buyers made the demand hereinafter referred to.

When the last month of the contracts was reached there remained a difference between what had been ordered and delivered and the 900 tons specified in the Post contract amounting to a little more than 200 tons. The Post thereupon demanded delivery of this entire amount, either all at once or on a monthly basis after the end of the contract. The Parsons Company refused to do this, but did deliver the 45 tons for the last month. It did the same with the Lowell Sun contract. Then the suits were brought.

Attorneys for the newspapers contended that by not making any objection to the curtailment of the delivery each month, the paper company waived the contract terms, and that its silence was equivalent to being willing to deliver the paper at a later date. But the lawyers for the Parsons firm argued that the silence meant that both agreed to the breaking of the contract.

Judge Morton went into the case fully and reasoned that the monthly contract was based upon an amount that each newspaper expected it could use, either a little more or a little less. He said that he could not find where the newspapers had made any claim or gave any orders for final delivery based upon what amounts were not used up. So he decided the case against the two newspapers.



# BETTER PAY FOR NEWSWRITERS IS PLEA OF DEAN WILLIAMS

## Retiring Head of Pulitzer School Says Commercial Institutions Are Menacing Newspaper Staffs—His Brilliant Career Ending He Pays Tribute to News Craft

IF newspapers wish to retain the services of the young and capable members of their news and editorial staffs, they must concede them as large a wage advance as they have been obliged to make during the last year in their mechanical departments, Dr. Talcott Williams, retiring Director of Columbia University's School of Journalism, said in an interview with EDITOR & PUBLISHER this week.

If newspaper publishers and editors ask Dr. Williams why this may be so, arguing that news writers are not in a class that is easy to unionize, the venerable yet vigorous journalist, who speaks with the sagacity of 79 years, most of them spent in practical newspaper work, will reply that they have missed the point entirely.

### Warns of Publicity Competition

Seated in his comfortable office in the big building at 116th street and Broadway that Joseph Pulitzer built and endowed at a cost of \$2,000,000, Dr. Williams, marking meanwhile with sturdy strokes of a blue pencil a New York paper for the school "morgue," explained what the real point was.

"Competition by other lines of business for the service of the skilled capable reporter will force the newspapers to pay him more money than they now do, in order to hold him," he said.

"I do not believe that most men realize how important publicity has become of late to big mercantile and financial institutions and the well-informed newspaper man, who knows how to think and analyze a situation or draw sound conclusions from data, is in big demand by them.

"A trust company would rather have a skilled newspaper writer who knows nothing about trust companies to prepare its business literature than a trust company official who knows nothing about newspaper work."

Dr. Williams, who has been director of the School of Journalism since it was founded in 1912, looked out of a window on a campus walk along which passed a group of his students who had just received their daily "assignments." Following regular news-gathering procedure is a part of the school curriculum.

"I've got to get a lot of those young people jobs pretty soon—and before they are graduated," he said.

### Jobs for Students

"And I'll do it—a job for every young man and woman who leaves here," he added, proudly. "I tell you their services are in big demand. From the time the school was opened, not a graduate ever left here without having a job already landed for him."

It is this record that particularly pleases the venerable director when he contemplates his retirement from that position, June 30. He obtains the title of Professor Emeritus, however, and his present office-quarters also, and no one doubts that he will continue after that date to see that no graduate is jobless.

"The wages paid newspaper writers has increased two-fold to four-fold in the last thirty years, but they will soon increase more even without the competition by other lines of business for these writers," he said.

"And for the same reason, practically. To write the news that is in present-day demand, a higher type of news writer is required. His services and time will be worth more.

"Not the least effect of the war on the American daily has been the exclusion of

a vast rubbish heap of trivial local news which it once believed the public wanted. This is gone, not to return.

"It has been shut out on one side by the cost of paper which has doubled in seven years, on the other side by the pressure of war dispatches.

"The effect and bearing of all this on

the training of the journalist is clear. Big flaming headlines and expensive news print are incompatible. A bond-holding proletariat (even the children of to-day are aware they hold a cherished bond) will weigh the daily papers of the future with new responsibilities and new demands of which the most sensational papers are aware and to which they are responsive. Bear in mind also, that the skilled newspaper writer is not confined to that field alone. The weeklies and monthlies of large and small circulation find a great deal of acceptable talent among the men whose routine work it is to report the news of the day and the sums paid nowadays by these periodicals, particularly of those of large circulation, for high-grade fiction as well as for serious articles, are much larger than ever before.

### Special Article Course

"This has lead the school to add a course in special articles, a graduate course in this field which carries such training through two years and is one of the courses that can be taken for a master's degree."

Dr. Williams recalled that just before the School of Journalism was established at Columbia, he had faced over 700 newspaper publishers at a dinner of the American Newspaper Publishers As-

sociation, and had described the proposed work of the school to them.

"I was distinctly aware," he commented, "that these men felt that the time had come when knowledge, training, preparation, and the work of the professional school were needed."

He recalled also that Joseph Pulitzer, ten years after he had been in a hot battle of daily newspaper work, had felt it incumbent on himself to take up the intensive study of political science and political economy.

"Mr. Pulitzer's own development," said Dr. Williams, "and the development and changes in the New York World, which passed two distinctly marked changes in the history of that paper, led him to say toward the close of his career with prescient insight that the time had come when there was a body of knowledge, of definite training, and acquired and recorded fact which the newspaper writer ought to know and learn in a school, just as the growth of similar bodies in professional knowledge had brought professional schools in other callings."

As soon as the school had been established, Dr. Williams proceeded to outline a course of study, "based on the theory that newspapers do not make events and issues but that events and issues make newspapers. The important thing about a newspaper man when he sits down to write a report or an editorial is not how he can write but what he knows."

### Round Education

Therefore the School of Journalism seeks to graduate students who have not only been schooled in reporting, news, political, financial, feature, and editorial writing, in copy reading, and in the routine and customs of newspaper offices, but who have a liberal education as well, embracing one or more modern languages, history, statistics, law pertaining to newspapers, international relations, and other subjects, some of which are elective.

"When a young graduate of the school leaving it in June of one year, with a well-earned degree, pays an income tax on \$7,000 the following year, every dollar earned from writing for daily, weekly and monthly periodicals, there must be something highly practical about this kind of training," commented Dr. Williams.

The retiring dean has had a long and varied newspaper career. He was a member of the staff of the New York World from 1873 to 1877. He was Washington correspondent of the New York Sun and San Francisco Chronicle from 1877 to 1879. For the next two years he was an editorial writer on the Springfield Republican.

In 1881 he joined the staff of the Philadelphia Press and became editorial writer, managing editor and associate editor. His connection with the Press, which brought him international prominence, continued until he became director of the School of Journalism at Columbia.

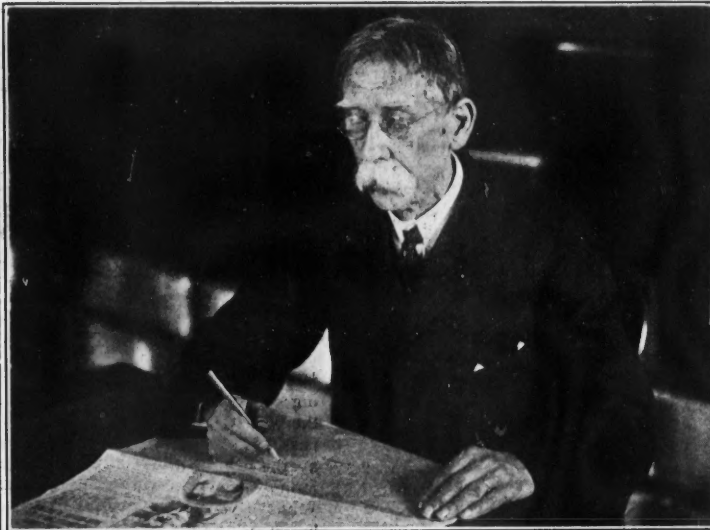
From 1897 to 1906 he was editorial contributor to the Churchman. He is a member of the American Philosophical Society, the American Oriental Society, the American Academy of Political and Social Science, the Washington Academy of Science and an honorary member of the Pennsylvania Bar Association.

He is a trustee of Amherst College and was president of the American Conference of Teachers of Journalism in 1913. He also has been active in many other organizations, including the Archaeological Museum of the University of Pennsylvania and others having to do with social reform.

## THE NEWSPAPER REPORTER

By Dr. Talcott Williams, Retiring Director, School of Journalism, Columbia University

Among the sons of men there is none who really knows a great city except the man who has been a reporter in it. He has sounded its depths. He has come to know the house of crime, the house of worship, and the house of festival. He is familiar with the church and with the nether world. He has seen the greater and the lesser wheels



of administrative machinery in motion. He has learned how to reach that supreme potentate, the police sergeant behind his desk, and how to unravel and knit together the varying tales of bystanders.

The streets of the city are known to him, bared in the grey morn, when the vast commissary of a great city is converging on the markets, thronged by the rising and ebbing tides of those who go to their work and return from it jostling in the crowded hours, suddenly empty in mid eve as the tide sweep strips the estuary of its water and full again when the theaters empty.

He knows the streets of danger full of news and the streets of safety full of newspaper readers, comfort-clogged. He comes to have an instinct as to the trail of news and he discovers, as perhaps no other man does, how often the intelligent, the educated, the well-bred and the advantaged, are dull and hackneyed by a safe life, and how keen and swift and quick comes to be the great guerilla horde that knows the street as its hunting ground and wins by wits and not by work.

## NEWSPAPERS GAVE FAST SERVICE ON TRANS-ATLANTIC FLIGHT

Government and News Bureaus Rendered Remarkable Reports  
Through Co-operation—Complete Facilities of Navy  
Department Placed at Disposal of Press

**N**EWs of the great flight of the American seaplane NC-4 across the Atlantic ocean and of the brave attempts of companion planes to achieve the same glory was sent "hot" from every spot on earth and in the sky where wireless telegraphy, cable, or telegraph could dispatch it, from start to finish, by the Navy News Bureau of the Navy Department, acting in co-operation with national news services and special newspaper correspondents.

The Navy News Bureau, through M. H. McIntyre, arranged to send representatives of the press associations and newspaper correspondents, together with representatives of four motion picture concerns on board naval vessels to Trepassey Bay to cover the start and to the Azores to cover the arrival there, and the start for Lisbon.

### Service Was Absolutely Non-Partisan

The Bureau also sent naval aviation photographers to Rockaway, Trepassey and the Azores to get pictures for the Naval Department's historical files. Incidentally, these pictures are at the disposal of anyone desiring to use them.

In order to give everybody an even break on the pictures taken by the government photographers, it was arranged to have a destroyer put in at Trepassey shortly after the arrival there of the planes and bring back to the United States such photographs and also features, stories and other mail, as the photographers and correspondents wished to send.

The pictures taken by the government photographers were rushed through and distributed to the New York papers and picture syndicates at Captain Cooper's office, Naval Recruiting Station, 318 West 39th street.

### Story from Beginning to End

All the facts about the "NC" Boats, including the story of their inception and building, explanations of the various new instruments that were being used on them, the full text of the official order governing their operation, and all other information that was of possible interest were mimeographed and put at the disposal of the newspaper men, some of it for immediate release, and some, for release after the start from Trepassey and the Azores.

Lieut. Tunis A. McD. Craven had charge of radio communications for the trans-Atlantic flight. News from the planes went direct to the radio room of the Navy Department at Washington from the time of the start at Rockaway and was given out to the press as fast as it was received, day and night. It was "twenty-four-hour service."

### The "A. P." Arrangements

The Associated Press made first preparations for the flight some six weeks before the aviators got away. T. F. Joyce, of the Boston office, was sent to St. Johns to reinforce the local correspondent of the Associated Press. Mr. Joyce was assigned particularly to the British fliers, and stayed with them through the long weeks of waiting for favorable weather.

V. G. Byers, of the New York office, was sent on the U. S. S. Prairie to Trepassey Bay for the getaway of the American aviators, and S. W. Prenosil, also of the New York office, sailed on the U. S. S. Melville for the Azores to report the arrivals of the Americans in mid-Atlantic.

N. G. Adair, of New York, wrote the story on the departure of the NC-1, and NC-4 from Rockaway.

Not only were these special assignments made well in advance, but every step was taken to see that all four of



M. H. McINTYRE,  
Manager Navy Department News Bureau

these men had every facility at their disposal, wireless, submarine cable or land lines, for the transmission of their stories to New York.

It was recognized that the question of reporting the progress of the flights across the ocean would be entirely by wireless telegraphy. Therefore the necessary steps were taken with the Administration at Washington to insure that the Associated Press was given all reports brought in by the Naval Communication Service, as soon as received.

### How the "U. P." Did It

On the other side of the ocean, Associated Press men were sent to Lisbon from the Paris office, and London took the necessary steps to get the news of a possible arrival of the British aviators on the coast of Ireland.

How well these various measures worked out in practice is best exemplified by the service on these epoch flights given by the Associated Press to its members.

The United Press covered the American transoceanic flight with staff correspondents at Rockaway, Trepassey, and went to Newfoundland on the U. S. S.

Azores, Lisbon and Plymouth, with other correspondents along the New England coast, and with the aid of the Marconi wireless.

The getaway from Rockaway was handled by Nobe Taylor, of the Washington staff, who obtained one of the only two telephones available, and so obtained fast action. His flash on the start is claimed to have been received in the New York office of the United Press, 30 minutes before the telegraph flash sent out by the government.

The first point from which the three "Nancies," speeding for Halifax, were observed was Sag Harbor, and their arrival over that place was a big story. Taylor handled that flash from Rockaway also.

J. J. Rolands, manager of the Boston bureau, was in charge of watching the advance of Commander Towers' squadron up the New England coast. Their appearance was telephoned to him by correspondents on the coast. He also had a watch maintained at the Naval Radio station, getting information available there.

A. E. Johnson of the New York staff

received the official navy reports of the planes sighting land at Flores, and his flash, it is claimed by U. P., was a beat. Hargraves remained at Ponta Delgada practically all the time. He went on one dash in a destroyer to Horta, 160 miles, and cabled an interview with Lieut. Commander Bellinger of the NC-1, who described his adventures while his plane was on the surface, lost in the fog.

### Hargraves at Azores

Hargraves sent first word of the NC-1 having sent out an S. O. S. This story was received by the United Press some time after an erroneous report of the safe arrival of all three planes had been circulated, and his bulletin ended the rejoicing caused by that rumor, which was not touched by the United Press.

Arrangements for covering the European end of the flight were made by Ed. L. Keen, European manager, who stationed correspondents at Lisbon and Plymouth.

The service was strengthened by an arrangement entered into with the Marconi company, whereby it agreed to deliver to the United Press all information picked out of the air as to the American and other attempts to fly across the Atlantic.

### I. N. S. in Continuous Touch

From the moment that the NC flyers "hopped off" from Rockaway, Long Island, on the start of their memorable flight across the Atlantic, clients of the International News Service were in almost continuous touch with them. The I. N. S. posted staff men all along the route so that its clients would be fully covered at all times on all developments.

"Jack" Vieock was its representative on the U. S. S. Melville which went to the Azores. He began to get reports on the progress of the flight when the three planes started from Trepassey and he kept the New York office of the International posted on all bulletins that were received by the Navy officials there. He remained at the Azores until the NC-4 finally jumped off from there for Portugal.

### At Lisbon and Plymouth

William Butler, another staff correspondent, was at Lisbon, to flash the arrival of the Americans there and to cable back to New York the complete account of the NC-4's jump from the Azores to Portugal.

At Plymouth, England, where the flight was to end, William Mallabar, another staff correspondent of the International News Service, was awaiting the American plane. He had been sent there from the London office.

In addition to Vieock, Butler and Mallabar, the International News Service had staff men posted at Halifax, St. Johns and Trepassey.

### EXCELLENT CENTENNIAL NUMBER

#### Memphis Commercial Appeal Produces Large and Valuable Edition

The Memphis Commercial Appeal on Friday, May 16, published a "Centennial Number," which was one of the largest and most valuable ever published in the South. Seventy per cent of the advertising was secured from towns in the trade territory tributary to Memphis and the copy was in the nature of general write-up of the different communities, with illustrations which showed both by pen and picture the wonderful resources that that section offers to the home-seeker and investor. The edition was a highly creditable effort in every respect.



# A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

## CLEVELAND MEETING PROGRAM

### Why It Was Successful—A Recipe for Getting Desired Results

THE meeting at Cleveland last week was, as one member said, 102 per cent successful; or, as another said, it was a "bully" meeting; and yet another that it was the best A. N. A. meeting that ever was.

It was; and it was so because everyone in the A. N. A. has learned what makes an acceptable and, therefore, successful program.

In writing of this success, however, what I have in view is to give to those who may be interested the recipe for such a program and meeting.

To an accurate appreciation of men's needs of information and of the current business situation, give a dramatic touch in selecting titles of addresses or discussions; in laying out the schedule, write down the minutest details for conducting the meeting; insist upon the addresses being short—at least, of the time scheduled for a subject, divide the address and the discussion 50 per cent—50 per cent—if anything, make the time for discussion 60 per cent or even 70 per cent, according to the interest; allot not more than twenty minutes for an address, and then let the speaker ask questions; the speaker can then get in another five minutes, and, after other questions, still a further five minutes without tiring his audience; tell men in advance the discussions in which they will be expected to participate; call on some of these men; if the discussion lags, bring up the reserves; start and finish each session with a song; furnish memo books for noting ideas; and keep everything moving with jazz and zip.

### WORRYING MEN AT CONVENTIONS

THE inclination that makes some men, when they advertise anything want to splash their message over all creation, urges many sellers of space or material or service to place themselves in the buyers' spotlight in season and out of season. It is frequently the case that at A. N. A. meetings sellers of advertising space or plans or schemes want to come into the room and present their case, utterly regardless of the fact that the meeting is being run on a scheduled program.

Unwittingly offense is doubtless given to these men by their being turned down. A wise solicitor of outdoor advertising space the other day at the round table in the New York Advertising Club said that not in fourteen years had he presented himself at an advertisers' convention.

### CANNERS PLAN TO ADVERTISE

#### To Expend \$150,000 for Preliminary Campaign in Newspapers

William R. Roach, of Grand Rapids, Mich., who is one of the big canners in the Middle West, while in New York as a special guest at the recent dinner to Sir Thomas Lipton, explained to one of his newspaper friends that the canners in his territory were banding together

A. N. A. members spend money in sending their representatives to the meetings for the purpose of listening to and discussing matters of advertising and selling practice; to exchange information and experiences, and to get ideas that can be used in their businesses.

Sellers of space or plans or schemes can be seen in membership companies' offices. It is not possible for them to sell their propositions en masse, and, if they were given an opportunity to do so, the association would be injured and the solicitor would probably find it exceedingly difficult to get any business in the future. The one thing for a seller to keep away from is an advertisers' convention.

### WAYLAYING MEN HAS AN ADVERSE EFFECT

THERE was one seller of advertising space in Cleveland who was confident enough to tell me that we had made one mistake in the program—we had not provided for giving him an opportunity to go on the platform and present his proposition to the advertisers.

Immediately he had finished his little speech to me I had to work overtime to remain charitable. This same man used another opportunity to introduce himself and passed around his cards. And later on, in a group of men, there was enthusiastic applause when one man expressed an opinion that the media represented by this solicitor ought to be entirely disregarded.

There was another man in Cleveland who is an excellent individual and who never makes the mistake of soliciting men at A. N. A. meetings. And yet the representative of one very big concern actually took a circuitous route in order to avoid this solicitor.

The moral of this is that the very presence of the solicitor outside the meeting room created an impression unfavorable to him and his proposition.

### WASTE ENERGY, BRAINS & PAPER

AFTER 12:30 last Saturday, when the Cleveland meeting was ended, my attention was drawn to a box of printed matter. In the box were a number of beautifully designed and printed communications to the men attending the meeting. They were not individually addressed and apparently not one had been removed from the box by any interested person.

The man who drew my attention to the communications was a connoisseur of printing and there was a suggestion of tears in his voice in protesting against the waste.

The printed matter had been delivered

to advertise. He stated that it was planned to expend \$150,000 in the near future as a start in advertising in the newspapers. Mr. Roach has been asked to act as chairman of the committee that will handle the advertising, and he states that one of the first things he will do is to get some idea of the papers himself so that he will know how the money is being spent, and not let it go into papers on a question of friendship solely between the agency and the publisher or

by a boy of about 14 years of age and had been left by him on a table outside the meeting room. The communications had failed to reach their desired destinations and the evidence of waste was deplorable. But it is worth pointing out that even if the men had come into possession of these communications, they probably would not have taken any notice of the invitations to visit the establishment mentioned.

They were not in Cleveland for that purpose. They were there on a purely business errand to gain information for themselves in advertising and selling practice and thereafter to use that information for the more effective conduct of their business and the benefit of their concerns.

A. N. A. meetings are probably unique in the fact that every moment of three days, from 9 to 5:30 each day, including the luncheon hour, is given to business discussion; and usually there are one or two evenings out of the three given over to meetings.

A. N. A. meetings are not junkets. The men have no time to make trips through cities with which most of them are quite familiar, because many A. N. A. men travel a great deal. The men go back to their companies, make out reports on the meetings to their executives, or for their own files, and they cannot make such reports unless they consistently attend the meetings.

While I have been writing this paragraph I have attended to a long-distance call asking for some details which a member wished to incorporate in his report

### A. N. A. AUDITING PLAN DROPPED

FOR some years the A. N. A. has had a plan of auditing and has furnished forms to publishers who desired them. During the last four years the plan has not been pressed on the attention of publishers because, with the Audit Bureau of Circulations in the field, the A. N. A. had no desire to have even the appearance of two rival auditing plans.

At the Cleveland meeting it was unanimously decided that the A. N. A. plan of auditing, while perfectly satisfactory and complete and effective in itself, should be abandoned.

### THE A. N. A. AND THE A. B. C.

MOST publishers are so familiar with what has transpired in the relations of the A. N. A. and the A. B. C. during the past eighteen months that there is no need to do anything else but to reproduce here the resolution adopted at the Cleveland meeting:

"With a view to securing the still

greater success of the movement for circulation audits and the furnishing of audit reports by a larger proportion of publications used as advertising media by national advertisers the A. N. A. not only emphasized the necessity of publications furnishing audit reports of circulation and urges its members to keep in mind the importance of having such reports in the conduct of their business, but particularly approves the work of the A. B. C. in the interests of both publishers and advertisers.

"In thus expressing itself, the A. N. A. as a body ratifies and approves the expression of confidence in the A. B. C. by the board of directors following the thorough investigation of A. B. C. methods by our secretary."

### A. N. A. PHILADELPHIA CHAPTER

THE fifth monthly meeting of this body was held in the rooms of the Poor Richard Club in Philadelphia on May 13. Mr. George Frank Lord, the president, presided, and there was present a total of forty-six members and visitors.

Five new members were proposed and accepted for membership, as follows: Homer Barry, E. I. du Pont de Nemours & Co., Wilmington, Del.; Henry K. Klose, sales manager Henry Tetlow Company, Philadelphia; E. M. Kreise, Henry Tetlow Company, Philadelphia; H. J. Hannon, John Lucas & Co., Inc., Philadelphia; Fred Smith, Hercules Powder Company, Wilmington, Del.

The meeting was given over to the discussion of members' problems and many interesting and valuable facts were brought out for the benefit of those who submitted their problems.

The next meeting will be held on June 3 and the program will consist of brief reports of the A. N. A. semi-annual meeting. The various men reporting will each treat on a different phase of the meeting.

### THE WORD "EXPERT"

AT the Cleveland meeting I was struck by the scorn expressed or indicated that attended every mention of this word "expert." A. N. A. men, who are the cream of the advertising men of the United States, scorn the appellation "advertising expert." And the older they are, the humbler they are, and the more desirous to learn.

The mark of the real expert is his anxiety to learn more and his avidity for information.

### Belgium's Queen Sends Thanks

ST. LOUIS, Mo., May 26.—Gus V. R. Mechin, president of the Societe Francaise of St. Louis, has received a letter of thanks from the Secretary of the Queen of Belgium for originals of cartoons and letters accompanying them from these cartoonists: Russell of the Globe-Democrat, Hartmann, Times; Chapin, Republic; Tuthill, Star, and Fitzpatrick, Post-Dispatch.

### Fiftenth Year of Ice Fund

ST. LOUIS, Mo., May 26.—The Post-Dispatch yesterday formally opened the fifteenth year of its Pure Milk and Free Ice Fund. The minimum amount to be raised has been fixed at \$6,000.

the latter's representative. He said no agency had been selected to handle the account yet. The aim is to go about advertising the canned goods like the tea and the coffee people are now doing.

## A. N. A. MADE MARKED PROGRESS IN THE PAST SIX MONTHS

**New Research Auxiliary Looked Upon as a Most Important Development — "Unseen Service" Saving National Advertisers Immense Sums of Money Year by Year.**

By JOHN SULLIVAN

SECRETARY-TREASURER ASSOCIATION OF NATIONAL ADVERTISERS.  
(Report Presented to Semi-Annual Convention in Cleveland, May 22-24, 1919.)

Although the increase in subscription dues was decided upon at the annual meeting last December, it was not possible to proceed immediately to any great extent with increase of the staff and, in consequence, with reorganization—in order to meet the heavy and increasing demand for service from the membership, and to undertake responsibilities due to the inevitable expansion of the circle of the association's influence.



PUBLICATION DATA DEPARTMENT OF THE A. N. A.

The effect of the increased subscription did not begin to be apparent until the end of January, and not until the beginning of March did the revenue justify additional expenditure.

In March, however, a distinct movement in staff increase and reorganization took place. Not only were the existing departments—General Data and Publication Data—strengthened in regard to stenographical power, and with equipment, but a new department—prospected, but not possible, nearly two years previously—was brought into being.

This new department is known in the office as the Research Auxiliary; it works autonomously, but in co-operation with the General and Publication Data Departments. It depends, in the main, for its activity upon these other two departments, and they, in their turn, are urged forward in enterprise by the Research Auxiliary.

### Charles Dickens' Axiom

So, in the operations of these A. N. A. office departments is exemplified the description of modern commercial business in "Little Dorrit,"—"Keep me always at it; I'll keep you always at it; you keep somebody else always at it. There you are, with the whole duty of man in a commercial country."

On its face the plan of opera-

tion of the A. N. A. office would appear a matter of simple directness. In reality, back of the face is a brain that is almost infinitely complex—a brain into and from

which flows every current of advertising and selling activity. To describe that activity adequately and justly would be as impossible a task as to report all that the service, the solicitude, the protection, and the guardianship of a national administration mean to a democratic nation.

Something is said in the conclusion of the first section of this report of A. N. A., service outside and back of the individual service. Meantime some facts are given as to the latter:

### General Data Department

During the five months—December-April—this department dealt with 1,094 requests for information. The information covered the operations of advertising departments, advertising agencies, house organs, motion picture advertising, publication space advertising, direct advertising, outdoor advertising—in short, practically every form and method of advertising employed; dealer helps; data for the sales departments—salesmen's remuneration, contests, conventions, manuals, etc. etc., factory data,—profit-sharing and bonus systems; shipping; employment departments; export advertising and selling and statistics; and a mass of miscellaneous information outside these classifications, but asked for

by advertising and sales departments. During the five months past, the department has been unusually active in sending out of general and sectional questionnaires, which have numbered 24 and have covered the following subjects:

### January

Prize Contests for Salesmen.  
Coupon Advertising—in newspapers, offering two articles for the price of one.  
Getzler's Transportation Rates—Opinions. Percent Profit allowed Jobber and Retailer on Toilet Articles.  
Export Activities in 1913 and Planned for 1919.  
Advertising Appropriation based on Sales.

### February

Window Display Contests.  
Discount Allowed Jobber and Department Stores.  
Hand-lettering vs. Type.

### March

Rate of Turnover in Automotive Industries.  
Packing liquid paint for exporting.  
Wealth of Individuals by Counties.  
Prosperity Club—opinions re value of literature supplied being an optimistic interpretation of business conditions.  
Methods of selling branded drug products abroad.  
Advisability of printing a catalogue in three foreign languages.  
Methods of meeting the tax to be paid on articles of known advertised price.  
Cost of building products—lumber, cement, labor, etc.  
Birdseye drawings of factories—artists and photographers.

### April

Ship-by-Truck Movement Investigation.  
Types of Rubber footwear in the United States.  
California as a field for motor accessories.  
Imprinting Dealers' names upon booklets supplied them.  
Furnishing Salesmen with copies of all bills to their customers.

The progress of the department's service, in point of number of demands, is shown below:

### Publication Data Department

During the past five months—December-April—the individual service has covered 749 requests from members. The information supplied has been concerning all classes of publications—domestic and foreign.

A good deal of the data supplied includes details not usually compiled by

members concerning domestic and foreign publications.

When the department was organized in the fall of 1916, the work was done by one person. It now employs six people, and even this number had, until the beginning of April, a most difficult task to keep anywhere level with the membership demand.

### Research Auxiliary

At the beginning of April, just as the General Data Department was becoming almost desperate in its efforts to cope with the demands for data and the need for presenting the information to members in a form in which they could peruse it without loss of time in searching for their exact requirements, the formation of the Research Auxiliary became feasible. Not only the money, but the right kind of personnel, was forthcoming.

G. F. McClelland, an employee of the Association since 1913, returned to the A. N. A. office after two years with the 27th Division, nearly a year of which had been spent in France and Flanders. Mr. McClelland (who acts for the secretary when the latter is away from the office) has associated with him in the Research Auxiliary M. S. Jacobs and Frank R. Saintry.

The former had recently terminated service with the Naval Aviation Corps, and the latter had returned to America after four years' service in France with the Canadian Army, during which he rose from private to first-lieutenant.

### Men of Broad Experience

Mr. Jacobs is a Yale man who specialized in business administration and investigation, and Mr. Saintry had excellent experience as an advertising man before going into the service.

These personal details are given in order that it may be appreciated that the Research Auxiliary work is served by men of education, of broad outlook, and possessed of unusual experience.

As mentioned previously, the Research Auxiliary is actually auxiliary to the General Data and Publication Data Departments. At least two-thirds of the members' requests for information re-



GENERAL DATA DEPARTMENT OF THE A. N. A.

quire special investigation before they can be answered, either to supplement the department; also a large number of copies of digests of opinions of mem-

(Continued on page 16.)



For the first five months of 1919  
 The New York Tribune  
 has gained over  
 a million lines  
 of ADVERTISING

So far this year, from January 1st to May 25th, the Tribune has gained more than a million lines of advertising over the same period of 1918. Only one other New York newspaper has passed the million mark in the same period.

In the first 23 days of May, The Tribune gained 893 columns of advertising over the same days of last year. Here are the percentages of advertising gains as compiled by the statistical bureau of the New York Evening Post:

New York Tribune .....	94%
“ “ Sun .....	79%
“ “ Times .....	37¾%
“ “ Herald .....	33¾%
“ “ World .....	19%
“ “ American .....	6%

And with all these signs of business success The New York Tribune continues to print MORE NEWS than any other New York morning newspaper.

**New York Tribune**

FIRST TO LAST—THE TRUTH: NEWS-EDITORIALS—ADVERTISEMENTS

## A. N. A. SAVES VAST SUMS FOR ADVERTISERS

(Continued from Page 14)

the office data, or in order that the peculiar angle of an inquiry may be dealt with. (It is in such a place as is the A. N. A. office that the vast variety, and the lack of uniformity, in commercial business are distinctly realized and recognized.)

Because of the inadequate staffing of the General Data and Publication Departments, comparatively little investigation work could be undertaken, except by telephone. It was, besides utterly impossible to do any work outside New York City.

Now, whenever the General Data and Publication Departments have to answer inquiries that cannot be adequately covered from the office data files, the services of the Research Auxiliary are called upon, and the auxiliary reports back to the department concerned.

In the course of six weeks the Research Auxiliary has made about 100 investigations and reports, and will quickly be able to double the extent of its activities.

In addition to acting in an auxiliary capacity in connection with the other departments, one of the Research men is giving the greater part of his attention to assembling, summarizing and supplementing the office data on between twenty and thirty subjects of constant and vital interest to members. In other words, he is organizing our information and supplementing it—for issuance to members as reports that will be brought down to date from time to time.

### The Staff

I feel I cannot present to you a well-rounded report without mentioning other members of the staff beside those already named. The work of acting as your secretary-treasurer would be impossible without the loyal and enthusiastic co-operation of my office associates.

During the lean years—from April, 1916, to February, 1919—the work of the watch-dog of the treasury (as one director frequently phrased it) was, in the main, done by Miss Duffy, who has been with the A. N. A. five years; and, besides, Miss Duffy interviewed most of the applicants for positions, and, at one time, supervised the entire stenographic and mailing force.

Miss Harper, a Barnard College graduate, has carried the greater part of the burden of the general data work, overworking for nearly a year to such an extent that recently she had to be sent away for an extra vacation. Miss Taylor has loyally seconded Miss Harper's effort for the past two years, and recently she has been helped by Miss Russell.

Mr. Nicholson, who heads the Publication Data Department, is an advertising man of considerable experience in two countries. He succeeded Mr. Corcoran, who, I deeply regret to say, died in camp some months after being drafted into the army.

Mr. Nicholson's very competent second-in-command is Mrs. Staples, and Miss Burke is another capable and reliable assistant.

Miss Cooley, who, among other work,

prepares material for the News Digest Bulletin and compiles reports from questionnaires, has had seven years of business experience in publishing houses and in mail-order work. We were able recently to send her to Washington, D. C., for the purpose of spending a couple of weeks investigating sources of information for members in Government departments.

Miss Cullinan, my own secretary, has been with the association five years, takes care besides of all details of membership and membership promotion. She is the kind of secretary that members describe to the A. N. A. Employment Bureau when they want the best.

Miss Redfern, the multigraph operator, is another assistant who has been several years in the A. N. A.

Of the stenographic force, it should be said that while some of the members are not so experienced as we would wish, all of them are loyal and strenuous workers.

The kind of organization required in such work as that of the A. N. A. office

couragement, also in personal interviews, of propositions and plans that are on all fours with the A. N. A. standards you have defined and maintained and expanded in the past nine years—can you begin to estimate the momentary value of all this service to your companies?

Would it be possible to over-estimate the value of a service which is described in the by-laws of the association as "improvement of economic conditions in the fields in which the members market their goods?" Suppose you had to do individually that which is done collectively through the co-operation of your companies in the association, what would be the cost of your time?

Could you know or command that source of information, the varied angles of observation, that are the inevitable and consequential equipment of a central co-operative organization,—your brains operating collectively?

How much more difficult would be the ground you traverse in your marketing activities, how much more resistance along every line, but for the ceaseless standardizing and constructively-protective work of your association's headquarters staff, your officers, your directors in general, and your Executive Committee in particular!

And now, gentlemen, as treasurer, I will render you an account of the expenditure of your money during the five months ending April 30, 1919, and thank you for, and congratulate you on, your resolve last December to relieve, for

some time at least, anxiety in endeavoring to meet your demands for greater and more intensive service, and to furnish the means whereby your own organized interest can build such a service:

	Expenditures	Receipts
Bank Balance and Cash (December 1st, 1918)		\$1,792.92
Membership Dues		19,896.00
Rent	\$1,233.34	
Salaries	9,346.36	
Data Department	103.70	
Office Furniture and Equipment	253.35	
Office Supplies	148.31	
General Meetings	156.51	
Traveling Expenses	280.50	
Sundries	627.71	
Printing and Paper	1,324.83	
Telegrams	34.14	
Telephone	105.00	
Postage	574.24	
Interest on Deposits		\$27.42
Publication Data Department	87.05	
Bank and Cash Balance, (April 30th, 1919)	6,911.30	
	\$21,216.34	\$21,216.34
Bank and Cash Balance, (April 30th, 1919)		\$6,911.30
Office Furniture and Equipment—Inventory		2,308.31
Membership Dues Outstanding		2,400.00
Bills Payable	\$ 607.42	
Credit Balance	11,012.19	
	\$32,835.95	\$32,835.95

## A. N. A. SURVEYS PROBLEMS OF ADVERTISERS

(Continued from Page 8)

committee. The first feature was a private view of what is known as the "Caney Creek Film." This is both a social propaganda and advertising film. The interest of Tim Thrift, advertising

(Continued on Page 18.)



J. C. McQUISTON,  
VICE-PRESIDENT OF THE A. N. A.

is not made in a few months or even in a year or two. The headquarters office organization is much nearer to ideal specifications than ever it was, and it really does strive to serve you all one hundred per cent.

### The Unseen Service

The unseen service of the A. N. A. office, officers and directors—unreported save for a bare mention of it, positive, ethical, legal yet unreportable; faithful and unremittng yet untrumpeted,—saves, not only A. N. A. members, but all nationally advertising manufacturers immense sums of money year by year.

A great deal of this saving is effected by the unceasing vigilance of your central office, your officers and your director. Many propositions are referred to the headquarters office by the membership for examination and report. Many more come to us voluntarily. Many, also, are requested of our own initiative to submit to examination.

This snarl and that tangle unravelled; advice and guidance to selling interests who do or may serve you, that they may proceed in the presentation of their propositions to you on lines that will be least wasteful of your time; restraint in the way of advice and guidance on propositions entirely or in part economically unsound, wrongly conceived because of lack of knowledge of conditions; discouragement in personal interviews sought by would-be promoters of schemes lawful but visionary; the en-

## —and newspapers did it!

Without the newspapers the war could not have been won!

Without the daily recording simultaneously throughout the nation of the war's progress, of Germany's intrigues, atrocities, and of the Allies' cause of Right and Liberty, public opinion would not have permitted the United States to enter the war.

Only a national understanding of the justice of the Selective Service Act—an understanding received through the daily newspapers—permitted in record time and practically without opposition, the Congress to make the Act a Law.

Only through the information daily presented overwhelmingly in the newspapers, was it possible to float the greatest popular war loans and humanitarian funds in the world's history.

Newspapers united the United States. Mr. Advertiser, the great force of newspapers can be made to sell *Your goods*.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York  
Chicago

Kansas City  
San Francisco



1919 June 1919

Sun Mon Tue Wed Thu Fri Sat

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20

**TWO BIG DAYS**  
*in the Publishing and Advertising Calendar*

*The* **5<sup>th</sup>. ANNIVERSARY** *and*  
**6<sup>th</sup>. CONVENTION OF THE**

**A·B·C·**

*(Audit Bureau of Circulations)*

New By-Laws to be adopted which will cement the already strong structure.

New Directors to be elected who will represent you in the greatest constructive organization in the publishing and advertising world.

New problems to be discussed and programs outlined, not only for the immediate future, but for many years to come.

Every advertiser, agent and publisher member should be represented at these meetings.

**THE ANNUAL DINNER**  
*Night of June Twentieth*

will be one of the most eventful gatherings ever held in Chicago. Last year's dinner was pronounced the greatest advertising and publishing event of the Middle West. Plans have already been made to make the 1919 dinner better than its predecessors.

**THE ADVERTISING COUNCIL OF CHICAGO WILL  
BE THE HOSTS**

Early reservations should be made for the dinner, as accommodations are limited. Requests for seats will be registered in the order of receipt.

**AUDIT BUREAU OF CIRCULATIONS**

4<sup>th</sup> & 5<sup>th</sup> FLOORS · CENTURY BUILDING · STATE & ADAMS STREETS · CHICAGO

*Please make our office your headquarters while in Chicago. Stenographic and other courtesies at your disposal.*

## A. N. A. SURVEYS PROBLEMS OF ADVERTISERS

(Continued from Page 16)

manager of the American Multigraph Sales Company, was enlisted in this community of mountaineers in Knott County, Ky., who were living under conditions that existed two hundred years ago. Children suffering to a great extent from trachoma, the mountaineers living in one room cabins in which the animals, such



J. S. WICHERT,

Elected a Director of the A. N. A.

as pigs, etc., moved about freely. Reform work was undertaken among these people by Mrs. Lloyd of Boston, and in the effort to get funds to carry on the work she used a multigraph machine for the purpose of producing her letters of appeal.

The work has been financed in this way and there is now a settlement of a number of so-called dream houses, hospital, etc. There is a fair prospect of the whole settlement being reformed in this generation and the field that can be covered by this kind of work consists of four million mountaineers. The American Multigraph Sales Company wishes to assist this work and has incidentally made use of the actual employment of the multigraph in the reform work carried on by Mrs. Lloyd.

After that a film of the Westinghouse Electric & Manufacturing Company was shown and also a film of the American Multigraph Sales Company's

works during the war, when 95 per cent of the factory space was occupied in the making of fuses for the government. This film has not been made for public exhibit, but has been placed in the company's vaults as a matter of record of the company's work during the war.

Saturday morning's work is told in the beginning of this article.

### Cleveland Chapter Makes Good

The local arrangements for the meeting were looked after by members of the Cleveland Chapter of the A. N. A. Tim Thrift is president of the Cleveland organization and one of the "live wires" of the Cleveland Advertising



TIM THRIFT,

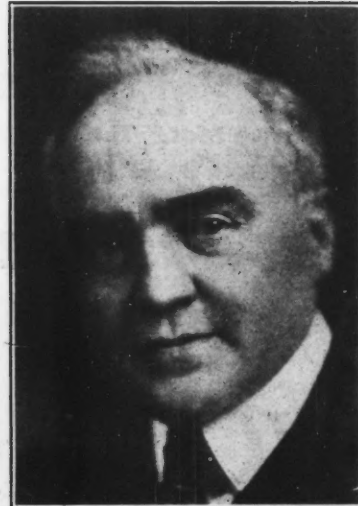
Chairman Cleveland Chapter of the A. N. A.

Club, whose president is Sidney S. Wilson, former mayor of Willoughby, a suburb of Cleveland "Tim," as everybody who knows him calls him, is an enthusiastic booster for anything which promotes legitimate publicity.

The Cleveland Advertising Club, has permanent headquarters in the basement of the Hotel Stailer. Every Wednesday noon there is a luncheon during which some speaker of prominence addresses the members. The club is one of the "live wires" among the city's commercial organizations.

Its members are no small factor in the organization of advertising men who will direct the expenditure of more than \$100,000,000 during 1919 in publicity

fields, mostly daily newspaper, magazine and trade paper advertising.



SIDNEY S. WILSON,

President Cleveland Advertising Club.

Secretary-treasurer Sullivan of the A. N. A. predicted that at the annual convention of the organization there will be

an attendance of 250. It will probably be held in New York in December.

## THE A. N. A. REGISTER

Following is a complete list of those who registered for the A. N. A. convention:

S. E. Conybeare, Armstrong Cork Co.  
R. Dandiker, American Steel & Wire Co.  
John G. Lowe, The Lowe Brothers Co.  
H. J. Winsten, The H. Black Co.  
A. H. Berwald, Du Pont Advertising Division.  
D. R. Rutter, Du Pont.  
Henry J. Barbour, Avery Co.  
W. E. Woodward, National Lamp Works.  
A. E. Lennox, National Lamp Works.  
R. F. Askue, National Lamp Works.  
Mark Kellogg, Burroughs Adding Machine Co.  
Maxwell Droke, Palmolive Co.  
E. W. Simons, James Mfg. Co.  
A. C. Kelley, Remington Typewriter Co.  
J. F. Stevens, J. Roland Kay Co.  
Paul Wing, Empire Cream Separator Co.  
Walter C. Freeman, Stromberg-Carlson Telephone Mfg. Co.  
O. A. Brock, Keystone Steel & Wire Co.  
J. D. Ellsworth, American Telephone & Telegraph Co.  
W. E. Blodgett, Autocar Co.  
N. A. Truslow, Hercules Powder Co.  
A. T. Garrett, Timken Detroit Axle Co.  
R. G. Soule, Merrell-Soule Co.  
W. H. Dawson, Atlas Powder Co.  
F. M. Herrick, Taylor Instrument Companies.  
A. K. Kretzberg, Elec. Storage Battery Co.  
W. F. Rogers, Kops Bros.  
B. B. Walker, Joseph & Pels Co.  
W. H. Marsh, Burroughs Adding Machine Co.  
Chas. E. Percy, The Joseph & Pels Co.  
Wm. M. Cooper, American Sales Book Co.  
John S. Barlow, Remington Arms Union Metallic Cartridge Co.

(Continued on Page 42.)

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*      WILBUR D. NESBIT, *1st Vice-President*  
H. A. GROTH, *Secretary and Treasurer*      ROBERT E. RINEHART, *2nd Vice-President*

## The "brass tacks" side of it

You can plan and create a wonderful railway — build tracks and ears of the finest kind. But if it is stretched through a section where there is neither freight nor passengers for it, it dies.

A very important work of ours is to map out your advertising right of way.

Tell us what you expect your advertising to do, and what preparations you have made to meet producing and distributing demands. Then our job is to tell you what space you should use and the mediums in which it should appear.

Often we advise a small appropriation; sometimes we urge the necessity of making it larger. But we show why in either instance.

We study your products and their market; we study your selling methods; we analyze competitive markets and competitive advertising until we know what you should do.

Many people feel that an advertising agency merely wants to persuade the advertiser to spend money. A good advertising agency cannot operate on that basis.

We believe we help our customers to invest their appropriations wisely and profitably.

Investing your advertising appropriation in a way that will make it pay is important. It is vital.

It comes first with us—for when that is decided we know how to plan and prepare your advertisements.

It may be an unusual suggestion—but we should like to solicit your account on the basis of how best to spend your money.

When you audit your books, your cold-blooded auditors do not have any pretty pictures or rounded phrases or smooth text in their minds—they sift things down to show whether or not the dollars worked for you.

Our greatest effort is to handle your advertising money so that the audit will show that it is an investment not an expense.

We should like to talk with you about this "brass tacks" side of your advertising.

Then, if we "sell" you on that part of our service, we believe we can very readily show you that the other important work which rounds out that service will also be profitable for you. Please write, telephone, or wire us and we will make an appointment at your convenience, in your office or ours.

There is really no reason why news of special interest to women should not be accurate, interesting and helpful. Philadelphia women know from its famous woman's page that

## THE PHILADELPHIA RECORD

Is  
"Always Reliable"



# Record Breaking Southern Crops!

**T**HE SOUTH proved her supreme agricultural greatness in 1918.

Notwithstanding handicaps brought on by the war, the South's farm output in 1918 exceeded the magnificent showing in value made by the record-breaking crop of 1917. Here are the figures:

STATES	1918	1917
Alabama .....	\$366,677,000	\$287,939,000
Arkansas .....	331,479,000	371,660,000
Florida .....	103,144,000	96,559,000
Georgia .....	590,292,000	553,431,000
Kentucky .....	385,066,000	353,877,000
Louisiana .....	282,640,000	284,634,000
Maryland .....	127,231,000	122,368,000
Mississippi .....	403,789,000	351,070,000
Missouri .....	482,436,000	536,827,000
North Carolina .....	537,438,000	434,093,000
Oklahoma .....	264,502,000	340,406,000
South Carolina .....	446,313,000	383,153,000
Tennessee .....	324,256,000	288,744,000
Texas .....	695,651,000	790,923,000
Virginia .....	322,224,000	303,818,000
West Virginia .....	141,043,000	126,487,000
<b>TOTAL CROPS .....</b>	<b>\$5,804,181,000</b>	<b>\$5,625,989,000</b>
<b>Livestock Products .....</b>	<b>1,500,000,000</b>	<b>1,000,000,000</b>
	<b>\$7,304,181,000</b>	<b>\$6,625,989,000</b>

Conditions in 1918 were not conducive to a mammoth crop. Thousands of Southern farmer boys were drafted into the army and navy. Thousands more were drawn from the farms by the attraction of abnormally high wages in munition plants.

The result was a decided shortage of farm labor, in view of which the making of a mammoth crop is all the more remarkable.

The figures in this announcement are published to give emphasis to the oft-repeated statement that the Southern People are immensely prosperous and that the Southern territory is especially inviting for advertising goods that Southern People will buy. All they need is the invitation thru their favorite periodicals—Southern Newspapers, which are now, as they have always been, supreme in the hearts of Southern readers.

**ALABAMA.**

- Anniston Star
- Birmingham Age-Herald
- Birmingham Ledger
- Birmingham News
- Gadsden Daily Times-News
- Gadsden Journal
- Mobile Register
- Montgomery Morning & Evening Advertiser

**ARKANSAS.**

- Little Rock Arkansas Democrat
- Little Rock Arkansas Gazette

**FLORIDA.**

- Jacksonville Florida Metropolis
- Jacksonville Florida Times-Union
- Miami Herald
- Palm Beach Post
- Pensacola Journal
- St. Augustine Evening Record
- St. Petersburg Evening Independent
- Tampa Daily Times

**GEORGIA.**

- Albany Herald
- Athens Banner
- Athens Herald
- Atlanta Constitution
- Atlanta Georgian & Sunday American
- Atlanta Journal
- Augusta Chronicle
- Augusta Herald
- Columbus Ledger
- Dublin Courier-Herald

**GEORGIA—(Cont'd)**

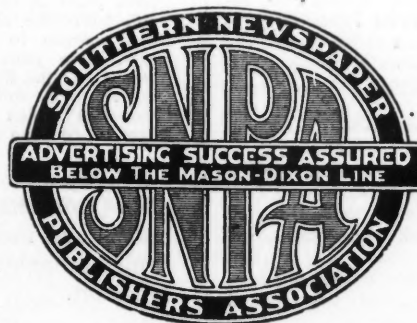
- Macon News
- Macon Telegarm
- Rome Tribune-Herald
- Savannah Morning News
- Waycross Journal-Herald

**KENTUCKY.**

- Lexington Herald
- Lexington Leader
- Louisville Courier-Journal & Times
- Louisville Herald

**LOUISIANA**

- New Orleans Item
- New Orleans Times-Picayune



**MISSISSIPPI.**

- Meridian Star

**NORTH CAROLINA.**

- Asheville Citizen
- Asheville Times
- Charlotte News
- Charlotte Observer
- Concord Daily Tribune
- Greensboro Daily News
- Hickory Daily Record
- Raleigh News & Observer
- Raleigh Times
- Rocky Mount Evening Telegram
- Salisbury Post
- Washington Daily News
- Wilmington Dispatch

**NORTH CAROLINA—(Cont'd)**

- Wilmington Star
- Winston-Salem Journal
- Winston-Salem Sentinel

**SOUTH CAROLINA.**

- Anderson Daily Mail
- Charleston News & Courier
- Columbia Record
- Columbia State
- Greenville Daily News
- Greenville Piedmont
- Spartanburg Herald
- Spartanburg Journal & Carolina Spartan

**TENNESSEE.**

- Chattanooga News
- Chattanooga Times
- Jackson Sun
- Knoxville Journal & Tribune
- Knoxville Sentinel
- Memphis Commercial-Appeal
- Nashville Banner
- Nashville Tennessean-American

**TEXAS.**

- Beaumont Enterprise
- Dallas Morning News & Evening Journal
- Dallas Times-Herald
- Fort Worth Record
- Fort Worth Star-Telegram
- Galveston News
- Houston Chronicle
- Houston Post
- San Antonio Express
- San Antonio Evening News
- VIRGINIA.**
- Bristol Herald-Courier
- Lynchburg News
- Petersburg Evening Progress

Prepared by the Massengale Advertising Agency, Atlanta, Ga.

## EIGHT WOMEN GRACE PRESS GALLERY AT NATIONAL CAPITOL

Trend of Times Brings Marked Changes in Personnel of Washington Correspondents—Treaty Debate Promises Lively Times for Reporters.

By ROBERT T. BARRY

WASHINGTON, May 27.—The Gridiron Club's popular slogan "Ladies are always present" has of necessity been adopted by the Press Gallery as something more than a theoretical guarantee of careful language. There are eight reasons, such being the number of women who have been approved for membership in the Gallery during the life of the Sixty-sixth Congress.

For many years, Mrs. George F. Richards, who represents a string of New England papers, has been the only woman to enjoy membership in the Gallery, but this season she will have seven feminine associates, and according to "Jim" Preston the "returns are not all in."

### Personnel of Gallery During Current Session

The addition of seven feminine faces to the row of desks over the rostrums of the vice-president and the speaker of the House transcends all other changes in the composition of the Press Gallery, although many shifts and new names will be apparent when the new Congressional Directory appears early in June.

In addition to Mrs. Richards the following women have been admitted to membership:

Miss Hannah Mitchell of the New York Tribune.

Miss Elizabeth Miner King of the New York Evening Post.

Miss Rilla Engle of the Washington Herald.

Miss Roberta V. Bradshaw of the Buffalo Evening News.

Miss Edith McDowell of the Daily Oklahoman.

Mrs. Carolyn Vance Bell of the Newspaper Enterprise Association.

Mrs. Florence W. Thompson of the Atlanta Constitution.

### Old Timers Apprehensive

The presence of such a comparatively large number of women writers in the Gallery may prove a cause of annoyance to some of the veteran correspondents, who require absolute freedom of expression when wire trouble develops about edition time or when senators do not act in accord with the views of the Gallery, but most of the members welcome the new members as messengers of a new era in journalism.

Superintendent Preston has been unable to prepare his new list of Gallery members for the reason that applications are being received daily from papers for additional or changed representation. The discussions of the Treaty of Peace will draw many new men from the home offices and the expected increase in the volume of work at the Capitol has caused all of the larger bureaus to enlarge their staffs.

### News Service Staffs

The Associated Press will have eight men at the Capitol. Bond P. Geddes will remain as chief of the Capitol staff and the anticipated discussions of military and naval matters will draw Kirke L. Simpson, one of the most thoroughly informed correspondents on such subjects who has been in Washington in recent years.

Other members of the A. P. staff at the Capitol will be William E. Hall, Norman Draper, Richard W. Simpson, Byron Price, Harry C. Fenton and Carl H. Grismer. L. C. Probert will appear at the head of the A. P. list in the Directory by reason of his position as chief of the Washington bureau.

Robert J. Bender continues at the head of the United Press bureau, and Lawrence C. Martin will be chief of the Capitol staff, with Charles McCann, W. L. Bruckart, Henry Grimes, Herbert Walker and Raymond Clapper assisting him. McCann received his discharge from the Army recently. He fought in the Argonne with the 312th machine gun battalion. Walker was in the naval aviation corps.

F. S. Roosa will remain at the head of the International News Service Bureau until the return of John E. Nevin from France, and the Capitol staff will be composed of J. H. Bart Campbell, David Church and A. O. Hayward. Additions to this staff are expected as soon as Congress gets under way.

### Shepard Back from War

Nelson M. Shepard, who left the Central News upon the entrance of the United States into the war, enlisted in the Marines and fought at Chateau Thierry, is back at his old place with that agency and will be in the Senate this session.

There are no changes in the heads of the New York bureaus, although two of the chiefs, Richard V. Oulahan and Laurence Hills, of the Times and Sun, respectively, still are abroad covering the Peace Conference. Carter Field remains at the head of the Tribune bureau, Donald Craig is chief of the Herald organization and Charles Michaelson will preside over the World bureau.

### Bureau Shifts

Several changes have been made in the personnel of the New York bureaus and most of the organizations are to be increased by the addition of men from the New York offices during the period of peace debates and departmental investigations. Stanley M. Reynolds, who was chief of Bernard Baruch's publicity bureau in the War Industries Board, and joined the Tribune staff when the Baruch organization disbanded, has been made chief of the Baltimore Evening Sun bureau. Richard M. Boeckel left the I. N. S. to join the Tribune staff. Donald MacGregor is back with the Herald after serving in the Army with rank of captain.

William C. Lyon, a former A. P. man, has joined the World bureau, although his name is credited to the St. Louis Post-Dispatch. Julius A. Truesdell, a fixture in the New York Times bureau for many years, now is the correspondent of the New York Journal of Commerce. In submitting his application for membership, Mr. Truesdell replied to the question as to his other interests

(Continued on Page 42)

## GO AND GET IT!

You want more foreign business—more than you are now carrying—more than any other newspaper in your field.

The two principals in Hamilton-De Lisser, Inc., know just how you feel about it. Both are newspaper men—trained newspaper advertising managers—trained to get the business and well versed in how to go about it.

Their wide acquaintance in Eastern advertising circles, their experience on morning and evening papers, should convince you of their ability to represent you thoroughly and successfully if you are now seeking new or added representation.

Of course your proposition must be sound, your rates fair, your service up to par and your paper a substantial property with real influence at home.

"Go and Get It" is the platform on which we will sell our services to publishers. Our reputation as a special agency is still to be made—so you may take it for gospel that we intend to produce—to "go-and-get it"—for our publishers.

### J. R. HAMILTON

Nine years in the business. Began with The Duluth News-Tribune, became its advertising manager, three years as advertising manager of the Washington Times, last two years with The Sun. Resigned as foreign advertising manager of The Sun May 31, 1919.

### L. A. N. DeLISSER

Nineteen consecutive years' service in New York City with what is now The Sun and Evening Sun organization. Experienced in all business office and advertising work. Resigned as advertising manager of The Evening Sun May 31, 1919.

We know what you want and are ready to deliver. Our plans and methods will appeal to you as it will assure you of honest and intelligent effort on every possible account.

Write and arrange for personal interview.

## Hamilton-DeLisser, Inc.

Publishers' Representatives

347 Fifth Avenue New York

J. R. HAMILTON  
Former Foreign Advertising Manager  
New York Morning Sun

L. A. N. DE LISSER  
Former Advertising Manager  
New York Evening Sun



# PENN-SYL-VA-NI-A!!

*That's the cry of the U. P. boys on the fields of sports. Its stentorian ring stirs the blood and urges to victory.*

**P**UFFING, whirring, digging; crowding rails with rumbling freight trains; building ships, manufacturing steel, weaving every conceivable texture from superb carpets to exquisite lace curtains; mining coal and turning it into energy; driving,-DRIVING day and night, the great state of Pennsylvania continuously is employing her workmen and piling up wealth.

Everybody is busy. Everybody must be supplied with things that take part in making a home and sustaining life.

Hundreds of thousands in this wonderful era of prosperity seek *more than necessities*.

They have had an unanticipated taste of luxury, and being in the mood they are, they will buy anything that appeals to their fancy,—automobiles, launches, musical instruments, precious stones, period furniture—articles they have long craved and which now in their present state of unprecedented prosperity they are in position to purchase.

Never has Pennsylvania offered greater opportunity to the National Advertiser than now.

Never have Pennsylvania Newspapers been in better position than NOW to produce quick results and demonstrate their worth to advertisers.

*Pack your advertising with selling points and you'll drive your business to the limit.*

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Allentown Call (M) .....	22,175	.03	.03	Lebanon Daily News .....	8,349	.0179	.0179
Altoona Mirror (E) .....	22,265	.04	.04	New Castle News (E) .....	13,411	.025	.025
Altoona Times (M) .....	14,940	.025	.02	Oil City Derrick (M).....	6,135	.023	.018
Bethlehem Globe (E) .....	6,175	.025	.025	Philadelphia Record (M) .....	123,277	.25	.25
*Chester Times & Republican (M&E)	14,177	.04	.04	Philadelphia Record (S) .....	133,680	.25	.25
Connellsville Courier (E) .....	6,996	.015	.025	Pittsburgh Dispatch (M) .....	[ 54,810 ]	.12	.08
Easton Express (E) .....	11,718	.02	.02	Pittsburgh Dispatch (S) .....		.19	.14
Easton Free Press (E).....	15,455	.0285	.0285	Pottsville Republican (E) .....	11,533	.0329	.0329
Erie Herald (E) .....	8,632	.02	.02	Scranton Republican (M).....	27,130	.08	.07
Erie Herald (S) .....	8,491	.02	.02	Scranton Times (E).....	36,861	.08	.07
Harrisburg Telegraph (E) .....	28,910	.045	.045	West Chester Local News (E).....	11,926	.03	.03
Johnstown Democrat (M) .....	9,841	.03	.025	Wilkes-Barre Times-Leader (E)....	19,376	.05	.035
Johnstown Leader (E) .....	8,039	.015	.015	York Gazette (M) .....	15,026	.03	.03
Lancaster Intelligencer and News- Journal (M&E) .....	22,018	.05	.05	Government statement April 1st, 1919.			
				*A. B. C. Statement, April 1st, 1919.			

THE GREATEST DAILY FICTION CIRCULATION  
**ONE HUNDRED GR**  
**CONDENSED AT A COST**

TO 1,200 TO 1,500 WORDS EACH BY A SPECIALLY SELECTED STAFF OF  
 ADVERTISE IN THE BIGGE

Some of the Great Novels in this remarkable series that have been condensed by  
 famous writers with such masterly skill that the spirit and  
 thrill of the complete story are retained

David Copperfield, by Charles Dickens.

Les Miserables, by Victor Hugo.

Pendennis, by Wm. Makepeace Thackeray.

Count of Monte Cristo, by Dumas.

The Heart of Midlothian, by Sir Walter Scott.

Don Quixote, by Cervantes.

The Pilgrim's Progress, by John Bunyan.

Hypatia, by Charles Kingsley.

Treasure Island, by Robert Louis Stevenson.

Last Days of Pompeii, by Bulwer-Lytton.

Romola, by George Eliot.

Captains Courageous, by Rudyard Kipling.

The Crisis, by Winston Churchill.

Ben Hur, by Lew Wallace.

The Arabian Nights, by the Persian Scheherazada.

Sir Nigel, by Conan Doyle.

The Legend of Sleepy Hollow, by Washington Irving.

Quo Vadis, by Sienkiewicz.

War of the Worlds, by H. G. Wells.

The Marble Faun, by Julian Hawthorne.

The Choir Invisible, by James Lane Allen.

The Beloved Vagabond, by William Locke.

Trilby, by Du Maurier.

The Right of Way, by Sir Gilbert Parker.

Tom Jones, by Fielding.

Vicar of Wakefield, by Oliver Goldsmith.

Far From the Madding Crowd, by Thomas Hardy.

John Halifax, Gentleman, by Miss Murdoch.

The Awakening of Helena Ritchie, by Mrs. Black.

File 113, by Gaboriau.

The Sea Wolf, by Jack London.

Prisoner of Zenda, by Anthony Hope.

To Have and To Hold, by Mary Johnson.

Mr. Isaacs, by Marion Crawford.

Turmoil, by Booth Tarkington.

Dr. Jekyll and Mr. Hyde, by Robert Louis Stevenson.

Pudd'nhead Wilson, by Mark Twain.

Little Women, by Louisa Alcott.

Twenty Thousand Leagues Under the Sea, by Jules Verne.

Jane Eyre, by Charlotte Bronte.

Anna Karenina, by Leo Tolstoy.

Lorna Doone, by Blackmore.

The Little Minister, by Sir James Barrie.

The Four Horsemen of the Apocalypse, by Louis Veuillot.

The Lady of Aroostook, by Wm. Dean Howells.

The Shuttle, by Frances Hodgson Burnett.

East Lynne, by Mrs. Henry Woods.

Woman in White, by Wilkie Collins.

Last of the Mohicans, by James Fenimore Cooper.

A GREAT POPULAR, ENTERTAINING AND EDUCATIONAL FEATURE WITH  
 EXPRESSED IN INCREASED

RELEASED DAILY, BEGINNING JUNE 23

THE McCLURE NEWSPAPER SYNDICATE



# ATION BUILDING FEATURE EVER OFFERED GREATEST NOVELS OST OF OVER \$15,000.00

FF OF THE GREATEST WRITERS OF THE DAY—A FEATURE YOU CAN  
BIGGEST POSSIBLE WAY

A Few of the many Notable Authors who have condensed these Novels---Eighty  
of the condensations being by specially assigned writers  
and twenty selected by prize competition

ert Parker.  
Goldsmith  
, by Thomas Hardy.  
Miss Murlock.  
hie, by Margaret Deland.  
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ocalypse, by Blasco Ibanez.  
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llins.  
s Fenimore Cooper.

WILLIAM H. TAFT, ex-President of the United States.  
SAMUEL W. McCALL and DAVID I. WALSH, ex-Governors of  
Massachusetts.  
LIBRARIAN BOLTON of the Boston Athenaeum.  
LIBRARIAN BELDEN of the Boston Public Library.  
PROF. WILLIAM FENWICK HARRIS of Cambridge.  
T. L. HOOD and CAPT. ANDRE MORIZE of Harvard.  
RICHARD H. DANA.  
MRS. LARZ ANDERSON, Author of "The Spell of Japan," "Odd  
Corners," etc.  
ELLERY SEDGWICK, Editor of The Atlantic Monthly.  
CAROLYN WELLS, Author of "Eight Girls and a Dog," "The  
Rubaiyat of a Motor Car," etc.  
JAMES B. CONNOLLY, Author of "The Crested Seas," "Head  
Winds," etc.  
REV. PAUL REVERE FROTHINGHAM.  
CLARENCE W. BARRON, Editor of the Wall Street Journal.  
MABEL HERBERT URNER, Author of Journal of a Neglected  
Wife, The Price Inevitable, etc.  
BASIL KING, Author of "The Inner Shrine," "The Street Called  
Straight," etc.  
JOHN LUTHER LONG, Author of "Madame Butterfly," "The  
Darling of the Gods," etc.  
JOHN KENDRICK BANGS, Author, Poet and Lecturer.  
REV. DR. R. PERRY BUSH.  
DR. CYRUS TOWNSEND BRADY, Author of "The Island of  
Regeneration," "By the World Forgot," etc.

WITH A FAMILY AND INDIVIDUAL APPEAL THAT WILL INSTANTLY BE  
ASED HOME CIRCULATION

23

## WIRE AT ONCE FOR OPTION

373 FOURTH AVENUE, NEW YORK

## PROPOSE NEW BY-LAWS FOR THE A. B. C.

Officers Urge Importance of All Members Being Represented at Meeting in Chicago, June 19-20—List of Officers Whose Terms Expire

CHICAGO, May 24.—The fifth anniversary of the foundation of the Audit Bureau of Circulations and the sixth annual convention will be held in the Hotel La Salle, Chicago, June 19 and 20. The first day will be devoted to divisional committee meetings. The convention will open at 10 a. m., June 20.

Every convention of the bureau has been increasingly important to advertisers, advertising agents and publishers, but this meeting will be perhaps the most important in its history. The bureau has made steady progress in the past five years. Through the unselfish devotion of leaders in the advertising and publishing world, a great institution has been established.

### Revised By-Laws

Among the most important topics to be considered is the revised by-laws which will be submitted for approval. These revisions are the result of six months' work of legal advisers, officers and the board of directors.

In a statement sent to members, Stanley Clague, managing director of the A. B. C., says:

"These proposed by-laws have been endorsed by a majority vote of Class A members—in accordance with the requirements of the existing by-laws—and will be placed before the convention for ratification.

"These new by-laws, if adopted by the convention, will establish the underlying principles on which the bureau will operate in the future. The application of these principles will be based on the rules and regulations to be ratified at the meeting of the new board of directors, to be held immediately following the close of the convention.

"You will realize, therefore, the importance of having the right men to represent you on the new board, and the importance of your being represented at this convention, either in person or by proxy.

"The present members of the board of directors whose terms expire at this meeting, and who will be reappointed or whose successors will be named, are:

### Advertisers

"George W. Cushing, Hudson Motor Company, Detroit, Mich.; W. Laughlin, Armour and Company, Chicago, Ill.; F. R. Davis, General Electric Company, Schenectady, N. Y.; F. H. Squier, Pabst Brewing Company, Milwaukee, Wis.; L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; B. H. Bramble, Canadian Chewing Gum Company, Ltd., Toronto, Can.

### Advertising Agent

"A. W. Erickson, the Erickson Company, New York; P. V. Troup, Lord & Thomas, Chicago (one year).

### Newspaper Publishers

"W. A. Strong, Chicago, Daily News. "Magazine, F. W. Stone, American Review of Reviews, New York.

"Farm Paper, William A. Whitney, Phelps Publishing Company, Springfield, Mass.

"Business Publication, E. R. Shaw, Power Plant Engineering, Chicago.

"We urge your attendance in person at this convention, but if this is impossible, please designate on proxy form the person in whose judgment you rely to cast your vote, in determining the important issues to be presented. In this

connection, may we suggest that as property rights are being constantly increased through your membership in the bureau, you give this matter of representation at the convention most careful consideration?

"This matter of representation should have your early attention.

"No proxies will be recorded after the opening of the convention at 10 a. m., Friday, June 20. They should reach the office of the bureau, therefore, before June 19."

## FORD-TRIBUNE LIBEL CASE GOES SLOWLY

Witnesses for Plaintiff Say That Positions Were Held Open for Them—Indications That Tribune Will Argue Preparedness

The \$1,000,000 libel suit of Henry Ford against the Chicago Tribune, based upon an editorial in which Ford had been characterized as an anarchist, has progressed to its third stage. It is being tried at Mt. Clemens, Mich., Judge Tucker presiding.

The selection of the jury required a week. The jury was then excused for a week, during which time the court heard arguments of counsel bearing on the scope of testimony to be admitted. The counsel for The Tribune contended that the defendant should be permitted to offer evidence to show the situation as to national preparedness as it existed at the time of the publication of the editorial, particularly the situation on the Mexican border.

The Ford counsel made every endeavor to have the scope of testimony restricted to the one issue of libel. Judge Tucker announced, after hearing these arguments, that he would rule on the admission of evidence from time to time as occasion arose.

On Monday, May 26, the jury was recalled and the case for the plaintiff was formally opened.

Mr. Ford has called to the witness stand a number of former soldiers, employees of the company, who testified as to the attitude of Mr. Ford toward men called to the service. It was brought out that while Mr. Ford did not continue the men on the payroll he held their positions open to them; and, in some cases, made efforts to assist their dependents while they were away.

Identification discs were given to men leaving the plant to enter the military service, showing that the soldier had left a good record behind him. Mr. Henkel, in charge of Mr. Ford's sociological department in 1916, stated that soldiers were given the preference in the plant "because they had been taught to obey orders."

In the cross examination of witnesses by the defence the question as to the great need of men in the National Guard for duty on the Mexican border was broached. This indicated the purpose of the defense to produce testimony on this line, and as the court admitted the evidence it is assumed that the scope of the testimony to be offered by the Tribune will not be restricted but will cover the question of national preparedness.

It was brought out that Mr. Ford had taken the trouble to notify former employees who had entered the military service that their jobs would be held open for them.

Lieut. John Outler of the 319th field artillery and former Atlanta Journal employee has returned after a year's absence overseas.

## FARMERS OF NEW YORK RESENT R. F. D. CUT

State and National Grange Take Official Action to Convince Mr. Burleson of Injustice of Policy of Crippling Rural Service

That New York State farmers are thoroughly aroused and unanimously resent the curtailment of the Rural Free Delivery Service is evidenced by the series of indignation meetings held in many parts of the State and by the activity of the State and National Granges and County Farm Bureaus.

Last week a delegation, accompanied by the New York Senators and a half dozen representatives visited Mr. Burleson and presented the case of the farmers. He promised an immediate investigation of the new system of revised routes inaugurated May 1, and indicated that the old routing might be restored if it were demonstrated that the present plan is at fault.

Tuesday of this week a meeting was held in Washington of the Executive Committee of the National Grange, and a resolution was adopted condemning in the most emphatic way the demoralization of the rural delivery service in northern New York and calling upon the Post Office Department to restore the service to the old basis. The Grange also went on record as approving the

bill introduced by Representative Norman J. Gould, of New York, calling upon Mr. Burleson to restore the old carriers and routes.

In spite of the busy season for farm work the meetings held throughout upper New York to protest against the new system have been largely attended, and the farmers have united in condemning the crippling of their mail service through the consolidation of routes. They have especially resented Mr. Burleson's reported remark that it made little difference to a farmer when he received his mail, pointing out that the farmer relied upon the rural delivery for his daily contact with the cities and his markets, as well as for his information as to world events.

Jerome D. Barnum, of the Syracuse Post-Standard assures EDITOR & PUBLISHER that this fight is to be made to a finish, and that the sentiment up-state is overwhelmingly against the present paring policy of the postal establishment. Mr. Barnum has given much of his time and energies to the effort to restore efficient service to the farmers, and the press of the state has very generally joined him in the fight.

Eugene N. Smith, for six years city editor of the Kansas City Post, has resigned to enter the insurance business.

EDITOR & PUBLISHER Want Ads. Yield Results—Just One and See!

You haven't covered Massachusetts unless you've used

## The Worcester Telegram

"In the Heart of the Commonwealth."

Some National Advertisers hold the opinion that central Massachusetts can be reached by advertising in Boston Newspapers. While scattering hits may result from this practice it may reasonably be compared to buying space in New York dailies in the expectation of covering Boston at the same time. Worcester is a manufacturing city 40 miles from Boston surrounded by many

sizable towns of the same type as itself. Big industries covering a multitude of lines are located here. Worcester is not a One-industry-dominated city. We are always busy—times are always good. High class, highly paid workers predominate. Such goods as Bon-Ton Corsets and Whittall Rugs are made here.

A list of Worcester's factories contains the names of dozens of firms whose products are known and sold in every State of the Union—whose Trademarks are familiar to buyers of all classes throughout the world.

Worcester County is a field you should cultivate

To reach rich, populous Worcester and thirty thrifty towns within a radius of eighteen miles, all connected with Worcester by high-speed interurban trolley service use the

Medium of Largest Circulation and Greatest Prestige.

## THE TELEGRAM

Published every morning of the year.

Worcester measures the value of its Newspapers by results from WANT ADS. in these proportions:  
Telegram, April, 123,431 lines  
Gazette, April, 33,418 lines  
Post, April, 8,428 lines

Local Merchants measure the value of Worcester's Newspapers by using space in these proportions:  
Telegram, April, 767,550 lines  
Gazette, April, 475,426 lines  
Post, April, 425,614 lines

THE PEOPLE WHO BUY WORCESTER'S NEWSPAPERS EXPRESS THEIR PREFERENCE BY BUYING DAILY  
32,957 Telegrams  
26,699 Gazettes  
23,157 Posts

### TOTAL ADVERTISING APRIL

*The Telegram .....	1,055,306	agate lines.
The Gazette .....	655,312	" "
The Worcester Post .....	508,522	" "

\*Every line authorized. Every advertiser satisfied.

A. P. Cristy, Publisher

Paul Block, Inc., Representative



# The Campaign of 1918—How Victory Was Won

*A Series of Ten Most Valuable and Illuminating Articles*

By MAJOR GENERAL SIR FREDERICK MAURICE

*Chief of Operations of the British Army*

General Maurice is recognized to be a leading authority on military and international affairs. He was Chief of Staff of the Third Division of the Original British Expeditionary Forces—"The Old Contemptibles." He went through the retreat from Mons, the Battle of the Marne, the Battle of the Aisne, the first Battle of Ypres and the Battle of Neuve Chapelle. He then returned to General Headquarters in France, and under General French became Head of the Operations Division. In 1916 General Maurice returned to the British War Office and was appointed Chief of Operations of the British Army.

## TITLES OF THE TEN ARTICLES IN THE SERIES

- |  |   |
|--|---|
| <p><b>I—UNITY OF COMMAND</b><br/>Events Which Led to Appointment of Foch as Generalissimo.</p> <p><b>II—BRITISH REVERSES IN SPRING OF 1918</b><br/>Strength of British Army in France and Odds It Had to Meet.</p> <p><b>III—FOCH ON THE DEFENSIVE</b><br/>His Patience and Courage in Adversity.</p> <p><b>IV—FOCH vs. LUDENDORFF</b><br/>Principles of Opposing Generals Explained.</p> <p><b>V—PREPARATIONS FOR ARMAGEDDON</b><br/>How Foch Applied His Principles.</p> | <p><b>VI—ARMAGEDDON</b><br/>Part Played by Each of Allied Armies in Great Battle Which Won the War.</p> <p><b>VII—THE HINDENBURG LINE</b><br/>German Defenses and Part They Played in the Struggle.</p> <p><b>VIII—LUDENDORFF TRIES TO RALLY</b><br/>Germans Stand on the Selle and Between the Argonne and the Meuse.</p> <p><b>IX—THE LAST PUSH</b><br/>Final Break-Through Which Brought Americans to Sedan, British to Mons, French to Mezieres.</p> <p><b>X—THE ARMISTICE</b><br/>Position on November 11, and Pros and Cons for Accepting It.</p> |
|--|---|

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**SUNDAY, JUNE 22**

Each article is a remarkable record of the last year of the great war by an authoritative writer conversant with the inside facts.

Wire for Price and Sample Proofs

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NEW YORK

## WINNIPEG NEWSPAPERS TIED UP BY BIG INDUSTRIAL STRIKE

Telegraphers Also Quit News Services, Mails Cut Off and City Isolated From Outside World Until Wireless Opens Way Out—I. T. U. Was Loyal.

(BY TELEGRAPH TO EDITOR & PUBLISHER.)

WINNIPEG, Man., May 26.—Canada is having its taste of Bolshevism. A repetition of what Seattle recently experienced, for over a week Winnipeg, the Metropolis of Western Canada, has been paralyzed by an industrial tie up that is without parallel in the history of Canada. It began May 15, when workers in many occupations declared sympathetic strike in favor of the metal workers, whose wage demands had been refused by employers. The strike spread until the economic machinery of the city has come completely at a standstill. Practically the only branch of organized labor at work are the moving picture operators, who were not called out.

The three Winnipeg daily papers suspended publication when pressmen and stereotypers walked out on the morning of May 16 and joined the ranks of the strikers. This action was later explained in an official statement issued by the strikers' executive as follows:

### Members of the I. T. U. Stick to Their Posts

"It was a simple justice at this time to muzzle for a few days enemies of freedom and truth."

While the pressmen and stereotypers struck, members of Typographical union refused to break their agreements with publishers, and stuck to their posts until released by the newspapers.

On May 17, telegraphers declared a sympathetic strike and Canadian and Associated Press and commercial wires were completely tied up. From that time until the futility of the strike began to become apparent, Canada was dependent for information concerning situation on news filed at outside points. Correspondents found outlets at Three River Falls and St. Paul, Minn.

### Strikers as News Censors

The strikers' press committee volunteered to permit correspondents to send out stories daily, provided their copy was submitted to and "O. K'ed" by the Strike Committee.

This offer found few takers. The strike committee later relented to the extent of allowing telegraphers to handle telegrams relating to deaths, sickness and soldiers. The committee then demanded of telegraph companies that they be permitted to place their censors in the companies' offices to determine what should be handled and what should be rejected.

The C. P. R. Telegraph Company refused to permit this, while the G. N. W., which is Government-owned, did allow censors in its offices.

From May 16 until May 19, Winnipeg was dependent for its news upon the Western Labor News, published daily by striker committees, which declared it was out for Soviet Government, as exemplified in Russia.

On a later date the Citizens' Committee of One Thousand managed to get out a four-page paper called the Citizen, which was set in the city and printed at an outside point. It termed the strike an effort at revolution and charged that decent elements in the trades and labor movement had been led away by Bolsheviks.

### Wireless Brought Into Play

On May 22 the Winnipeg Free Press published two editions and in the evening that paper sent a description of the state of affairs in the city to the outside world by wireless, establishing communication with Fargo, N. D.

This was the first time that wireless was used by any paper in Western Can-

ada. The installation was immediately utilized to make it known that while Winnipeg was tied up by a general strike, the city was experiencing neither disorder nor approaching famine conditions.

On May 24 the two Winnipeg papers began publications of abridged editions and are continuing to do so. The press room and stereotyper crews are still on strike, but telegraph service has been resumed to some extent.

For a time Winnipeg's isolation was complete. Telegraphs, telephones and mails were at a standstill. The city not only was unable to send out any word, but was also unable to receive any. Mails for Winnipeg were cut off at Moose Jaw on one side and Emerson on the other side. This latter resulted in an editorial attack on the Government by the Winnipeg Free Press when it resumed publication on May 22. It editorially demanded to know "What Have You Done with the People's Mails?" declaring that ability to transmit and distribute mails was one of the primary tests of a government, and "judged by it the government is a complete wreck." A resolute government would have seen that mail was brought to Winnipeg as long as there were trains to carry it, and would have had it transported to the city postoffice if it had taken the whole military power of Canada to protect it from foreign guards of the Red Five."

### Spreads to Calgary

The situation is still very critical. Hon. Gideon Robertson, minister of labor, is on the scene and has issued an ultimatum to the effect that he will make no effort to settle the strike until all public utilities which the strike committee has tied up are operating normally, postal and telephone service resumed, street cars operated, firemen return to work, police cease to operate under control of the strike committee and water works manned.

This action resulted in declaration this morning of a general strike in Calgary in sympathy with Winnipeg strikers.

The settlement of the strike seemingly rests upon details of a collective bargaining agreement and the willingness of union forces to call off the sympathetic strike prior to final action by employers on the collective bargaining issue.

A feature of the strike has been the services rendered the press of Canada

by Main Johnson of the Toronto Star and J. J. Conklin, who filed daily stories to a string of papers at Three River Falls. Mr. Johnson is a member of the Press Gallery at Ottawa and was formerly private secretary to Hon. N. W. Rowell, president of the Privy Council. He was covering sittings of the industrial relations committee when the strike broke and he made one jump to Winnipeg.

and later New York theatrical magnate; James Howe, editorial writer on the Milwaukee Leader; F. W. Friese, financial editor of the Milwaukee Sentinel; A. J. Aikens, publisher of the Evening Wisconsin; William A. Bowdish, news editor of the Milwaukee Daily News; Frank Markle, for years treasurer of the club; John J. Harvey, business manager of the Free Press, and M. D. Kimball.

### SERVICE FOR DEAD MEMBERS

Eulogies Given and Pictures Flashed on Screen by Press Club.

MILWAUKEE, May 26.—The Press Club recently held a memorial service for twenty departed members. While eulogies of the members were being given their pictures were flashed on a screen.

Among those whose pictures were shown were former Governor George W. Peck, publisher of Peck's Sun and author of "Peck's Bad Boy"; Harry P. Myrick, managing editor of the Milwaukee Free Press; L. T. Boyd, one of the proprietors of the Milwaukee Journal; William E. Cramer, owner of the Milwaukee Evening Wisconsin; A. M. Dingwall, dramatic critic of the Journal

### Dropped "Truth" From Skies

During the appearance at Elkhart, Ind., recently of two army aviators, The Elkhart Truth issued a "Winged Edition" extra at noon, and several thousand copies were dropped from the sky over Elkhart and surrounding territory. Lieut. MacGildea, a French army officer and member of The Truth's reportorial staff, accompanied one of the flyers and secured several photographs of the city which were reproduced in subsequent issues of The Truth.

### New Post for J. C. Frost

PORTLAND, Me., May 19.—J. Collect Frost has been elected assistant to Colonel Frank B. Cummings, publicity and conventions secretary of the Portland, Me., Chamber of Commerce.

Brooklyn subscribed  
\$92,646,050 to the  
"V" Loan.

This ninety-two mil-  
lions represents 154  
per cent of Brooklyn's  
quota.

That is the way Brooklyn  
people do things; they co-  
operate, they respond, they  
are American.

More of them read the  
Standard Union than any  
other Brooklyn paper.

And don't forget that the  
ninety-two millions isn't all  
they have to spend.



# Fifteen Million Americans of Irish Extraction and All Friends of the Emerald Isle

WILL READ WITH INTENSE INTEREST WHAT

## GEORGE CREEL

HAS TO SAY ON

# THE IRISH QUESTION

in a series of eight 3,000 word articles which we release for publication on Sundays and Wednesdays, beginning June 8th.

No question of the day causes more discussion than that of Ireland. And no one is more fitted to write about the subject than GEORGE CREEL, who as chairman of the Committee on Public Information, made a thorough study of the Irish problem while abroad. He went to Ireland and met Dillon and all the Irish nationalists, MacNeil and all the Sinn Feiners, Craig and all the Ulstermen—and in London he talked at length with all the British statesmen, from Lloyd George down.

Mr. Creel came to the firm conviction that the Irish question must be settled in order to bring about a permanent Anglo-Saxon-American agreement and understanding—both because of the large percentage of Americans of Irish extraction and because the chief German propaganda attack on England during the year and a half we were in the war was based on the charge that Ireland had not received fair treatment, and that the Allies were false in their attitude toward the “rights of small nations.”

This amazing story has the advantage over any and every other—it is the only one written since election last December.

Creel tells in concrete form what he is convinced are the actual facts about the justification for an independent Irish Republic. His picture of this proposed republic makes a thrilling story.

## THE TITLES OF THE ARTICLES ARE

- |   |   |
|---|---|
| <p>1 THE “IRISH QUESTION”<br/>Why It Is as Much an American Matter as an English Problem</p>        | <p>5 TWO CENTURIES OF IRISH REBELLION<br/>Defeat, Famine, Pestilence and Exile Unable to Break Ireland's Spirit</p> |
| <p>2 THE STORY OF HOME RULE<br/>Ireland's Constitutional Fight for Some Form of Self-Government</p> | <p>6 THE CASE OF CANADA<br/>How One Canadian Rebellion Won the Freedom That England Denies Ireland</p>              |
| <p>3 BROKEN PLEDGES OR GERMAN PLOTS<br/>How Home Rule Became a Law and Then a Dead Letter</p>       | <p>7 THE “ULSTER PROBLEM”<br/>Analysis of the Claim That “Protestant Ulster” Stands Like Iron Against Home Rule</p> |
| <p>4 THE BLOODY RECORD OF IRELAND'S LONG STRUGGLE AGAINST ENGLISH MIGHT</p>                         | <p>8 CAN IRELAND STAND ALONE?<br/>A Study of Irish Resources, Industries, Finances and Population</p>               |

*The Release Date is Very Near. Territories will close rapidly.*

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NEW YORK.

## MINISTERS CONDEMN SUNDAY PAPERS

General Assembly of Presbyterian Church Votes 2 to 1 Against Them, But Favors Paid Advertising—Dr. McCallum Defends Papers

ST. LOUIS, Mo., May 26.—Two of the recommendations of the General Assembly of the Presbyterian Church in session here last week had to do with newspapers. Individual churches were advised to include a sum for paid advertising in newspapers in their yearly budgets, and the assembly went strongly on record against the Sunday newspapers.

The recommendation in favor of paid advertising in newspapers was adopted at the suggestion of James B. Wootan, director of publicity for the church and editor of the New Era Magazine. He said:

### Favors Advertising

"The first advertisement the world saw was God's rainbow in the sky and since then advertising has been good business. The church as a business is most influenced by public opinion and the newspaper influences public opinion. For that reason the church should inform the public through the newspapers. Pastors should cultivate acquaintance with editors and newspaper men for their mutual good."

The assembly made permanent the special committee on Sunday observance and adopted the committee's plan to campaign against Sunday newspapers, baseball and motion pictures and for a Saturday half-holiday in business. A division was asked for upon the question of "emphatic condemnation" of the Sunday newspapers and a request that Presbyterians do not subscribe to them. The vote was 2 to 1 against the Sunday newspapers.

### Read Sunday Papers at Breakfast

A vigorous fight against the adoption of the recommendation against Sunday newspapers was made by Rev. Dr. John A. McCallum of Philadelphia, who pleaded for sincerity, which would be the first thing returning soldiers would demand of the church.

"The Sunday newspaper," he said, "is just as much a constituent part of our life today as the Sunday trolley, and the General Assembly used to condemn the Sunday trolley."

Dr. McCallum declared that preachers must read the Sunday newspapers to keep abreast of the times. He said that he did a little detective work at Hotel Jefferson the previous Sunday, and this is what he saw: Two former moderators, a large group of elders, some of them Sunday school superintendents, a large number of preachers and other commissioners go to a news-stand, buy Sunday newspapers and read them at the breakfast table.

### NO CAUSE OF ACTION

#### Judge Rules on New York World Libel Case While Other Suits Are Dropped

BUFFALO, May 22.—Justice Sears of the Supreme Court to-day decided a motion for judgment on the pleadings in the libel action brought by John C. Knickerbocker, former district attorney of Orleans County, against the Press Publishing Company, publisher of the New York World. The decision sustains the contention of counsel for the World, that the articles complained of were not libelous per se and that Knickerbocker's complaint, in the absence of an allegation of special dam-

ages, does not state a cause of action. Under Judge Sears' decision, if Knickerbocker wishes to continue the litigation, he must serve a new complaint and set up special damages.

The Knickerbocker suit was one of five libel actions based on articles published in The World in connection with efforts to save the life of Charles F. Stielow, who had been convicted of murder and sentenced to death in Orleans County. Knickerbocker was district attorney at the time. Governor Whitman has since freed Stielow and restored him to citizenship. Others, besides Knickerbocker, who sued, were two private detectives employed to get evidence against Stielow and the then sheriff and under-sheriff of Orleans County, who had Stielow in custody. All five complained that The World reports charged them with employing "third degree" methods to obtain a confession from Stielow. The former sheriff and under-sheriff dropped their libel suits on Tuesday last.

## Says Our First Duty Now Is to Advertise America

Governor McKelvie of Nebraska So Advises Chicago Ad Men—Jason Rogers Also a Speaker

CHICAGO, May 26.—The leading theme of the second meeting of the Advertising Council of The Chicago Association of Commerce was the important recognition of inestimable value accorded to the field of advertising by the activities of the great war now ending.

The principal speaker was Gov. S. R. McKelvie of Nebraska, who is also publisher of the Nebraska Farmer, and an advertising man who speaks with authority on such subjects. His topic was "Advertising as a Readjustment Force." The unexpected presence at this meeting of Jason Rogers, publisher of the New York Globe, who spoke briefly in appreciation of this newly organized body within the Association of Commerce, furnished an additional attractive feature to the program.

After reviewing the part advertising and advertising men played in the war, Gov. McKelvie said:

"It seems to me that the first thing that we must advertise to ourselves as an asset of this war is the value of Americanism and what Americanism means; that it does not mean that our country is merely a place in which people may live and wax prosperous in material things without giving something in return. In this readjustment period we should advertise to ourselves the bountiful blessings of this country and the wonderful opportunity that is given us as citizens of this country to live and to enjoy life and to make contributions to the success and enjoyment of others."

Francis H. Sisson, vice-president and advertising manager of the Guaranty Trust Company, New York, will address the third meeting of this Advertising Council on Tuesday noon, June 3, at the Hotel LaSalle, Chicago. His subject will be "Building the Business of the Future."

### New Paper at Huntsville, Ala.

The Huntsville (Ala.) Telegram is a new paper publishing evening and Sunday editions. It is printed at the plant of the Mercury, which suspended several weeks ago, following a career of 34 years. J. L. Meeks and Roy O. Neal are the active men in the new company.

## TRIAL STORY NO BAR TO CIRCULATION

Fond du Lac Judge Sought to Prevent Selling of Milwaukee Papers in City of Trial Case but Relents When Convinced He Was Wrong.

MILWAUKEE, Wis., May 26.—Circuit Judge Chester A. Fowler of Fond du Lac, Wis., has vacated an order forbidding the Fond du Lac newspapers and The Milwaukee Journal to circulate in Fond du Lac county anything regarding a certain murder case until after the selection of the jury. The order was vacated promptly when The Journal, through its attorneys, made representations to Judge Fowler that his order was an unwarranted infringement on the constitutional rights of the press.

March 29 last, Judge Fowler sent the following telegram to The Journal:

"Do not circulate in Fond du Lac county any newspaper containing comment or any statement of facts respecting Ives homicide case now pending in circuit court here until after jury has been impaneled."

The same day a formal order to the same effect was entered. Judge Fowler explained in a letter to The Journal: "My only purpose . . . was to avoid prejudice in the selection of a jury when the case comes up for trial."

### Milwaukee Journal Protests.

The Journal deemed Judge Fowler's order so far-reaching in the precedent that it established that it felt it to be its duty to take exception to it. Judge Fowler based his order entirely on the ground that if the newspapers circulated in Fond du Lac county printed facts about the Ives case, public opinion might be so formed that it would be more difficult to get a jury.

To permit the order to stand, it seemed to the Journal, might lead to preventing newspapers from giving the public information which the general welfare demanded the public should

have, and might tend to create in some degree a precedent for similar action in the future by other courts.

In this spirit The Journal submitted the question to its attorneys for an opinion on the legal right of the court to issue such an order. "We do not think that the order referred to is a lawful order," the attorneys said in their opinion. They cited decisions sustaining the conclusion that "the courts have held that orders attempting to restrain publications of the press are in violation of constitutional provisions relating to freedom of the press."

On the strength of this opinion The Journal directed its attorneys to lay before Judge Fowler the law and the decisions bearing on the matter. They appeared before Judge Fowler, and the result was that the court vacated the order.

### ARRANGE FOR TEXAS MEETING

Special Trains Will Carry Members From Dallas to Richardson

RICHARDSON, Tex., May 27.—The Texas Press Association will hold its fortieth annual convention in San Antonio, June 12-14, Secretary Sam P. Harben of the Richardson Echo announces.

Convention headquarters will be maintained at the Gunter Hotel. Arrangements have been made for special trains out of Dallas to carry the delegates from the north, east and west portions of the State, who will gather in Dallas as a starting point.

### Jackson Resumes City Editorship

BRIDGEPORT, Conn., May 27.—Release from military service, where he was lieutenant in the Quartermaster Corp, transport service, Alfred G. Jackson is to be city editor of the Bridgeport Standard-Telegram. He served an apprenticeship on New Haven papers and after a period as copy reader became city editor of the old Bridgeport Standard. He entered service at Camp Devens, in the infantry, but was transferred after a year there and commissioned.

### "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.

Representative sent anywhere upon request.

## John B. Gallagher Company

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

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.



# To Be Released Weekly Beginning June 22 in Ten Illustrated Instalments

AN AMAZING AND THRILLING STORY OF ADVENTURE, INTRIGUE, IMPRISONMENT,  
ATTEMPTED ESCAPES AND DARING DISGUISES

By **CAPTAIN ALAN BOTT, M. C., R. A. F.**

*Author of "Cavalry of the Clouds"*

The story begins when Captain Bott's machine is brought down in flames by the Turks and he is made prisoner. The revelations are appalling of Turkish treatment of prisoners, the vermin infested dungeons, the solitary cells where for months men of gentle birth and high breeding would try to retain their sanity and stop thinking by playing with a piece of twine or inventing games with matches. Then come attempts to escape, only to be recaptured, until the final, sensational successful escape.

## TITLES OF THE TEN INSTALMENTS

- |  |  |
|--|--|
| <p><b>I—A PRISONER IN PALESTINE</b><br/>Captain Bott's Aeroplane Comes Down in Flames. He Is Taken Prisoner by the Turks and Escapes in Constantinople.</p> <p><b>II—THE TRUE STORY OF THE TURKISH ARMISTICE</b><br/>Amazing Secret History Now Told for the First Time.</p> <p><b>III—WIDESPREAD STARVATION, TERRORISM, BRIBERY AND BRIGANDAGE IN TURKEY</b><br/>How Germany Stole Turkish Food While Turkish Thousands Starved.</p> <p><b>IV—THE REVOLUTION THAT NEVER HAPPENED</b><br/>The Inside Story of a Pro-Ally Movement Frustrated by Germans.</p> <p><b>V—THE BLACK HOLE OF CONSTANTINOPLE</b><br/>The Underground Cells Where Political Prisoners Were Confined.</p> | <p><b>VI—TURKISH ATROCITIES ON BRITISH PRISONERS</b><br/>Seventy Per Cent. of These Prisoners Died; This Story Tells Why.</p> <p><b>VII—THE STORY OF THEODORE'S IN STAMBOUL</b><br/>The Little Greek Restaurant Where Imprisoned Allied Officers Plotted.</p> <p><b>VIII—THE CAPTIVITY OF GENERAL TOWNSEND, DEFENDER OF KUT</b><br/>His Efforts to Escape and His Departure at the Grand Vizier's Request.</p> <p><b>IX—THE EDITH CAVELL OF CONSTANTINOPLE</b><br/>An Englishwoman Who Risked Her Life in the Service of Her Countrymen.</p> <p><b>X—ESCAPE FROM TURKEY AS A STOW-AWAY</b><br/>On a Russian Tramp Steamer to German-Occupied Odessa.</p> |
|--|--|

Among the many war experiences this story stands out alone—as unique, absolutely different and extraordinarily thrilling.

Wire for option and sample instalments and judge  
for yourself the newspaper feature value of this story

**The McClure Newspaper Syndicate** 373 FOURTH AVENUE  
NEW YORK

## ADVERTISEMENTS CREATE LARGER PART OF POSTAL REVENUES

All Classifications Fed and Stimulated by the Second-Class Matter—Greater Volume of Letter Mail Due to Advertising.

BY JOHN T. TOLER,  
Manager of Circulation, Atlanta Constitution.

I HAVE read with a great deal of interest your open letter addressed to the Post Master-General and the publication of his reply in your paper. In his published reply to your letter anent the current second-class mail-matter controversy, the Postmaster General advances the idea that the advertising carried by newspapers should pay postage upon the same basis as merchandise, he mentioning "soap," etc.

### Great Producer of Postal Revenue

But he overlooks the fact, which must be apparent to him as it surely is to any other thinking person, that the very advertising which he would tax creates more revenue for the Postoffice Department than any other one of the various agencies producing such revenue, or than all of them combined.

Advertising in the newspapers is constantly creating first class, third class and fourth class or parcels post mail matter, and in the same proportion that the second poundage or tonnage is increased just in that proportion, or in a still greater proportion, is the revenue produced for the department increased, or in the same proportion has the deficit been decreased.

Take the case of the average newspaper published in New York, Chicago or in any other city of considerable size, analyze its advertising contents and their relationship to postal revenues, and give due consideration to the fact that all of these and similar newspaper advertisements in America as a whole, of the many millions constantly appearing before the public, are destined to cause and stimulate letter-writing and mail-order business, and it becomes apparent that at least one-half, possible two-thirds, of all the business done by the Postoffice Department actually originates in the advertising columns of the newspapers that circulate through the mails as second-class matter, and is actually created by them.

For example, it frequently happens that one little three-line advertisement printed in a newspaper produces for the Postoffice Department in the way of postage for first-class matter anywhere from \$1 to \$5. I have known one little four-line "help wanted" advertisement, even in a city like Atlanta, to cause over three hundred answers, two hundred of which came through the mails, causing a revenue to the Postoffice Department of at least \$4.

### Non-Mail Circulation Just as Valuable

We might state that possibly 60% of the daily newspapers are not circulated through the mail and I believe this statement is about correct. Of this 60% that is not circulated through the mails most of it is producing for the postoffice department just the same, either to a lesser or greater degree than is that circulated through the mails.

Thus, in my opinion, one of the most pertinent features, if not the most essential fact, in connection with or bearing upon this whole controversy, has been overlooked; and it amounts virtually to a misstatement on the Postmaster General's part as to the cost of handling second-class matter.

If the point I have endeavored to make has been brought out before, to my knowledge, or if it has ever been mentioned or argued by anyone, it has

been done in a feeble way and not to an extent that has made an adequate impression upon the publishers in general, the Postoffice Department and particularly upon Congress.

The position assumed by the Postmaster General is, in my opinion, untenable; and the statement advanced by him, to the effect that the newspapers have been enjoying a bounty or subsidy at the expense of the government, that second-class matter is a burden and an expensive one upon the department, is, as I have endeavored to prove, not only not true, but precisely the opposite.

There is no disputing the fact, and I do not believe that there is a member of the Postoffice Department in authority, or a member of either house of Congress who has any respect for veracity and reputation as a thinker that will attempt to deny that the second-class matter handled by the Postoffice Department, both directly and indirectly, is the most profitable class of mail handled by that department of all the combined classes handled.

### Should Stimulate Postal Patronage

This being a fact which I do not believe anyone can successfully refute, instead of the Postmaster General or other Postoffice Department executives, or those members of Congress who are in league with that type of thought—instead of their trying to discourage it they should encourage the extension of second-class matter at one cent per pound postage rate. They should be trying to stimulate that class of postal patronage rather than trying to curtail it by attempting to place an almost prohibitive burden upon the publishers, who from sheer necessity are compelled to pass it on to the "ultimate consumer," the newspaper subscriber and reader.

If it were possible to trace all of the revenue produced for the Postoffice Department direct to the newspapers producing it I believe that it would be found that at least 55 per cent or 60 per cent, if not two-thirds of the revenue that is produced for the department, is produced by newspapers. At least if such a statement cannot be disproved the newspapers are not a burden but a profit to the Postoffice Department. The Postoffice Department is not carrying newspapers at a loss.

The one cent per pound for newspapers means paying its own way, and instead of attempting to burden the newspapers or the public with additional cost in the way of postage, on account of its wonderful revenue-producing effect, both directly and indirectly, the Postoffice Department and Congress should be encouraging an extension of this revenue-producing service by reducing the postal rate, if anything, instead of attempting to increase it.

## ADVERTISING BOOMING IN CANADIAN PAPERS

Big Space Opens With Return of Triumphant Troops—Industry Speeding Up on Wings of the Printed Word

OTTAWA, Ont., May 26.—The press of Canada is now enjoying an advertising "boom" that is setting up new high records for the majority of newspapers. National campaigns are in full swing, and local advertising is increasing by leaps and bounds.

The explanation is not hard to find. Canada enjoyed a degree of war-time prosperity very similar to that of the United States, with the difference that, while the country was busy and prosperous, it was under a restraint not felt in the States until a considerable time after it affected advertising in the Dominion.

This restraint began with the despatch of Canada's first troops overseas, and continued in effect until the armistice was signed. However, its influence upon lineage was almost, if not entirely, counter-balanced by war-time advertising—loan flotations, etc.

### Boom Comes With Troops

The present "boom" began with the cessation of hostilities, and has increased with each returning troopship. "Back to civies" has meant millions of lines of advertising to the newspapers of Canada—

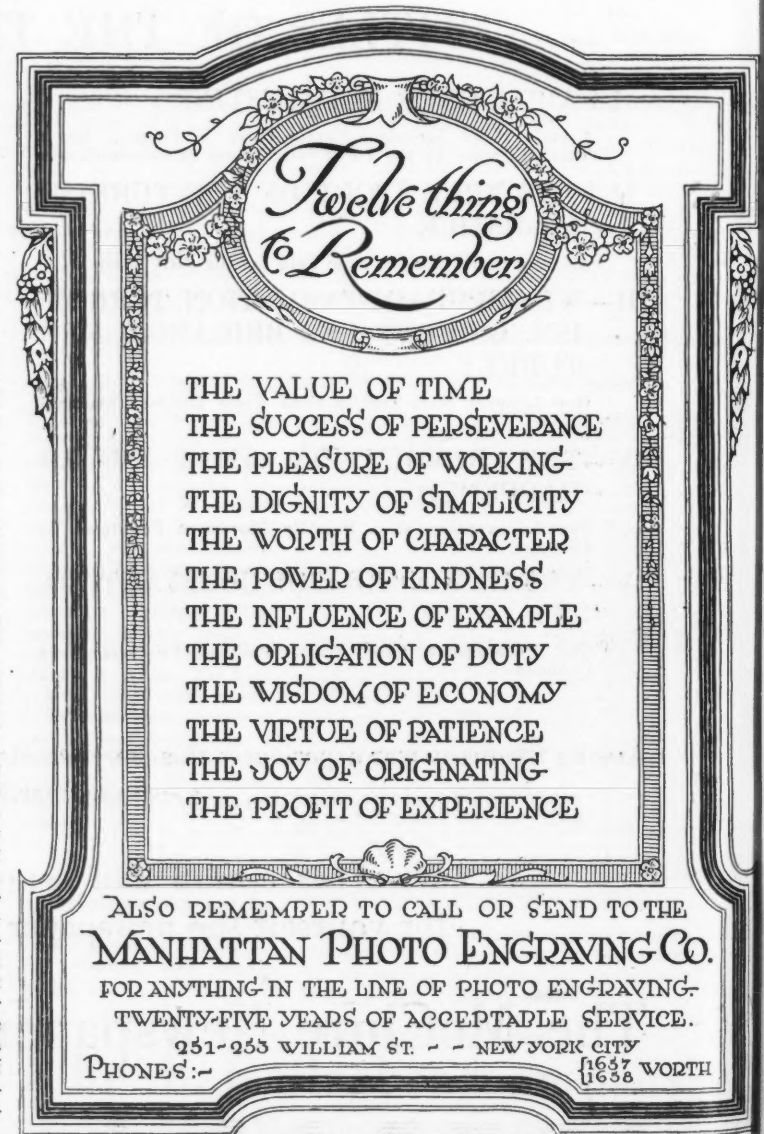
and the end is not yet. Canada's veterans are returning with money in their pockets—many of them with more than they had at any one time prior to the war—and they are putting it in circulation. The direct and sentimental effect of this is added to by the Governmental advertising with respect to the civil re-establishment of the men.

Another big factor in the present situation is the advertising of the many concerns which are returning from war-time industries to former lines of business, and which recognize the necessity for newspaper publicity on a big scale.

### Co-operative Ads

A notable feature of advertising in the press of Canada is the tendency toward co-operative advertising. In the national campaigns the advertising of the paint and varnish manufacturers and of the candy manufacturers are typical. In local advertising the same tendency is becoming evident. An example is the case of the Ottawa laundries, the principal ones of which have combined to boost the advantages of having such work done in modern laundries. In this campaign "the yellow peril" cry is avoided, except by implication.

Local advertising has also received a stimulus as a result of the federal and provincial governments housing programs which have promoted building. Special building pages are being run by many Canadian papers with profit both to the papers and the users of space.



Twelve things  
to Remember

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

ALSO REMEMBER TO CALL OR SEND TO THE  
**MANHATTAN PHOTO ENGRAVING CO.**  
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.  
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.  
251-253 WILLIAM ST. - NEW YORK CITY  
PHONES: - 1637 WORTH 1638



# Thank You—All

**E**DITOR & PUBLISHER desires to gratefully acknowledge the generous co-operation of the leading newspapers, journalists and advertising men of many nations in the production of the Victory Number of EDITOR & PUBLISHER, issued last week.

The Victory Number has created a profound impression, and has been welcomed as the advance courier of closer press and business relations between the branches of the English-speaking people of the world and the nations associated in the great war.

The Victory Number has gone out with a world-wide distribution as a "Pathfinder-Salesman."

We tried v-e-r-y, v-e-r-y hard to make this Salesman worthy of the newspaper-making business, which he will represent internationally. We "dressed" him tastefully with a color cover, symbolizing the unity of the newspapers of the United States, Great Britain and France. We equipped him with much informative knowledge. We gave him many letters of introduction in the shape of advertisements from representative concerns of high character and achievement, and we feel he has a propitious start to do constructive work.

This Salesman will be carefully handled. He will be given aid and comfort from time to time in coming issues of EDITOR & PUBLISHER, which will "follow after" and cement the friendships which this Master Salesman will create.

This expression of appreciation of the splendid co-operation of United States and Foreign publishers and advertising men in the Victory Number properly includes the thanks of the publisher to EDITOR & PUBLISHER'S many staunch friends who, in past years, have recognized an advertising value in the advertising columns of EDITOR & PUBLISHER and INVESTED generously in promoting their business.

**EDITOR & PUBLISHER**

Suite 1116, World Building

New York

# EDITORIAL

## A TOP-NOTCH ACHIEVEMENT IN NEWSPAPER AND ADVERTISING TRADE JOURNALISM

**E**DITOR & PUBLISHER'S friends feel, we are assured from many quarters, a sense of gratification hardly less than our own in the high mark in trade journalism reached by the Victory Number, published true to schedule on May 22.

The issue consisted of 174 pages, including a cover in colors which has been pronounced a striking example of art in design and printing. Aside from the cover the issue carried 12 color pages of advertising, and a four-page gravure section containing 71 portraits of the peace delegates at Paris.

Illustrating the text matter, there appeared 77 portraits in half-tone. The advertising pages also carried many striking illustrations, all of timely news interest.

The news theme of the number—a survey of the press of the Allied nations of the world—called for notable signed articles by scores of the leaders of the great guild, here and abroad. These, together with carefully prepared articles by members of the staff and special correspondents, served to give to our readers a close-up view of the service of the newspapers of the free nations in the great war and of their potentialities for good in the present task of reconstruction.

The editorial theme of the number—the promotion of a closer unity of the press of the world in preserving the fruits of Allied victory—drew from many notable men suggestions upon which may be eventually founded that League of Newspapers in which far-seeing men discern such rich promise to the democracies of the world.

A preliminary step toward the realization of such a League is urged by Ralph D. Blumenfeld, editor of the London Daily Express, in a leading article. Mr. Blumenfeld proposes an interchange of staff men by leading British and American newspapers. He purposes to bring this plan to the attention of the Newspaper Proprietors' Association of Great Britain, and Hon. Frank P. Glass, president of the American Newspaper Publishers' Association, promises to present it to that body.

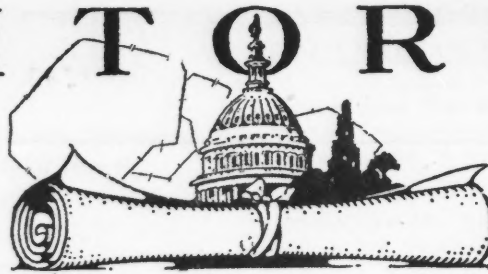
The number contains messages of congratulation on its purposes from Lord Northcliffe, Lord Burnham, Sir Owen Seaman, Sir Robert Donald and other leaders of British journalism. It contains notable signed articles by Victor F. Lawson, owner of the Chicago Daily News; J. St. Loe Strachey, editor of the London Spectator, and scores of other great leaders in the newspaper and advertising world.

Throughout, these notable special contributions show a common ideal in the minds of their writers—international unity of purpose among newspapers of the free nations and an end to petty insularism and self-sufficiency. They strike the keynote of the times. They carry hope and promise to those who are waiting to see how fully the free press of the world shall fulfill its destiny in the new day that has dawned for all lands and peoples.

It was a new experience for readers of *EDITOR & PUBLISHER* to see in its pages impressive and highly interesting advertisements of great foreign newspapers and advertising agencies, displayed in many instances in neighborly contact with similar timely advertisements by the greatest newspapers, syndicates and advertising organizations of America. This, let us hope, is a presage of the near-time when similar international advertising, appearing regularly in these pages, will denote the development and progress of closer trade relations between the United States and its national neighbors.

This epoch-making Victory Number is already at a premium—to the extent that the demand for it has far exceeded the supply, generous as that supply was intended to be. An edition of ten thousand copies was not adequate to meet the need.

*EDITOR & PUBLISHER* feels that, in this number, some intimation is given of the possibilities of service open to the trade journalism of this field. It is less than a decade since the present publisher of *EDITOR & PUBLISHER* joined the staff. It is known of all men in the newspaper and advertising world that, at that time, the newspapers and advertisers of America were not able to boast of a really representative trade newspaper—of a journal visualizing the trends and tides of thought and policy prevailing in the world's most useful industry. Other lines of effort,



of industry and trade, were represented by great journals, admittedly representative and adequately supported.

*EDITOR & PUBLISHER*, conceived in a purpose to stand upon high ethical principles, then represented the best that had been achieved in this field. But that best was but a hint of what seemed not only possible but vitally needful. In those days, through long habit, newspapers and advertising interests viewed trade newspaper advertising in the light of a "contribution" made toward the support of the publication—not as an advertising investment made solely in their own interests and from which profits might be expected to come.

In its steady growth and progress during these years the staff of the *EDITOR & PUBLISHER* has succeeded in changing this attitude completely. Today not one of its advertisers uses space in *EDITOR & PUBLISHER* with any other motive than that of achieving results of a profitable kind. Upon this basis the advertising of this journal has constantly grown in volume and in effectiveness, until now *EDITOR & PUBLISHER* has become the recognized channel of communication between publishers and space buyers and between supply concerns and publishers. *EDITOR & PUBLISHER* sells advertising on the same basis that daily newspapers sell it.

It may seem idle to forecast the future. But it is not too much to say that *EDITOR & PUBLISHER* purposes to render in the days to come a fuller and better service than ever before—that this trade newspaper, following a definite program of legitimate expansion, adhering to sound ethical standards in its conduct, will go forward to higher achievement, guided always by the ideal of helpful service to the newspapers and advertisers of America and of the world, striving always to safeguard, advance and protect their interests.

**T**HE Houston Chronicle sold \$275,000 of Victory bonds to its readers on the installment payment plan. This newspaper conducted similar selling campaigns for three previous bond issues, and the total sales thus made amount to \$1,300,000, representing more than 20,000 buyers. This vast number of people have made their payments week by week, since the period of the second loan, over the counter at the Chronicle offices. It represents a degree of reader-confidence which must be highly gratifying to Editor Foster and his associates.

**T**HE Audit Bureau of Circulations is one of the service factors in the field of publishing and advertising of which Americans are properly proud, and to which they would direct the attention of publishers and advertisers in other countries. Is it too much to hope that, in the course of development of international trade, our Audit Bureau may expand into an international organization in the fullest sense, covering all publications in the Allied nations?

**T**IME was when newspapers could not see the value of advertising their advertising. The time will be—and not so remote, either—when advertising that is advertised will be practically all that is sold.

May 29, 1919.

Volume 51, No. 52.

**EDITOR & PUBLISHER**

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, publisher; Marlen E. Pew, editor; W. D. Showalter, managing editor and John F. Redmond, News.

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

## SHALL THE LEAGUE OF NATIONS ADVERTISE?

**S**IR HEDLEY LE BAS, whose services to Great Britain in advertising the great bond issues and the recruiting campaigns was hardly less valuable than those of Marshal Haig in directing her great armies, suggests that the League of Nations should be advertised.

He believes that if the advantages of the plan should be explained to the people in simple language the difficulties facing it would be dissolved quickly, and world-wide support assured. He believes that this could be accomplished through advertising.

Is it too much to expect of the delegates to the Peace Congress that this simple, practical suggestion should appeal to them as one of timely and obvious value?

The framers of the League realize that their efforts will come to nought unless a means may be found for arraying the public opinion of the world in support of the great adventure in brotherhood. In this greatest task of the world war—that of safeguarding its fruits for our children—advertising can render history-making service. Why should it not be employed on a tremendous scale? Why should not a League of Nations advertising campaign be inaugurated which shall dwarf all other advertising efforts of all time?

Is not the result to be achieved big enough to justify any imaginable expense? To what other purpose could millions of dollars be devoted which would bring equivalent returns to humanity?

## A NARROW-VISIONED POLICY

**M**R. BURLESON'S conviction that advertising should be penalized through special taxation, as an alien growth fastened upon our newspapers and without real usefulness to the people, serves to illuminate his whole policy in the postal establishment.

Mr. Burleson sees the greatest profit to the Department in the carrying of letter mail. He favors a lower rate of letter postage, seeing in that a means of increasing its volume. He favors a higher postage rate for newspapers—especially the advertising sections—with a view to limiting the volume of second-class mail.

Can Mr. Burleson visualize, even in a limited way, the relation of advertising to the volume of letter mail? Is it not plain to all that the highly profitable volume of first-class mail grows in a very large measure out of the very advertising which he condemns as fit only to be classed with shoes and soap?

To subtract from the daily mass of letters carried by the Department those which were written in answer to advertisements, or indirectly because of advertisements, would be to reduce the volume of such mail to an amazing extent. It would serve, in fact, to produce a real deficit in the revenues of the postal service—not one due to bookkeeping, such as the fabled \$72,000,000 annual "loss" on second-class mail.

A greater volume of advertising means a greater volume of letters to be carried. The actual profits of the postal establishment, therefore, are now due to the stimulating, through advertising, of a great volume of first-class mail.

There was once a gentleman who owned a goose that laid a golden egg every day. This gentleman was neither a great economist nor well versed in the natural laws governing the production of eggs. He conceived the brilliant plan of killing his goose and thus securing at once the entire supply of eggs. He founded the Golden Egg School of Economics, the basic principles of which Mr. Burleson would now adopt in the conduct of the postal establishment.

**B**EFORE public opinion can judge rightly it must be informed. The Peace Conference continues to transact the business of the people under cover of secrecy. This medieval policy, defended by undemocratic arguments, is a miserable answer to the demand of free people for the full light.

**T**HE increasing volume of national advertising in the newspapers is not merely a heartening fact for publishers, facing greatly increased costs of production; it indicates that the great expansion of trade, so long hoped for, is under way.



**PERSONALS**

**IN THE EDITORIAL ROOM**

W. B. Bryant, publisher of the Paterson Press-Guardian and Sunday Chronicle, has just been elected president of the Paterson Rotary Club, the live wire organization of the city.

Raymond A. Walsh, managing editor of the St. Louis Times, has purchased a home at University City, a suburb of St. Louis.

H. B. Crozier, who has been in charge of the Fort Worth Bureau of the Dallas Morning News, has returned to Dallas as a reporter on the News.

"Jack" Harper, who has been in the Quartermaster's corps at Camp Bowie, Fort Worth, has received his discharge and has returned to Dallas as a reporter on the Dallas Evening Journal.

Mrs. Frances E. Sutherland, editor and publisher of the Smithville (Texas) Times, has been appointed a bureau director of the State Health Department.

R. S. Graves, editorial writer of the Tulsa (Okla.) Democrat and former managing editor of the Oklahoma City Times, is prominently mentioned as a possible candidate for United States Senator from Oklahoma.

G. Walter Ratcliffe has succeeded Bret. H. Hawkins in the editorial management of the Newcastle (Ind.) Daily Courier.

Miss Mary Cecilia Burns, of San Francisco, and Captain Charles Woelflen, one of the publishers of the Bend (Ore.) Bulletin, have announced their engagement.

Dan Worden, who has been on the publicity staff of the Department of Civil Re-establishment for Canada, has rejoined the reportorial staff of the Ottawa Citizen.

George A. Bertz, assistant sporting editor of the Portland (Ore.) Journal, has been promoted to be chief of that department, following the departure of Robert A. Cronin to become sporting editor of the Seattle Times. Mr. Bertz will be assisted by Earl R. Goodwin, until recently on the Oregonian.

E. M. Thierry of the Newspaper Enterprise Association, Cleveland, is home from France and is now doing special assignments.

Ward K. Halbert, formerly of the Tulsa (Okla.) Times-Democrat staff, was assigned to write the division history of the famous Rainbow division. It will be published shortly.

E. T. Loveday of the Albany (N. Y.) Times-Union has been named chairman of the publicity committee arranging for a welcome for men of the city in the service. Mr. Loveday recently returned from Camp Gordon, Ga., where he was in the Camp Headquarters Detachment.

Miss Mary Patterson has joined the staff of the Albany Times-Union. Miss Anne Sevier has gone from the Journal reportorial staff to the Times-Union.

**IN THE BUSINESS OFFICE**

Gardner Cowles, publisher of the Des Moines Register and Tribune, purchased the bird house that won first prize in the Evening Tribune's annual Birdhouse contest, successfully ended last week. The majority of houses were turned over to the city parks after being exhibited in the windows of the local merchants.

Everett W. Pate has purchased an interest in the Hobart (Okla.) Republican and will be associated with his

father, J. M. Pate, in the management of the Daily and Weekly Republican.

H. C. Weinstein, for several years with the advertising department of the Cleveland Plain Dealer, has become sales manager of the Buckeye Film Company, Cleveland.

William G. Naylor, promotion manager of the Buffalo Commercial, was in New York this week on business.

A. B. Cargill, advertising manager of the Milwaukee Sentinel, was a speaker at a convention of the Wisconsin Laundrymen's Association at Fond du Lac. He said that advertising was the greatest instructive force in business.

J. F. MacKay, former business manager of the Toronto (Ont.) Globe and more recently treasurer of the Russell Motor Car Company of Canada, has been appointed secretary-treasurer of Willys-Overland, Limited, at West Toronto. He assumed his new duties on May 15.

Captain Ben S. Hudson, one of the publishers of the Fredonia (Kas.) Herald, has been awarded a distinguished service cross for heroism in the Argonne fighting.

George Hammell has been appointed to the foreign advertising department of the Scripps newspapers, in Cleveland, being transferred from Cincinnati, where he was in charge of local foreign advertising on the Post. His work in Cincinnati has been assumed by John H. Payne, assistant advertising manager.

George Moran, general manager of the Cleveland News, has just returned from a short vacation, during which he obtained a much-needed rest. He is back on the job with his old-time vim.

B. R. Inman, publisher of the Plainfield (Ind.) Messenger, has been appointed director of the department of membership extension of the Knights of Pythias lodge of Indiana.

John Hooper, president of the Hooper Publishing Company, Winnipeg, and head of the Canadian Tourists' Association, has been visiting Pacific Coast cities, after spending some time at Ocean Park, Cal.

J. W. Maddox, Fort Worth business agent in charge of advertising and circulation for the Dallas Morning News and Evening Journal, has resigned and will return to be traveling agent of the Belo publications.

Don Tuck, a war veteran, will establish a service department for the Ottawa (Ont.) Journal.

Kenneth W. Goldthwaite, formerly editor and owner of the Adirondack Enterprise, a semi-weekly published at Saranac Lake, and more recently a member of the editorial staff of the New York Sun, has become associated with the Oneonta (N. Y.) Sun, and will devote his activities for the present to the advertising department.

Frank G. Hamilton, advertising manager of the Fort Wayne News & Sentinel, is doing some attractive promotion advertising in his newspaper, to induce grocers and druggists to push advertised brands of merchandise and profit therefrom.

Roderick Clare, former manager of the advertising department of the Albany (N. Y.) Knickerbocker Press, has resigned and is connected with a New York trade paper.

James O'Connor of New York has joined the advertising department of the Albany (N. Y.) Knickerbocker Press.

Frank Gremmler, advertising solicitor for several Albany (N. Y.) newspapers, has been assigned to the management of the Troy office of the Knickerbocker Press.

William Wietz has been named automobile advertising manager of the Albany Times-Union. He was formerly

**CAPT. HASKELL ON STAFF OF NEW YORK TRIBUNE**



After serving for a year and a half overseas with the American Army, Capt. William E. Haskell, Jr., has returned to the scene of his old labors in New York as manager of automobile advertising for the New York Tribune.

Capt. Haskell is one of the best known of the younger newspaper advertising men in New York, having served with leading advertising agencies and newspaper representatives. At the time he joined the army he was on the staff of Cone, Lorenzen & Woodman. He is a son of Col. William E. Haskell, vice-president of the International Paper Company and who was for years one of the most prominent newspaper executives in America.

Miss Lillian Gillice has taken over the management of the classified advertising department of the Albany (N. Y.) Times-Union after several years in the advertising department of the Knickerbocker Press.

Theodore Broders, head of the service department, of the St. Paul Daily News, has resigned to enter the real estate business, having formed a partnership with one of the largest operators in the

city. He is succeeded by Harry Brandon, classified ad manager, whose place is taken by Earl Hatch.

**WITH THE AD FOLKS**

St. Elmo Massengale, the Atlanta advertising man, served again during the Victory Loan drive as publicity director for the sixth district, the same position he had held during the four previous campaigns.

Francis X. Meehan has been appointed advertising manager for the Walter A. Zelnicker Supply Company, St. Louis.

Noble T. Praigg, formerly editor of Associated Advertising, has been appointed advisory counsel of the United Typothetae Advertising Bureau, with quarters in the Transportation building, Chicago.

Walter P. Hanson, formerly war correspondent for the Chicago Herald & Examiner and later an ensign in the Navy, now is affiliated with the Haynes Automobile Company as assistant advertising manager. Mr. Hanson during the war served in the "front line" of the North Sea, aiding in the highly delicate task of planting 75,000 mines between Scotland and Norway.

Arthur Schanuel has returned from overseas service and with Everett Roeder, who has handled a number of local accounts, is going into advertising agency service work in St. Louis.

Miss Matilda Ehrlich, for nine years office and advertising manager of the Syracuse Motor Car Company, has resigned to take charge of advertising for a food products company in New York City.

Cliff Knoble and Norton Brotherton have organized the Brotherton Brown Advertising Agency in Detroit. Mr. Knoble was formerly advertising manager of the Liberty Motor Car Company and Mr. Brotherton was with the Seelye-Brotherton-Brown Agency.

Major E. J. W. Proffitt, formerly president and treasurer of the Proffitt-Larcher Advertising Corporation, Providence, R. I., has been promoted to the rank of lieutenant colonel and assigned to the general staff in the department of purchase and supply.

R. H. Paleske has joined the Charles Daniel Frey Company, Chicago. For ten years he was connected with the art departments of the Chicago Daily News and the Hearst newspapers, and for seven years was in the agency business.

**The Chicago Daily News has renewed its contract for the Haskin Service**

This service must supply the Daily News with copy every day, must answer all the questions its readers ask, and supply useful booklets for free distribution.



**TIPS FOR THE AD MANAGERS**

GEORGE BATTEN COMPANY, Fourth avenue, building, New York. Placing orders with newspapers in new sections for Cliquot Club Ginger Ale Company; placing a trout campaign with newspapers for Walter Janvier.

BLACKMAN-ROSS COMPANY, 95 Madison avenue, New York. Placing orders with a few newspapers for N. K. Fairbanks Company.

BOROUGH ADVERTISING AGENCY, 367 Fulton street, Brooklyn, N. Y. Will handle the advertising for Flaxolyn Company.

BOSTON NEWS BUREAU, 30 Kilby street, Boston. Placing orders with newspapers for Richardson, Hill & Co.

NELSON CHESMAN & Co., 1127 Pine street, St. Louis. Making 5,000-1. contracts with newspapers in and around New York City for Lewis Medicine Company.

WENDELL P. COLTON COMPANY, 165 Broadway, New York. Again placing orders with practically the same list of newspapers as last year for Hudson River Day Line.

DAUCHY COMPANY, 9 Murray street, New York. Renewing some newspaper contracts for Chichester Chemical Company; again placing orders with newspapers for Allen S. Olmstead.

FEDERAL ADVERTISING AGENCY, 6 E. 39 street, New York. Placing orders with some Western newspapers for E. M. Schwarz & Co.; placing orders with newspapers for "Bola" soft drink.

FLETCHER COMPANY, 1214 Arch street, Philadelphia. Will handle the advertising for Polack Tyre & Rubber Company.

RICHARD A. FOLEY AGENCY, Terminal building, Philadelphia. Placing new schedule with newspapers for Liggett & Myers Tobacco Company and placing orders with some Mid-West newspapers for G. H. P. Cigar Company.

GREENLEAF COMPANY, 41 Mt. Vernon street, Boston. Reported will make a newspaper list during the next sixty days for W. S. Quimby Company.

CHARLES H. FULLER COMPANY, 624 S. Wabash street, Chicago. Placing orders with newspapers for United Electric Company.

H. WALTON HEEGSTRA, 25 E. Jackson boulevard, Chicago. Again placing copy with some Middlewest newspapers for Bestwall Mfg. Company.

ALBERT P. HILL COMPANY, Peoples Bank Building, Pittsburgh. Again placing orders with some large city newspapers for Mason Tire & Rubber Company.

E. T. HOWARD COMPANY, 432 Fourth avenue, New York. Placing orders with newspapers in various sections for Olus Underwear.

H. E. JAMES AGENCY, 110 W. 19th street, New York. Placing a new summer schedule with newspapers for Dr. Earl S. Sloan.

H. K. McCANN COMPANY, 61 Broadway, New York. Placing orders with newspapers for D. O. Maynes & Co.

MASSENGALE ADVERTISING AGENCY, Candler building, Atlanta. Reported will use newspapers to advertise Sweet Dreams Company.

MOSS-CHASE COMPANY, 170 Franklin street, Buffalo. Placing orders with some large city newspapers for Buffalo-Texas Oil Company.

NEWELL-EMMETT COMPANY, 120 W. 32d street, New York. Will handle the advertising for H. W. Johns-Mansville Company.

O'CONNOR-FYFFE, 281 Fifth avenue, New York. Again placing orders with newspapers that have rotogravure sections for Johnson Cowdin & Co.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York. Again placing orders with newspapers for Pennsylvania Rubber Company.

PICARD & Co., 50 E. 42d street, New York. Renewing some of the newspaper contracts for United Shirt & Collar Company.

WILLIAM H. RANKIN COMPANY, 104 S. Michigan avenue, Chicago. Placing orders with some large city newspapers for Athletic Goods Manufacturers of U. S. Sporting Goods.

I. J. ROSE, 116 W. 32d street, New York. Will handle the advertising for Sandow Motor Truck Company.

SNITZLER ADVERTISING COMPANY, 58 E. Washington street, Chicago. Reported will place the advertising for M. Born & Co. Renewing some advertising contracts for A. Stein & Co.

STEWART-DAVIS ADVERTISING COMPANY, Kesner building, Chicago. Placing new schedules with newspapers for William Wrigley, Jr.

STROUD-BROWN, 303 Fifth avenue, New York. Reported will make up newspaper list during July for Carpenter-Morton Company.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Reported to be making contracts with newspapers for Lever Brothers.

WEILL, Biow & WEILL, 116 W. 32d street, New York. Will place the advertising for American Lady Corset Company. Will place the advertising for Crystal Knitting Mills.

WILLIAMS & CUNNINGHAM, 59 E. Madison street, Chicago. Will place the advertising for American Tobacco Company.

FLETCHER COMPANY, 1214 Arch street, Philadelphia, has obtained account of the Polack Tyre & Rubber Company, manufacturer of solid truck tires.

STREET & FINNEY, 171 Madison Ave., New York, will handle the advertising for S. W. Farber and will start a campaign in the national weeklies.

Street & Finney have secured the advertising account of the De Long Hook & Eye Company, of Philadelphia, Pa., manufacturers of De Long hooks and eyes, press buttons, safety pins, hair-pins, etc.

**McGowan and Cohen in Business.**

ALBANY, N. Y., May 27.—Edward F. McGowan, former advertising manager of the Knickerbocker Press, and Harry Cohen, former circulation manager of the Argus, have incorporated the General Publishing Company, with offices in this city. The McGowan Advertising Agency will be continued by Mr. McGowan in connection with the new corporation and a general advertising business will be conducted.

**MacCarthy Wins Ad Club Prize**

ST. LOUIS, Mo., May 26.—The Advertising Club of St. Louis now has a membership of more than 500, with the addition of 43 new members obtained in a membership drive. The prize for obtaining the greatest number of new members went to Leonard C. MacCarthy of the Chappelow Advertising Company. He landed seven new members and the prize was \$35 cash.

Merchants here heard a few days ago that the French import restrictions were to be lightened, and that they might be removed altogether on June 1.

Learn to Know

**Wisconsin**

**BEST** of Buyers, it grows great crops and banks huge incomes, and it leads all the states except one in the manufacture of machinery and implements to make such agriculture possible.

By taking care of the utilities it realizes the utmost of its opportunities.

And the results expressed in its great revenue amounting to \$8 per inhabitant.

Compared with other states' revenue this item alone is full of significance to national business looking for the best field for its activities.

**EIGHT DOLLARS PER PERSON! OVER \$20,000 000!**

Always on the alert for labor and time saving devices, it also patronizes the arts and sciences, reads all the new books and INVESTS frequently in good advertised securities.

If you have anything to sell, advertise in these papers that reach the COUNTRY for miles around.

**Papers**

	Circulation	Rate for 5,000 lines
Beloit News (E)	6,376	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E)	5,872	.02
Green Bay Press Gazette (E)	10,096	.025
Kenosha News (E)	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	14,689	.035
Madison, Wisconsin, State Journal (S)	10,891	.03
Milwaukee, Wisconsin-News (E)	62,000	.10
Milwaukee Journal (E)	113,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	16,000	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1st, 1919.

\* Publishers Statement, April 1, 1919.

†A. B. C. Statement, April 1, 1919.





EDITOR & PUBLISHER

Q & A

Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—We buy the most expensive woolen blankets for matrice press but they harden and become useless very quickly. Do you know of any substitute?  
Stereo Foreman.

A.—The proper substitute for an expensive woolen blanket for a mat press is an inexpensive shoddy wool blanket, which answers the purpose much better because finer wool felts and hardens whereas shoddy keeps its flexibility longer.

Q.—We wish to procure news matter from Alexandria, Egypt. Please advise if you know of a correspondent there.  
G.

A.—Suggest you address R. Snelling, Egyptian Gazette, at Alexandria, Egypt. This newspaper is published daily in French and English.

Q.—Is it true that owing to the present advertising rush many American newspapers are expanding in size and making such a heavy demand upon machinery producers that orders are being taken for future delivery as high as six months? This is the statement of salesman for a certain eastern machinery house.  
Publisher.

A.—It is true that there is at present a terrific demand for all sorts of newspaper supplies. We are informed that some of the large press builders are dating deliveries for certain types of presses as far as 18 months in advance. There is a sharp demand for second-hand newspaper presses to take up the present expansion of business, pending the time when new presses can be delivered. There is a heavy demand for American machinery, also, from foreign countries. If your problem relates to a press, which we assume to be the case, it is quite real.

Q.—Do you know of any newspaper in this country which plays as a circulation stunt the industrial insurance of workman.  
J. L. S.

A.—No. The nearest thing to what you are thinking of appears in John Bull, a weekly newspaper of London, with a large popular circulation. As a circulation stunt that newspaper does an insurance business, life, accident, fire and industrial. A good deal of advertising space is devoted to this feature and it seems to be successful there.

Q.—Do members of Congress ordinarily employ press agents?  
Miss L. L. K.

A.—Yes, that's one of the things they do; usually it is a secretary with former newspaper connections who pours out the words of wisdom to the eager public; sometimes it is a correspondent who thus earns a slight reward; sometimes it is a service compensated by love and a lively anticipation of favors to come. But the Congressman, be assured, is not neglected as a publicity prospect, one way and another.

Q.—Do you believe that a picture paper, daily, would go in a city of the size of say, Denver?  
"Friend."

A.—Editor & Publisher is not a prophet or the descendant of one. No one knows what will "go" anywhere as a certainty—every new newspaper venture is a speculation. Therefore, we do not take the responsibility of advising you. People do like pictures, and the trend is toward increased publication of good illustrations. Pictures to win have to be edited by the most skillful newspaper psychologists. In our opinion a vast amount of newspaper space is wasted on pictures which interest but a few people, this being due to the conventional ideas of certain editors. London Mirror is a good paper to study if you are thinking of the field. The picture idea has been tried in limited ways in larger cities without a very great response. But, bless you, the only real answer is the tryout.

Q.—Do you believe that a course in journalism at one of our several universities offering that course would be of any particular advantage to a young man contemplating the small town newspaper field—a young man who has already completed two years of regular college work of an academic nature? In other words, I am asking for your opinion on Colleges of Journalism vs. the "School of Hard Knocks."  
H. P. D.

A.—There's no doubt that a man who has the advantage of a technical education is better equipped for any work than one who does not possess that knowledge. It is possible to acquire it in the University or in practical service, though the former may be a short cut. But to succeed, a man must have the newspaper sense, no matter how educated.

Q.—What is the address of the Keystone View Co.? W. E. J. M.

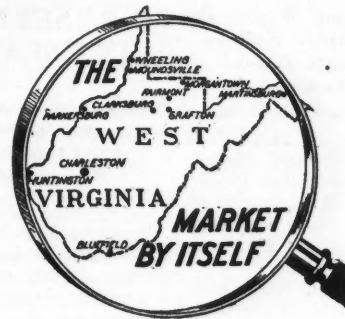
A.—Firm name is now Kadel and Herbert, 47 W. 42nd street, New York.

Q.—What is generally accepted value per subscription of a newspaper's subscription list?

I am interested particularly in this information as it might apply to a daily in a city of 15,000 without competition. Very truly yours, P. E. W.

A.—One trade expert placed a valuation of \$12 on subscriptions to a trade paper, but no value can be placed definitely on newspaper subscriptions, all depending on the character—whether home delivered, sold by newsstands only, and the price of the paper.

A.—The newspapers which were published by the Army were produced by soldiers, most of whom were former newspaper men. If you want a list of them suggest you address Gen. Peter Harris, Adjutant General, U. S. A., Washington, D. C.



Daily newspaper advertising costs here the minimum per inhabitant.

The situation in West Virginia is peculiar. Bounded by Ohio, Pennsylvania, Kentucky, Virginia and Maryland, Nature has framed it as a territory by itself.

Here some million and a half of people, the largest average of white, born Americans, live fifty to the square mile, the ten cities shown on the map serving as chief distributors for goods and Newspapers.

Thirty-one English language dailies practically cover the state. You can afford to figure population instead of circulation, AND 10,000 lines in all of them will cost you less than \$500 per month. Your cost to travel the territory will also be low, both as to fares and time required for calling on the trade.

Inquiry of these papers will bring prompt information on any point in the territory.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
<b>Bluefield</b>			<b>Huntington</b>		
*Telegraph ....(M)	6,426	.01428	†Herald-Dispatch ....(M)	11,393	.02
<b>Charleston</b>			†Herald-Dispatch ....(S)	11,393	.02
‡Gazette .....(M)	11,410	.03	<b>Martinsburg</b>		
‡Gazette .....(S)	16,500	.02	†Journal .....(E)	3,249	.0129
*Leader .....(M)	6,819	.0157	<b>Morgantown</b>		
*Leader .....(S)	7,351	.0157	‡Post .....(E)	3,025	.0143
†Mail .....(E)	9,336	.025	<b>Parkersburg</b>		
<b>Clarksburg</b>			*News .....(M)	6,300	.0125
*Exponent .(M&S)	8,187	.02	*News .....(S)	6,200	.015
†Telegram ....(E)	7,864	.025	†Sentinel .....(E)	6,854	.017
†Telegram ....(S)	8,351	.025	<b>Wheeling</b>		
<b>Fairmont</b>			‡Intelligencer (M)	11,366	.0325
*Times ....(M&S)	6,407	.02	‡News .....(E)	16,225	.04
*W. Virginian.(E)	5,192	.02	‡News .....(S)	16,225	.04
<b>Grafton</b>					
*Sentinel .....(E)	2,476	.014	*Government statement, April 1, 1919.		
<b>Huntington</b>			†A. B. C. statement, April 1, 1919.		
†Advertiser ... (E)	8,541	.02	‡Publishers' statement, April 1, 1919.		

File the facts for reference

## MAILERS-MACHINISTS SEEK INCREASES

Committees Representing Former Decline Offer of Commercial Scale by Publishers—Machinists Demand \$10 More Weekly

The Mailers' Union of New York City have met the Publishers' Mailers Committee for the second time to discuss their demand for an increase of \$6 a week. The present contract with mailers calls for a night scale of \$22.50 for mailers and \$25.50 for stampers.

In October, 1918, the publishers gave the mailers a bonus of \$4, giving them a schedule of \$26.50 and \$29.50. The commercial shops recently concluded a new contract with the mailers in which the night scale is \$28 and \$31.

### Suggest Commercial Scale

At the first conferences between the Publishers Mailers' Committee and the representatives of the Mailers' Union, after a frank decision, the Publishers' Committee stated that under the circumstances the best they could do would be to recommend to the Publishers' Association that the commercial scale be given the newspaper mailers. The Mailers' Committee demurred, stating they would report the position taken by the publishers to the members of the union.

At the second conference between the Publishers' Mailers' Committee and the representatives of the Mailers' Committee, the union's representatives reported that the members of the union had unanimously voted to adhere to the demand for \$6 increase. The publishers' representatives replied that they had no alternative but to submit the suggestions of both sides to a general meeting of the Publishers' Association to be held later.

### Machinists Ask Increase

Newspaper machinists are demanding an increase of \$10 a week. Prior to last January, machinists were getting \$36. They asked \$48. The publishers offered \$39.84. The machinists refused to consider anything less than \$48 per week, stating that "outside" machinists were getting \$43.20 at that time.

The controversy went to arbitration before the National War Labor Board and the newspaper machinists were awarded the same wages as "outside" machinists. The award took effect as of October 15, 1918, and was to continue for the duration of the war, except as either party might reopen the case on May 1, 1919.

### Will Report Demand

On May 1, 1919, the business manager of the union was ill, and so the subject was submitted to the Publishers' Association's Committee recently for reopening with a demand for a \$10 increase on the \$43.20 scale, or a demand of \$53.20 a week for newspaper machinists. Machinists found publishers anything but receptive for any increase whatever. The Publishers' Committee is to report the

demand of the union to the publishers at a meeting soon. The union is awaiting developments.

## "C. P." SET NEW RECORD IN TREATY STORY

Canadian Afternoon Papers on April 7 Were Able to Print Entire Story in Their Late Editions—Government Lent Its Aid

TORONTO, May 27.—A rather notable achievement in handling the terms of the peace treaty recently was recorded by Canadian Press, Limited, the national news service.

Hitherto the Canadian press has looked to Washington and New York for its news of big international events, the authorities at Ottawa having displayed much caution in handling out despatches and being usually hours behind the United States Government in releasing material.

The management of Canadian Press, Limited, however, have been making strong representations to Ottawa that this was unfair to Canadian publishers and that there was no reason why the Government here should not be as prompt as the Government at Washington in taking action. Their efforts to secure better service resulted in a promise from Sir Thomas White, the Acting Premier, that they would receive the terms of the peace treaty just as soon as he received them.

### Began at 8.45 A. M.

Canadian Press, Limited, began to receive and deliver the copy at 8.45 A. M. and by the time the official release was given at 1.10 P. M., the afternoon dailies in the central section were ready to publish from 6,000 to 7,000 words, while they carried practically the entire story in their late editions.

Papers in the other sections were given a comprehensive summary and every morning paper in the Dominion had the complete text in its Thursday issue.

### Took a Chance with Wires

"We took big chances in crowding our wires with this copy," declared C. O. Knowles, manager of Canadian Press, Limited, "because there was no assurance that the release would come before the afternoon dailies went to press. However, we were fortunate in this regard, for the release came along just

when it was needed. It is the first time that the Government has co-operated with us in a big matter of this kind and I feel that we have justified their confidence. Canadians naturally look to Ottawa for this kind of information and it rather reflects on the authorities there when we have to go to Washington for news, which is really quite as available as Ottawa."

## GOVERNMENT TO STOP PRINTING WASTE

Practical Newspaper Men, Holding Seats in Senate, Appointed on Committee to Supervise Work—Senator Moses Will Be Chairman

WASHINGTON, May 27.—After many years of only nominal supervision, sometimes not even that, over public printing, the Senate has taken a step which is designed to apply practical experience to the enormous activities of the Government printing office.

Practical newspaper men, now members of the Senate, have been selected as members of the Senate Committee on Printing, and the chairman, who will be the head of the joint committee with the House, is a Senator who knows almost every branch of the publishing business.

Senator George H. Moses of New Hampshire is the new chairman of the Committee on Printing. He was connected with the Concord Monitor for nineteen years, occupying virtually every editorial position from reporter to managing editor.

The Republican associates of the Senator from New Hampshire will be Reed Smoot, of Utah, a publisher for many years; Harry S. New, of Indiana, whose father founded the Indianapolis Journal, on which paper the Senator began his career; Arthur Capper, of Kansas, publisher of the Topeka Capital, and Carroll S. Page, of Vermont.

It will be the purpose of this committee to maintain close supervision over the printing allowances of all the executive departments and to curtail wherever possible the indiscriminate use of white paper for all manner of publications, thousands of copies of which never are opened after being received from the

printing office, while other thousands serve to make life bearable for janitors with the paper selling privilege in newspaper offices.

## GLASS ACCEPTS S.N.P.A. MEET INVITATION

Head of Treasury Expected to Attend Convention of Publishers at Asheville Next Month—Joint Advertising Session

Plans are being completed for the 17th annual convention of the Southern Newspaper Publishers' Association, to be held at Grove Park Inn., Asheville, N. C., July 6, 7, 8 and 9. Secretary of the Treasury Carter Glass, has accepted an invitation to attend.

The largest attendance in the history of the association is being predicted. There will be an excellent program. A feature will be a joint session of the S. N. P. A. and the Association of Advertising Agencies.

The Executive Board of the American Association of Advertising Agents at their recent meeting in Chicago, unanimously voted to hold its next session at the Grove Park Inn, Asheville, N. C., on July 8 and 9. This will bring to Asheville a number of advertising agents who are members of the Executive Board of the A. A. A. A.

### Plumb Made Ad Manager

WORCESTER, Mass., May 26.—John A. Plumb, formerly of the Syracuse (N. Y.) Herald, has been appointed advertising manager of the Telegram of this city.

## prestige

You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.

The  
Indianapolis  
NEWS

FOR 50 YEARS A NEWSPAPER.

Charter Member A. B. C.

During the six months ending  
February 1, 1919.

## THE PLAIN DEALER

First Newspaper  
CLEVELAND, SIXTH CITY

gained 2865 columns in total  
paid advertising.

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



(150x280)



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

Members Audit Bureau of Circulation

The circulation of  
The Evening Star

in Washington, D. C., and  
suburbs, is believed to be  
about three times that of  
the corresponding edition  
of its afternoon contemporary  
in the same territory.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. LeBERTHON

2 RECTOR STREET

NEW YORK CITY

### U. S. P. O. Report

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

76,652

### New Orleans Item

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



# LONDON M. P. URGES ADVERTISING AS CURE FOR UNEMPLOYMENT

C. F. Higham's Maiden Speech Criticizes Ordinary Government Methods—Says Employment Exchanges Are Failures—A Parliamentary Speech Without Precedent.

BY HERBERT C. RIDOUT  
LONDON EDITOR, EDITOR & PUBLISHER.

**G**REAT BRITAIN'S one Member of Parliament who is by profession an advertising agent, C. F. Higham, has delivered his maiden speech in the House of Commons, and with a boldness that on the one hand well becomes an advertising man, and at the same time is remarkable in a newly-fledged member, created a new record by devoting himself to a discussion of advertising as it might be applied to the problem of unemployment and its relation to reconstruction—the first occasion when a speech dealing with the subject has ever been delivered in the British Parliament, and probably in any congress-chamber in the world.

### Well Versed in State Advertising Idea

Mr. Higham has been identified with the successes of a great proportion of the official war-advertising, and sought his election on the grounds of his business record, employing, on his own electioneering behalf, publicity of the type that he recommends and furnishes to his commercial clients, though it had to be restricted in volume because of the prescribed limitations of election expenses. He was duly elected and now represents the South Islington division of London in the "mother of Parliaments."

When his views were subsequently sought by the advertising profession as to whether he might be looked to for the support of their interests, he pledged himself to make use of such opportunities as presented themselves and to serve as an apostle of publicity. In his maiden speech on April 26 he fulfilled his pledge.

The occasion was that of a debate on the Ministry of Labor and its work and the responsible Minister had been challenged by Sir Edward Carson as to whether he had advertised and used paid advertising to secure mitigation of the unemployment situation. Another member (Mr. J. R. Clynes) had entered a spirited defense of the official employment exchanges, and this gave Mr. Higham his opportunity.

### Mr. Higham's Speech

Mr. Higham's speech was received with sympathy and attention by the House.

Mr. Higham said: "I must ask the indulgence of the House in rising to make this, my maiden speech, because I am only a business man, and I have not the parliamentary skill of many of those around me. I have listened with careful attention to what the Minister of Labor has said this afternoon with regard to unemployment, and I cannot help feeling that he is burdened with a very difficult task. He has presented his side of the case admirably, and I regret that he has not under him a staff of equal efficiency. If he had, I am certain that a man of his calibre would be able to solve this unemployment problem

quite easily. His real difficulty is in finding work for the soldiers and sailors and those who have served their country in munition factories during the war.

"The ordinary methods of governments in finding employment for workpeople will not do today. During the war the government invariably failed in finding men and women for the various activities of the State, and in the raising of Kitchener's Army it was necessary to call in outside methods. Again, in obtaining women for the W. A. A. C.'s and the W. R. E. N.'s outside methods had to be called in. I am not sure that the right honorable gentleman is aware that his department not so long ago was asked to find men for shipyards. The Admiralty were informed that there were no men available for the purpose. The matter was presented to those who understand the art of advertising, and in some five days so many men were secured for the shipyards that many of them had to be sent back home again until housing accommodations could be found for them.

"The Labor Department, again, were asked to obtain women as managers in the Army and Navy Canteen Department. The ministry informed that department that there were no such women to be got, but in twenty-four hours some 700 women were secured and fifty were taken on as managers. I therefore suggest that the Ministry of Labor have not exhausted all the means at their disposal to secure work for the soldiers and sailors and those discharged from the munition factories. I know that it is not quite proper for a man who understands publicity to rise in this House

and discuss a matter with which he is familiar, but I have been daring enough this afternoon to do it because I feel that one of the most necessary tasks before the Government is that they should immediately get the employes in touch with the employers. I believe it can be done, but not through the labor exchanges.

"In my opinion and in the opinion of a great many business firms and employes these ministry bureaus all over the country are a failure. I do not think they have ever adequately dealt with any except the lower forms of labor. The type of man now wanting employment is not the type that goes to the labor exchanges and asks for work, and, further, employers of labor who want that class of man do not go to the labor exchanges for them, and they will not do so. How can you get in touch with them? You have to arrive at a much more effective method. You have to inform the employer of the type of man who wants employment that you have got, and you have to get the employes in such shape that you can send them where they are needed.

### Labor Bureau a Failure

"I was surprised to hear the right honorable gentleman, the member from North-West Manchester (Mr. Clynes) approve of these labor exchanges. I feel that he was speaking for the trade union man who might, though I do not see any reason why he should, go to an employment exchange to find work. If the Government many months ago had prepared the way for the rapid demobilization of the army, and had found out—it is something which they never seem to attempt to do—what was really going on in the country, if they had had a proper information bureau to gather facts for them and for every department of the State exactly as the intelligence department found out facts with regard to the enemy, we should not need half the present government staffs, and we should be able to get on with our work very much better. Soldiers and sailors have no right to be pauperized, and we have no right to pay them doles when they do not want doles. I believe that the man who fought for the country wants to work for the country, and I believe it is untrue that employers have not work for the vast number of the unemployed. I believe it is only essential to adopt the same methods that

were adopted in getting men for the shipyards and women for the canteens to solve this question. I am fully aware that many people will say that a publicity man thinks that publicity is the beginning and the end of all things, but I believe it is the beginning of the solution of this unemployment problem, and because I feel that I respectfully submit it to the Minister of Labor for his consideration."

### TRIBUNE'S WELCOME TO BOYS

Des Moines Evening Newspaper Publishes Brilliant Four-Color Design

To welcome home the boys of the Rainbow Division the Des Moines (Iowa) Evening Tribune published a full-page design in red, yellow, blue and black, displaying a rainbow and the word "Welcome" and the flag seal, with a request that the brilliant poster be hung in windows. The city was ablaze with this interesting newspaper design as a result. Of the many newspaper "welcome home" stunts EDITOR & PUBLISHER has seen few excelling this color display of the Des Moines Tribune.

### Raises Advertising Rates

MARYSVILLE, Mo., May 24.—The Marysville Democrat-Forum has announced a new rate card, effective June 1. The change is made necessary because of the continued high cost of operation.

### Publishers—

The S & M Insured Agency Delivery Service—on Checking Copies—delivers YOUR paper to the Adv. Agencies—of N. Y. City.

24 HOURS EARLIER than "Second Class" Mail Service CAN!

We want you to make us "prove it" This is only one "Reason Why" you should use S & M Service—at \$3.00 Monthly—Daily Publications. Glad to tell about the others.

Co-operative Services of Schworm & Mandel Inc. 450 Fourth Ave. N.Y. 7205-7206 Mad.Sq.

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

### PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write or wire for rates.

The Associated Newspapers 170 Broadway New York

THE ELLIS SERVICE  
Swarthmore, Pa.  
Offering Two Weekly Features  
1. A "Different" Sunday School Lesson  
2. The Religious Rambler

THE INTERNATIONAL NEWS BUREAU, Inc. 15 SCHOOL STREET, BOSTON, MASS. (J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

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

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

You will find our monthly subscription rates surprisingly low.

The True News FIRST

Always—Accurately

International News Service World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

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

## NEW YORK PUBLISHERS APPEAL TO CONGRESS

Ask Repeal of Postal Rate Law—Congress Should Investigate System and Bad Congestion and Correct Evils

The following resolutions have been adopted by the Publishers' Association of New York City, representing the daily newspapers of New York and Brooklyn:

**RESOLVED:** That Congress be urged to repeal the act of October 3, 1917, fixing postage rates on newspapers and other publications. It was advanced as a war measure. The urgency of any revenue-producing measure at the time the bill was considered prevented its careful consideration. Haste was requisite and in consequence the law is faulty, burdensome, discriminating and against public welfare.

The act is not intelligently framed and does not serve the purpose of the Government or of the people. Many long standing rules, trade customs, traditions and precedents of the newspaper business are over-riden and opposed by the law. The provision taxing advertising has resulted in what has long been regarded as editorial matter being labeled advertising and taxed. The enforcement of the law has embarrassed the relations between publishers and readers, and constant annoyance has been caused by the decisions of the Post Office Department in this and other respects.

### Zone Provisions

The zoning provision of the law as framed has hampered and embarrassed newspapers in the dissemination of news, the distribution of which should be facilitated in every particular as a matter of public education and welfare. Newspapers published in the larger cities, with their facilities for gathering and printing the news, can adequately meet the demand of the public for important information of the events of the day. The provisions of the law restrict the distribution of daily newspapers of large circulation and shut off from millions of people the news of important events of the world.

The American Expeditionary Forces abroad, under the ruling of the Post Office Department, are placed in the eighth postal zone. As a result newspapers sent to our soldiers in foreign service carry the heaviest postage that can be imposed under the law. Newspapers thus distributed are sent out without profit and the rate of postage on such newspapers should be at the minimum figure. Publishers make special arrangements for wrapping and dispatching newspapers to soldiers of the American Expeditionary Forces and are glad to do so as an act of patriotism, but the law has imposed a penalty upon publishers forcing them to pay extra

postage on news of home events sent to United States soldiers and sailors.

**RESOLVED:** That Congress be asked to appoint a committee to investigate rates, the transportation and distribution of second-class mail matter, the actual cost of the second-class mail service and the proportion which should be charged to newspaper distribution and to transportation, the inefficient space system now in vogue in the railway mail service, the irregularity and late running of newspaper mail trains.

### Investigate Rates

The present system of transportation and distribution is inadequate for the requirements of the newspaper business. It imposes burdens upon publishers and subscribers and involves unnecessary delay in the distribution of newspapers throughout the country. The physical conditions of the Post Office Department prevent prompt and efficient distribution and delivery, the systems prevailing for many years still being in operation, with few and in many cases no improvements.

The late running of mail trains results in dealers not receiving their bundles of newspapers in time for delivery. This is an injustice to subscribers. Newspapers have become indispensable to the community and the present inefficiency of the railway mail service in the delivery of newspapers should and can be improved. The use of mail bags for outside mail delivery to newsdealers is suggested.

**RESOLVED:** That Congress be requested to make a particular investigation of the conditions in the New York territory, where, more than elsewhere in the United States, conditions are greatly congested because of the circulation of New York newspapers and the inadequate machinery provided at railway terminals. The distribution from New York is around but little more than half a circle, owing to the situation of New York on the Atlantic Ocean, being confined to the northeast, north, northwest west and southwest.

**RESOLVED:** That Congress be asked, after the investigation requested in these resolutions, to enact legislation providing for the postal requirements of newspapers, which have far outgrown the transportation and distributing facilities now provided under the law.

## The Pittsburg Dispatch

for nearly four score years  
has sold good merchandise  
for advertisers.

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

## Beloit News

There is not a city in the middle west where a paper so thoroughly dominates the field. There is no richer territory to cover in the middle west than the Beloit field.

PAYNE, BURNS & SMITH, Inc.,  
New York and Boston.  
G. LOGAN PAYNE COMPANY,  
Chicago and Detroit.

## 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

## BIG BOOM MAKES SOUTHLAND BUZZ

Advertising Records Broken in April and Many Newspapers Jump Into Million Agate Line Class—Difficult to Supply Advertisers

Reports received by the secretary of the Southern Newspaper Publishers' Association show that April was a record-breaking advertising month, the volume exceeding that of March, which also broke records. A number of southern publishers broke into the million agate line class.

Local and foreign advertising seem to be breaking about evenly and the volume includes both old business that has resumed since the signing of the armistice, and many new accounts. A number of instances have been reported where publishers have been compelled to refuse advertising owing to space limitations. Papers that before the war considered 16 pages as their average have gone to 20 and 24 pages. Others whose maximum was 32 pages find themselves handicapped in handling a volume of business which necessitated their going beyond the maximum of their press capacity. The sale of composing machines and presses has also been an indication as to the great increase in the volume of advertising. Several publishers find their composing room equipment inadequate to take care of the rapidly increasing volume of advertising, and have placed rush orders for additional equipment.

It is evident that southern newspapers are enjoying the greatest prosperity in their history.

A dinner was given in honor of comrades who entered military service by the Topeka Press Club.

## THE Indianapolis Star

IS THE FAVORITE PAPER  
OF THE INDIANA FARMER

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

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

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

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

### Foreign Representatives

KELLY-SMITH CO.  
220 Fifth Ave. New York City  
JOHN GLASS  
Peoples Gas Building Chicago  
R. J. BIDWELL CO.  
742 Market St. San Francisco

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6  
Months Ending April 1st, 1919

43,701 Daily

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

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

The S. C. Beckwith Special Agency.  
Sole Foreign Representatives  
New York Chicago St. Louis

C. M. Wooster Who Acquired Paper a Year Ago, Retires—New Owners Are Well-Known Newspaper Men

SACRAMENTO, Cal., May 22.—The Sacramento Morning Union has again changed hands. The new owners are Ben S. Allen, for six years stationed with the Associated Press forces in London, and who was the first American newspaper man to be permitted to visit the grand fleet of Great Britain, and John S. Craig, his brother-in-law, a wealthy banker and rancher of Woodland, California.

The sale of the property took place yesterday. C. M. Wooster, who bought the paper from Messrs. Bontz and Simpson about one year ago, retiring.

The new owners expect to reorganize the editorial and business departments and put new blood into the property. Mr. Craig will be business manager, while Mr. Allen will act in the capacity of publisher and general supervisor of the paper.

Prior to going to London, Mr. Allen was with the San Francisco office of the Associated Press. He had formerly held positions on the old San Francisco Morning Call and the San Francisco Chronicle.

During the war Mr. Allen was selected by Herbert Hoover as educational director of the Food Administration and covered this country and Europe. He only recently returned here from Belgium.

## The Clarksburg Telegram

West Virginia's  
Leading Newspaper  
APRIL ADVERTISING

540,078 agate  
lines

A gain of 14.6% over high record of  
April, 1918.

Rate, 2c. to Feb. 1, 1920; 2½c. line  
thereafter.

Member A. B. C.

## Photogravure Advertising 25c line

8 page supplement  
Every Sunday

## Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

## BUFFALO NEWS

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

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



## Upton, Chicago Tribune's Veteran Editor, Dead

Served as Correspondent in Field During Civil War—Was Night Editor When Lincoln Was Assassinated

CHICAGO, May 24.—George Putnam Upton, for sixty-four years a newspaper man and the oldest member of the editorial staff of the Chicago Tribune, is dead, after a week's illness with pneumonia. He served as a correspondent in the field during the civil war and was night editor of the Tribune when Lincoln was assassinated.

Two years after the war he became musical critic of the Tribune and some years later was made an editorial writer and remained chief of the editorial page under the direction of Joseph Medill and later of Robert W. Patterson, until about ten years ago. Since that time he has been engaged in the compilation of the Tribune's annual review.

He was the author of many books on music and musicians and during the last year or so had been engaged on a history of music in Chicago. He was born in Boston in 1834, and is survived by his wife. A daughter died four years ago.

### Obituary

W. Scott Smith

W. SCOTT SMITH, veteran newspaper man and believed to be the originator of the syndicate method of national news service, is dead here after serving in the Washington newspaper field since 1865. He served as private secretary to General Bliss, Secretary of the Interior, and later served Secretary of the Interior Hitchcock in the same capacity. When he was married in 1870, President Grant left a cabinet meeting to attend the wedding. He is survived by his wife and four children.

WILLARD D. MCKINSTRY, for many years managing editor of the Watertown (N. Y.) Daily Times, died May 24, after an illness of several months. Mr. McKinstry was well known, having held several state positions, among them civil service commissioner. Almost all Mr. McKinstry's life, except the years during which he was commissioner, were spent in the newspaper business. He was editor of a paper at Dunkirk before he took up his Watertown connection.

HENRY BROCKBANK, of Milwaukee, formerly advertising manager of the Atlas Flour Mills and at one time president of the Advertisers' Club, is dead of apoplexy. He was 40 years old.

WILLIAM D. SCHOENFIELD, formerly managing editor of the Madison (Wis.) Democrat and legislative correspondent of the Milwaukee Sentinel, is dead at Madison.

WILLIAM E. ODDIE, for many years connected with the advertising depart-

ment of the New York Herald, died May 17 in San Francisco.

JAMES H. BABCOCK, for fifteen years special telegrapher for the Pittsburgh Gazette Times, died in Pittsburgh May 9, aged 66 years.

CHARLES OLIVER DOWST, editor and publisher of the National Laundry Journal, the first publication devoted to that industry in the world, life member of the Press Club of Chicago, died May 23 of pneumonia at his home in Evanston, Ill. Mr. Dowst was familiarly known to all of the "old guard" of Chicago daily newspapermen. Born in Waukegan, Ill., July 23, 1853, he established the National Laundry Journal in 1878, and he retained his active management up to practically the day of his death.

GEORGE PUTNAM, who for 57 years was a member of the Chicago Tribune editorial department, died this week from pneumonia.

HENRY HILL, the only man who was present at the christening of the Weekly Oregonian December 4, 1850, and of the Daily Oregonian, February 4, 1861, died on May 11 in the Soldiers' Home at Otrig, Wash. Mr. Hill was a printer's devil on the Oregonian at the time of its founding and remained with it as a compositor for 39 years. He was 84 years old at the time of his death.

W. L. KEARNS, for the past 13 years marine reporter for the Portland (Ore.) Telegram, died on May 17. "Dad" Kearns, as he was familiarly known to the newspaper fraternity in the West, included in his acquaintance practically all of the men actively identified with shipping on the Pacific Coast.

MARK BRADLEY, popular police reporter for the Nashville Tennessean and American, was found dead in his room in the Hermitage Hotel. His death was due to a severe case of influenza. He was a graduate of Princeton University. His former home was in Staunton, Va., where he entered the newspaper business, serving several years in an editorial capacity with the Staunton Daily News. He was 33-years of age.

JAMES HUGH WILLIAMSON, who died May 16 in Crawfordsville, Ind., was formerly on the staffs of papers in Indianapolis, Little Rock, Salt Lake City, New Orleans and Cincinnati.

JOSEPH FLYNN, formerly a well known newspaper man in St. Louis and

Southeast Missouri, died May 11 in San Francisco. He was the father of Joseph Flynn, Jr., who has been connected with various St. Louis newspapers and now with the Washington Times, and Henry Flynn, of the St. Louis Star. He left three other sons and a daughter.

LIEUT. IRA M. BIDWELL, former assistant sports editor of the Kansas City Post, died May 17 as the result of an airplane accident at Enid, Okla.

CHARLES E. LAFFIN, of Frankfort, for the past 12 years travelling agent for the Bangor (Me.) Daily News, was drowned May 20 while fishing in Swan Lake at Swanville.

## A. A. C. W. Officers Will Confer in New Orleans

Governors of Southern States Invited to Attend and Hear Plans for Big Convention, Sept. 21-25

The executive committee of the Associated Advertising Clubs of the World will hold its first pre-convention meeting in New Orleans on June 2. The convention board expects to gather together, for this occasion, the governors of all the Southern States at a great banquet, at which probably 500 representatives of the leading business houses of the South will be present.

Reservations for the period of the convention, September 21-25, are being made already by many of the advertising clubs, the thought prevailing that the attendance will be so large that wisdom suggests early provision.

Lewellyn Pratt, first vice-president of the Advertising Clubs of the World, has been in New Orleans since May 10, planning for the convention and working with the convention authorities there. P. S. Florea, secretary-treasurer, and Carl Hunt are now on their way to that city. Convention headquarters will be in the Grunewald Hotel.

## The Sunday Telegram

Albany, New York

May 29, 1919

Dear George:

Nearly missed writing you this time. Have not finished my Editor and Publisher. Wasn't it some issue? I closed with Jacobs yesterday. You know what a hard one he always was. Only lately did he warm up to using Sunday space, ran a few ads with us during April and now he is a booster. There are a few others who have still to learn what Sunday advertising can do for them and believe me we are not making any secret of our 28,000 circulation these days.

Yours,  
H. E. H.

## The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

## New London, Conn.

—Has increased in Wealth fully 75% during the last two years.  
—Has increased in purchasing power at least 100%.

## The New London Telegraph

is the only morning newspaper covering this field.

Advertise your goods at dawn and sell them before dark.

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

## The Dominating Force

in a manufacturing territory famous for its bustle, 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

## REPORTS ON POSTAL COMPLAINTS

(Continued from Page 9)

Investigator alleges faulty routing and errors in mailing galleys lists. Now corrected.

The Memphis Commercial Appeal suggested that Government should have its own men to make transfers of mail at junction points. The report states that conditions have been remedied at some points; trying to remedy all.

The Charleston (S. C.) Evening Post found delays in delivery of papers to advertisers. Faulty addressing alleged by investigator.

The Joplin (Mo.) Globe complained that outside mail was tampered with; papers carried by destinations. Chief Clerk Thrasher at Kansas City alleges antagonism of paper toward Postmaster General.

## ALTOONA TIMES 35 YEARS OLD

Under Direction of Milo W. Whittaker Paper Is Having New Era of Growth

The Altoona (Pa.) Times celebrated its 35th anniversary last week by printing a history of the paper and appreciations of the men who have made it. Milo W. Whittaker, formerly general manager of the Jackson (Mich.) Patriot, who assumed the direction of the Times a few months ago, has added to the strength of the organization and is accomplishing big things. Among his notable achievements was the sale of a full-page of the Times to the local labor unions for their use in printing labor news and comment. This contract covered 156 pages of advertising space.

As long as men must eat and rest Monmouth County must please and prosper.

## The Asbury Park Press

IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.

Evening and Sunday Editions. Associated Press, A. N. P. A. and A. B. C. Membership.

As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems.

J. LYLE KINMONTH, Publisher Asbury Park New Jersey

## CLINCHING THE CAMPAIGN

The Merchandising Service Department of the BOSTON AMERICAN

Helps to assure and insure dealer co-operation and the successful clinching of your advertising and sales campaign.

Govt. Statement For Six Months Ending April 1st. 301,270

## 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.

## Perth Amboy, N. J.

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

## Evening News

Member A. N. P. A., A. B. C., A. P.

Reasonable requests for trade information given prompt attention.

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

# SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

## \$100,000 to Advertise Florida Fruit

Exchange Association Will Levy Three Cents a Box on Oranges and Five on Grape Fruit

JACKSONVILLE, Fla., May 24.—The board of directors of the Florida Citrus Exchange has voted unanimously to make the advertising assessment for 1919-20 three cents a box on oranges and five cents a box on grape fruit.

With the same volume of fruit as was handled during the past season, this assessment would yield a fund of approximately \$100,000, but the total sum produced by it is expected to be considerably larger by reason of the greater quantities of both grapefruit and oranges likely to be marketed by the exchange.

As heretofore, the campaign will be in the hands of the Thomas Advertising Service, of Jacksonville and Tampa. The methods that have proved successful in the past will be employed, with some modifications suggested by changed conditions. At present the Florida Citrus Exchange is engaged in a vigorous campaign for new members, in which advertising is a leading feature, \$10,000 having been appropriated for space in Florida newspapers.

## GOT "BAPTISM OF FIRE"

Big Story Turned Up, Students Edited Columbus Citizen

COLUMBUS, Ohio, May 26.—"Baptism of fire" is a term with new meaning to at least several of the half-hundred staff members of the Daily Lantern, student newspaper published by undergraduates enrolled in the department of journalism at Ohio State University, located at Columbus, Ohio, since the Lantern staff observed its fifth annual "Citizen Day" on May 17. Each year a selected force of Lantern editors and reporters take over for one day the responsibility for "getting out" all editions of the Columbus Citizen.

That they should have happened to select the day when the NC-4 and her sister ships, the NC-1 and the NC-3, were on the wing to the Azores and news was consequently developing at the tremendous rate of something like 90 miles an hour, did not feaze the embryo newspaper men—and women. They seemed rather to enjoy the situation.

## SCHOLZ IMPRESSED BY JAPAN

American Newspaperman Sees Era of Closer Relations with United States

Emil M. Scholz, formerly publisher of the New York Evening Post, who has been spending several months in Japan and other parts of the Orient, paid a high tribute to Japanese enterprise and progressiveness in a lengthy interview for the Japan Advertiser of Tokyo for April 23.

Mr. Scholz spoke enthusiastically of the gradually bettering relations between the people of the Island Empire

and those of the United States and of the forces that were working to still further promote a mutual understanding. He also took occasion to commend the work of B. W. Fleisher, editor and publisher of the Daily Japan Advertiser, a newspaper printed in English and comparing favorably with American dailies.

After a visit to Siberia and China Mr. Scholz expects to return to the United States by way of the Philippines.

## HELD UP BY BOLSHEVISTS

Frank J. Taylor, U. P. Correspondent, Robbed and Then Released

LONDON, May 23.—Frank J. Taylor, United Press staff correspondent, who recently went into Russia to investigate conditions, was returning to Berlin today by way of Finland, after being robbed by the Bolsheviks. Two telegrams were received simultaneously from Taylor today. One, forwarded from Terijoki, Finland, Wednesday, said:

"Escaped Bolsheviks after being robbed of everything. Now in Finnish detention camp here."

Another sent from Helsingfors, Finland, yesterday, said he had been released and was proceeding to Berlin.

## 8 Pages of Auto Advertising

ST. LOUIS, Mo., May 26.—The Globe-Democrat yesterday had a feature truck section of eight pages, devoted to advertisements of the Traffic Motor Truck Corporation and manufacturers of the material and parts used in its construction. It also contains articles by officers of the corporation, including one by W. C. D'Arcy, president D'Arcy Advertising Company, advertising counselor.

## New Orleans Ad Club Elects

NEW ORLEANS, May 26.—The New Orleans Advertising Club has elected as new officers, L. R. Putnam, president; R. H. Enck, vice-president, and G. A. True, secretary-treasurer. The following were elected as directors: L. R. Putnam, F. M. Ellsworth, L. O. Landry, A. G. Newmeyer, G. A. True, E. H. Enck, Walter Egerton, James L. Ewing and Tom Taylor.

## Berger Trial Postponed.

MILWAUKEE, May 26.—The trial at Eau Claire, Wis., of Victor L. Berger, editor of the Milwaukee Leader, charged with violation of the espionage act, has been postponed pending the outcome of Mr. Berger's appeal from his conviction at Chicago.

## Wants Mail Rates Raised Again

WASHINGTON, D. C., May 24.—Representative Mansfield, Democrat, of Texas, introduced a bill today for one cent letter postage and increased charges on advertising sections of publications under the zone law.

## "A. P." Editor Dead in Boston

Clifford A. Blackman, night editor of the Associated Press in Boston, died May 21.

## EQUIPMENT FOR SALE

### For Sale

A stamping machine with ink attachments, in excellent condition, used but a few times. Any reasonable offer will be considered. Machine may be seen at any time and is only 150 miles from New York City. Apply A-731, care of Editor and Publisher.

### For Sale

About 200 pounds 6-point brass slugs and 200 pounds brass 2-point leads, ranging in size from six picas to seven columns. Column measurements, 13 picas wide, non-parallel column rule. The Post Standard, Syracuse, N. Y.

## WATER POWER BILLS BEFORE CONGRESS

Preparations Started to Get Early Action on Administration Bill of Last Session—Special Non-Partisan Committee Named in House

WASHINGTON, D. C., May 26.—The new Congress has apparently got in motion on water power measures, indicating that the Administration Bill is to be pushed vigorously to an early passage.

Today the Speaker of the House named a special non-partisan committee on water power legislation, with Congressman Esch as chairman.

On the second day of the session, Congressman Esch re-introduced the Administration Water Power Bill, which now bears the number of House Bill 3184.

Similar bills were introduced by Congressman Raker and Congressman Ferris.

All the bills were referred to the special committee and it is expected that they will report out to the House within a short time. It is believed by those familiar with the situation that there is an excellent chance secure the passage of water power legislation in the House within the next few weeks.

In the Senate, water power bills have been introduced by Senator Jones of Washington and Senator Calder of New York. The Jones bill generally conforms to the Administration measure and adheres so closely to the general text of the Administration bill that it is believed that there will be little difficulty in reaching an agreement between the Senate and House bills if same come up for conference.

The committee on paper of the American Newspaper Publishers' Association is still actively pushing the water power legislation and renewed interest in the subject is being shown by leading papers throughout the country.

## Driscoll Writing Editorials

WICHITA, Kan., May 24.—Charles B. Driscoll, who recently left the service of the United Press to join the staff of the Wichita Eagle, is now editorial writer for that newspaper and associated with J. P. Doze, managing editor, in managing the editorial department. It was recently erroneously reported that Mr. Driscoll had become managing editor of the Eagle.

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Machinery of Every Description  
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Duplex 12-Page Flat Bed  
Newspaper Printing  
and Folding Machine

Prints and folds a seven-column  
4-6-8-10 or 12-page paper to 1/2 or  
3/4 page size at 4,500 per hour.  
A good press at a reasonable price.

Walter Scott & Company  
PLAINFIELD, NEW JERSEY

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Printers' Supplies  
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In Stock for Immediate Shipment by  
Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN  
TYPE FOUNDERS CO.

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Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Take It To

POWERS

Open 24 Hours out of 24  
The Fastest Engravers on  
Earth

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

Mrs. Hearst's Mother Ill

Mrs. George Willson, mother-in-law of William Randolph Hearst, is ill in Roosevelt Hospital, New York. Mrs. Willson was operated on for an intestinal ailment on May 21.



## 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.

#### Business Manager and Managing Editor

Owing to consolidations of dailies business manager and editor-managing editor wish new positions with afternoon daily in fair-sized city. Have unusually successful record as newspaper builders and can guarantee to produce A-1 paper. Best of references. Will consider only first class proposition where will be given free hand to produce results. Address A-728, care of Editor and Publisher.

#### Advertising Manager

At present Advertising manager of daily in largest city in New England. Exceptional executive and creative ability. Twenty-one years' experience, office boy, solicitor, copy writer to present position. Rather fond of long hours and hard work and expect salary in proportion. Desire to locate in west or middle west. Address A-729, care of Editor and Publisher.

#### Newspaper or Magazine Representative

In New York City who is well acquainted with all the advertising agencies desires to connect with an out of town newspaper or other publication which desires results. Address A-732, care of Editor and Publisher.

#### Live Wire Newspaper Man

now city editor morning daily in city of 175,000 desires change of location. Fifteen years' experience in every news department, and as managing, telegraph and city editor metropolitan dailies. Tireless worker. Good habits. Nothing considered under \$2,400 and money's worth guaranteed. Must be permanent. Can come in thirty days. Address A-722, care of Editor and Publisher.

#### Newspaperman

discharged from Navy. Experience as reporter, feature writer and telegraph editor in city of more than 100,000 over a period of five years. Columbia graduate. Also experienced in handling publicity. Address A-723, care of Editor and Publisher.

#### City or Telegraph Editor

City or telegraph editor on afternoon paper by experienced newspaper woman. An university graduate, experienced reporter, city and telegraph editor on dailies. Want permanent position. Address "Newspaper Woman," care of Editor and Publisher.

#### Newspaper Man

Young New York newspaper man, discharged from service, desires work as editor of trade paper or advertising and publicity writer. Address A-733, care of Editor and Publisher.

#### Experienced Newspaper Writer

and executive with working knowledge of business and circulation promotion desires position as directing head or managing editor of daily in city of not less than 50,000. Must be permanent and bring real returns for results. Box 112, Editor and Publisher.

#### College Man

4 years' experience in all branches of newspaper work; excellent editorial writer, desires position as desk man or assistant editor with small daily. Willing to start on \$65. Address A-717, care of Editor and Publisher.

#### Circulation Manager

Young man, clean habits, experience on largest papers, good record and reference is looking for connection where system and results are wanted. Address A-734, care of Editor and Publisher.

### HELP WANTED

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

#### Advertising Man

Progressive afternoon daily in delightful southern town has opening for young advertising man. Prefer one with two or three years experience in laying out, writing and selling copy. A good opportunity for a bright fellow to show the stuff that's in him and to lay foundations for successful career. You must sell yourself to us in first letter. A-735, care of Editor and Publisher.

#### Circulation Manager

Circulation manager wanted. Apply to The Telegram-News, Lynn, Mass.

### HELP WANTED

#### Business Manager

WANTED—Business manager for publishing plant in a southwestern state, operating daily and weekly newspaper and printing department. Exceptional opportunity for energetic man with executive ability who has had experience on business end of newspaper or job printing plant. Give age, experience and salary expected. Box 125, Editor and Publisher.

#### Advertising Man

to take complete charge of the advertising of a new business monthly magazine. Wide advertising field to assure results from effort and good commission. Contract offered to the right one. Address A-736, care of Editor and Publisher.

#### Branch Manager

Branch Manager wanted for large publishing concern; must have experience in hiring canvassers and collectors; must go where sent; position pays salary and commissions; permanent position; good chance for promotion; replies confidential, give age, experience, if married, and if at present employed. Address A-730, care of Editor and Publisher.

#### City Circulator

City circulator wanted on first class morning paper. Splendid opportunity for young man who is a hustler to accomplish results. Reasonable salary to start, with good opportunity for advancement. Give full particulars in first letter. Address G. C. Gardner, Circulation Manager of the Ft. Worth Record, Ft. Worth, Texas.

#### Union Linotype Operator

WANTED—Union linotype operator immediately. Must be efficient. Apply by telegraph. Ed Asa, Foreman, The Florida Metropolis, Jacksonville, Fla.

### BUSINESS OPPORTUNITY

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

#### Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

### MISCELLANEOUS

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

#### L. E. Hamilton

Common Sense Handicapper, 235 Fulton St., Brooklyn, N. Y. Would like to sell my daily selections on horse racing to the various newspapers throughout the United States and Canada. Better than consensus of opinion. Terms \$25.00 per week for all tracks wired every evening.

### Chicago Veterans Start Legion Chapter

**Capt. Arnold Joerns Is Elected Temporary Chairman—A. A. C. W. Head Urges Similar Organizations**

CHICAGO, May 27.—At the gathering of seventy-four advertising and newspaper men who had seen military service in the last war, at the Union League Saturday, every man present signed up as a charter member for a local post of the American Legion, although only fifteen were required to secure a charter.

The post will be named after one of the various advertising men who died in service. The idea of this organization was warmly commended by William C. D'Arcy, president of the A. A. C. A., who urged that other advertising clubs all over the country act upon the same idea.

The following officers were elected pending the next November convention of the American Legion: Capt. Arnold

Joerns, of the Arnold Joerns Company, temporary chairman; Capt. J. E. Byrnes, of the Curtis Publishing Company, temporary secretary, and George R. Hall, of the Crowell Publishing Company, temporary financial secretary. Capt. S. De Witt Clough, advertising manager for the Abbot Laboratories, was elected chairman of a special committee which will function along lines of securing re-employment for advertising men returning from military and naval service.

### Canadian Shoe Makers Plan Wide Ad Campaign

**Will Urge Wearing "Made-in-Canada" Footgear—Will Pay for Space on Co-operative Basis**

MONTREAL, May 27.—Co-operative advertising campaigns are becoming popular in Canada.

A short time ago the Candy and Confectionery makers of the Dominion united in an advertising campaign in which the daily papers were used to tell the people that candy was wholesome food, and that people should use more.

Later the Paint and Varnish manufacturers of the Dominion put on a co-operative campaign urging people to paint their property and thereby preserve it.

Now the Shoe Manufacturers' Association of the country is considering the advisability of putting on a co-operative campaign telling the public to wear Canadian shoes and in general calling attention to the standing and importance of the shoe industry in Canada.

All these campaigns were confined to the daily papers.

### DINNER TO ENGLISH WRITER

**N. Y. Foreign Newspaper Correspondents Honor Foster-Frazer**

The Association of Foreign Correspondents in the United States gave a dinner Tuesday night in New York to Sir John Foster Fraser, traveler and journalist, who has just returned from the Peace Conference at Paris.

In addition to Mr. Fraser, the speakers included Perry Robinson, war correspondent of the London Times, and P. W. Wilson, correspondent of The London Daily News. Frank Dilnot of the London Chronicle was toastmaster.

After welcoming addresses had been made by Mr. Wilson and Mr. Dilnot, Sir John paid a high tribute to the American newspaper correspondents abroad.

### Hopwood Ends Long Tour

CLEVELAND, May 26.—E. P. Hopwood, managing editor of the Cleveland Plain Dealer, resumed his office duties today after an absence of three months, during which he spent eight weeks in Europe with a Cleveland commission working to create foreign business for their city. Since his return on April 26, Mr. Hopwood has been on a tour through New York, Philadelphia and Washington for the Plain Dealer.

### Army Chaplain Joins Ad Club

DES MOINES, Ia., May 26.—The Ad Club has elected Chaplain W. E. Robb of the 168th Infantry to membership. Chaplain Robb addressed the club last week. He is writing a series of articles on the war record of his regiment for the Des Moines Capital.

### WASHINGTON NEEDS WIRE SERVICE EXTENSION

**Correspondents Standing Committee Complain That Stories Are Held Up—Gus J. Karger Is Re-elected to Chairmanship**

WASHINGTON, D. C., May 27.—The biennial meeting of correspondents and election of members of the Standing Committee was held Saturday. Gus J. Karger was re-elected chairman after he and two of his associates on the old committee had been chosen for second terms. They were Ben F. Allen, of the Cleveland Plain Dealer, and Charles S. Albert, of the New York World.

Earl Godwin, of the Washington Times, and Jesse Cottrell, of the Knoxville Sentinel, Atlanta Georgian and American and other papers, retired from the committee and Arthur S. Henning, of the Chicago Tribune, and Harry C. Stevens, of the Minneapolis Journal, were elected to succeed them.

### Driving Out "Tipsters"

In the organization of the new committee Mr. Stevens was elected secretary and for the first time in its history an assistant secretary not a member of the Gallery was chosen. Obviously the man chosen was James D. Preston, superintendent of the Senate Gallery.

None of the matters which have been pressing for decision came before the meeting, but early action is promised on the proposal to have the Standing Committee assume some sort of jurisdiction over the departmental conferences to banish the "tipsters" agents of corporations and all others who are not accredited correspondents.

It is considered likely that some action will be taken by the new committee to obtain better telegraphic service out of Washington. Under existing conditions press matter is "thrown out" to make room for thousands of Government messages which will be sent after the newspaper dispatches are cleared.

### SACRAMENTO BEE NOTES

SACRAMENTO, Cal., May 22.—V. S. McClatchy, publisher of the Bee, has returned from New York and other points in the East.

Capt. Carlos K. McClatchy, who fought with the 91st Division in France, has received his discharge and has assumed his duties as associate editor. Leo McClatchy, son of V. S. McClatchy, has received his discharge from the Army and expects to soon resume work on the editorial staff.

Will C. Davis has resigned to accept a position on the Los Angeles Express. Harold Ellis is spending his vacation in the Yosemite.

Capt. Darwin Smith has received his discharge and will soon assume his former position on the editorial staff.

### Query Canadian Government Ad Rates

OTTAWA, Ont., May 24.—When the Public Accounts Committee of the House of Commons on Wednesday resumed its inquiry into the question of Government advertising in the newspapers, Mr. A. B. Copp, M. P. (Westmoreland), developed the point that newspapers with large circulations sometimes receive less for Government contracts than papers in the same locality with a smaller circulation.

Mr. Middlebro suggested that this might be due to the fact that the advertising was placed by different agencies.

The inquiry will be continued at a later date.

**ATTENDANCE AT A. N. A. CLEVELAND MEETING**

- (Continued from Page 18.)
- E. I. LaBeaume, Hercules Powder Co.
  - S. Roland Hall, Alpha Portland Cement Co.
  - A. J. Barnes, Shephard Elec. Crane & Hoist Co.
  - W. E. Humelbaugh, The Genesee Pure Food Co.
  - G. B. Cain, Swift & Co.
  - Bernard Lichtenberg, Alexander Hamilton Institute.
  - L. D. Field, Ausco Company.
  - H. K. Gilbert, Oliver Typewriter Co.
  - A. W. Jones, De Laval Separator Co.
  - H. F. Miller, Goulds Mfg. Co.
  - Chas. C. Chase, The Brown Co.
  - L. A. Safford, McQuay-Norris Mfg. Co.
  - W. H. McLaughlin, Walter Baker & Co.
  - S. B. Hord, Eastman Kodak Co.
  - C. A. Stedman, New Jersey Zinc Co.
  - J. C. McQuiston, Westinghouse Elec. & Mfg. Co.
  - L. E. Jaume, Hilo Varnish Corp.
  - A. L. Dewar, Jr., Welch Grape Juice Co.
  - J. E. Durst, The Lowe Bros. Co.
  - F. N. Sim, Timken Roller Bearing Co.
  - C. H. Barr, Crocker-McElwain Co.
  - A. W. Wilson, Hercules Powder Co.
  - T. J. Wright, Felt & Tarrant Mfg. Co.
  - March G. Bennett, Samuel Cabot, Inc.
  - W. S. Ashby, Western Clock Co.
  - W. A. McDermid, The Mennen Co.
  - Phillip Will, Still Stove Works.
  - William Knust, National Lead Co.
  - H. N. Trumbull, Wellman-Seaver-Morgan Co.
  - Edw. T. Hall, Halston Furina Co.
  - E. D. Dorf, Domestic Engineering Co.
  - A. A. Fisk, Prudential Life Insurance Co.
  - E. W. Kronbach, Aluminum Castings Co.
  - Brainerd Dyer, Aluminum Castings Co.
  - E. V. Syrcer, Art Metal Construction Co.
  - A. H. Cummings, Timken Roller Bearing Co.
  - Carl J. Schumann, Hilo Varnish Corp.
  - A. A. Atchison, Atlas Powder Co.
  - Roy C. Sbeeler, John Lucas Co.
  - C. E. Alward, H-O Co.
  - Malcolm Moore, Blaisdell Pencil Co.
  - L. W. Wheelock, Stephen F. Whitman & Son.
  - Mont. H. Wright, John B. Stetson Co.
  - A. L. Tisch, Paige-Detroit Motor Car Co.
  - W. Weitzer, Jr., Scott Paper Co.
  - Jas. G. Lamb, Scott Paper Co.
  - Arthur M. Semones, J. I. Case Plow Works.
  - D. W. Wheeler, Pompeian Mfg. Co.
  - W. B. Kirk, Burroughs Adding Machine Co.
  - H. B. Kohorn, Kaynes Co.
  - D. E. Andrews, Sharples Separator Co.
  - O. G. Draper, American Multigraph Co.
  - E. B. M. Wortman, Yawman & Erbe Mfg. Co.
  - M. L. H. O'Dea, Oliver Typewriter Co.
  - Geo. M. Marshall, The Warner Bros. Co.
  - B. B. Ayres, American Steel & Wire Co.
  - John F. Sord, Hammond Typewriter Co.
  - G. F. Lohy, Du Pont Co.
  - Walter Will, Still Stove Works.
  - Edw. M. Baker, Borden's Condensed Milk Co.
  - Schuyler Van Ness, Dennison Mfg. Co.
  - F. W. Tufts, Detroit Steel Products Co.
  - Hugh A. Smith, Bausch & Lomb Optical Co.
  - W. N. Bayless, Conklin Pen Mfg. Co.
  - Tim Thrift, American Multigraph Sales Co.
  - A. M. Stewart, Thos. Leeming & Co.
  - A. H. Lord, Sidway Mercantile Co.
  - W. T. Choliar, Atlas Portland Cement Co.
  - G. W. Kingsbury, Diamond Crystal Salt Co.
  - O. A. Keyser, Hygienic Products Co.
  - Walter J. Abel, Baker-Vawter Co.
  - L. F. Hussey, General Fireproofing Co.
  - Frederick Dickinson, Hupp Motor Car Corp.
  - A. E. Ashburner, American Multigraph Sales Co.
  - C. S. Bailey, Peerless Motor Car Co.
  - A. C. Reid, Toch Brothers.
  - S. E. Baldwin, Willard Storage Battery Co.
  - J. W. Sweet, Peerless Wire Fence Co.
  - Walter L. Mayer, Electric Vacuum Cleaner Co.
  - F. R. Davis, General Electric Co.
  - W. L. Schaeffer, National Tube Co.
  - F. G. Simonds, Detroit Steel Products Co.
  - Leon A. Selman, Beaver Board Companies.
  - S. Douglas Malcolm, American Railway Express Co.
  - Herbert R. Hyman, Cole Motor Car Co.
  - N. Howland, A. M. Byers Co.
  - H. V. Jamison, American Sheet & Tin Plate Co.
  - H. H. Squire, Hinde & Dauch Paper Co.
  - H. M. Taylor, Aluminum Castings Co.
  - Homer Barry, du Pont Co.
  - H. F. Sauer, Electric Storage Battery Co.
  - B. F. Durbin, Dennison Mfg. Co.
  - J. F. Haggerty, Beaver Board Companies.
  - F. J. Setz, Beaver Board Companies.
  - H. E. Birkner, Davey Tree Expert Co.
  - P. D. Parsons, Scott Paper Co.
  - E. K. Woodrow, Krohn-Fechheimer Co.
  - L. B. Jones, Eastman Kodak Co.
  - R. Calvert Haws, Baker-Vawter Co.
  - D. G. Newton, Hotels Statler Co.
  - G. Lynn Sumner, International Correspondence Schools.
  - Jack W. Spears, Todd Protectograph Co.
  - P. E. Zimmerman, National Lamp Works.
  - T. V. Hendriks, The White Co.

J. W. Spaulding, The White Company.  
 N. H. Boynton, National Lamp Works.  
 Benton Hopkins, The Austin Co.  
 L. H. Harvey, Beaver Board Companies.  
 G. A. Duffy, Stein Bloch.  
 R. B. Stull, McGraw Tire & Rubber Co.  
 J. X. Kennelly, Goodyear Tire & Rubber Co.  
 G. M. Davis, Cleveland Metal Products Co.  
 George Ostendorf, Hilo Varnish.

**Dow Elected New Head of New England Alliance**

**List of Officers Selected at Boston Meeting Where Members were Newspapers' Guests**

Officers were elected at the annual meeting of the New England Newspaper Alliance, held at the Hotel Copley-Plaza at Boston on May 13, as follows: William H. Dow, of the Portland (Me.) Express-Advertiser, president; Kimball G. Colby, of the Lawrence (Mass.) Telegram, secretary, and Robert L. Wright, of the Haverhill (Mass.) Gazette, treasurer. Mr. Dow succeeds George F. Booth, of the Worcester Gazette, who had served as president the past year and declined a re-election.

**CONCORDIA DAILIES COMBINE**

**Merchants Agree to Patronize No Other Papers for Five Years**

CONCORDIA, Kan., May 24.—The Concordia Blade, of which Ray Greed is editor, and the Concordia Kansas, edited by G. T. Davies, have combined under the name of the Blade. Mr. Green remains editor of the Blade, while Mr. Davies continues publication of the Kansas, as a weekly.

One of the important features of the consolidation, is the fact that a large majority of the business firms of the city, signed an agreement, in consideration of the consolidation, that they would not patronize any other daily in the city for a period of five years. The new change eliminates one daily and one weekly, as both papers gave up either the weekly or the daily edition.

**Danville Commercial News Stunt**

To welcome home from France the city's heroes, the Danville (Ill.) Commercial News on Saturday, May 10, published a four-section paper with a total of 56 pages. It was an excellent news mak-up, carrying a brilliant array of regular and special advertising.

**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**

**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.

**EIGHT WOMEN NOW GRACE THE PRESS GALLERY**

(Continued from Page 20)

besides active newspaper work with the following:

"Bee-keeping, poultry-raising and gardening."

Bromwell Davis is another addition to the World staff being credited to the Post-Dispatch. George L. Edmunds is absent from the Senate where he represented the Sun, the Capitol staff of that bureau being composed of Judson C. Welliver, formerly Sun correspondent in London, Robert Dougan, an old Sun and A. P. man who was in the Army, and Stuart Godwin. John L. Minor remains as head of the Evening Sun bureau.

**Smith for New York Globe**

Arthur D. Howden Smith succeeds John Smure as the representative of the New York Globe and A. D. Fairbairn is credited to the New York Evening Mail and Troy Record. There are no changes in the organizations of the Philadelphia bureaus, Charles R. Michael, Robert T. Small, Angus McSween and Edward C. Easton continuing in their old places.

Robert M. Ginter, who represented the Pittsburgh Gazette-Times for several years until 1915, when he was transferred to the home office, has returned as Washington correspondent for that paper.

Major Edward B. Clarke, who saw foreign service, has taken up his old duties as the representative of the Chicago Evening Post and Western Newspaper Union. Charles C. Hart, who left the Gallery several years ago to run for Congress in Washington State, appears in the list this session as the representative of the Boise Capital News, Portland Oregonian and Sacramento Bee.

Thomas R. Darden is back with the St. Louis Globe-Democrat as Charles P. Keyser's assistant, after participating in the smashing of the Hindenburg line as

a lieutenant in the Tank Corps, his unit having "worked out in front" of the 27th and 30th divisions.

Lorenzo W. Martin appears in the directory as the assistant to Morton M. Milford in the Louisville Times and Courier-Journal bureau; Frank Lewis is a new man for the Knoxville Sentinel; Snell Smith appears for the Cincinnati Enquirer; Thomas O. Monk for the Pittsburgh Press and James Edmond, Jr., for the New Orleans Item. Leo R. Sack, late a captain in the Army, has renewed his connection with the Fort Worth Star-Telegram. George Garner has resigned from the Boston Globe to become secretary to Senator Edge of New Jersey.

Other changes doubtless will be noticeable when the official list appears in the Congressional Directory.

**Raised \$1,445 for "S. A." Fund.**

ALBANY, N. Y., May 26.—Albany newspapers came to the rescue of the Salvation Army campaign for funds Saturday, when the success of the campaign seemed dubious, and through a scheme whereby girls of the committee sold special copies of the four newspapers, a sufficient sum was raised to put the city "over the top." The committee reported that the sale of this special edition by the workers netted them \$1,455.34. All the newspapers contained special articles on the excellent work of the Salvation Army.

**Novel Bank Paper**

TULSA, Okla., May 27.—"After Three O'clock" is the name of a weekly paper for employes of the First National Bank. D. D. Bailey is editor.

**SIGNS**

For Classified Ad and Circulation Departments  
**NEW PROCESS SIGN**

Looks Like Metal, Wears Like Metal, But Costs Less Than Metal  
 Send today for samples and quantity prices.

**S. BLAKE WILSDEN**  
 Specialties for the Circulation Department  
 29 E. Madison St. Chicago

We can increase your business—  
 you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

**BURRELLE**  
 145 Lafayette St., N. Y. City  
 Established a Quarter of a Century

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

**THE DAY  
and  
THE WARHEIT**

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

**דער טאג**  
 The National Jewish Daily

**FIRST**

The weekday circulation of the New York Times is greater than that of any other New York morning newspaper.

**R. J. BIDWELL CO.**  
 Pacific Coast Representative of  
**Daily Newspapers**  
 SAN FRANCISCO OFFICE  
 of the  
**Editor & Publisher**  
 742 Market Street  
 SAN FRANCISCO

**Hemstreet's PRESS CLIPPINGS**  
 Tenth Avenue at 45th Street  
 New York



# "OHIO FIRST"

**B**ECAUSE more than FIFTY PER CENT of the trunk line transportation of the country east and west passes through OHIO, the facilities for distribution in OHIO rank among the FIRST.

In addition to these pulsing arteries of trade, the famous Dixie Highway runs through OHIO, entering Cincinnati, passing through Dayton and extending to Toledo.

From east to west, the Lincoln Highway also courses through OHIO.

These transportation lines and highways, covering 40,740 square miles of territory, including fifty-two municipalities, rich suburban and farming districts, and in all containing an exceptionally thrifty population of over 5,000,000, make of OHIO one of the easiest selling propositions in the Union.

Mineral wealth, energy-producing water falls, fertile fields, varied uplands, a gently blended topography, constant rivers and a range of climate make OHIO self-assertive and one of the most affluent states in the middle west.

*Shrewd advertisers are discovering through the OHIO STATE NEWSPAPERS unexpected potencies and outlets for merchandise which they had previously overlooked.*

OHIO NEWSPAPERS have proved repeatedly that they are the foremost mediums for effectively covering the state and building up a responsive and profitable business.

*In OHIO, advertising is not a wild guess — it is a sane, stern reality, a sound principle—which hands out a through ticket to the terminal of real success.*

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E) .....	32,807	.05	.05	Dayton News (S) .....	28,216	.035	.035
Akron Times .....	19,808	.03	.03	Lima Daily News (E&S) .....	12,549	.0286	.0214
Athens Daily Messenger.....	8,718	.02	.02	Lima Republican Gazette (M&S) ..	10,008	.0143	.0143
Canton News (E) .....	15,252	.03	.03	Marion Daily Star (E) .....	9,664	.02	.02
Canton News (S) .....	11,079	.03	.03	Newark American-Tribune (E) ....	6,217	.0128	.0128
Chillicothe News-Advertiser.....	3,055	.00714	.00857	Piqua Daily Call (E) .....	4,019	.0114	.0114
Cincinnati Enquirer, 5c. (M&S)....	62,911	.12	.12	Portsmouth Daily Times (E&S)...	11,818	.025	.025
Cleveland Plain Dealer (M).....	168,000	.24	.24	Springfield News (E&S) .....	13,550	.025	.025
Cleveland Plain Dealer (S).....	208,000	.27	.27	Toledo Blade (E) .....	82,973	.17	.15
Columbus Dispatch (E) .....	81,656	.115	.105	Youngstown Telegram (E) .....	21,601	.05	.05
Columbus Dispatch (S) .....	71,164	.115	.105	Youngstown Vindicator (E) .....	24,558	.05	.05
Columbus (O.) State Journal (M)	54,195	.10	.09	Youngstown Vindicator (S) .....	22,222	.05	.05
Columbus (O.) State Journal (S).	54,195	.10	.09	Zanesville Signal (E) .....	11,809	.025	.025
Dayton News (E) .....	36,652	.055	.055				

Government Statements, April 1st, 1919.

# Local Department Store Advertising Always Tells the Story

In New York City the eighteen leading better grade shops give first preference to The Globe

## DURING MONTH OF APRIL, 1919

### Evening Newspapers

	World	Journal	Globe	Mail	Sun	Telegram	Post	Total
Altman.....	13,524	13,973	<b>13,929</b>	13,958	13,874	13,835	13,974	97,067
Arnold, Constable.....	—	—	<b>10,038</b>	9,890	7,200	—	7,128	34,256
Best.....	15,731	16,388	<b>16,580</b>	—	16,544	—	—	65,243
Bloomingdale.....	10,130	27,048	<b>16,500</b>	—	—	—	—	53,678
Bonwit, Teller.....	8,751	8,700	<b>8,695</b>	8,191	8,775	—	920	44,032
Gidding.....	—	446	<b>1,284</b>	772	3,170	480	1,668	7,820
Gimbel.....	50,194	58,578	<b>58,510</b>	—	56,915	—	—	224,197
Hearn.....	36,258	36,565	<b>23,783</b>	14,768	26,184	19,562	822	157,942
Lord & Taylor.....	28,251	—	<b>25,938</b>	7,787	28,664	—	1,005	91,645
McCreery.....	37,156	—	<b>26,189</b>	25,015	29,452	2,500	1,970	122,282
Macy.....	39,193	40,920	<b>39,924</b>	39,395	—	35,344	10,504	205,280
Oppenheim, Collins.....	22,212	22,072	<b>20,747</b>	—	12,412	—	930	78,373
Franklin Simon.....	10,757	11,072	<b>2,818</b>	3,791	12,217	—	1,106	41,761
Stanley & MacGibbon.....	2,220	—	<b>11,227</b>	—	5,265	—	—	18,712
Stern.....	20,605	2,510	<b>18,668</b>	14,716	18,183	552	6,688	81,922
Stewart.....	600	6,091	<b>10,666</b>	—	300	—	—	17,657
Worth.....	19,680	19,710	<b>19,860</b>	—	—	13,350	—	72,600
Wanamaker.....	28,840	29,335	<b>35,043</b>	—	36,110	—	1,188	163,254
<b>Total.....</b>	<b>344,102</b>	<b>293,408</b>	<b>360,399</b>	<b>138,283</b>	<b>275,265</b>	<b>118,361</b>	<b>47,903</b>	<b>1,577,721</b>

### Morning Newspapers—Six Days, Excluding Sundays

	World	American	Herald	Times	Sun	Tribune	Total
Altman.....	5,297	5,015	4,190	7,418	3,102	3,736	28,758
Arnold, Constable.....	—	1,680	—	—	—	7,080	8,760
Best.....	3,918	—	—	4,393	—	—	8,311
Bloomingdale.....	—	—	—	200	—	—	200
Bonwit, Teller.....	1,276	—	1,100	2,209	—	1,790	6,375
Gidding.....	—	1,130	3,458	3,470	—	1,460	9,518
Gimbel.....	9,616	1,815	—	19,207	—	12,347	42,985
Hearn.....	1,095	1,095	720	—	—	1,104	4,014
Lord & Taylor.....	334	—	1,180	5,359	1,491	632	8,996
McCreery.....	150	—	—	3,591	400	—	4,141
Macy.....	10,340	—	11,285	—	12,560	11,391	45,576
Oppenheim, Collins.....	—	—	—	—	—	—	—
Franklin Simon.....	7,045	—	10,180	12,450	3,269	8,226	41,170
Stanley & MacGibbons.....	—	1,130	3,458	3,470	—	1,460	9,518
Stern.....	—	—	—	—	—	—	—
Stewart.....	—	—	—	310	—	—	310
Worth.....	—	—	—	—	—	2,620	2,620
Wanamaker.....	—	—	30,121	—	31,310	30,790	92,221
<b>Total.....</b>	<b>39,071</b>	<b>11,865</b>	<b>65,692</b>	<b>62,077</b>	<b>52,132</b>	<b>82,636</b>	<b>313,473</b>

### Sunday Newspapers

	World	American	Herald	Times	Sun	Tribune	Total
Altman.....	6,720	6,720	7,056	7,104	7,200	7,080	41,880
Arnold, Constable.....	—	4,180	6,027	1,184	5,400	—	16,791
Best.....	—	—	—	9,097	—	—	9,097
Bloomingdale.....	4,828	12,913	—	7,400	—	—	25,141
Bonwit, Teller.....	2,409	—	6,558	8,195	2,760	7,070	26,992
Gidding.....	806	822	1,400	1,388	1,352	1,090	6,858
Gimbel.....	16,776	21,351	—	20,267	—	17,585	75,979
Hearn.....	8,363	8,372	4,848	—	—	6,960	28,543
Lord & Taylor.....	9,241	—	6,404	9,203	2,908	2,484	30,240
McCreery.....	13,424	—	10,584	14,663	8,700	—	47,371
Macy.....	9,970	10,212	9,356	—	10,120	9,440	49,098
Oppenheim, Collins.....	7,587	7,784	4,148	5,919	—	—	25,438
Franklin Simon.....	3,916	—	12,839	15,046	6,867	14,921	52,689
Stanley & MacGibbons.....	1,125	1,620	—	966	—	—	3,711
Stern.....	6,720	3,948	5,592	7,208	5,088	1,890	30,446
Stewart.....	450	—	822	6,117	565	—	7,954
Worth.....	6,180	6,180	—	—	—	4,000	16,260
Wanamaker.....	—	—	—	—	—	—	—
<b>Total.....</b>	<b>97,615</b>	<b>84,002</b>	<b>75,634</b>	<b>113,757</b>	<b>50,960</b>	<b>72,520</b>	<b>494,488</b>

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