



EDITOR & PUBLISHER



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

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NEW YORK, THURSDAY, SEPTEMBER 11, 1919

Vol. 52, No. 15

Follow the Department Stores

Volume of business is the life-blood of the dry goods and department Store. It *must* appeal to the greatest possible audience. It must make this appeal *steadily*, and with virtual certainty of results.

For many years Chicago's leading dry goods and department stores have found the advertising columns of The Daily News the *quickest, surest* and most *economical* avenue of appeal to the great buying populace of Chicago and suburbs. The table shown below gives abundant proof of the supremacy of The Daily News in this field.

Follow these stores! Their advertising is scientifically placed, and *must* prove effective.

Total Agate Lines of Display Advertising used by Individual Dry Goods and Department Stores in Chicago Papers, January 1 to June 30, 1919.

	The Daily News	Tribune Daily	Tribune Sunday	Herald-Examiner Daily	Herald-Examiner Sunday	Post	American	Journal
Rothschild & Co.....	269,782	31,852	129,798	19,348	112,376	10,776	149,788	134,886
Boston Store	245,164	2,472	90,289	29,622	83,172	9,687	118,940	157,757
Mandel Brothers	230,831	128,692	95,678	30,041	40,649	66,316	49,053	119,698
The Fair	228,720	34,143	95,662	26,954	87,626	23,710	117,676	154,147
Carson, Pirie, Scott & Co...	193,705	169,171	75,639	37,833	65,923	30,359
Marshall Field & Co.....	161,604	200,066	123,715	191,723	134,449	115,458
M. L. Rothschild.....	150,484	172,206	76,782	2,386	85,207	49,294
Hillman's	145,404	2,330	66,600	1,960	61,600
Wieboldt's	140,840	36,415	34,490	35,406
The Hub	139,979	104,662	28,653	83,986	26,081	19,535	106,029	23,583
Chas. A. Stevens & Bros...	74,582	88,692	52,099	3,654	17,004	6,327	10,213	8,442
L. Klein	49,889	248	17,808
Twelfth Street Store.....	46,752
E. Iverson & Co.....	38,050
Weber's	14,780	6,423
Loren Miller & Co.....	5,474	2,206
Becker, Ryan & Co.....	4,002	2,208	448
Total	2,140,042	934,534	617,496	471,701	469,869	368,293	872,684	793,624

The Daily News Printed

- 1,205,508 lines more than the next morning paper.
- 1,267,358 lines more than the next evening paper.
- 588,012 lines more than the next daily & Sunday paper combined.
- 733,807 lines more than all morning papers combined.
- 1,052,677 lines more than all Sunday papers combined.

THE DAILY NEWS FIRST in CHICAGO

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American(S)	365,660	.35	.35
Boston American(E)	301,270	.40	.40
Boston Globe(ME)	293,781	.30	.30
Boston Globe(S)	329,781	.35	.35
Boston Post(M)	459,603	.45	.45
Boston Post(S)	367,074	.35	.35
Boston Record(E)	50,650	.15	.15
Boston Transcript(E)	29,820	.20	.20
Fall River Herald(E)	9,419	.025	.025
Fitchburg Daily News.....(E)	5,605	.025	.025
Fitchburg Sentinel ... (E)	6,912	.025	.01785
*Haverhill Gazette ... (E)	13,819	.035	.025
Lynn Item(E)	15,121	.05	.0333
Lynn Telegram- News(E&S)	15,000	.04	.04
Lowell Courier- Citizen(ME)	16,780	.035	.035
New Bedford Standard- Mercury(ME)	26,674	.05	.05
Salem News(E)	18,355	.055	.04

MAINE—Population, 762,787.

Portland Express(E)	25,263	.06	.045
Portland Telegram ... (S)	21,846	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times(E)	23,752	.06	.04
Providence Bulletin... (E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun(E)	4,223	.02	.015
Woonsocket Call- Reporter(E)	11,888	.04	.03

VERMONT—Population, 361,205

Barre Times(E)	6,765	.0214	.0143
Burlington Daily News(E)	8,200	.02	.02
Burlington Free Press(M)	10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post-Standard- Telegram(M&E)	45,463	.095	.09
Bridgeport Post(S)	13,205	.045	.04
Hartford Courant ..(MS)	24,745	.06	.05
Hartford Times(E)	36,055	.07	.07
New Haven Journal- Courier(M)	15,101‡	.04	.035*
New Haven Register.(E)	26,959	.065	.055
New London Day.....(E)	11,636	.03	.025
New London Telegraph(M)	4,830	.0128	.0128
Waterbury Republican(MS)	10,762	.035*	.025

*Rate on 3,500 lines.

Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

Six Hundred and forty-one places in New England

can properly be termed
Manufacturing towns.

They are divided as follows:

Connecticut	- - -	103
Maine	- - - - -	131
Massachusetts	- -	195
New Hampshire	- -	96
Rhode Island	- - -	44
Vermont	- - - - -	72

Here, industrial nomads find scant welcome; instead, are communities where intelligent, productive people have made permanent homes.

AND no better markets exist for whatever is useful for factory, office or home.

The via Media to
New England
Good Will!

The Remarkable percentage gain in
Automobile and Accessory Advertising
 on the part of the
NEW YORK MORNING & SUNDAY WORLD
 is but a SINGLE instance of advertising SUPREMACY and PRESTIGE for
“The First Paper in the First City”

For August, the World's gain in Auto advertising was 530% against a total gain of 246% for ALL the remaining Morning and Sunday newspapers of New York City.

For July, the World's gain in Automotive advertising was 150%; combined, all other New York Morning and Sunday newspapers gained 91%.

For the eight months of 1919, the World's gain in Automotive lineage (over the corresponding period of 1918) totals 120%.

The collective gain of the six remaining New York Morning and Sunday newspapers in the same period totals 59%, or the World doubled the combined metropolitan showing!

*To the Manufacturer of
Trade-Marked Products and
His Advertising Agency:*

Why not “Merchandise” your advertising and sales activities in the great twelve - million - New - York - market through the

**WORLD'S
MERCHANDISING
DEPARTMENT?**

One who knows and has benefited thereby says: “It's a real *service* aid for *distribution* and the enhancing of dealer influence before release of consumer acceptance advertising to 64% of Greater New York.”

The best advertising “buy” in the Metropolitan territory is now supplemented (gratuitously) with genuine *distribution service*. Let *The World's Merchandising Department* know your problem—Address 206 World Building.

The World's Circulation (Average Apr. 1, to Aug. 30, 1919)

<i>Morning</i>	<i>Evening</i>	<i>Sunday</i>
337,942	341,380	554,105

91% of the World's and 97% of the Evening World's Circulation is
Concentrated in Metropolitan New York

The New York World & Evening World

BRANCHES:

LONDON 20 Cockspur Street.	PARIS 47 Avenue de l'Opera.	DETROIT 429 Ford Building (Neil D. McGinn)	CHICAGO 1603 Mallers Building (J. E. Middleton—A. D. Campbell)
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“In lean times, the farmer sows and reaps with superlative care and winnows every grain. With harvests that burst his granaries, he is apt to grow careless. But principles are principles, just the same, and every advertising dollar should be made to do one hundred cents’ worth of work, more than ever now that the opportunity is so wonderful.”

Richard A. Foley in Newspaperdom

Dominate Philadelphia

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

The Bulletin

*Net Paid Average
for August*

448,246

*Copies
a Day*

No prize, premium, coupon or other artificial methods of stimulating circulation 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. 52

NEW YORK, THURSDAY, SEPTEMBER 11, 1919

No. 15

NEWSPAPER'S FIRST DUTY IS TO KEEP FAITH WITH READERS, SAYS COL. HERSHMAN

Man Who Has Made Pittsburgh Press a Leader Among American Newspapers Tells Editor & Publisher Readers Something of His Ideals and Policies—Forty-Eight of His Sixty Years Spent in Newspaper Work in One Field

WHEN a success has been achieved—a big thing accomplished—the world turns its lively attention to the result, and applauds. Then the world asks: "Who is the man? How did he do it?" It insists upon an answer. The answer forthcoming, the man is studied, surveyed, appraised—and something of him, of his forcefulness, of his ideals, of his methods, goes out to other men and becomes, unconsciously, a part of themselves.

In the field of newspaper making there are, in almost every metropolitan community, certain newspapers which stand out, which lead—rearing their heads above their fellows because of the measure of service which they have meted out to their public and which has been measured to them again in the popular support which is theirs. And the story of a newspaper success is almost always the story of a man.

The Press "Stands Out"

In Pittsburgh the newspaper giant is the Press. EDITOR & PUBLISHER is not advertising the Press in making this trite observation, for the fact is well known to all men in the profession. Nor is there involved any criticism of the Pittsburgh contemporaries of the Press—for the city of steel boasts of admirable newspapers, metropolitan in every sense, each one an institution of which that great community is justifiably proud. But even in such company the Press "stands out."

Among all American newspapers one may count upon the fingers of one hand the year-by-year contestants for the leadership in total advertising volume—and the Press is always included, often standing at the head. During seven months of 1919 the Press printed 13,525,582 lines of advertising—while 176,492 lines were omitted for lack of space.

A Fortune Each Year for News Print

During this year the Press will pay approximately one million and two hundred and fifty thousand dollars for newsprint. Such facts as these attest business leadership, leaving no room for argument. So the reader passes on to the inevitable inquiry: "What manner of man is Colonel Oliver S. Hershman, the president-editor of the Press?"

Col. Hershman has recently passed his sixtieth birthday anniversary. Early this year he celebrated the completion of his forty-eighth year in the newspaper business. During all of this period of service to his ideals Col. Hershman has been growing, setting

the pace in the development of forward-looking policies and aims, keeping young through keeping close to the only time-tested fountain of youth—devotion to constructive work.

He has witnessed the evolution of newspapers over a period of half a century, and has himself been a factor in that evolution. He has seen the old four-page paper grow to 40 pages

early nineties and it covered a five-year term. Last fall he made, with the same manufacturer, a contract for a similar period, dating from the first of the present year, aggregating about \$6,000,000.

Col. Hershman's Personal Reminiscences

Colonel Hershman was asked by EDITOR & PUBLISHER to relate some-

"A daily one-cent morning newspaper was published in Pittsburgh named The Mail, on which I secured employment. After a year or two the paper was moved to the old city of Allegheny and published as an evening paper for several years there. Upon this change, one of the managers of The Mail became interested in the establishment of the Pittsburgh Telegraph, and took me with him to that paper in 1873.

Started as Office Boy

The Telegraph was merged with the Chronicle in 1884, and I was for nearly 28 years on that newspaper, filling about every position—including office boy, press boy, type setter, clerk, bookkeeper, advertising solicitor, manager—and I finally became the secretary-treasurer-publisher of that institution, conducting its affairs (having previously acquired a large interest in the paper) until January, 1901. Shortly before that time, I, acting for myself, and others interested in the Chronicle-Telegraph, sold it.

"I then purchased The Pittsburgh Press, and Pittsburgh Daily News, combining the two under the name of The Pittsburgh Press. Ever since that time I have devoted my undivided time to the publication of this newspaper, and take a pardonable pride in pointing to the great success it has achieved.

Sunday Papers a Necessity Now

"During the 48 years I have been identified with newspaper work, I have noted a great change in the public's attitude toward daily and Sunday newspapers. Twenty-five years ago the Sunday newspaper was an experiment and an object of criticism. Today it has come to be a fixed institution and an absolute necessity to modern civilization. In fact, I have observed newspaper progress almost from the time of Horace Greeley."

Commenting on the changes in newspaper policies, Colonel Hershman said:

"The first duty of a great newspaper today, is to keep faith with its readers, and serve them in the best possible manner. I believe this is being done today far more effectively than in the 'good old days' when an editor who was a Democrat or Republican carried his paper along with his party regardless of the best fitted man for office. The successful newspaper today must support good men for local offices, regardless of party lines. It must keep away

(Continued on Page 39.)



COL. OLIVER S. HERSHMAN

daily and more than a hundred pages on Sundays—the advertising volume grow from thousands to millions of lines. He has seen the passing of the partisan newspaper as a force in our public life—and rise and dominance of the independent paper, acknowledging allegiance only to the public interests. It is related that he was the first publisher in America to make a long-term contract for newsprint. That was in the

thing of his life and newspaper work. He said:

"I was left an orphan when four years old, my father, Henry Logan Hershman, having been killed in the Civil War. When I was old enough to enter school, I attended the public school for about six years. At the age of 12 I entered a newspaper office, continuing to go to public night school, and later graduated from a business college.

RETURN PRIVILEGE SCORED AT MEET OF INTER-STATE CIRCULATION MEN

Increased Cost of News Print Makes This Practice Extravagant and Wasteful, Speakers at Semi-Annual Convention in Scranton Declare.

(By TELEGRAPH)

SCRANTON, PA., Sept. 10.—The semi-annual convention of the Inter-State Circulation Managers' Association opened at 9 o'clock this morning in the crystal ballroom of the Hotel Casey. During the day every train brought in additional members of the association, assuring a large attendance. The men were entertained at luncheon by the International Correspondence Schools and women members of their families who accompanied them here were treated to automobile rides through the fine boulevards of the city.

Because of his absence from the city, Alexander E. Connell, mayor of Scranton, delegated Mark K. Edgar, secretary of the Board of Trade, to welcome the delegates, which he did in a speech noteworthy for its cordiality. E. L. Merriman, president of the Board of Trade, also made an address of welcome.

Conditions Still Call for Practice of Utmost Economy

Circulation managers were urged to conserve newsprint in every possible way by E. J. Lynett, editor and proprietor of the Scranton Times, who welcomed the circulation men on behalf of the newspaper proprietors of Scranton. He said:

"Though the Government has withdrawn its control and left you free to act, I trust that the circulation departments will never relapse into the wasteful practices that prevailed in most newspaper offices before the war. Conservation of paper is a necessity. It is not alone that the price is high. The chief worry among publishers is that we may not be able to get paper at any price. The newspaper business is at best precarious, and economies are necessary to see the publisher through.

Premiums Unnecessary

"In the old days we used to run the estimated number of papers and let the pressmen go home. As a consequence, on account of the varying demand, there were often over-runs of from five hundred to eight hundred papers, and we very rarely ran short. Now we hold the pressmen until about 6 o'clock, when the market is about over, and we run what we require—no more, no less. I recommend that economy to the managers of evening papers where the circulation varies from day to day on account of important news, rainy days, or holidays.

"Premiums and gift enterprises and voting contests were put out of commission by the war, and have not been resumed to any great extent. I am glad of that. I believe the right policy for the publisher and the circulation manager is to sell the paper at the regular subscription price without either premium, cajolery, or intimidation. In the period of twenty-five years in which I have controlled the Scranton Times, we have never had a premium, gift enterprise, or voting contest, and my experience is that this is the best policy to pursue.

Opposes Returns

In discussing the subject, "Is Return Privilege a Benefit When the Price of Newsprint is Considered," James L. Farley, circulation manager of the Philadelphia North American, said that "the practical answer is 'No.'"

"Rather," he said, "it is a wasteful extravagance and expense that very few can afford, and that any publisher, with commercial sense, would not tolerate. In discussing the above question it might be well to consider how the practice of returns started, what neces-

sity there is for it, and whether the practice is of any benefit to newspaper circulation.

"Years ago when publishers in their great desire to build up tremendous circulation figures did a great many things which, in the light of later experience, has proven financially disastrous, such as special trains put on at a considerable expense, to take advantage of a competitor for a few days; automobile drives to distant points which would not create sufficient revenue to pay the initial cost of the run per day; salaries and bonus given to agents, which, in many cases, exceeded the receipts from the same agents.

"It was not surprising that in line with such practices, they should also do other things which have since come to be considered wasteful and non-essential, such as giving the agent the privilege of returning such copies as he cannot dispose of.

A Destroyer of Profits

"If the manufacture of newspapers cannot be looked upon and handled precisely as the manufacture of any other commodity is handled; if newspapers are not sold to the agent at a price which will prove profitable and permit the agent to exercise his judgment as to the quantity he desires, then the publisher is in business for some reason other than the manufacture of newspaper at a profit, and the rules of business and commerce must naturally be suspended and the size of his purse will probably determine the life of his newspaper.

"A publisher who will permit returns today when the price of newsprint is considered is not only an expense to himself but a leech on the publishing business, as he is taking away and wasting newsprint which belongs to the entire publishing fraternity. The only necessity I have ever been able to learn for returns is to hide the inefficiency of the circulation department or to give some new 'Moses' just on the job an opportunity to prove to the publisher that he has been asleep for many years, and that his circulation might be increased 25 per cent in thirty or sixty days by permitting returns.

"Strange as it may seem, there are publishers who will believe this until the treasurer's balance sheet is examined and they find the cost of newsprint wasted, compared with cash receipts, not only alarming but also a delusion and a snare.

"How to Avoid Return Privilege and Still Show Sustained Circulation

Growth, in Competition with Newspapers Which Accept Returns," was discussed by A. C. Finley, circulation manager of the Chester Times. He said:

How to Avoid Returns

"When newsdealers, boys and carriers, were clamoring for us to give return privilege because other papers were doing it, we spent part of the money saved in waste which the return privilege creates in prizes for increases by dealers of ten papers a day for two or three weeks, of twenty a day by newsboys for six or twelve days, and of ten a day by carriers during two or four weeks.

"About a week after the first campaign was ended, we started another for a still smaller increase by each class of distributors, and after another week's interval, we started another. We have kept this scheme up right along, and have shown a satisfactory increase in circulation without accepting returns.

"Newspaper publishers soon will be after us circulation men to conserve paper, and as we will find it hard to meet competition with fewer pages, we will all find it expedient to get along without returns."

Costly Practices

More advice against going back to "returns" and using artificial means of stimulating circulations was given by G. A. Stewart, of the Clearfield Progress, from his own experience. He said:

"The return privilege is costly. Rather than increasing circulation we found that it decreased circulation and discontinued the practice two years ago. I can speak only from our own limited experience. We found that the people in our community would buy a paper only when there was some most interesting piece of news that day of which they had previously heard while at work or over the back fence. Five times out of six the papers on the news stands were unsold. People whom we solicited told us that when anything was of interest they would buy the paper.

"We discontinued all returns, naturally we lost some of the small agencies which could not afford to buy an ample quantity of papers to take care of the emergency days and on the other hand did not want to be bothered with only a few papers. But noticed our paid in advance list was growing. People had learned to their regret that the only way to be sure of getting a paper when news was interesting was to have it delivered every evening at the home.

"We are now delivering papers to over fourteen hundred Clearfield homes, sell a limited number on the streets and have created this list without a collector and without a premium. We limit our press run to what is actually required and should anybody come around after they are all sold it is easy to add his name to the regular list by pointing out to him that a subscriber is sure of being taken care of. We have a couple of agencies which have clung to us, paying a flat rate for their papers and retelling them out. They are kicking for the return privilege, but we will never grant it. If the agencies quit handling the paper we know that their customers will come to us and pay us in advance. With the present scarcity of paper it is a decidedly bad economic policy to allow returns.

"Now about premiums. We will be through. Owing to the war with its great opportunities for service, the newspaper business has been placed on a high pinnacle in the public eye. We met every request; we did our bit and more of it. The value of publicity as an aid to American morale and ultimate victory has never been fully estimated. We chased the hyphenated Hun into a hole and kept him there as no other agency could have done. Our readers know this. We have them with us in a high regard.

Quit "Cheap John" Methods

"Is it not about time that we quit 'cheap John' methods of merchandising, set a proper price on our paper and get it? It is purely a business proposition with our pride and self respect to be gained. We can put out our collectors with a straightforward selling proposition. We can say, 'here's our product, we made it, we are proud of it, we believe it is worth the money we ask for it,' then set about to hold their interest and their esteem.

"I would have every circulation man a sales agent, with authority similar to other sales agents, to go to the publisher and say, 'there is a defect in our commodity, a flaw in the workmanship, a loose screw in the news articles.' 'Our customer will not stay with us unless this is corrected on the next delivery.'

"The newspaper industry never had the chance to put itself on a business basis that it has today. Shall we grasp the opportunity or shall we slip back to the old methods, there to grovel and sweat until a rising generation reorganizes us or the Clerk of the U. S. Court publishes our business obituary? My judgment and experience is against premiums or returns."

A net profit of £170,501 11s. 3d. was made by the Associated Newspapers, Ltd., for the year ended March 31.

PRINTERS CALL STRIKE ON TACOMA PAPERS

They Defy International Union by Walking Out After Demanding \$9.25 and \$10 a Day for Six and a Half Hours Work

(By TELEGRAPH)

TACOMA, Wash., Sept. 10.—Without the sanction of the International Typographical Union, Tacoma printers employed on all the daily newspapers here went on strike last Friday, after demanding \$9.25 and \$10 a day for six and a half hours work, and the men employed on the News-Tribune and Ledger, owned by Frank S. Baker, are still out, despite emphatic orders from the International Union to return under penalty of expulsion.

The Tacoma Times, a Scripps-McRea paper, was issued yesterday for the first time since the strike was declared, the publishers and the local union agreeing to abide by the decision of a "conciliation board" consisting of two men named by the employers and two named by the printers.

Expect Printers from Chicago

The News-Tribune and the Ledger have not been issued since Friday, Mr. Baker, the owner, declaring that he will stand strictly by a provision for arbitration of difficulties contained in the agreement between the International Typographical Union and the American Publishers' Association.

There was a report today that union printers are being sent to Tacoma from Chicago to take the places of the News-Tribune and Ledger strikers, so that these papers may resume publication. There seems to be no possibility at present of the strike spreading to other cities in the Northwest, although the Tacoma union says it has received the "moral support" of the Seattle local.

Because of the issue at stake—whether a local union can strike in open defiance of the orders of the International Union—the situation is being watched with keen interest by publishers throughout this section of the country. It is understood that unless the local union complies soon with the demand of the International Union that all the strikers return to work, its charter will be revoked and the union declared outlawed.

When an attempt was made by the Ledger last Saturday to get out a four-page paper, with a few printers, the stereotypers refused to work. The strike was well timed by the printers as a big volume of Saturday and Sunday advertising matter, which had been set up, was all wasted. The loss to the publishers already amounts to many thousands of dollars. All employees of the papers, except the strikers, have been kept on the payrolls, although idle.

Baker Would Arbitrate

Under an agreement which expired August 31, the printers have been paid \$7 and \$7.50 for seven hours work, which Mr. Baker, publisher of the News-Tribune and Ledger, declares, is the highest wage scale in the country.

"I stand ready to arbitrate and have the award retroactive to September 1," he said. "The strike is plainly illegal. If the men refuse to abide by the rules of the International, we will try to publish a paper anyway."

The strike does not involve a breach of contract as there is none between any of the newspaper publishers and their employees. The printers take the position that inasmuch as they are not under contract, the controversy is not one over which the International Union has any jurisdiction.

WILL PLACE ALL NAVY RECRUITING ADVERTISING IN DAILY AND WEEKLY NEWSPAPERS

Completion of Plans for First Campaign Shows Officials and Space Buying Experts Are Convinced That Newspapers Give Best Results—Use of Several Thousand Publications Will Be Made and Copy Will Be Localized for Each Section

WASHINGTON, Sept. 10.—Virtually all of the \$300,000 to be invested by the Navy in advertising for recruits is to be devoted to daily newspapers. Copy is to be placed in several thousand weekly papers. Only two periodicals are on the list and they are publications having a special appeal to men interested in trades from which the Navy desires to draw enlistments.

The campaign which is to begin on or about September 22 is to relate almost entirely to daily and weekly newspapers because of the conviction of all parties to the program that to obtain quick results the newspapers offer the only effective answer.

Copy Will Be Localized

A contract has been drawn by the Navy Department and submitted to the Advertising Agencies Corporation, the composite association of 116 agencies, and while Navy Department officials say that the official red tape required in all government contracts may present some problems to the agency, they have no concern over the prospect of an immediate agreement. The statutory restrictions with respect to vouchers are especially bothersome in this instance.

Instead of national advertising—the same copy being used throughout the country—the program provides for the division of the country into twenty-seven industrial and economic districts. This division has been undertaken with the idea of arranging the various sections according to the dominant industrial or agricultural activities so that the copy may be prepared by the agencies of each district with a view to its special appeal there.

Lieut. Commander Emory Winship, chief of Navy recruiting, is quite optimistic over the campaign, for the very good reason that he is convinced that the Advertising Agencies Corporation desires to make a strong showing for the Navy in order that it may obtain the State advertising of the future.

Officers of Composite Agency

The corporation has submitted to the Navy the following list of officers: President, William H. Johns; vice-president, Paul E. Faust; secretary, Harry Dwight Smith; treasurer, Walter R. Hines.

Directors, M. P. Gould, Jesse F. Matson, W. C. D'Arcy, Stanley Resor, Bayard W. Barton, O. H. Blackman, J. Wesley Barber, H. H. Charles, W. R. McLain, William H. Rankin and Jefferson Thomas.

The committee of newspaper publishers to co-operate with the advertising men, follows:

William F. Rogers, Boston Transcript, chairman; G. Edward Buxton, Jr., Providence Journal; Harry Chandler, Los Angeles Times; William Findlay, Toronto Globe; Louis Wiley, New York Times; Lafayette Young, Jr., Des Moines Capital; Fleming Newbold, Washington Star; S. E. Tomason, Chicago Tribune; David B. Plum, Troy Record; John B. Woodward, Chicago Daily News.

The 350 towns where the Navy has recruiting stations and where it is proposed to place copy with all dailies there, in addition to the weekly paper towns to be selected later, follows:

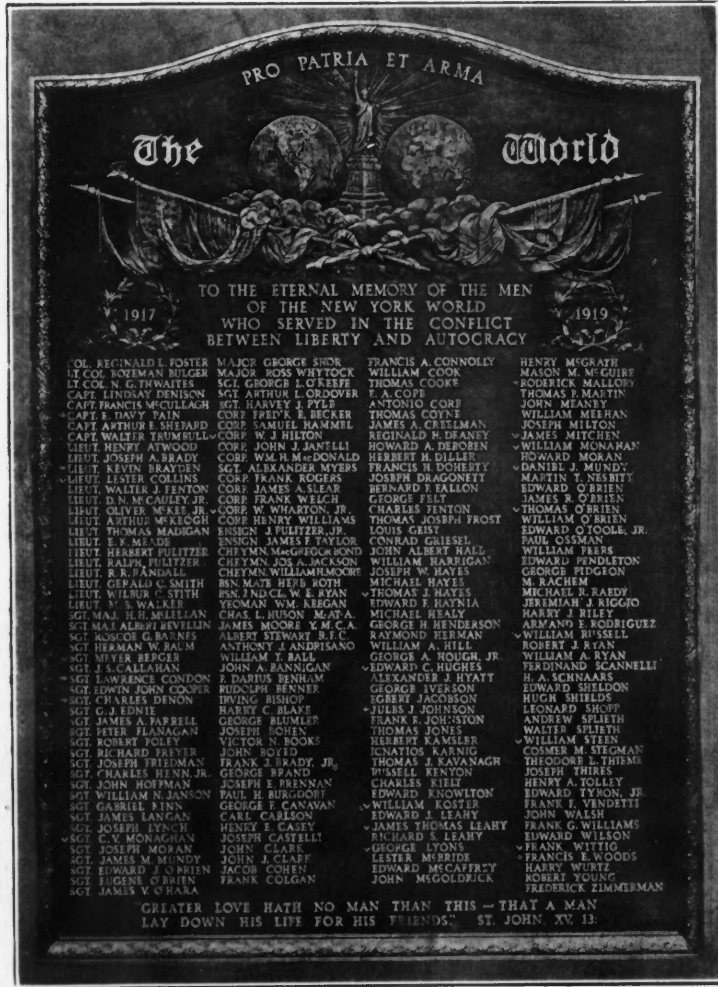
- Where Copy Will Be Placed**
- PORTLAND, ME.—Houlton, Me. Bangor, Me. Lewiston, Me. Augusta, Me.
 - BURLINGTON, VT.—Montpelier, Vt. Rutland, Vt. Plattsburgh, N. Y. Hartford, Conn.

- BOSTON, MASS.—Fitchburg, Mass. Haverhill, Mass. Worcester, Mass. Lowell, Mass. Springfield, Mass. Manchester, N. H.
- PROVIDENCE, R. I.—Fall River, Mass. New Bedford, Mass. Taunton, Mass.
- NEW HAVEN, CONN.—Waterbury, Conn. Bridgeport, Conn.
- ALBANY, N. Y.—Glen Falls, N. Y. Schenectady, N. Y. Troy, N. Y. Pittsfield, Mass. North Adams, Mass. BROOKLYN, N. Y.—Yonkers, N. Y. Newburgh, N. Y. Kingston, N. Y. SYRACUSE, N. Y.—Watertown, N. Y. Utica, N. Y. BUFFALO, N. Y.—Rochester, N. Y.

- ELMIRA, N. Y.—Eric, Pa. Olean, N. Y. Jamestown, N. Y.
- NEWARK, N. J.—Passaic, N. J. Elizabeth, N. J. Jersey City, N. J. Trenton, N. J. Paterson, N. J. Bayonne, N. J. New Brunswick, N. J. Hoboken, N. J.
- PHILADELPHIA, PA.—Pottsville, Pa. Harrisburg, Pa. Wilmington, Del.
- SCRANTON, PA.—Hazleton, Pa. Wilkes Barre, Pa. Williamsport, Pa. Binghamton, N. Y. Allentown, Pa.
- PITTSBURGH, PA.—Sharon, Pa. Beaver Falls, Pa. Altoona, Pa. Oil City, Pa. Steubenville, Ohio. Connellsville, Pa. Butler, Pa.
- PARKERSBURG, W. VA.—Zanesville, Ohio. Portsmouth, Ohio. Charleston, W. Va. Huntington, W. Va. Clarksburg, W. Va. Bluefield, W. Va.
- BALTIMORE, MD.—Cumberland, Md. Hagerstown, Md.
- WASHINGTON, D. C.—NORFOLK, VA.—Newport News, Va.
- RICHMOND, VA.—Bristol, Va. Danville, Va. Lynchburg, Va. Petersburg, Va. Roanoke, Va. Winchester, Va. JOSEPH MILTON JAMES MITCHELL WILLIAM MONAHAN HOWARD MORAN DANIEL J. MUNDY MARTIN J. NEBBETT EDWARD O'BRIEN JAMES R. O'BRIEN THOMAS O'BRIEN EDWARD O'CONNOR, JR. PAUL OSMAN WILLIAM FEERS EDWARD PENDELTON GEORGE TIGSON M. RACHEM EDWARD E. RABBY JEREMIAH J. BIGGIO HARRY J. RILEY ARMANDO E. RODRIGUEZ WILLIAM RUSSELL ROBERT J. RYAN WILLIAM A. RYAN FERDINAND SCANNELLI H. A. SCHNAARS EDWARD SHILTON HUGH SHIELDS LEONARD SHOFF ANDREW SLEETH WILLIAM STEN COSME M. SREGMAN THODORE S. THOMAS JOSEPH THIRDS HENRY A. TOLLEY EDWARD TYSON, JR. FRANK E. VENNETTI JOHN WALSH FRANK G. WILLIAMS EDWARD WILSON FRANK WITTO FRANCIS E. WOODS HARRY WURTZ ROBERT YOUNG FREDERICK ZIMMERMANN

- ST. LOUIS, MO.—East St. Louis, Ill. Joplin, Mo. Springfield, Mo. St. Joseph, Mo.
- OMAHA, NEB.—Lincoln, Neb. Sioux City, Iowa Grand Island, Neb. Sioux Falls, S. D. Aberdeen, S. D. Norfolk, Neb. Watertown, S. D.
- KANSAS CITY, MO.—Pittsburg, Kan. Salina, Kan. Wichita, Kan. Tepeka, Kan.
- COLUMBIA, S. C.—Florence, S. C. Bamber, S. C. Charleston, S. C. Spartanburg, S. C. Greenville, S. C.
- NASHVILLE, TENN.—Memphis, Tenn. Jackson, Tenn. Chattanooga, Tenn. Johnson City, Tenn. Knoxville, Tenn.
- ATLANTA, GA.—Augusta, Ga. Ocala, Fla. Savannah, Ga. Valdosta, Ga. Macon, Ga. Rome, Ga. Jacksonville, Fla. Albany, Ga. Athens, Ga. Waycross, Ga.
- BIRMINGHAM, ALA.—Montgomery, Ala. Dothan, Ala. Florence, Ala. Gadsden, Ala.
- NEW ORLEANS, LA.—Monroe, La. Lake Charles, La. Shreveport, La. Alexandria, La.
- MERIDIAN, MISS.—Jackson, Miss. Tupelo, Miss. Vicksburg, Miss. Laurel, Miss. Greenville, Miss.
- DALLAS, TEX.—Palestine, Tex. Waco, Tex. Ft. Worth, Tex. Abilene, Tex. Corsicana, Tex. Paris, Tex.
- HOUSTON, TEX.—Austin, Tex. San Antonio, Tex. Beaumont, Tex. Temple, Tex. Galveston, Tex. Corpus Christi, Tex.
- LITTLE ROCK, ARK.—Texarkana, Ark. Ft. Smith, Ark. Jonesboro, Ark.
- OKLAHOMA CITY, OKLA.—Tulsa, Okla. Ardmore, Okla. Altus, Okla. Chickasha, Okla. Muskogee, Okla. Enid, Okla. McAlester, Okla.
- EL PASO, TEX.—Marfa, Tex. Bisbee, Ariz. Clifton, Ariz. Albuquerque, N. M. Roswell, N. M. Clovis, N. M.

UNVEIL TABLET TO WAR HEROES



LAST Sunday morning members of the New York World's great "family" gathered in the main lobby of the Pulitzer Building to witness the unveiling of a bronze tablet, presented by the employees of the World and the Evening World, in honor of their comrades who had served in the great war and in memory of those who made the supreme sacrifice.

The tablet was unveiled by Mrs. Ralph Pulitzer. Robert H. Deery, superintendent of the composing room, opened the ceremony and introduced Mgr. Luke J. Evers of St. Andrews, celebrant of the first early mass for Park Row night workers, who read a prayer. A short address was then made by Ralph Pulitzer, president of the Press Publishing Company.

(Continued on Page 38.)

REPORTERS WERE FIRST TO GREET PERSHING

Met Him Down the Bay on Army Tug, but Tide Prevents Their Boarding Leviathan—General Submits Good Naturedly to Their Requests

The first of his fellow countrymen to welcome General John J. Pershing back to the United States when he arrived at New York City on the transport Leviathan, Monday, were seventy-five newspaper men and photographers, who went down the bay on the army tug Hulver at 4 o'clock in the morning to meet the transport coming in.

They met the transport off Ambrose lightship and the Leviathan opened a boarding port for them, but the port was swung shut again and the transport sped past on her way into harbor. Her commander had explained to General Pershing that if she were delayed, she would miss high tide and that she could be docked only at the flood.

Couldn't Board Ship

So the newspapermen curbed their impatience to greet the General until the big transport was docked at Hoboken, and then they, and they alone, excepting Captain James Collins, for six years General Pershing's chief of staff, were allowed to board her.

They raced on deck as soon as the gangplank was laid, and the General met them on the lower deck. Thereupon occurred the most amusing incident of the day. The photographers clamored for snapshots, the Commander-in-Chief consented, and then arose a protest from men behind half a hundred cameras that there wasn't enough light.

"Come with me," Pershing called out, and he started with his long stride through the ship, with the newspapermen and photographers hurrying after. He knew the big transport well and led them through corridors, across decks, and up stairways, while army and navy officers looked on, astounded at first, and then reassured when they noted that both the General and his followers were laughing hilariously.

"Shoot," Said Pershing

At last, in a clear, light space, the General stopped and told the cameramen to "shoot." Someone begged him to stand at salute and he replied, jovially:

"Oh, no; I can't perform!"

There was more bantering and then the General posed with military men who had come over with him. Finally, he tired of posing and he turned to the reporters. One of them, a woman, said: "General, aren't you going to give us an interview? We stayed up all night to meet you."

Pershing glanced at her keenly and then gallantly replied:

"I can't possibly believe it of anyone who looks so perfectly fresh as you do."

He exchanged a few words more and then the clamor for him from the crowd on the pier became so great that he prepared to disembark.

Received in His Suite

Later in the day, he met the newspapermen in his suite at the Waldorf-Astoria. The first thing he did when he came into the room where they awaited him was to shake hands with each of them.

"Did you come, expecting me to talk?" he said. "If so, you are going to be much disappointed. But if there is something particular you wished to ask me about, strictly within the scope of my military experience, I will be glad to answer."

The General was then asked if there had been any change in the Statue of Liberty since he had seen it last.

"No," said the General. "But it was very foggy when we sailed out of the harbor two years ago. There were no bands playing, no whistles blowing, and no ships dressed. The contrast between my departure and my return is like the darkest midnight and a beautiful noon-day."

Nothing on Foreign Affairs

"Nothing could equal the impression made on me of my homecoming. While we were anticipating coming home for months, they told us that we were to be given some kind of reception. I expected nothing like this; but I suppose it's the way New York always does things."

"It is too warm an afternoon to discuss the Mexican situation," was the General's smiling answer when he was asked about the recent troubles across the border. "In fact," he continued, "I don't know anything about the Mexican

PALMER MANAGING EDITOR

On Changing to Cohoes Is Succeeded in Troy by C. F. McGrath

COHOES, N. Y., Sept. 9.—Frank S. Palmer, for nine years a member of the editorial staff of the Troy Record, and more recently city editor of the evening edition, has assumed the managing editorship of the Cohoes Dispatch. Mr. Palmer was formerly managing editor of the Troy Standard, filled a like position on the Newburgh Register and was at one time associate editor of the Hudson Register. He is a native of Catskill, N. Y.

Mr. Palmer is succeeded on the Troy Record by Cornelius F. McGrath, of Troy, who has been reporter and later copy reader.

Texas Republicans Start Paper

FORT WORTH, Sept. 8.—The Texas Republican Counselor has made its appearance as the state party organ. J. A. Arnold, secretary of the Republican council, is editor.

GENERAL PERSHING ENTERTAINS AMERICAN NEWSPAPER CORRESPONDENTS



Photo by Lucian J. Kirtland.

BEFORE leaving Paris for his return to America General Pershing tendered a reception to the American newspaper correspondents in attendance upon the Peace Conference. It was a happy American family reunion, held in the gardens surrounding the General's Paris home, where he met his guests with the same simplicity that has marked his movements generally.

Everyone quickly felt at home and a delightful hour was spent during which General Pershing was photographed with the American correspondents, as shown in the accompanying illustration.

From his home General Pershing sent the entire party by auto to the Bois de Vincennes, where a special review was held of the "Composite Regiment" made up of special companies from the combat divisions of the American Army of Occupation in Germany.

The French people had also been invited to the review, and this regiment, which had already thrilled London and Paris at their Peace Celebrations by their splendid appearance and magnificent marching, were tendered a great ovation. It was likewise General Pershing's day, for he was wildly acclaimed by the French.

Reading from left to right—Hedin, Universal Service; Warnick L. Thompson, Universal Service; Florence O'Neill, Pittsburgh Dispatch; Henry G. Wales, Chicago Tribune; Mrs. Helen J. Kirtland, Leslie's Weekly; Mrs. Wilson, Baltimore News; Fred Benham, New York World; General Pershing; Charles A. Selden, New York Times; Charles Thompson, Associated Press; Carlisle MacDonald, New York Herald, Mrs. Lloyd Allen; Miss Catherine Groth, Secretary Press Department, American Peace Commission.

situation. You see I have just returned from a situation 'over there.'

After being asked what particular situation he meant, General Pershing said that he had not the time to go into a general discussion of European affairs, and that his work "was purely on the military side."

When he was asked what he thought of the American doughboy, General Pershing's eyes flashed and he hit the table with his fist:

"He is the finest soldier in the world. It didn't take Europe long to find it out."

New Owner and Title in Bedford

BEDFORD, Ia., Sept. 8.—James M. Pierce, publisher of the Iowa Homestead of Des Moines, has purchased the Bedford Times-Republican and has changed its name to the Bedford Record.

"Salesmanship" Monthly Topic

DES MOINES, Ia., Sept. 9.—The Advertising Club will have one program each month hereafter on the subject of "Salesmanship," under the direction of Vice-President Arant.

Fairbanks Estate Controls Indianapolis News

Former Vice-President Had Three-fourths Interest in That Newspaper at Time of His Death

INDIANAPOLIS, Ind., Sept. 10.—Supplemental inventories filed in the probate court by the executors of the estate of the late Charles W. Fairbanks, former Vice-President of the United States, disclose the fact, hitherto unknown even to heads of departments in the office of the Indianapolis News, that Mr. Fairbanks at the time of his death had a three-fourths interest in that newspaper. This is now part of the Fairbanks estate.

The News property includes a one-half interest in the Griffith building, formerly occupied by the newspaper, and the present mechanical building, which is separate from the business building, and is inventoried at \$2,000,000. The three-fourth interest of the Fairbanks estate represents, therefore, a valuation of \$1,500,000.

When the founder of the paper, John H. Holliday, sold the controlling interest to the late Major W. J. Richards and associates, Mr. Fairbanks, at the instance of Major Richards, became one of the associates. He retained his interest as an investment later at the time of the sale in 1899 by Major Richards to Delevan Smith and Charles R. Williams, but took no part in the conduct of the property and had no voice in the management.

Subsequently, Mr. Smith bought out Mr. Williams and purchased the interest of Mr. Fairbanks, the latter reserving the right of repurchase. The repurchase had been negotiated just prior to Mr. Fairbanks' death, which interrupted the processes of reorganization.

"Letters received from Mr. Smith, who has been ill for a long time, indicate that agreements have been reached on a friendly business and that it is the desire of all concerned that he remain in control of the paper," said Hilton U. Brown, general manager of the News, to the correspondent for EDITOR AND PUBLISHER. "There is to be no change in management or policy."

FRENCH WELCOME VANDERBILT

Paris Figaro Comments Editorially on Cornelius, Jr., Entering Journalism

PARIS, Sept. 10.—The French press has shown much interest in the news that Cornelius Vanderbilt, Jr., is now a reporter on the New York Herald. The Figaro says:

"Cornelius Vanderbilt, Jr., one of the wealthiest young Americans, has entered the career of journalism as a reporter on the Herald. What attracted him was the alert spirit, initiative and decision he observed in former newspaper men during his war service in France.

"Obviously there was before him the example of Clemenceau, Pichon and Tardieu. But all rules are not without exceptions, nor do we wish to conceal from young Vanderbilt that rarely are fortunes made by reporters. In any event we predict for our young confrère a brilliant future."

Grimes Sells to Melcher

DES MOINES, Ia., Sept. 7.—P. T. Grimes, editor and publisher of the Davis County (Ia.) Republican, has disposed of the plant to Carl Melcher. Mr. Grimes was connected with the Republican for more than thirteen years.

ROBBINS MADE EDITOR OF ST. LOUIS TIMES

S. R. Standard Becomes Managing Editor and Manus McFadden News Editor in Appointments which Take Effect on September 15

St. Louis, Mo., Sept. 10.—Henry P. Robbins will be in charge of the editorial page of the Times, effective September 15.

Mr. Robbins has been an editorial writer on the Globe-Democrat for the last six years. He is a native of Missouri, but was reared in Kansas, being educated in the public schools of that state and at Baker University and Southwestern College, whence he was graduated as an A. B. in 1897. After leaving college he started a newspaper at Mexico, Mo. He went to McAlester, I. T., where he was admitted to the bar and practiced for a time. He has done every kind of newspaper work on country weeklies and dailies in Kansas, Missouri and Oklahoma, and has had metropolitan experience in Kansas City and St. Louis.

S. R. Standard, who has been connected with various St. Louis newspapers since 1912, and more recently city editor of the Star, has been made managing editor of the Times, succeeding R. A. Walsh, who has become connected with the good roads work of the Automobile Club of St. Louis. Mr. Standard conducted a daily newspaper at Duquoin, Ill., before coming to St. Louis.*

Manus McFadden, formerly with the Chicago American, and lately with the Post-Dispatch, has been made news editor of the Times. During the war he was connected with the Great Lakes Bulletin. J. R. Williams, formerly of the Post-Dispatch, is political writer for the Times, and Edward Logan, well known in Buffalo and St. Louis, is on the copy desk.

HERSHEY JOINS GLOBE AGENCY

Will Have Charge of New Offices in New York

The Globe Advertising Agency, of South Norwalk, Conn., has opened offices at 25 West 42nd street, New York. The Norwalk office will



H. H. HERSHEY

continue under the management of Thomas H. Canty, Jr. H. H. Hershey, former advertising manager of the Peruna Company, has charge of the New York office; associated with him is R. J. Duffy, formerly of the Bridgeport Screw Company. Officers of the Globe Agency are: J. J. Cavanaugh, president; T. C. Cavanaugh, vice-president; R. J. Duffy, secretary; T. H. Canty, Jr., treasurer.

Leaves Property to Newspaper

QUINCY, Ill., Sept. 9.—For many years agent and correspondent for the Journal at the Soldiers and Sailors' Home. Godfrey Loeffler, veteran of the Civil War, left his property, valued at about \$600, to the Journal. First, Mr. Loeffler provided that all funeral expenses be paid. Mr. Loeffler died the latter part of August.

NEWSPAPER WORKERS AT WORK



E. W. PARSONS

EUGENE W. PARSONS, advertising manager of the Chicago Tribune, is another of the comparatively few one-job men notable in the newspaper profession today, and the work he has done during the past fifteen years justifies one in the belief that the Tribune will see that he continues the singularity of his chosen life-work. Already he has gone far, considering the span of his years.

Born in Cory, Pa., in 1884, he was educated in the public schools of Detroit, Mich., and completed his high school and collegiate training at Lewis Institute, Chicago, graduating with the class of 1904. He went to work almost immediately as a want-ad clerk in the classified advertising department of the Chicago Tribune, shortly undertaking classified solicitation on the street, under Harrison M. Parker. That was the beginning of a career which has carried him through every branch of the advertising department of the paper.

His subsequent transfer to the display advertising department placed him first in the financial field; then the automobile end and general solicitation, until he was appointed Western representative in 1908. He was made advertising manager two years later and has held that position with marked credit ever since.

Mr. Parsons was married in 1906 to Miss Hazel M. Mettler of Chicago. They have two children, both girls. He is an active member of the Chicago Athletic Association, the South Shore Country and the Chicago Advertising Clubs, and is secretary-treasurer of the National Newspaper Advertising Managers' Association.

During E. W. Parsons' term of office, pronounced upward development has been effected in the Chicago Tribune's advertising department. To him belongs the credit for the organization of the Tribune's now nationally-celebrated and nearly unique business research and advertising promotion department, simplifying the selling problems for staff solicitors and affording a detailed, comprehensive purchasing service to advertisers and prospective advertisers such as would have been dubbed chimerical prior to its establishment. Mr. Parsons founded this department while he was Western representative for the Tribune and many of its outstanding and less complicated features have since been adopted and put to practical use by other newspapers from coast to coast. Fundamentally the idea was to establish a definite advertising plan for the advertising and promotion of his own (i. e., the Chicago) market as a unit and that end has been accomplished superlatively well, in a way that has been of supplemental benefit to all Chicago publications, not merely the Tribune, which it was intended primarily to serve. It is estimated that the Chicago Tribune will have spent by this Fall \$150,000 exclusively for advertising the Chicago market's buying potentialities.

The Book of Facts—an annual publication of the Tribune—was first written and compiled under the direction of Mr. Parsons in 1913. It is by all odds the most comprehensive statement of Chicago buying possibilities ever collected and represents the nucleus of the business promotion idea. The book has increased in size annually until the present 1919 edition runs

BOOST ALASKA PULP WOOD

Seattle Commercial Body Opens Campaign for Territory's Development

SEATTLE, Sept. 10.—Alaska in the near future will become one of the greatest paper producing centers in the world, according to the predictions of the Seattle Chamber of Commerce and Commercial Club.

Timber in Alaska is much more suitable for pulp and paper than for saw timber.

56 pages of small type, maps and carefully prepared charts.

Statistics thus compiled and put to practical application by Tribune advertising solicitors have vastly simplified their selling problems and enabled them to render a genuine service to every prospective advertiser with whom they enter into consultation. Under the theory thus presented they now are enabled actually to merchandise every piece of copy and campaign they sell, not merely solicit ads in the old, conventional fashion. This naturally has led to the evolution of the Tribune's advertising department into 12 subdivisions, each highly and even technically specialized for the work peculiarly incumbent upon it. Each solicitor is trained as an expert trade advisor in one or another special field, and his fundamental work is first determining the prospective advertiser's own selling problems and then fitting the Tribune's selling service possibilities to them.

These sub-departments are divided as follows: (1) Local stores, (2) financial, (3) movies and amusements, (4) passenger automobiles, (5) trucks, tractors and accessories, (6) western national advertising, (7) eastern national advertising, (8) resort and school bureau, with which is included hotels, railroads and steamship advertising, (9) want ads, (10) business research and general publicity, (11) copy and art department, and (12) special advertising, which comprehends local "specials," the business end of the Tribune's Paris edition and that of the New York Illustrated Daily News.

Intensive Service

It also has been Mr. Parsons' idea for these various sub-divisions of the advertising department to still further intensify the informative advisory service they offer with the periodic issuance of numerous booklets, every item in which is to be taken as authoritative by business men in those fields. These booklets—all beautifully printed and most elaborately and expensively covered and illustrated—are sent on publication to all reputable advertising agencies and a preferred list of regular advertisers. The remainder of each addition are advertised by the Tribune in the advertising trade journals. The most recent issuances of this sort by the Tribune comprehend What's Behind the Want Ad? (a thorough analysis of classified advertising); Pictorial Persuasion (how to use rotogravure advertising, one of the most sumptuous publications of its kind ever issued in America); Motor Trucks in Chicago Territory; Farm Tractors in Chicago Territory; Why Is an Auto Editor? (the Tribune) stand on the free publicity evil; Time to Come Out (Summer and Winter resort advertising); Prospective Pupils (school advertising); Trust Plan for Farm Land and Real Estate Advertisers; Code of Censorship for Financial Advertising (the Tribune Blue-Sky Law). Still others are in preparation.

SCORES "BOLSHEVIK" NEWSPAPERS

Montana State Press Association Passes Resolutions at Annual Convention Denouncing Seditious Press—Independent Paper Mill

(By TELEGRAPH.)

GREAT FALLS, MONT., Sept. 6.—In discussing recent legislation in North Dakota obtained by the Non-Partisan League, under which that organization controls all the state and county printing, and which already has resulted in putting thirty-three newspapers out of business, F. E. Packard, assistant attorney general of North Dakota, warned delegates to the annual convention here of the Montana State Press Association to prevent similar legislation in Montana.

In a talk on "Loyalty of the Montana Press," J. M. Kennedy of the Libby Times denounced several Montana newspapers, which he accused of seditious and Bolshevik tendencies. Resolutions were passed denouncing them.

J. L. Dobell of the Butte Miner spoke upon "Chances for a Montana Paper Mill" and announced that a plan to build an independent mill was being considered favorably by financiers.

Entertainment provided by the citizens of Great Falls included a banquet, a basket picnic at the Rainbow Falls, a dance, and sightseeing automobile tours.

When the visitors called for their bills at the Rainbow Hotel, they were informed that the local entertainment committee had paid them.

NEW 55-TON NEWS PRINT MILL

Manistique Pulp & Paper Company Expects Operation by March

MANISTIQUE, Mich., Sept. 10.—Rome G. Brown, president of the Manistique Pulp & Paper Company, announces that financial arrangements have been made whereby this company would start work immediately on the construction of a news print paper mill to operate in connection with the pulp mill here. The new mill and machinery are to cost \$600,000 and it will have a capacity of 55 tons of news print paper per day. Mr. Brown expects the mill will be running full capacity by March, 1920.

It is expected that the mill will supply paper for a Minneapolis daily and possibly for a St. Paul paper. At the present price of news print the annual output of the paper mill will be worth over \$1,500,000.

2½-Year Contract in Baltimore

BALTIMORE, Md., Sept. 5.—After a three weeks' conference between representatives of the Baltimore Typographical Union and the newspaper publishers of the city, an agreement that is satisfactory to all concerned has been signed for the next two and one-half years. The contract will end on Jan. 1, 1922.

Chicago Meeting Postponed

(By TELEGRAPH.)

CHICAGO, Sept. 8.—The meeting of the Chicago Newspaper Representatives Association, which was to have been held here today to consider the opening of an office here by the Advertising Bureau of the A. N. P. A., was postponed.

Spoke at Cotton Meeting

Walter B. Brown, associate editor of the New York Commercial, was one of the speakers at the conference of the American Cotton Association in New Orleans on Tuesday. His subject was "Cotton and Prosperity."

BOOK SHOWS WHAT AMERICAN PRESS THINKS OF GENERAL PERSHING



Photos by Curtis.

MISS HELEN C. SCHERMERHORN, DAUGHTER OF THE PUBLISHER OF THE DETROIT TIMES, FINISHING THE GREAT SCRAPBOOK WITH STORIES OF GENERAL PERSHING'S ARRIVAL HOME.

ONE of the favorite stories of James Schermerhorn, editor and publisher of the Detroit Times, has to do with the presentation of a silver axe to a faithful fire chief of a mid-western city. The axe had been purchased with money obtained by public collection and the Chief was well aware of what was going on. Nevertheless a great public reception was arranged. The Mayor rehearsed his presentation speech for a week and believed himself to be letter perfect.

The night of the big event, the largest auditorium in the city was filled with admiring friends of the Chief and the Mayor. Named by the chairman each stepped to the front of the platform, the Mayor with axe in his hand. When the cheering had subsided the Mayor held forth the axe, stammered for a moment and then suddenly realized he had forgotten his speech.

"Here's the axe, Jim," he exclaimed, thrusting the gift into the hands of the Fire Chief.

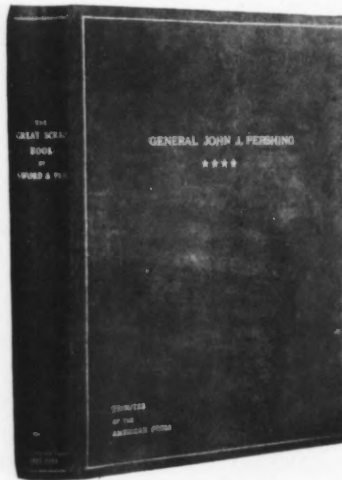
"Hell!" Is that the axe," replied Jim, as he turned it over.

That was the end of the speech making.

Something similar happened in New York this week and Mr. Schermerhorn has a greater appreciation of that story now than ever.

He has quite a reputation as a public speaker and he had many things in mind that he was going to say this week on the occasion of the presentation of a great scrapbook, containing most of the things that the American press has said about General Pershing during the last two years, to the General.

When Mr. Schermerhorn met General Pershing face to face, however, and handed over the book the speech making was cut to a very few words, and then the two walked over in a corner, alone, and talked very confidentially. It was later hinted that their conversation had to do with things that happened the last time they met. That was 34 years ago at West Point when Mr. Schermerhorn was a plebe and General Pershing was a first classman. Mr. Schermerhorn says he has forgiven General Pershing for everything that he done to him in those days.



THE BIG SCRAPBOOK WHICH WAS PRESENTED TO GENERAL PERSHING.

"Unity" Is His Appeal for Christian Science Press

Mrs. Eddy Never Desired Publicity Company to Be Separated from the Mother Church, Says Counsel

(By TELEGRAPH.)

BOSTON, Sept. 9.—Former Governor John L. Bates, counsel for the directors of the Mother Church, resuming his final argument today before Judge Frederic Dodge, as master of the Supreme Court on the bill brought by the Christian Science Publishing Company against the directors, to enjoin the latter from interfering with the affairs of the former, quoted Judge Hanna as saying Mrs. Eddy intended to keep the publishing society under the control of the first members and directors of the Mother Church. He said that Mrs. Eddy believed in unity, and it was impossible to conceive of her intending to have the publishing company separated from the Mother Church.

An attempt made on Monday to introduce a new phase to the legal battle being waged between the trustees and the directors, was frustrated when Judge Loring of the Supreme Court denied with prejudice a motion by Sherman L. Whipple, counsel for the trustees; that Judge Frederic Dodge be allowed to receive a brief from former U. S. Senator J. D. Works of California in which the latter wished to express the ideas of the body of Christian Science Church goers. Claiming that these ideas differ from the views of the trustees or the directors.

Attorney Bates told the court that Senator Works was only one of 100,000 members of the Mother Church and only one of 1,000,000 members of the branch churches and that he, as counsel for the directors, failed to understand why Mr. Works should be permitted to try to express the views of the great number of Christian Scientists.

Price Raised in Springfield, Ohio

SPRINGFIELD, Ohio, Sept. 7.—The Sun has increased its Sunday price from two to five cents and added a 12-page magazine feature section and a four-page comic. For many years it has issued a 32-page Sunday edition at two cents. On September 11 the Sun will observe its 25th anniversary. It was started as a co-operative proposition by union printers. George V. Sheridan now is the publishers.

Located War Cross Winner

HOUSTON, Tex., Sept. 9.—A story recently run in the Houston Post was the means of locating Lieut. G. G. Howard for whom a British War Cross was being held by Col. Joseph Gohn, commanding the Houston recruiting station. A letter was received advising Col. Gohn that Lieut. Howard was in Albuquerque, N. M.

The Great Scrap Book is one of the most complete works of the kind ever done. It is bound in khaki calf skin and contains two hundred pages of pictures, stories and tributes to the great American general clipped from the press of the country from 1917 to 1919. Practically every newspaper in the country is represented within its pages, all are given credit. The actual work of listing the material and arranging it in the book was done by Miss Helen Schermerhorn, daughter of Mr. Schermerhorn.

In all, it is a great tribute from the American press to a great American.

Standardized Rate Cards Are Urged in British Field

Display Advertising Is Used Successfully to Settle Strikes and Sell Airplane Linen

By HERBERT C. RIDOUT, London Editor, Editor & Publisher

THE most recent application of paid advertising in British newspapers is in connection with the strikes that arise every five minutes or so out of the unrest (which resembles here much what Ogden Armour described for the United States as a nation "on an extravagant drunk").

In two or three directions of late employers have put their case in this way to the public, the latest and most successful instance being that of the dispute in the furnishing trades, when the Birmingham Center of the National Federation of Furniture Manufacturers placed a statement of their position in the dispute in the advertising columns of the county newspapers.

In the Birmingham Daily Post, the advertisement occupied half a double column, and it set forth in plain, straight language the employers' views on the dispute. It opened with a definite assertion that the Federation, realizing their position as servants of the public, had been "compelled most reluctantly to lock out their trades union operatives as a protest against reactionary and profiteering methods of certain of the trades union leaders."

Each point in proof of this assertion was arrayed in definite terms, one stating that the employers "were faced with a demand that all forms of payment by result shall be done away with. This means in the net result that work would be done at a pace regulated to that of the slowest man in each shop."

The final note of the appeal was interesting as evidencing a confidence in their case, and a belief that publicity would assist in achieving the desired result; it said that the employers "... place their case fearlessly before the public, whose judgment in the end is the deciding factor, asking for the moral support of each and everyone who is a lover of fair play and who will not willingly see the middle class and the working man plundered." It should be added that no reply was forthcoming from the union challenged.

British Publishers as Advertisers

THOMAS H. MOORE'S condemnation at the Southern publishers' convention of the publishers of daily newspapers as "the poorest advertisers to-day" might almost be applied generally to British publishers. With the exception of a few doughty supporters, the British trade press that is championing the cause of advertising and achieving little wonder in its way is very scantily assisted in its work by advertising support. In a previous letter I referred to the panicky and poor quality of publishers' mail solicitation efforts, and this and their failure to advertise in their trade newspapers suggests a lack of confidence in the value of advertising that is strangely at variance with the

fact that they themselves live at the receipt of advertising.

When it comes to advertising newspapers in other newspapers there is a marked distinction, at least so far as London is concerned, for week by week one sees the morning and evening papers on Fridays and Saturdays made excellent use of by the Sunday papers boosting their special features. The Daily Mirror and the Daily Sketch, our two picture papers, are frequent users of large spaces to announce special issues, and latterly some of the country papers, including the Glasgow Daily Record, the

one day and this turned out to contain some two hundred standardized rate cards of that number of publications. It was by no means complete, of course, but moderately representative and formed a useful guide to many advertisers. But it was never kept up to date by the mysterious sender, with the result that by degrees the information it gave became unreliable and the index had to be discarded.

To-day, there is urgent need for a standardized rate card for British publications both for advertisers who are resuming their activities in greater

was required, two of the remaining three had to be asked again, and one never replied at all.

What is required is action by one of the established newspaper organizations—the Newspaper Proprietors Association, the Newspaper Society, or the Association of Advertisement Managers—to receive from publishers a supply of cards of an agreed size bearing all information relating to their publications, based on an approved schedule, the Association undertaking, as a service to advertisers on behalf of its members, the collection and arrangement of the cards.

They should be boxed in convenient form and the Association should undertake the distribution of the complete index to all advertisers and advertising agents, and hold spare sets at the disposal of all enquirers. At yearly intervals, the index should be brought up to date, cards representing new media and notifications as to discontinued publications being circulated as and when required.

For one thing alone, while American advertisers and advertising agents are so freely discussing the use of advertising to open up the British market such an index would be invaluable. But most of all, the circulation of a mass of reliable data of this character would afford an appreciable impetus to new home advertising.

King's Honors to Newspaper Notables

THE long-deferred list of King's Birthday Honors, delayed by reason of the Prime Minister's work at the Peace Conference, was issued this week and contains three names of interest to newspaper and advertising circles. One is Sir Edward Russell, raised to the peerage and created as a baron, who is a doyen of the British press, having been editor of the Liverpool Daily Post since 1869 and being 85 years of age.

Another is Mr. George Fenwick, J. P., who becomes Sir George Fenwick, and is the founder and for over thirty years the director of the New Zealand Press Association in London.

The third is Colonel Hall Walker, M.P., who is raised to the peerage and becomes a baron. He is the head of the brewery firm of Peter Walker & Sons, who have been large advertisers of a lager beer identified with a quaint little figure known as "Little Peter."

The advertising caused unusual interest at its beginning, because it was the first to be based upon a weekly series of topical cartoons having a news interest as well as an advertising value.

Government Proposal for Weekly Review

THE Government announced last week that it proposed to issue a "Weekly Review of the Foreign Press" and to employ over a hundred experts to prepare it. This is pre-
(Continued on page 38.)

British Newspaper Makers Arrange Interchange Details

By HERBERT C. RIDOUT

SPECIAL CABLE DISPATCH.

LONDON, England, Sept. 9.—The special committee of the British Newspaper Proprietors Association headed by Sir George Riddell of News of the World and seventeen other of the leading journalists of the country, today completed its report on the subject of interchange of editors with America and recommends individual action in the matter.

It has been decided, according to Ralph D. Blumenfeld of the London Express father of the movement, that the matter is one for individual determination. A number of British proprietors announce that they are already arranging the details for editorial interchange with American newspapers.

Mr. Blumenfeld says that his representative will leave for the United States within a fortnight to arrange to carry out the movement with one or more American newspapers.

Lord Burnham, confident of the international good that will result from such action, is also arranging to send his representative to the United States within the next few weeks.

The question of interchange of editors between England and the United States as a means to better international feeling was first advocated in a special article by Ralph D. Blumenfeld appearing in the Victory Number of EDITOR & PUBLISHER on May 22. Since then this paper has published the opinions of many American newspaper editors and publishers in which the subject was dealt with from every angle and was generally endorsed.

Leeds Mercury, and the Irish Independent have advertised themselves in the London newspapers.

Perhaps the best exponents of advertising for newspapers are the Amalgamated Press, who periodically use big spaces for their publications in turn, and who never launch a new periodical without a voluminous newspaper campaign. The results are seen in the phenomenal circulations quickly attained by Amalgamated Press issues.

Standard Rate Cards Wanted

SOME years ago there was a movement towards a series of standardized advertisement rate cards for British newspapers. Advertisers received a mysterious package by mail

numbers and as a means of practical propaganda among new advertisers.

It seems to be overlooked that definite figures and data relating to advertising media should be made as easy of access as possible rather than as difficult as possible. The more accessible such information is the more likely is advertising to expand.

And it is not an easy task to secure such information at present from British publishers as a whole. Your London editor had occasion less than two months ago to secure specimen copies and advertising rates from British publishers as part of a service of Editor and Publisher in the interests of an American advertiser. Out of a dozen approached, six very promptly responded. Three others took over a week to furnish what

N. Y. UNIONS REFUSE \$5 WAGE INCREASE

Notify Employing Printers They Stand by Original Demands for \$14 Raise and 44-Hour Week, Beginning October 1—Won't Arbitrate

Citing as a precedent the self-announced willingness of New York City newspaper printers in arbitration proceedings last April to "help carry part of the burden caused by the war" by making a "modest demand" for 30 per cent increase in wages—\$9—the Association of Employing Printers of the city has offered to pay the union employes in its commercial shops \$5 a week more, instead of the \$14 increase they have demanded.

Twelve unions are represented in the negotiations and these, through their representatives, have flatly rejected this offer, and likewise have refused to arbitrate the question of a 44-hour week—another of their demands—or to consider arbitration agreements in future contracts unless the 44-hour week is conceded. They also stand by their original demand for double and triple time for overtime.

Levy Strike Assessment

The unions have set October 1 as the date when these demands shall go into effect in all the book and job shops of the Association of Employing Printers of New York City. While discouraging the hope that they will moderate their demands they have agreed to another conference with representatives of the association on September 19.

Since the first conference last Wednesday the members of several of the unions have held special meetings, ratified, unanimously, their original demands in full, and have levied assessments on themselves of as much as ten per cent of their earnings as a fund to be used in case of a strike. The employing printers recognize that the situation is critical and are particularly interested in finding out what stand will be taken by the trade papers they serve if the unions refuse to recede from their present stand.

"Are you willing to suspend publication for several months or indefinitely in order to help us fight the obviously unreasonable demands of the unions?" is, in substance, the question they would like to have answered by the local trade paper publishers, but no concerted expression of opinion has been obtained from the latter.

Trade Papers Affected

If the employing printers yield to the demands of the union it is estimated that the increase in cost of publication to trade papers, when present contracts expire, exclusive of paper cost, will be about 66 2/3 per cent.

"The employing printers are not worried over the situation," said Leon Rouse, president of Typographical Union No. 6 and spokesman for the Allied Printing Trades Unions. "They know that if they are obliged to grant the increase in wages asked by the unions they can pass the buck to their customers."

In a printed statement of their position, the employing printers say:

A Comparison of Costs

"Assuming the increase in scale paid hard compositors to be representative of the percentage increase in cost of labor, it will cost \$144.70 in labor to do in New York what it costs \$100.00 to do in Chicago—if the wage scales asked for by the unions together with the 44-hour week are put into effect.

"Making same comparisons as in case of Chicago, each \$100 worth of labor in the twelve cities would cost in New York \$168.50.

"From the standpoint of practical and reasonable business considerations, certainly the union must recognize, unless it is simply a matter with them of force, irrespective of consequences, that these facts must be considered.

"Why Not Arbitrate?"

"Certainly it is reasonable to insist that the unions, if sincere in their desire to use an appeal to reason rather than a resort to force, should recognize the fundamental necessity of having established conciliation and arbitration machinery to deal with controversial issues. If the war has made any lesson

WHEN THE RED CROSS "PAPER TRAIN" ARRIVED AT THE FRONT



AMERICAN RED CROSS DELIVERING NEWSPAPERS FROM HOME ON THE FRONT LINES—NOTE THE SATISFIED SMILES.

NO matter where he goes, the greatest weakness of the American vacationist is his daily newspaper, even men away on business demand the home-town newspaper, so it is not any wonder that the first demand of the average man in khaki uniform, with a dug-out for his home and "cooties" for his bed fellows, should have a craving for the news that he would willingly walk through shell-fire to satisfy.

Also let it be understood here there was no favorite news among the men of the American army. The papers that went to them were the best read of any newspapers that have been distributed in the history of journalism—not once but many times. Every brow-beaten copy reader in the country, every cub reporter and every country correspondent and even "An Old Subscriber" would have swelled up with pride if he could have but watched the doughboys read his thought gems.

Every piece of news and advertisement appearing in the papers that reached the front took on all the importance of a presidential election at home. Tobacco, newspapers and hot chocolate were the great reserve forces of the army that kept up morale. The reports of Col. Harvey D. Gibson, formerly Red Cross Commissioner to France, are replete with gripping accounts of how Red Cross contrived to "deliver the papers on time."

plain it is that of the necessity of having machinery for the settlement of controversies through conference and an impartial consideration of the facts, using the resort to force only as the very last measure when the rational process fails. Is the implied threat to use force to gain the 44-hour week when the representatives of both groups in the industry are endeavoring to meet the issue fairly and reasonably on a national basis quite in keeping with the spirit of the hoped for new order which has expressed its disapproval in no uncertain terms of the philosophy that might makes right?

"Employing printers desire to make an arbitration agreement a condition precedent to the entering into of any contracts and to emphasize the importance of having such arbitration agreements expire on different dates from the contracts so that the machinery for dealing with controversial issue will be available at all times."

A SUNDAY BIRMINGHAM LEDGER

New Edition Will Be Started on October 5 by R. G. Hiden

BIRMINGHAM, Ala., Sept. 9.—After twenty-three years in the daily field, the Ledger will issue its first Sunday edition October 5. The Ledger also announced that it will give a voluntarily .10 per cent flat salary raise to all men employed in the editorial department.

The Sunday Ledger will carry the full leased wire report of the United Press, along with another wire service; the service of the Newspaper Enterprise Association; four full pages of colored comics, and a magazine section. Robert G. Hiden is editor and publisher of the Ledger.

Fitchburg News Purchased by James J. Devine

Leaves Clarksburg, W. Va., After Twelve Years' Association with Telegram—Given a Rousing Send-Off

CLARKSBURG, W. Va., Sept. 9.—James J. Devine, treasurer and general manager of the Clarksburg Telegram Company, has acquired the entire capital stock of the Daily News Company, of Fitchburg, Mass., a \$60,000 Massachusetts corporation publishing the Evening News.

The announcement of the intention of Mr. Devine to leave Clarksburg caused many expressions of regret among the business men and others of the city, as he has been active in all business and civic enterprises here during the last ten years. He is a member of the Clarksburg Chamber of Commerce, the mercantile board, the Central West Virginia Association of Credit Men, the Clarksburg Rotary Club, the Elks and the Knights of Columbus lodges, and has been active in the work of these organizations.

In his 12 years with the Telegram Company, Mr. Devine helped to make it one of the best and most influential journals in the state.

Just prior to Mr. Devine's departure from Clarksburg, 42 employes of the Telegram attended a banquet, which was given by the company to wish him well in his new business venture. In the course of the evening Mr. Devine was presented with a handsome gold watch and fine traveling bag, gifts of the stockholders and employes, respectively.

Besides being a farewell banquet for Mr. and Mrs. Devine, the affair also was a "get acquainted" meeting of stockholders and employes, the first of its kind ever held by the company, and so fruitful was it considered that V. L. Highland, a large stockholder in the company, who presided as toastmaster, announced that the banquet of stockholders and employes would be made an annual affair.

C. P. A. AGAIN POSTPONES MEET

Annual Convention Probably Will Not Be Held Until November

TORONTO, Ont., Sept. 9.—The annual convention of the Canadian Press, which was to have been held in June and was postponed until September on account of labor controversies, has been postponed again because of uncertainty regarding the prohibition referendum vote in Ontario, in October.

As a Victory Loan campaign follows, it is unlikely that the convention will be held until November.

Will of J. P. Bass Is Filed

BANGOR, Me., Sept. 8.—The inventory of the estate of Joseph P. Bass, for many years publisher of the Bangor Daily Commercial, shows estate to be valued at \$580,905, the rights and credits at \$683,241 and the goods and chattels at \$406,668, a total of \$1,670,814. The goods and chattels include 1,190 shares of stock in the J. P. Bass Publishing Co., publishers of the Commercial, listed at 65, with a value of \$77,350.



JAMES J. DEVINE

SEATTLE JOB PRINTERS QUIT

Four Hundred Strike—Newspapers Not Affected—Bookbinders Out

SEATTLE, Sept. 7.—Nearly 400 pressmen, press feeders and bookbinders in the job printing establishments of Seattle went out on strike this week for increased wages and shorter working hours. The feeders and pressmen are demanding \$7 per day for seven hours, instead of \$6 for eight hours. The women binders are asking for \$28 a week instead of \$21.

Nine shops, which have contracts for publishing weekly magazines and periodicals, have granted the demands. Publishers of Seattle, exclusive of newspapers which are not affected by the strike, are attempting to assist in an adjustment of the differences.

A compromise proposition offering \$6.50 to the pressmen and feeders for eight hours has been rejected.

HIT THE LINE WITH WARNER

**“America’s
Greatest
Football
Coach”**



1919 will be the biggest year in football history. Coach Warner’s review, released each Friday, starting September 27th, offers you the most attractive sport feature obtainable this season.

Warner will bring to your sport page the judgment of the shrewdest student of football in the country.

Write or wire your reservation for the Warner review today.

UNITED FEATURE SYNDICATE

318 World Building

New York City

NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising"

In most places other than a few of our larger cities there is still too much of the old attitude of thanks for "patronage" among our newspapers. There is no nourishment in such a policy for our newspaper makers who would go farthest. Today the man who advertises for anything else but profit is a chump.

Many a time in approaching an advertiser I have been met with the remark: "Well I suppose I have bought you many an automobile" or other trifling thing, to which I would reply, "We suppose you advertise with me because you like my face" or something of the kind to bring him down to earth where we could talk as business men.

To the experienced advertiser, advertising is the device through which he creates that last fifty per cent of his traffic in which is contained his overhead and profit, with constantly increasing volume from year to year.

Without Advertising

Without advertising he would have to cut down his floor space fifty per cent, take off his coat and help wait on customers and gradually shrink to the proportions of the small retail shops which "do not advertise" but figure for their lives to beat off the sheriff.

Not by a jug-full and then some should we permit our advertisers to patronize us. We render them a vital and most important service and should clearly make them understand that we do not profit all that they pay us, but only a reasonable and fair manufacturer's profit.

Owing to the unsound training of those running them either from the educational or commercial viewpoint our newspapers suffer unfair hardships through ignorance of the true relation which they should seek to establish and which can be done in any city.

Primarily, we must be sound regarding fundamentals or our house may fall about our heads like that built upon sand.

We must realize that if we are going to live and prosper and go forward to constantly greater achievements we must know our costs and demand and secure a high enough rate for our product to meet costs, to pay for production and leave a margin over for profit.

Where Many Fall Down

Here is where many of our small newspapers and quite a number of big ones fall down. Too many of us forget that modern newspapering is different from what it was a century ago when all a man needed to start a paper was a can full of type, access to a hand press and the inclination.

Our modern newspaper is a costly venture in proportion to the population and competition in its city of publication. Unless it is made a successful and profitable enterprise it can never win position of great power and influence.

For purpose of demonstration of what I mean I can only give the case of a high-school student who at his examination passed every subject except French and who was informed that the only reason for his failure was the unsoundness of his elementary training on the subject.

It is just so in newspaper making.

COMBINED NEWSPAPER CIRCULATION OF COUNTRY IS 7,003,575 GREATER THAN COMBINED MAGAZINE CIRCULATION

	Population	White Families	Total Newspaper Circulation	*Magazine Circulation	†Total 47 Magazines	‡Circulation List 310 Newspapers
Alabama	2,395,270	268,861	232,181	211,861	143,946	130,084
Arizona	272,034	27,699	51,912	116,864	72,105	18,178
Arkansas	1,792,965	247,581	130,593	180,272	118,567	74,146
California	3,117,412	387,205	1,292,866	1,618,912	957,657	483,329
Colorado	1,014,581	145,903	273,354	361,576	219,198	129,775
Connecticut	1,286,268	171,142	352,051	488,720	305,103	129,630
Delaware	216,941	34,152	41,818	49,240	39,893	29,107
District of Columbia	374,584	47,062	249,834	178,616	117,540	163,491
Florida	938,877	222,416	136,730	91,065	126,440	47,590
Georgia	2,935,617	314,829	312,296	304,928	217,498	205,078
Idaho	461,766	61,954	48,866	152,248	95,190	28,949
Illinois	6,317,734	960,978	2,218,997	1,795,264	1,276,485	959,265
Indiana	2,854,167	551,253	837,720	660,714	510,695	222,733
Iowa	2,224,771	430,157	617,627	661,320	539,845	269,939
Kansas	1,874,195	333,147	333,842	399,960	316,465	187,054
Kentucky	2,408,547	250,040	308,378	444,175	181,067	145,143
Louisiana	1,884,778	199,128	246,063	197,623	131,970	178,513
Maine	732,191	182,000	124,836	139,969	147,054	71,836
Maryland	1,384,539	212,992	422,246	265,560	181,061	394,494
Massachusetts	3,832,790	1,201,128	2,043,912	505,306	815,664	1,311,449
Michigan	3,133,678	486,605	930,019	916,104	737,437	577,271
Minnesota	2,343,287	336,937	627,350	625,400	443,652	395,643
Mississippi	2,001,466	172,605	46,654	143,384	94,469	11,179
Missouri	3,448,498	645,786	1,493,499	714,184	527,780	819,081
Montana	486,376	59,764	111,724	262,987	166,045	50,714
Nebraska	1,296,877	223,206	364,404	326,016	260,835	225,131
Nevada	114,742	12,506	12,648	47,328	27,108	4,632
New Hampshire	446,352	103,472	56,885	74,077	95,477	25,137
New Jersey	3,080,371	397,268	519,966	658,032	576,631	281,432
New Mexico	437,015	62,653	18,149	89,654	51,997	13,048
New York	10,646,980	2,838,064	4,815,308	1,386,127	1,787,152	1,997,986
North Carolina	2,466,025	332,126	166,343	252,944	147,696	68,562
North Dakota	791,437	91,933	62,933	181,752	115,902	39,923
Ohio	5,273,814	901,700	2,075,410	1,506,432	1,176,436	871,924
Oklahoma	2,377,629	312,099	342,718	303,328	234,623	158,558
Oregon	888,243	122,686	280,477	313,976	227,022	199,894
Pennsylvania	8,798,067	1,339,776	2,709,938	1,931,360	1,416,629	1,036,058
Rhode Island	637,415	153,808	172,970	78,770	121,946	120,875
South Carolina	1,660,934	149,579	117,488	157,944	111,403	47,130
South Dakota	735,434	102,921	62,366	177,464	124,260	24,699
Tennessee	2,321,253	376,216	391,216	290,048	178,226	259,789
Texas	4,601,279	658,859	702,613	817,448	550,674	385,940
Utah	453,648	67,375	124,740	154,248	84,299	93,241
Vermont	366,192	67,653	51,225	107,872	79,697	22,090
Virginia	2,234,030	302,929	316,265	362,488	233,660	167,820
Washington	1,660,578	192,869	480,877	655,288	382,479	270,504
West Virginia	1,439,165	244,388	156,573	232,200	156,426	89,107
Wisconsin	2,553,983	401,774	462,870	210,352	415,311	210,122
Wyoming	190,380	25,156	25,374	57,712	44,323	13,585
Total	105,257,184	17,332,260	27,975,127	21,448,116	20,971,552	13,650,858
Cost per line =		\$61.74			\$122.90	\$22.29

* As quoted erroneously by the True Shape Shoe people. These magazines actually have: Good Housekeeping, 454,840, line rate, \$3.75; Literary Digest, 909,618, line rate, \$5.50; Saturday Evening Post, 1,906,638, line rate, \$10; Vogue, 80,000, line rate, \$1.25; total, 3,351,096, line rate, \$20.50.
 † List of 47 magazines (as shown in EDITOR & PUBLISHER, April 17, 1919), the line rate for which is \$122.90 per line, as against \$61.74 for 28,000,000 daily newspaper circulation.
 ‡ Probably intended to be 244,175.
 § The list will be furnished on request.

Our enterprise must be fundamentally sound. We must lay our own foundation and build brick by brick regardless of imaginary competition. If our conception of the sort of a newspaper the people want is correct, and we make it that kind, ever seeking opportunity for improvement, success is bound to come to us logically as that day follows night. Our course must be properly set. We must know exactly what we can afford to spend in making the sort of a newspaper that is demanded. We must not

permit competitors to drive us into foolish additional expenses. We must know how to calculate with accuracy just how much sale of newspapers and advertising space at proper rates we can count upon to be safe. We must realize that everything in life is a battle. Therefore we must create a budget for promoting the production of our newspaper, for its promotion in a circulation way, for promotion of the sale of its advertising space at a rate based on definite costs, and fair profit.

It may be easier to get out any sort of a newspaper as cheaply as we can and to give away space at the best the traffic will bear, but more often than not such policy leads to bankruptcy and the sheriff's sale. It may take a little more nerve to provide a slightly larger fund for making a better newspaper more entitled to success and to demand a much higher but livable rate for advertising. It may take a trifle more capital to promote such a newspaper along some (Continued on Page 26.)

MORE THAN 38,000 IN USE



THE MACHINE THAT LASTS



The 10-Finger Efficiency Method
for Display Composition

SET YOUR DISPLAY DIRECT FROM THE LINOTYPE KEYBOARD

Representative dailies throughout the country are operating Model 20 Display Linotypes—profitably. Successful performance under such a wide variety of working conditions on the every-day run of copy is undeniable proof of the economy of producing display composition with straight-matter speed direct from the Linotype Keyboard. Modernize your methods—install a Model 20

Note:

This advertisement is a specimen of Model 20 "Straight-Matter" produced direct from the keyboard. Get acquainted with the Display Linotype—write for Model 20 Literature

MERGENTHALER LINOTYPE COMPANY

New York, U. S. A.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 So. Wabash Avenue

NEW ORLEANS
549 Baronne Street

Canadian Linotype Limited, 68 Temperance Street, Toronto

WHAT NEWSPAPER MEN SAY ABOUT BASEBALL PUBLICITY

THE following opinions on the question of the amount of space that should be devoted to baseball have been received by EDITOR & PUBLISHER from the editors and publishers of American newspapers during the past week in connection with the symposium recently opened on this subject.

EDGAR B. PIPER

EDITOR, PORTLAND (ORE.) OREGONIAN

There are few, if any, other departments of a newspaper in which it is possible to get the personal-interest element so strongly to the fore as in the handling of sports, especially professional sports, and particularly baseball. On this ground I think American newspapers are justified in giving to baseball the large amount of space that it now occupies in their columns.

It is not sufficient for a newspaper to chronicle events as they happen. A great deal of interest among readers is created and maintained by the element of personality that is brought into the news pages. The ways that this may be done are limited; it is not proper to print gossip about private citizens, their characteristics and the minor events of their lives, nor has the editor the right to make such an invasion of private rights. But the baseball player is, in a way, a public character. It is altogether proper to make him the subject of newspaper comment that will bring his personality strongly before the public. You may, in some instances, make a sort of hero of a man who isn't worth it, and at all times you are increasing the gate receipts of a game that is highly commercialized, but, nevertheless, you are interesting thousands of readers and, in my judgment, it is good newspaper policy to do it.

I think that the actual reporting of games is often overdone, as to space. The games must be reported, of course, but the greater value, it seems to me, lies in the incidental comment that deals with the activities of the ball players. This is conditioned, too, on the necessity for the man who writes the sporting news to be accepted by the paper's readers as an authority.

M. E. FOSTER

PRESIDENT, HOUSTON CHRONICLE

"In my opinion, newspapers generally give too much space to baseball news. I think one-half column a day should be sufficient space for that part of the sporting page devoted to baseball. I think all baseball extras should be discontinued; that newspapers generally should cease to allow space to be used for the purpose of building up baseball organizations, nearly all of which are run for the purpose of profit, and which get such a vast volume of free advertising that they cease to patronize the general advertising columns.

LEON M. SILER

MANAGING EDITOR, HOUSTON PRESS

Baseball news is not overplayed. Political news alone attracts wider interest. I consider that summer sports merit a full page in a metropolitan daily. This space, of course, should not be confined solely to baseball. Between seasons, sports space can be reduced one-half to three-fourths, but the sports feature as a separate news department should be a year-round affair.

JOHN D. WELLS

MANAGING EDITOR, BUFFALO EVENING NEWS

The news value of baseball stories varies, according to the playing ability of

the team and the position it occupies, but that in the main baseball news is overplayed and that baseball magnates should be required to do advertising.

HARVEY W. WHITE

EDITOR, BUFFALO (N. Y.) COMMERCIAL

Baseball news should be treated as theatrical news now is treated; that is, give whatever news there is in the activities of a team, but stop filling the paper with a lot of chatter which is nothing more or less than free advertising.

R. G. HIDDEN

PUBLISHER, BIRMINGHAM (ALA.) LEDGER

I hardly consider myself competent to answer the question of the EDITOR & PUBLISHER as to whether baseball is an overplayed item of news in view of the newsprint situation, as I am not a baseball fan.

As an outsider, however, I believe that a conservative cut in baseball space would be alright and timely, viewing it as a matter of white paper conservation. How the fans would look at it, I can't say, but it is significant that more people read the baseball page than any one single feature of the newspaper. I believe a column to a column and a half would be sufficient between seasons.

J. E. CHAPPELL

MANAGING EDITOR, BIRMINGHAM (ALA.) NEWS

Baseball news certainly could be held to one or two columns between seasons. During the playing season, however, I am opposed to placing any limit on the space given to the national pastime.

Newspapers have made baseball. Their continual boosting brought it back after the war, and while more money is spent on baseball than any other feature of the newspaper, I believe the public has been so educated by the newspapers to expect it, that it will continue to demand the same amount of space. With all the peace treaty excitement, race riots and labor unrest, nothing has created the same amount of interest as has the several races for the pennant in the big leagues.

W. T. STOTT

MANAGING EDITOR, PORTLAND (ORE.) TELEGRAM

From our own experience I do not believe that baseball is being overplayed by the newspapers. We can judge only from a circulation standpoint, and our circulation department is constantly after us for more baseball, rather than less.

Portland newspapers do not print the box scores of the National and American leagues, carrying the box scores of only the Pacific Coast league. The press associations do not carry the eastern box scores out here. We have been told by men who seemed to be in a position to know what they were talking about that our circulation would be increased from 3,000 to 4,000 if we would bring the box scores out here "over-head."

Baseball has a universal appeal, because every man has been a player or, at least, thinks he has.

DONALD STERLING

ASSISTANT MANAGING EDITOR, OREGON JOURNAL, PORTLAND

Two factors have compelled the newspaper to devote an enormous amount of space to baseball news, viz.: its desire to render its readers the widest possible service and inter-newspaper competition. That there is a great demand among newspaper readers for baseball news is unquestioned and viewed from the news angle that demand has been considered justification for the space devoted to this subject. The normal newspaper ambition to print the news first has created, especially among evening newspapers, a keen and expensive competition in the publication of sports extras.

• Especially at this time of high production cost, it is proper to translate the space devoted to baseball into dollars and cents and determine whether the two factors above outlined have led editorial judgment beyond the path of sound business policy.

In view of the admitted demand for baseball news that comes from a healthy interest in clean sports, I prefer to consider the problem apart from the narrow view that points to the exploitation of private business in the news columns.

That the newspaper should carry baseball news is beyond question. That in its enthusiasm to render service it has accustomed its readers to expect too great a volume is apparent to me. That

there is a middle ground is clear, but to reach it will be difficult because of the existing competition among newspapers in news service.

BRIDGEPORT, CONN.

J. E. Phelan, one of the publishers, and Augustin F. Maher, editor of the Evening Herald, answered jointly for their publication, as follows:

1. "No. At least one-quarter of the population is interested in baseball.

2. "The varying conditions—morning and evening editions, major and minor leagues, cities with league members and cities without—make it impossible to give any idea of the space which might be called reasonable for all."

Charles J. Haynes, managing editor of the Standard-Telegram, Bridgeport's only morning newspaper, replied:

1. "No."
2. "I believe morning newspapers should give as much space as possible to baseball, using complete box scores, but for evening papers the scores should be skeletonized."

Wilfred D. Bagley, city editor of the Bridgeport Post (evening), declared:

1. "Yes, by 25 per cent."
2. "Four columns in season and one and one-half columns out of season."

The profits for the year ended May 31 of the Edinburgh Evening News, after charging excess profit duty, were £20,536 14s. 9d.

The St. Louis Star's Daily Average Net Paid Circulation for August, 1919:

101,735

The Star's Month by Month Statements of Net Paid Circulation for the Past Six Months are as follows:

March, 1919
94,845

April, 1919
94,833

May, 1919
96,446

June, 1919
97,682

July, 1919
99,265

August, 1919

101,735

In Total Paid Advertising Compared with
August, 1918

The St. Louis Star Gained 58,116 Lines

Foreign Advertising Representatives
STORY, BROOKS & FINLEY

CHICAGO, PHILADELPHIA, NEW YORK,
Peoples' Gas Bldg. Colonial Bldg. Fifth Ave. Bldg.

Don't Say "Paper"—Say "STAR"

Trade Mark Registered.

First

In eight months of 1919, The New York Times published the greatest volume of advertising ever printed by any New York newspaper in any eight months of any year.

The total was 11,723,314 agate lines, (39,606 columns), more than 27 per cent. of all the advertising published in New York morning newspapers, and a gain of 3,264,568 lines (11,029 columns) over the corresponding period of last year.

In August The New York Times published 1,460,544 agate lines of advertisements—a greater volume and a greater gain over August, 1918, than any other New York newspaper.

The sale of The New York Times daily edition exceeds that of any other New York morning newspaper. On Sunday The Times is purchased by more than half a million persons.

The New York Times

PRESSMEN TO VOTE ON ARBITRATION CONTRACT WITH A. N. P. A.

Tentative Agreement Already Accepted by Publishers and Union Board of Directors—New Commercial Contract Wage Scale Changes—44-Hour Week Wanted

THE International Printing Pressmen and Assistants' Union of North America will vote in November on the adoption of an arbitration contract with the American Newspaper Publishers' Association.

By action of the convention of 1916 the union's board of directors was authorized to confer with the representatives of the A. N. P. A., looking to the establishment of a contract between that association and the union.

Tentative Contract Agreed Upon, Subject to Members' Vote

In accordance with that authority the board of directors has conferred with the publishers and has agreed to a tentative contract, subject to the approval of the membership of the international body, the outstanding points of which follow:

(a) The contract is to run, if adopted, for two years and four months. This action was taken in order to bring about the expiration of the proposed agreement with that of the expiration of the agreements held by other international printing trades unions.

(b) The question as to whether local unions or local publishers shall come within the purview of the agreement is entirely optional with them; it is not compulsory for any local union or local publishers' association or individual members thereof to take out an agreement unless satisfactory to them.

(c) The agreement provides that when a local agreement is taken out all differences shall be subject to conciliation and arbitration, but no strikes, lockouts or other concentrated action shall be taken by either side during the life of the agreement.

(d) Local union laws not affecting wages, hours or working conditions and the laws of the International Printing Pressmen and Assistants' Union of North America in effect July 30, 1919, shall not be subject to the provisions of the arbitration agreement.

New Commercial Contract

The union's board of directors has accepted a contract for closer affiliation between the five International Printing Trades Unions and the employers' associations, which provides:

(a) The means of working out a universal wage scale.

(b) The establishment of joint action in the determination of the price cost of the product.

(c) The establishment of a universal cost finding system.

(d) The means of conciliation and arbitration of disputes of industry.

(e) The protection of the machinery now in operation in local organizations.

The Board of Directors of the union also reports having met with the employing printers of the country in the matter of a 44-hour week, and has tentatively agreed subject to the approval of the membership to the following:

(a) The establishment of the forty-four week in May, 1921.

(b) The tentative arrangement contemplates the United Typothetae of America, closed shop division; the Printers' League of America, the Employing Stereotypers' and Electrotypers', and the Employing Photo-Engravers.

The board of directors in order to ascertain the opinion of the membership reports having circularized all sub-ordinate unions and that more than two hundred locals have endorsed the proposition. It is now being submitted for the formal ratification of the International membership.

This contemplates the establishment of the universal forty-four hour week for all of the printing trades unions.

Wage Scale Changes

The pressmen's union reports the following new wage changes:

Lansing, Mich.—Increase of \$8 a week for pressmen and \$5 for assistants, making the wages \$33 and \$25 a week respectively.

Rock Island, Ill.—Receiving bonuses over the scale stipulated in agreement of \$5 a week for cylinder pressmen and feeders and \$6 for platen pressmen.

Keene, N. H.—Increases of \$2 a week for cylinder pressmen, \$3 for platen pressmen and cylinder feeders and \$4 for automatic pressmen.

Evansville, Ind.—Increase of \$3 a week for first assistant web pressmen.

Harrisburg, Pa.—Substantial increases over amounts stipulated in the existing agreement which does not expire until December 31, 1920. Cylinder pressmen receive \$6.50 a week additional to stated scale, platen pressmen \$8.20, assistant pressmen \$11, web pressmen \$8.

Saginaw, Mich.—Union agreement signed with employing printers providing for opening of wage scale after six months from May 1. Conciliation and arbitration is provided for in settling disputes and minimum scales established of \$25 to \$27.50 a week for cylinder pressmen, \$20.50 to \$25 for platen pressmen, \$20 for cylinder feeders and \$16 for platen feeders. Night scale is \$2 additional to day scale.

San Jose, Cal.—Web branch has received an increase of \$3 a week.

Quebec, Ont.—Increases of \$3 a week for cylinder pressmen and assistants, \$2 for web pressmen and providing a scale of \$28 a week for offset pressmen.

Pasadena, Cal.—Employees of the Star-News, both newspaper and commercial branches, have received a voluntary increase of fifteen per cent.

Johnstown, Pa.—One-year agreement with newspaper publishers establishing a scale of \$35 a week for foreman in charge, \$30, \$26 and \$23 for first, second and third assistants, respectively, and double time for holidays. A minimum scale of \$30 has also been established for the flatbed branch.

Champaign and Urbana, Ill.—Scale of \$30 a week for foremen of newspaper rotaries, \$26 and \$24 for journeymen, \$28 for Duplex flatbed pressmen and cylinder pressmen, \$21 for apprentice cylinder pressmen and for platen pressmen, \$21 for cylinder feeders, \$16 for platen feeders, \$15 for web apprentices and \$35 for offset pressmen.

Jackson, Mich.—Increases of \$5.50 a week for cylinder pressmen, \$5 for web press foremen and offset pressmen, \$1.50 for cylinder assistants and web press assistants, \$4 for Kelly pressmen, \$2 to \$3 for platen pressmen, \$2 for platen feeders, \$1.50 for cylinder feeders and making the night scale \$2 above the day scale instead of \$1.50.

Lewiston, Me.—Increase of \$3 a week.
San Francisco, Cal.—Voluntary increase of \$1.00 to \$5.20 a week granted. Tension men, oilers and paper handlers, who formerly received \$4.90, \$4.60 and \$4.30 a day, now have a flat scale of \$5.16 a day or \$31 a week while men in charge receive \$34.

Denver, Colo.—Additional voluntary increases of \$3 a week for journeymen and apprentices on the Post and \$2 a week for all on the News.

Toledo, Ohio.—Bonuses over the signed agreement of \$5.15 a week for men in charge, \$6.85 for journeymen, making wages for former \$36.40 a week and for latter \$31.00 a week.

Baltimore, Md.—Increase of \$1 a day for men in charge and other journeymen, 50c. a day for apprentices.

Hudson County, N. J.—Increases of \$6 a week for men in charge and journeymen, \$2.50 for juniors, making scales \$45, \$30 and \$34 a week, respectively.

An Open Letter to

JOHN SPACEBUYER,
Every Agency,
Everywhere.

Dear Sir:—

When some enterprising Newspaper Manager or Special Representative circularizes you with elaborate broadsides of half truths or attractive phrases having no truth—do you "bite" or do you say "show me?"

Isn't the use of a Newspaper by "home folks" the best measure of its effectiveness—the best proof that it is the best medium for you to use?

Here is what an army of advertisers did during June, July and August in our town, Worcester:

LOCAL DISPLAY ADVERTISING

	Lines
Week day editions of the TELEGRAM.....	1,879,472
Sunday editions of the TELEGRAM.....	820,183
Total TELEGRAM.....	2,699,655
The Worcester Gazette.....	1,538,967

In addition to the foregoing 126,000 lines of Local Display advertising were published in the TELEGRAM'S Peace Edition July 31st.

Other advertising in the Telegram and the Gazette brought the total for three months to

	Lines
Worcester Telegram.....	3,245,886
Worcester Gazette.....	1,996,725

The total number of advertisements published in these Worcester Newspapers during June, July and August is 146,953, of which 76% were placed in the TELEGRAM, and 24% in the Gazette.

That you may form a mental picture of the TELEGRAM by comparison with newspapers with which you may be more familiar we quote from records published by The Advertising Age giving volume of advertising published by leading American newspapers in the first six months of 1919.

IN RELATION TO BOSTON NEWSPAPERS

	Lines
WORCESTER TELEGRAM.....	5,718,053
Boston Post.....	5,367,706
Boston Herald and Traveler.....	4,073,940

IN RELATION TO NEW YORK NEWSPAPERS

WORCESTER TELE-	N. Y. Eve. Telegram...	4,624,923
GRAM.....	N. Y. Eve. World.....	3,677,689
N. Y. American.....	N. Y. Eve. Globe.....	3,677,689
Brooklyn Eagle.....	N. Y. Herald.....	4,181,960
N. Y. Eve. Journal.....	Brooklyn Standard	
N. Y. Eve. Mail.....	Union.....	3,396,749
N. Y. Eve. Post.....	New York Sun.....	2,870,030
N. Y. Eve. Sun.....	New York Tribune.....	3,567,220

Only two New York Newspapers, The TIMES and The WORLD carried more advertising than the WORCESTER TELEGRAM.

The Worcester TELEGRAM in one edition prints more advertising than any other newspaper in New England—every line authorized and not a line of complimentary, unauthorized or "stretched" advertising. That kind is relied upon by some Newspaper managers and Special Representatives to mislead spacebuyers a hundred or more miles away—though it doesn't influence those near enough to know.

Who are right in their choice—the 2% who buy without first hand knowledge of local conditions, or the 98% who are our neighbors—home folks?

Yours truly,
THE WORCESTER TELEGRAM,
Austin P. Cristy, Publisher.

PAUL BLOCK, Inc.

Representative

New York Chicago Detroit Boston

After Twenty Years

The  Sun

BUSINESS
DEPARTMENT

New York, August 12, 1919.

Lanston Monotype Machine Company,
24th & Locust Streets,
Philadelphia, Pa.

Gentlemen:

I have recommended the installation in our new building of eight new Monotype Composing Machines to replace eight old machines which have been in use for twenty years. This means really forty years, since they were used on an average of at least two shifts a day.

We will retain four of our original Monotypes, which are in good condition, making a total battery of twelve Monotypes for use exclusively on ad. work for the Sun and Evening Sun.

When I assumed charge of the Sun Composing Room, I was, to say the least, not a Monotype enthusiast. I had had but little practical experience with Monotypes for Newspaper work, but finding a battery of these machines in our composing room, I observed their operation closely and was decidedly impressed with their performance.

That I am convinced that Monotypes are the machines for our ad. composition, is evidenced by our order for these machines and other equipment for bringing our Keyboards and, in fact, the entire Monotype department up to date.

Yours very truly,

John E. Martin

Superintendent.

LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA

NEW YORK: World Building

CHICAGO: Plymouth Building

BOSTON: Wentworth Building

TORONTO: Lumsden Building

MONOTYPE COMPANY of CALIFORNIA: SAN FRANCISCO

U. S. NAVAL CENSORSHIP EXECUTIVE FINISHING FINE WAR RECORD

Lieut.-Commander Baker Will Reach New York Sunday—Made Record in World War in Rushing News From Front—Was Trained in Newspaper Work.

BY HERMAN SUTER

WHEN Lieut.-Commander George Barr Baker, U. S. N., lands in New York from Europe next Sunday, he will have completed two and one-half years of most exacting service for his country. As executive officer of the Naval Censorship in New York for a year and a half and later, upon special assignment, to expedite the censorship of war news from Europe to America, Commander Baker rendered aid of vital importance to the newspapers of America, and through them to the entire reading public of the United States.

Finally as right hand man to Herbert Hoover, Director General of Relief in Europe, he was a big factor in the splendid success of the American Relief organization—a work that has greatly enhanced American prestige the world over.

Has Strong Grasp on International Affairs

Commander Baker's strong and pleasing personality, his broad grasp of international affairs, his tact, perseverance, and ability to stand up and do good work under constant pressure, resulted in a service that was a great credit to the man and his country alike. His record is a compliment to the newspaper profession in which he was trained and in which he promptly attained a notable position. His accomplishments during the war and the armistice period are a striking testimonial to the value of a broad journalistic training in grappling with the heart-breaking problems that arise in war and the chaos that for a time follows war.

Navy's Pride Is Speed

Commander Baker was executive officer of the Naval Censorship in New York from May 2, 1917, until September 24, 1918. At this time there was bitter complaint from the newspapers against censorship of American correspondents with the army in France and also in Paris and London. In addition to censorship and the delays consequent to it, there was a great congestion of cable and telegraphic wires.

The navy censorship had prided itself that insofar as its responsibility lay, the press was receiving its dispatches with greater speed than in peace times. Unlike the European censorships, the United States navy censorship established its officers at the ticker in the cable offices; these officers read the dispatches as rapidly as the operators did, and saw that they were passed on to the short wires without even the ordinary delay of peace times.

Admiral Sims Assisted

Where such dispatches were addressed to papers which could be got on the telephone, the navy censors, instead of cutting out matter as was done in Europe, generally followed the practice of telephoning the editor and discussing with him any objectionable features with a view to securing a more complete elimination and rearrangement of dispatches than would be likely to occur through the individual work of the censor.

This, however, did not cover the European situation, and Baker was detached and ordered to duty with the United States naval forces operating in European waters, under the command of Admiral Sims, for the purpose of securing relief.

Admiral Sims immediately recognized the importance of getting the news of the war quickly before the American

public and made it possible for Baker to secure an agreement with the British Government not to divert dispatches from the American front to the British



LIEUT.-COM. GEORGE BARR BAKER

censorship when in transit through England. This was done with the assistance also of Lord Reading, and effected a saving of from two to four hours.

A Great Saving

Arrangements were then made whereby copy filed in Paris was sent over the Signal Corps and navy leased cable direct to Western Union House in London and there put immediately upon the cable without having passed through any censorship.

This was effected through an agreement by which the British and French detailed military censors to act in cooperation with the American military censors at the front, so that instead of three operations there was only one, and that at the source.

This secured a considerable saving, but it then became apparent that telegraphic communication between the American front and Paris was little better than nothing, dispatches frequently lying as long as eight hours before being put on the wires from headquarters. The sympathy of the signal Corps was enlisted, and a genius by the name of Wheat (now Lieut.-Col. Wheat), to whom the press will ever remain deeply grateful, began in the roughest way to say that there was "only a busted

clothesline" between the American front and Paris, and that no reliable service could go over "such a fool contraption."

Baker wept on Wheat's shoulder until Wheat, to get rid of him, decided that something had to be done. The busted clothesline ran along poles, ditches, trees, hedges and sometimes nowhere in particular. Through the genius of Wheat this was developed into a wire, with repeaters and accelerators and duplicators and batteries and things which Baker never did learn anything about, except that they had to be got, and that Wheat could get them.

Made New Record

Four weeks from the time that Baker struck London, Wheat remarked to him casually that he had just sent ten words from the American front straight through to London in the space of two or three minutes. Within a week the service between the front and Western Union House in London was as easy as telephone communication between two points in New York.

The French and British censors entered into the spirit of the thing with the American censors, and saw to it that there were no delays at the headquarters near the battle front. The only serious delays thereafter were occasioned by congested cables from London to New York. This was physically impossible to remedy except where the Committee on Public Information came

to the rescue and provided facilities for the press through wireless.

Commander Baker thereafter sat on a diminishing job until January 1919, when Admiral Sims ordered him for extra duty with Mr. Hoover in the Food Administration, after which Baker was fully occupied from 8:30 in the morning until 10 o'clock at night.

The relation of commercial censorship to blockade was a subject of vital interest to American business, and it was Baker who finally secured an agreement with Great Britain by which messages transmitted through Allied countries in either direction were censored only in America instead of by each of the governments into whose custody they passed in transit.

Censorship was declared finally at an end with the lifting of the blockade and the ratification of the peace treaty by Germany. As representing both naval censorship and certain of the Food Administration interests Baker attended the sessions of the Supreme Economic Council of the Peace Conference and was a member of various committees of the Supreme Economic Council. These required continual travel back and forth between France and England, during which time almost the only good sleep he got was in aeroplanes on the journey until the tragic death of his favorite flier broke his nerve.

(Continued on page 37.)

Indianapolis
An Industrial City

There are one thousand manufacturing concerns in Indianapolis. According to the latest Government report, the average number of wage earners employed by these concerns is 30,071. The salaries and wages paid them is \$27,236,332.00, and the value of the product manufactured is \$188,336,068.00 annually.

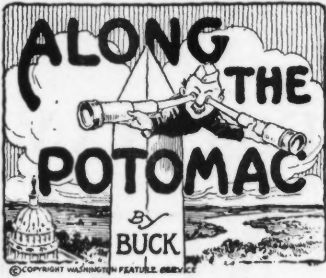
The Best Producers
Are
The Best Consumers

All of Indiana is prosperous, and although its manufacturing interests are large, they represent but a small portion of Indiana's wealth. All of Indiana offers a responsive field to the National advertiser. One sure way of reaching this prosperous community is through the advertising columns of the newspaper that circulates daily in each and every one of Indiana's ninety-two counties.

The Indianapolis Star
Largest morning and Sunday circulation in Indiana.
Eastern Representative, Kelly-Smith Co., Marbridge Building, New York.
Western Representative, John Glass, Peoples Gas Building, Chicago.
One of the Shaffer Group of Newspapers.

THE SHAFER GROUP—
The Indianapolis Star.
The Terre Haute Star.
The Muncie Star.
The Louisville Herald.
The Denver Times.
The Rocky Mountain News.
The Chicago Evening Post.

Indianapolis wants the 1920 Convention of the Associated Advertising Clubs of the World.



THE KITCHEN SOCIALIST

Am I delirious?
Does my mind roam?
Why this mysterious
Air in my home?

Why this strange atmosphere
Filling each room?
Even the cat must fear
Such a dread gloom!

In all of the dire place
No sign of life!
Why the cold fire-place?
Where is my wife?

What is this document
I read, aghast?
"Prepare for a shock. You meant
Well in the past,

"But, dear, if you're true to me,
You'll stand the gaff;
For overtime due to me,
Time and a half!

"Labor's to share in all
That it produces—
If that isn't fair, in all
Truth, what the deuce is?

"I don't want to trouble you,
Darlingest Frank,
I'm no I. W.
W. crank,

"But you're outa luck for a
While (till you pay).
Dearest, I've struck for a
'N eight-hour day!"

Work and Save is
the cure for the H.
C. of L. malady, ac-
cording to the head
of the Federal Re-
serve Board. That's
mighty good medi-
cine, says ex-Sergt.
SOL, but hard to
take on an empty
stomach.



MOANINGS AT THE BAR

"I don't take six drinks a year, my-
self, so it makes no difference to me,
but—"

THE ELASTIC CONSCIENCE

There were some men, a score or
more,
Whose conscience kept them out of
war.
May I inquire, and not be rude,
If they are buying Army food?

We hear that the Police are agita-
ting for a national Union.
It's a blow, isn't it, to think the cops
want to club together?

Fall out!

Buck Up!

All Is Not Quiet Along the Potomac

In fact your news dispatches are carrying enough hot and unpleasant news from all parts of these United States to keep your readers unhappy seven days a week.

What they need in addition to the painful truth is a little humor, something to take the sting out of the H C of L, the social unrest, and other unpleasant-tries.

"Along the Potomac" is a humor column that will stand out in your paper like a rose on a bramble bush—a laugh for your readers about the things that are irritating them.

Good, live topical verse with a lilt and swing and a good stiff punch at the foibles of politicians and parties without preference or partisanship.

Read the sample—get "Along the Potomac" for your paper and see what a bracer it is for the sad news that's breaking all around it!

"Buck"

was the poet-humorist of the A. E. F., on the staff of the "Stars & Stripes," the Army's newspaper.

Now he is back from his job of keeping the A. E. F. smiling—to the new job of making America laugh.

6 Days a Week

If not already appearing in your city, telegraph for terms.

Washington Feature Service

William A. Bird, iv, Business Manager

92 Home Life Building

Washington, D. C.

Admiral Sims Tells

How close to disaster we were in 1917

His history-making conferences with
KING GEORGE, ADMIRAL
JELlicoe, BALFOUR,
BEATTY, LLOYD GEORGE.

Of the difficulties made by "red tape."
How Ships were convoyed.

The romantic story of the British "Q"
or "Mystery" ships.

Anti-submarine devices.

The dashing exploits of our subma-
rine chasers.

The Aeroplane war on the submarine.

The construction of a mine barrage
from the Orkneys to the coast of
Norway.

How Germany was defeated on the
high seas.

THE BIGGEST NAVAL ST

ADMIRAL

TELLS HIS STOR

GREAT AMERI

THROUGH THE M

ment summoning me immediately to Washington. The form in which
was pending." These orders were the first move of our activities and
amazing story from that day to the signing of the armistice. The British
dously crucial part in the war. Admiral Sims now tells the story for the

"In the latter part of March, 1917, I was
the Naval War College and there I received

AMONG THE PAPERS THAT HAVE

PITTSBURG POST
CHICAGO DAILY NEWS
ATLANTA CONSTITUTION
CANTON REPOSITORY
MEMPHIS COMMERCIAL-APPEAL
SALT LAKE CITY TRIBUNE
GREENSBORO NEWS

LOS ANGELES
MILWAUKEE
CINCINNATI
BOSTON GLOBE
PHILADELPHIA
CHARLOTTE
NORFOLK VIRGINIA

Most of the important territories are closed, but if yours is open this is
gigantic undertaking of our naval history. For weekly release begin
layouts. To run approxi

WIRE, OR LONG DISTANCE TELEPH

THE McCLURE NEWSPAPER SYNDICATE

STORY IN OUR HISTORY
A L S I M S
STORY TO THE
AMERICAN PUBLIC
NEWSPAPERS

ADMIRAL SIMS is more responsible than any other for the present efficiency of our fighting ships. He has always been a naval reformer and advocate of preparedness. His story of our sea war with Germany is such an important document that before our preliminary announcement had been out but a very short time some of the biggest papers in the country had telephoned or telegraphed us to enter their orders. Numerous others have ordered by mail, and a large number are now negotiating for territory.

ADMIRAL SIMS' STORY WILL GO DOWN TO HISTORY FOR FUTURE GENERATIONS TO READ WITH PRIDE AND GRATITUDE TO OUR OWN SAILORS AND OFFICERS AND TO THOSE OF OUR ALLIES IN THE GREAT STRUGGLE.

was stationed at Newport as president of
 ved a message from the Navy Depart-
 ich these instructions were cast showed that something extraordinary
 against Germany's submarine warfare. Admiral Sims tells the whole
 British and American navies played a momentously silent but tremen-
 for the first time.

CLOSED FOR THIS STORY ARE

- | | |
|--------------------|--------------------------|
| ES EXAMINER | OMAHA WORLD HERALD |
| E JOURNAL | PENSACOLA JOURNAL |
| I ENQUIRER | SAN FRANCISCO CHRONICLE |
| LO BE | FORT WORTH STAR TELEGRAM |
| HI A BULLETIN | KINGSTON BRITISH WHIG |
| E NEWS AND COURIER | SEATTLE TIMES |
| VE VIRGINIAN PILOT | NEW YORK AMERICAN |

his is your golden opportunity to give your readers the story of the most
 ginning Sunday, September 21st. Supplied with splendid photographic
 approximately thirty weeks.

PHONE, FOR OPTION AND TERMS

373 FOURTH AVENUE, NEW YORK

NEW HAVEN WRITERS DEMAND MORE PAY

Ask for Minimum Wage of \$5 a Day, \$3
Extra Pay for Additional Night Work
and a Six-Day Week

NEW HAVEN, Conn., Sept. 9.—Employees of the news departments of New Haven newspapers today presented demands to the publishers for minimum pay of \$5 a day, \$3 extra pay for additional assignments at night and a six-day week.

They asked for a reply on or before Saturday and announced that if any employe of a newspaper was discharged because of these demands, the entire news writing force on that newspaper would strike. They say they are 100 per cent organized.

John Flynn, city editor of the Register, was elected president of the new organization; Bob Wilson, of the Courier, secretary, and Gary Finley, of the Times-Leader, treasurer. These three, with Michael Finley, of the Union, and D. S. Brown, of the Register, form the executive committee.

Settle the Union Differences in Bridgeport

Equity Members Return to Work on
Standard-Telegram and Post on Ad-
justment of Dispute

BRIDGEPORT, Conn., Sept. 6.—Relations between those men, whose connection with the Post Publishing Company newspapers ceased at the outset of the organization of the Bridgeport News-writers' Equity Association, and the Bridgeport Standard-Telegram and Evening Post, were resumed last night and today. James H. Shay, James L. McGovern, Jr., N. E. McDonald, Ira H. French and Vincent L. Sexton returned to the editorial staff of the Standard-Telegram and John Powell was added to the desk force of the Evening Post. It followed the offer of George C. Waldo, Jr., editor, made a week ago.

President James H. Shay issued the following statement the day following the return of the men to work: "The Equity is gratified to announce that its differences with all publishers have been happily adjusted to the satisfaction of all parties concerned. The six men who were dismissed by the Post Publishing Company have returned to work and are now co-operating with the company to the fullest extent in carrying out its program of justice and equality."

Now Propose Labor Union of Chicago News Writers

Those Who Attend Meeting Are Invited
to Sign Articles of Organization
—May Ask \$35 Minimum

CHICAGO, Feb. 10.—Efforts to form a labor union composed of employees of the news departments of Chicago newspapers have been made here this week by men said to be connected with a local labor paper called The Unionist. Twenty-seven reporters attended a meeting at 180 Washington street last Sunday, but none, so far as could be learned, signed the articles of organization. Seven of the men present were from German newspapers.

One speaker at the meeting extolled the benefits to labor obtained through Bolshevism in Russia, and another speaker invited those present to become members of the union immediately by paying initiation fees. One reporter asked what benefits he might obtain by joining, and was told:

"Join and find out."
It is reported that one demand to be made on Chicago newspaper publishers, if the union is formed, is a \$35 minimum wage for reporters.

DENVER PRINTERS STRIKE

Tie Up All Smaller Publications to Force
\$39-\$42 Scale

DENVER, Colo., Sept. 8.—Practically all weekly and other small publications in Denver are tied up by a strike of 130 union printers, which has been in progress since September 1. The printers' strike is regarded by the Denver Typothetae as illegal, in that they have been working under a contract with the employers which was to be in force until the end of the year, and that they are alleged to have violated the thirty-day strike notice provision of the state industrial act.

District Attorney William E. Foley has threatened prosecution of the men on the latter ground. The printers are demanding \$39 a week for day work and \$42 for night work. The present scale averages about \$32 a week.

FRENCH REPORTERS ARE OUT

Courier des Etats-Unis Refuses Raises
—Hires New Staff

Five members of the editorial staff of the Courier des Etats-Unis, the French daily newspaper of New York city, went on strike when their application for an increase in salaries was refused by I. H. Sampers, owner of the paper.

The management of the paper announces that the positions of the strikers have been filled.

Benefit for "Writers' Equity"

BRIDGEPORT, Conn., Sept. 8.—Arrangements are being made by the Bridgeport News-writers' Equity Association for a big benefit theatrical entertainment. President James H. Shay has announced that the Actors' Equity Association of New York has agreed to provide a performance with many leading stage stars.

Lardner Joins Bell Syndicate

Ring W. Lardner, well-known short-story writer and formerly columnist for the Chicago Tribune will write a weekly letter of comment on current events for Sunday newspapers, which will be syndicated by the Bell Syndicate, beginning October 19. He also is under contract with the Bell Syndicate to report events of national and international interest and his first assignment of this character probably will be the World Baseball Series. He also will write a play for Morris Gest.

Change in Gillette Company

BOSTON, Sept. 8.—E. D. Copeland is the new advertising manager of the Gillette Safety Razor Company, succeeding J. T. Ashebrooke, resigned. Mr. Copeland was Mr. Ashebrooke's assistant.

The Pulping Technical School at Perth, Western Australia, are experimenting with karri as a paper-making material.

PAPER FOR NEW GOLD FIELD

Manitoba Miner About to Make Appearance in Winnipeg

WINNIPEG, Sept. 9.—A mining journal will be established here to serve the western Canadian field. It will be published under the auspices of the Winnipeg Mining Association, which has become active in recent weeks owing to the discoveries of rich gold areas in Northern Manitoba.

The provisional directors of the paper will be: J. M. Baird, president; John Beckman, vice-president; J. Connor, secretary-treasurer; N. C. Tobias and E. W. Jackson. The new paper will be called the Manitoba Miner.

F. N. Smith Reported Returning

BRIDGEPORT, Conn., Sept. 8.—Word has come to friends of Frederick Nelson Smith, vice-consul to Genoa, Italy, that he will leave his post and return home soon. Mr. Smith was managing editor of the Lynn (Mass.) Telegram when war broke out and after winning a lieutenantcy went overseas with the 76th Division. He was appointed to the consular post on return. He was with the South Norwalk Sentinel, the Norwalk Hour, the old Bridgeport Standard, and was city editor of the Bridgeport Telegram during his Connecticut newspaper work.

New Texas Daily

MARSHALL, Tex., Sept. 10.—A new daily, known as the Marshall Morning News, has been launched in Marshall, the first issue appearing Sept. 7. It is published by Homer Price and Bryan Blalock. It carries the full leased wire report of the Associated Press.

Pleads Truth and Privilege

PORTLAND, Ore., Sept. 8.—The Oregonian has filed a reply to the \$50,000 libel suit recently filed against it by Merrill F. Hanville, former school teacher at Astoria. The Oregonian contends that the article objected to by Hanville was both true and privileged.

Greene and Monroe Join Remington

BUFFALO, N. Y., Sept. 9.—Finley H. Greene, who for many years has been secretary of the Buffalo Express and secretary and sales manager of the Matthews-Northrup works, has become general manager of the E. P. Remington Advertising Agency. Clarence J. Monroe, new art director for the Remington Agency, acted in a similar capacity for several years with the Niagara Lithograph Company. Carl J. Balliett will be the directing partner in the organization.

Gibbs Revisiting Old Scenes

LONDON, Sept. 6.—Philip Gibbs is revisiting the Continent in order to describe the changes wrought by war and peace. He will go over the battlefields and districts which he saw laid in ruins and also tour the principal towns of the Allies and their late enemies. The journey will include the chief centers of Belgium, Northern France, parts of Austria and the area occupied by the British troops on the Rhine.

Reporters' Friend Dies

CHICAGO, Sept. 10.—Mrs. Susan Spellman, 62 years old, mother of John L. Spellman of the Chicago Tribune staff, who for many years had Chicago newspaper reporters who were unmarried as her guests at Christmas dinner, is dead, after an illness lasting three years.

Mrs. F. B. Crocker

ST. LOUIS, Sept. 10.—Mrs. Florence Berg Crocker, 33 years old, wife of Herbert C. Crocker, died recently at Edwardsville, Ill., where her husband is representative for the St. Louis Globe-Democrat.

Will Represent St. Louis Times

Payne, Burns & Smith, Inc., New York, have been appointed to handle the foreign advertising of the St. Louis Times in the East and G. Logan Payne of Chicago and Detroit will look after the business in the West.

Newark (N. J.) Ledger's Great Gain

First 6 months 1918 total lineage.....	1,954,802
First 6 months 1919 total lineage.....	3,155,962
Total gained in lineage.....	1,101,160
Per cent. gain	51%

NATIONAL ADVERTISING

First 6 months 1918.....	18,022
First 6 months 1919.....	133,148
July (Morning only) 1918—total lineage.....	356,784
July (Morning only) 1919—total lineage.....	474,754
Gain for the month	116,970

This is the largest percentage gain in New Jersey in display, Classified and National Advertising.

The Newark Morning Ledger, weekday, is the highest price home delivered paper in Newark, being 14c. per week against 10c. for the next highest priced paper.

Sale price single copy, morning 2c., Sunday 5c.

Only Morning Newspaper in Industrial Center with a million population.

L. T. RUSSELL

Editor and Publisher

Adopt this New Roller that gives most in Service



*A single set of Goodrich "ONE-SET" Rollers
are used by a leading newspaper for a year
and a half without any signs of wear*

This splendid tribute to the service obtained with Goodrich "ONE-SET" Rollers is conclusive evidence of their superiority—it is evidence that these scientifically built rollers will give you, also, the utmost in service. They have stood the real, actual hard test of practical application.

That one hundred live, progressive newspapers throughout the country have adopted them is further unquestionable evidence that they are a superior roller and have

the qualities which will give the most in service.

Goodrich "ONE-SET" Rollers need no washing. They need no re-adjustment from time to time. Winter or summer, hot or cold temperature, slow or fast speed, they remain unaffected and maintain a uniform consistency. They afford perfect ink distribution, because they have the right properties of "tack." They are not affected by water. They are as near a perfect roller as human effort and ingenuity can make them.

*The best evidence of their superiority is
the calibre of the newspapers that
have adopted them.*

Write today for prices, specifying core diameter, finished diameter, and length of cover face.

THE B. F. GOODRICH RUBBER CO.
The City of Goodrich—Akron, Ohio

GOODRICH

"ONE-SET"

AUTOMATIC
SUCTION **ROLLERS**

NEWSPAPER MAKING

BY JASON ROGERS

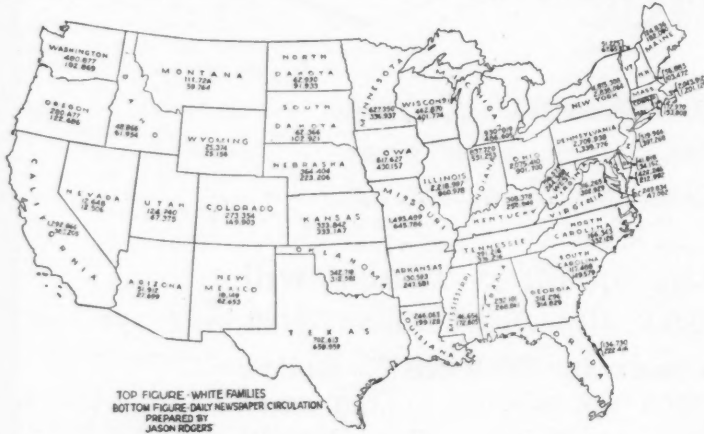
(Continued from Page 14.)

lines and perhaps it may seem foolish to take the longer route in getting there, but it will pay in the long run.

I don't believe that the rate demanded has anything much to do with the majority of people buying advertising in a newspaper. People advertise because they make money by doing so.

tional insurance against the rainy days if they come. A few thousand dollars or many thousand in such an account pleases the banker or friend to whom you show your balance sheet.

One of the great weaknesses of our business is the large percentage of un-businesslike men who are in it. In some

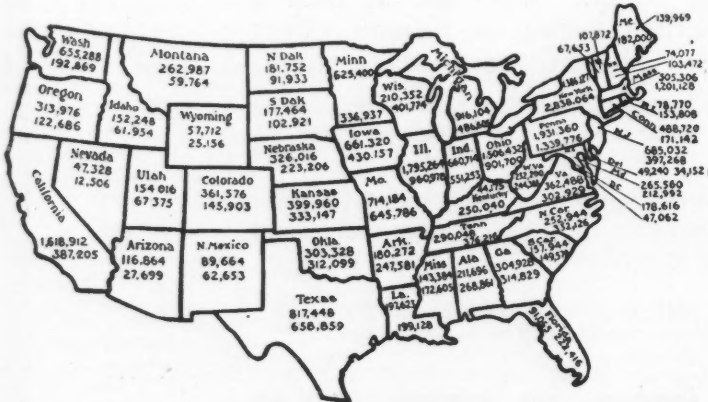


Because one publication gives away space is no reason why another newspaper should foolishly do the same. We must get cost plus for our advertising space or we will go broke, and yet not one newspaper in ten knows its costs.

For purpose of simplicity cost is: Total operating expenses for any period. Less receipts from circulation.

way or other born newspaper men are impracticable and sanguine dreamers. Too many of them are so satiated with overwhelming hopefulness that they will take promises and a kind word for service for which they should get paid.

Impractical newspaper men, like others in other lines, seem to like to fool themselves. That is why I think that so comparatively few of them do business



HOW the True-Shape dealers had the circulation of magazines used by the manufacturer visualized to them, as compared with the number of white families in the same state. Top figures in each case give total circulation of Good Housekeeping, Literary Digest, Saturday Evening Post and Vogue, while the lower figures in each case give number of white families.

Divided by number of inches or lines of advertising.

Nothing can be easier to find out provided our books reflect true conditions and we are not trying to deceive ourselves.

Commissions to agents on advertising should not figure as an expense to us. Enter all advertising at the net price to us. The advertising pays cost on net rate and the agents' commission. Such a method simplifies process of entry.

Don't be afraid of making a liberal allowance for depreciation and replacement. Because you charge a big figure the money has not gone out over the counter or through the bank. You have simply established just so much addi-

on a strictly business basis and go on deceiving themselves regarding the true conditions of their business.

QUESTIONS AND ANSWERS

(BY JASON ROGERS)

Question.—In reading your book, "Newspaper Building," I note what you say regarding the saving of white paper by reducing the size of heads, the elimination of cut off rules between ads, etc., but fail to see where this would help a small town daily only printing a six and eight-page newspaper. We could not very well reduce the size below present basis. Would not the adoption of your suggestion inflict a handicap.

Answer.—No, I don't think so. If the smaller newspapers eliminated the waste space they would have room for added variety that would make their publication better newspapers. Every time I pick up one of these little newspapers my hat is off to the man making it, but I am filled with a feeling of regret that he does not cut out the waste and give his subscribers just so much more value.

If in the case of a six-page newspaper, two columns of space now wasted could be saved and the two columns used for a daily comic, a good special article or some regular general interest department, I believe that the trifling extra cost would be more than justified by results.

* * *

Question.—I am up against unfair competition. Every time a new advertiser appears in the columns of my newspaper my competitor calls upon him and advises him that he is wasting his money and that his newspaper is the only one that covers the field. Even the merchants are disgusted with his abuse. What is my best defense?

Answer.—Give him all the rope he needs to hang himself. There are a number of such men in the newspaper business and they constitute a powerful destructive influence in the development of newspaper advertising.

I should frankly go over the situation with all my customers, tell them frankly regarding the whole situation, explain to them my own strength and weakness and get the business on the views of the case. I should tell them that my competitor was inclined to "knock" and ask them that in case he did so to discontinue his publications.

I have seen many a so-called "star solicitor" of that type shoot his bolt and drop out of sight. In New York City we have had many such aspirants for fame, but they don't last very long.

Advertisers are human and soon get onto a man who is a pernicious knocker by steering clear of him. Every time the representative of another New York newspaper tries to knock the Globe he is boosting us for we stand on the level with those who buy our space.

President Thanks Mr. Ingham

DES MOINES, Ia., Sept. 7.—This afternoon President Wilson called upon Harvey Ingham, editor of the Register, and thanked him for his support of the League of Nations "in the name of the country."

Prof. Ronchi Made Editor of Italian Daily

La Voce del Popolo, of San Francisco, Will Work for Americanization of Italians

SAN FRANCISCO, Sept. 5.—Ottorini Ronchi, for the past two years professor of Italian at the University of California, has assumed the managing editorship of La Voce del Popolo.

Mr. Ronchi is one of the best known figures in San Francisco's art and literary life, and has had experience as a journalist in Milan, Bologna, New York and San Francisco. His first work in San Francisco was as assistant to Ettore Patrizi, editor of L'Italia.

La Voce del Popolo was established in San Francisco sixty years ago and has had some famous editors, among them Felice Ferrero, brother of the historian, and Dr. Arturo Sporzio, who became a captain in the Italian army and was killed in the war. Mr. Ronchi has contributed frequent cartoons to the Bulletin. He announces that the policy of La Voce del Popolo will be independent and devoted to the Americanization of Italians in the United States.

Rome (Ga.) News Starts Sept. 17

(BY TELEGRAPH)

ROME, Ga., Sept. 8.—The first appearance of the News, the afternoon and Sunday morning paper being organized by T. E. Edwards, formerly business manager of the Anniston (Ala.) Star, will appear about September 17, according to a statement made to EDITOR AND PUBLISHER today by Mr. Edwards, general manager.

Hudnut Succeeds Miller

YOUNGSTOWN, O., Sept. 8.—H. B. Hudnut has been appointed assistant advertising manager of the General Fireproofing Company, succeeding D. B. Miller, who has gone with the Cleveland Cadillac Company, Cleveland, as advertising manager.



HILDA M. RICHARDS

Former Chief of the Woman's Division, U. S. Employment Service.

is writing a series of practical, helpful articles for the business woman, entitled

"WOMAN AND HER JOB"

This feature has been appearing for more than six months in twenty important papers.

Service three times a week. About 500 words each.

Released by

Thompson Feature Service
No. 443
Fourth Ave.,
NEW YORK

ADVERTISING SECURED

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

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

To Advertisers in the Tacoma Ledger and News-Tribune

Friday afternoon, September 5, the members of the Tacoma Typographical Union No. 170 struck suddenly without the sanction of their International officers and despite the fact that they were already receiving the highest newspaper scale in the country.

In consequence of this strike the Tacoma Ledger and the News-Tribune have not been issued pending compliance by the men with orders of their International officers. Offers of arbitration under the course laid down by the International Typographical Union were refused by the printers who first presented a scale calling for \$9.25 and \$10.00 for a working day of six and a half hours for day and evening workers respectively, besides working conditions which would impose onerous conditions on the office.

The publishers pointed out that the present Tacoma scale of \$7.00 and \$7.50 for seven hours for day and night work respectively was already the highest newspaper scale paid in the United States per ratio of working hours. The stereotypers and pressmen later joined the printers in sympathy, although they had no grievance. The men were ordered back to work by their International officials but defied the order.

Conditions which obtained before the presentation of the new demand make the attitude of the men more reprehensible.

On January 1, 1919, the old Typographical scale of \$5.00 and \$5.50 for seven hours day and night work respectively, expired and a new scale was negotiated by which the men were given an increase of 40 per cent. The new scale of \$7.00 and \$7.50 was the highest in the United States and 60 per cent higher than the average of all cities of Tacoma's class in the country. The scale has been in effect eight months. The new demands for an increase of 30 per cent would make a total of 70 per cent increase demanded since the 1st of January, 1919.

TRIBUNE PUBLISHING CO.

THE TACOMA LEDGER THE TACOMA NEWS-TRIBUNE

FRANK S. BAKER, President and Publisher.

CHARLES B. WELCH, Editor and General Manager.

AD CLUB SECRETARIES ANNOUNCE PROGRAM

Conference Will Have Sessions on Monday and Tuesday Afternoons of Associated Advertising Clubs' Convention Week in New Orleans

Following is the program for the Conference of Advertising Club Secretaries, to be held in connection with the New Orleans Convention of the Associated Advertising Clubs of the World, September 21 to 25. The club secretaries will hold two sessions, Monday and Tuesday afternoons.

Chairman, C. M. C. Raymond, Los Angeles, president of the Conference of Club Secretaries, Associated Advertising Clubs of the World.

Monday Afternoon, Sept. 22

2 P. M.—Each secretary or club representative to briefly state comparative facts of general informative value concerning his particular club, and in a five-minute speech tell the most notable thing accomplished by his club during the year.

3 P. M.—"Standardizing Office Records," a fifteen-minute address by Norman M. Parrott, secretary-treasurer, Advertising Club of Baltimore.

General discussion.

3.30 P. M.—"Maintaining Interest in Your Club," a fifteen-minute address by George A. Cummings, secretary-treasurer, Pacific Coast Advertising Clubs Association.

General discussion.

4 P. M.—"Limiting Your Membership," a fifteen-minute address by Lincoln G. Dickey, secretary-manager, Cleveland Advertising Club.

General discussion.

Tuesday, Sept. 23

2 P. M.—"Assisting the Small Town Club," a fifteen-minute address by H. William Nelle, manager, San Francisco Advertising Club.

General discussion.

2.30 P. M.—"How to Develop the Real Advertising Club Spirit Among Members," a twenty-minute address by Frank LeRoy Blanchard, secretary, Advertising Club of New York.

General discussion.

3 P. M.—"The Secret of Successfully Collecting Club Dues," a fifteen-minute address by C. M. C. Raymond, executive secretary, Advertising Club of Los Angeles.

General discussion.

4 P. M.—Plans for the coming year and election of new officers.

Adjournment.

McTigue Rejoins Old Friend

ALBANY, N. Y., Sept. 10.—The resignation of Charles H. McTigue as managing editor of the Argus, has been accepted by the owners. Mr. McTigue plans to go to the Syracuse Herald as city editor. Mr. McTigue was city editor of the Knickerbocker Press until a year ago, when he went to the Argus. He lived originally in Buffalo. In going to Syracuse, he rejoins Frank W. Clark, who, as managing editor of the Albany Knickerbocker Press, named McTigue city editor.

Reorganization in Vincennes

VINCENNES, Ind., Sept. 8.—Perry D. Green has resigned as secretary-director and editor of the Capital after fifteen years' service because of ill-health. The new officers of the Capital are George W. Stout, formerly of Indianapolis, editor and business manager; Frank W. Curtis, vice-president; John J. Selby, secretary and office manager; Allie A. Arnold, associate editor and treasurer.

Interviewing the Authors of "The House of Mystery, Or the Icy Hand"—and Also Marcellus E. Foster



Photo by Curtis.

MARCELLUS E. FOSTER, president and publisher of the Houston Chronicle, has two bosses. They are Zaidee Lee, aged 13, and Madora Hale Foster, aged 11 years, and both during office hours and in his spare time he works, under their personal, joint supervision, at the life-time job of being a distinguished father.

Partly as a reward for efficiency, and partly because they like to come to New York City for a lark and schooltime is fast approaching, they brought him to the big city last week to see the sights and took him home again with them yesterday, tired but edified.

They sandwiched a call at the office of EDITOR & PUBLISHER in between "Happy Days" at the Hippodrome and a trip to Coney Island, brought their father with them, and permitted him to be photographed with them for publication.

"We must see the proofs, however, before the picture is released for EDITOR & PUBLISHER," said Zaidee Lee, in a positive manner.

(Yes; "released" is what she said.)

"We certainly must," said Madora, nodding vigorously.

"We must!" said Marcellus, thus encouraged.

All three consented to be interviewed and it developed that all three are literary—especially the two youngest members of the family. The latter are collaborating on a bit of fiction, which they may let their father syndicate, if he is willing to pay them what it is worth. Its title is "The House of Mystery, or the Icy Hand" and is full of shivers.

Obviously this was the thing to interview them about, but the interview was interrupted from time to time by questions concerning humdrum newspaper topics put to the elder Foster and his replies thereto.

"The scene of 'The House of Mystery' is laid away out in the country, where it is very lonesome. The wife of the owner of the house was a beautiful artist and she had a secret room on the top floor of the mansion, up a winding staircase," said Zaidee Lee.

"I believe so," said Mr. Foster. "Last July, news print was being offered the Houston Chronicle, freely, in quantities of two, three, or four hundred tons, at \$3.75½. I was able to buy stock, in addition to that ordered under contract, from both Canadian and American mills, at \$3.68. The best offers now—and they are few—are 4½ to 5 cents."

"The beautiful wife, who was an artist, died after a melancholy illness," said Madora. "Her husband mourned for her unceasingly and could not bear to think of her being put in the cold ground, so he kept the body for several years in the secret studio at the top of the winding staircase."

"That may be," said Mr. Foster. "One way in which to conserve

PUTNAM BUYS CONTROL AT OREGON'S CAPITAL

Charles H. Fisher Sells Capital-Journal to Former Owner of Medford Mail-Tribune and Will Give Whole Time to the Eugene Guard

(BY TELEGRAPH)

SALEM, Ore., Sept. 9.—George Putnam, until last April owner and publisher of the Medford Mail-Tribune, yesterday closed a deal whereby he takes over the entire control of the Salem Capital-Journal.

Charles H. Fisher, editor and publisher of the paper since February, 1914, severs his connection with the paper. Mr. Fisher, who is also owner of the Eugene Guard, will hereafter devote his entire time to that paper.

Mr. Putnam, formerly served as private secretary to E. W. Scripps, was employed on the staffs of newspapers in Los Angeles and San Francisco and has been connected with the Associated Press.

Rhodes Made Vice-Consul

HARTFORD, Conn., Sept. 9.—Russell H. Rhodes, a member of the Courant's city staff, has been appointed U. S. vice-consul in London. Rhodes has been with the Courant for a year, having graduated from Dartmouth College with the Class of 1918. In college he was president of the "Jack-o'-Lantern" and took part in dramatics. During the war he served with the Quartermaster Corps at Camp Meigs.

news print is to charge enough for advertising space in newspapers. Advertisers will use less space and more advertisers can be accommodated without printing huge issues.

"We have advanced advertising rates on the Chronicle and have reserved the right to advance them again whenever it may be necessary because of increased cost of production, without giving long notice in advance as has been the prevailing custom."

"Finally, the grief of the lonesome husband became so unbearable that he determined to move away from the mansion where every recollection of the happy days passed there with his beautiful artist-wife was heart-breaking," said Madora.

"So he rented the mansion to another couple who had just been married and they went there to spend their honeymoon. Soon afterward, as the young wife was ascending the dark, winding staircase to her boudoir, she placed her hand on the balustrade of the winding staircase, and to her horror, an unnaturally icy hand—"

"I am planning a new method of profit-sharing for the Houston Chronicle," said Mr. Foster. "I do not favor either the plan of basing profit sharing on earnings, or on both earnings and length of service. The plan I have in mind is to base it on length of service alone—that is, to establish a certain amount as a unit for one year's service—say \$10, or \$20, or whatever it might be—and pay each employe as many times that amount as he has spent years in the service of the paper. Every one in the service for a year or more would participate in the profit-sharing."

"When the beautiful bride felt the icy hand—" said Madora, "— she fainted dead away. That's as far as we've got," said Zaidee as they took the president and publisher of the Houston Chronicle out of the office of EDITOR & PUBLISHER.

EXPECT 2,000 PRINTERS AT N. Y. MEETING

Sessions of United Typothetae of America Next Week Are of Nation-Wide Importance Because of Uncertainty of Conditions in the Industry

About 2,000 printers are expected to convene at the annual meeting of the United Typothetae of America in New York, September 15-17. The convention will end on the evening of September 17 with a banquet. The sessions are to be held at the Hotel Commodore.

The attendance is expected to be larger than usual and the importance of the meeting is greater than ordinarily because of the uncertainty in general industrial conditions and the close connection of printing with all other business.

Among the speakers who will address the members of the U. T. A. is Magnus W. Alexander, executive secretary of the National Industrial Conference Board, Boston, whose topic will be "Important Aspects of the Industrial Situation." E. H. Naylor, secretary of the Writing Paper and Cover Paper Manufacturers' Association, will speak on "The Paper Market—A Message from the Interests Subscribing to the Three-Year Plan," a project of the typothetae organization.

A feature of the convention will be a comedy skit by the Franklin Typothetae of Chicago entitled "The Sick Print Shop."

A matter of vital importance to the

printing trade is a forthcoming survey in the Boston district, as a part of the three-year plan mentioned above. Edgar E. Nelson, secretary of the Boston Typothetae Board of Trade, announces that this survey probably will be made late in the fall. The objects, as officially stated, are three-fold: to show the magnitude of the industry and the important part it plays in local business activities; to show its condition as a profit-producing and money-making industry, and to show the opportunities it affords to those who use their efforts in the wisest and most practical manner.

Bank Robbery Wrecks Ad Agency

PHILADELPHIA, Sept. 9.—The Fletcher Company, a general printing and advertising concern, of this city, is in the hands of receivers as a result of the looting of the North Penn Bank. It is charged that the Fletcher firm made overdrafts at the bank totalling \$275,000. The failure of the concern is the third to follow the crash of the banking institution on July 18.

B. E. Bradley's Father Dead

ST. LOUIS, Mo., Sept. 10.—Benjamin A. Bradley, 87 years old, father of B. E. Bradley, general manager of the St. Louis Star, died recently at Holden, Mo. He was the son of a revolutionary soldier. He is survived by his widow, four sons and a daughter.

The London Times now reaches Paris the same evening of publication.

MISS OHL, DAUGHTER OF N. Y. HERALD'S EDITOR, WEDS



MRS. DAVID F. WEBSTER.

MISS JOAN KINGSLEY OHL, daughter of Josiah Kingsley Ohl, editor of the New York Herald, and Mrs. Ohl, has become the bride of David Frank Webster, son of Mr. and Mrs. James Scott Webster, of San Francisco. The couple are spending their honeymoon in the Berkshires, and will leave soon for Manila, where the

bridegroom's business interests will keep him for some time.

Mrs. Webster has passed much of her time with her parent in the Far East, particularly in Manila, in Japan, and at Peking, as well as in Washington, where she had a large circle of friends in diplomatic and army and navy circles. She was enrolled on the staff of the Belgian Embassy as honorary attaché during the war, and at the conclusion of her duties was decorated by the Belgian Ambassador on behalf of his government with the Medaille de Son Altesse le Duchesse de Vendome. Mrs. Webster also was a member of Mrs. Larz Anderson's Red Cross canteen unit in Washington.

Veon Vacationing in Los Angeles

(BY TELEGRAPH)

LOS ANGELES, Cal. Sept. 5.—Fred C. Veon, of Detroit, is here on a six months' vacation, helping F. W. Kellogg with his Rural World farm paper, which is owned by the Evening Express. Mr. Veon, who several years ago started the morning Tribune (discontinued) for the publishers of the Express, denied to EDITOR & PUBLISHER a rumor that his present work is to be permanent and declared that he still retains all his Detroit interests.

Resume Canadian Paper Case, Sept. 17

OTTAWA, Ont., Sept. 9.—Paper Controller Pringle has extended the date for the resumption of the Canadian newsprint probe to September 17, when manufacturers and publishers will continue the hearing.

To Publishers of All Newspapers

Help us get a live, responsible local dealer acceptable to us, for the

MUTUAL
America's
Greatest **TRUCK**

and help yourself to a

Handsome Advertising Contract

We are prepared to spend \$3,000 in local advertising for the first ten Mutual Motor Trucks sold by each dealer.

And we will not look with favor upon the application of any dealer who is not big enough financially and personally to sell ten "Mutuals" in a year.

Nor will the advertising stop after the first ten are sold.

Write for particulars.

MUTUAL TRUCK COMPANY,

Sullivan, Indiana

END RUMELY INQUIRY AT BERNE

Prof. Gaevernitz, Member of German Parliament and Formerly of General Staff, Testifies He Recommended Defendant to Dr. Dernberg—

BERNE, Sept. 10.—Assistant Attorney General Brown and Harold Harper, Assistant Attorney for the Southern District of New York, have concluded their inquiry into charges against Rumely, Kaufmann and Lindheim before Consul Stewart in Berne.

The last witness examined was Professor Gerhard Gaevernitz, a member of the German Parliament and formerly of the German General Staff. Gaevernitz admitted that Rumely wrote him about financial aid for the New York Evening Mail. Gaevernitz wrote to Hermann Sielcken, a wealthy American citizen, originally German, for financial aid, but Sielcken gave no definite answer, merely saying that he would think it over.

Cross-examination by Mr. Harper elicited the fact that before applying to Sielcken, Gaevernitz conferred with a German Foreign Office official about the possibility of the German Government buying the Evening Mail. Gaevernitz admitted that he recommended Rumely to Dr. Dernburg as a man qualified to assist him in his propaganda work in the United States. Then he entered into explanations of his alleged opposition to unrestricted submarine warfare and his having contended in and out of the Reichstag that America's entrance into the war would be fatal to Germany.

Rumely's life in Germany was described as that of an eccentric man who wore sandals, braved the weather in scanty attire and lived on nuts, herbs and uncooked foods.

Examination of the witness revealed the fact that many German agents, employed in America, received large amounts of German Government money, but instead of using this for propaganda they engaged in stock exchange speculation and thus the German Government was defrauded of millions.

Mr. Brown and Harper later left for Germany to investigate cases connected with the Alien Enemy Property Custodian's Department.

Latest Opportunity Book Deals with Journalism

Fourth Volume in Harper's Series Is by Dean Lee, and Deals with Phases of Newspaper Making

The fourth in a series of "Opportunity Books" being issued by Harper & Brothers, just published, deals with newspaper making. "Opportunities in the Newspaper Business" is the work of Dean James Melvin Lee of the School of Journalism at New York University. The country weekly, small city daily and metropolitan daily are each treated in detail in the order named.

The book will no doubt be read with a great deal of interest by newspaper workers, especially those climbing in the profession. It is filled with helpful suggestions on all branches of newspaper making and is put together in a manner that is sure to hold attention.

Horace Greeley is quoted at length on the making of a country weekly and there are several examples of strong news writing, including Lindsey Denison's story of the rescue of Bill Hoar, Julian Ralph's story of the trial of Lizzie Andrew Borden, and Edwin C.

Hill's story of the conviction of Charles Becker.

William C. Freeman's fifty qualifications that advertising solicitors should possess are also given.

The appendix contains a list of more than 100 books and publications dealing with every phase of newspaper work, which should prove of unusual value in every newspaper man and woman's library.

A. S. TAYLOR IS SUED

Attorney Demands \$11,000 Damages for Sale of Post-Intelligencer

SEATTLE, Sept. 7.—Suit has been instituted in the Superior Court of Kings County by Wilson R. Gay, an attorney, against A. S. Taylor, formerly publisher of the Seattle Post-Intelligencer, asking for \$11,000 judgment against Mr. Taylor.

Mr. Gay alleges that Taylor, who sold the "P.-I." a year ago to Clark Nettleton, sold 1,000 shares owned by the attorney in the newspaper and appropriated the money to his own use for five months. Later, alleges Gay, Taylor gave him some worthless promissory notes. The plaintiff further states that Taylor has threatened to go into bankruptcy to avoid payment of the debt.

ST. LOUIS STAFF CHANGES

Shifts on Star and Republic—Benesch in Agency Business

ST. LOUIS, Sept. 10.—Aaron Benesch, long a reporter on the Star, has entered the advertising business with the Brannin-Parkell Agency. Frank Sullivan, recently returned from service overseas, has left the Star to become connected with the publicity department of the Southwestern Bell and Telephone Company. Floyd Bell, a sports writer, has gone with the Sporting News.

Tom Rogers, at one time secretary to the Mayor and later Chairman of the Efficiency Board, has left the Republic to become connected with the Star. Joe Carey has succeeded him as assistant city editor of the Republic.

Sheehy Succeeds Sheppard

ALBANY, N. Y., Sept. 10.—After eight years' service as superintendent of the mechanical department of the Knickerbocker Press, John A. Sheppard has resigned and will take up a position in New York. Mr. Sheppard was foreman of the composing room of the Brooklyn Daily Eagle before coming to Albany in 1911. Timothy J. Sheehy will be the new superintendent. Mr. Sheehy has been a printer in Albany and Troy newspaper composing rooms for more than twenty years.

Encouraging Readers to Write Ads

ELMIRA, N. Y., Sept. 8.—The Star-Gazette is conducting an ad-writing campaign open to all readers of the newspaper. All persons who can write a letter are invited to prepare ads for a certain four firms each week, and 200 weekly prizes will be given the successful contestants. Merchandise prizes are awarded weekly, and the grand prizes, to be awarded at the end of the contest, will be in the form of money.

Buy Storm Lake Register

STORM LAKE, Ia., Sept. 10.—E. L. C. White, owner and publisher of the Spencer (Ia.) News-Herald, and Roy A. Jarnagin, advertising manager of that newspaper, have bought the Storm Lake Register from John Bell. Mr. Jarnagin will move from Spencer to Storm Lake and be manager of the Register.

AD CLUB HEAD SPECIALIZES IN HUMAN NATURE

HUMAN nature is the supreme possession of everyone of us, but at the same time it is the most persistently misunderstood of all subjects, according to Charles W. Mears, who in ordinary times divides his time between the management of Winston Motor Car Company's advertising and making the Cleveland Ad Club an active and much alive organization. Right now he is giving the major part of his attention to the coming convention of advertising men at New Orleans.



CHARLES W. MEARS

Human nature is a hobby with Mr. Mears and recently he spoke for nearly half an hour on the subject at a gathering of the Ohio Piano Merchants' Association. He is so thoroughly imbued with human nature that he has been heard to use such expressions as "Nature persists in man forever," "Men may think what they like, nature still impels them to ends of her own selection," "Living becomes a beautiful dream—simply a product of natural, basic human feeling."

Mr. Mears has also expressed the belief that "great men are great because they are sensitive. The man who is not sensitive is already dead and is not aware of the fact."

Now and then intimating that advertising was found as a stepping-stone on every highway to success, Mr. Mears, during his address to the Ohio piano men, said:

"I do not happen to know whether during the war-time pianos were classed as non-essential. But I do know this, that music makes its appeal to human feelings and as such is tremendously fundamental. A world without music would be a world not fit for human habitation. In the sale of your goods you are promoting human happiness, which, after all, is about as important a piece of work as any mortal is privileged to undertake. And you will be delinquent in your duty if you rest from your labors until every household in your territory has its piano or some other musical instrument, the use of which will insure a happiness that the music-less home can never know."

Coal Ad Impresses Des Moines

DES MOINES, Ia., Sept. 9.—The Sunday Capital recently printed a special four-page section devoted to advertising by coal dealers, emphasizing the advantage of ordering the winter's coal supply early.

MEN WANTED by Southern Newspapers

Opportunities are open on southern daily newspapers for competent newspaper men who desire to come south. Men are wanted for positions in all departments.

Address W. C. Johnson, Sec'y, Southern Newspaper Publishers' Association, Chattanooga, Tenn.

N. Y. Police Reporters Deny Mayor's Aspersions

Ask Him to Name Men He Accused of Being on Payroll of "Gamblers and Vicious Interests"

Reporters for New York City newspapers who are regularly assigned to Police Headquarters have sent a letter to Mayor John F. Hylan asking that he make known by name those of their number he referred to anonymously in an address to patrolmen as "being on the payroll of gamblers and the vicious interests during the previous city administrations." They deny there is any basis for his accusation. He has not replied.

The Mayor was right, the newspaper men say, in another assertion that every effort had been made by his administration in preventing them from getting police news. During former administrations, they pointed out, police commissioners had held daily conferences with reporters, and often obtained valuable information from the latter.

Now the daily conferences have been abolished, and information concerning burglaries and other crimes are concealed from them, they say.

Thomas Young Visiting U. S. A.

Another British newspaper man to visit America on business is Thomas Young, a director and advertisement manager of the publishing house of Cassell & Co., Ltd., London. It is understood Mr. Young will confer with a large number of American publishers, advertising and business men, and will inspect the most up-to-date newspaper plants and be quite willing to discuss advertising with those anxious to open up the British market. Messrs. Cassell & Co., Ltd., are publishers of a big bunch of weekly periodicals and magazines and in addition have one of the finest syndicate and stereo newspaper feature series in the United Kingdom. Mr. Young is a popular figure in British publishing circles and knows advertising and newspaper conditions as few men do.

Maurice Schwartz, who was formerly with the Houston Chronicle, has returned home from six months' service overseas duty.

"Sure of Results"

is the way advertisers express their opinion of the selling power of the

Chester Times & The Morning Republican

An influence which sways the desires and directs by education the purchases of 150,000 consumers. Let our Service Department help you put your product over in Chester, Pa., and Delaware County.

Foreign Representative,

FRANK R. NORTHROP

303 5th Ave., New York City
Association Bldg., Chicago

REDUCES CABLE TOLLS TO THE ORIENT

Cut of 20 Per Cent on Press Messages Announced by Postal Telegraph-Cable Company—29 Cents to China and Japan

SEATTLE, Sept. 10.—The Postal Telegraph-Cable Company announces a new press rate to all points on the Pacific that includes a flat reduction of 20 per cent on all press and urgent press messages.

The new rates from San Francisco to Manila on straight press messages will now be twenty-seven cents a word and a rate of twenty-nine cents to Hong-kong and all points in China and Japan.

Prominent Trade Men Aid Red Cross Roll Call

Publicity Campaign to Be Conducted Under Direction of Well Known Publicity Authorities

The Red Cross has fired the opening gun of the publicity campaign for the Third Roll Call. It is announced that this publicity campaign will cover the entire country and will utilize every known medium for reaching the public. The Roll Call will open November 2 and will continue active operation until November 11, the anniversary of the signing of the armistice.

The purpose will be to enroll approximately 20,000,000 members for the Red Cross and also to obtain \$20,000,000 dollars to complete their war activities both home and abroad.

The publicity campaign will be sponsored by Frederick C. Munroe, general manager of the Red Cross, with C. S. Clark as executive secretary in charge of the details. Mr. Clark will be assisted by Ben B. Hoover, formerly of the publicity department of the United States Public Health Service, and William J. Benjamin, from the War Savings Department of the United States Treasury.

General publicity will be in charge of M. G. Scheitlin, acting director of the Department of Publicity. Mr. Scheitlin and his assistants will furnish newspaper copy and supply general information and ideas on newspaper publicity to all divisions. Daily and weekly newspaper copy will be furnished by divisional publicity directors and chapter officers.

W. D. Orcutt, of Boston, will be in charge of the bureau of magazines.

Mrs. O. D. Foster has charge of all publicity in technical trade and class publications, assisted by Robert R. Ramsey, editor of Advertising and Selling and president of the House Organ Association.

W. A. Biby, treasurer of the Knights and Ladies of Security and chairman of the Red Cross Committee of the National Fraternal Congress of America, will direct the campaign in fraternal papers. This bureau will not only cover all the technical and trade journals but also includes farm journals, juvenile publications, religious, collegiate and educational journals.

Harry Le Bair, of the Sherman & Bryan Company, New York, is supervising the preparation of advertising copy for magazines and general copy for newspaper display advertisements to be sent to the division headquarters as suggestions for their use. He is assisted by several writers of national advertising copy. Ralph Foote, of the Seaman Company, Inc., is su-

pervising the art work in the preparation of copy. Fred C. Wertz is general adviser on display and outdoor publicity.

Publicity is being directed toward bringing out the value of the peace-time program of the Red Cross.

HAS SPENT 54 YEARS ON PITTSBURGH DISPATCH

AMOS BARBIN, oldest employe of the Pittsburgh Dispatch, who has never lost his "cub-like" eagerness, recently celebrated his eightieth birthday anniversary.

Despite his age, Mr. Barbin continues to get daily pleasure out of his work. He first entered the employ of the Dispatch in 1854 as a route carrier in the District. In 1860 he took charge of the mailing room and one year and a half later resigned to go to war as a member of Company A, Second West Virginia Volunteers, the first organization sworn in under President Lincoln's three-year plan.

After the close of the Civil War Mr. Barbin did not immediately return to the employ of the Dispatch, but in 1871 he rejoined the organization and has been with it continuously since. In all he has been on the job 54 years and has kept smiling practically all the time. At present he is storekeeper and among all members of the staff is one of the best liked men on the paper.



AMOS BARBIN

SHAKE-UP IN PORTLAND, ORE.

Important Changes Occur in Organization of The Telegram

PORTLAND, Ore., Sept. 9.—A sudden shakeup in the Telegram staff includes the resignations of R. D. Cannon and William Raymond, assistant to the publisher and news editor, respectively.

W. T. Stott, who came to Portland from the Chicago Tribune a few months ago, remains as managing editor. H. C. Campbell, who went to the Telegram from the Oregonian a few weeks ago, is the new news editor and Harry C. Fry becomes head of the copy desk. Don H. Thompson of the repertorial staff has left for St. Louis, where he will joint the Star.

Horace Traubel Dead

TORONTO, Ont., Sept. 9.—Word of the death of Horace Traubel, poet, editor and Walt Whitman's biographer, of Camden, N. J., was received here today from Bon Echo, Ontario, a literary colony. Mr. Traubel was 60 years of age and was regarded with John Burroughs as the best living authority on Walt Whitman. He was the author of several books of verse and was editor of The Conservator of Philadelphia.

Erie Times Has 29,826 Circulation

In the "A. B. C." feature published in last week's issue of EDITOR & PUBLISHER, the Erie (Pa.) Times should have been credited with a net paid A. B. C. circulation of 29,826. A typographical error made it appear as 20,826—one wrong figure, but a very material difference of 9,000 circulation.

Aaron Benesch, for ten years with the St. Louis Star, has resigned to become associated with an advertising concern.

INDIANA



35,910 Square Miles
2,854,167 People

Prosperous People—Well Educated
In the Heart of the United States

with the heart to fairly judge manufactured products, and to a marked degree, the typical American spirit and spending capacity to acquire them

Exceptional Transit Facilities for Distribution of Goods and Excellent Retail Outlets for Their Sale.

* The following daily newspapers intensively cover merchandising areas with a potential local sales strength represented in their circulations which is not nearly equalled by any other advertising media.

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

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

EDITORIAL

TREND TOWARD ORGANIZATION

IN many cities there are under way efforts to organize news writers for the purpose of affiliating with the Federation of Labor. For many years such a movement has been discussed in general terms by newspapermen, but the majority opinion has been against it. It has always been contended that editors and reporters are in a class by themselves, engaged in work where individual initiative and ability must measure the possible wage; that, to attempt to standardize the earnings and working hours would be to put a premium upon average, rather than exceptional effort and achievement. It has been the accepted view that individualism in this field is the one factor making for constant progress.

It may be said that this view still holds with most newspapermen. But new economic and industrial conditions have developed. In a period of mounting costs of living the news writers and editors have noted that the men in the mechanical departments have had substantial wage increases while, in many instances, their own earnings have not kept pace with changing conditions. It happens that in a great many newspaper establishments the present wages of printers and pressmen are higher than those of editorial men and news writers. In explanation of this situation it is always pointed out to the newspapermen that unionism takes care of these questions and that individualism does not.

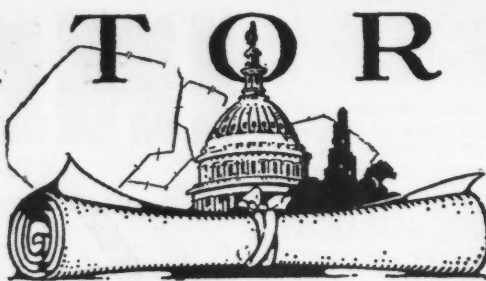
So it has happened that the idea of affiliations with organized labor, which once seemed to be fantastic, now appears to have to offer the solution to the question of how to earn a comfortable living in a time when the dollar has lost half of its buying power. Thus we see in various cities efforts among the news writers to organize.

At the convention of the Southern publishers at Asheville this matter of proper pay for men "upstairs" was freely discussed, and prevailing wage scales were admitted to be inadequate. It would, indeed, be hard to find a publisher who does not admit that a capable reporter should receive at least as high a wage as a capable printer. Indeed, salary increases for editorial and news men have already been granted by many publishers. This course is being followed as a policy of fairness to the men and also as a policy of good management for the newspapers. Dissatisfied or underpaid men on the news staff mean deterioration in the daily product, which menaces the whole investment.

We have long since outlived the day when there was any serious opposition to the principle of unionism. Criticism nowadays is confined to specific demands or particular attitudes of the unions, and to labor leaders who may momentarily disregard the greater public interests involved in pending issues and seek to arbitrarily impose upon communities the will of minorities. Not many publishers would now think of reverting to the non-union shop. Generally speaking it is admitted that organized labor is an asset of great value in the publication of a newspaper. Whether this would be true as to the editorial end, or would tend toward the elimination of individual initiative, is a matter, however, upon which opinion is still sharply divided.

HON. C. F. HIGHAM, who so successfully applied Government advertising to the solution of some of Great Britain's most difficult war problems, is now a member of Parliament. In his first address to that body he commended advertising as the means for solving the unemployment question. It was the first argument of the kind ever heard in that house, and made a deep impression. Will Official Washington please take notice?

"THE corporation press agent and his press matter offer a problem that can only be solved by the waste basket," says the Joplin News-Herald. Happily, therefore, the solution is usually found within easy reach of the editor who accepts this view. The waste basket, indeed, has come into its own in these latter days. It is the Great Preventer. It is the beneficent "slip 'twixt the cup and the lip," whose very proximity to the editorial desk is a reminder that all is not grist that comes to the mill



THE PRIMARY MEDIUM

OCCASIONALLY some well-intentioned friend writes to EDITOR & PUBLISHER felicitating us upon some item of news or expression of view which indicates the good-will of this publication toward some form of advertising other than that carried on through newspapers. Because EDITOR & PUBLISHER has for long years adhered to its conviction that the newspaper is the great primary medium for advertising—that all other media and forms of appeal are supplementary or subsidiary—many men engaged in these "side-lines" have assumed our hostility to them. This assumption has no basis in fact.

We have no quarrel with any form of legitimate advertising—magazine, periodical, class journal, painted signs, posters, car cards or direct-by-mail. If these various forms of appeal failed to give results they would cease to attract advertisers. Our quarrel—if our attitude could be so harshly defined—is with the man who tries to persuade an advertiser that any or all of these media or forms of advertising may supplant newspaper advertising.

Only newspaper advertising affords to a manufacturer a sure and economical local appeal, involving no waste, no random effort. This fact has been incontestably shown in the tabulations of newspapers, circulations and rates which have been appearing in EDITOR & PUBLISHER. We do not believe that the public interest is served by advertising waste—such as is involved in using mediums of general circulation for the purpose of creating sales in particular zones of distribution. The economic status of advertising must rest upon its usefulness in lowering selling costs—and this is apart from its purely ethical value. Advertising cannot produce results profitable to the advertiser unless it is linked up with his distribution.

Even in the cases where distribution is national the policy of concentrating advertising in the newspapers is still best—for only in this way may the local dealer be fully identified with the sale of the product. If EDITOR & PUBLISHER may be accused of frequent insistence upon these fundamental facts, the plea must be justification—for there are a great many very fine and agreeable men in the advertising business who would be glad to have them forgotten.

THE Vanderbilts are to be congratulated on the fact that Cornelius Vanderbilt, Jr., son of the most distinguished member of that family, has become a newspaper man. All Americans are proud of the fighting patriotism of General Vanderbilt, and all men in the newspaper profession will hope that the young man—already exhibiting something of his father's virile independence of family traditions—may win to the top in his chosen work. EDITOR & PUBLISHER is proud to have been the first newspaper to print an interview with him, considering that this was accomplished in the face of strong rivalry on the part of the New York dailies.

AN INTERESTING CONTROVERSY

IN urging editors to economize space—for the sake of more vital matter—in the treatment of baseball, EDITOR & PUBLISHER did not anticipate that this counsel would find general acceptance. The opinions printed have shown a sharp conflict of opinion upon the subject.

In some instances editors are swayed by the convictions of their circulation managers, who seem to be united in the view that baseball is a sure-fire circulation factor. To a varying degree, of course, this must be conceded. The value of that circulation to advertisers—particularly of that secured through baseball extras—is debatable.

Marcellus E. Foster, editor of the Houston Chronicle, is of the opinion that newspapers generally give entirely too much space to this topic, suggesting so small an allotment as half a column a day. He sees the unsoundness of the policy of permitting an enterprise organized for private profit to grow up at the expense of the newspapers, ignoring the advertising columns.

EDITOR & PUBLISHER does not deny the news interest of baseball, nor of the movies or other amusements. It should be apparent, however, that these topics have been greatly overplayed in a period when the conservation of newsprint is of first importance in newspaper management. Indeed, a false standard has long prevailed in the editorial valuation of these things. To contend that, because a news topic is of wide interest it should be played to the point of grotesqueness, dwarfing the space available for things of equal or greater importance, is not to display balanced editorial judgment.

This new era in the world's life has brought to the fore new considerations in the treatment of news and feature matter. The old order is passing. It is hardly fair to assume that there is greater interest in two columns of gossip and piffle about ball players than in an address by the President. If that were true most Americans would feel heartily ashamed of it. Yet there are newspapers which, in the matter of space, give baseball gossip and news at least an equal break with the reports of the President's historic tour. This is merely an illustration of the extent to which this topic is being overdone.

The discussion evoked by EDITOR & PUBLISHER's suggestion as to a better balance between baseball and other news and features is a timely one, and should be helpful. It should bear fruit. Out of controversy emerges, usually, some basis of general agreement. The policy of our newspapers toward baseball is by no means a light matter. If, as we believe, it often involves great waste of space, it is in the interest of all newspapers that a sounder basis should be reached. General discussion tends toward that end.

PRE-war conditions, which operated to estrange us from our fellow-Americans south of the Equator, should not be permitted to survive in the new days. The press associations are striving to break down these artificial barriers through the fullest possible dissemination of news to South American papers. In the old days these newspapers received their news of happenings in the United States through European channels exclusively, often edited by men ignorant of American affairs or hostile on principle to our interests. Our Government has before it a vital task in cooperating with our press associations in establishing easy and direct communication with all South American countries.

OUT of our own far-east, through a Manila newspaper, comes a new and novel advertising idea—a full page display death notice, phrased in good taste and constituting a fitting tribute by his friends to the memory of the deceased. Thus have our wards in the Pacific become, for once, our teachers in one branch of advertising.

UNTIL we shall again have a competitive market in newsprint the "hazards," so often spoken of in connection with the paper industry by the manufacturers, will be mainly borne on the shoulders of publishers. Reports of earnings by the big companies indicate that these hazards must have largely disappeared so far as the producers are concerned.

September 11, 1919. Volume 52, No. 15.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

W. D. Showalter, editor; John F. Redmond, managing editor; Don F. Miller, News; Ben Mellon, Features.

James Wright Brown, publisher.

J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: R. J. Bidwell.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

PERSONALS

COL. C. B. BLETHEN, editor and publisher of the Seattle Times, has been elected director of the National Rifle Association for three years, beginning next January. Colonel Blethen served as artillery liason officer during the war. He was formerly prominent in National Guard activities in the state of Washington.

IN THE EDITORIAL ROOM

Paul J. Hughes, wire editor in the Chicago office of the United Press, has been transferred to the New York office. J. L. O'Sullivan, manager of the Indianapolis Bureau, has been transferred to the Chicago office.

Frederick A. Shepherd, who recently returned from service of more than two years as a Y. M. C. A. secretary in France, has resumed his duties as city editor of the Waterville (Me.) Sentinel.

Harold Putnam, news editor of the Portland (Me.) Express-Advertiser, is visiting the various attractions in the vicinity of Portland as part of his vacation.

Fred K. Owen associate editor of the Portland (Me.) Daily Press, recently returned from a vacation at his old home at Milo, Me., during which he enjoyed an automobile tour to Quebec.

Raymond A. Eaton, familiarly known as "Colonel" and for more than twenty years identified with Denver newspapers, has resigned from the Denver Times to become assistant industrial agent of the city and county of Denver.

Peter McKissock, of the Winnipeg Telegram editorial staff, has been called to London, England, by the publishers of his book, "Fourteen Years in Canada." Mr. McKissock, whose pen name is "Sergt. Rafferty," will sail about the middle of September.

A. W. Mitchell, of the staff of the Houston (Tex.) Chronicle, has been remaining over from the National Editorial Association convention, and visiting the Hood River district and other parts of the Northwest to get story material.

Fred M. White, marine reporter for the Portland Oregonian, and Miss Mary C. Inman of the same city were married on August 29. They kept it a secret for several days before Mr. White announced it to his office associates.

Edward P. Doran, director of the telegraph and news department of the Dallas Morning News and Evening Journal, spent last week in Bangor, Desdemona and Eastland oil districts.

Lieut. Joseph Well, publicity officer at Ellington Field, has been discharged and left for New York this week, where he will become aviation editor for a New York paper.

Charles Edwin Gilbert of the New Orleans Daily States was married to Miss Martha Virginia Weyman of Yoakum, Tex., August 25.

Floyd L. Bell, until recently baseball writer for the St. Louis Star, has become managing editor of the Sporting Goods Dealer, St. Louis. Mr. Bell also will be contributing editor to the Sporting News. From 1915 to 1917, Mr. Bell was sports editor of the St. Joseph (Mo.) News-Press, and prior to that was for five years with the Minneapolis Tribune.

Capt. William J. Tucker, formerly editor of the Brenham (Tex.) Evening Press, has been discharged from service (member of the Rainbow Division) and is visiting old friends in Brenham and Taylor.

Marquis James, who is editing the

American Legion Weekly in New York, where he has been employed as rewrite man on the Tribune, hails from Enid, Okla.

IN THE BUSINESS OFFICE

William H. Morrow, business manager of the Philadelphia Record, was a recent visitor at the newspaper office in Portland, while passing his vacation in Maine. He made the trip from Philadelphia by automobile.

P. Benson Oakley has been made advertising manager of the Geneva (N. Y.) Daily Times. He was formerly advertising manager of the Norwich (N. Y.) Sun-Telegraph. After over a year of army service in France he was only recently discharged.

J. Milton Ball, recently on the advertising staff of the Portsmouth (Va.) Star, has entered the life insurance field.

James Bennett and A. Levisch, of the display advertising department of the St. Paul Dispatch-Pioneer Press, are absent on vacation.

Leland M. Wooters, of the Des Moines Register and Tribune copy service department, and his bride, who was Miss Hope Harris, are spending their honeymoon in Chicago.

Morris E. Jacobs has quit editorial work to become classified advertising manager of the Omaha Daily News, succeeding S. S. Conklin, who recently became business manager.

WITH THE AD FOLKS

Bernice S. Blackwood's appointment as manager of the credit and accounting department of Johnson, Read & Co., Chicago, is another evidence of the ever-widening scope of women's activities in the advertising field.

Mrs. Blackwood formerly held a responsible position with the Chicago Tribune and has been connected with the advertising department of several daily newspapers in Iowa. Her most recent work has been as assistant credit manager of the General Cigar Company's Chicago office.

Robert R. Thien has become associated with the Walter H. Zimmer Agency, Detroit. He was until recently a member of the Martin V. Kelley Company's organization, New York.

Maxwell Droke, late with the Palmolive Company, is establishing an advertising service of his own in Milwaukee.

G. R. Holmes has been appointed to the advertising and publicity department staff of the Thomas Edison Company, Orange, N. J.

C. J. Watts, late with the Green, Fulton & Cunningham Company, Detroit, has become associated with the Meinzinger Studios.

H. B. Snyder, late space buyer for Williams & Cunningham, Chicago, is now with the Gundlach Agency, that city.

William S. Archibald, late with Vogue and the Hearst newspapers, has become associated with the E. T. Howard Agency, New York.

Wallace B. Blood has changed from the Green-Fulton & Cunningham Company to the Brotherton-Noble Agency, Detroit.

Paul H. Bolton, until recently with Rand, McNally & Co., Chicago, is a new addition to the copy staff of the Frailey Advertising Agency, Youngstown, Ohio.

APPOINTED AD MANAGER OF MORSE DRY DOCK

Bert E. Barnes, formerly an editor on the New York Sun, Detroit Journal, Philadelphia Record and other



BERT E. BARNES, Dock Dial, in January, 1918.

papers, has been made advertising manager of the Morse Dry Dock & Repair Company, South Brooklyn, N. Y. Mr. Barnes joined the Morse Company a year and a half ago, to edit a plant paper and he produced the Morse Dry Dock Dial, in January, 1918.

All of the company's advertising and publicity are now turned over to Mr. Barnes, who is assisted by C. Stewart Wark and Wesley T. Jones, assistant editor and reporter, respectively, of the Dial; Charles W. Bailey and Rollo Stier as company photographers; Phil A. Hartwell as head of the printing department; and W. B. Prince, formerly of Boston, as an art director and advertising assistant.

The "Morse Dry Dock Dial" is a de luxe publication of twenty-four pages, 9 by 10 inches with two-color covers and profusely illustrated. The employees elect their own association officers once a year and a daily paper is issued during the campaign period, handled by the Dial staff.

Mr. Barnes has built up an organization, which compares with the editorial staff of any small sized paper. In his department he has every facility for handling publicity, art work, printing and advertising matter.

George C. Van de Carr has joined the Vreeland Advertising Press organization, New York. Before entering military service he was on the Wanamaker Store advertising staff in New York.

Thomas F. L. Henderson has been appointed assistant to the managing director of the Agricultural Publishers' Association, Chicago. He was for more than eight years an active personality in

the work of the Sheldon School of Salesmanship, serving in the capacities of assistant to the president, sales manager, field organizer and treasurer.

D. B. Miller has been placed in charge of advertising and sales promotion of the Cleveland Cadillac Company, Cleveland, Ohio. His department is a new one in the organization, but already has made itself felt in many ways. Mr. Miller is also identified with other T. H. Towell interests, including T. H. Towell, distributor of Dodge Brothers Motor Cars, and the Eclipse Musical Company, distributor of Victor Talking Machines. He is publishing a monthly house organ for each of these interests.

Paul Sutcliffe, advertising manager of the Edison Storage Battery Company, Orange, N. J., has been appointed manager of the Industrial truck and tractor department of the same company. Mr. Sutcliffe has been connected with the Edison Storage Battery Company for over five years.

E. H. Scott, a Winnipeg and Vancouver newspaperman, has joined the advertising department staff of the T. Eaton Company at Winnipeg.

William L. Roberts, formerly of the Red Cross Magazine, and Louis H. Frohman, who conducted an agency, received a hearty welcome this week when they made their appearance at the New York Advertising Club on returning from overseas war service.

Bertha L. Darling, advertising manager of Flint & Kent, and president of the Buffalo League of Advertising Women, has resigned to take a position with Morris & Co., Baltimore. Mrs. Darling went to Buffalo from New York in September, 1912.

Charles J. Baker, of the copy staff of Erwin & Wasey, Chicago, sails for England September 23 to join the branch office recently established by Erwin & Wasey in London. He will remain abroad indefinitely. Mr. Baker is a son of P. C. Baker, for many years general manager and managing editor of the Detroit News.

C. E. Bogardus has been appointed to the sales department management of the Brandt Advertising Company, Chicago. Mr. Bogardus for many years was connected with the national sales department of the Street Railways advertising company, the Curtis Publishing Company and the Critchfield Company.

The Grand Rapids Press and the Dubuque Telegraph-Herald have each signed a contract for the Haskin Service for one year.

POSTPONES NEWS PRINT INVESTIGATION

Senator LaFollette Announces Appointment of Four Other Members of Subcommittee Which Will Hear Testimony Several Weeks Hence

By TELEGRAPH

WASHINGTON, Sept. 10.—Investigation of the news print situation by a subcommittee of the Senate Committee on Manufactures, which was provided for in a resolution introduced recently by Senator Reed, of Missouri, will not begin for several weeks, Senator LaFollette, chairman of the sub-committee, announced today.

"As soon as a meeting of the subcommittee can be held, a plan for conducting the investigation will be decided on and announced," he said. "In the meantime, the data which has been obtained as a result of previous investigations will be supplied to members of the committee."

The other members of the committee appointed by Senator LaFollette, are McNary of Oregon and Gronna of North Dakota, Republicans, and Reed of Missouri and Walsh of Massachusetts, Democrats.

No decision has been reached as to the witnesses to be called.

Proposes That Newspapers Interchange Advertising

Plan of G. M. Burbach Contemplates Use of Paid Space Between at Least Five Cities

St. LOUIS, Sept. 10.—A plan for the interchange of advertising has been developed by George M. Burbach, advertising manager of the St. Louis Post-Dispatch. It contemplates the use of page space by the Post-Dispatch, Philadelphia Bulletin, Chicago Daily News, Detroit News and Washington Star to advertise the fact that "In each great American city, there is one great afternoon newspaper—one newspaper that stands conspicuously in the foreground as the recognized leader—in circulation—in advertising and prestige. A newspaper dominating the entire territory it serves."

Reproductions are given of the first pages of the publication, with emphasis on the publication printing the advertisement.

PACIFIC AGENCIES JOIN INTERESTS

Izzard, Horsley and Hall & Emory Affiliated and Open Chicago Office

SEATTLE, Sept. 10.—The Izzard Company and the Will H. Horsley Company, of this city, have consolidated and formed an affiliation with the Hall & Emory Agency of Portland. They will establish an office at Chicago in charge of J. A. Grief. Negotiations are also under way for expansion into the California field.

Publicity Man Arrested

David M. Harvey, publicity agent of the George Washington Memorial Association, which was to have held a victory celebration Tuesday night at Carnegie Hall, New York, to be attended by General Pershing, Mayor Hylan, and other officials, was arrested and committed to the Tombs Tuesday by Judge Rosalsky in Part I of General Sessions.

The reception was cancelled Monday night. Harvey is technically charged with violating the terms of his probation. On July 31, 1909, he received a suspended sentence following a plea of guilty to larceny. After an alleged violation of his parole a bench warrant was issued for him, but he was not arrested until Monday.

MADE HIS MARK BY SELLING CLAY BRICKS

J. H. PAYNE, who is even now, mentally at least, on his way to the big convention of advertising men at New Orleans, took his first real job with the Sherwin-Williams Company, in



J. H. PAYNE

Kansas City, as manager of the promotion department at the age of 20 years and since then—he is now 34—real jobs have been a hobby with him.

He denies above all other things that he is an advertising man, but adds, very forcibly,

that he would not know how to conduct any kind of business without advertising.

Right now he is president of the Dallas Advertising League, which claims to be the fifth largest club of the kind in the world with a membership of 406, and president of the Presidents' Club of Dallas, composed of the heads of the eight important business organizations of the Texas city. He is a vice-president of the Seguin Brick & Tile Company and of the Mercantile Investment and Adjustment Company.

During the two years that Mr. Payne was manager of promotion for the Sherwin-Williams Company, at Kansas City, he won two annual top-notch prizes in competition with all other members of the organization. He was with the same company for a time, on special work, at Dallas, Cleveland, Pittsburgh and Chicago, in the order named, and then in 1910 he resigned to return to Dallas, having acquired an interest in the Fraser Brick Company.

In 1912 he assumed charge of sales and became secretary and treasurer of the firm. It was then that he made his real mark by becoming one of the first in the country to sell bricks by the use of newspaper advertising space.

Clarke and Calder Join Toronto Globe

TORONTO, Ont., Sept. 9.—Andrew Clarke, formerly news editor of the London Morning Advertiser, has been appointed editor of the Retail Merchants' Globe and in charge of the Globe's Promotion Department. Mr. Clarke is a former Globe desk man. E. C. Calder, formerly on the advertising staff of the Montreal Star in Toronto, has joined the local soliciting staff of the Globe.

Rewarded for Saving Paper Mill

RUMFORD, Me., Sept. 5.—In appreciation of excellent work done by the fire departments of Lewiston and Portland in saving their paper mills here when 10,000 cords of pulp wood was burned recently, the Oxford Paper Company has sent checks for \$400 and \$600, respectively, to the firemen's relief associations of those two cities.

Iowa

The "little pigs that stay at home" are a poor investment compared with those that get to market when the price is right.

Thus Iowa's prosperity has been established, and is CONSERVED by its system of strategic ROADS that never fail to get the "pigs" to market at the right time.

By a New Road Bill, Iowa provides for the expenditure of something over \$20,000,000 each year for a decade, to improve and maintain its system of over 104,000 miles. Of this, 6,278 miles is hard surface highway on which about 90% of the people live, and which connects every town and market-place of 1,000 or more inhabitants.

Military strategy provided European countries with means to protect forts and battle grounds with men and material, but it never approached the ideal which has brought the farms of ninety-nine counties intercommunication, that they MAY buy and sell and keep in complete touch with the NEWS of the day.

Here CULTURE and INDUSTRY and TRADE walk hand in hand, and furnish a market for national goods that publish their claims to preference in the daily newspapers, of

which the following is a select list:

	Circulation	Rate for 5,000 Lines
Boone News-Republican.....(E)	3,636	.0143
Burlington Hawkeye.....(M)	10,908	.03
Burlington Hawkeye.....(S)	12,116	.03
Clinton Herald.....(E)	7,553	.02
Council Bluffs Nonpareil.....(E & S)	16,228	.035
Davenport Times.....(E)	25,643	.05
Des Moines Capital.....(E)	60,655	.10
*Des Moines Sunday Capital.....(S)	46,668	.10
Des Moines Register and Tribune.....(M & E)	111,517	.14
Des Moines Sunday Register.....(S)	70,745	.12
Dubuque Telegraph-Herald.....(M & E)	16,078	.04
Dubuque Telegraph-Herald.....(S)	16,037	.04
Fort Dodge Messenger and Chronicle.....(E)	8,762	.03
Marshalltown Times-Republican.....(E)	13,781	.028571
Mason City Globe-Gazette-Times.....(E)	9,602	.03
Muscatine Journal and News-Tribune.....(E)	8,331	.02
Ottumwa Courier.....(E)	13,606	.035
Sioux City Tribune.....(E)	51,342	.08
Waterloo Evening Courier.....(E)	14,484	.03
Government Statements, April 1st, 1919.		
*Publisher's Statement.		

BUSINESS PAPERS WAIT CHICAGO SESSIONS

Complete Program with Names of Speakers and Participants Announced from Headquarters of Association—Annual Banquet on Sept. 19

Everything is all set for a helpful and an inspiring meeting in Chicago at the Congress Hotel, September 18, 19 and 20. The sessions will be open to all interested publishers, advertisers and others, with the exception of the last half of Friday afternoon and Saturday morning.

As usual the banquet on Friday evening will offer an opportunity for a social get-together-session, for both ladies and gentlemen. Everyone at all concerned with advertising and publishing is cordially invited. E. R. Shaw, Power Plant Engineering, Chicago, is in charge of the arrangements and reservations may be sent either to him or this office. He promises a program which will surpass the notable dinner at Chicago two years ago—"nuff said."

The Program.

Central Theme, "HOW."

Thursday Morning.

September 18, 9:30 A. M.

Chairman—E. R. Shaw, President, Power Plant Engineering, Chicago, and Chairman, Chicago Committee on Arrangements. Address of welcome by the Chairman. Response and President's address—A. C. Pearson, President The Associated Business Papers, Inc. Appointment of Credentials and Resolutions Committees.

10:15 A. M.—"The Partners of Business"—H. G. Lord, President, The Textile World Journal, Boston and New York.

11:10 A. M.—"How to Make Better Partners of Business"—H. M. Swetland, President, The United Publishers' Corporation, New York.

11:35 A. M.—"An Appreciation by Business"—Charles Piez, President, Link-Belt Co., Chicago.

12:00—"The Significance of the 'Plumb' Movement in Labor Circles and Its Possible Effect upon Business and Business Papers"—Samuel O. Dunn, Editor, Railway Age, Chicago. Noon Recess.

Thursday Afternoon.

September 18, 2:00 P. M.

Editorial Session.

Chairman—H. Cole Estep, Editorial Director, Penton Pub. Co., Cleveland. Introductory remarks by the Chairman.

2:15 P. M.—"How to Help Solve Present Day Problems" (a symposium of three 35-minute addresses). "Labor"—Harry Tipper, Manager, Automotive Industries, New York. Discussion. "Production"—Harry Hillman, Editor, Inland Printer, Chicago. Discussion. "Merchandising"—W. L. Ware, Editor, Dry Goods Reporter, Chicago. Discussion.

4:15 P. M.—"How the Editorial Conference Helps Business Papers"—David Becroft, Editorial Director, Class Journal Co., New York. Discussion.

4:45 P. M.—"How to Have Your Paper Lead as Well as Reflect Opinion"—R. J. Patterson, Editor, The American Hatter, New York. Discussion.

5:15 P. M.—"How to Get and Train Men for Editorial Work"—Ray Sherman, Editor, Motor World, New York. Discussion.

Friday Morning.

September 19, 9:30 A. M.

Advertising Session.

Chairman—A. O. Backert, Vice-President and Manager, Penton Pub. Co., Cleveland. Introductory Remarks by the Chairman.

9:45 A. M.—"How to Make a Service Department Pay"—R. Bigelow Lockwood, Manager, Service Department, McGraw-Hill Co., New York. Discussion.

10:30 A. M.—"How to Hold Advertising When Demand Exceeds Supply"—William T. LeBrecht, Assistant Treasurer, Boot & Shoe Recorder, Boston. Discussion.

11:15 A. M.—"How to Swant the Waste in Advertising"—R. Marshall, President, Concrete, Detroit. Discussion.

11:45 A. M.—"How the Advertising Salesman Can Prove that His Paper Reaches the Real Buyer"—Warren C. Platt, President, National Petroleum News, Cleveland. Discussion.

12:15 A. M.—"The Place of the Business Press in a National Campaign"—R. R. Shuman, Pres., Shuman Advertising Co., Chicago. Discussion.

Friday Afternoon.

September 19, 2:00 P. M.

(First Half.)

Circulation Session.

Chairman—F. D. Porter, President, Buildings & Building Management, Chicago. Introductory remarks by Chairman.

2:15 P. M.—"How to Reduce Circulation Mortality"—L. W. Seeligsberg, Vice-Pres., McGraw Hill Co., N. Y. Discussion.

2:45 P. M.—"How the Editorial and Circulation Departments Can Co-operate"—M. C. Robbins, President, The Gas Age, New York. Discussion.

3:15 P. M.—"How to Make Users and Boosters out of Subscribers"—Speaker to be announced. Discussion.

Friday Afternoon.

(Second Half.)

Note.—This session and the one Saturday morning are for member organizations only. Publishers' and Business Session.

Chairman—A. C. Pearson, President, The Associated Business Papers, Inc.

3:45 P. M.—"The A. B. C."—Stanley Clague, Managing Director, The A. B. C., Chicago. Discussion.

4:15 P. M.—"How to Meet the High Cost of Publishing"—J. M. Muir, Vice-Pres., McGraw-Hill Co., New York. Discussion.

4:45 P. M.—"The Advertising Agency and the Business Press"—Robert Tinsman, President, Federal Advertising Agency and Chairman of the Business Press Committee of the American Association of Advertising Agencies. Discussion.

Friday Evening.

September 19.

Reception, Congress Hotel, at seven o'clock. Banquet, Congress Hotel, at 7:30 o'clock. Plates \$5.00 each. For ladies and gentlemen. For program, see menu card.

Saturday Morning.

September 20, 9:30 A. M.

Publishers' and Business Session. (Continued from Friday afternoon.)

Chairman—A. C. Pearson, President, The Associated Business Papers, Inc.

Report of the Committee on Credentials. The Postal Situation—Arthur J. Baldwin, Chairman, Postal Committee.

Report of the Executive Secretary. Report of the Auditing Committee—Chairman, Edward Caldwell, Treasurer, McGraw-Hill Co., New York.

Report of the Treasurer. The question of standardizing circulation reports under our Standard of Practice No. 7.

Report of the Committee on Agency Relations—Chairman, Harry Tipper, Manager, Automotive Industries, N. Y.

Report of representatives on the National Advertising Commission. The Observance of Postal Regulations Covering Free Copies to Advertisers.

Report of the Resolutions Committee. Report of the Advisory Committee, acting as a Nominating Committee—Chairman, H. M. Swetland, President, United Publishers' Corporation, New York.

Election of officers. New business.

GENERAL CONVENTION COMMITTEE.

Roger W. Allen, Chairman.

William Buxman.

H. H. Rosenberg.

Ray W. Sherman.

I. B. Sherman.

Strike of Boston Police Handicaps Papers

Increase of Disorder Makes It Impossible for News Staffs to Cover Police News Adequately

(By TELEGRAPH)

BOSTON, Sept. 10.—The strike of 1,500 Boston policemen—about 85 per cent of the force—late yesterday afternoon, and the consequent increase in disorder have made it impossible for the newspapers of the city to cover the police news of Boston, even in a general way.

When the police went on strike, every newspaper assignment man that could be spared from his regular duties was put on police reporting, but their number was too few to handle the situation.

The strike was precipitated by the suspension of nineteen patrolmen found guilty by Commissioner Curtis against unionizing, and as soon as it began hundreds of young gangsters proceeded to break windows, loot stores, and attack men and women.

Reporters were kept busy throughout the night, hurrying from one section of the city and its suburbs to another—wherever violence occurred.

In the downtown section of the city a roaming gang of boys caused a riot in the Casino Theater, and stopped the show. When ejected, they smashed the windows and looted the stock of a shoe store next door, and wrecked a cigar store nearby. Many other stores were robbed by boys, who escaped arrest.

Banker Becomes Ad Agent

PORTLAND, Ore., Sept. 9.—H. R. Failing, assistant cashier of the First National Bank, has retired to become treasurer of the Botsford, Constantine & Tyler Advertising Agency. P. S. Tyler, president of the company, who has had his offices in Seattle, is returning to Portland, leaving the Seattle business of the agency in the hands of Mr. Constantine.

The Air Mail Center of The United States

Not content with being the world's greatest playground; not satisfied with being a gigantic seaport; not satiated with its healthy combination of industry and agriculture, New Jersey is to be made the terminal of the Air Mail Service of the United States—perhaps of the Western Hemisphere.

Inside of a month, it is anticipated, the new Air Mail Landing Field at Newark will be ready for use, and the ships now using Belmont Field, New York, will be transferred to Newark.

The national interest centering around a state like New Jersey with its innumerable activities naturally attracts to it people of all kinds from everywhere.

It naturally becomes a trading center of great value—it buys and sells enormously. And being within such easy reach of the mighty centers of distribution it becomes one of the most profitable fields for advertisers of any valuable product or service.

Tell Your Story To Jerseymen In New Jersey Newspapers

	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,122	.0225
Atlantic City Press (M) Union (E).....	14,871	.035
Elizabeth Journal (E) (A.B.C.).....	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken).....	43,000	.08
Passaic Herald (E).....	8,535	.025
Passaic News (E).....	8,427	.025
Paterson Press-Guardian (E).....	12,686	.03
Perth Amboy Evening News (E).....	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.

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

South Should Get More Ads, Dallas League Is Told

Liberal Use of Newspaper Space Would Put More Money in Circulation, F. K. Beebee Says

DALLAS, Tex., Sept. 9.—"There is not enough advertising being done in the South," said F. K. Beebee in an address at a dinner of the Advertising League of Dallas. "Much more is being done in other sections of the country. Figures show that there is more spending money per capita in the South-west than in any other section of the United States, and judicious advertising will put it into circulation. Even in the cities of western Canada, such as Winnipeg and Calgary, there is more advertising done, chiefly in the daily papers, which are the best medium, yet there is a greater opportunity here. "In Canada small grocers insert half-page advertisements at least twice a week in the daily papers, where the cities are far apart, and can not be reached by newspapers. Here they can. More advertisements mean better business as a whole. "There are at least a dozen big Dallas firms that are not advertising in the daily papers; they should do so. A well-known advertising man has said that advertising is a forethought and not an afterthought, but there is considerable work to be done here yet to bring local ads to such a level for the benefit of the entire section of the country."

LEHRS PLEADS GUILTY

Former Newspaper Correspondent's Trial Closes in Stockholm, Sweden

STOCKHOLM, Sept. 8.—Reginald Lehrrs, said to have been an American newspaper correspondent once, pleaded guilty today to taking part in the killing of Col. Hadjelache Ettinger, a former Russian naval officer, and an American citizen named Legros. A Stockholm despatch of Aug. 8, reporting the killing of Ettinger and Legros, said it was done by a band supposed to be part of an organization known as "The International League of Re-establishing the Russian Monarchy." In previous despatches originating in Stockholm and London, Lehr's name appeared in connection with the killing of Nikolai Ardasjeff, a prominent member of the Russian colony in Stockholm, whose death was laid to the Russian monarchist movement.

Ohio Women Meet in Cleveland

CLEVELAND, O., Sept. 10.—The Women's Press Club held its 35th annual meeting here September 5, an unusual number of out-of-town delegates being present. Among them were Mrs. Louise S. Culp of San Antonio, Tex.; Miss Hanna Foster of Berea, Mrs. Virginia Curtiss Smith of Chagrin Falls, chairman of the day's program; Miss Adele Thompson of Middlefield, Mrs. Cora

Gaines Carrel, Mrs. Ellen Robertson Miller of Painesville, and Miss Ethel Bryant of Willoughby, with the president, Mrs. Emily D. McBride of Ravenna.

CANADA PAPERS TO PROFIT

Increased Advertising Appropriation Is Announced for New Victory Loan

MONTREAL, Sept. 9.—Canada's new Victory Loan drive is to start October 22 and to last until November 11. The amount to be asked for has not been officially announced, but it is believed that it will be from \$300,000,000 to \$350,000,000, and that the rate of interest will be 5½ per cent, the issue to be at 99 or par. At a meeting yesterday, Sir Henry Drayton, the new Minister of Finance; Mr. W. J. Taylor, president of the Canadian Press Association and the Provincial Chairman, met the representatives of the press of the Province of Quebec and asked for their co-operation. He announced that the amount set aside for advertising would be 20 to 25 per cent. greater than last year and that every daily paper and trade paper in the country would carry the advertising.

Editor Commands Troops

PORTLAND, Me., Sept. 10.—The Third Maine Infantry, National Guard, which went into camp at Augusta, Me., this month for a 15 days' tour of duty, is in command of Colonel Harry M. Bigelow, managing editor of the Portland Daily Press. Colonel Bigelow organized the regiment to replace the National Guard units which went into Federal service, and has been largely instrumental in bringing it to its present state of efficiency.

La Republica Editor Held

EL PASO, Tex., Sept. 10.—Luis R. Alvarez and Luis Velasco, editor and manager, respectively, of La Republica, a Spanish language newspaper published in El Paso, have been arrested for the second time on charge of printing discussions of United States Government policies with regard to Mexico without furnishing translations of the same to the postmaster, as required by law.

Maj. Harrison Fuller, city editor of the St. Paul Dispatch, has been elected commander of the Minnesota branch of the Loyal Legion.

Canada's Paper Mills Are In Clover, Stock Sales Show

Plans Being Made by Them to Largely Increase Output of News Print—But Not to Decrease the Price of It

MONTREAL, Sept. 10.—For some time the pulp and papers issues in Canada have been occupying a very prominent part on the Montreal and Toronto stock exchanges. The bulk of last week's transactions were in the securities of the paper stocks. Spanish River was traded in to the extent of over 10,000 shares, with a net gain of 4½ points for the common and 4¼ points for the preferred. Laurentide with over 1,100 shares traded in, showed a net gain of 3¼ points. Wayagamaek, with over 3,400 shares, gained 5 points, while Riordin, Howard Smith, Brompton and Abitibi were all active and showed gains from 3½ to 5½ points.

The very favorable reports issued earlier in the week by Spanish River and Laurentide were undoubtedly factors in fresh interests taken in the paper stocks. It is a well-known fact that all the Canadian paper companies are making money. The plants are working day and night to overtake the sales which have been made at figures which net the companies a very handsome margin of profit.

Developments are now under way among the Canadian mills which will largely increase the output of news print paper in Canada, but this is not likely to cause any material reduction in the price at which paper is selling at the present time.

Joins Pensacola Journal

LEWISTON, Me., Sept. 10.—Grover Cleveland Baldwin, formerly of the rectorial staff of the Lewiston Daily Sun, has received his honorable discharge from the Navy, and has become managing editor of the Pensacola Journal.

Texas Writer Dead

SAN ANTONIO, Tex., Sept. 10.—Sidney R. Maxwell, 52 years old, of San Antonio, well-known newspaper man, who had been connected with the San Antonio Express, Houston Post and other Texas publications, is dead.

TESTIMONIAL TO R. W. HARVEY

Vick Associates Present Well Wishes—C. F. Chapin Assistant Ad Manager

GREENSBORO, N. C., Sept. 6.—R. Wins-ton Harvey, sales manager of the Vick Chemical Company, Greensboro, N. C., who has resigned to become associated in an executive capacity with the Jacobs Advertising Agency at Atlanta, Ga., was given a testimonial of the regard and affection in which he is held by his co-workers in the form of a handsome smoking set in copper and gold, suitably inscribed with their well-wishes.

C. F. Chapin, who has just returned from artillery service in France, has rejoined the Vick Company as first assistant to the advertising manager, Richard B. G. Gardner. Mr. Chapin will be in charge of space-buying and the general detail work of the department. C. Guy Ferguson, division superintendent of Bradstreet's, with headquarters at Wheeling, W. Va., has joined the company as personnel and office manager—a newly created position.

Captain Keeler Joins Seaman Agency

Frank Seaman, Inc., New York, has just announced the appointment of Capt. Floyd Y. Keeler to the position of assistant to the vice-president. Before entering the Army, Mr. Keeler was vice-president of the I. W. Lyons & Sons Company, New York, and was prominent in the affairs of the Association of National Advertisers, of which he was at one time executive committee chairman and long an officer and director. Recently he organized the Associated Engravers, Inc.

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.

FOR 50 YEARS A NEWSPAPER.
 Charter 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

The Religious Publications are COMING BACK with their far-seeing general advertisers.
THE CONGREGATIONALIST
 14 BEACON ST., BOSTON

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.


The Detroit News
 carries 60% of all Want Ads published in Detroit week days. Sundays, The News carries 50% more Want Ads than its only Sunday competitor. In total advertising it is First In America.

Reason Results
 The merchants of Washington, D. C., usually use more space in
The Evening Star
 than in the other three papers combined.

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


During the seven months ending July 31
614,922 agate lines
 of national advertising were published in
The Clarksburg Telegram
 a gain over the same period of 1918 of
74.5%
 It pays to advertise in "West Virginia's Leading Newspaper."

Banks at Last Awakening to Newspaper Aid

Advertising Manager Tells Dallas Advertising League the War Has Made Them Advertise

DALLAS, Tex., Sept. 8.—It took a world war to wake the banks of this country up to the fact that they needed to advertise to keep abreast of the business procession, George Hearn, advertising manager of the City National Bank, told members of the Dallas Advertising League.

Before the late war, Mr. Hearn said, not more than half a dozen banks throughout the United States were really doing anything along the line of advertising. Some of them carried small business cards in the papers, but just a few of the larger ones were making any comprehensive, systematic effort to advertise their business. Since the war, he pointed out, these institutions have realized the need for advertising, and they are using space in newspapers to inform the people of the good points of their institutions and to attract a larger volume of business.

Banks have goods to sell, Mr. Hearn said, just as the department stores or grocery stores. They sell credit, they sell transmission of funds from one point to another, they sell safety in keeping money for their depositors. These things may be brought home to the minds of people with money through the right sort of advertising.

Operating Job Plant Separately

WILLIAMSPORT, Pa., Sept. 8.—The Sun Printing and Binding Company, which has been run for many years as the job department of the Sun, has been separated from the parent concern, and is now controlled by Arthur A. Mandell, Thomas R. Bayard and Frank S. Hammer. Mr. Mandell came to Williamsport a little more than three years ago, as manager and will continue in that capacity in the new company. Mr. Bayard, the mechanical superintendent, has been with the Sun for more than 25 years, and Mr. Hammer learned his trade with the Sun more than 22 years ago.

Votes Increases to P. O. Employees

WASHINGTON, Sept. 4.—A flat increase of \$150 in the annual wages of all postoffice employees is provided for by a bill passed today by the House and sent to the Senate. The increase is retroactive to July 1 last, and affects approximately 250,000 employees.

Captain Andrews Made Editor

WORCESTER, Mass., Sept. 6.—Capt. Roland F. Andrews, who has served the Times as editorial writer and assistant managing editor during the past six years, is appointed editor.

MRS. ASHPLANT HAS DONE WELL—CONSIDERING

HAVING been born in London—Canada, not England—schooled, raised and married all in the same place, W. J. Ashplant, believer in advertising, would not at this late date think of going any place else for any other purpose than to boost that particular spot on the Dominion map. He succeeds at the job, too.



W. J. ASHPLANT

The birth event was in 1875. All things considered the school seems to have been sufficient and—well, at the age of 20 he started to work for Hubert Ashplant, shoe merchant; didn't do much good, but stuck around and each week accepted his weekly salary of about \$9 per. That continued until he reached 25, and at that age he took unto himself a wife, who, though handicapped with poor material, immediately set about to make something worth while out of her hubby.

To date the results are still in doubt, but through no fault of hers. When he had reached the age of 30 his father and brother decided to gamble to the extent of taking him into business partnership with them. He showed plenty of nerve and took over the purchasing end of the business and the responsibility of finding a purchasing market. He took care of the former on visits to the shoe manufacturing centers of Canada and the United States, and the last part of his work he solved by the use of newspaper advertising space.

Mr. Ashplant, as head of the London Advertising Club, has become pretty well known as one of the liveliest Ad club presidents in Canada. He has a secret for increasing shoe sales. It is: "Increase your volume of newspaper advertising."

Starts Gulf Coast Agency

JACKSONVILLE, Fla., Sept. 9.—T. V. Orr, late of the aviation corps, has launched the Gulf Coast Advertising Agency at DeFuniak Springs, Fla. He plans to handle southern accounts at first, specializing in land development and manufacturing.

PREMIUMS

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

MEMORIALIZING A PIONEER

"Cradlebaugh and Glacier Day" Proclaimed at Oregon Reunion

HOOD RIVER, Ore., Sept. 8.—The Hood River County Pioneer Society, at its annual reunion, September 17, will observe "Cradlebaugh and Glacier Day" in respect to the memory of J. H. Cradlebaugh, first editor of the Hood River Glacier, the fruit valley's pioneer paper. George T. Prather, who was associated with Mr. Cradlebaugh, will read a paper entitled, "How the Glacier Came to be Founded."

Poems by Mr. Cradlebaugh, who before his death was for many years on the staff of the Sales Capital Journal, will be read.

NAVY CENSOR CLOSES FINE WAR RECORD

(Continued from Page 20.)

Of his experiences on the front lines in October, 1918, trying to discover why the correspondents could not secure quicker and more complete battle news, Baker can only repeat that it is better to die in a ship than be spattered all over a field.

Baker's assignment for special duty with Mr. Hoover, the Director General of Relief was natural, in view of his having been a member of the Commission for Relief in Belgium during the entire period from January, 1915, until its close in the spring of 1918. He is an officer of the Crown of Belgium, conferred by King Albert, and accompanied President Wilson as a guest of the Belgian Government during the presidential visit there.

Faith in Annapolis Man

Baker's affiliation with the navy was merely a return to an old service. He started as an enlisted man of the United States navy in the Spanish-American war, and wears the service stripe of Sampson's fleet, as well as of the Cuban occupation. Baker has been an editor,

but remains a newspaper man in America, although he has sometimes been obliged to call himself a journalist in foreign countries, in order not to be confused with "pressman" of the English nomenclature.

Baker's fad is a blind faith that if the American people could only once discover the true ability of the modern Annapolis man who has had a few years' experience in the enormous responsibilities of navigation, civil and mechanical engineering, gunnery, ship and port administration, stevedoring, the command of men, diplomacy, and general world knowledge, they would put the navy into general service throughout the world, wherever the United States has commercial or sentimental interests. And that if the people had their rights, Admiral Sims would be President. The only thing for which Baker can never forgive the admiral is that the latter was born in Antario, Canada.

His Newspaper Work

Commander Baker has had a varied and interesting career as a journalist. He entered the profession as a reporter on the Detroit Tribune, later working on the Detroit Journal and was European correspondent of the latter newspaper in 1900 and 1901. He was for a time connected with the English Office of McClure's Magazine, and art critic of the London "Academy and Literature." Later he was American correspondent of the London Daily Standard and the London Daily Express. For a time he was journalist secretary to the late Joseph Pulitzer. He was associate editor of Everybody's Magazine, 1907 to 1910, and editor of the Delineator, 1911 to 1914.

New Era Features

30 East 42nd St., New York City

Forty Leading Papers
 Print Our Service.

Send for our Headline History of the World War

Time and Money

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

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

The Associated Newspapers
 170 Broadway New York

WE SPEND MORE
 THAN
\$500,000

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
 246 West 59th Street

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

Congress Starts Its Inquiry Into P. O. Salaries

Committee Holds First Session in New York—Will Visit Other Complaint Centers Soon as Possible

The Congressional Joint Commission on Postal Salaries held a session Tuesday with employes of the Postoffice Department in New York and New Jersey regarding the readjustment of postal salaries. It also will hold sessions at Boston, Chicago, St. Paul, Cincinnati, Atlanta, Memphis, Kansas City and Washington.

In every case hearings will be accorded all postal employes in the States adjacent to the cities where the hearings are to be held. Every class of postoffice employe is to be represented in the hearings.

The members of the commission are Senator John H. Bankhead of Alabama, chairman; Representative John A. Moon of Tennessee, vice-chairman; Senators Kenneth McKellar of Tennessee, Edward J. Gay of Louisiana, Thomas Sterling of South Dakota, and George H. Moses of New Hampshire, Representatives Thomas M. Bell of Georgia, A. B. Rouse of Kentucky, Holvar Steenerson of Minnesota, and Martin B. Madden of Illinois; and Cecil A. Beasley, secretary, and Isham P. Byrom, assistant secretary.

STANDARD RATE CARDS IN BRITISH AD FIELD

(Continued from Page 11.)

sumed to be a growth from a similar publication established during the war by the British War Office, containing extracts from foreign newspapers, and circulated confidentially each day to interested circles.

This announcement has raised a storm of protest from the press, which inveighs bitterly against the policy of waste which it betokens, points out the futility and uselessness of such a review, and urges that if a publication of the kind be required at all it should be left to private or commercial enterprise. There have been some ugly revelations of waste in the matter of propaganda leaflets, posters and inter-departmental forms and issued by Government offices, and the feeling of publishers is undoubtedly a reflection of public opinion.

A "Hush-Hush" Commission Criticised

MUCH RESENTMENT is felt at the attitude of the parliamentary officers responsible for the procedure of a Royal Commission just appointed to investigate our national agriculture.

It has been ruled that the proceedings shall be taken without the presence of representatives of the press. The matter was put in a nutshell by the Earl of Selborne in the House of Lords this week. He said, "Farmer's

are accused of making undue profits. I believe that to be wholly unjust. They have nothing to fear from putting their cards on the table. I regret therefore that the Commission is to sit behind closed doors and I hope it is not too late for them to reconsider their decision."

It is being pointed out that the publicity which resulted from the admission of the press to the sittings of the Coal Commission was productive of much good, and it is practically certain, unless some concerted action by a press body secures a revision of that intention, that the whole of the proceedings of the Commission on Agriculture will be ignored by journalists.

Selling 6,000,000 Yards of Aeroplane Linen

AN INTERESTING test is being made of newspaper advertising in London just now. The Government found themselves at the end of the war with something like six million yards of surplus aeroplane linen on hand. They mentioned it to the press and the press mentioned it in its columns.

But the Government did not advertise it, and it hung fire badly. Then an enterprising young man named Leonard J. Martin came along and bought the lot. And the press chaffed him and gave the deal more publicity than they did the official effort to dispose of it.

There was about a fortnight's silence and then appeared advertisements in the London newspapers announcing that this Government linen was on sale at the various stores; followed this week by some of the stores featuring it for themselves.

It is definitely stated what the linen can be used for and leaflets are available describing how it can be bleached at home. In other words, Leonard Martin is doing through the advertising columns what the Government themselves might have done, but failed to do because they used the news-columns instead of paid advertising.

As enquiries show that the stocks are moving well, it would appear to point the fact that advertising is advertising that sells and news publicity is not.

Covering Cleveland

and Northern Ohio is easier than covering any other territory of equal buying power because of THE PLAIN DEALER.

All the prosperous towns in Northern Ohio—and there are a lot of them—depend for their "big city" news on

The Plain Dealer

Largest Morning Circulation Between New York and Chicago

LOS ANGELES

EVENING HERALD

Carries a greater volume of advertising than any daily on the Pacific coast

DAILY CIRCULATION

127,773

Charter Member A. B. C.

TO ADVERTISE WHEAT FLOUR

Southern Millers to Spend \$100,000 in Newspapers of the South

LOUISVILLE, Ky., Sept. 8.—G. A. Breaux, of the Ballard & Ballard Company, this city, has been named chairman of a publicity committee which will work out the details of a \$100,000 advertising campaign for Southern flour millers to be conducted through Southern newspapers for the purpose of increasing the consumption of wheat flour.

The executive committees of the Southeastern Millers Association and the Southern Illinois Millers Association met at St. Louis, Mo., on August 27, to discuss plans for a campaign and raising the necessary money. It was decided to pro-rate the cost of the campaign between more than 150 members of the two associations. The members were found strongly in favor of this method, which will aid the Grain Corporation somewhat in disposing of the 1919 wheat crop.

RATES UP 11 TO 48 PER CENT.

Increased Operation Costs Forces Up Washington State Prices

SEATTLE, Sept. 7.—Inquiry made by questionnaires sent out by the Journalism Department of the University of Washington shows that weekly newspapers in this State have raised their subscription rates from 11 to 48 per cent during a period of more than a year on account of the increased cost of newsprint.

Fifty-seven weeklies in the State charge \$2 a year, and thirteen papers charge \$1. The smallest weekly in the State has a circulation of 250 and the largest of 2,800.

Former Editor Dead

WAUPUN, Wis., Sept. 10.—Rufus H. Oliver, aged 74, who was formerly interested financially in the Waupun Leader and in its editorial department, is dead after several attacks of paralysis.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram

Albany, N. Y.

Circulation, 28,000

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for Six Months ending Apr. 1, 1919

35,247

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

Arthur Capper

Member A. B. C.

Publisher.

WHERE NAVY DEPT ADS WILL BE PLACED

(Continued from Page 7.)

- DENVER, COLO. Durango, Colo. Grand Junction, Colo. Greeley, Colo. Pueblo, Colo. Trinidad, Colo. Cheyenne, Wyo. Sheridan, Wyo. Casper, Wyo.
- SALT LAKE CITY, UTAH. Billings, Mont. Great Falls, Mont. Boise, Idaho. Butte, Mont.
- SAN FRANCISCO, CAL. Eureka, Cal. Marysville, Cal. Redding, Cal. Stockton, Cal. Watsonville, Cal. Reno, Nevada. Sacramento, Cal. San Jose, Cal. Fresno, Cal. Oakland, Cal. Santa Rosa, Cal. Chico, Cal.
- PORTLAND, ORE. Spokane, Wash. Eugene, Ore. Lewiston, Idaho. Pendleton, Ore. Klamath Falls, Ore. Bend, Ore. Wallace, Idaho.
- LOS ANGELES, CAL. Bakersfield, Cal. Santa Barbara, Cal. Flagstaff, Ariz. Prescott, Ariz. San Bernardino, Cal. Santa Ana, Cal.
- SAN DIEGO, CAL. El Centro, Cal. Riverside, Cal. Globe, Ariz. Tucson, Ariz. Phoenix, Ariz.
- SEATTLE, WASH. Tacoma, Wash. Bellingham, Wash. Yakima, Wash. Chehalis, Wash. Everett, Wash. Olympia, Wash. Aberdeen, Wash.

Kauffman Advances

WILMINGTON, Del., Sept. 7.—Advertising supervision of the duPont Chemical Company has been placed in the hands of Charles K. Kauffman, heretofore assistant advertising manager of the explosive division of E. I. duPont de Nemours & Co. Before coming here Mr. Kauffman was with the New York American and the Arkenberg Special Agency, New York.

DES MOINES, Ia., Sept. 9.—Newspaper men will be the guests of the new Hotel Savery at an informal opening, September 18.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

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

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

The Pittsburg Dispatch

steadily advances (not spasmodically) as the leading newspaper in its field.

WALLACE G. BROOKS Brunswick Building, New York

THE FORD-PARSONS CO., Peoples Gas Building, Chicago

H. C. ROOK Real Estate Trust Building, Philadelphia

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 Agcy. Sole Foreign Representatives New York Chicago St. Louis

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Here is a city rich in factories and agriculture, rich in educational institutions, rich in contentment and Americanism. Workmen own their homes and deposits in banks total \$7,000,000.

Beloit has one paper—the Daily News—in which the people have faith.

Circulation over 7,000. Rate, 2½ cents per agate line.

TIPS FOR AD MANAGERS

FERRY-HANLY COMPANY, 1120 Walnut street, Kansas City, Mo. Has obtained account of New Orleans Paint & Varnish Company.

NORRIS L. BULL AGENCY, 703 Main street, Hartford, Conn. Has secured account of Allen Manufacturing Company ("Safety-Set" screws), Hartford.

EUGENE MCGUCKIN COMPANY, 105 North 13th street, Philadelphia. Will handle account of the Duesenberg Motors Corporation, New York.

WOOD, PUTNAM & WOOD COMPANY, 178 Tremont street, Boston. Reported will make up a list of newspapers during the next sixty days for McCormick & Co.

GREIG & WARD, Montoe Building, Chicago, are putting out 5,000-line contracts in New York, Chicago and other papers for "Virginia Sweet Pancake Flour."

COUCHE AGENCY, Dekum Bldg., Portland Ore., local milk distributors and the Oregon Dairymen's League, the latter organization made up of producers, have united to carry on an extensive advertising campaign. Twenty-five thousand dollars, raised by a small assessment on all milk sold, will be used to advertise the merits of milk as a food and to increase its use. Similar campaigns have been conducted successfully in Seattle and Vancouver, B. C. Alma D. Katz is chairman of the committee in charge.

ADVERTISING AGENCIES CORPORATION, 163 Metropolitan Tower, New York. United States Army advertising contracts now being placed with newspapers.

F. WALLIS ARMSTRONG ADVERTISING AGENCY, North American Bldg., Philadelphia. Reported to be renewing contracts with newspapers for Victor Talking Machine Co.

GEORGE BATTEN COMPANY, Fourth Avenue Bldg., New York. Reported will make up a list of newspapers during October for Bird & Son.

CALKINS & HOLDEN, 250 Fifth avenue, New York. Placing orders with newspapers in cities where they have dealers for Sherman & Williams.

DIPPY & AITKIN, 12th and Filbert streets, Philadelphia. Placing orders with same list of newspapers as heretofore for G. H. P. Cigar Company.

GEORGE W. EDWARDS COMPANY, 328 Chestnut street, Philadelphia. Again placing orders with some newspapers for H. O. Wilbur & Sons.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Reported to be placing orders with some Middle West newspapers for Bradley Knitting Company.

RICHARD A. FOLEY AGENCY, Terminal Bldg., Philadelphia. Placing orders with some newspapers for Philadelphia Press and Philadelphia Public Ledger.

F. A. BRAY COMPANY, 14th and Oak

streets, Kansas City. Renewing some of their newspaper contracts for Barbo Manufacturing Company.

HUMPHREY'S HOMEOPATHIC MEDICINE COMPANY, 156 William street, New York. Renewing their fall advertising with papers generally.

H. E. JAMES AGENCY, 110 West 119th street, New York. Reported to be again renewing newspaper contracts for Dr. Earl S. Sloan. Placing orders with some New York newspapers for Illustrated Review.

PHILIP KOBBE COMPANY, 208 Fifth avenue, New York. Placing orders with some Southern newspapers for Talcum Puff Company.

LORD & THOMAS, Mallers Bldg., Chicago. Placing orders with some large city newspapers for Red Book Magazine.

H. K. McCANN COMPANY, 61 Broadway, New York. Reported will shortly place a few new contracts with newspapers for Royal Typewriter Company.

EUGENE MCGUCKIN COMPANY, 1211 Chestnut street, Philadelphia. Reported will make a list of farm papers during October for Atlas Powder Company.

MALLORY, MITCHELL & FAUST, Security Bldg., Chicago. Again placing orders with large city newspapers for Cornell Wood Products Company.

MORGAN, TUTTLE & JENNINGS, 44 East 23rd street, New York. Placing orders with some New England newspapers for Merck & Co.

NEWELL-EMMETT COMPANY, 129 West 32nd street, New York. Reported will shortly place orders with newspapers that have rotogravure sections for Liggett & Myers Tobacco Company.

HARRY PORTER COMPANY, 18 East 41st street, New York. Will handle the advertising for Dae Health Laboratories.

RUTHRAUFF & RYAN, 404 Fourth avenue, New York. Placing orders with a list of newspapers for Physical Culture Magazine.

RUSSEL M. SEEDS COMPANY, 330 University square, Indianapolis. Renewing some newspaper contracts for Milks Emulsion Company.

SHERMAN & BRYAN, 79 Fifth avenue, New York. Placing orders with some California newspapers for Lackawanna Mills Company.

STROUD & BROWN, 303 Fifth avenue, New York. Again placing orders with newspapers for Brown, Durrell & Co.

TUCKER AGENCY, 303 Fifth avenue, New York. Again placing orders with newspapers for National Catholic War Council.

VAN PATTEN, 50 East 42nd street, New York. Again placing orders with newspapers for International Magazine Company.

JAMES T. WETHERALD, 142 Berkley street, Boston. Renewing some newspaper contracts for Chester Kent & Co. Renewing some contracts for Lydia E. Pinkham Medicine Company.

NEW N. Y. MANAGER FOR AYER

J. M. Mathes Succeeds R. T. Snodgrass—With Agency for Nine Years

James H. Mathes has succeeded R. T. Snodgrass, resigned, as manager of the New York office of N. W. Ayer & Son. Mr. Mathes has been connected with the Ayer organization for the past nine years, serving in the Cleveland and Chicago offices as well as in the headquarters in Philadelphia.

For the past two years he has been in charge of the entire sales organization. He has obtained and handled some of the most important accounts handled by the Ayer agency.

COL. HERSHMAN TELLS OF PRESS'S DUTY

(Continued from Page 5.)

from political deals, except to expose them, and it must realize that its service to the average citizen is the measure of its success.

"The great growth in advertising illustrates dramatically the mighty factor it has become in the modern business world. It is greater today than it was a year ago, and I believe it will continue to grow and dominate trade.

Advertising as a Growing Force

"Every day emphasizes its great importance, and I feel that this great growth will continue along broader lines than anyone imagined a few years ago. I realize, perhaps as every other editor and publisher of a metropolitan newspaper, that the work has become more exacting and that personal attention and thought are greater requisites than could have been conceived not so many years gone by."

As an example, Colonel Hershman pointed out that daily papers today are issuing 40 pages or more in minutes, if not seconds, to get hundreds of thousands of newspapers distributed before evening dinner time within radius of 100 miles or more.

Colonel Hershman meets and knows a great many newspaper workers, and believes there are just as great opportunities in the profession today for men of brains, as in the past.

Questioned particularly about news-

papers in politics, Colonel Hershman explained that The Press, while adhering to Republican party principles, has always maintained an absolutely independent course as regards state or local politics, and has thereby acquired the standing and reputation of having at all times served the best interest of the people in the community.

Has Steered Steadfast Course

He recalled the dominant politicians of the time of Mackey, Cameron, and Quay, down to the present time, and while some fierce battles in Pennsylvania have been fought in Pittsburgh by rival factions, The Press stands today in that enviable position, that it is recognized as seeking to serve the people only. A steady course of this kind was planned many years ago, and the paper steered ever since along these lines—that whichever faction or politician succeeded or was defeated, the people were given the whole truth about both sides. To justify the people's belief that they have a safe guide in The Press, has been Colonel Hershman's constant ambition. That he has achieved it seems proven by the success his newspaper has attained.

Colonel Hershman's mastery of details stamps him as a remarkable executive. He is personally "on the job" in The Press office every day, excepting a few weeks he spends each season at his summer home in Allenhurst, N. J.; and even there he is in constant touch with the office. His home is in the Bellefield district of Pittsburgh. His personal qualities are best illustrated by the loyalty and affection with which he is regarded by all members of the organization which he has built up to help him make a great newspaper.

THE NORTH JERSEY SHORE
offers a widely diversified market for all products of general demand. The territory is responsive and sales efforts there secure big returns.
This field is thoroughly covered and dominated by the

ASBURY PARK EVENING PRESS
and
THE SHORE PRESS
Sunday

These are strictly high-class papers that go into the homes of both the resorts and the country districts.
Standard Rate Card. Member A. B. C.
Frank R. Northrup, Special Representative,
303 Fifth Avenue, New York City.
Association Building, Chicago.
J. Lyle Kinmonth, Publisher, Asbury Park, N. J.

<p>"A.B.C."</p> <p>The Service that— Guarantees Circulation For Advertisers— For Advertising Agencies—</p>	<p>"S & M"</p> <p>The Service that— Guarantees Payment of Advertising For Publishers 'Proves You Ran It'</p>
<p>Ask for List of Subscribers</p> <p>Co-operative Services of  Schwan's Mandel Inc 450 Fourth Ave. N.Y. 7205-7206 Mad Sq</p>	

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
I. A. Klein, Metropolitan Bldg., New York.
John Glass, Peoples Gas Bldg., Chicago, Ill.

Perth Amboy, N.J.

More than **50,000** and going strong.

Thoroughly Covered by

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

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

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

Reaching the MOST Buyers at the LEAST Cost

Govt. Statement For Six Months Ending April 1st.

BOSTON AMERICA

301,270

The **LARGEST** Homecoming Circulation in New England. Can produce for YOU as it has for others.

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

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

JESSUP FAMILY PROGRESSIVE

Headed by "Pa Jessup" They Now Run a Daily Paper

BREMERTON, Wash., Sept. 7.—As busy a "centralized family" as there is in the State of Washington is the one headed by W. B. Jessup, publisher of the Bremerton Searchlight. This week Mr. Jessup put the Searchlight on a daily basis. For years it has been published twice a week. Mr. Jessup, of course, is the big chief. His chief assistants in the editorial departments are his sons, John H. Jessup, until recently an ensign in the navy pay corps, and William Jessup, lately discharged as a sergeant in the air service.

His daughters, Miss Cora Jessup and Miss Clara Jessup, are in the business office and Mamma Jessup handles news and business details in her spare time, Jimmy Jessup is the carrier-in-chief.

Manternach Agency in Buffalo

BUFFALO, N. Y., Sept. 6.—The Manternach Company of Hartford, Conn., has opened an advertising office in charge of Walter A. Allen, secretary, at 100 D. S. Morgan building. The company is already handling several advertising accounts in the Buffalo field and surrounding territory, and it desires to keep in closer touch with their local clients.

Students Launch New Comic

AUSTIN, Tex., Sept. 8.—The Scalper is the name of a new publication launched at the University of Texas. It is the product of the wit and humor of the school. Jack Hyman, who edited the Daily Texan, the Loughorn Magazine, is editor; Jack Lutzer of Temple is the general and business manager, and Edgar Perry of Austin advertising director.

Pacific Agency Expands Eastward

CHICAGO, Sept. 19.—The Hall & Emory Advertising Agency, of Portland, Ore., has opened an Eastern office here, at 440 South Dearborn street. The same firm has formed an affiliation with the Izzard Company of Seattle. The Chicago office will be in charge of Robert Armstrong, who for several years directed the publicity of Armour & Co.

Printing Show for 1920

As the result of a vote taken among exhibitors in past New York printing trade shows, there will be a resumption of the New York exposition, probably in Madison Square Garden, during the 1920 meeting of the American Newspaper Publishers' Association under the management of Harry Cochrane.

New Press in Tampico

HOUSTON, Tex., Sept. 10.—The Tampico Printing Company, which publishes the Tampico Tribune is building an addition to its plant to accommodate a new press. This machine has capacity for an eight-page, seven-column paper printed in two colors,

pasted, folded and ready for delivery at the rate of 100 copies per minute.

GOBLE BUSINESS MANAGER

Lockport Circulation Man Placed in Charge of Middletown Times-Press

LOCKPORT, N. Y., Sept. 10.—Ralph B. Goble, circulation manager of the Lockport Union-Sun and Journal for several years and an employe of that newspaper since boyhood, has been appointed business manager of the Middletown (N. Y.) Times-Press, succeeding H. H. Knickerbocker, who recently became manager of the Westfield (Mass.) Journal.



R. B. GOBLE.

Mr. Goble is a member of the board of directors of the New York State Circulation Managers' Association.

TRACTION ENGINE RUNS PRESS

When Strike Stops Current, Elgin Courier Builds Make-Shift Plant

ELGIN, Ill., Sept. 8.—When a street car strike shut off the local supply of electric power for a month, the Elgin Daily Courier hired a traction engine and an electric generator, and rigged up a make-shift plant for its presses, which it used until the strike was settled.

While the plant was being installed, the paper was printed in Aurora, fifteen miles distant, by the Beacon-News. Not an issue was missed.

INCORPORATIONS

NEW YORK—National Film Advertising Company; \$3,000; F. Davis, M. E. Curry, W. J. Lee, 701 Fifth avenue.

State Pulp and Paper Company; capital increased from \$50,000 to \$100,000.

Shapiro & Aronson Printing Company; \$5,000; A. Shapiro, E. Aronson, M. Hassner, 247 Vermont street, Brooklyn.

New Negro Publishing Company; \$10,000; W. A. Doringo, F. R. Crosswaith, G. P. Campbell, 116 West 133rd street.

Current Printing Company; capital increased \$3,000 to \$30,000.

BOGOTA, N. J.—Bogota Publishing Company; \$5,000; William S. Tozer, of Bogota; A. C. Inmig and L. T. Vreeland, of New York.

Greenwich Press Is Sold

GREENWICH, Conn., Sept. 10.—Robert L. Chamberlain and Ralph E. Brush have purchased the majority stock of the Press. Ralph Morrow, who has been in charge since 1914, has resigned as editor-manager and president-treasurer, and has been succeeded by Norman Talcott, formerly of the Press staff.

EQUIPMENT FOR SALE

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

Hoe Sextuple Press

Will sell a Hoe right angle sextuple press, which was dismantled some time ago but not re-erected. Has two folders; will print 7 or 8 column papers of 22" column length; 15" diameter cylinders; will print per hour 24,000, 4-6-8-10-12-14-16-18-20-22 or 24 page papers; in excellent condition and can be purchased at a bargain. Address: Mechanical Sup'l., The Courier-Journal, Louisville, Ky.

For Sale

Three platen or triple Goss steam table with apron and gas heated steam generator, in first class condition, for sale, \$225. F. O. B. Scranton. Times, Scranton, Pa.

Two Model—One Magazine

in good condition, also seven Model-A Perfection Medial Feeders. Make us an offer. News and Sentinel, Fort Wayne, Ind.

EQUIPMENT WANTED

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

Magazine Press Wanted

We are in the market for a magazine press which will print up to 48 pages, size 10 1/2 x 14 1/2 or larger. Press must have capacity of 10,000 to 12,000 or more papers per hour and be equipped with paster or stitcher. Color attachment for 3 colors on cover pages and one or two colors on several inside pages is desirable. If you have such a press, communicate with: Mechanical Sup'l., Courier-Journal, Louisville, Ky.

Perfecting Press.

Want to buy perfecting press to print 16 to 24 pages (including 14 and 18), 8 columns 21-inch preferred. Give full details, price, etc. Address A-868, care of Editor & Publisher.

Wanted

A Cox Duplex Flat Bed Press for eight pages, cut off 22 inches. The Herald, Swindon, Wilts, England.

Covering Mine Workers' Convention

CLEVELAND, O., Sept. 10.—Cleveland has had many out-of-town newspaper writers this week in connection with the biennial convention of the United Mine Workers of America, which began a two-weeks' session Monday. The meeting is being attended by over 255 delegates, representing more than 500,000 coal miners, who will formulate a wage scale and decide upon other questions to be submitted to a conference with coal operators, in Buffalo, on September 25.

Asks \$30,000 for Alleged Libel

DENVER, Sept. 8.—A libel suit for \$30,000 damages has been filed in the Denver District Court against Julian I. Duvall, editor of the Moffat County Courier, published at Craig, Col., by Mrs. Cora A. Baker, as a result of an article published July 24, 1919, which Mrs. Baker alleges to have been false.

A Quadruple Birthday

CHICAGO, Sept. 6.—There was a quadruple birthday celebration August 29 at the home of Peter S. Lambros, publisher of the Greek Star. It was the birthday of Mr. Lambros, of his mother-in-law, of his nine-year daughter Maria, and of his son, Theodore, age 2 years.

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once. Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & COMPANY
Plainfield New Jersey

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

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

- | | | |
|--------------|-------------|---------------|
| Boston | Pittsburgh | Kansas City |
| New York | Cleveland | Denver |
| Philadelphia | Detroit | Los Angeles |
| Baltimore | Chicago | San Francisco |
| Richmond | Cincinnati | Portland |
| Atlanta | St. Louis | Spokane |
| Buffalo | Minneapolis | Winnipeg |

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

Junior Ad Men Begin Fall Meeting

The Junior Advertising Club of New York will open its fall season at the Advertising Club, Friday evening, September 12. The first meeting will be a get-together session to greet old and new members and disclose plans for the coming season.

The Hoquiam (Wash.) Record, published by O. M. Moore, has been changed in name to the Olympic Oil Record.

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.

Advertising

I write advertising copy that even poor salesmen find it easy to sell. Have been writing it for twenty-two years. My copy saves fifty per cent time in composing room. Am now advertising manager of Southern daily but wish to make change. First offer of sixty dollars per week gets me. Address A-857, care of Editor and Publisher.

Business Manager

Thoroughly conversant with all departments of daily papers of from three to four thousand circulation. Competent advertising solicitor and writer and able to take complete charge of business and advertising departments of daily in the city up to 20,000 population. Would consider lease or part interest. Now employed. At liberty September fifteenth or later. Address A-856, care of Editor and Publisher.

News and Advertising Writer

Young man, energetic, capable, seeks position in Eastern City or town in news or advertising department of newspaper or as assistant to editor. Address S.S.-1, care of Editor and Publisher.

Manager

now employed, wishes to make a change. Took charge of dyming paper five years ago and made it big success. Understands the game thoroughly. Thrifty but progressive; plenty of initiative and imagination. Wants full responsibility. Prefer paper with 5 to 10,000 circulation that wants to build up. Married, age 33. Salary expected \$60 per. Address A-869, care of Editor and Publisher.

Newspaperman and Editor

Competent reporter who has demonstrated ability as political correspondent and editor is home from overseas duty with Sixth Marines and available for responsible work. Personal record willingly furnished. Address A-850, care of Editor and Publisher.

Editor-Manager

will consider position on independent or Republican daily. Now publisher of afternoon paper in small middle-west city. In present position since 1914, except 20 months in service as infantry officer, 8 months in France. Result getter and business builder. Will produce figures to prove it. Can handle job printing department. Will go anywhere. Salary \$3,500 to \$4,000, depending on location. Given \$600 increase upon return from France, but prefer to locate elsewhere. Age 29; widower. Go anywhere on 60 days' notice, but prefer 90. Write A-871, care of Editor and Publisher.

General Reporting

Energetic Christian young man, 25, one time newsboy, seven years with educational institution, nine months as reporter with aerial publication while in the Army, desires position as reporter on New York City daily. Will deliver the goods any time and all the time, know no hours, can furnish excellent references. Address, Live Wire, care Editor and Publisher.

A Live City Editor

recently out of the service, now employed, would consider change; eight years' experience; married; plenty of snap and ambition. Address A-864, care of Editor and Publisher.

Experienced Copy Editor

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

Cartoonist

Young man wants position with Western daily—highest references—political cartoons and comics. Address A-821, care of Editor and Publisher.

Newspaper Man

Experienced daily newspaper man is open for engagement as editor, editorial writer or telegraph editor of Republican daily, central or western states. Address A-861, care of Editor and Publisher.

Circulation Manager

with 12 years' experience desires to make connection with daily in middle west by October 1st. Thoroughly experienced in all kinds of circulation work. Married. Best of references. Address A-865, care of Editor and Publisher.

SITUATIONS WANTED

Mr. Publisher or Business Manager

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

Writer of Daily Feature

which can be elaborated into a "column" desires change January 1; original, strong human interest stories or editorials; matter of serious or serio-comic nature with a "pull"; city of 50,000 or larger; salary, your limit for a producer. Address A-862, care of Editor and Publisher.

Newspaperman—Reporter

seeks position New York vicinity. Young man—daily and trade journal experience. Address A-870, care of Editor and Publisher.

Cartoonist

and layout position wanted by young man. Experienced. Will go anywhere. Address A-866, care of Editor and Publisher.

Webb Pressman

Wanted position as foreman of press room. Best of references from well known newspapers. Address A-867, care of Editor and Publisher.

HELP WANTED

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

Advertising Man

who can produce business for a fast growing daily in a town of ten thousand people. A good opportunity for the right party. State salary desired in first letter, also furnish references. The Reporter-Star Publishing Co., Orlando, Florida.

Newspaper Man.

Wanted young newspaper man to write local and handle city editor's desk, must be hustler, good salary, permanent position. Afternoon newspaper. Address High Point Enterprise, High Point, N. C.

Foreman

Wanted: A man capable of holding down foremanship of a city daily, which employs four men besides the foreman. Eight hour day, and everything done to make work pleasant. State salary desired in first letter. The Reporter-Star Publishing Co., Orlando, Florida.

Job Printer

Wanted a first class job printer, one who is familiar with Miller Feeder preferred. Address The Reporter-Star Publishing Co., Orlando, Florida.

BUSINESS OPPORTUNITY

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

Wanted to Buy

Newspaper in promising field. Want not less than one-half interest, by a man that knows every angle of the newspaper game, and can take charge of all of it, or any part of it, and conduct it satisfactorily and successfully. Address A-859, care of Editor and Publisher.

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.

New Secretary in Buffalo

BUFFALO, N. Y., Sept. 10.—Herman H. Graham has been elected secretary of the J. N. Matthews Company (publisher of the Buffalo Express), succeeding Finley H. Greene, who recently resigned to become general manager of the E. P. Remington Advertising Agency.

CIRCULATION NOTES

A son has been born to Mr. and Mrs. Albert E. Miller at Calgary, Alta., the latter of whom was formerly Miss Carrie Kennedy, for a number of years in charge of an important desk in the circulation department of the Houston Chronicle.

R. B. Gammon, of the Houston Post's country circulation department, was married August 30 to Mrs. L. B. Warren of Houston as the culmination of a 40-year romance.

A. C. Woodside, formerly of Edmonton, has been appointed circulation manager of the Winnipeg Telegram.

The Des Moines Evening Tribune is offering prizes to its readers for the best letters on how to reduce the high cost of living.

The Des Moines Sunday Register announces that the winner of the \$100 first prize in its short story contest, open to all Iowa amateur writers, is William Stone, an employe of the government hospital at Fort Des Moines.

The St. Paul Dispatch is conducting a "High Cost of Living" contest. It offers \$2 for each letter published and \$10 for the best letter of the lot.

John S. Brehm has been appointed circulation manager of the Crowell Publishing Company, New York. There will be no changes in the staff or organization of the circulation department. Mr. Brehm was first assistant to Ernest A. Scholz, who resigned as circulation director on August 13.

Girls and women appeared on Main street and in the lobbies of Buffalo (N. Y.) principal hotels the other day selling newspapers which were donated by the various newspaper offices for the benefit of the Newsboys' Association. Each one wore the official badge. At several stations cans of buttermilk were supplied, the refreshments being served to those contributing to the fund. Flowers were offered for sale at a news stand at Main and Court streets between the hours of 3 and 5 o'clock in the afternoon.

W. E. Dailey, for the past six and one-half years country circulator of the Minneapolis Daily News, has resigned to become business manager and circulation manager for the Alfalfa Farm Journal, recently removed from Sioux Falls, S. D., to Minneapolis. Mr. Dailey is succeeded by Henry N. Schmidt, who had been a reporter on one of the Winona papers before entering the publishing business in Minneapolis.

C. K. Jefferson, who has been a member of the road force of the Des Moines (Iowa) Register and Tribune for the past six months, has been promoted to the position of newsdealer circulator to take the place of J. L. Doolittle, who has become circulation manager of the Port Huron (Mich.) Times-Herald.

Cash prizes, valued at \$50 have just been given to women readers for the best letter telling of the advertisements in the Peoria (Ill.) Journal or the Transcript, which has interested her the most. There were ten cash prizes.

\$50,000 for investment in a good newspaper property, Ohio, Penna., W. Va., Ky., Indiana. Michigan locations preferred. Proposition T. C.,

Charles M. Palmer

Newspaper Properties

225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building New York

NO NEWSGIRLS IN PORTLAND

Banished by Police Department Order—Boys Must Wear Badges

PORTLAND, Me., Sept. 8.—Several hundred newsboys in Portland appeared with their badges on September 1 under the recent order of Chief of Police Irving S. Watts that none would be allowed to sell papers without them.

The boys registered and obtained their badges from Superintendent Butler of the Portland Boys' Club. A number of them labored under the false impression that those who received their badges first would get the pick of the "best corners," and there was a general rush and free-for-all at the start. Superintendent Butler succeeded in pacifying them, however, and they were very orderly thereafter.

Newsboys in Portland are no more. Chief of Police Watts has given orders that they shall not be allowed to sell papers as they have done to a large extent the past year or two. Hereafter papers will be sold by the younger representatives of the sterner sex and girls will not be allowed to act in competition with them.

Christian Church Authorizes Ads

EUGENE, Ore., Sept. 9.—Full page advertisements will be used by the First Christian Church of this city to build up its attendance. The official board has authorized the pastor, Rev. E. V. Stivers, to carry on such a campaign through the fall and winter. Dr. Stivers used this method of advertising his services at Stockton, Cal., with success. His congregations there were built up from a handful of crowded houses every Sunday.

Barnhart Out for Himself

ROCHESTER, Ind., Sept. 9.—Dean L. Barnhart has left the Sentinel to become manager of the Goshen (Ind.) Democrat. He is a son of Henry A. Barnhart, former Congressman and owner of the Rochester Sentinel.

McEndree Elected Secretary

CHICAGO, Sept. 6.—H. G. McEndree has been elected secretary of the Collins-Kirk Advertising Agency. He recently resigned as vice-president of Horsting & Co., this city.

I. E. A. HOME INMATES TO TEACH JOURNALISM

Managing Director Steen Announces Bedford Institution May Be Ready Jan. 1—Will Conduct Correspondence Study Courses

BEDFORD, Va., Sept. 8.—Managing Director Clyde P. Steen, of the International Editorial Association, which is planning to open a home for newspaper workers here, has announced that the remodeling of the Jeter Institute Building has been placed in the hands of the architect and that the title for the property will pass into the hands of the association within another week. The officers of the association, together with board of directors, will meet in Bedford from September 15 to 18 to ratify this action and transact all other business incidental to opening the Home.

The announcement says: "Work of remodeling will begin October 1. By January 1, the building will be ready to receive inmates, it is expected.

"The upper floors will be devoted to dormitories and class rooms. Some of the inmates will act as teachers in a school of instruction for young men desiring to enter the newspaper field of work. In addition, these inmates will conduct a correspondence school of instruction.

Officers to Meet Sept. 15-18

"A permanent superintendent for the Home, who will probably be a retired newspaper man, will be appointed at the meeting of the officers on September 15. Several changes in the official staff are being made incidental to the opening of the work here.

"Miss Carol E. Bird, lately of the Detroit Free Press, has been transferred to the New York district office and will be in charge there, while Sam O. Sarokin, who has been in charge of that office, will act as one of the traveling field secretaries.

"Miss Bird has been an assistant in charge of the preliminary work here since the association opened offices in the Jeter Building. She is vice-president of the organization.

"Donald H. Harper, of Mount Vernon, Ohio, will come here to take Miss Bird's position. Harper was formerly editor of the Mount Vernon Daily Banner, and recently returned from service in France.

Opening Branch Offices

"Fred N. Schermerhorn, who has been connected with the Detroit Times, will work Southern territory as one of the field secretaries for some time.

"Managing Director Steen has just received instructions to open southern district offices in Lynchburg. It was desired to have these offices as near the Home as possible and in close touch with the Southern territory. Other district offices have already been established at New York, Chicago and Los Angeles, and another is soon to be

opened in Oklahoma City, with Walter M. Harrison in charge.

"C. O. Younger and Charles C. Grant are in charge of the other offices. Mr. Steen will be in charge of the Southern district and will supervise the work at the National Home until a permanent superintendent is appointed.

"All officers have notified Mr. Steen they will be present at the meeting opening the fifteenth."

Elmer Jones of the Denver Post Dies After Illness

Was Business Manager of Newspaper for Six Years, and Connected with It for Over Twenty

(BY TELEGRAPH)

DENVER, Colo., Sept. 4.—Elmer Jones, for the last six years business manager of the Denver Post, died at St. Luke's Hospital, in this city, yesterday. Death resulted from a complication of diseases after an illness of six months, during which time a trip to southern California failed to restore his health. He had been connected with the business department of the Post for over twenty years. He was born in Cincinnati forty-two years ago. He leaves a widow and two sons.

His successor has not yet been appointed.

Obituary

MAUDE MEREDITH, wife of H. L. Preston, editor of the New York Produce News, died September 3 from heart failure. The deceased was for years editor of the Housekeeper, at Minneapolis, conducted for 25 years a home department for the Farmer at St. Paul, wrote a number of novels, and was when she died vice-president and director of the P. & D. Publishing Company, owner of the New York, Chicago and California Produce News. She was 71 years old. The interment was at Dubuque, Ia., where she lived for nearly 50 years. She was the wife of Col. D. T. Smith until his death in 1902.

JOHN STARK, a former newspaper man at Orange, Tex., died there August 26.

MRS. MARGARET E. WYLIE MAY, widow of George J. May, who was for many years connected with the Brooklyn office of the New York World, died at Rockville Center, N. Y., on September 7.

JOHN MOORE, editor of the Elmira (N. Y.) Sunday Telegram and former editor of the Albany Sunday Telegram, died in Elmira last week. Mr. Moore was connected with the Elmira paper

for several years prior to 1894, when he went to Albany and conducted the Albany Telegram, on which he was associated with the late James Hill. Mr. Moore returned to Elmira after his Albany venture, and conducted the Sunday paper. He was elected a member of the State Board of Regents, holding this position for several years.

MRS. MARGARET E. O'REILLY, widow of Edward J. O'Reilly, who was for many years political reporter for the New York Times, died in New York on September 2.

ARNOLD PIERCE, a member of the Jersey City Morning Star staff, died at the Metropolitan Hospital, New York, on September 4.

REV. GILBERT SIMMONS, C. S. P., editor of the Current Events column of the Catholic World, died in New York, September 4.

VAN BUREN CHASE, for 64 years an employe of the Syracuse (N. Y.) Journal, died September 1.

MRS. EDWARD DALTON, mother of James C. Dalton, who is city editor of the Associated Press in New York, died last week at her home in Baldwinsville, N. Y., aged 71 years.

REV. J. B. ADAIR, father of Howard J. Adair, of the Dallas (Tex.) Times-Herald staff, died recently of paralysis.

W. J. LANCELOT, for the last fourteen years editor of the Audubon County Journal, at Exira, Ia., is dead, aged 74 years. He had been ill for several years. He is survived by his wife, five daughters and three sons.

MRS. J. E. MASSENGILL, mother of Fred I. Massengill, editor and publisher of the Terrell (Tex.) Daily Tribune, died at her home in Terrell, August 24, after a brief illness.

PORTER L. BENSON, editor of the Kane (Pa.) Republican and a former Buffalo (N. Y.) newspaper man, died last week after several years' illness.

Reporter Arrests Fugitive

BUFFALO, N. Y., Sept. 9.—While riding on a street car, Roy Albertson, police reporter for the Buffalo Times, saw a man leap from an automobile, reported to have been stolen, and run down the street. Albertson jumped from the street car, pursued the man and caught him. His prisoner was held to the grand jury.

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.

Geo. E. Pollock Left Estate Valued at \$313,034

Will of A. D. Juillard, Executor of James Gordon Bennett Estate, Contested by His Niece

George E. Pollock, vice-president of the New York Herald Company at the time of his death, August 2, 1918, left a total estate of \$313,034 and a net estate of \$289,674, according to the appraisal just filed in the Surrogate's Court, New York.

Mr. Pollock died in his sixty-second year in the residence bequeathed to him by the will of the late James Gordon Bennett. The deed to the property was given to Mr. Pollock on the understanding that it should not be registered until after the death of the benefactor. The appraisal value of this property at \$50,000.

The bulk of the estate is represented by stock and bond investments valued at \$232,569. Personal property is valued at \$13,000 and cash in bank totalled \$13,809.

Attorneys for the executors of the late A. D. Juillard, an executor of the James Gordon Bennett estate, appeared in Goshen, N. Y., Monday and made a motion for an order fixing a date for the trial of the action which has been brought by Mary Etta Fauve, of Fort Wayne, Ind., niece of the deceased, to set aside the will on the ground of undue influence. The niece by the will gets \$10,000 outright and the sum of \$100,000 is set aside in trust for her.

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's

PRESS

CLIPPINGS

Tenth Avenue at 45th Street
New York

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

THE DAY

and

THE WARHEIT

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

דער טאג
ווארײט
The National Jewish Daily

R. J. Bidwell Co

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE
742 Market St. 1322 L. C. Smith Bldg.

O H I O F I R S T.

Your Business Progress Is Dependent
On Your Advertising

Newspapers Are First in Creating
And Sustaining Progress

“Ohio First” newspapers give both **QUANTITY** of circulation and **QUALITY** of circulation—a winning combination—among a population of 5,273,814 (the fourth State in population in the U. S.).

“Ohio First” newspapers have a local dealer influence and a greater local advertising potentiality than any other advertising medium.

Ohio people are always intensely interested in their state, in Ohio products and Ohio business—and local retail merchants reach local buyers of merchandise through their local daily newspapers.

While Ohio’s identity is marked by tremendous manufacturing activity, it is well to keep in mind that Ohio’s agricultural balance makes Ohio a leading state of the Union.

The following figures are conservative but they indicate a tremendous value of annual crops and therefore suggest an unusual spending capacity of Ohio’s population:

- 150,100,000 bushels corn
- 99,072,000 pounds tobacco
- 78,100,000 bushels oats
- 41,000,000 bushels wheat

- 16,000,000 bushels potatoes
- 13,000,000 pounds wool
- 6,336,000 bushels apples
- 4,154,000 tons hay
- 1,093,000 gallons syrup

The following daily newspapers work in harmony with local retailers in their communities, and can do great work for national advertisers in making a mighty worth while market worth a whole lot to them:

	Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E).....	31,110	.05	.05
*Akron Times (E)	20,454	.03	.03
Bellaire Daily Leader (E).....	3,446	.02	.0125
*Cambridge Daily Jeffersonian (E).	8,117	.0179	.0179
Chillicothe News-Advertiser (E) ...	3,055	.00714	.00857
Cincinnati Enquirer, 5c. (M&S)....	62,911	.12	.12
Cleveland Plain Dealer (M).....	168,440	.24	.24
Cleveland Plain Dealer (S).....	208,024	.27	.27
Columbus Dispatch (E)	75,402	.115	.105
Columbus Dispatch (S)	71,117	.115	.105
Columbus (O.) State Journal (M)..	53,155	.10	.09
Columbus (O.) State Journal (S)...	27,147	.10	.09
*Dayton News (E).....	37,340	.065	.065
*Dayton News (S).....	29,533	.045	.045
East Liverpool Tribune (M).....	6,138	.015	.015
Lima Daily News (E&S).....	12,549	.0286	.0214
Lima Republican Gazette (M&S)..	10,008	.02	.02
Middletown Journal (E).....	4,174	.0115	.0115
Newark American-Tribune (E)....	6,217	.0179	.0179
New Philadelphia Daily Times (E).	4,413	.0129	.0129
Piqua Daily Call (E).....	4,019	.0114	.0114
*Springfield News (E&S).....	13,838	.025	.025
Toledo Blade (E)	82,973	.17	.15
Warren Daily Chronicle (E).....	5,200	.02	.02
Youngstown Telegram (E)	21,601	.05	.05
Youngstown Vindicator (E)	24,558	.05	.05
Youngstown Vindicator (S)	22,222	.05	.05
Zanesville Signal (E)	10,704	.025	.025

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

Distribution and Advertising

Comparatively few manufacturers have sufficient distribution to make it possible for them to use the general medium without waste and to pay for something of little or no value to them

You can cover:

NEW YORK	CLEVELAND
CHICAGO	DETROIT
PHILADELPHIA	PITTSBURGH
BOSTON	BALTIMORE
ST. LOUIS	CINCINNATI

With thirteen newspapers having 3,224,629 circulation for **\$4.15** per line on a 5,000-line contract

Here are the newspapers:

New York Globe	Detroit News
New York Times	Baltimore Sun
New York Evening Sun	St. Louis Globe-Democrat
Chicago Daily News	Pittsburgh Press
Chicago Tribune	Cincinnati Times Star
Philadelphia Bulletin	Cleveland News
Boston Globe	

Broader campaigns, including additional territory at approximately same rate per line, can be arranged through the use of newspaper space and in no other way

Member
A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000
A DAY

