

ANNUAL NEWSPAPER REVIEW, WITH FORECAST FOR 1919



EDITOR & PUBLISHER



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HOW THE NEW YORK WORLD WILL REPORT THE PEACE CONFERENCE



HERBERT BAYARD SWOPE

The World Will Spare No Expense in Cabling the Most Complete and Well Written Reports Given to the American Public.

THE World's representation at the Peace Conference will include Herbert Bayard Swope, one of the editors of The World, who makes his third trip to Europe since the beginning of the war. His previous visits will be recalled as having produced material of unusual interest and value to the paper's readers. His newspaper series and later his book, entitled "INSIDE THE GERMAN EMPIRE," won for him the Columbia University prize for journalistic work in 1917. The book was translated into French, Spanish and Japanese and received wide recognition.

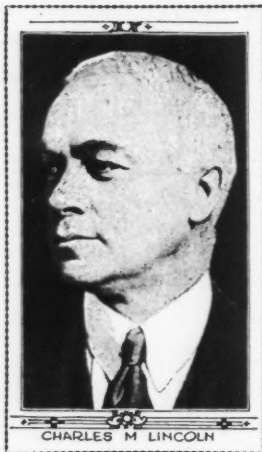
For the last year Mr. Swope has been in Washington writing on international matters and recently he was on leave of absence from the paper to act as an associate member and assistant to the Chairman of the United States War Industries Board. His experience there will be of value in matters of economic nature. His grasp of the problems stirring the world to-day and his personal knowledge of the men and nations who are seeking to solve them enables him to write with authority not to be readily found elsewhere.

Mr. Swope brings to his work abroad an equipment gained in many years of newspaper work that enables him to interpret the march of events and their significance convincingly and distinctively.

♦♦♦♦

WILLIAM COOK will aid Mr. Eyre in getting the French news. He is the "second man" in The World's Paris Office, and was in charge during the absence in the field of Mr. Eyre. Mr. Cook is an Englishman, thirty years of age. He has made a fine reputation in the last few years as a military strategist.

Besides its wire service, The World Syndicate has worked out a cable news service by mail plan which prompted the editor of the Grand Rapids Herald to write: "I want to thank you for the assistance you are thus rendering the interior press of the country." And there are many others equally pleased.



CHARLES M. LINCOLN

Newspapers Allied With The World Will Receive in Their Reports Everything That the Cable Brings to The World Home Office.

CHARLES M. LINCOLN, Managing Editor of The New York World, has gone to Paris to complete the arrangements for the World Peace Conference staff and to see that every facility for effective service is accorded The World.

Mr. Lincoln has been Managing Editor of The World for the past six years, previous to which he was one of the editors of the Herald. He made all The World's arrangements for the reporting of the war, and it was largely due to his planning and placing of men in the field and the great centres of news that The World's war news service was the best in America. Early this year Mr. Lincoln made a trip to the battlefields and was accorded every privilege by the British and French Governments.

Mr. Lincoln is a thoroughgoing newspaper man. When the controversy arose as to which route the Government should select for the building of the ocean-to-ocean canal, Mr. Lincoln spent five months in Nicaragua with a party of engineers. He made the trip over the proposed route from east to west, and then back from west to east, saw that the natural obstacles were too great, and that the engineering difficulties would involve too much expense, and reported against the feasibility of that route.

Mr. Lincoln is a Fellow of the Royal Geographical Society of London. He has been interested in Polar expeditions, and when Major Andre, who was lost in the North, planned to drift across the Pole in a balloon, Mr. Lincoln had an arrangement with him for the news of the flight.



LOUIS SEIBOLD

LOUIS SEIBOLD, who attends the Peace Conference, has been attached to The World for more than twenty years. During that time he has served as its correspondent at Albany, Washington and in many other sections of the country and abroad.

He was a World correspondent in Cuba during the American-Spanish War. Mr. Seibold was the first American reporter at the disaster at Martinique, where 80,000 lives were lost in the volcanic eruption of Mont Pele.

Some of his other undertakings were the exposure of the congressional lobby in 1913; the uncovering of the New Haven scandals in 1914; the first portrayal of the German intrigue in this country in 1915, which resulted in the dismissal of the Austrian Ambassador and the arrest of many spies and propagandists operating under the German Government; the exposure of the profiteering during the war and the extortions of the liquor traffic, which profited to the extent of \$900,000,000 through the operation of the Food Supply Bill.

Mr. Seibold has devoted much of his time to politics. He has covered for The World nearly every national political convention of twenty years and is known to and enjoys the confidence of the leading men of American political parties.

♦♦♦♦

JAMES M. TUOHY will be in charge of the foreign staff at the Peace Conference. He is the head of The World's London Office, and has for twenty years been The World's general European representative. Mr. Tuohy has general supervision over the correspondents in the field and, in addition, frequently cables the British point of view of events. Mr. Tuohy stands at the top of his profession in London. He is the dean of the American correspondents corps in the British capital. He is fifty-five years old.



LINCOLN EYRE



CYRIL BROWN



JOSEPH GRIGG

LINCOLN EYRE is assigned to the French delegates. He is a Philadelphian by birth and received his newspaper training in New York City. At the outbreak of the war he was placed at the head of The World's interests in France and they have been in his hands ever since. He has unusually intimate connections with the French leaders and profits frequently thereby. His courage and fire and assistance to our soldiers on the battlefield have been frequently commented upon. Mr. Eyre has scored many beats. By a thrilling motor run to Nancy, and by using "argent rates" for his news, Mr. Eyre was the first American correspondent to be heard from with a special cable after the Americans began their St. Mihiel offensive.

CYRIL BROWN is assigned to the German peace delegates. He was The World's Berlin correspondent. He has accurately and graphically chronicled the happenings in the German capital and Empire, both before and after America's entry into the war. He has cabled many important interviews with Germany's leaders and has furnished news of actual conditions in Germany far surpassing any other channel of information. Following our entry into the war Mr. Brown continued to keep World readers informed on events in the German Empire, both in cable despatches and special serial articles forwarded from his headquarters in the Scandinavian countries. Mr. Brown was the last correspondent to leave Berlin when America declared war.

JOSEPH W. GRIGG will aid J. M. Tuohy in covering the British peace delegation. He was the first American correspondent of an individual newspaper to be permanently received at British Headquarters in France, all other correspondents so received being either British or representatives of press associations. Mr. Grigg is a New Yorker born and passed several years in newspaper work in New York City before going abroad. Before occupying his present post, Mr. Grigg was "second man" in the London office of The World. It was Mr. Grigg who, a few years ago, obtained in London the startling documents proving the plottings in this country of Dumba, the Austrian Ambassador. Four days after Mr. Grigg cabled these documents to The World the Ambassador was ordered to leave the country by President Wilson.

Leading newspapers of the country have leased wires into The New York World Office and The World News Bureau serves nightly scores of big and little newspapers with either extended or condensed reports of The World's foreign news service to supplement the routine of press association news.

New York World reports available for newspapers everywhere by wire or mail. For details communicate with F. B. Knapp, Mgr. New York World Syndicate, Room 1104, Pulitzer Bldg., New York City

Ask Any Newspaper on the World's Big Syndicate List—That's the Test

A FEW BITS OF SHRAPNEL

From N. E. A.'s Rapid-fire Guns

A brief review of some of the big smashes delivered by N. E. A. during

1918

January

Big interview with General Pershing at the front—exclusive to N. E. A., and the first interview obtained in the field from the American commander by any press association—cabled by N. E. A. representative from American Expeditionary Headquarters.

February

N. E. A. at great expense sends George Randolph Chester, America's idolized author, creator of the "Get-Rich-Quick Wallingford" stories, to France to write up in twenty articles the engrossing heroism of the French war effort.

March

N. E. A. lands as staff member Edmund Vance Cooke, America's most popular poet-humorist, to write daily verse exclusively for N. E. A. client papers. Cooke's rhymes, timely, stirring, grave or gay, are unparalleled in any other service.

April

N. E. A. special representative sent to France to report for the American public the inside story of Red Cross work at the front, tells in fifteen striking articles the greatest human interest news of the war.

May

Greatest war organization in the country—The War Mothers of America—created solely through efforts of N. E. A., which organized national War Mothers' convention, secured federal charter, and made War Mothers a vital agent of national morale.

June

N. E. A. establishes complete foreign news service with bureaus in different European cities to which were sent Correspondents Bechtol, Thierry, Grove, Lyon and Carl Sandbury, with instructions to crowd the cables with hot, spot news.

July

N. E. A. rushes Staff Writer Burton Knisely to Japan and to Siberia to unearth the truth of Japanese public opinion and conditions and to cover first-hand the chaotic puzzle of allied intervention in Red Russia.

August

N. E. A. lands the year's biggest war photo scoop, obtaining exclusively for client papers the first picture of the Yank offensive on the Marne, the turning point of the war, beating all others by at least five days.

September

N. E. A. hits out with the one bell-ringing woman's page feature of the year, "The Confessions of a War Bride," by Winona Wilcox Payne, the most widely-read heart interest serial of war-and-peace times.

October

Surgeon General Rupert Blue, of the United States Public Health Service, contributes to N. E. A. the most constructive and nationally-valuable feature of the anti-flu publicity campaign, writing a series of signed "Fight the Flu" articles.

November

N. E. A. organizes great all star staff in Washington, peace capital of the world, with four famous correspondents on their toes for news rather than features. N. E. A. also adds Richard Spillane to its great staff of special writers.

December

N. E. A. scoops the country on peace photos, landing for clients the first pictures of the surrender of the German Grand Fleet, the first pictures of Red Flag rioting in Berlin, and first pictures of Britain's famous "mystery" ships.



The Newspaper Enterprise Association

A Service—Not a Syndicate

Lakeside Ave. and West Third St.

CLEVELAND, OHIO

The Philadelphia "Bulletin's" Circulation for 1918

Average Sales Were 430,614 Copies Daily

The net paid daily average circulation of THE PHILADELPHIA BULLETIN is the largest in Pennsylvania, and among the largest, in point of circulation, in the United States.

Date.	Jan.	Feb.	Mar.	Apr.	May.	June.	July.	Aug.	Sept.	Oct.	Nov.	Dec.
1	285,536	396,132	410,801	410,933	419,121	402,303	434,369	449,739	Sunday	452,388	487,759	Sunday
2	366,751	387,670	401,252	419,067	416,516	Sunday	433,914	452,724	370,858	452,867	471,051	467,240
3	364,960	Sunday	Sunday	414,561	419,074	449,529	433,462	423,244	453,511	452,110	Sunday	467,663
4	369,418	339,761	411,403	415,540	409,901	437,529	Holiday	Sunday	452,382	458,350	486,972	465,656
5	361,919	390,933	412,732	415,521	Sunday	429,781	433,175	455,520	453,518	443,460	481,229	459,733
6	Sunday	403,635	411,767	404,057	419,681	428,071	403,057	436,472	447,221	Sunday	500,310	455,325
7	374,735	419,282	408,198	Sunday	416,581	428,379	Sunday	429,910	406,563	461,938	523,516	442,511
8	378,154	411,291	408,824	416,996	414,447	413,006	433,507	441,084	Sunday	471,218	520,196	Sunday
9	381,518	395,498	395,966	402,246	410,355	Sunday	432,807	448,693	453,743	473,882	509,542	460,780
10	378,136	Sunday	Sunday	407,870	411,855	426,722	432,455	425,514	453,722	477,343	Sunday	454,257
11	383,399	368,897	410,856	395,744	401,298	424,721	429,868	Sunday	458,764	483,127	595,960	432,227
12	370,822	411,693	409,200	410,099	Sunday	423,383	428,821	439,927	449,733	456,476	503,924	451,398
13	Sunday	418,285	408,954	408,854	414,564	422,980	403,762	450,782	458,807	Sunday	502,138	453,712
14	386,175	412,296	407,655	Sunday	413,797	425,312	Sunday	446,381	440,235	492,202	493,332	434,237
15	384,041	412,289	406,448	423,871	414,208	408,673	436,729	448,572	Sunday	490,837	491,503	Sunday
16	392,993	399,751	397,488	423,549	413,275	Sunday	437,320	452,856	428,589	494,257	475,186	453,040
17	394,583	Sunday	Sunday	423,947	413,305	425,298	439,794	423,435	455,616	491,217	Sunday	452,014
18	378,205	414,079	412,024	419,709	400,595	425,690	442,302	Sunday	450,297	494,236	479,005	450,453
19	371,489	398,554	409,069	421,921	Sunday	424,916	448,969	455,639	459,437	472,642	485,700	446,834
20	Sunday	412,621	408,573	407,630	414,157	424,053	420,862	453,716	437,462	Sunday	484,492	444,166
21	337,433	402,374	392,811	Sunday	410,006	424,886	Sunday	453,816	443,399	501,754	477,122	423,495
22	378,911	377,480	413,568	424,123	417,234	409,313	448,255	453,611	Sunday	497,083	474,479	Sunday
23	396,045	403,421	413,023	423,397	412,939	Sunday	444,925	453,082	457,418	496,480	495,046	441,672
24	399,425	Sunday	Sunday	423,533	414,519	431,448	443,383	422,000	453,988	494,778	Sunday	400,402
25	398,665	415,396	425,912	420,394	399,505	428,948	441,429	Sunday	450,556	498,307	472,938	Holiday
26	386,724	411,611	423,365	406,391	Sunday	432,237	445,663	451,730	447,865	477,901	468,022	426,688
27	Sunday	414,244	421,555	409,553	414,873	437,495	414,408	451,784	449,692	Sunday	466,886	431,029
28	323,485	409,733	414,970	Sunday	411,252	431,791	Sunday	454,415	431,587	499,961	325,864	414,491
29	396,496		408,819	422,122	413,616	409,916	448,806	447,228	Sunday	495,520	470,026	Sunday
30	400,160		406,417	419,837	332,626	Sunday	443,512	454,235	455,950	491,901	452,103	433,227
31	397,933				417,758		445,810	421,363		486,125		424,770
Totals..	10,138,111	9,624,926	10,651,650	10,791,465	11,066,968	10,626,380	11,301,364	11,997,472	11,120,913	12,958,360	12,556,306	11,087,020
Monthly Averages	375,486	401,039	409,679	415,056	409,888	425,055	434,668	444,351	444,836	479,939	482,935	443,481

Total number printed and sold for the year 1918 133,920,935 Copies

Net daily average for the year 1918 (311 days) 430,614 Copies

"The Bulletin's" circulation figures are net; all damaged and unsold copies have been omitted.

WILLIAM L. McLEAN, Publisher.



EDITOR & PUBLISHER



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Vol. 51

NEW YORK, SATURDAY, JANUARY 11, 1919

No. 31

1918 A YEAR WHICH TESTED THE METTLE OF AMERICAN PUBLISHERS AND ADVERTISERS

In Meeting Economic Difficulties of War-Time, a Majority of Newspaper Executives Adopted Standardized Policies for the Prevention of Waste, and Abandoned Penny Price—Many National Advertisers Used Space to Conserve Their Asset of Good-Will, Pending the Resumption of Normal Production

THERE was nothing propitious for either publishers or advertising men about the opening of the year 1918. The war was on in its fullest virulence, there was no knowing how long it would continue, and there was disruption in every field of business endeavor, manufacture, commerce, distribution. The scale of costs of production was rising, with no man able to even approximate the heights to which they would rise, and circulation of newspapers was a subject upon which even the most expert of circulation managers hesitated to make prognostication. There was no chaos, because publishers and advertising men, both space buyers and space purveyors, realized that in the circumstances the best they could do must suffice, and that, while they could not foresee what was to come, they must be prepared in a general way to meet whatever might appear. But just the same everybody was on the anxious seat.

It is gratifying to note, glancing over the year now that it has passed, that the worst has not been realized, and that the twelve months have brought far more than the best that could have been anticipated. Notwithstanding the predicament in which manufacturers accustomed to large advertising found themselves because of the shortness of raw material and the practical commandeering of their plants by the Government, with consequent diminution of their outputs, it is safe to say that the loss in advertising throughout the country did not exceed 5 per cent., and was probably much less. Foreign business fell off considerably, it is true, but local advertising grew almost enough to supply the loss.

Complete statistics showing the gains and losses in advertising in the leading cities of the country for the full year are not yet available, but will be presented next week. In 1917 fourteen New York and two Brooklyn dailies printed a total advertising lineage of 108,091,085, and in 1918 the same newspapers printed 106,063,382 lines, a loss of 2,027,703 lines. Five Milwaukee newspapers, with a total lineage for 1918 of 2,035,522, show a gain over 1917 of 6,952 lines. In Philadelphia substantial gains for 1918 over 1917 are shown by each of the seven daily newspapers. The Bulletin shows a gain of 1,570,500 lines, leading the field, while the Press and Evening Ledger each show gains of more than a million lines. Baltimore also lines up

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MANY VALUABLE ARTICLES HELD OVER

The response by leading men in their various fields of activities to the request of EDITOR & PUBLISHER for their reviews of what the year 1918 meant in their lines, and for their expert opinions on what the year 1919 held in store for workers in the newspaper and advertising fields, was so hearty that space does not serve in this issue of EDITOR & PUBLISHER to present all the valuable matter they have written. With apologies to them, therefore, and with full appreciation of the great service their views and reviews will be to our readers, publication of a number of their articles is withheld until next week.

Among the articles thus deferred are: "Inside Work of War Industries Board," by G. J. Palmer, vice-president Houston Post; "The Year a Test of Real Service," by William C. D'Arcy, president A. A. C. W.; "War Year Taxed A. P. to Its Fullest," by Roy Martin, assistant general manager Associated Press; "Substantial Progress Made in Organizing City Editors," by Clyde P. Steen, President National Association of City Editors; "Forecasts Difficult Year," by Charles M. Palmer; "No Labor Problems in This Factory," by Richard S. Wood, manager food department New York Globe; "Cleaner Store Ads Will Mark Year 1919," by Joseph H. Appel, advertising manager Wanamaker's; "Sees Big Boom for New Orleans," by Arthur G. Newmyer, business manager New Orleans Item; "Plenty of Space for Cartoons in 1919," by Robert M. Brinkerhoff, cartoonist for New York Evening World; "Editorial Spunk Will Save Many a Losing Property," by Edgar White, editor Macon (Mo.) Republican; "Daily Press Best Ad Medium in South America," by J. W. Sanger, trade commissioner United States Bureau of Foreign and Domestic Commerce; "Petty Competition the Menace of Small Newspapers," by Jason Rogers, publisher New York Globe; "Recent Trade Mark Decisions Important to Advertisers"; "American and British Newspapers Compared," by Frank Dilnot, president Association of Foreign Correspondents in U. S.

with the cities showing net gains in 1918 over 1917, the figures totalling 2,785,476 lines.

The high cost of news print and the difficulty of getting it at any price at

all naturally had a decided effect upon small papers, and a larger proportion than usual succumbed to extraordinary conditions. In all, 1,954 publications passed out of existence. That is actual-

ly three times as many as died in 1907, which in itself was a strenuous year. Only about 120 of these were dailies, however, and a great many of them were consolidated. In most instances their amalgamation with other papers has resulted in fortifying and strengthening the newspaper situation.

A year ago the timorous publisher shrank from raising the price of his commodity to the reading public. Circulations had been built up on a basis of one cent per copy, and few believed that that price could be doubled and the circulation, with its concordant value to the advertising office, be maintained. Yet to remain at the old figure certainly spelled ruin. One after another the great metropolitan papers, most of which had been reluctant, came to a realization that only in a two-cent price was safety to be assured. They ventured, and instead of finding that their costly circulation figures were tumbling about their heads, found very little decrease in the worst of cases and in a great many instances an actual increase. EDITOR & PUBLISHER, be it noted, long ago, and after careful survey, foretold this condition as it urged publishers to take a practical, business view of the financial field and make the venture of selling the newspaper product at a figure that more nearly represented a return upon investment.

In this issue EDITOR & PUBLISHER presents for the eye and the mind of publishers and advertising men all over the country reviews of the year just passed and forecasts for the year upon which we have just entered. They have been written by leaders in their field, and they sound no note of pessimism, of doubt, or of apprehension.

In summing up the events of a troubled year it will be found, we believe, that the greatest gain scored by the newspapers of the country has been the systematic elimination of waste—not merely pressroom waste, but waste in every department. The cutting away of returns and free copies, in themselves fruitful measures of economy, have been accompanied by radical changes in the old methods of promotion and of competition. These policies of economy, forced upon the newspapers by difficult conditions in war-time, will not be abandoned. STANDARDIZATION has come to stay.

MANY NEWSPAPERS RAISE PRICES AND INCREASE CIRCULATION

Tabulated Data Here Presented by EDITOR & PUBLISHER Show How Patronage of Readers Was Affected by Jump in Cost

EDITOR & PUBLISHER presents herewith a list of newspapers throughout the United States which have in recent years—most of them in the past year—changed their circulation prices, together with former and present prices, dates when changes were made, and circulations before and after.

The list, made possible by data obtained direct from the circulation managers of these newspapers, is worthy of study, in that it shows that in most instances where increases in circulation prices, made necessary by rising costs in production, have been followed by loss of circulation, the loss has not been great, and that in a great many instances the increase in price has been accompanied by increase in circulation.

Circulation Managers Are Optimistic

Optimism as regards the outlook for 1919 seems to be the rule among the circulation managers, the following expression of opinion in a letter received from W. C. Shelton, of the Washington Post, being shared by many others:

"I do not look for any perceptible drop during the coming year, as all

newspapers have gained readers during the war who have formed the habit. People who were not readers before the war now make strenuous complaints whenever they miss their paper, a good many stating that they would rather miss their breakfast than their morning paper. This is a sure sign that the habit has become deeply formed."

ALABAMA.

Newspaper.	Former Price.	Present Price.	Date of Change.	Circulation Before Change.	Circulation After Change.
Birmingham News...	12c. per wk.	15c. per wk.	Oct. 14, '18	45,700	45,200
Birmingham News...	5c. Sunday	7c. Sunday	Oct. 14, '18	51,400	50,300
Montgomery Journal.	\$3 per yr., D.	\$4 per yr.	Aug. 1, '18	20,000	22,000
Montgomery Journal.	\$1 per yr., S.	\$2 per yr.	Aug. 1, '18	19,500	21,800
Anniston Star.....	15c. per wk., D. and S.	20c. per wk., D. and S.	Nov. 15, '18	5,651	6,743

ARKANSAS.

Ft. Smith Times-Rec.	55c pr. mo., D.	65c pr. mo., D.	Sept. 1, '18	13,280	13,151
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CALIFORNIA.

Sacramento Bee.....	\$6 per yr., D.	\$7 per yr., D.	Nov. 1, '18	34,747	35,753
Fresno Herald	40c pr. mo., D.	55c pr. mo., D.	Oct. 1, '18	8,373	10,037
Los Angeles Even'g Herald	1c D.	2c D.	Aug. 1, '18	139,374	134,192

CONNECTICUT.

Bridgeport Post-Tel.	1c D.	2c D.	Jan. 1, '13	33,000	49,000
Bridgeport Post-Tel.	5c Sunday	7c Sunday	May 1, '17	9,000	13,500
Waterbury Repub...	2c D.	3c D.	Sept. 1, '18	11,097	10,420
Waterbury Repub...	5c Sunday	7c Sunday	Sept. 1, '18	11,221	12,106
South Norwalk Eve. Sentinel	\$5 per yr.	\$6 per yr.	Oct. 1, '18	2,750	2,825
Hartford Courant ...	5c Sunday	6c Sunday	Nov. 1, '17	22,500	29,000

DISTRICT OF COLUMBIA.

Washington Times...	1c D.	2c D.	Feb., 1918	57,647	68,100
Washington Times...	1c Sunday	3c Sunday	Feb., 1918	48,358	49,795
Washington Post ...	\$6.50 per yr., D., by mail	\$7 per yr., D., by mail	Nov. 1, '18	51,756	73,684
Washington Post ...	\$9 per yr., D. & S., by mail	\$10 per yr., D. & S., by mail	Nov. 1, '18	*69,965	*87,852

FLORIDA.

Miami Herald	\$5 per yr.	\$6 per yr.	Oct. 1, '18	5,332	6,326
Jackville Metropolis.	10c per wk.	15c per wk.	Sept. 14, '18
Macon News	2c D.	3c D.	Sept. 1, '18	22,520	21,580
Tampa Daily Times.	\$5 per yr., D.	\$6 per yr., D.	13,225	15,776

GEORGIA.

Columbus Ledger ...	3c D.	5c D.	Sept. 15, '18	7,761	7,827
Albany Herald	\$5 per yr., D.	\$7 per yr., D.	3,618	5,601

ILLINOIS.

Rockford Republic...	12½c per wk.	15c per wk.	July 13, '18	6,783	7,241
Quincy Journal	12½c per wk.	15c per wk.	Aug. 19, '18	9,138	8,901
Aurora Beacon-News.	8c per wk., D. and S.	12c per wk., D. and S.	Aug. 11, '18	16,380	16,141
Sp'gfield News-Record	2c D.	3c D.	May, 1917	10,000	18,000
Springfield State Jour.	\$4 per yr., D., by mail	\$5 per yr., D., by mail	Oct. 1, '18	19,070	19,240
Springfield State Jour.	5c Sunday	6c Sunday	Oct. 1, '18	13,233	13,524
Chicago Daily News...	1c D.	2c D.	479,450	401,824
Bloom'gton Daily Pantagraph	12½c per wk., D.	15c per wk., D.	17,572	17,731

INDIANA.

Indianapolis Star ...	2c D.	3c D.	Dec. 1, '18	100,000	90,000
Indianapolis Star ...	5c Sunday	8c Sunday	Dec. 1, '18	120,000	105,000
Ft. Wayne News and Sentinel	2c D.	3c D.	Dec. 2, '18	34,157	31,118
Indianapolis News ...	2c D.	3c D.	Dec. 2, '18	123,000	118,000

IOWA.

Sioux City Journal..	1c D.	2c D.	Oct. 1, '17	53,079	57,778
Davenport Times ...	\$6 per yr., D., city del.	\$7.50 per yr., D., city del.	Oct. 26, '18	26,132	26,551
Ottumwa Courier ...	\$3 per yr., D., in country	\$4 per yr., D., in country	Sept. 1, '18	13,530	13,743

Newspaper.	Former Price.	Present Price.	Date of Change.	Circulation Before Change.	Circulation After Change.
KANSAS.					
Iola Daily Register..	10c per wk., by carrier	15c per wk., by carrier	Oct. 1, '18	2,047	1,909
Wichita Beacon	\$4 per yr., D.	\$5 per yr., D.	Oct. 1, '17	34,000	40,000
Topeka Daily Capital	\$5 per yr., D. and S.	\$6 per yr., D. and S.	Nov. 1, '18	36,961	35,974
KENTUCKY.					
Lexington Leader ...	\$7.80 per yr., D., carrier; \$3.60 mailed.	\$8.32 per yr., D., carrier; \$4.80 mailed.	Jan. 1, '18	9,278	12,275
Louisville Herald	1c D.	2c D.	July 29, '18	64,913	58,532
Louisville Herald	5c Sunday	7c Sunday	July 29, '18	51,696	52,203
Lexington Herald ...	\$1.50 per yr., S. by carrier	\$2.50 per yr., S. by carrier.	July 1, '18	10,750	12,337
MARYLAND.					
Baltimore News	1c D.	2c D.	Sept. 1, '18	125,000	105,000
Baltimore News	1c Sunday	2c Sunday	July 7, '18	117,000	108,000
MASSACHUSETTS.					
New Bedford Standard	3c Sunday	5c Sunday	Dec. 1, '17	18,000	20,500
Boston Eve'g Record.	1c D.	2c D.	Nov. 15, '18	55,000	41,000
Lowell Courier-Citizen	1c D.	2c D.	June 4, '18	18,145	17,242
Boston Post	1c D.	2c D.	Nov. 15, '18	513,365	528,557
Boston Post	5c Sunday	6c, 7c Sunday	Nov. 15, '18	357,126	372,661
MICHIGAN.					
Sault Ste. Marie Eve'g News	\$4.50 per yr., city del.	\$7.50 per yr., city del.	April 1, '17	3,300	4,000
Bay City Times-Trib.	2c D.	3c D.	April 1, '18	16,750	16,871
Grand Rapids Press..	8c per wk.	10c per wk.	Aug. 1, '18	82,271	78,740
MINNESOTA.					
Minneapolis Journal..	1c D. (25c per mo., carrier)	2c D. (45c per mo., carrier)	July 1, '18	110,000	103,000
Minneapolis Journal..	5c S. (20c per mo., carrier)	6c S. (25c per mo., carrier)	July 1, '18	102,000	95,000
Little Falls Daily Transcript	\$3 per yr.	\$4 per yr.	Oct. 1, '18	1,545	1,609
Duluth News-Tribune.	2c D.	3c D.	Nov. 1, '18	27,816	26,938
Duluth News-Tribune.	5c Sunday	7c Sunday	Nov. 1, '18	35,808	35,247
St. Paul Daily News..	1c D.	2c D.	July 15, '18	75,161	80,903
MISSOURI.					
Joplin News Herald..	3c D.	5c D.	Oct. 20, '18	19,600	16,000
St. Louis Republic...	1c D.	2c D.	Aug. 1, '16	111,803	94,367
St. Louis Republic...	5c Sunday	7c Sunday
St. Louis Globe-Dem.	1c D.	2c D.	Aug. 1, '16	89,239	81,014
St. Louis Globe-Dem.	5c Sunday	7c Sunday	April 1, '18	137,157	137,174
St. Louis Globe-Dem.	5c Sunday	7c Sunday	April 1, '18	158,844	174,515
MONTANA.					
Helena Record-Herald	\$6 per yr., D.	\$7 per yr., D.	Sept. 1, '18	7,872	8,513
Butte Miner	65c per mo., D.	80c per mo., D.	Jan. 1, '18	14,197	14,314
NEW JERSEY.					
Plainfield Courier-News	10c per wk.	12c per wk.	Mar. 12, '17	7,810	8,009
Newark Sunday Call.	5c Sunday	6c Sunday	Mar. 10, '18	43,134	55,402
NEW YORK.					
Utica Observer	1c D.	2c D.	April 30, '17	20,016	19,466
Syracuse Post-Standard	5c Sunday	7c Sunday	July 7, '18	45,000	49,000
Syracuse Post-Standard	2c D. (outside city)	3c D. (outside city)	Aug. 20, '18	155,126	156,990
Knickerbocker Press (Albany)	1c D.	2c D.	May 1, '17	40,672	37,296
Middlet'n Times-Press	\$3.50 per yr.	\$5 per yr.	July 1, '16	5,590	6,455
Brooklyn Citizen	1c D.	2c D.	Jan. 27, '18	34,216	34,864
Buffalo Express	1c D.	2c D.	Dec. 1, '16	41,394	43,248
Buffalo Express	5c S. (outside city)	6c S. (outside city)	Dec. 1, '16	154,956	165,621
New York Tribune...	1c D.	2c D.	Feb. 1, '18	85,388	120,032
Niagara Falls Gazette	1c D.	2c D.	Dec. 1, '16	8,321	11,730
Binghamton Press & Leader	2c D.	3c D.	Oct. 1, '18	27,500	27,200
Jamestown Morn. Post	\$5 per yr., D., by carrier; \$3 by mail	\$6 per yr., D., by carrier; \$4 by mail	Aug. 1, '18	9,128	8,745
Troy Record	1c D.	2c D.	April, 1915	24,282	27,181
New York Globe.....	1c D.	2c D.	Jan. 26, '18	214,033	196,553
Buffalo Times	1c D.	2c D.	Dec. 1, '16	52,976	55,700
Buffalo Times	5c Sunday, in country	6c Sunday, in country	Oct. 1, '17	59,746	71,600
NORTH CAROLINA.					
Raleigh Times	\$5 per yr.	\$6 per yr.	April 1, '17	4,984	6,873
Charlotte Observer ...	12c per wk., D.	18c per wk., D.	18,306	19,350
Asheville Times	10c per wk., D.	15c per wk., D.	June 1, '18	10,276	10,492
OHIO.					
Youngstown Telegram	10c per wk.	12c per wk.	July 1, '18	22,421	24,092
Youngst'n Vindicator.	5c Sunday	6c Sunday	July 1, '18	19,056	23,865
Dayton News	1c D.	2c D.	Jan. 1, '17	33,692	36,651
Columbus Dispatch .	1c D.	2c D.	Sept. 1, '18	82,000	74,000
Columbus Dispatch .	5c Sunday	7c Sunday	Sept. 1, '18	72,000	70,500
Cinemmati Times-Star	1c D.; 6c per week	2c D.; 10c per week	157,750	159,162
Cleveland Press	1c D.	2c D.	July, 1918	193,617	188,213
PENNSYLVANIA.					
Punxsutawney Spirit..	2c D.	3c D.	Jan. 1, '18	4,000	4,000
Johnstown Tribune ..	1c D.	2c D.	Dec. 1, '16	21,694	25,932
Oil City Derrick.....	12c per wk.	15c per wk.	Oct. 1, '18	6,308	6,172
Aitona Mirror	1c D.	2c D.	Jan. 1, '17	20,093	24,575
Harrisburg Telegraph	1c D.	2c D.	Dec. 15, '16	22,257	30,651
Phila. Eve. Bulletin..	1c D.	2c D.	Jan. 29, '17	416,647	482,935
Washington Observer	1c D.	2c D.	Jan. 1, '17	10,025	9,977
Johnstown Leader ...	1c D.	2c D.	Dec. 1, '16	7,000	8,039
So. Bethlehem Globe.	1c D.	2c D.	Jan. 1, '17	5,500	6,800
Philadelphia Inquirer.	1c D.	2c D.	Jan. 29, '17	166,844	173,616

(Continued on Page 16.)

FONTAINE FOX TELLS HIS WIFE HOW WAR HELPED CARTOONISTS

It Didn't Trouble Her Much, Apparently, and She Wasn't Nearly So Much Interested in His Discourse as You Are Sure to Be

By FONTAINE FOX

THE very nice gentleman who came down to see me about writing an article for EDITOR & PUBLISHER on "the effect of the war on the public in relation to cartoons," offered me one suggestion—that inasmuch as I was not a regular writer I refrain from trying to "write" and simply "tell" it in my own words just as if I were telling it to my wife.

Putting aside the fact that I have never been able to tell my wife anything, I shall endeavor to tell what I may know about this subject to my wife, as it were, but it cannot possibly be imagined that she would have absolutely nothing to say while I was telling it; so it will be understood that all remarks in parentheses are hers.

I Make a Beginning, Anyway

Ahem!—my dear, would you care to have me tell you something about the "Effect of the War on the Public in Relation to Cartoons"? (What on earth are you raving about now?)—You see, it's this way—This war has undoubtedly had a tremendous effect on the public in this particular respect, I mean in relation to cartoons and one of the most far-reaching (please see if you can reach this far with the salt)—far-reaching has been the wonderful stimulation to the Public's Imagination.

Now, a certain amount of imagination is almost necessary (to believe the alibi you handed out when you came home

(I wish we could go back there to live)—and for two weeks I read the black head lines and looked at the cartoons of bloody swords and belching cannon (you mean Belgian cannon)—and tombstones and everything (and everything)—and I decided that in another week or so it would be useless for me to hand in any more of my silly stuff to the papers. There was no place for it in the world at war, the world of bloodiness and destruction. (Where did you get it?)

Just about the time I was deciding to try for a job of a more serious nature, I passed a bunch of kids playing at war on a vacant lot. Several people had stopped and were laughing at them. I went home and drew a picture of what they were doing. That was my first realization of the fact that war, terrible as it is, may have its humorous sidelights, and that people still wanted to laugh even in the face of misery and destruction. (Take your sleeve out of the salad.)

And Comics Help

In fact I see now that the more terrible the strain, the more intense the general suffering, then all the more necessary is the relief and distraction furnished by humor. (Then for heaven's sake tell me a joke.) The British recognized this when they took Baltnsfather out of the trenches and told him he could best help win the war with his pen. (Say, you never have taken me to see "The Better 'Ole," and



COULD SHE TO CALL THE DOCTOR?
Drawing by Fontaine Fox

you promised me you would.) Punch has never been so funny as it has during the war, and with the French, to my mind (Oh, there is a Franch hat in Wan-amaker's I want you to look at with me)—it has been the same.

When I remember back in Chicago in 1914 what I thought would be the effect of this war on humorous pictures, and contrast it with what the effect has really been I have to laugh.

Just When I'd Lost Hope

I shall never forget the first idea I had of what the affect of this war would be on humorous pictures. (Something has bit you, Foxie, in a vital spot.) I was in Chicago in the autumn of 1914

I thought the list of papers publishing my own stuff would be cancelled down to nothing. The list has been doubled.

(You haven't doubled my allowance, I notice.) If it had not been for the scarcity of white paper I suppose the newspapers would have printed all the good, humorous matter they could have secured, merely to offset in a way the tremendous amount of blood and thunder stuff they were forced to give the public.

Taken all in all, the effect of this war on the public in relation to cartoons has been so very favorable from the cartoonist's own standpoint and has put the cartoonist in such a better position to have his work more widely appreciated (wipe off your chin)—and consequently better paid for, that the cartoonist comes dangerously near having to put himself in the same pig-pen with the war profiteers. (Foxie, I think you better go lie down; you've been working too hard lately.)

FORECASTS BIG YEAR IN ADVERTISING

1918 Only a Period of Preparation and Training for Larger Employment of Advertising in Boosting and Holding Business.

By JAMES O'SHAUGHNESSEY,
Executive Secretary A. A. A.

The year through which the world has just passed should leave with business men an impression and an inspiration, rather than a memory.

It does not invite detailed reminiscences. It does inspire constructive, forward thinking.

This is the first new year any of us has seen when all of the world was awake.

The prestige of kings has been destroyed. Empires have crumbled. The shackles of restraint have been broken from almost all of the civilized world.

The economic as well as the social status of the human family has been raised in the grand average. It has been improved in almost every individual.

There is greater ambition in every man and woman everywhere. This impels greater activity, greater diligence and more usefulness per person.

There is, therefore, more buying power in all the world's markets, and a greater demand for and a greater consumption of products.

Every market is a bigger and a better market.

Greater than any market or any group of markets is our own home market. It is substantially enlarged to the producer 100 per cent. since the year 1914.

During the last year thousands of small manufacturers have developed. The industries engaged in war work have returned to civil service.

Can Enjoy Full Fruits

It is reasonable to believe that American producers can supply the American market and enjoy permanently its full fruits.

Some manufacturers who gained headway as war accidents will have neither mental capacity nor courage to hold what they have when competition returns.

Most of them, however, have learned what every intelligent man and woman in the world has learned, and that is that advertising is a marvellous force.

The general appreciation of advertising has extended so far that it is fair to assume that only a few American manufacturers will be so shortsighted as

not to employ it in these history-making days of readjustment.

Advertising will be so generally employed that the few who do not take advantage of it will be easily supplanted.

The year 1919 will be the greatest year in advertising.

It is a wonderful thing to contemplate the forward strides advertising has made in the year just passed.

The publishers have every reason to be joyous with the coming of this new year.

The advertiser is happy in knowing that his wisdom in advertising is appreciated.

The advertising agencies composing the American Association of Advertising Agencies have good reason to be both joyous and happy. They are under-



JAMES O'SHAUGHNESSEY

stood and appreciated in high places where they were unknown a year ago.

They have the confidence and warm friendship of all publishing interests and all space-owning interests of every kind.

They enjoy a degree of respect and confidence in the business world that leaves no cause for them to envy any of the other learned professions.

They appreciate that they have a fuller opportunity to serve the commercial prosperity of the nation than ever before and they are inspired to higher achievements in keeping with the marvellous outlook and glorious promise of this new year.

WILL HONOR COL. THOMPSON

Westchester Editors to Feast Him for Patriotic War-Time Service

In appreciation of his having originated and furthered the scheme of sending to enlisted men in war service here and abroad copies of their home newspapers, the editors of Westchester County, N. Y., to the number of fifty or more, will tender Col. William B. Thompson a complimentary dinner at the Biltmore Hotel, January 15.

GERMAN EDITORS APPEAL

Five Ask Supreme Court to Set Aside Espionage Verdicts

Appeals were filed January 4 asking the Supreme Court to set aside the convictions of five officials and editors of the Philadelphia Tageblatt, a German language newspaper, found guilty of violating the Espionage act. The defendants are Louis Werner, Martin Darkow, Herman Lemke, Peter Schaeffer, and Paul Vogel.

Appeals were also filed in the cases of Joseph V. Stilson and Joseph Sukys.

NORMAL VOLUME OF AUTO ADS IN 1919, DECLARES EXPERT

**Expects About 80 Per Cent. of High Mark of Boom Years—
Some Concerns Prepared to Spend More Than
Ever Before—Dealers Hard Hit.**

By JAMES T. SULLIVAN,
Automobile Editor of Boston Globe

THE motor industry is coming back with real speed. That means automobile advertising will begin to come along more regularly in the near future, though 1919 advertising will not reach the high mark of some other years. Copy fell off from 30 to 50 per cent., according to territory, in 1918, and for 1919 it may reach about 80 per cent. of the boom days of a couple of years ago.

This year will not see a deluge of copy starting right away. There have been a few flashes of price announcements to give hope. But conditions are against big contracts immediately. First of all, we are not going to have our two big national shows. Conditions are out of joint at the start of the new year.

Doesn't Look for Big Advertising Copy

New York is to have a show, yes, but it is to be conducted by the dealers, and it will be held in February. Chicago, too, will have a show, also by the dealers, and this is to take place the latter part of January. Now, in other years there was an exodus to New York in January by the manufacturers, and they cut loose with big advertisements, sometimes double trucks and full-page copy was nothing extraordinary. And what they did at New York was surpassed at Chicago in February. These manufacturers wanted to attract dealers, and big copy got the men seeking agencies to cluster around and sign up for territory. The results were profitable always for the advertiser.

Dealers on "50-50" Basis

This year the dealers will have to foot most of the bills at New York and Chicago. With a number of them it will be on a fifty-fifty basis with the manufacturers. But there will not be any great splurges.

No class in the industry has been hit harder than the dealers. The factories got war contracts to take care of them, but the dealers were left out in the cold. They faced extinction, had the war continued after January 1, when every factory was to be put on a 100 per cent. war basis. They were not getting many cars and business was shot to pieces; so there was no incentive to advertise except occasionally or to sell used cars through classified ads.

Many of them took on trucks and began to advertise them, but it was a new line, and they did not enthuse over commercial vehicles. Regular truck dealers woke up a bit until the Government told them they could not sell except to firms engaged in war work or essential industries. Therefore motor advertising was going down hill very fast.

The armistice changed this, and the pendulum began to swing the other way. Now we are entering 1919 and we are going to see some real advertising campaigns again. The big factories that took on war work made money. With many of them it was "cost plus" contracts, and they have some good revenue on hand now. As the taxes will continue for 1919, they can spend some of their money in advertising judiciously, which is a legitimate expense in running their business, and so much less to be taxed upon. But it is not going to start right away. Motor production will not get into its full stride for some months, not before summer. The production curtailment has caused a shortage of cars and the demand will not be met for some time yet. Therefore the

incentive to advertise soon is not here.

The big companies that have been producing year after year and whose names are well known realize the value



JAMES T. SULLIVAN

of keeping before the public, and they will begin campaigns in the near future. Spring will be here, however, before they begin to loosen up to any very great extent. In other years the papers had a big volume of business paid for in the first three months to give them a good start for the year. This year the first three months will be comparatively lean from a national standpoint, though locally the papers will get enough to carry along a motor department.

Chance for Live Advertisers

The volume will be cut down, too, this year because of another factor. The dealers have been taught the value of money and how to run their business at the lowest possible cost. Therefore they will not be handing out advertising as freely as in the past. On top of this, the factories were trying to stretch their smaller appropriations over longer periods and national campaigns were being curtailed. Instead of using three and four papers, the factories were cutting down to one and two papers in the big cities. They did not get the results always that they did in other days, of course, because they limited themselves just so much. That is why there will be a chance for the newcomers who will take advantage of using as many papers as possible to get in where the older ones feel they are entrenched.

This will be a much better year for truck advertising than ever before. The business houses have been taught that

speed is necessary to meet competition, and it can be obtained only by the use of commercial vehicles. Therefore the big concerns making trucks are now going after the business they did not have time to bother with while filling Government orders. With better facilities for producing, they can increase production and cover a wider territory with dealers. Truck sales, however, will have to be backed up with advertising, and factory officials are realizing this more and more. Truck advertisements are appearing more frequently. They will be a good asset to the newspapers this year.

It is to these newer concerns and the truck field that newspapers should look with friendly eyes. Small factories have been enlarged. Those who were producing a limited output got some fine machinery from the Government. Others who never entered the motor field will now be in a position to do so, and these new concerns will try to fill the gap where the bigger ones cannot supply the orders. Motor editors should encourage the establishing of agencies in their cities.

Motor Writers Can Help

In every big city in the United States to-day at least 20 per cent. of the cars on the market have no representation; in some cities the percentage is as high as 30. Yet there are plenty of men in these places who would be willing to take on motor cars if they were sold by factory officials, and it is up to the motor writers to help out and thereby bring more business to their cities and more advertising to their papers.

When spring comes there will be a wild scramble for cars. There is a good demand now for machines, particularly used cars, due to the open winter. In three months it will be much more pronounced. That is why there has not been such a keen regard for shows this year, some makers and dealers feeling that if a lot of people came around looking for cars and could not get them they would be disappointed and lose interest in motoring. With the demand exceeding the supply in many places it is natural that advertising will not jump to new figures.

However, this statement need not be taken as pessimistic. Advertisements are running now in some papers of well-known cars whose dealers have only a few on hand and who will be oversold, but the factories are building for the big production later. When the factories get into their stride by midsummer they will be turning out cars at a faster rate than ever, and the season of selling will have changed. Production then will force advertising. Dealers will find themselves getting cars plentifully toward the fall instead of spring, and they will have to work fast to market them then; so the advertising starting slowly will continue to grow.

Studebaker, Overland, Maxwell, Buick, Chalmers, Hudson, Reo, Ford, and a few others will speed up production and increase their output. Having once got well under way, advertising copy is going to follow; but for their 1919 will be merely a forerunner for 1920.

Will Spend More

Then there are the tire companies. Already some of the big fellows are planning their campaigns. Goodrich will spend more money than ever this year. It never was content with small sums. Its first schedule has been made up now and will be going by spring. Goodyear will get going soon, too, on campaigns of truck tires; particularly this year it is expected to induce truck owners to use pneumatics more than they

do. A pair of trucks was sent fully loaded from the Atlantic to the Pacific and return, using pneumatics, to show the possibility of this type. It was a success. Goodyear believes in letting the public know what it has accomplished. The passenger car tires will not be neglected either.

Then there is Firestone, just finishing one campaign on truck tires and planning another on car tires. United States is always one of the biggest in the lot. This year it is working out some plans for big copy. Michelin is going to spend more money than ever before in extending its prestige. Fisk was ready to spend \$600,000 last year, with its appropriation elastic enough to go to \$1,000,000 when war interfered. Other tires like Empire, Federal, Kelly-Springfield, Pennsylvania, Republic, Norwalk, Globe, and others not nationally known will join the ever growing circle of big advertisers.

Some people look for a cut in the price of tires, and if one big company starts it, that will be a signal for letting loose a lot of advertising at short notice. Tire officials say with long staple cotton scarce, rubber hard to get and wages high, lower prices for tires are not in sight. Others say, "keep an eye out."

Another source of advertising revenue will be from accessories. This year is going to be a remarkable touring season. It will start early and continue late, and motorists like comfort. They have been educated to it. Inventors have only begun to scratch the surface of what motorists want. These geniuses have been working their brains trying to get rich quickly on war patents; now they can turn to peaceful pursuits with more chances of success. With the devices on the market at present and the newer ones crowding in will come advertising campaigns which, while not spectacular, will help to fill in the pages here and there and add to the general lineage.

Summed up, while 1918 started in with show issues falling off nationally about 50 per cent., and the general average for the year throughout the country from 30 to 50 per cent. under the previous year, according to locality, 1919 will be much better. With no war it would have been a wonderful year. With conditions growing steadier week after week, 1919 should average up as a normal year for motor advertising, for which publishers should be thankful.

HIDEN SUCCEEDS CRUIKSHANK

Martin and Waters Get New Positions in Birmingham Ledger

The Birmingham (Ala.) Ledger Company has made several changes in its business and editorial management.

R. G. Hiden has been elected first vice-president and treasurer and also succeeds George M. Cruikshank as editor.

J. A. Martin, former advertising manager of the Progressive Farmer and until recently southern member of the A. A. C. A. vigilance committee, has been elected second vice-president and advertising manager.

J. R. Waters has been elected secretary. James J. Smith remains president.

Waynesboro Papers Combined

The Waynesboro (Pa.) Herald has been purchased by the Record of that town, and is now combined with the latter under the name of the Waynesboro Record-Herald.

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

1919 AUTO ADS WILL BE NUMEROUS

Al Reeves Thinks Advertising Will Increase Largely and Business Should Begin at Once—Tells Why Ads Fell Off in 1918.

By ALFRED REEVES,
General Manager, National Automobile Chamber of Commerce.

Advertising is a fair barometer of trade; it drops in advance of and during stormy conditions, and rises when clear skies and smooth sailing are indicated. Men whose business it is to increase the volume of advertising try at times to convince manufacturers and merchants that it is to their interest to advertise when business is poor, and their arguments possess logic; so do the arguments of those who maintain that the time to buy stocks and bonds is when the market is down and nobody has the money to invest in them.

During 1918 automobile advertising dropped to low tide, as was inevitable under the abnormal conditions that prevailed. Demand for cars and trucks was unusually good, but the manufacturers did not have the automobiles and trucks for sale. It was not a question of creating a market; if it had been, the volume of advertising doubtless would have been large; but it would have been useless and a waste of needed money to advertise when it was impossible to satisfy the existing demand.

Under the imperative demands of the War and Navy Departments, the Emergency Fleet Corporation and the Railroad Administration for iron and steel, the requirements of the automobile industry for these materials for production of vehicles for civilian use had to be curtailed, together with similar requirements of other peace industries. By agreement between the manufacturers and the War Industries Board, the production schedule for passenger automobiles was reduced 30 per cent. last March and again in July a reduction for the last half of the year to 25 per cent. of the output for the whole of 1917 was agreed upon. Further, the War Industries Board strongly urged the manufacturers to get on a 100 per cent. war basis by January 1, 1919, which meant the complete suspension of passenger car production for civilian purposes. A number of manufacturers were already on this basis when the armistice was signed November 11, and the others were striving hard to match up the stocks of parts in their possession and make them up into the limited number of complete cars they were allowed to produce.

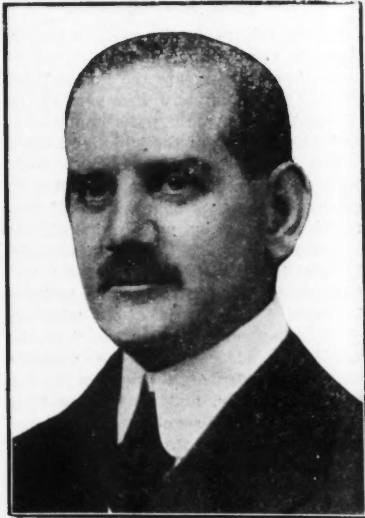
Made 801,162 Cars Less

The curtailed production of passenger cars for the year 1918 amounted to 935,989, as against a production in 1917 of 1,737,151, a decrease of more than 800,000, or 46 per cent.

Plans of truck manufacturers for greatly expanded production based upon largely increased demands for trucks also had to be curtailed to meet war requirements, so in the early autumn the War Industries Board allotted to each manufacturer a production for the last six months of the year equal to one-third of his production during the preceding eighteen months. While this prevented any increase in output by established manufacturers, it actually permitted a slight gross increase for the last half of the year over the first half and a material increase for the full year over the year 1917. Total produc-

tion of civilian trucks last year amounted to 182,646, as against 109,865 during the preceding twelve months.

War Department contracts called for the production of 200,000 motor trucks, and the manufacturers had delivered and completed for delivery 125,000 trucks during the nineteen months ended November 30, last. Facilities of the leading truck makers were devoted entirely to filling Government orders during the latter part of 1918 and they had no trucks to deliver on civilian orders. Attempts were made to force such companies to make sales to municipalities for street cleaning, and to companies engaged in important manufacturing



ALFRED REEVES

and transportation work. Mayors of cities and chairmen of War Service Committees even wrote and telegraphed to the War Industries Board, appealing to it to direct that certain truck manufacturers fill their orders, but the board responded that it could not interfere with work on Government orders, which must take precedence over civilian needs.

Would Be Annoyance

Thus, it is evident that to advertise either passenger cars or trucks would not only have been unwarranted, but would have increased the annoyances of the manufacturers and dealers. The industry as a whole would greatly have preferred to maintain its regular peacetime activities, but at the call of the country it turned with all its energy and facilities to the production not only of cars and trucks for the military establishment, but of a long list of other articles having little or no relation to motor vehicles. These included shells, grenades, depth bombs, airplane engines and parts, gun mounts, gun recoil mechanisms, mine anchors, litters, etc., and the contracts were taken, in many cases, at prices that yielded little or no profit, with the object of holding the factory organizations intact to be in readiness to perform other war work for the nation.

Immediately following signing of the armistice, in November, the cancelling, suspension and reduction of war contracts began, and restrictions of the War Industries Board in the matter of priorities in the securing of materials and limitation of output of automobiles and trucks were removed. By the end of the year all restrictions were abolished and the board went out of existence.

This made a sudden and complete change in conditions which, of course, puts an entirely new complexion on the face of the advertising question for the present year. Manufacturers began at

once to recreate, through advertising media, the civilian market. A few large companies announced price reductions of their passenger cars, while others advertised their guarantees against reductions before next summer, indicating that fair prices based on the cost of manufacture under the past and prevailing high scale of wages and cost of materials could not be lowered.

Trying to Get Back

Makers are endeavoring, as rapidly as possible, to get back into normal peacetime production, but the difficulties of readjustment from a war basis make it improbable that many companies can get into full production before spring, as their own stocks of parts and materials and those of their supplies were greatly reduced, and considerable time will be required to fabricate the material after it has been obtained.

An effect of the cessation of hostilities and the general cancellation and reduction of war contracts for all sorts of materials was to create a general feeling of public uncertainty and hesitancy in making any unnecessary purchases. Truck demand fell to almost nil, due in part to the fact that much of the demand previously existing was based upon the needs of concerns engaged directly or indirectly in war work, and in part also to the expectation that the War Department would soon throw upon the market many thousand trucks for which it would have no use. Since then the War Department officials have repeatedly announced that there is no intention to sell in this country any of the trucks sent overseas, and the Post-office Department has requisitioned 15,600 of the army trucks in this country for use in the rural parcel post service. This, it is believed, will absorb all the trucks the army can spare, and it is expected that our own military forces and the European Governments will have continued need for all army trucks on the other side.

This should dispose of the hesitancy of prospective purchasers who may be waiting in anticipation of being able to pick up bargains later. When settlements have been made by the Government under its war contracts, money will circulate more freely and business in general will resume its normal activity; in fact, industrial leaders predict an era of great national prosperity lasting many years, pointing out that the world's stocks of foods, clothing and nearly all manufactured articles are depleted and must be replenished.

Kept Using Old Cars

Under normal conditions, the output of passenger automobiles in 1918 would have been more than 2,000,000, whereas it actually was less than 1,000,000. The average "life" of an automobile is assumed to be about six years, and with 5,000,000 cars registered and in use in the United States approximately three-quarters of a million should have been retired last year, but as a result of the curtailment of new production and the high prices prevailing, most of them were continued in use. Something like 2,000,000 should be retired during 1919 and 1920, provided manufacturers are able to supply enough new cars to take their places.

Foreign countries that placed prohibitions and restrictions on the importation of automobiles in 1916 and 1917—England, France, Italy, Canada, India, Straits Settlements and South Africa—are removing these obstacles to imports, and a big increase in the exportation of both passenger cars and trucks from the United States in 1919

is confidently anticipated. Manufacturers' export departments already are very active in this field.

Conditions therefore are ripening rapidly for extensive automobile advertising campaigns for both domestic and foreign trade. The volume of such advertising probably will depend upon the number of cars and trucks the manufacturers are able to produce and the disposition shown by the public to buy. The larger the production and the greater the selling resistance, the more need there will be for liberal advertising. This condition now exists with regard to motor trucks, as the sales of trucks due to the war were greatly stimulated and the termination of army contracts will release a capacity of about 75,000 trucks a year to be added to the civilian production of 182,000 last year. Thus there should be created a market to absorb about 250,000 trucks a year, and to do this the most energetic sales efforts will have to be made.

The situation with regard to the passenger car differs, because the war curtailed instead of increasing the production capacity, and a longer time will be required for the manufacturers to reconvert from their miscellaneous war work to their accustomed activities. However, they should be in their stride by March or April, though it may be doubted if the 1919 production will equal that of 1917. If general business conditions are good, there should not be much selling resistance, although it is to be remembered that purchasing power is affected by Liberty Loans, taxes and prevailing high prices for all commodities and manufactured articles.

Everything considered, the year 1919 should be a fair one in motor vehicle advertising, with a largely increased volume of truck advertising beginning at once, and also gradually increasing passenger car advertising reaching considerable volume by spring and its maximum in the winter of 1919-20.

CUTS PAPER CARRIAGE RATES

Interstate Commerce Commission Holds Charges to Wichita Are Excessive

Rates on newsprint paper moving from International Falls and other Minnesota points and from Chicago to Wichita, Kan., have been declared unreasonable in comparison with rates to Kansas City by the Interstate Commerce Commission.

The rates were ordered reduced from 41 to 37 cents per 100 pounds.

600 Churches Will Advertise

The Chicago Church Federation will spend \$12,000 in a church advertising campaign in newspapers, on posters, and by electric signs. It will also establish a permanent commission on church advertising and publicity, having as its members business men who are used to advertising on a large scale. Part of the campaign will be along the line of an effort to win 25,000 new church members by Easter. Six hundred churches are represented in the Federation.

Admit Ruthman to Partnership

A. G. Ruthman, who for the past two years has been in charge of the plan and space department of the Erwin & Wasey Company, Chicago, will become a member of the special agency firm of Gilman & Nicol on February 1.

If you're not using it SELL it—through an ad in EDITOR & PUBLISHER'S classified.

MACKAY URGES U. S. OWNERSHIP OF WIRES IS RETROGRESSION

President of Postal Cable Company, in Article Written Especially for EDITOR & PUBLISHER, Declares It Would Be a Menace to Freedom of the Press

By CLARENCE H. MACKAY,

President, Postal Telegraph-Cable Company

I HAVE been asked to contribute an article on "What Government Ownership of the Telegraphs, Telephones and Cables Means to the Press of the United States." There is no need to discuss in a publication like EDITOR & PUBLISHER the history of the taking over of the control of the telegraphs, telephones and cables by the Government. That is well known to all newspaper men.

What they are interested in, I presume, is how it is likely to affect the free and untrammelled distribution of news to the public, and the impartial reflection of public opinion as now prevails in the newspapers of this country.

Calls Public Ownership Disastrous.

One of the most disastrous things that could threaten our free institutions, and which would aim at the very foundations of the Government itself, would be to allow the channels of communication, whether telegraph or telephone, to fall into the hands of one group of men, whether such men were private individuals or were conducting the telegraphs and telephones as public officers under Government ownership.

Through the telegraph is daily transmitted the thought and business and sentiment of every section of the country. The press is properly called the "moulder of public opinion"; the telegraph furnishes the material out of which such public opinion is moulded. A free telegraph is just as essential to the welfare of our country and to the continuance of the guarantees enjoyed under the Constitution as is the free press.

Free Press Depends on Telegraph

Without a free telegraph there would not be a free press, because the telegraph is a corollary of the press. Any proposal, therefore, that the Government take over the telegraphs might just as well embody a proposal to have the press owned by the Government. The Brooklyn Daily Eagle in a recent editorial drew sharp attention to the possibilities when it said:

Postmaster General Bursleson's report emphasizes his views in favor of Government control, permanent Government control of telephone, telegraph and cable systems. He goes further. He wants "a Government monopoly over all utilities for the transmission of intelligence," and asks that "steps be taken to make these utilities a part of the postal establishment." His language is very radical or badly chosen. Distinctly, a newspaper is a "utility for the transmission of intelligence." Does the Texan want to control all the newspapers from his Washington office? Does he want to edit them all? Would he be satisfied to name the editors and tell them what they might say?

The telegraph has been a potent factor in the advance which has been made in the last fifty years in a more enlightened public opinion, and consequently a closer discernment of all the acts of government. It has brought together the ideas and ideals of all the people of the country simultaneously, and government ownership would mean putting the control of that agency for an enlightened public opinion on public matters into the hands of government officers directly affected, and thus making it possible for them to sway or pervert that public opinion for their own

ends. A government owned telegraph means government moulded public opinion. A government telegraph is just



CLARENCE H. MACKAY

as objectionable as a government press, and the latter would not be tolerated for an instant.

The history of Germany is a warning of the danger of government ownership. The German Government either owned or controlled all the agencies and avenues of intelligence which entered most into the daily life of the people, namely, the telegraph, press, etc. The result was a condition where the people were gradually brought under the control of an oligarchy which held the life and destiny of the nation in its hands, to do with it as it chose. If we do not want a repetition of such a condition in the United States we will avoid the first step in that direction, namely, government ownership, especially of the lines of communication.

Could Censor News

We have had a taste to a certain extent of government regulation of the press which, of course, was a war measure; but the Government did not at that time control the telegraphs. With a government-owned telegraph system a surveillance of news could be put into effect, which would shame any war-time censorship, and all the telegraph news of the country would pass through the hands and under the eye of the administration in charge of the telegraphs, and thus a long step would be taken in bureaucratic control, and in the perpetuation of one political party in power.

The power of government-owned telegraph lines, or of a monopoly of the

means of transmission by private individuals, reposed in unscrupulous hands, who could by reason of human frailty use such great powers ostensibly to detect crime, but really to promote their own personal and political ambitions, is fraught with great danger to the body politic. This is instanced by the fact that the tapping of telephone wires when discovered has been explained by attempting to justify it on the ground of detecting crime, whereas in reality its real purpose has been to serve personal and political ends. No man would be safe if his wire communications were subject to the espionage of government officials.

Now There Is Competition

In the telegraph situation, however, there is competition, and in a life of more than thirty years the Postal Telegraph-Cable Company has yet to be charged with revealing the contents of a single telegram of the billions handled.

The Postal Telegraph officials have been approached many times to give up copies of messages on all sorts of pretexts, not only by private individuals and firms but also by public officials, but it has consistently, strictly and tenaciously adhered to its rule and the law that the contents of no telegram shall be revealed to any one but the sender or addressee of the message unless by order of a court, and even then reluctantly, and no further than the law absolutely requires.

It may be argued that the mail service has never been used by government officials to pry into the affairs of private citizens, but it is not a similar comparison. Letters are handled by the post office in sealed envelopes, and any surreptitious opening of such envelopes could not remain secret very long, either through discovery by the addressee or through the fact that too many employees would know about it. But telegraph messages are open to telegraph employees, and no suspicion would be aroused by a government official calling for a certain file of messages.

A Fortunate Situation

Thus it is a fortunate situation for the country that we are not only free from a government monopoly of the telegraphic channels of communication, but also from a private monopoly of those channels, and in this the telegraph is probably distinct from almost every other form of great public utility.

The telephones of the country are practically in the hands of the American (Bell) Telephone & Telegraph Co.; the railroads as a rule only compete between great centres; and in most cities there is only one gas or electric light company.

Such a condition, where there are two separate and distinct companies, with absolutely no union of interest, fiercely competing for the telegraph business of the country, is far superior and far more desirable from the standpoint of the national welfare than a government-owned telegraph system under the domination of a political administration.

Is it not possible to picture what might have happened in the recent close election for President if the telegraphs had been in the hands of a single dishonest administrator—government or private? In half a dozen States the vote was so close that it took the very last election districts to decide the result in each State. A dishonest single controlling administration might have held up the telegraphic returns for its own benefit, and possibly in this way have had a chance to doctor them.

As it happened, the telegraphs being

in the hands of two separate and distinct ownerships, with no other interest in the election than to "beat" each other in serving the press and the public, the returns were flashed over the country just as soon as they were received at the various headquarters, and while there was a certain amount of delay in getting the final returns through no fault of the telegraph, the country did not chafe or fume or charge dishonesty, because it knew that there was no holding back and that the results were being telegraphed just as fast as they were coming in.

It is not such a far cry back to 1884, when the result of the contest between Cleveland and Blaine hung upon the close vote in New York, and the belief that the returns were held up by the Western Union Telegraph Company, which at that time had a virtual monopoly, nearly precipitated a riot in New York.

In Interests of the People

Things have changed since then and the advent of competition in the telegraph service of the country to-day gives a guarantee that the telegraph service of the country will not be run in the interests of any clique or power, but in the interests of all the people.

Government ownership of the lines of communication is a necessary adjunct of an autocratic government. It is not too much to say that there never was a commercial telegraph in Continental Europe.

As far back as 1855 every little German state owned its own telegraph. Autocratic rulers from the very birth of the telegraph recognized the democratizing influence of a non-governmental telegraph service and its possibilities, under government direction, for the building up of a highly centralized government, and they immediately seized upon it as an arm of the government.

If every State in the American Union had continued as in the early days to discriminate against other States, each State would have had its State-owned telegraph for protection or offence.

Government ownership of the telegraphs in this country would be a step backward. It had its origin in the most backward countries, and the more backward and more autocratic the country the more closely has the telegraph been guarded by the ruling party. Therefore, the American people should allow no step backward and should watch carefully that in securing liberty for the world they do not lose it for themselves.

VAIL FAVORS WIRE MERGER

Calls It Necessary for Nation's Political and Economic Position

Theodore N. Vail, President of the American Telephone and Telegraph Company and adviser of Postmaster-General Bursleson, who is director of the merged wire systems under Government control, has written Representative John A. Moon, who is sponsor for a bill providing for an investigation of wire systems with a view to their unification under Government regulation.

Mr. Vail praised the plan provided for in the Moon bill, and defended the unification of cable systems as necessary to make the Nation secure in its political and economic position.

Francis Undergoes Operation

David R. Francis, proprietor of the St. Louis Republic and Ambassador to Russia, underwent an operation in London on January 4.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

ADVERTISING NOT A COMMODITY

But White Space Is—It's a Practical, Not a Legal, Question

Of course it isn't. But white paper, or, as advertising men call it, "white space," is. The matter is being disputed, following what was written in this page on December 28. And the Court of Appeals and the Appellate Division of the State of New York are being dragged in to disprove something that never was said. Moreover, there appears to be satisfaction in the fact that the Appellate Division decided that the publishing of an advertisement in a periodical involves the investment of no additional capital, and only the use of some ink and some paper.

I have a far greater respect for and sense of the value of the result of a publisher's enterprise than the publishers' proponent seems to have. If this view is so accepted, no wonder that certain Congressmen were aghast at a periodical charging \$5,000 for page space in view of the fact that that page space represented no additional investment of capital. Some weeks this particular periodical is bulky, some weeks not so bulky. When it is bulky there is a large volume of space on which advertising appears. In the lean weeks, are those pages included? They are not. Sufficient unto the bulk of the periodical is the advertising space thereof.

In other words, when there is little advertising to be inserted, the publisher wisely does not make an additional investment of paper, either for editorial letterpress or for the subscriber's kids to scribble upon.

AS TO COURT OPINIONS

As to court opinions: In Toronto there was once a judge named Morson. Before him one day appeared a young lawyer to plead a case. Judge Morson gave a decision to which the young lawyer objected. He proceeded to quote from his law books. Said the judge, "Young man, put away those books; they don't go here; this is a common-sense court."

It is obvious that the publishing of an advertisement in a periodical or a newspaper involves the investment of additional capital; our publications would not require the use of so much paper and ink as they do but for the advertising. That seems to be the common-sense way of regarding the matter. In any event, the court case to which reference is made involved the violation of a contract. Apparently no advertising appeared. No actual value, therefore, was given. But the publisher, by reason of cancellation of the contract, lost prospective revenue, to which he was entitled because his future business plans were, to all intents and purposes, built partially upon that contract. A contract is made for the advantage of both parties, and the defendant had no right, having signed the contract, arbitrarily to deprive the publisher of his share of the advantage.

Quite obviously the Court of Appeals found for the publisher. But no value whatever had been given. So the court based the award of damages upon the

prospective advantage mentioned above. And the term used was "services to be rendered." That doesn't prove anything. And it certainly did not define advertising as a service, because the publisher does not sell advertising. Asked one man of another, "Why do they call that an ichthyosaurus?" The other man replied, "Well, what would you call it?"

WHY BE ANXIOUS?

TO repeat what was written on December 28: the publisher does not sell advertising. It is the manufacturer who uses the white space in which to print copy for the purpose of advertising. The publisher, then, is under no necessity of being interested in negatively defining advertising as not being a commodity. So why be so anxious to assure the advertiser that he isn't buying anything; that in letting him place his message in the periodical the publisher is not involved in any additional expense and that, therefore, revenue from selling white space is all "velvet"?

THE A. N. A. DID NOT SAY—

THAT no increased payment should be made when the quantity of circulation exceeds the guarantee. The secretary of the A. N. A., in writing on the subject, said that the proposition that the advertiser should pay for circulation in excess of the guarantee was theoretically correct, but was attended by difficulties practically. We are dealing with and working under a condition, not a theory.

Nor did the A. N. A. state its belief that advertising is a commodity. The secretary of the A. N. A. said in the *EDITOR & PUBLISHER* of December 28 that the statement "Advertising is not a commodity," made from the publishing side of the fence, was not correct; the advertiser, clearly, does not buy advertising, but a physical medium—a manufactured commodity known as "white space"—for the purpose of communicating with the market usually known as the publication's circulation. Equally clear is it that the publisher sells, not advertising, but a medium for advertising. So the A. N. A. did not change, in one week, or in any period, any "original contention," as was asserted in last week's issue of the *EDITOR & PUBLISHER*. And that doesn't indicate that the A. N. A. never will change any "original contention," unless it be a basic principle. To be ready to change from time to time is a condition of progress and in matters which must or should change there is a consistency in being inconsistent.

QUI BONO?

FOR what good—to what end—is this discussion and defining being pursued? To fill a page? To air views? Not on your—agate line! If I were a publisher, would I sell "white space," or even a "service"? Would I allow an advertising solicitor to do so? Certainly not. I would sell, and have a solicitor sell, entrance to a market. That market existed before the publication reached it. But the publication defined it, brought it together, as into an auditorium. Before the transcontinental railroads existed there were markets on both coasts. But

they were reached with extreme difficulty. Down went the tracks, and a commodity called transportation was created, for which the merchandiser pays. The railroad sells transportation, not service. The telegraph company sells transportation for messages, not a service. Service is something which may be added by the railroad, the telegraph company, the publication, and it is that service which, other things being equal, frequently "brings home the bacon."

DOWN TO BRASS TACKS

WELL, to stop digressing, if I were a publisher I would select my market; the type of publication, the editorial contents, would determine that market. I would keep it together, define it, know it, be able to tell exactly what its constituents were; and then I would sell an entrance to it, not sell the market; I couldn't, and I wouldn't, any more than a manufacturer would sell his mailing list unless he were going out of business.

Let us, for the love of the God-of-Making-Known, stop talking primarily of what advertising is or isn't, stop using the hundred and one shibboleths in advertising matters. Let's have them understood, and, first and foremost, talk markets. Fit the proposition to the market. The market cannot possibly be fitted to the proposition.

We are dealing with a condition and not a theory when we deal with guaranteed circulation. If the publisher sells an entrance to a market, can he expect to be permitted to define a price and not define the market? The ground which seems to be taken commonly is that a publisher cannot control his circulation. I wonder if he would not create conditions of control if he fitted his proposition to the market, instead of wandering all over "hell's half acre"—which, by the way, is a striking phrase I recently heard from a real marketing man.

SHOULD SUPPORT BUREAU

IT has seemed to me that if there is one institution that should be supported enthusiastically by publishers it is the Bureau of Advertising of the A. N. P. A. Here is an organization that specializes in finding and investigating markets for newspaper advertising. It hasn't yet conquered the national field for newspapers, any more than the schools and colleges have made scholars of all of us. Schools and colleges are institutions to which people go in order to learn how to learn. The Bureau of Advertising should, it seems to me, be looked upon by publishers as a college in which they may learn how to market their proposition to the market, not as an organization to do their work. Why is it that so many subscribing units of democratic organizations want hypodermic injections and spoon-feeding instead of using that individual initiative and voicing that individual demand which is actually cooperation?

E. R. BRECK, treasurer Daniel Green Felt Shoe Company, is now the representative of his company in the A. N. A., in place of C. F. Hovey, secretary, who has resigned.

PROGRESS THROUGH THE GROUP

IN one of the discourses of the inimitable "Dooley," written by Finley P. Dunne during the Spanish-American War, the Spanish ecclesiastics and certain American bishops are described as firing long-distance prayer guns at one another. The Spanish churchmen got off a whacking big prayer-shell which was intended to awaken all heaven and bring down its wrath upon the American people. Then the American churchmen forged a still larger shell of the same kind which was supposed to bring ruin and confusion into the Spanish camp.

A good deal of long-distance firing goes on between advertisers and advertising interests. Every now and then some one goes so far as to drop a bomb in the night when the other party is supposed to be sleeping. The recent regulation of the War Industries Board against guaranteeing circulations is a case in point: It was a matter that certainly concerned the advertiser. Yet did the publisher say anything to the advertiser? Not a word. An excellent case of putting something over in the dark, and of mis-service!

There is a reason for the existence of groups of interests that has not yet been discovered. Not only do they exist for the purpose of protection, but also for the purpose of agreement and the making of standards that shall serve mutual interests. No group can live unto itself any more than any nation to-day can live unto itself. Standards which have permanent value are made by all the units in any particular interest. One group cannot make permanent standards any more than one man can make a contract. Instead of trying to slip over on another group, and instead of firing high explosive shells at long distance, it would be very much better for the groups to get together whenever there is to be settled a matter of mutual and vital interest.

The A. N. A. is ready at all times to take matters up with any group of interests selling or serving the national advertiser, and the A. N. A. will always endeavor to take the initiative whenever such matters are up for discussion.

ANNOUNCEMENT is made that the corporate name of The Standard Oil Cloth Company has changed to The Standard Textile Products Company. The organization and management of the company remain as heretofore, the change in name being made in order to designate more comprehensively the various lines of products manufactured and marketed by the company.

Newspapers Get A. B. C. Audits

The Audit Bureau of Circulation has issued reports for the following newspapers: Albany Knickerbocker-Press, Crawfordsville (Ind.) Journal, Kokomo (Ind.) Tribune, Kokomo Dispatch, Mobile News-Item, Mobile Register, Oklahoma City Times, Temple (Tex.) Telegram, Waco (Tex.) News-Tribune, Beaumont (Tex.) Journal, Beaumont Enterprise, Galveston Tribune, Lafayette (Ind.) Courier, Lafayette Journal, Logansport Pharos-Reporter, Lynn (Mass.) Evening Item, Muskogee (Okla.) Times-Democrat and St. Cloud (Minn.) Times.

WAR HAS TAUGHT MANUFACTURERS MUCH ABOUT NEWSPAPERS

Proved Them to Be Best Mediums to Reach the Public Effectively—Lesson Is Bound to Have Lasting Good Result

By WILLIAM A. THOMSON,

Director of the Bureau of Advertising, American Newspaper Publishers' Association.

"GET your story into the first paragraph," says the editor. "Tell the story in the head," says the desk man.

I shall leave to EDITOR & PUBLISHER the headline, but if I am to tell my story in the first paragraph, standing at the gateway of the new year and looking at newspaper advertising, past, present, and to come, I shall say: Nearly everybody knows now that it pays to advertise—in the newspapers.

Banner Year for Newspaper Advertising

The year just ended has been a year of education. This education will find its reaction in a great volume of newspaper advertising during the year just beginning.

The year 1916 was a banner-year for newspaper advertising. General advertising in the dailies that year made a great advance, running almost to the enormous sum of \$80,000,000. The newspaper as a medium in the national field reaffirmed its supremacy.

The following year showed a slight falling off in general advertising totals, owing to the beginning of war conditions which necessitated a readjustment in so many lines.

Then came 1918, with its intricate maze of war problems and the disarrangement of our entire business programme. Advertising figures for the year will undoubtedly show some shrinkage over 1917.

Industry after industry went on a war basis. Working for the Government, many concerns had little or nothing to sell to the consumer, and so advertising suffered. Railroad copy was wafted away almost overnight. Financial advertising fell off. Automobile advertising disappeared in bunches, tobacco advertising was cut down, and food advertising was seriously curtailed. Luxury advertising was taboo, while there seemed to be a ready market for all necessities without the helpful hand of publicity.

Offsetting these shrinkages, there was an enormous volume of purely war advertising. There were the bond drives and the drives to raise money for war organizations. There were propaganda advertising, thrift advertising, appeals to labor, and the fifty-seven other varieties of publicity which found newspapers a ready-made vehicle for the crystallization of public sentiment and quick action. The lineage involved was enormous, but it scarcely made up in value for the curtailment already mentioned.

Effect of the War

Right here, let us consider the direct effect of the war and war conditions upon the immediate future of newspaper advertising. This brings me back to what I said would be my first paragraph—"Nearly everybody knows now that it pays to advertise—in the newspapers."

In the great publicity drives, the "volunteer system" was adopted. Committees in every district raised the funds for the advertising campaigns by soliciting subscriptions from business men. Everybody was seen, and virtually every one contributed. Thousands of business men who knew little about advertising had to be "sold" on

the idea of advertising Liberty Bonds, the Red Cross, the Y. M. C. A., and the other war institutions. These men watched closely the great successes won



WILLIAM A. THOMSON

through newspaper advertising, and they have received an education upon that subject which they will never forget and which many of them will use in a practical way to advertise their own businesses through the newspapers.

In no other way would it have been possible to demonstrate so quickly and so completely to the entire business world the value of newspaper advertising as a selling force.

Lesson No. 2

Mr. Wilson, the Treasury Department's publicity expert, estimates that \$10,000,000 was spent in newspaper advertising on Liberty Loan drives. Vast as this sum was, what a small drop in the great bucket it became when it was viewed in the light of a selling expense as applied to the stupendous things which it accomplished!

Lesson No. 2, which the American business man learned in connection with the war and newspaper advertising, was the lesson of intelligent concentration.

When war conditions increased the cost of selling and made transportation of goods to different points very difficult, many manufacturers sought means of selling more goods in potential markets rather than selling more goods by reaching more markets. Newspaper advertising stood ready at hand as the ideal means of reaching everybody, every day, and everywhere. Manufacturers who were merely represented at points where they had big undeveloped opportunities, jumped in and cultivated these points so that they became real factors.

This experience, added to many others of a similar nature, has brought home to the American manufacturer the knowledge that it is more profitable from every standpoint to be a real merchandising factor in a group of logical and selected markets than it is to have inadequate representation at a great many points where a little interest has been aroused through general publicity.

In other words, manufacturers in 1919 will not be content with total volume of business alone. They will pay more attention to volume by locality and what it costs in selling expense to get that volume. They are going to look for new business at points where they now have a little, but where they ought to have a great deal more because of industrial, social and climatic conditions at these points which mark them as logical places for the sale of their products.

Turning to Zone System

This new habit of mind, born in many cases of necessity, but now regarded as merely in line with common sense, will bring manufacturers to newspaper advertising as the one sure means of inducing adequate distribution and the widest possible consumer demand at the places where their opportunities are greatest.

The market survey work of the Bureau of Advertising was begun to meet this condition. This work consists of taking one line of industry after another and ascertaining city by city, the conditions under which products in each particular line are sold to the consumer and the attitude of the consumer and retailer towards the products. If we are to judge by the demand for these surveys, it must be admitted that this work is the most important the bureau has ever undertaken.

Manufacturers everywhere want the surveys and supplementary surveys which the original investigations suggest. They are thinking in terms of markets when they get down to the question of advertising. And every time a manufacturer thinks about becoming a factor in a given market, he thinks about newspaper advertising.

Little Change in Rates

For a long time manufacturers have been talking about the increased cost of selling. There has been little change in advertising rates, so the basic cost of advertising as a commodity cannot be blamed for the high costs of selling. It is, rather, the wasteful application of advertising that must bear its share of the blame.

I know a manufacturer who had been advertising for three years—but not in the newspapers. He did about \$1,000,000 worth of business last year and spent more than \$100,000 in advertising. His selling expense, apart from advertising, was correspondingly high because, irrespective of locality or natural demand, he opened through his advertising thousands of small accounts which need constant attention, nursing and re-selling. You can find his product if you look long enough and patiently enough at many places, but it is what Armour & Co. call a "shelf-clinger."

The dealers bought it anticipating a consumer demand, which never came. The manufacturer must now create this demand in some way, and so up goes his selling expense, because he has to sell consumer and dealer all over again.

He has touched thousands of points but he has made a dent nowhere.

His office is a good place to begin to

study the reasons for the high cost of selling.

In wishing him and others like him a happy New Year, I would like to couple that wish with the earnest hope that someone besides those of us who are talking newspaper advertising every day, will give him a talk about markets. It is not too late even now for newspaper advertising to help him.

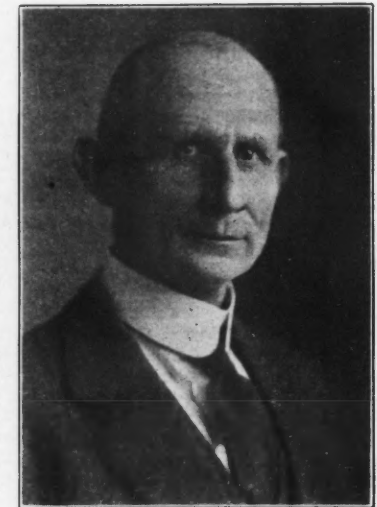
1919 Outlook in Gulf States Brightest in Many Years

More General Disposition Now to Advertise Than Since 1907—Bankers and Business Men Expect Prosperity.

By JOHN SPARROW,

Sparrow Advertising Agency, Birmingham, Ala.

The outlook for advertising in the Gulf States section is brighter than it has been before in years. The section as a whole is unusually prosperous, the farmers, as a body, having done well on cotton and other products. The acreage planted in 1919 is expected to be unusually large. The solid buying power represented by the farming class is naturally stimulating advertising, and in our



JOHN SPARROW.

opinion the South is a fertile field for national endeavor in this line.

Some of the industries in the Birmingham district which have been on war work are now formulating plans for turning their plants to peace production. Inquiries received by this agency indicate that the South American territory is now being considered. In brief, there is a more general disposition to advertise now than we have noted since 1907, and we could not ask for a better outlook.

Consensus of bankers, manufacturers and business men in general in this section is that 1919 will be a prosperous year, although some serious problems of adjustment will have to be worked out. This feeling of confidence is having a tonic effect already. We anticipate an active real estate market in the spring.

The writer has held to the opinion that the South is the section which will show the greatest development and prosperity in the post-war period. Recent developments tend to confirm that belief.

Helping Discharged Soldiers

The Manchester (N. H.) Union and Leader are printing free to returned soldiers "situations wanted" advertisements.

The Baltimore Sun

Advertising Volume for 1918

TOTAL
LINES

19,578,672

GAIN

3,189,172

**The Sun Carried===49.9% of all
Advertising
published in
Baltimore
P a p e r s .**

The above figures include National Display, Local Display, and Classified Advertising printed in the Morning, Evening and Sunday Editions of The Sun during the year 1918.

The Baltimore Sun

JOHN B. WOODWARD,
Times Building,
NEW YORK

GUY S. OSBORN,
Tribune Building,
CHICAGO

NEVER A BETTER TIME FOR ADVERTISING

Golden Opportunity for Business Men to Capitalize Eagerness of Peoples in Foreign Countries to Trade With America.

By FRANCIS H. SISSON

Vice-President, Guaranty Trust Company of New York.

One of the most remarkable features of this period of reconstruction and readjustment upon which we are now entering, one that augurs well for the success of the efforts being made to heal the world's wound, is the eagerness of men everywhere to get acquainted. At this moment there are more men and women inquiring about the history and language and condition and hopes of other men and women than there ever were since history and language began.

With an insistence not to be ignored there is seeking admission to the body of accepted principles by which men hope to renew the prosperity of society, the idea that reconstruction and readjustment involve something more than the determination of boundaries, the revival of industry, or the provision of credit; that before these must come understanding and appreciation; that this is a time when accurate information is vital to the future peace of the world and the initiation of those processes in politics and economics by which we shall seek to intensify its benefits.

So we find men moving about from one country to another on missions of investigation. The records of our steamship companies show that hundreds of business men are going to Europe, South America, Asia and other parts of the world to get first-hand knowledge of conditions there. The Government is arranging to establish commercial attachés in the leading centres of trade and industry. Some of our banks are sending special representatives abroad to build up new and better sources of information. It has just been announced that the Associated Press has instituted a news service with Latin America. A great South American newspaper has opened an office in New York. We find located here information bureaus maintained by foreign Governments. We meet so-called trade representatives of nearly every country and find that they are not so much bargainers for contracts as they are gentlemen who embody the culture and spirit of their respective countries and who come here to promote an interest in the people and institutions of those countries. They might be called emissaries of acquaintanceship.

Many Ads From Abroad

The examples given are of what may be called extraordinary efforts. Turn to the familiar mediums of information and you will find evidence just as striking of this reaching out into new territories for facts. Never before have our newspapers and magazines printed so much matter about countries other than our own. When before have there been so many advertisements from abroad as now catch the reader's eye in every publication? Observe the prospectuses for the opening year and see how many editors are announcing plans to bring before their patrons special articles dealing with conditions in foreign lands.

One might go on enumerating new avenues that are being opened, old ones that are being made more effective, for carrying into every community the story

of what men in every other community are doing, what they are thinking, how they propose to conduct themselves toward each other, by what means they intend to develop themselves and the resources of their countries to meet the everlasting need for food and clothing and shelter. These are sufficient, however, to suggest the universal character of the movement referred to.

The important thing now is how that movement shall be availed of by those who have ideas, those who would render a service, those who have something to sell or want to buy something. In other words, what use is going to be made, by those who must settle the great political and economic questions of to-day, of a world-wide desire on the part of men to know the truth about each other and their affairs?

From the business man's point of view the way lies plain. In whatever enterprise he may be engaged he owes



FRANCIS H. SISSON

it to himself to make the usefulness of that enterprise clear to every inquiring mind. After years of destructive warfare the world seeks economic goods and services to replenish its exhausted store. The man who produces something that other men want ought to make that fact known. These other men are in a temper just now where they will stop and look and ponder. It is an era of transition in something more than the political sense. The individual mind was never more alert. It is an age of discovery, and the things to be discovered are not new continents, but new ideas, accommodations to changed conditions, altered arrangements for getting on. It is a time of quickened susceptibility to impressions on every conceivable subject, and therefore the advertiser's golden opportunity.

This is especially true with respect to the operations of our business men in the foreign fields fortuitously opened to us during the war, and now offering a splendid chance for continued upbuilding of our industrial and commercial capacity. These markets abroad will welcome competitors of the United States if those competitors can convince them of the superiority of their wares; and it is known that they are making preparations to do so through the printed word.

Many of these prospective competitors have maintained their advertising throughout the war, although they were entirely out of the market, and have sought by such investments in goodwill to make a future reentry less difficult. The American exporter can

well afford to equal or surpass that investment in view of the immediate return which he has been getting.

In many of the countries to which Americans have penetrated as traders since the war began they have been struck by two things—the crudeness of advertising there and the avidity of the people for it. In these next months those countries are to have the opportunity of continuing to trade with America or returning to those whose exports were cut off by the war, and there isn't any doubt whatever that they will be influenced in their choice largely by the efficiency of our advertising.

This matter of retaining and extending these foreign markets is of the utmost importance to us as a matter of readjustment. It has many phases, but at the moment our people are chiefly interested in it as a matter of necessity rather than of adventure into new and profitable fields. Those who guide our great industries look upon it as the stabilizer of conditions here. With enlarged plants, increased facilities, and greater efficiency in production and distribution, developed to meet the exigencies of war, there has come to us a serious problem of preventing a sudden and dangerous collapse of prices, wages and the whole industrial and financial fabric unless advantage is taken of the opportunity to market our surplus abroad.

There never was a time when advertising in all its branches was more necessary to make a situation clear to our own people and to enable them to make the most of it.

Await Conviction

When we turn to the great question of the day—the relations of Government to industry, of capital and labor, of wages and prices—we again find the opportunities for service increased by the attitude of inquiry to which I have referred. Nor is there merely an attitude of inquiry. There is abroad a willingness to be convinced by the truth of things. Here, then, is a great opportunity to turn the light upon a host of obscure subjects.

During the past year a large number of men and women in this country have been initiated into the mysteries of economics. They have had to curtail expenditures, they have bought bonds, they have been led to watch the rise and fall of wages and prices, they have come into intimate contact with a lot of things that were mere words before, and they have learned that what they formerly considered mysteries are quite simple facts based upon very fundamental laws that no mere theorizing can upset.

There has come with this initiation a realization that in matters which they do not understand the fanatic and the demagogue have just as much chance to do them wrong as has the capitalist or the employer who is looking for a mean advantage.

There is progress inherent in that realization. It affords an opportunity for real service. Half of our problems will be solved if the facts are established and are set forth simply and frankly. Publicity is a social safety-valve. Discussion upon the basis of accurate information is a great solvent of differences. America need have no fear of the outcome of this readjustment period so long as the logic of facts is maintained.

The Keene (N. H.) Evening Sentinel on January 1 advanced its subscription price from \$5 to \$6 per year. Single copies are to be two cents.

TO COVER 14,000 NEWSPAPERS ON PEACE CONFERENCE



LLOYD ALLEN

Lloyd Allen has been sent to Europe by the Western Newspaper Union to cover the Peace Conference and write a series of feature stories that will be available to the 14,000 daily and country weekly newspapers using the Western Newspaper Union service.

This series will start with a number of articles dealing with reconstruction problems in England and will include stories that reflect the policies of leading statesmen, not only in England, but in France, Italy, and Russia as well.

Mr. Allen is a former Washington correspondent of the United Press Association. Before working in Washington he was a member of the editorial staff of the Galveston (Tex.) Daily News and the Houston (Tex.) Chronicle. He started newspaper work on the Joplin (Mo.) Globe.

ALBANY CORRESPONDENTS SHIFT

Some New Faces Will Be Seen Among Legislative Reporters

ALBANY, N. Y., January 8.—There will be noticeable changes among the legislative correspondents who will come to Albany for the legislative session. One of the oldest men in point of service, Axel T. Warn, of the New York Times, will not return, as he is doing special work in the Scandinavian countries for the Times. James Haggerty, who conducted the Herald poll before the election and made an accurate forecast of the result, will take the place of the late Don Martin.

Dennis T. Lynch will return for the Tribune and Charles S. Hand for the World. Lieut. Harold P. Jarvis, of the Buffalo Courier, is yet in the service, but is expected to return during the session. James McDonald, of the Albany Times-Union, will succeed James B. Wallace, of Troy, representative of the Troy Record, who will become private secretary to Lieut.-Gov. Walker.

"Specials" Will Dine A. N. A. Officials

The Six-Point League of New York will entertain the new officers and executive committee of the Association of National Advertisers at a dinner, in the rooms of the New York Advertising Club, on January 15, at 6.30 p. m.

Monarch of the Dailies Sustained Supremacy

THE EXAMINER
PUBLISHED in 1918

9,863,322

AGATE LINES OF
PAID ADVERTISING

The San Francisco Examiner

as usual closed the year 1918 with a volume of paid advertising nearly equaling the combined volume of the next two San Francisco newspapers, printing a grand total of 9,863,322 agate lines of paid advertising, leading the second morning paper by 3,914,440 agate lines or 13,980 columns.

Paid advertising appearing in San Francisco newspapers during the year 1918 was as follows:

The Examiner	9,863,322	Agate Lines
Second Morning Paper	5,948,882	Agate Lines
Third Paper	4,880,104	Agate Lines
Fourth Paper	4,770,990	Agate Lines
Examiner LEAD	3,914,440	Agate Lines

This enormous lead of 13,980 columns of paid advertising over the second morning paper emphasizes the fact that Local and National Advertisers recognize the supremacy of The EXAMINER and depend upon it in many instances exclusively for results. It is the Quality as well as the Quantity of The Examiner's circulation that has made it the dominant Advertising Medium of the Pacific Coast.

SUSTAINED CIRCULATION

The last semi-annual sworn statement of the San Francisco morning newspapers submitted to a recognized Auditing Bureau for verification showed The Examiner had an average net paid daily (except Sunday) circulation of 123,892 paid copies (a lead in daily circulation over the second morning paper for the same period of 35,895 copies). The Sunday circulation of The Examiner shown in the same report was 257,456 net paid copies (a lead in Sunday circulation over the second Sunday paper for the same period of 132,434 copies). Buyers of advertising desiring to verify these figures will find these statements on file at The Examiner or at any advertising agency.

The Circulation of The Sunday Examiner Is More Than Double That of Any Other Newspaper in San Francisco

Thousands and thousands of lines of Whisky, Matrimonial, Clairvoyant, Palmistry and many other forms of objectionable advertising rejected by The Examiner help swell the total volume of other San Francisco Newspapers. This questionable advertising is barred from the columns of The Examiner on the ground that it is not good reading for the home circle. The elimination of this undesirable copy creates a standard which inspires the confidence of readers and finds expression in greater results for Examiner advertisers.

**The Examiner is First in Advertising,
First in Circulation, First in News.**

M. D. HUNTON, Eastern Representative
American Circle Building, New York

W. H. WILSON, Western Representative
Hearst Building, Chicago

BERGER, CONVICTED, FACES PRISON

Federal Court Jury Finds Politician-Publisher and Four Other Socialist Leaders Guilty of Sedition and Disloyalty

Victor L. Berger, Milwaukee politician-publisher, the only Socialist elected last fall to the Sixty-sixth Congress, and four other national leaders of the Socialist Party were found guilty by a jury in the Federal Court at Chicago, January 8, of sedition and disloyalty under the Espionage act. Berger's conviction bars him from Congress.

Those convicted with Berger for obstructing the nation's war programme against Germany and with him now facing sentences of from one to twenty years in prison, or fines of from \$1,000 to \$10,000 or both, are: Adolph Germer, national secretary of the Socialist Party; William F. Kruse, national secretary of the Young People's Socialist Party—the "Yipsels;" J. Louis Engdahl, editor of the American Socialist; Irwin St. John Tucker, Protestant Episcopal rector and former newspaper man.

The five defendants were released under \$10,000 bonds each, pending hearing of a motion for a new trial on January 23. Sentence was withheld by Judge Landis until that time.

The defendants were tried under the Espionage act passed in June, 1917. They were indicted in February, 1918, following spectacular raids on Socialist headquarters and a denial of second-class mailing privileges to Berger's paper, as well as the American Socialist, the national party organ. The trial started on December 9.

M. & O. CUTS NEWS PRINT OUTPUT

Puts 1919 Price at \$4 and Won't Guarantee Weight

More than fifty-two customers of the Minnesota & Ontario Paper Company, who held a meeting with officials of the paper manufacturers in Minneapolis, January 4, were informed that the company had cut its 1919 production schedule 43,000 tons—from 150,000 to 107,000—and as a result some must be dropped from the supply list.

The M. & O. also wanted a contract price of \$4.15 per 100 pounds, f. o. b. mill. This was finally dropped to \$4, but guarantee of weight was refused.

"With the freight rates to Arkansas and Billings, Mont., around 57 cents, some poor publishers are going to have to dig and dig deep to keep the sheriff away," is the way one of the M. & O. customers expressed himself to EDITOR & PUBLISHER.

Rose Retires From Public Life

D. B. G. Rose, who was for many years circulation manager of the Louisville Post and one of the founders of the I. C. M. A., has resigned as chairman of the Board of Public Works for the city of Louisville in order to give his whole time again to personal business interests. He is president of the Standard Printing Company.

Farrell Becomes Business Manager

Eugene W. Farrell has been appointed business manager of the Newark (N. J.) News, as well as in charge of the advertising department.

S. W. Meek, N. Y. Times Executive, Dies

Last Served as Assistant Treasurer—Previously Was Business Manager in Philadelphia and Cleveland

Samuel W. Meek, assistant treasurer of the New York Times Company, died January 8 at his home in New York city, following a year's intermittent illness from colonitis, in spite of which he had long remained at work.

Mr. Meek was widely known in American journalism, in both the editorial and business departments of the profession, his talent for business organization being especially marked. He was fifty-five years old. Shortly after leaving college he became a publisher in Nashville, Tenn., issuing the Baptist and Reflector and the Confederate Veteran.

After an exceptionally successful association with these two publications Mr. Meek, in 1905, went to Cleveland, where he first entered the daily newspaper field, becoming business manager of the Cleveland Plain Dealer and later acting in the same capacity on the Cleveland Leader. A year afterwards he took the post of business manager of the Richmond (Va.) Times-Dispatch, and in 1908 became business manager of the Washington Herald.

A year's connection with the Washington newspaper followed, and then he left newspaper work to engage for several years in the real estate business. In 1912, however, he returned to the work he liked best, launching the Virginian, a Richmond newspaper devoted to furthering the cause of prohibition. Three years later he was invited to become business manager of the Philadelphia Press, and was holding that place in 1917 when he joined the New York Times.

AD MANAGERS PLAN BANQUET

New York Newspaper Association Will Have Co-workers as Guests

The Daily Newspaper Advertising Managers' Association of New York held its semi-monthly luncheon at the Hotel McAlpin, Tuesday, and discussed plans for the annual banquet of the organization, which will be held the middle of February, probably the 18th, at the Waldorf-Astoria. It was decided to extend an invitation to members of the advertising staffs and business departments of the various newspapers represented in the Association to attend the banquet.

Those who attended the luncheon were H. A. Ahern and Fred B. Trim of the Evening Journal, Benjamin T. Butterworth of the Times, William F. Oakley and William G. Woodward of the American, J. M. Boyle and Curwen Stoddart of the Post, T. F. Byrnes of the Mail, and F. Ernest Wallace of the Elizabeth (N. J.) Journal.

HEARST SHIFTS N. Y. AIDS

Davis Made Assistant Publisher of American; Barnard Ad. Manager

Howard Davis, who has been director of advertising for the New York American, soon will assume the duties of assistant publisher of that paper, of which Victor Polachek is publisher.

F. Barnard, who is now in the Hearst service in Boston as advertising manager of the Advertiser, will become advertising manager of the New York American.

SPENCER WITH N. Y. TELEGRAM

Takes Charge of Advertising Department, Succeeding J. M. Boyle

T. Bate Spencer has been appointed advertising manager of the New York Evening Telegram, succeeding J. Mora Boyle, who took charge of the advertising department of the Evening Post on January 6.

Mr. Spencer is well known in the newspaper and advertising fields, and was formerly associated with the Herald and with Edwin D. DeWitt, its advertising manager, ten years ago as business manager of the Paris edition.

In 1909 Mr. Spencer returned to New York and was associated with Thomas Y. Crafts, advertising manager of the World, and in 1913 he became advertising manager of the Sun. Later he had charge of advertising for the Tribune.

William J. Conners, Jr., in Charge

William J. Conners, Jr., has been appointed editor and publisher of the Conners publications in Buffalo, the Morning Courier and the Evening Enquirer. The announcement indicates the active retirement from the newspaper business of the elder Conners.

Eaton Returns to N. Y. Tribune

Frank M. Eaton has returned to the New York Tribune as manager of promotion, after six months with Nation's Business, the organ of the United States Chamber of Commerce, in Washington, D. C. M. V. Casey has been added to the real estate department of the Tribune.

All Casualties Reported

WASHINGTON, January 8.—Complete lists of casualties among the American Expeditionary Forces have been sent to Washington, and 1,000 additional clerks have been put to work in the adjutant general's office to get them out as speedily as possible.

FORD PLANS DETROIT DAILY PAPER

Believed He Is Purchaser of Abend Post Property and Will Start the Evening Post—Publication of Dearborn Independent Delayed

DETROIT, January 9.—Publication of the first issue of Henry Ford's paper, the Dearborn Independent, has been delayed until to-day or to-morrow.

It became common gossip here today that it is Mr. Ford's intention to also invade the city of Detroit with a daily paper called the Evening Post. The rumor gained credence through the sale to-day of the Abend Post, a German language newspaper in existence since 1866, to John W. Smith, jr., a local politician.

It is said that E. G. Pipp, editor of Mr. Ford's Dearborn Independent, and formerly editor-in-chief of the Detroit News, admitted that the presidency of the company that will publish a new English language afternoon daily to succeed the Abend Post had been offered to him.

According to Mr. Smith's statement, the paper has been taken over by him as trustee for certain Detroit men interested in the establishment of another afternoon newspaper here. Their names he would not divulge.

The present positions held by Messrs. Smith and Pipp on the Dearborn Independent gave color to a belief that the German paper was bought in the interest of Mr. Ford.

L. L. Putnam in New Post

L. L. Putnam, formerly assistant advertising manager, has been appointed advertising manager of the Modesto (Cal.) Evening News, succeeding C. R. Collins. Mr. Putnam was for twelve years connected with the advertising department of the San Francisco Examiner.

MANY NEWSPAPERS RAISE PRICES

(Continued from Page 6.)

Newspaper.	Former Price.	Present Price.	Date of Change.	Circ'l'n Before Change.	Circ'l'n After Change.
Philadelphia Inquirer.	8c Sunday	8c Sunday	Aug. 28, '18	285,504	344,125
Warren Eve'g Times.	\$4 per yr.	\$5.20 per yr.	Nov. 4, '18	4,200	4,200
Philadelphia Record.	1c D.	2c D.	Jan. 29, '17	156,182	122,259
Philadelphia Record.	5c Sunday	7c Sunday	Aug. 8, '18	128,012	131,542
Philadelphia Press	5c S., city; 6c country	7c S., city; 8c country	Aug. 18, '18	101,645	101,678
Erie Herald	1c D.	2c D.	Jan. 1, '16	9,498	10,731
Erie Herald.	1c Sunday	2c Sunday	Jan. 1, '16	9,205	10,237
Pottsville Republican.	1c D.	2c D.	May 1, '17	11,000	11,205
VIRGINIA.					
Norfolk Ledger - Dispatch	2c D.	3c D.	Nov. 1, '18	46,998	48,710
WASHINGTON.					
Spokane Spokesman-Review	5c Sunday	7c Sunday	44,548	43,846
WEST VIRGINIA.					
Clarksburg Telegram.	2c D.	3c D.	Dec. 1, '16	6,248	9,259
WISCONSIN.					
Racine Journal-News.	45c per mo.	50c per mo.	July 1, '17	7,128	7,643
Fond du Lac Daily Reporter	2c D.	3c D.	July 1, '18	4,917	4,826
Green Bay Press-Gazette	10c per wk., D. by carrier	12c per wk., D. by carrier	Oct. 1, '16	9,500	11,135
CANADA.					
Toronto Star	1c D.	2c D.	Aug. 1, '17	95,000	92,000
Toronto Eve. Teleg'm	1c D.	2c D.	93,076	88,088
Halifax Echo	2c D.	3c D.	Aug. 1, '18	9,663	10,169
Halifax Chronicle	2c D.	3c D.	Aug. 1, '18	16,328	15,171
Toronto World	1c D.	2c D.	Aug. 1, '17	42,464	33,716
Ottawa Le Droit	1c D.	2c D.	March, 1918	8,988	8,392
Regina Morn. Leader.	\$4 per yr., D. in country	\$5 per yr., D. in country	Aug. 1, '18	15,911	17,139
Regina Morn. Leader.	\$5 per yr., D. in city	\$7 per yr., D. in city	Aug. 1, '18	6,023	5,735
Edmonton Journal	10c per wk., D.	15c per wk., D.	Nov. 15, '18	19,502	19,106
Ottawa Eve. Citizen.	1c D.	2c D.	Feb. 1, '18	29,058	30,716

*Sunday. †Outside and within city.

Year After Year

The New York World

SETS THE PACE

Record for 1918

In the Year 1918, the WORLD ran MORE than a MILLION LINES AHEAD of its nearest competitor. This is the record:

WORLD	14,916,160 lines
Times	13,575,860 “
American	9,042,220 “
Herald	6,743,176 “
Tribune	4,126,684 “
Sun	3,590,554 “

The best insurance for the Success of an advertising campaign is to follow the advertisers who make the WORLD'S RECORDS.

Record for Separate Ads

2,038,411

Separate Advertisements
Were Published in

The World

During the Year 1918

210,712 More Than The World's Best Previous Record
1,372,640 More Than The Times—Next Highest Newspaper
271,256 More Than All the Other Morning Newspapers Added Together

The World is the first and only newspaper that ever published more than two million advertisements in a single year.

Number of Advertisements in 1918

The World	2,038,411
The Times	665,771
The American	491,855
The Herald	450,819
The Tribune	88,262
The Sun	70,448

Results Make Records.

JOHNSTON RETIRES AFTER 34 YEARS

Succeeded as Editor of Houston Post by Roy G. Watson, Son of Late Owner, Who Is Also the Publisher

Colonel R. M. Johnston, for nearly thirty-four years actively connected with the Houston Daily Post, for the greater part of this time as editor-in-chief and publisher, retired January 1, being succeeded by Roy G. Watson, son of the late owner, J. L. Watson, who becomes editor and publisher. Colonel Johnston continues with the company in an advisory capacity and as chairman of the board of directors.

In arranging for his son's future Mr. Watson's father, who died in 1897, placed control of the Post in the hands of a board of trustees, composed of H. F. MacGregor, G. J. Palmer, and R. M. Johnston, and provided that the paper should be managed by this board of trustees until the son should reach the age of 25 years.

On December 27, 1915, controlling stock passed into the hands of the son, and in 1917 he was elected president of the Houston Printing Company, publishers of the Post, succeeding Colonel Johnston, who continued chairman of the board of directors and editor of the paper.

Mr. Watson went into the office of the Post as treasurer of the printing company. Later he became president and then general manager of the company. Now he takes full control of his property.

Joined Post in 1885

Colonel Johnston is 69 years old and was born in Georgia. He enlisted as a drummer boy in the Confederate Army at the outbreak of the Civil War. He became connected with the Post as staff correspondent at Austin in 1885. He was elected Democratic National Committeeman for Texas in 1900, 1904, and 1908, when he voluntarily retired.

In 1913 Governor O. B. Colquitt appointed Colonel Johnston United States Senator from Texas to succeed Senator Bailey, resigned. In 1916 he was elected a State Senator, an office he now holds. He was, upon the conclusion of the past regular legislative session, unanimously elected president pro tem. of the State Senate and Lieutenant-Governor, serving as Acting Governor during the recent absence from the State of Governor W. P. Hobby.

PRESS CLUB RE-ELECTS HOWARD

N. Y. Organization Fills All Offices Without a Contest

At its annual meeting Monday the New York Press Club elected Edward Percy Howard to serve his fifth term as president.

There was only one candidate for each of the offices filled, Edward W. Drew, who has served several terms as trustee, being chosen first vice-president; Arthur F. Curtis, second vice-president; Don Marquis, third vice-president; Ralph W. St. Hill, treasurer; Walter E. Warner, financial secretary; Willard A. Carr, recording secretary; Cal H. Redfern, corresponding secretary; Clarence E. Swezey, librarian; L. P. Covington, Courtland Smith, and Oscar Watson, trustees for three years, and Logan E. Mueller, trustee for one year.

N. E. C. M. A. Wants All Members Early at Meeting

Attractive Programme Prepared for Single Day Session at Boston January 15, After Meeting Tuesday Night

A tentative programme is announced by the New England Circulation Managers' Association for the meeting to be held at City Club, Boston, January 15. Members are again requested to make arrangements to arrive in Boston on Tuesday evening for the informal gathering at Young's Hotel.

The session on Tuesday must necessarily be devoted strictly to business discussions, as a considerable programme is to be disposed of in the one day given to the meeting. If the members will comply with the request of the president to be on hand early Tuesday evening at the hotel, all preliminaries can be disposed of and active work can be taken up early Wednesday morning.

Following is the programme as outlined so far, with the expectation that there may be additions to it by the time of the meeting:

Informal gathering, Tuesday night, January 14, at Young's Hotel.

Wednesday, sessions 10 A. M. to 5 P. M.

Roll call, reading of records, etc.

Discussion of Papers

"After the War Circulation," J. A. McNeil, Bridgeport (Conn.) Post.

"Some Ways to Boost Out-of-Town Newsdealers' Sales," C. M. Schofield, Worcester (Mass.) Gazette.

"Some Ways to Boost City Newsdealers' Sales," P. P. Viets, Hartford (Conn.) Courant.

"Does It Pay for a Larger Newspaper to Use Advertising Space in Smaller Dailies, and Country Weeklies in Smaller Towns?" L. N. Hammond, Jr., Boston Transcript.

"Establishing and Holding Carrier Service in Outside Towns," Seth J. Moore, Lewiston (Me.) Journal.

"Buying Back Rope From Newsdealers and Carriers," H. M. Wheeler, Bridgeport (Conn.) Times.

Best Use for Savings

"Is it desirable from the standpoint of circulation for a newspaper devoting a considerable sum of money and effort to the printing of neighborhood news from adjoining towns to eliminate such service, devoting the sum and energy thus saved to the provision of more general news and features?"

A—"If this is true, is it true, as in the case of all papers, or only of those which have approached metropolitan character and are published in cities having something of a metropolitan character in their neighborhood?"

B—"When such elimination is made what substitution is recommended?"

C—"Are there any ways, other than actual experiment, of determining whether such a change of policy is desirable?"

"In the cases of old-established newspapers which have built their existing reputation and circulation upon the printing of actual news, is it desirable, from a circulation standpoint, to indulge in early editions to an extent that much of the news is necessarily omitted and so-called features substituted?"

The members of the Junior Advertising Club of New York will be addressed by Harry Tipper at the opening meeting of their season, January 17, at the Advertising Club.

ALL CENTRAL WEST VIRGINIA ADVERTISING and CIRCULATION RECORDS BROKEN in 1918

By the

CLARKSBURG TELEGRAM

which printed a total of
4,937,772 Agate Lines
During the year.

Of this space, Local Advertisers used

4,317,950 Agate Lines

and National Advertisers used

619,822 Agate Lines

Paid Circulation Pays Advertisers

The average daily net paid circulation of the Daily Telegram for the year 1918 was **7,934**

The average net paid circulation of the Sunday Telegram during the year was . . . **7,862**

(All free, waste, file and checking copies deducted.)

The Telegram is the only Clarksburg paper carrying membership in the Audit Bureau of Circulations, and guarantees its average net paid circulation daily and Sunday to be more than double the net paid circulation of the other Clarksburg newspaper.

"CLARKSBURG GOES FORWARD"

Population, 1918 estimate, 35,000. Located on the west fork of the Monongahela river on the main line of the Baltimore and Ohio railroad, with five converging divisions of that system; also five converging lines of Monongahela Valley Traction system. Center of a rich farming district and one of the greatest natural gas, oil and coal fields in the world. Extensive mining of coal in surrounding country, abundant gas and coal supply being two of the community's greatest assets.

INDUSTRIAL DEVELOPMENT

Upon her exceptional fuel advantages and closeness to all markets, Clarksburg has built an aggressive industrial center now numbering over fifty manufacturing plants of all kinds, employing some 6,000 operatives with an annual pay roll approximately \$6,000,000. These include 14 glass plants making window and plate glass, milk and other bottles, tumblers and packing glasses, and opalescent glass; 3 zinc smelters; 2 large carbon black plants; a 12 mill tin plate factory; 2 large potteries making thousands of pieces of table and decorative ware daily. Many of these plants are among the largest of their kinds in the world.

Bank resources, \$18,000,000.00. Annual post-office receipts, \$140,000.00.

Bridgeport, Conn.

BRIDGEPORT STANDARD TELEGRAM

Morning

BRIDGEPORT POST

Evening

BRIDGEPORT SUNDAY POST

Sunday

YESTERDAY

The Post and Telegram combination was dominant in the field, but there was a good lively second—The Standard American.

TO-DAY

the circulation and good will of The Standard American are added to The Post and Telegram.

IN ALL AMERICA

there is no other newspaper field of comparable size so *completely* dominated and *predominated* by the publications under one management, carrying one advertising rate.

Edward Flicker, Publisher
Geo. Waldo, Jr., Editor-in-Chief

JULIUS MATTHEWS, Special Agent, BOSTON, NEW YORK, CHICAGO

THEODORE ROOSEVELT ORIGINATED IDEA OF NEWSPAPER CABINET

Some Incidents Illustrating His Friendly Relations With
Newspaper Men—Realized Vividly Power of
Press and Used It to Fullest Extent.

THEODORE ROOSEVELT'S relations with newspaper men, his manner of intiating and influencing the course of publicity, his rare combination of tact and brusqueness, his passion for the square deal and his sense of justice will be the subject of endless stories in the course of years to come.

EDITOR & PUBLISHER is enabled to present impressions and personal recollections of him written by two newspaper men whose good fortune brought them into contact with Mr. Roosevelt on many occasions and under widely contrasting conditions and circumstances during the great years of his career. Henry S. Brown, long political reporter and Washington correspondent of the New York Herald, later for five years editor in charge of that newspaper, and Samuel M. Williams, for many years Washington correspondent of the New York World, tell of Roosevelt as they knew him in this issue. Mr. Brown writes:

Made, Broke and Mended Newspaper Friendships

EDITOR & PUBLISHER has assigned to me a task which is at once a pride and a despair. I am asked to relate from the inside the relations of Colonel Roosevelt with the newspapers. So vast were the man's activities, so numerous were the incidents of his friendships made, broken and mended, and so interwoven with large events were the elements of this relationship, some of which must remain a secret, that the task can be only done, and then imperfectly, by treating with personal experiences. I must apologize for bringing into the story events personal to myself, yet to treat it otherwise would make the narrative even less worth the telling.

My intimacy with the great American covered exactly a quarter of a century, and during that time the Herald, with which I was constantly connected, was at several periods absolutely neutral regarding him, at others ardently his supporter, and at still others his most damaging opponent.

Each newspaper in the United States during the time that Colonel Roosevelt was in active political life had to have a distinct "Roosevelt" policy. The policy was important enough to require thought whether the paper supported him or opposed him, or took no side. It was my lot to carry out, so far as the Herald was concerned, the "Roosevelt" policies of that paper through most of their stages, sometimes with plenty of excitement, sometimes with considerable anxiety, often with difficulty, and always with the consciousness that it was a real man I was fighting or supporting.

Master of Publicity

Colonel Roosevelt was a master of the art of publicity. Many of his enemies attributed his attentions to the press as a desire merely for personal exploitation. It was really because Colonel Roosevelt saw the necessity for publicity in order to accomplish the great works on which he was engaged. He never swerved from the idea that he must have newspaper support, and he got it by the best means at his disposal. When he lost the support of some great paper he managed to make it up in another quarter.

The "newspaper cabinet" was not a Wilson invention. It was a Roosevelt invention. It was invented at Albany during the two years Colonel Roosevelt was Governor. The plan was continued when he went to the White House.

The plan was this: In order to get the newspaper correspondents on your side, you must make them feel that

they are a part of your work; so all the newspaper men were told that the Governor would see them at 11 o'clock each morning and at 5 o'clock each afternoon. This led to the most intimate talks. Any question a correspondent desired to have answered was asked. Much information was imparted for publication, but not as coming from the Governor. The understanding was that the Governor was never to be quoted.

Important secrets were imparted from time to time. It was understood that if any of these secrets were printed the Governor was at liberty to deny them. He sometimes frankly said he would. Out of this grew a system of almost absolute control of the coloring of the news from Albany.

One Was Recalcitrant

The only weak point in the Albany plan was that there was a correspondent who foresaw that by going to the Governor he was tying his own hands regarding any matter which the Governor might seek to have suppressed by telling it in confidence; he would be helpless in case he got the news from another source. He did not attend the conferences. He retained his liberty of action and his independence. In so doing he did not lose the respect of the Governor.

I never knew Colonel Roosevelt to do a mean or underhand thing in connection with the press, but I have known him to hit hard. He never scorned to use brass knuckles if brass knuckles were being used on him.

An Albany incident: One morning Billy Youngs, the secretary of the Governor, came up to the Assembly Chamber and said to a correspondent: "You better get downstairs. The Colonel is giving you the devil." The correspondent did not go down, but waited until the newspaper men who regularly went to the 11 o'clock "seance" returned and then he learned that the Governor had asked all the papers to print a denial of something which had appeared that morning in his paper. This, of course, meant trouble for the correspondent or a justification on his part. The Governor had called his news untrue, and yet the news which he had received came from a man who had obtained it from the Governor himself. It related to the biggest issue then before the Legislature, the "Amsterdam Avenue Grab."

Several days passed before a meeting could be arranged and the corre-

spondent was received by the Governor.

"Mr. —" said the Governor, "my confidence was betrayed in that matter."

"Governor," was the reply, "I have avoided having confidences that hamper my work. I did not know that your confidence was being betrayed, and I am sorry. But the man who told me the facts was trying to do me a good turn and assist good legislation."

"Will you give me his name?"
"I cannot do that. It would not be square. The responsibility is mine and the paper's. I am here to say that I am sorry you feel that you have been badly treated, and to add that I feel that what you have done is the fortune of war. You must now do as you please."

Just in an Accident

The Governor extended his hand and said: "We will call it squared. Come and see me any time."

I am going to tell a story out of school, and as both principals are dead there can be no possible objection to having the main facts known.

In 1902 Colonel Roosevelt, having then been serving out Mr. McKinley's term for about a year, decided that the issue between himself and Senator Hanna, who was the candidate of the great business interests, must be met. He by no means felt that his nomination in 1904 was secure. He was right. It was not. He needed outspoken support for an indorsement by the New York Republican State Convention, which was soon to meet at Saratoga. It was decided to lay the facts before the Herald and ask for its support.

Colonel Roosevelt had been on a trip to New England and had been nearly killed in an accident at a grade crossing at Pittsfield, Mass., and Craig, one of the secret service men, had been killed. I was telegraphed to and asked to meet the President at the old B. & O. station, where a new train had been made up and he was to start on another journey in a few hours. He and Cortelyou and Loeb were all covered with sticking plaster.

The situation was outlined and a cable was sent to Commodore James Gordon Bennett at Paris.

In the meantime an effort had been made to enlist the Herald on the side of Senator Hanna, on the ground that Colonel Roosevelt was unsafe for the business interests.

Pleasure to Reporters

Mr. Bennett had, as a matter of fact, already made up his mind, and the cable asking for the support of the Herald could scarcely have reached him when another cable came back ordering the Herald to support Roosevelt in every way, turning the paper over entirely to his cause, and hoisting the names of Roosevelt and Dewey at the editorial masthead as the ticket for 1904.

Some day the full story of why the Herald did not support Colonel Roosevelt in 1904, but favored Judge Parker, may be written, but not now. The whole thing was pregnant of important bearings on the fortunes of the paper as well as upon the political fortunes of Colonel Roosevelt in more than one campaign.

On his "swings around the circle" Colonel Roosevelt made travelling with him by the newspaper men a pleasure. He insisted that the newspaper men be made members of his official party. Committees of arrangements of the various cities where he stopped pro-

vided for them just as they did for the President. Each reporter had assigned to him a member of the committee as escort, his baggage was looked after and all his wants supplied. It was a dignified job reporting one of Colonel Roosevelt's trips as President.

Colonel Roosevelt was a man of deep sympathy and quick appreciation, and these qualities were especially brought into play in his treatment of individual newspaper writers. He bestowed rewards upon newspaper reporters who showed an interest in his political fortunes with an almost lavish hand. And never did a President bring the newspaper profession to such a high standard in political life. Reporters were his confidants and trusted agents. He made these men members of the Commission for the District of Columbia and gave them other important offices. He appointed John Callan O'Loughlin, who was a correspondent of the Chicago Tribune and who had been a loyal interpreter of his policies, first to a post on a mission to Japan and made him an Assistant Secretary of State. Mr. O'Loughlin vindicated his judgment by proving a prize in office. He was constantly doing things to advance newspaper men who favored him, and those with whom he became engaged in controversies had to be constantly on their guard when fighting Roosevelt.

His famous speech on "the man with the muckrake" was directed at the same newspaper man who had been so instrumental in using the influence of the New York Herald for his advancement in 1902. Yet such a remarkable change in sentiment, due to the fact that former political friends were now political opponents, made no difference in the personal regard each had for the other.

In all my various dealings with Colonel Roosevelt I recall one incident in particular as showing the genuineness of the man.

The Herald had been hammering for months to have a strong force of battleships sent to Japanese waters. Roosevelt saw the importance of a naval display, and one morning the Herald printed the news that it was the intention of the President to send the entire battleship fleet around the world.

There was a demand on the part of many newspapers to send correspondents with the fleet. It was originally determined that only three press associations should be allowed to send men. The Herald put in an application to be allowed to send a representative because of its position as a naval newspaper, and because of its international character in maintaining a news service of its own with London, Paris, and South America. The President at first objected. Then he said he would yield in case the Admiral saw no objections. The Admiral made his request that Robert H. Patchin, second man of the Herald Bureau, should be sent. That seemed to settle it. Patchin's connection with the Herald Bureau ended and another man was employed in his stead, while he proceeded with his arrangements for the cruise. Then word came from the Navy Department that the programme was changed and the Herald was not to be allowed to send a man.

In this emergency Patchin—who was an Iowa boy—laid the facts before Senator Allison and asked him to inquire of the President whether such

(Continued on Page 22.)

During 1918

13,150,424

Lines of Paid Advertising

Appeared in

The Plain Dealer
First Newspaper of Cleveland, Sixth City

WHICH IS

1,046,556 more lines than appeared during 1918 in the PRESS.

3,271,478 more lines than appeared during 1918 in the NEWS and LEADER combined, and an increase of 352,730 lines over the Plain Dealer's own leadership record for 1917.

In the amount of advertising received directly from the people of Cleveland, viz., "Classified Want Ads," the PLAIN DEALER lacked but 56 columns of having as much as the total of all other Cleveland papers *combined*:

TOTAL CLASSIFIED

PLAIN DEALER.....4,210,710 lines
Other Cleveland Papers combined, 4,227,426 lines

LOCAL MERCHANTS

again endorsed the PLAIN DEALER to the tune of

6,924,624 lines

A gain for the year of 483,784 lines.

ROOSEVELT MADE NEWS CABINET

(Continued from Page 20.)

a thing was to be tolerated. Senator Allison explained all the circumstances to the President, saying that the course pursued was not living up to a square deal. The President instantly reversed the policy which had been decided upon by his private secretary, who merely desired to avoid the annoyances of applications from a host of other newspapers. And that's how the New York Herald came to have its own special correspondent with the battleship fleet.

There were times in Roosevelt's service as President when, pressing certain policies, it seemed as if he had lost the support of the entire press of the country. Then he turned to the magazines, and very many of the widely circulated weekly and monthly publications in this country were actually built up through exploiting Colonel Roosevelt and his policies, which the newspapers at that time were ignoring, but for which the reading public was hungrily and thirstily waiting.

I remember on one occasion when there had been a terrific fight between Roosevelt and the Herald in which the only sufferer was the Washington correspondent, who was always expected by the news editor to get "beats" from the White House, which he was compelled to criticize almost daily. Roosevelt felt that the Herald had treated him unfairly and the Washington correspondent felt that the President had treated him unfairly. The feud went on for a long time.

Accepted as Atonement

One day the correspondent learned that a particularly unfit man had been recommended for appointment by the influence of Senators, and that this appointment was about to be made. Roosevelt, trusting the Senators, was walking blindly into a trap by making an appointment which would be regarded as so atrocious as to discredit even the President. The correspondent knew the facts. He obtained the proof of the man's unfitness, and one day went to the White House to see the President. It was the first time there had been any communication between the President and the representative of the Herald for many months. A few words served to explain the situation. Roosevelt, who had felt aggrieved at things which had been said about him, took the proofs, examined them, and a look of great relief came over his face.

"I will accept this as full atonement. You have done me much hurt, but this undoes it all. By the way! What do you think of this book on bird life they have just gotten out?" Then he proceeded to discuss the entirely different subject of natural history.

In my own experience, extending over all this time, I found Roosevelt a devoted friend, a good hater, a generous opponent, and always a perfectly rational and reasonable human being. His very bursts of indignation were magnificent. He could subside more quickly when shown that he was in the wrong than any man it was my privilege to know. Friend and foe alike in the newspaper profession certainly must have united in one great sentiment of regret at the news of his death.

Incidents in Roosevelt's Post-Presidential Career That Show His Character

By SAMUEL M. WILLIAMS

The relations between Colonel Roosevelt and the press, particularly a small group of Washington correspondents and political writers in larger cities, were so close and intimate that a thousand incidents will be remembered by each of them. There stand out in my memory two relatively recent episodes illuminating the many-phased characteristics of the man.

In the spring of 1917, when America was getting ready to enter in the war, Colonel Roosevelt went to the White House to solicit from President Wilson opportunity for raising an independent command and going to the front. A dozen Washington correspondents gathered about the front door of the White House to wait for him to come out.

Suddenly bursting through the front doors of the White House and striding out on the portico, the Colonel waved his arms to the correspondents and called out: "Come here, boys!" In an instant we were by his side. Seeing among the group familiar faces, he impulsively threw out his arms and drew as many as he could gather to him. Then, bending down our heads, he talked in that old-time confidential manner, with the customary strict injunction that "this is not for publication."

Not the faintest sign of disappointment, which we knew he must have suffered at the interview, appeared on his face. He appeared as though for him the fight had just begun. After a few moments of exuberant embraces and laughing words, outside the door of the mansion where for seven years he had been the master, Colonel Roosevelt jumped into an automobile and drove out of the White House gates for the last time. Turning, he looked back at the group of correspondents and waved his hat in farewell—to them and to the White House.

One night in late October of the Presidential campaign year 1916 the company of a dozen or so political writers accompanying Charles E. Hughes was in Rochester, N. Y. The candidate had gone to bed and the stories were all on the wire when Don Martin, dearly beloved soul, now resting in France, said that Colonel Roosevelt would be passing through the town at 1 o'clock that morning, en route somewhere. Half a dozen of us went to the railway station and, when the train came in, gathered around a special car at the tail-end of the train. We sent up the old cry: "We want Teddy." In a moment the rear door of the car flew open and Colonel Roosevelt leaped forth with a shout that sounded halfway between an Indian war-whoop and a political yell.

Peering down on us, he cried: "Come up, boys; come up," and fairly dragged us up the steps of the car and into the little drawing-room. He was actually dancing with glee and joy. "My cabinet, my real cabinet," he cried. "How bully of you to come here and see me." We all hugged each other in one confused mass, the Colonel's strong arms fairly crushing us in their grasp. He was jumping up and down and

whirling us around as if in a war dance, and all of us were shouting, laughing, talking at the same time.

Then the train began to move. We leaped off and Don Martin started singing "Onward, Christian Soldiers," with all of us joining in the chorus. On the platform of the car was the Colonel, his arms waving like a windmill, shouting at the top of his voice the refrain of the song as far as we could see him while the train passed on into the night.

Creel Plans to End Work For Government Soon

Will Return to United States and Resume His Writing on Social and Political Subjects

George Creel, Chairman of the Committee on Public Information, said in Paris this week that he is closing the offices in Europe of the Committee on Public Information and winding up its affairs.

"Our remaining task," he added, "is to bring the new Balkan States into quick contact with American thought and purpose. The whole world is acquainted with the ideas of President Wilson and the American democracy, but we have had no opportunity, owing to war conditions, to disseminate American opinion in these new countries.

"When that work is done I am through. That will be about the middle of February. I intend to return to the United States about that time and am going back to writing along the same social and political lines that I did years ago."

MAY EXCHANGE SPACE FOR TRAVEL

Government Railway Administration Renewing Advertising Contracts for 1918 on Old Basis, but Riding Must Be Within Home State

WASHINGTON, January 2.—Director General McAdoo to-day issued an order authorizing the renewal for the year 1919 of contracts between railroads and newspapers for the exchange of intrastate railroad transportation for advertising. Under the form of contract newspapers cannot charge for the railroad advertising more than their usual commercial rates and the railroads must compute the value of transportation on the basis of the normal tariff fare for one way tickets.

In January, 1918, an order was issued prohibiting free transportation except where it was made by newspaper publishers and based on an exchange of intrastate travel for newspaper advertising and made distinctly the basis of a contract to cover the transaction. In March a similar order was issued to legalize contracts to cover the rest of the calendar year.

The Director General has now decided that such contracts may be made for the coming calendar year where the character of such contracts is not repugnant to the State laws and the service to be rendered by the railroads is wholly within the boundaries of a single State.

The Southwest Salesman is a new monthly issued for advertising promotion purposes by the Los Angeles Examiner.



THE TIMES BUILDING

is an evening paper, delivered an average of more than 72,000 net paid copies; and through most of the year this was at three cents.

The Seattle Sunday Times throughout the year 1918 delivered an average of more than 91,000 net paid copies; and most of this was at seven cents in the City of Seattle and ten cents outside.

The Times for 1919 is undertaking a stiff program of new features in addition to its already extensive service to readers.

Times Printing Company of Seattle

Times Building, Times Square
JOSEPH BLETHEN C. B. BLETHEN
PRESIDENT EDITOR-IN-CHIEF

NATIONAL REPRESENTATIVES

EASTERN AND CENTRAL
New York, World Bldg. St. Louis, Post-Dispatch Bldg.
Chicago, Tribune Bldg. Detroit, Ford Bldg.

The S. C. Beckwith Special Agency

PACIFIC COAST

San Francisco, 742 Market St.

R. J. Bidwell Company

Over a Million

lines of paid advertising a month was the record of the Seattle Daily and Sunday Times for 1918.

Each separate month showed an increase over the corresponding month of the previous year and the total volume of advertising carried for the year sets a new record in the history of The Times, which has carried for many years the largest volume of advertising scored in the Seattle field.

Throughout 1918 the Seattle Daily Times, which

13,518,255 LINES

In 1918 The New York Times published 13,518,255 agate lines of paid advertisements---a gain over 1917 of 992,357 agate lines---a greater volume and a greater gain (Help and Situation Wanted advertisements excepted) than any other New York newspaper.

Advertising Gain---One Year		Circulation Gain---One Year <small>(Government Reports for Six Months)</small>	
	Agate Lines		Copies
1918	13,518,255	1918	368,492
1917	12,525,898	1917	357,225
Increase	992,357	Increase	11,267
Advertising Gain--Five Years		Circulation Gain--Five Years	
	Agate Lines		Copies
1918	13,518,255	1918	368,492
1914	9,164,927	1914	259,673
Increase 47%	4,353,328	Increase 41%	108,819

The Times excludes all advertisements of a doubtful or objectionable nature

The New York Times has the largest morning circulation, and is the only New York morning newspaper recording an increase in circulation (Reports to Post Office Department) for the year ended September 30, 1918, notwithstanding the advance in price from one to two cents on January 26, 1918. The circulation of the Sunday Edition of The New York Times is in excess of 550,000.

The New York Times

"All the News That's Fit to Print"

EXPEDITE BENNETT MEMORIAL HOME

Plans of Executors Will Be Put Into Execution on Return of Eugene Higgins From France—Location Probably in Country

The new year, it was learned this week, will see the realization of the favorite project of the late James Gordon Bennett, owner and editor of the New York Herald—the establishment of the famed "James Gordon Bennett Memorial Home for Journalists" in honor of his father.

While those who have the fulfillment of the project in charge have been silent as regards their plans ever since the Bennett will providing for the Home was filed for probate last July, it is now revealed that a detailed preliminary investigation of the scope of the work has been accomplished.

A definite announcement of plans may be expected to follow shortly upon the return to New York city from France of Eugene Higgins, one of the will's executors who are authorized to act as the Home's board of directors.

By the terms of the will, the executors are to form a corporation for the control of the Home, this corporation being chief beneficiary of the Bennett estate.

Mr. Bennett named as his executors Mr. Higgins, Rodman Wanamaker, and James Stillman. Mr. Stillman has since died, but his successor already has been decided upon, though announcement of the identity of this person is withheld and probably will be until Mr. Higgins' return.

Will Elect New Executor

The choice of a successor to Mr. Stillman rested with Mr. Wanamaker and Mr. Higgins by a provision of the Bennett will, that "if at any time there shall be a vacancy in the executorship of this, my will, such vacancy may be filled by the appointment of another executor by the surviving executors, and every executor thus appointed shall have and possess the like rights, powers, and duties as if named as an executor by this will."

By the will, the executors are to act as directors of the Herald, Evening Telegram, and Paris Herald, as well as members of the board of directors of the Memorial Home Corporation.

The stock of the corporations publishing these newspapers is to be transferred to the Memorial Home Corporation, whose directors will have full power to manage the newspapers, to set aside portions of their earnings for development, and to administer surplus earnings as parts of the assets of the Home.

Since the reading of Mr. Bennett's will disclosing his desire that the Memorial Home be established "as soon as practical after my death," the necessary legal preliminaries have been in the hands of Robert W. Candler, who was Mr. Bennett's counsel. During the absence of Mr. Higgins, Mr. Wanamaker has relied very largely on Mr. Candler for the preparation of plans which will soon be considered by the executors in conference.

Will Expedite Work

In the meantime, there has been correspondence between Mr. Wanamaker, Mr. Candler and Mr. Higgins on many important phases of the work, and tentative agreements so reached will expedite the work of making the Home a reality.

"The project is a large one and requires careful thought and planning for its execution," said Mr. Candler to Editor & Publisher. "I do not feel at liberty to give out at this time what has been done because it is only preliminary. The news of real importance will come after Mr. Higgins' return and after the executors have had an opportunity to go into the matter together very completely."

The executors, by the terms of Mr. Bennett's will, are to "provide a suitable and comfortable home" for persons who shall have been employed at least ten years upon any daily newspaper published in the Borough of Manhattan of New York City and who shall, by reason of bodily infirmity, old age, or accident, or lack of means, be unable to care for themselves.

It is stipulated that such persons shall be recommended for the benefits of the home by the proprietors, owners, or publishers of newspapers published within the district mentioned, but that the board of directors will have uncontrolled discretion as to the acceptance of such recommendations.

Preference is to be given, by the terms of the will, to applicants who have been employed by the Herald, the New York Herald Company, Société Anonyme Française, the Evening Telegram, or the European edition of the New York Herald.

It is considered probable that the Memorial Home will comprise a country estate, consisting of several buildings and grounds of considerable extent, rather than a building within the city.

Red Cross Will Benefit By Ad Men's Golf Contest

Handicap for Charity to Be Concluding Feature of Winter League's Annual Meet at Pinehurst.

The annual tournament of the Winter Golf Leagues of Advertising Interests at Pinehurst, N. C., January 12 to 19, will have as an unusual concluding feature a Red Cross handicap, to which the entrance fee will be \$2.50, and in which all golfers there may participate. The prize list is a liberal one. Three courses will be used. Donald Ross, as in years past, will be in charge of all events and have complete direction of tournament details. The committee members are: Executive—L. A. Hamilton, A. C. G. Hammesfahr, W. W. Manning, J. F. Ross, H. R. Mallinson, W. S. Bird, C. A. Speakman, W. H. O'Brien, William C. Freeman, Don M. Parker, and John H. Hawley.

Membership—A. C. G. Hammesfahr, F. A. Sperry, F. S. Smith, H. A. Thompson, J. H. Clapp, H. C. Milholland, Amon G. Carter, Frank C. Henderson, Walter B. Lasher, A. L. Aldred, and W. S. Power.

Trophy—William C. Freeman, H. R. Mallinson, and C. A. Speakman.

Entertainment—L. A. Hamilton, R. O. Haubold, W. S. Bird, and James Barber.

Leigh Reilly Joins Chicago Tribune

Leigh Reilly of Chicago Post and Herald fame, who recently joined the Chicago Tribune staff after association with the Bureau of Public Information in Washington, has been placed in charge of a new department for the handling of the civic and industrial problems of Chicago. It is understood that James O'Donnell Bennett will assist him in the execution of the work.

AMERICAN WRITERS WELCOMED

Peace Conference Reporters Are Guests of Northcliffe and London Newspaper Association—Assured of Friendliness of Britain

LONDON, December 29.—The American newspapermen who will cover the peace conference have received a royal welcome from their professional brothers of Paris and London. Forty of them were entertained December 27 by Lord Northcliffe at his London Times office and at night at dinner by the Newspaper Proprietors' Association.

The principal speeches delivered at the luncheon were by Baron Burnham of the Daily Telegraph, Richard V. Oulahan of the New York Times, David Lawrence of the New York Evening Post, Herbert Swope of the New York World, Admiral Sims, commander of the American naval forces, and Rabbi Stephen S. Wise of New York.

Lord Northcliffe in welcoming his guests said they would find absolutely no hostility to the United States in England. Momentary instances of irritation had faded away, and in the same way he was certain some of the supposed differences about the coming peace conference would disappear in the capable hands the United States and Great Britain had placed them. He added that the American journalists had seen the kind of welcome President Wilson had received in London, and that it was more than remarkable—that it was unprecedented.

Baron Burnham made a strong plea for the abolition of all censorship. He said that if there had been more real freedom of the press, and if secrets had been more fully revealed, there would have been no war.

At the dinner, Baron Burnham re-

ceived the guests and Sir George Riddell presided. He said he believed the statements that a censorship had been decided on for the peace conference were inaccurate.

"We shall start the conference without censorship," Sir George continued, "but it will be open to the conference to pass resolutions as to certain matters being kept secret. I sincerely hope that they will not take that course. I am assured that the British Government is strongly in favor of complete freedom of the press."

The guests included, in addition to a number of London and provincial journalists, Sir William George Tyrrell, Mr. Skinner, the American Consul-General, and Sir Roderick Jones, head of Reuters, Limited.

The American journalists were received at the Foreign Office Saturday morning and afterwards were guests at a reception given by David Lloyd George, the British Prime Minister.

Lord Northcliffe also was host to the American newspaper correspondents in Paris, December 21. The gathering of American newspapermen in Paris, he said, was the greatest he had ever seen in any European country, and he was confident their visit to England as guests of the Government would have great influence on the relations between the United States and European countries.

"A. P." Gets Canadian Territory

The addition of the Canadian Northwest to the territory of the Associated Press has resulted in the appointment of two additional editors. Wilmer Jennings, lately with the colors, is named for St. Paul, and Preston L. Hickey for Minneapolis.

You can use EDITOR & PUBLISHER'S classified with as much profit as your readers find in using your own "want columns."

OVER THE TOP

With

OVER A MILLION

LINES GAIN

IN PAID ADVERTISING

To be exact, THE PHILADELPHIA PRESS, in twelve months of 1918 GAINED

1,112,680

agate lines of advertising as compared with the same period in 1917, in which year the gain over 1916 was 273,690 agate lines.

The advertising columns of THE DAILY and SUNDAY PRESS constitute a sales-force that

GIVES MAXIMUM RESULTS AT MINIMUM EXPENDITURE

GILMAN & NICOLL

World Building, New York Tribune Building, Chicago, Ill.

Announcement



"JOE" MARTIN

The Birmingham Ledger

Takes pleasure in announcing that J. A. Martin, for many years advertising manager of The Progressive Farmer, joined its staff November 1st. Mr. Martin comes to The Ledger as Vice-President and Advertising Manager and a member of the Board of Directors.

The Birmingham Ledger Cleans House

\$30,000.00 Worth of Advertising Contracts Cancelled.

Questionable Patent Medicine Advertising Thrown Out.

National advertisers who have ethical scruples as to the kind of company they keep now have ONE Daily Newspaper in Birmingham whose advertising columns are as clean as the proverbial hound's tooth.

The Birmingham Ledger is the FIRST Daily Newspaper in Birmingham to place principle above pelf—to clean its columns and offer high-class advertisers a high-class medium for reaching the great home trade of the South's industrial centre.

Four leading physicians of Birmingham have been retained to pass upon ALL medical advertising—and it will have to be good enough to get by them in order to get into the columns of The Ledger.

While this means the loss of \$30,000.00 in revenue annually, it is expected that it will produce fully that amount in high class, carefully placed advertising to take its place.

The "housecleaning" which took place on Friday, December 13th, has already resulted in increased circulation for The Ledger—and the circulation is of the most desirable character—amongst discriminating people who understand and appreciate clean newspaper ethics.

Your advertising, when placed in The Birmingham Ledger, travels in the best of company.

The Birmingham Ledger

"Greater Birmingham's Greatest Paper"

JOHN BUDD
Foreign Representative
New York Chicago

Member A. B. C.

UPHOLDS HIGHEST BID FOR NEWSSTANDS

Court Ruling That a City Should Get All It Can Out of Privileges Has Wide Application for Circulation Managers

That a city has the full right to lease its newsstands in the way that will net it the largest profit, is the ruling of Justice Benedict of Brooklyn, N. Y., in the case of a news dealer who sought to prevent the sale of his stand to the highest bidder, fearing that it would involve his entering into a contract which would compel him to sell newspapers objectionable to him.

While Justice Benedict's ruling applies specifically to New York City, it is of general interest to circulation managers everywhere, as the principle involved could be held to apply to any place where newspapers are sold.

The case is explained in Justice Benedict's decision as follows:

"The plaintiff asserts that under such a contract the Park Commissioner will have the power to require the news dealer to vend all the daily newspapers, whereas he wishes to exclude the so-called Hearst papers from the stands on account of their alleged seditious and pro-German character.

"It is the duty of all public officials in letting privileges of this sort to secure the best price possible for the City Treasury. It goes without saying that if plaintiff be right in this contention that the court could read into the advertisement and subsequent contract a restriction not to sell the so-called Hearst newspapers, it might, by the same token, substitute its judicial discretion for that of the commissioner, and say to him that he must permit only the sale of some particular newspaper on the public stand, as, for example, the so-called Hearst papers or the Sun or the Times or the Tribune or some other paper in which the commissioner might have, or might be supposed to have, a special interest. The fallacy of the position needs only to be stated to be self-evident.

"The entire matter resolves itself into a question of fact, or of mixed law and facts, whether, as the plaintiff contends, the so-called Hearst papers have been or are carrying seditious and un-American articles, and, therefore that any public official who countenances such articles may and should be enjoined from allowing their sale. There is much of implication, suggestion and innuendo in the plaintiff's moving papers to that end, but there is no allegation upon which a taxpayer's action for a waste of public moneys or abuse of official discretion on the part of the Park Commissioner can be predicated."

Circulation Notes

The New Bedford (Mass.) Standard distributed a considerable amount of money to many of its newsboys for "meritorious work" last week. More than 400 newsies met in Y. M. C. A. Hall and were provided an entertainment consisting of several reels of pictures. George H. Reynolds, circulation manager, gave a talk on the best way to handle their routes.

The Portland (Ore.) Journal and the Portland Telegram both held holiday parties for their carriers. The Journal turned over its entire plant to the circulation force. An orchestra played in

the business office, while there was dancing in the editorial rooms on the floor above. The mechanical department was also thrown wide open for the festivities.

J. L. Boeshans, circulation manager of the Montgomery (Ala.) Advertiser, is receiving the sympathy of his many friends on the death of his daughter, Mrs. Carl Wittke, of Columbus, Ohio.

The Portland (Ore.) Telegram has begun the publication of a Wednesday "Wide World" supplement, carrying special European correspondence, photographs and comics. It is an added feature and does not take the place of the Telegram's regular supplement, which is issued on Saturday.

Five thousand kiddies from the Hebrew Orphan Asylum and the Boys Club were guests of the New York Evening World at the Strand Theatre one day last week. To many it was their first visit to a theatre and their first glimpse of Fifth Avenue and Broadway.

C. M. De Vaux, until lately in the aviation school in St. Paul, has joined the circulation staff of the St. Paul Daily News as district manager.

Everett Knapp, lately of the marine officers' school of the University of Minnesota, has been made office manager in the mail circulation department of the St. Paul Daily News.

EDITORS LEAVE HONOLULU

Allen and Matheson Succeeded by McNally and Irwin

Two editors of Honolulu's American dailies have decided to enter new fields of work.

Riley H. Allen, editor for seven years of the Star-Bulletin, has gone to Siberia to handle publicity work for the Red Cross.

R. O. Matheson, of the Commercial Pacific Advertiser, has associated himself with the Japan Advertiser of Tokio as news editor. R. A. McNally, city editor, succeeds Mr. Allen, and E. P. Irwin takes Mr. Matheson's place.

Mr. McNally went to Honolulu a year and a half ago from Salt Lake City, where he was night editor of the Herald-Republican. Mr. Irwin is originally from San Francisco, where he was associated with various publications and the Associated Press.

WISNER AGAIN PRESIDENT.

Baltimore Press Club Now Has Nearly Nine Hundred Members.

The Baltimore Press Club has re-elected the following officers for 1919: President, G. Franklin Wisner; vice-president, Walter R. Hough; secretary, W. Oscar Anderson, jr.; financial secretary, James F. Frayward; treasurer, Edward H. Pfund; board of governors, Howard S. Biscoe, Leslie Rawls, Norman Clark, George W. Worsham, jr., Walter R. Hough, G. Franklin Wisner, Edward H. Pfund, James F. Hayward, and W. Oscar Anderson, jr.

The club has 895 members.

Frost Gets New Papers

Frost, Landis & Kohn, special representatives, with offices in New York, Chicago and Atlanta, have added the following papers to their list: Columbus (Ga.) Ledger, Gadsden (Ala.) Journal, and Durham (N. C.) Herald.

Denies Right of Government to Regulate Free Speech.

Counsel for Eugene Debs, Socialist, Files Brief With Supreme Court, Charging Violation of Constitution

That the Government has no right to exercise war powers to regulate public discussion and freedom of speech is contended by counsel for Eugene V. Debs in a brief filed in the Supreme Court, asking reversal of judgment sentencing Debs to ten years' imprisonment because of statements made in a speech in Canton, Ohio, on June 16 last.

Declaring Debs's conviction rested squarely upon his "seditious temper," the brief arraigns the courts of the country because of their attitude toward the Espionage act.

"Practically all of the cases since the adoption of the Espionage act, in dealing with the right of free speech," said the brief, "while giving some measure of verbal recognition to that right, have abruptly swept aside any consideration of such a right in conflict with the general war purposes of the Government.

"The inference of these decisions and the obvious theory of the amendments to the Espionage act added in May, 1918, are that public discussions can be constitutionally controlled as an incident of the war power. We earnestly submit that such interpretation of the right of free speech is a careless sweeping aside of the most vital principle of American freedom, not only without affirmative constitutional warrant, but in the face of the direct prohibition of the first constitutional amendment."

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

THE PHILADELPHIA RECORD

Is
"Always Reliable"

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

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

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

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

Representative sent upon request.

JOHN B. GALLAGHER COMPANY

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

DAILY AND SUNDAY CIRCULATION DATA AND ADVERTISING RATES OF 2,000 NEWSPAPERS

EDITOR & PUBLISHER Presents in the Following Pages the First Complete List of Advertising Rates Ever Compiled—Notable Work of Justin F. Barbour for This Paper Makes it Possible for the Space Buyer to Ascertain With Accuracy the Total Cost of Campaigns in Whatever States He Selects

EDITOR & PUBLISHER herewith presents a complete list of English Language Daily Newspapers published in the United States January 1, 1919, together with the average net paid circulation of more than 85% as reported to either the Audit Bureau of Circulation or the Government for the 6 months period ending September 30, 1918. Also, the minimum agate line space rate in effect January 1, 1919, applicable to general or "foreign" advertising.

The list further indicates, by the use of the asterisk, those papers members of the A. B. C., the exact publication time of every paper, such as "Every Morning"; "Morning ex. Sunday," "Evening ex. Sunday," etc.; and by the use of a key letter to each circulation figure, it indicates exactly the days in each week covered by that figure. Wherever it has been possible the daily and Sunday averages have been given separately.

This is the first time that such complete, comprehensive and accurate information relative to the advertising rates and circulation of all the English language daily newspapers has ever been published. Information giving vital facts which will enable those interested in the larger aspects of newspaper advertising to sell daily newspapers in units of states, geographical sections and the nation as a whole.

Through the daily newspapers, "National" advertisers can reach on any day, any group or all of the men, women and children in this country who read the English language; for every day these people read at least one daily newspaper.

And it is with considerable pride that Editor & Publisher gives below the outstanding features of this compilation.

2,166 English Language Dailies

There are 2,166 English language daily newspapers published in the United States; 519 are morning papers and 1,647 evening papers.

All of the morning papers are published Tuesday, Wednesday, Thursday, Friday and Saturday, while a large number are published Sunday, and most of them Monday. With but a few exceptions all evening papers are published Monday, Tuesday, Wednesday, Thursday and Friday. Most evening papers have Saturday editions and quite a number Sunday editions, all but five of which are published Sunday morning.

In seven States more than 100 dailies are published; in five States less than ten. California has the largest number of morning papers, 48; Pennsylvania the largest number of evening papers, 143. No State is without either a morning or evening paper.

28,625,041 Circulation

The total net paid average circulation of all the dailies for the six months period ending September 30, 1918, was 28,625,041. This was divided into 10,271,137 morning circulation and 18,373,904 evening circulation.

In each of seven States the total circulation of the daily papers is more than 1,000,000 copies per day. Those States and the total circulations are as follows:

California	1,350,826
Illinois	2,244,639
Massachusetts	2,213,337
Missouri	1,557,343
New York	4,677,396
Ohio	2,211,176
Pennsylvania	2,727,253

New York has not only the largest daily newspaper circulation, but the largest morning and the largest evening circulation. Illinois is second with 1,144,004 morning circulation, while Pennsylvania is second with 1,837,325 evening circulation, with Ohio a close third with 1,739,056 evening circulation.

The total minimum agate line space rate applicable to general "foreign" advertising is \$61.64 per agate line, or \$862.91 per column inch. The total

rate for the morning papers is \$13.21 per agate line, or \$268.92 per column inch, and the total rate for the evening papers is \$42.43 per agate line, or \$593.99 per column inch.

There are 503 English language daily papers with Sunday editions published in the United States. The largest number is in the Central and Western States.

California having 43	New York having 28
Illinois " 24	Ohio " 22
Indiana " 16	Oklahoma " 21
Missouri " 20	Texas " 41

In three States on Sunday editions of English language daily papers are published, but in at least one of these States there are weekly papers issued Sunday.

As stated before, all of the Sunday papers are published Sunday morning, the exceptions being:

- The Times, Washington, D. C.
- The Record, Boston, Mass.
- The News, Baltimore, Md.
- The Telegram, New York, N. Y.
- The Sun, Westerly, R. I.

16,056,580 Sunday Circulation

The total net paid average circulation of the 503 Sunday papers for the six months' period ending September 30, 1918, was 16,056,580, while the largest number of Sunday papers is in the central and Western States, the largest Sunday circulations are in the Eastern States.

In each of five States the total circulation of the Sunday papers is more than 1,000,000. Those States, with their Sunday circulations, are:

Illinois, 1,387,620.
Massachusetts, 1,310,708.
Missouri, 1,096,247.
New York, 3,124,683.
Pennsylvania, 1,217,714.

The total minimum agate line space rate applicable to general or "foreign" advertising of all these Sunday papers is \$26.81 per agate line, or \$375.34 per column inch.

An analysis of all these figures presents many interesting facts, but undoubtedly the most outstanding fact is that more than one person out of every four buys a daily newspaper every day. The exact percentage is .2719 plus, while this percentage varies according to states. An analysis of the English-speaking white population in comparison to the net paid circulation will show that at least one copy of a daily newspaper goes into practically every English-speaking home.

On Sunday the ratio is more than 1 to 6, the exact percentage being .1525 plus.

Rate Per 1,000,000 Circulation

Next to the fact that the daily newspapers thoroughly cover the United States, the low cost of reaching daily newspaper readers is remarkable.

At \$61.64 per agate line you may reach 28,625,041 people who buy their papers, to say nothing of the families at home who read them. This is at the rate of \$2.1534 per 1,000,000 copies.

From these two outstanding facts no other deduction can be drawn than that through the use of all the daily newspapers, advertisers can reach all of our English language population at a very low cost. In comparison to any other form of paid advertising, daily newspaper advertising is the least expensive.

The value of this last statement is strengthened by the fact that more than 70 per cent. of the daily, and more than 85 per cent. of the Sunday, is A. B. C. circulation. In other words, this tremendous volume is purchased with absolute assurance not only as to the quantity, but as to how it was secured and where it is distributed.

As an added service-feature, THE EDITOR AND PUBLISHER will present in next week's issue a table showing by states and population, the number of morning, evening, and Sunday papers; morning, evening, and Sunday circulation; morning, evening, and Sunday minimum agate line advertising rates, and the A. B. C. daily and Sunday circulation.

Table listing newspaper circulation data for ALABAMA, ARIZONA, ARKANSAS, CALIFORNIA, COLORADO, CONNECTICUT, DELAWARE, DISTRICT OF COLUMBIA, and FLORIDA. Columns include Name, Net Paid Circulation, Minimum Agt. Li. Space Rate, and other details.

Table listing newspaper circulation data for CALIFORNIA-Continued. Columns include Name, Net Paid Circulation, Minimum Agt. Li. Space Rate, and other details.

Table listing newspaper circulation data for COLORADO-Continued. Columns include Name, Net Paid Circulation, Minimum Agt. Li. Space Rate, and other details.

The list of papers is corrected to January 1, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1918, as reported to the Audit Bureau of Circulations or the Government under the Act of Congress of August 24, 1912. The figure in parentheses (14 gate lines equal 1 inch) is the minimum space rates applying to general advertising, in effect January 1, 1919, and include all changes in rates received by Barbour's Advertising Rate Sheets, Inc. up to noon, Monday, January 6, 1919. Roman type, published mornings; italic type, published evenings; (A)—Every morning; (B)—Morning, ex. Sunday; (C)—Morning, ex. Monday; (D)—Morning, ex. Sunday and Monday; (E)—Morning and evening week days; (F)—Morning and evening week days; (G)—Morning, ex. Monday and evening, ex. Sunday; (H)—Morning, ex. Monday and evening, ex. Saturday and Sunday; (I)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (J)—Evening, ex. Sunday; (K)—Evening, ex. Sunday and Monday; (L)—Evening, ex. Saturday and Sunday; (M)—Evening, ex. Saturday and Sunday; (N)—Evening, ex. Saturday and Sunday; (O)—Evening, ex. Saturday and Sunday; (P)—Evening, ex. Saturday and Sunday; (Q)—Evening, ex. Saturday and Sunday; (R)—Evening, ex. Saturday and Sunday; (S)—Evening, ex. Saturday and Sunday; (T)—Evening, ex. Saturday and Sunday; (U)—Evening, ex. Saturday and Sunday; (V)—Evening, ex. Saturday and Sunday; (W)—Evening, ex. Saturday and Sunday; (X)—Evening, ex. Saturday and Sunday; (Y)—Evening, ex. Saturday and Sunday; (Z)—Evening, ex. Saturday and Sunday.

Table listing newspaper circulation data for Georgia, including titles like Herald, Times-Recorder, and Constitution, with columns for Net Paid Circulation, Minimum Agt. Li. Space Rate, and other details.

Table listing newspaper circulation data for Illinois, including titles like Chronicle, Herald, and Journal, with columns for Net Paid Circulation, Minimum Agt. Li. Space Rate, and other details.

Table listing newspaper circulation data for Indiana and Iowa, including titles like Reporter, News, and Times, with columns for Net Paid Circulation, Minimum Agt. Li. Space Rate, and other details.

The list of papers is corrected to January 1, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1918, as reported to the Audit Bureau of Circulations or the Government under the Act of Congress of August 24, 1912. The agate line rates (14 agate lines equal 1 inch) are the minimum space rates applying to general 'foreign' advertising, in effect January 1, 1919, and include all changes in rates received by Barbour's Advertising Rate Sheets, Inc., up to noon, Monday, January 6, 1919. Roman type, published mornings; italic type, published evenings. (A) - Every morning; (B) - Morning, ex. Sunday; (C) - Morning ex. Monday; (D) - Morning ex. Sunday and Monday; (E) - Morning and evening week days; (F) - Morning and evening week days and Sunday morning; (G) - Morning ex. Monday and evening ex. Sunday; (H) - Morning ex. Monday and evening ex. Saturday and Sunday; (I) - Morning ex. Saturday and Monday evening ex. Sunday; (J) - Evening ex. Sunday; (K) - Evening ex. Sunday and Sunday morning; (L) - Evening ex. Saturday and Sunday; (M) - Evening ex. Saturday and Sunday morning; (N) - Evening ex. Saturday and Sunday morning; (O) - Evening ex. Saturday and Sunday morning; (P) - Evening ex. Saturday and Sunday morning; (Q) - Evening ex. Saturday and Sunday morning; (R) - Evening ex. Saturday and Sunday morning; (S) - Evening ex. Saturday and Sunday morning; (T) - Evening ex. Saturday and Sunday morning; (U) - Evening ex. Saturday and Sunday morning; (V) - Evening ex. Saturday and Sunday morning; (W) - Evening ex. Saturday and Sunday morning; (X) - Evening ex. Saturday and Sunday morning; (Y) - Evening ex. Saturday and Sunday morning; (Z) - Evening ex. Saturday and Sunday morning.

Table listing newspaper circulation data for Minnesota, Missouri, Mississippi, and New Jersey. Columns include publication name, circulation figures, and net paid rates.

Table listing newspaper circulation data for Missouri, Nebraska, Nevada, and New Jersey. Columns include publication name, circulation figures, and net paid rates.

Table listing newspaper circulation data for New Jersey, New Mexico, and New York. Columns include publication name, circulation figures, and net paid rates.

The list of papers is corrected to January 1, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1918, as reported to the Audit Bureau of Circulations or the Government under the Act of Congress of August 24, 1912. The rate lines equal 1 line are the minimum space rates applying to general "foreign" advertising, in effect January 1, 1919, and include all changes in rates received by Barbour's Advertising Rate Sheets, Inc., up to noon, Monday, January 6, 1919. Roman type, published mornings; (italic type), published evenings. (A)—Every morning; (B)—Morning, ex. Sunday; (C)—Morning, ex. Sunday and Monday; (D)—Morning and evening, ex. Sunday; (E)—Morning and evening, ex. Monday and evening, ex. Saturday and Sunday; (F)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (G)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (H)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (I)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (J)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (K)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (L)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (M)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (N)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (O)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (P)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (Q)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (R)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (S)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (T)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (U)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (V)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (W)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (X)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (Y)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (Z)—Morning, ex. Sunday and Monday and evening, ex. Sunday.

Table listing newspaper circulation and advertising rates for New York, including titles like Times, Tribune, and various local papers.

Table listing newspaper circulation and advertising rates for Ohio, including titles like Review and Leader, Times-Gazette, and various local papers.

Table listing newspaper circulation and advertising rates for Oklahoma, including titles like Pioneer, Review-Courier, and various local papers.

Table listing newspaper circulation and advertising rates for North Carolina, including titles like Citizen, Times, and various local papers.

Table listing newspaper circulation and advertising rates for North Dakota, including titles like Tribune, Journal, and various local papers.

Table listing newspaper circulation and advertising rates for Oregon, including titles like Democrat, Herald, and various local papers.

THE LIST OF PAPERS IS CORRECTED TO JANUARY 1, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1918, as reported to the Audit Bureau of Circulations or the Government under the Act of Congress of August 24, 1912.

THE LIST OF PAPERS IS CORRECTED TO JANUARY 1, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1918, as reported to the Audit Bureau of Circulations or the Government under the Act of Congress of August 24, 1912.

Table for OREGON-Continued, listing newspapers like Portland News, Oregon Building Record, Oregonian, etc., with circulation and rate data.

Table for PENNSYLVANIA, listing newspapers like Allentown Call, Chambersburg Sentinel, etc., with circulation and rate data.

(The Volunteer is the morning edition of the Herald.)

Table for PENNSYLVANIA (continued), listing newspapers like Chambersburg Sentinel, Clearfield Progress, etc., with circulation and rate data.

Table for PENNSYLVANIA-Continued, listing newspapers like Natrona Press, Beaver Valley News, etc., with circulation and rate data.

Table for PENNSYLVANIA (continued), listing newspapers like Philadelphia Record, Reading Eagle, etc., with circulation and rate data.

(The Volunteer is the morning edition of the Herald.)

Table for RHODE ISLAND, listing newspapers like Pawtucket Herald, Providence Journal, etc., with circulation and rate data.

Table for SOUTH DAKOTA, listing newspapers like Aberdeen American, Deadwood Pioneer-Times, etc., with circulation and rate data.

Table for TENNESSEE, listing newspapers like Chattanooga News, Clarksville Leaf-Chronicle, etc., with circulation and rate data.

(The Volunteer is the morning edition of the Herald.)

Table for TEXAS, listing newspapers like Abilene Reporter, Amarillo News, etc., with circulation and rate data.

The list of papers is corrected to January 1, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1918, as reported to the Audit Bureau of Circulations or the Government under the Act of Congress of August 24, 1912. The aggregate rates (14 aggregate lines equal 1 inch) are the minimum space rates applying to general "foreign" advertising, in effect January 1, 1919, and include all changes in rates received by publisher's Adv. Rising Rate Sheets, Inc., up to noon, Monday, January 6, 1919. Roman type, published mornings; italic type, published evenings. (A)—Every morning; (B)—Morning, ex. Sunday; (C)—Morning, ex. Monday; (D)—Morning, ex. Sunday and Monday; (E)—Morning and evening week days; (F)—Morning and evening week days and Sunday morning; (G)—Morning, ex. Monday and evening, ex. Sunday; (H)—Morning, ex. Sunday and Monday and evening, ex. Sunday; (I)—Evening, ex. Sunday; (J)—Evening, ex. Sunday; (K)—Evening, ex. Sunday and Monday; (L)—Evening, ex. Sunday and Monday; (M)—Evening, ex. Sunday and Monday; (N)—Evening, ex. Sunday and Monday; (O)—Evening, ex. Sunday and Monday; (P)—Evening, ex. Sunday and Monday; (Q)—Evening, ex. Sunday and Monday; (R)—Evening, ex. Sunday and Monday; (S)—Evening, ex. Sunday and Monday; (T)—Evening, ex. Sunday and Monday; (U)—Evening, ex. Sunday and Monday; (V)—Evening, ex. Sunday and Monday; (W)—Evening, ex. Sunday and Monday; (X)—Evening, ex. Sunday and Monday; (Y)—Evening, ex. Sunday and Monday; (Z)—Evening, ex. Sunday and Monday. The bold faced circulation figures represent the average NET PAID circulation for the 6 months' period ending September 30th; the light face figures represent the average NET PAID circulation for the 6 months' period ending March 31st preceding. The light face rate figures indicate that the rate has been estimated. Because there is no question as to what the A. B. C. figures actually represent, A. B. C. figures are used in preference to Government figures whenever available. The dagger (†) indicates that the figures have been taken from A. B. C. statements.

TEXAS—Continued			VIRGINIA—Continued			WEST VIRGINIA—Continued		
	Net Paid Circulation	Minimum Agt. Li. Space Rate		Net Paid Circulation	Minimum Agt. Li. Space Rate		Net Paid Circulation	Minimum Agt. Li. Space Rate
Port Arthur	News (T) .0142858		Norfolk	*Ledger-Dispatch (R) 46,145 .06		Keyser	Mineral News (R) .0107143	
	Sunday Edition (M) .0142858			*Virginian-Pilot (B) 33,795 .06		Mannington	Telegram (R) .0107143	
	Record (U) .0107143			*Sunday Edition (M) 143,034 .07		Martinsburg	*Journal (R) 3,116 .0089286	
San Angelo	Standard (S) 2,820 .015		Petersburg	Index-Appeal (C) 4,650 .0178572			World (R) 2,986 .0057143	
San Antonio	Commercial Recorder (B) .0357143			Progress (R) 6,500 .025		Morgantown	New Dominion (B) 2,300 .0107143	
	(Court News) (B) .0357143		Portsmouth	Star (S) 3,551 .025			Echo (R) 2,816 .0089286	
	*Express (B) 136,975 .07		Pulaski	Southwest Times & News Review (R) 1,676 .0142858		Moundsville	Journal (R) 1,660 .0085715	
	*Sunday Edition (M) 150,932 .08		Richmond	Journal (R) 21,311 .05		Parkersburg	News (A) 6,327 .0128572	
	*Light (Y) 128,379 .06			*News Leader (R) 145,160 .07			Sunday Edition (M) .0142858	
	*Saturday Edition (Y) 122,404 .06			*Times-Dispatch (B) 133,254 .07		Princeton	*Sentinel (R) 6,472 .0114286	
	*Sunday Edition (M) 131,970 .06			*Sunday Edition (M) 148,135 .08			Press (R) .0157143	
	News (From 9-3-18 to 9-30-18) (R) 19,057 .06		Roanoke	Virginian (D) 110,822 122,850 .04		Sistersville	Review (R) .0042858	
San Benito	Light (R) .0064286			*Times (R) 11,653 .04		Wellsburg	Herald (R) 792 .0064286	
Sherman	Courier (C) 1,705 .0128572			*World-News (R) 112,028 .04		Wheeling	*Intelligencer (B) 11,366 .025	
	Democrat (R) 2,372 .0128572		Staunton	*Sunday Times (M) 15,613 .04			*News (S) 16,225 .035	
Sulphur Springs	News-Telegram (R) 860 .0085715			*Leader (morning also) (R) 14,972 .015			*Sunday Edition (M) .045	
Sweetwater	Reporter (R) .0071429		Winchester	News (C) .0114286		Register	Register (A) 15,818 .03	
Taylor	Democrat (R) .0107143			*Star (R) 13,793 .0089286			Sunday Edition (M) .035	
	Press (R) 973 .0071429		WASHINGTON			Williamson	Telegram (R) .0107143	
Temple	*Telegram (B) 17,655 .025		Aberdeen	*World (R) 6,601 .02			News (R) .0128572	
	*Sunday Edition (M) 18,487 .03		Bellingham	American Reveille (D) 9,079 .03		WISCONSIN		
Terrell	Transcript (R) 1,619 .0107143			Sunday Edition (M) 9,866 .03		Antigo	Journal (R) 2,500 .01	
	Tribune (R) 1,746 .0071429			Herald (R) 10,606 .03		Appleton	*Crescent (R) 12,505 .0128572	
Texarkana	Sunday Edition (M) .0071429		Centralia	Chronicle (R) 2,648 .0107143			*Post (R) 14,140 .0128572	
	Four States Press and Courier (A) 5,156 .0178572			Hub (S) 2,520 .01		Ashland	Press (R) .0071429	
	Texarkanian—see Texarkana, Ark.		Ellensburg	Record (R) 1,691 .0107143		Baraboo	News (R) 1,575 .0057143	
Timpspon	Times (No Thurs. Issue) (R) .0057143		Everett	*Herald (R) 11,087 .03			Republic (R) 1,000 .0057143	
Tyler	Courier-Times (R) 1,730 .0089286		Hoquiam	Tribune (C) 2,787 .025		Beaver Dam	Citizen (R) 1,699 .0092858	
	Tribune (C) .0071429			Grays Harbor Washingtonian (C) 2,200 .0142858		Beloit	*News (R) 16,350 .0071429	
	Sunday Edition (M) .0107143			Sunday Edition (M) .0142858		Berlin	Journal (R) .0071429	
Victoria	Advocate (R) 800 .0107143		Olympia	Olympian (C) 1,150 .01		Chippewa Falls	Chippewa Herald (R) 2,293 .0128572	
Waco	Colored Observer (Negro) (B) .0071429			Recorder (R) 1,215 .01			Independent (U) .0096429	
	*News Tribune (B) 112,949 .035		Port Angeles	Herald (R) .0089286		Eau Claire	*Leader (D) 15,494 18,771 .0235715	
	*Sunday Edition (M) 19,556 .035			News (R) .0107143			*Telegram (R) 13,277 .0235715	
	(From 5-20-18) (S) 8,112 .025		Port Townsend	Leader (C) .0071429		Fond du Lac	*Commonwealth (M) 15,648 .0235715	
Waxahachie	Light (R) .0214286		Seattle	Bulletin (Court News) (B) .02			*Reporter (R) 5,872 .0164286	
Weatherford	Herald (R) 980 .0064286			*Post-Intelligencer (B) 150,777 .09		Grand Rapids	Leader (R) 4,719 .015	
Wichita Falls	Wichita Times (U) 4,479 .0214286			*Sunday Edition (M) 163,207 .12		Green Bay	*Press Gazette (R) 110,728 .025	
	Wichita Tribune (A) 4,900 .0214286			Produce News (R) .0107143		Janesville	*Gazette (R) 17,470 .025	
Yoakum	Herald (R) .0067858			*Star (R) 76,248 .095		Kenosha	*News (R) 4,838 .0107143	
	Times (C) .0071429			*Times (R) 167,823 .11		La Crosse	*Trib. and Leader-Press (R) 113,134 .03	
UTAH				*Sunday Edition (M) 188,560 .15		Madison	*Sunday Edition (M) 12,609 .03	
Logan	Journal (R) 1,682 .0142858			Union Record (R) .025			Capital Times (R) 6,627 .02	
Ogden	*Examiner (B) 14,860 .0214286		Spokane	*Chronicle (R) 143,080 .08			Democrat (D) 16,625 .0157143	
	*Sunday Edition (M) 15,505 .0214286			Press (R) 9,679 .03			*Sunday Edition (M) 114,704 .035	
	*Standard (R) 17,269 .025			*Spokesman-Review (B) 142,911 .085		Manitowoc	*Wisconsin State Journal (R) 114,551 .035	
Salt Lake City	*Deseret News (T) 118,541 .04			*Sunday Edition (M) 157,115 .119			*Sunday Edition (M) 114,551 .035	
	*Saturday Edition (Y) 121,652 .05		Tacoma	Index (Court News) (R) 419 .0178572			*Herald-News (R) 13,877 .0164286	
	Herald (B) 16,586 .05			*Ledger (R) 115,035 .05		(On 10-1-18, the Herald and the News were combined and are now published as the Herald-News)		
	(From 7-9 to 10-1-18) (M) .06			*Sunday Edition (M) 140,713 .07		Marinette	Eagle-Star (R) 3,181 .015	
	*Telegram (3 mos. st/ml) (R) 129,868 .07			*News-Tribune (3 mos. st/ml) (R) 138,390 .07		Menasha	Record (R) .0057143	
	*Tribune (B) 39,707 .06			Times (R) 18,065 .035		Merrill	Herald (R) 2,322 .0107143	
	*Sunday Edition (M) 62,924 .08		Vancouver	Columbian (R) 1,460 .0142858		Milwaukee	*Journal (R) 119,375 .14	
VERMONT			Walla Walla	*Bulletin (R) 14,934 .02			*Sunday Edition (M) 192,446 .14	
Barre	*Times (R) 16,613 .0142858			*Sunday Edition (M) 14,867 .02			Leader (B) .0142858	
Bennington	Essex (R) 2,821 .0071429			Union (D) 13,195 .0142858			Reporter (Court News) (B) .0142858	
Brattleboro	Reformer (R) 2,568 .01			*Sunday Edition (M) 13,297 .0142858			*Sentinel (B) 139,009 .10	
Burlington	*Free Press (B) 110,534 .025		Wenatchee	*World (R) 16,167 .025			*Sentinel (R) 140,404 .10	
	News (R) 8,750 .02		Yakima	*Yakima Herald (D) 14,127 .015			*Sunday Edition (M) 168,070 .10	
Montpelier	Argus (R) 3,015 .01			*Sunday Edition (M) 14,697 .015		Monroe	Journal (R) 885 .0035715	
Rutland	*Herald (B) 17,727 .0178572			*Yakima Republic (R) 14,204 .015			*Times (R) 12,680 .01	
	News (R) 3,742 .0107143		Bluefield	WEST VIRGINIA		Neenah	News (R) 952 .0071429	
St. Albans	Messenger (R) 3,391 .0085715			Telegraph (C) .0128572		Oshkosh	*Northwestern (R) 11,225 .0142858	
St. Johnsbury	Caledonian (R) .0071429		Charleston	Sunday Edition (M) .0160714		Portage	Democrat (R) 113,625 .03	
Alexandria	Gazette (R) .0107143			Gazette (A) 11,953 .02		Racine	*Journal-News (R) 7,483 .025	
Bristol	*Herald-Courier (C) 10,862 .025			Leader (M) 6,973 .0142858			*Times-Call (R) 6,442 .015	
Charlottesville	Progress (R) .0107143		Clarksville	*Mail (M) 18,586 .02		Rhineland	News (R) .0089286	
Clifton Forge	Review (R) 1,221 .0089286			Exponent (C) 8,607 .0185715		Sheboygan	*Press (R) 6,329 .0214286	
Covington	Virginian (R) .0085715			*Telegram (R) 18,023 .02		Stevens Point	Telegram (R) .0107143	
Danville	Bee (R) 5,036 9,714 .027		Elkins	*Sunday Edition (M) 17,746 .02		Stoughton	Journal (R) 1,897 .0107143	
Fredericksburg	Register (C) 4,678 .027		Fairmont	Inter-Mountain (R) .0107143		Superior	Courier-Hub (R) 1,104 .0071429	
	Star (R) 1,500 .0071429			Times (B) 7,209 .0185715		Watertown	*Telegram (R) 116,007 .035	
Harrisonburg	Independent (B) 4,437 .0142858		Grafton	Sunday Edition (M) .0185715		Wausau	Times (R) .0142858	
	*News-Record (B) 17,242 .0178572		Hinton	West Virginian (R) 5,420 .02			*Record-Herald (R) 5,102 .0178572	
Hopewell	Record (R) .0178572			Sentinel (R) 2,476 .0107143		WYOMING		
Hot Springs	Day Letter (R) .05			Independent-Herald (R) .0035715		Casper	Press (C) 2,253 .0178572	
Lynchburg	*Advance (R) 16,073 .015		Huntington	News (R) .0035715			Tribune (R) 3,025 .0214286	
	*News (D) 10,992 .025			*Advertiser (R) 18,231 .02		Cheyenne	State Leader (C) 6,922 .02	
	*Sunday Edition (M) 112,605 .025			Sunday Edition (M) .02			*Wyoming State Tribune (R) 14,982 .02	
Newport News	*Press (D) 17,450 120,660 .03			(Since June 6, 1918, the Advertiser has issued a Sunday Edition)		Laramie	Boomerang (A) .0085715	
	*Times-Herald (R) 113,210 120,660 .03			*Herald-Dispatch (A) 10,651 .0214286			Republican (A) 1,266 .0085715	
	*Sunday Press (M) 19,925 .03					Sheridan	Enterprise (R) 3,563 .0142858	

The list of papers is corrected to January 1, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1918, as reported to the Audit Bureau of Circulations or the Government under the Act of Congress of August 24, 1912. The aggregate line rates (14 aggregate lines equal 1 inch) are the minimum space rates applying to general "foreign" advertising, in effect January 1, 1919, and include all changes in rates received by Barbour's Advertising Rate Sheets, Inc., up to noon, Monday, January 6, 1919. Roman type, published mornings; *italic type*, published evenings. "(A)"—Every morning; "(B)"—Morning, ex. Sunday; "(C)"—Morning, ex. Monday; "(D)"—Morning, ex. Sunday and Monday; "(E)"—Morning and evening week days; "(F)"—Morning and evening week days and Sunday morning; "(G)"—Morning, ex. Monday and evening, ex. Sunday; "(H)"—Morning, ex. Monday and evening, ex. Saturday and Sunday; "(I)"—Morning, ex. Sunday and Monday and evening, ex. Sunday; "(J)"—Sunday exclusively; "(K)"—Every evening; "(L)"—Evening, ex. Sunday; "(M)"—Evening, ex. Sunday and Sunday morning; "(N)"—Evening, ex. Saturday and Sunday morning; "(O)"—Saturday exclusively; "(P)"—Saturday exclusively. The asterisk (*) indicates membership in the A. B. C. The bold faced circulation figures represent the average NET PAID circulation for the 6 months' period ending September 30th; the light face figures represent the average NET PAID circulation for the 6 months' period ending March 31st preceding. The light face rate figures indicate that the rate has been estimated. Because there is no question as to what the A. B. C. figures actually represent, A. B. C. figures are used in preference to Government figures whenever available. The dagger (†) indicates that the figures have been taken from A. B. C. statements.

E DITOR & PUBLISHER presents the feature which concludes on this page to its readers in the full realization of its service-value to them. Every reader of this newspaper has use, either occasionally or constantly, for a handy and up-to-date list of daily newspapers. This list supplies that need. For the present and the immediate future it will stand as the latest and, therefore, the most accurate list of its kind.

Every national advertiser and space buyer needs, all the time, dependable information as to RATES and as to circulations—and this information is given in connection with the list of newspapers.

It is proper to remind our readers, in this connection, that EDITOR & PUBLISHER is a trade newspaper devoted unreservedly to the interests and the service of advertisers, space buyers and newspapers. The example of service afforded by the feature under discussion is typical of our aims and achievements.

EDITOR & PUBLISHER

World Building,

New York



“OHIO FIRST”

OHIO is one of the greatest producing states in the Union, and one of the biggest buying states.

The OHIO MIND is alert,—quick to make decisions and prompt to act, consequently her 1,138,165 family-heads respond to advertisers' messages in OHIO NEWSPAPERS in the shortest time.

While most other states are thinking it over, OHIO DOES IT!

One intelligent try-out campaign in the accompanying list of OHIO NEWSPAPERS will substantiate this fact.

OHIO is a state of preferred buyers, keen in their analysis of fundamentals, ready and willing and able to buy with ready cash at a moment's notice.

National Advertisers must reach before they touch.

These newspapers reach all Ohio's worthwhile buyers.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	32,807	.04	.04	Dayton News	(E) 36,652	.055	.055
Akron Times	21,517	.03	.03	Dayton News	(S) 28,216	.035	.035
Athens Daily Messenger	8,115	.02	.02	Lima Daily News	(E&S) 11,710	.0265	.0207
Canton News	(E) 13,636	.03	.03	Lima Republican Gazette ..	(M&S) 10,008	.0143	.0143
Canton News	9,571	.03	.03	Marion Daily Star	(E) 9,664	.02	.02
Chillicothe News-Advertiser	3,055	.00714	.00857	Newark American-Tribune ..	(E) 6,380	.0128	.0128
Cincinnati Enquirer, 5c.... (M&S)	55,504	.12	.12	Piqua Daily Call	(E) 4,010	.0115	.0115
*Cleveland News	(E) 134,461	.19	.19	Portsmouth Daily Times	(E) 11,818	.02	.02
*Cleveland News-Leader	(S) 142,425	.19	.19	Springfield News	(E&S) 13,550	.025	.025
Cleveland Plain Dealer	(M) 182,552	.24	.24	Toledo Blade	(E) 81,897	.13	.11
Cleveland Plain Dealer	(S) 205,825	.27	.27	Youngstown Telegram	(E) 21,735	.05	.05
Columbus Dispatch	(E) 81,656	.115	.105	Youngstown Vindicator	(E) 23,685	.05	.05
Columbus Dispatch	(S) 71,164	.115	.105	Youngstown Vindicator	(S) 19,065	.05	.05
Columbus (O.) State Journal (M)	54,195	.10	.09	Zanesville Signal	(E) 11,809	.025	.025
Columbus (O.) State Journal (S)							

*A. B. C. statement, average 18 months, ending April 1, 1918. Others are Government statements October 1, 1918.

"FLU" EPIDEMIC HIT CARRIERS HARD

J. M. Schmid Tells How Indianapolis News Met Difficulties—Breakdown of Delivery System Avoided Only Through Loyalty of Employees

How the Indianapolis News, with its 5,200 carriers in the city and State, was able to meet a serious situation, brought on by the "flu" epidemic, will interest other circulation managers whose forces were much disorganized during the past few months.

J. M. Schmid, circulation manager, in discussing the matter with a representative of **EDITOR & PUBLISHER**, said that in all his experience in newspaper circulation work there was no time in which his organization was so seriously affected as it was during October, November, and December on account of this dreadful epidemic.

"Schools were closed in all parts of the State," he said, "and there was a general ban on nearly every line of business in which there was a gathering of many people. Mothers were afraid to allow their boys to go near places in which there were cases of the 'flu,' with the result that boys temporarily gave up their routes and placed substitutes in charge. In many cases the substitutes either became frightened and quit or were taken ill, and it then devolved upon district men to make delivery of routes after their distribution work at sub-stations had been done.

"The News always has up-to-date lists of subscribers on file at each of its thirty-six supply stations, and when a carrier fails to show up or sends a substitute his supply of papers is taken to the home of the carrier, and if he is found ill or the parents do not care to assume any risks in sending him out, an appeal is made to have the father, mother, or other grown-ups in the family make the delivery to customers. If this fails, the district man begins delivery himself.

"In a number of instances as many as six routes were delivered night after night by district men, sometimes with the help of other men who were called into action by the heads of the various divisions. On the News, every man must help as long as there is anything to do, there being no such thing as a man going home after completing his work, as long as other men are in trouble.

Problem of Country Town Deliveries

"The greatest difficulty, however, was experienced in country towns. Carriers would get sick and had no way to make delivery and could not get substitutes. The district travelling representatives had made previous arrangements with storekeepers, merchants, postmasters, etc., in the smaller places to have papers left on their counters for distribution, subscribers being glad to make a trip for their favorite newspaper, especially when they knew that their carrier was ill. In the large cities, where there were salaried agents, the same system as adopted in Indianapolis was followed.

"If the salaried agents became ill, which occurred in five or six instances, the road men took their places. At least fifty carriers have died during the past three months, and it was no easy task to replace some of these boys, especially in small towns where whole communities were down with the 'flu.'

"In one town in southern Indiana where there are thirty-six regular sub-

scribers the boy agent became ill and died, and the business was temporarily turned over to the postmaster, who also died within a few days, and the deputy postmaster refused to take over the agency.

"We wired our rural solicitor who lived in that county to proceed at once to take charge. In two days he had called on all subscribers, collected for their subscriptions in advance for one month, and the papers were sent them by mail. At the end of the month the epidemic had subsided and the agency was reestablished.

"It requires constant effort on the part of every cog in the wheel to keep the machinery running.

"The troublesome period has not yet passed, but some of the extraordinary things that have been referred to are almost commonplace now and are handled as if they were a part of the regular routine of the business.

"Floods, snow blockades, and other obstacles which the circulation man meets with in his work are nothing as compared to an epidemic such as is sweeping the country at the present time."

**AD MANAGER WHEN 16,
ADJUTANT GENERAL
NOW WHEN 23**



ADJUT.-GEN. VIRGIL EVANS

Virgil V. Evans, who became classified advertising manager of the Birmingham (Ala.) Ledger when he was only sixteen years old and manager of the Birmingham Bureau of the International News Service immediately after leaving college, has again distinguished himself for precocity by being appointed, at the age of twenty-three, Adjutant-General of the State of Alabama. So far as can be learned, he is the youngest man ever appointed in the United States to this position, which carries with it the rank of Brigadier-General.

When this country declared war on Germany, Mr. Evans at once resigned his position with the International News Service and entered the Officers' Training Camp at Fort McPherson. He was discharged because of an injury to his ear, returned to the International, succeeded through strenuous efforts in being readmitted to training camp and again was discharged because the condition of his ear had grown steadily worse, requiring seven operations.

Not discouraged, he went to Wash-

ington, asking permission to go to France, but was turned down. On returning to Alabama, he organized a National Guard battalion and soon afterward was made Adjutant-General by Gov. Henderson. He is now busily engaged in organizing National Guard units. This work will occupy all his time until the end of the present Alabama State administration, when he will return to the International News Service.

Mr. Evans has made his own way in the world since he was twelve years old, working his way through college and managing to obtain a business education at the same time.

Portland Club Elects Kely

Officers of the Portland (Ore.) Press Club elected for the year 1919 are: President, Carl S. Kely; vice-presidents, R. A. Watson, Monroe Goldstein, and Fred Bealt; secretary, Charles N. Ryan; assistant secretary, Fred J. Brady; treasurer, P. E. Sullivan; librarian, W. H. Galvani; directors, O. C. Merrick, S. B. Vincent, George E. Reynolds, A. A. Rosenthal, A. D. Foss, Frank McGettigan, and James H. Cassell.

NEW REPUBLIC PROVIDED FOR

Major Willard Straight Remembers Magazine in His Will

Major Willard D. Straight, the former newspaper man and prominent figure in the New York business world, who died recently while serving with the army in France, left a will disposing of an estate estimated at \$500,000. The bulk of it goes to his widow.

For the New Republic, which Major Straight and his wife were instrumental in founding several years ago, Major Straight provided a trust fund of \$300,000 to keep the magazine alive ten years, if it did not sooner become self-supporting. This clause became inoperative, because it was to be in effect only if Mrs. Straight died before her husband. The will, however, requests the widow to carry out the couple's mutual wishes as to the support of the magazine.

Kay Agency Invades Japan

The J. Roland Kay Advertising Agency of Chicago and New York has opened an office in Tokio, Japan, under the name of the J. Roland Kay Far-East Company.

Thirty-two of the
biggest National
advertisers use
one newspaper
to dominate
Brooklyn.

The dominant
newspaper they
use is the Stand-
ard Union.

There is nothing

“too good” for

New England

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522.

	Net Paid	2,500	10,000
	Circulation	lines	lines
Boston Advertiser and Amer- ican			
(S)	321,483	.35	.35
(E)	358,515	.40	.40
(ME)	288,216	.30	.30
(S)	320,060	.35	.35
(M)	497,125	.45	.45
(S)	354,706	.35	.35
(E)	50,650	.15	.15
(E)	44,170	.18	.18
(E)	8,653	.025	.025
(E)	6,140	.025	.025
(E)	6,029	.025	.02015
(E)	13,072	.0285	.0214
(E)	13,562	.050	.042
(E&S)	15,000	.04	.04
(ME)	17,242	.035	.035
New Bedford Standard- Mercury			
(ME)	25,291	.05	.05
(E)	19,443	.055	.04
(E)	30,564	.07	.05

MAINE—Population, 762,787.

(E)	26,283	.06	.045
(S)	21,626	.045	.035

RHODE ISLAND—Population, 591,215.

(E)	23,146	.06	.04
(E)	54,208	.12	.12
(M*S)	34,299	.075*10	.075*10
(E)	28,156	.07	.07
(E)	4,252	.021	.021
(E)	10,876	.043	.029

VERMONT—Population, 361,205.

(E)	6,608	.017	.0143
(E)	8,500	.025	.02
(M)	11,226	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post- Telegram			
(M&E)	43,434	.0850	.07
(S)	11,081	.04	.025
(MS)	24,745	.06	.05
(E)	34,759	.06	.06
(ES)	25,389	.06†	.045
(E)	11,064	.03	.025
(M)	4,830	.0128	.0128
(MS)	12,405	.035	.022

†Rate on 2,800 lines.

Government Statements October 1st, 1918.

It is said that the people of Massachusetts have more savings money deposit than those of any other state or section of the United States—in proportion to their numbers, of course.

Her sister states of New England make almost as good a showing.

Connecticut has over \$350,000,000 in savings banks, 680,000 depositors—an average of \$500 each.

Make your own comparisons!

Take little “Rhody.” Rhode Island has 161,400 depositors with nearly \$100,000,000 in savings banks, or \$575 for each.

In Maine the average is \$447;

In New Hampshire, \$474;

In Vermont, \$440.

And remember: New England, with the money in bank to buy the best and the will to do it, READS the newspapers for enlightenment, for the news of the world. And the “news” that interests its people has to do with what they shall spend their money for.

Before they Order

THEY WANT TO “KNOW”

GOT BIG NEWS BEAT BY USING AIRPLANE

Frederick A. Smith, of Chicago Tribune, Left His Associates and Flew Into Berlin, Avoiding Delay from Congested Highways and Railroads

Frederick A. Smith, popularly known to the Chicago fraternity as "Freddy," who was former city editor of the Chicago Tribune, but for a number of months correspondent for that paper with the A. E. F. in France, cabled from Paris seven remarkable news articles obtained as the result of being the first American newspaper correspondent to make his way through the Franco-American Army lines on the west front and penetrate to the heart of revolutionary Germany.

Four other correspondents entered Germany with Mr. Smith, but at Frankfort he effected airplane transportation straight into Berlin, thus gaining two days for additional research, and making the flight of 385 miles in three hours and thirty-five minutes.

"This," according to his cabled report, "was of great advantage on account of the congested conditions of the railroads and highways, due to the demobilization of the armies and the rushing of equipment, men, and stores back from the frontiers.

"Travelling by train or motor car was so slow that it often presented seemingly insurmountable difficulties because of the shattered railway service, the crowded roads, and the lack of tires and gas for automobiles, but the enforced delays gave opportunities for the study of Germany which otherwise would have been impossible."

Mr. Smith spent two weeks travelling in the interior of Germany, eight days of which were passed in the capital, and he laconically gives as the reason for his sensational trip his "belief that the best way to discover the truth about political and economic conditions in Germany was to go there and see" for himself.

Washington Editors to Meet

The place of the country editor in his community, with special reference to reconstruction problems, will be the chief topic of discussion at the seventh Washington Newspaper Institute, to be held at the University of Washington January 16, 17, and 18. Editorial and advertising problems also will receive consideration. The institute is designed to be a short course in weekly newspaper publishing.

Chicago Tribune's Great Record

The Chicago Tribune printed, during 1918, a total of 1,017,354 separate advertisements.

A. A. C. W. SUED FOR LIBEL

Pan Motor Company Seeks Balm for Alleged Injuries to Its Business

Two libel suits against the Associated Advertising Clubs of the World, asking damages totalling \$500,000, were filed in the Circuit Court at Indianapolis on January 4 on behalf of the Pan Motor Company, a Delaware corporation doing business at St. Cloud, Minn., and its president, S. C. Pandolfo.

It is set forth in the complaints that the Associated Advertising Clubs of the World published in its magazine, Associated Advertising, in May, 1918, an article charging "that the statements issued by the plaintiff descriptive of its business and business prospects were untrue," and that by reason of "the false and malicious publication the plaintiff and its business have been greatly damaged and injured in reputation and standing."

Will Direct Government Savings

Guy Emerson, director of publicity for the Liberty Loan Committee in New York and vicinity, has been appointed director of government savings for the Second Federal Reserve District. Under the present plan it is said that there will be a closer coöperation between the Liberty Loan and the War Savings Stamp organization, and the towns and cities in the district will hereafter have combined quotas for Liberty bonds and War Savings Stamps.

"Our Boys in France" Smoke Fund Makes Wide Appeal

450 Newspapers and 99 Magazines Co-operating—\$395,000 Raised, Providence Journal Leading

The Providence (R. I.) Journal celebrated New Year by passing the \$92,000 mark in subscriptions for the "Our Boys in France" tobacco fund.

There are 450 newspapers and 99 magazines throughout the country collecting money for this fund to provide American soldiers in France with free smokes. The fund as a whole has raised over \$395,000.

With the Providence Journal leading with over \$92,000, the next nearest is the Seattle Star with \$46,218.61. The next ten in the honor roll of the "Our Boys in France" tobacco fund, are the San Francisco Bulletin, \$33,075.27; Chicago Tribune, \$16,587.92; Elizabeth Daily Journal, \$16,574.44; Cleveland News, \$17,907.41; Oklahoma Times, \$11,034.87; Hartford Times, \$9,458.37; Wilmington Evening Journal, \$7,445; Schenectady Gazette, \$7,158.07; Milwaukee Sentinel, \$5,333.58, and the Louisville Courier-Journal, \$4,862.95.

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

In St. Louis in 1918

The Star was the Only one of all five newspapers to Gain in Total Paid Advertising over 1917

In Local Display and in Total Paid The Star in 1918 printed More Advertising six days a week than the Globe-Democrat, the Republic or the Times.

The Star's splendid advertising and circulation records for the past three years must command the attention and interest of advertisers everywhere.

The Star's increase in National Advertising for December was in excess of 100%.

A Service Department that really serves.

Foreign Advertising Representatives:
Story, Brooks & Finley
CHICAGO NEW YORK
People's Gas Bldg. Fifth Ave. Bldg.
PHILADELPHIA
Colonial Bldg.

—don't say "Paper"
Say "STAR"

1,178 PUBLICATIONS QUIT IN 1918

Decrease in United States Amounted to About 5 Per Cent.—1,400 Weeklies, 120 Dailies and 300 Monthlies Consolidated During Year

[From N. W. Ayer & Son.]

There was a decrease of 1,178 publications in 1918. This decrease was entirely in the United States, Canada having held its own last year, although in the preceding two years it had lost about 10 per cent. of its publications.

The decrease in the United States amounts to about 5 per cent. of the publications listed in last year's Annual. The preceding year showed a decrease of 2.3 per cent., making a total decrease since we went into the war of a little over 7 per cent. We killed 1,954 publications during the year, several hundred more than in any previous year in the Annual's history.

The deaths last year by suspension or consolidation included nearly 1,400 weeklies, about 120 dailies, 300 monthlies, and over 100 of other issues.

More Than 300 Consolidations

There were more than 300 consolidations during the year, chiefly in the country districts, resulting often in one or two strong papers, usually issued from the county seat, instead of a number of small papers scattered through the county. This is indicated by the fact that although the towns having newspapers are 421 less in number than a year ago, only eight of the missing towns are county seats.

The 1,954 deaths were partly counterbalanced by 776 new ventures, not more than half of the number usually shown in each new Annual. The Government's restrictions on the starting of new periodicals, together with other conditions affecting the publishing business, tended to decrease greatly the number of new enterprises.

The reasons for the large number of suspensions are, of course, well known. The scarcity of print paper, its high cost, the greatly increased prices of everything which goes with the making of a newspaper, and the suspension of many newspapers whose publishers went into the National Army or have taken part in other Government activities connected with the war, have all tended to make 1918 a year of great mortality in the periodical field.

Last of the "Dollar" Weekly Paper

This is especially true of the country weeklies. The margin of profit for the country publisher was never very wide, and conditions in the last two years have, in many cases, brought it pretty close to the vanishing point. Many of them have raised their subscription rates, so many, in fact, that a dollar can no longer be considered the standard subscription price for a weekly newspaper.

Another feature is the discontinuance of many weekly editions of daily papers. The weeklies of this class are fast being absorbed by the dailies, as where local conditions are such as make a small town daily a success, such success is almost always attained by its displacing the weekly. "R. F. D." was the "writing on the wall" that forecast the gradual disappearance of innumerable country weeklies.

That war conditions have hurt the country weekly most is shown by the report to the Annual of a great "ready print" organization. Country papers find the ready print of great value, and

McADOO PRAISES NEWSPAPERS FOR WAR WORK IN MESSAGE THROUGH EDITOR & PUBLISHER

By WILLIAM G. McADOO,
Director-General of Railroads and Former Secretary of the Treasury.

THANK you warmly for your invitation to say a word regarding the work done by the editors and publishers of the newspapers throughout the country during the war, and indicating how they can best serve the nation during the coming year.

Through their magnificent support of the Liberty Loan, War Savings and other Government campaigns the newspapers, magazines, and press associations of the United States have rendered a war service of inestimable value during the year just passed.

This work will not be completed until every heroic soldier and sailor has been restored to his home on American soil, and the cost of war has been fully paid. American mediums of publicity therefore, during the present year at least, will have an inspiring opportunity to give assistance to their Government of incalculable benefit.

America faces a new era. The whole world calls to her. If we realize our potentialities and organize effectively for the friendly rivalries of peace, America should astound mankind by her progress. In such an inspiring endeavor the newspapers and magazines of the United States should be happy to play a leading rôle.

almost all of its patrons are of that class. While publications of all classes in the Annual show a decrease of about 5 per cent. and weeklies of all kinds a little over 6 per cent., the users of ready prints from this one concern have decreased in the past year from 5,743 to 5,268, a drop of over 8 per cent. We look, however, for a considerable increase in this class next year.

Many New Ones Waiting

The Government's restrictions have been relaxed, and many of them removed entirely, the publishers in the army and those who have been engaged in other work will mostly be back in their old occupation, and when the Government is no longer so strong a competitor as a purchaser and consumer of raw materials of all kinds, more materials will be available for the public, and prices for the things needed by the publisher will tend gradually to more reasonable figures, and many who have been awaiting more favorable conditions will make a start, which many suspended publications will no doubt be revived.

The publications printed in German decreased, as was to be expected. The 1918 Annual listed 490 German papers, the 1919 book lists 327, a drop of over one-third, and the end is not yet, as doubtless there are many still to be heard from, our information being necessarily collected some time in advance of the Annual's going to press, in November.

N. Y.'s OLDEST NEWSPAPER WOMAN

Mrs. Cross, Dead at 83 Years, Was Also Advertising Agent

Mrs. Helen F. Cross, New York's oldest active newspaper woman, died January 5, aged 83 years. About twenty years ago she became society editor of the Mail and Express, and afterwards she was an advertising agent. She continued active in newspaper and advertising work up to a short time ago. Mrs. Cross was a native of Geneva, N. Y., and before settling in New York City lived in Detroit.

Robert Johnstone Mooney has retired as vice-president of the William H. Rankin Company, Chicago, and has accepted the presidency of the Dooley-Brennan Advertising Company. Mr. Mooney was for several years publisher of the old Chicago Inter Ocean.

CHARGE CANADIANS BOOSTED COSTS

Publishers, at Resumed Hearings Before Commissioner, Show Patriotic Gifts and Legal Expenses Were Included in Newsprint Manufacture

(By Wire to Editor & Publisher.)

OTTAWA, January 9.—The newsprint inquiry was resumed before the Paper Control Tribunal Wednesday. Publishers and manufacturers both are appealing from the award made last September by Commissioner Pringle.

In place of the \$69 per ton which Mr. Pringle approved as the minimum price, retroactive to July 1, publishers suggest \$50, and say this figure would give high-cost mills a larger profit than before the investigation, while it would enable low-cost mills to operate at a profit much in excess of that antedating the Pringle probe. The manufacturers ask that the Pringle price be increased to \$80 per ton, retroactive to January 1, 1918.

The brief of the publishers alleges methods used to "boost" cost figures of mills. It is shown that some mills have been including contributions to patriotic funds as "cost," instead of treating them as an allocation of profits. The Booth mill includes a patriotic fund, Y. M. C. A., and other contributions in cost to the extent of 25 cents per ton.

Claim Big Reduction

Mr. Pringle found the average cost of newsprint to the Booth mill for the first six months of 1918 was \$55.70, but the publishers claim this would be reduced to \$36.44 by allowing for errors amounting to \$15.61 per ton, while further reduction of \$3.65 is asked to offset the Commissioner's practice of averaging four high-cost winter months with two low-cost months.

Objections taken to Booth costs are typical. Price Brothers charged up as a cost the value of lumber contributed for the relief of the Halifax sufferers. Laurentide charged as a cost in manufacture of newsprint \$30,000 outlay in defending the criminal prosecution by the Attorney-General of the United States for violation of the Sherman law.

On the question of \$8 per ton increase allowed mills from July 1, 1918, the publishers make the following com-

parison, using Laurentide mills as an illustration: Average cost first six months, 1918, as found by Mr. Pringle, \$44.98. July cost, as per latest report from Government auditor, August, \$44.06; September, \$46.74.

The publishers ridicule the manufacturers' claim that from 15 to 20 per cent. should be allowed as a return on capital investment. They contend the business is not hazardous, and there is no competition resulting in price-cutting. They show that the Laurentide Company retained in its business less than 19 per cent. of profits in 1914, less than 20 in 1915, and less than 25 in 1916.

On the question of profits, the publishers claim the following profits per ton being made by mills on basis of Pringle award: Laurentide, \$31.96; Booth, \$32.57; Price, \$29.74; Donnacona, \$29.40; Fort Frances, \$29.77.

Publishers claim no special allowance should be made Fort Frances Company, claiming its high costs are due to diversion to American mills of company power and water which should have been used on Canadian side.

OBITUARY NOTES

JOHN T. BELL, formerly engaged in newspaper work in St. Louis, Chicago, Nashville, and Omaha, and at one time part owner of the Oakland (Cal.) Enquirer, died recently in Seattle at the age of seventy-seven. In 1911 Mr. Bell retired from the city newspaper field and for six years was proprietor of the Enterprise at Newberg, Ore. He was very active in the Oregon Editorial Association.

SAM HUNT, rate and copy clerk in the advertising department of the Rocky Mountain News and Denver Times, died January 1, after a three days' illness from influenza. He had been at his desk, apparently in the best of health, only three days before. Mr. Hunt was formerly employed on the Denver Express, leaving that paper to go to Sterling, Colo., on the Sterling Advocate, from which he came to the News.

EMMET B. KEDIAN, police reporter of the Brockton (Mass.) Times, died January 4, after three years' illness from tuberculosis. He was a charter member of the Brockton Press Club and Brockton correspondent for several Boston papers.

LIEUT. BEN H. DYER, assistant circulation manager of the Dallas (Tex.) Morning News and Evening Journal, died January 1, from Spanish influenza-pneumonia.

MRS. LOLA V. HAYS, assistant editor of the Red Triangle, is dead in St. Louis.

JOSIAH KILDOW, for many years editor and publisher of the Gainesville (Tex.) Daily Messenger and Chronicle, died January 2, 88 years old.

LESTER OSBORNE, JR., a night editor of the Associated Press in Denver, and one of the best known newspaper men of the State, died of influenza December 29.

LORENZO CHAMBERLAIN, formerly on the editorial staff of the Nebraska State Journal, Lincoln, died in an army hospital in New Jersey recently of pneumonia.

PAUL BUTLER, long with the Nebraska State Journal at Lincoln, but more recently with the United Press, died of pneumonia at Duluth recently where he was in charge of the United Press bureau.

A Virile Newspaper

READERS of the New York Evening Post differ widely in some ways but they all have one thing in common—*they demand the best!*

That means that The Evening Post must concentrate the energies and talents of highly trained editorial specialists in every field it enters. And in every one it wins high distinction.

The man who is interested in finance looks to The Evening Post for financial news more prompt, more accurate, more authentic than he can secure anywhere else. It is natural that he think of it as chiefly a financial newspaper.

But that is by no means true.

“The Evening Post!” says the devotee of music and the drama. “If for nothing else I read it because I must know what HENRY T. FINCK and J. RANKEN TOWSE are writing.”

The department of sports—with CHARLES PIKE SAWYER and LAWRENCE PERRY—has its ardent champions. The editorial page, the book reviews, the articles by SIMEON STRUNSKY and DAVID LAWRENCE and the general news features are the centres of interest to others.

The whole truth is that The New York Evening Post is a newspaper of broad and general appeal to men and women who discriminate. And these persons appreciate the newspaper **as a whole.**

Evening Post readers are

THE NEW YORK EVENING POST -

with a Varied Appeal

EVENING POST advertising by its variety and range illustrates this breadth of appeal.

Of course The Evening Post is supreme in the afternoon field in financial advertising. In December, 1918, it surpassed its nearest competitor by a lead of 30,749 lines, having a lineage of 61,615.

In book advertising with 32,266 lines it exceeded the week-day record of all New York newspapers, morning and evening, except one, and it carried nearly six times as much as the next afternoon newspaper in Manhattan.

In art it was overwhelmingly first in the afternoon field with more than twice the volume carried by its nearest competitor.

In real estate advertising The Evening Post, with 28,051 lines, led all six-day afternoon papers.

In resorts it ranked first in the six-day afternoon field with 13,426 lines.

In public service advertising it was next to the head of the list.

In short, every kind of enterprise that has an appeal to wide-awake, intelligent, prosperous men and women finds a place in The Evening Post. Automobiles, charity and religious interests, musical instruments, the better grade of merchandise of the department stores and women's specialty shops are largely represented.

And every line of it finds an audience among men and women of unsurpassed purchasing power.

Variety of centres for reader-interest means variety of approach to the reader's mind
—which controls his pursestrings.

s are worth cultivating.

- - - **20 Vesey Street, NEW YORK**

CHIEF HAPPENINGS OF INTEREST DURING THE YEAR 1918.

Occurrences in Newspaper and Advertising Fields Set Forth
in Chronological Order as Compiled From Data
Taken From Editor & Publisher

THE year just happily brought to a conclusion was crucial in many respects for publishers and advertising interests. The shortage of newsprint, which still continues, brought about economies that theretofore had scarcely been considered practical, and the high cost of all material used in producing a newspaper caused hardship in many an office.

The war, with its consequent limitation of the usual product of many factories, had its effect upon the volume of advertising by manufacturers, so that there was a slight falling off in the business of a number of agencies.

Important Happenings Grouped by Months

The chronicle here presented groups important happenings in the months in which they occurred, segregating from happenings of a general character changes that have affected the ownership or publication of newspapers, and the passing away of prominent men. The date of each occurrence is placed at the end of the line recording it. In some instances dates were obscure or doubtful. In these cases they have been omitted.

January

I. U. Sears made business manager of Davenport (Ia.) Times (1).

Committee on Public Information issued revised rules for voluntary censorship of the press (1).

Printers on New York daily newspapers get \$2 weekly increase, scale to obtain for six months at \$35 for morning men and \$32 for evening men (1).

Audit Bureau of Circulations, at a special meeting in Chicago, decided to submit proposed increase in membership fees to mail vote, passed publicity by-law amendment, subject to mail vote of Class A members, permitting publication of portions of A. B. C. auditor's reports in connection with promotion advertising (1).

New York Herald and Telegram elected to Publishers' Association (2).

Postmaster-General Burleson, Senator Simmons and Congressman Claude Kitchin decide not to bring about reconsideration of second-class mail rates (5).

Circulation managers of Virginia, North Carolina and South Carolina met at Charlotte, N. C., and organized Virginia-Carolinas Circulation Managers' Association (15).

Smith resolution, proposing Government control of newsprint, defeated in Senate by 36 to 32 (15).

George Creel urges city editors to organize nationally (19).

R. T. Pringle, Canadian Paper Controller, recommended an increase in the price of newsprint from \$2.50 a hundred to \$2.60, retroactive to July 1, 1917, and to continue in force until April 1, 1918 (22).

Newsprint manufacturers organize News Print Service Bureau to take the place of News Print Manufacturers' Association, which was dissolved by Federal order (23).

Associated Advertising Clubs of Minnesota formed (23).

Wyche Greer elected general manager Wichita Falls (Tex.) Tribune (23).

Northwestern Daily Press Association organized (23).

J. A. Easton made general manager Fargo (N. D.) Courier-News.

Justice Goff, New York Supreme Court, decided that literary critics on newspapers are not debarred from sar-

casms and mordant ridicule if employed within bounds of propriety (23).

Newspaper publishers of Tennessee, Arkansas and Mississippi organize Tri-State Press Association (25).

Edward B. Lilley, general manager St. Louis Republic, resigns. Succeeded by M. P. Linn (25).

New York morning and evening newspapers went to 2 cents. Wholesale price was fixed at \$1.25 a hundred and to dealers at \$1.40 a hundred. Dealers refused to handle papers, demanding a price of \$1.20 a hundred (26).

Division of Advertising of Committee on Public Information authorized

by President Wilson; takes up quarters in Metropolitan Tower, N. Y., with W. H. Johns as head of division (26).

Representative Fuller (Ill.) introduced a bill to limit newspapers to sixteen pages daily and twenty-four pages Sunday (26).

Miles City (Mon.) Journal suspends. Nyack (N. Y.) Evening Star suspends (29).

February

Edward S. McClure leaves Wheeler Syndicate for Bell Syndicate (1).

New York newspapers report a loss of 23 per cent. in advertising as a result of the Garfield closing order (1).

John F. Barry, Eastern manager A. B. C., resigns to become assistant advertising manager New York Evening Post (1).

Hearing to establish a maximum price for newsprint opened before Federal Trade Commission in Washington. Manufacturers obtained postponement to March 4 (4).

Lindsay Crawford resigns as editorial writer on the Toronto Globe (5).

William M. Armistead elected member of N. W. Ayer & Son (5).

Newsdealers strike against rate of \$1.40 a hundred for New York morning and evening newspapers collapses (9).

Arthur W. Lawrence succeeds Daniel C. Nolan as editor of Yonkers (N. Y.) Daily News (10).

(Continued on Page 46.)



The Farmer Receives More Than Five Thousand Dollars a Minute From Swift & Company

This amount is paid to the farmer for live stock, by Swift & Company alone, during the trading hours of every business day.

All this money is paid to the farmer through the open market in competition with large and small packers, shippers, speculators and dealers.

The farmer, feeder, or shipper receives every cent of this money (\$300,000 an hour, nearly \$2,000,000 a day, \$11,500,000 a week) in cash, on the spot, as soon as the stock he has just sold is weighed up.

Some of the money paid to the farmer during a single day comes back to the company in a month from sale of products; much does not come back for sixty or ninety days or more. But the next day Swift & Company, to meet the demands made by its customers, must pay out another \$2,000,000 or so, and at the present high price levels keeps over \$250,000,000 continuously tied up in goods on the way to market and in bills owed to the company.

This gives an idea of the volume of the Swift & Company business, and the requirements of financing it. Only by doing a large business, can this company turn live stock into meat and by-products at the lowest possible cost, prevent waste, operate refrigerator cars, distribute to retailers in all parts of the country—and be recompensed with a profit of only a fraction of a cent a pound—a profit too small to have any noticeable effect on the price of meat or live stock.

Swift & Company, U. S. A.



NOTICE

Effective February 1st, 1919, the rates for advertising in Editor & Publisher will be as follows:

DISPLAY ADVERTISING

Agate measurement, 14 lines to the inch
Transient Rate, 40c. per agate line

\$150.00 per page (672 agate lines)
90.00 per 1/2 page (336 agate lines)
50.00 per 1/4 page (168 agate lines)

TIME CONTRACTS

Based on frequency of insertions within one year:

Page	12 times	26 times	52 times
9 x 12 inches	\$120.00	\$100.00	\$85.00
1/2 page	65.00	56.00	48.00
1/4 page	42.00	33.00	30.00

SPACE CONTRACTS

Space must be used within one year from date of first insertion:

Per line	2,000 lines	4,000 lines	6,000 lines	8,000 lines
	25 cents	22 cents	20 cents	18 cents

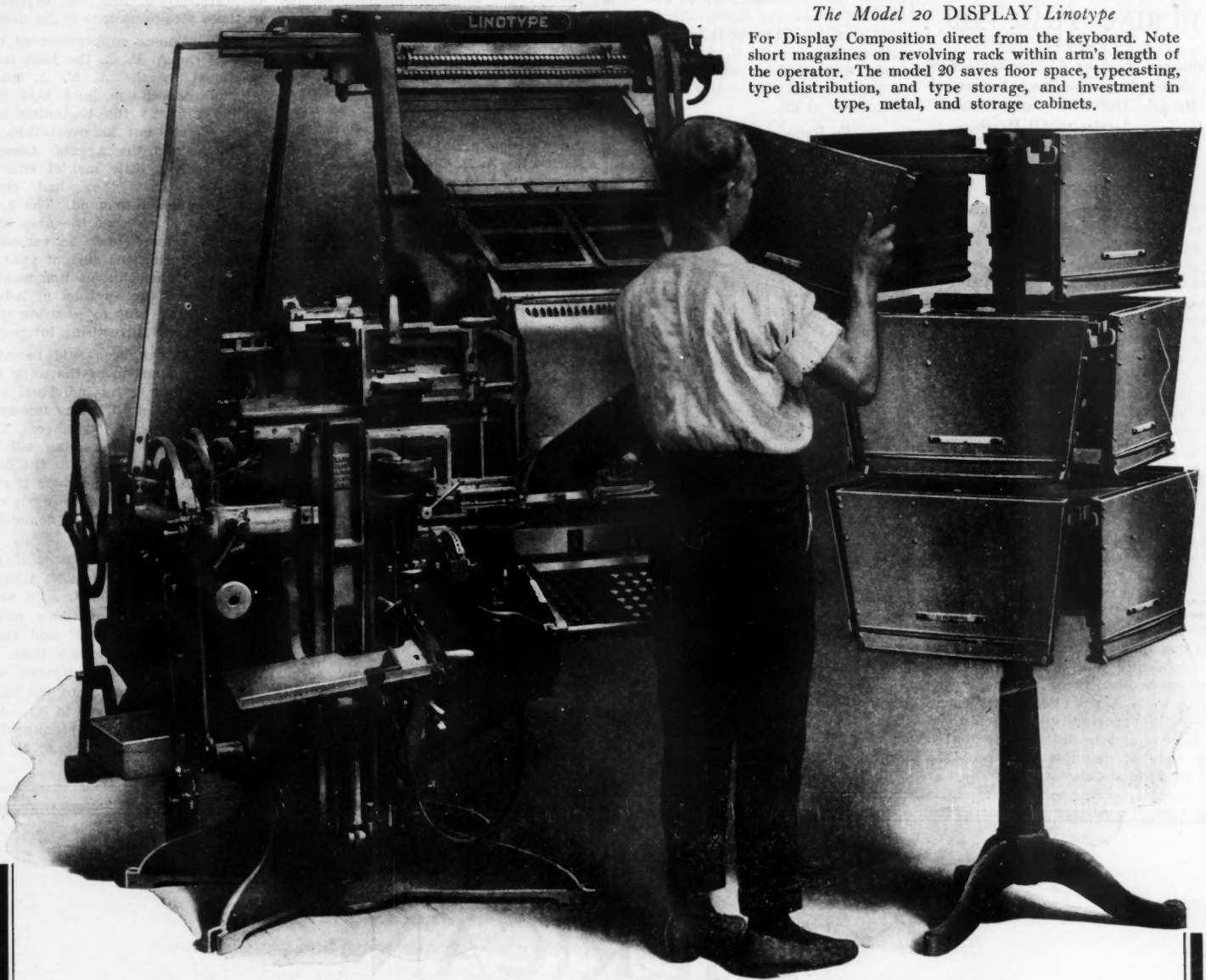
CLASSIFIED

Set in 6-pt. Roman—
6 words to line.

Help wanted25c
Situations wanted . . .10c
For sale30c
Business opportunities40c

Present rates will prevail on all contracts made prior to Feb. 1st, 1919.

The Editor & Publisher Co.
World Building - New York City



The Model 20 DISPLAY Linotype

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

“The MODEL 20 DISPLAY LINOTYPE is more than a great success: it is a mechanical triumph that forever silences the eternal cry for sorts.”

*Write for Specimens of
Model 20 "Straight Matter"*

J. P. Smith
Superintendent

THE NEW YORK HERALD

Mergenthaler Linotype Co., New York, U.S.A.

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

A. N. A. MADE HISTORY DURING YEAR 1918

Established Working Arrangements With
A. B. C.—Extension Work Forwarded
—Brought Out More Extensive and
Intensive Service to All Members

By JOHN SULLIVAN,
Secretary-Treasurer A. N. A.

I have been asked to write this week a review of the work of the A. N. A. during 1918.

The year started with the appointment of the Division of Advertising of the United States Committee on Public Information by President Wilson, who wired his acceptance of the offered services of the association "with gratitude and deepest appreciation," those services having been offered in connection with the establishment of a Division of Advertising. The division came into being as the result of the initiative of the association in November, 1917.

The medium used by the Division of Advertising was donated space, and the A. N. A. was convinced that the Government should pay for advertising space just as readily as it was paying for munitions to carry on war. We were, however, up against a condition, not a theory; and, though the members of the United States Government and the members of Congress were not sufficiently well educated in democratic economics, there was no reason why the A. N. A. and other bodies should neglect an opportunity to teach them the science and to demonstrate that a large body of manufacturers could be both patriotic and democratic. The war

had to be won and the manufacturers had to take a certain step to win it, in spite of what the Government might do or not do. The public had to be informed, and the A. N. A. knows perfectly well, if Congress does not, that an uninformed democracy is not a democracy at all.

En Rapport With A. B. C.

One of the exceptionally pleasant and fruitful happenings in 1918 was the bringing about of an understanding be-



JOHN SULLIVAN

tween the A. N. A. and the Audit Bureau of Circulations. For some reason or other—I haven't discovered the reason, nor has any one else—there had been a kind of feud between the two

bodies. With a view to establishing friendly and working relations, we had begun sparring with the A. B. C. at the beginning of June, 1917. The sparring continued to the end of that year, and on January 4, 1918, an A. N. A. delegation discussed matters with the A. B. C. directorate in Chicago. As a result of that discussion and subsequent investigation and proposals, the A. N. A. and the A. B. C. established a working relationship without—marvellous to relate—having any written agreement. The coming together of the two bodies was the result of a "peace conference" at which it was found that there never had been any war, though every one thought there had been.

The conjunctive hyphen, thus—A. N. A.-A. B. C.—was felicitously placed at a joint dinner of the two bodies in Chicago on June 7, 1918. To-day the officers of the A. N. A. and the A. B. C. call each other by their first names. Can there be greater proof of mutual regard?

Worked for Victory

In addition to working with the Division of Advertising, the A. N. A. was constantly called upon for coöperation in the winning of the war by other Government departments and the work asked was always gladly and enthusiastically undertaken, in spite of the very heavy and increasing demand for service from the membership.

Two general meetings were held during the year, one in Chicago on June 5, 6, and 7 and the other in New York on December 4, 5, and 6. At the latter meeting some changes were made in the constitution, the principal changes being a doubling of the membership dues and the election of three vice-presidents instead of one. As with all wise demo-

cratic bodies, the A. N. A. is planning decentralization, and the appointment of three vice-presidents is the first step.

In mentioning rapprochement in the case of the A. B. C., the joint meeting promoted by the A. N. A. and the Agents' Association, and held in the Aldine Club at the beginning of the year, should not be overlooked. The A. N. A. and the Agents' Association each made a little mental effort and discovered that they had common ground on which to stand. The A. N. A. is still in hopes that the area of that common ground may be considerably extended during the current year. The purpose of the joint meeting mentioned was to send the Division of Advertising off with a bang by securing support for it from all advertising interests.

So much has been said recently of the great extension of the work of the A. N. A. and of its individual service to members that it seems unnecessary to go into further detail here. The A. N. A. is rapidly becoming still more a coöperative body because the demand for service from its members is greater and more insistent. And in an organization of this kind it is demand that creates coöperation.

To sum up the efforts of 1918, the governing body of the A. N. A. has had constantly in view changes in national and international conditions and has constantly striven to fit and organize the association for the new time. More extensive and more intensive service and a definite approach to and coöperation with all the factors in its field will doubtless be the most prominent item in the programme of the A. N. A. for 1919.

The 1919 Edition of the AMERICAN NEWSPAPER ANNUAL & DIRECTORY

Will be ready for delivery January 20th

The present volume, marking the Fifty-first year of publication, continues all the old features and a number of new ones. Among these is a group of Maps of the War Front; of Europe and the World with trade routes; an Army Map; a Ship-Building Map and a new Standard Time Map showing the very important changes in time effective January 1, 1919.

The unusual changes of the past year make this volume unusually important. It will be sent anywhere in the United States, carriage paid, upon receipt of \$10.00.

ADDRESS THE PUBLISHERS

N. W. AYER & SON, PHILADELPHIA, PA.

The Times-Picayune

New Orleans, La.

At the End of Eighty-two Years

On the 26th day of this month The Times-Picayune, of New Orleans, La., will enter its eighty-third year of service to the people of Louisiana and Mississippi and its usefulness to the nation. In all that time it has not missed a single issue, except for a brief period during the Civil War, when it was closed on the order of the Federal military authorities.

It is proud of its accomplishments. It could not have lived so long unless it deserved to live. During its lifetime many newspapers have been started in New Orleans and later thrown into the discard. And today The Times-Picayune stands pre-eminently above all others in its field.

Its subscribers now number more than 75,000 daily and 90,000 Sunday, 83 per cent of whom are in the trading territory of New Orleans, where advertisers get their sales. No newspaper in

New Orleans enjoys so many local subscribers as The Times-Picayune. Their great purchasing power and their belief in what this newspaper prints gives it a wonderful leadership in advertising patronage.

The Times-Picayune carries no liquor advertisements, and no medical advertisement that is not first approved by the Louisiana State Board of Health. And yet during the year just closed its advertising patronage was 2,111,775 lines more than one New Orleans newspaper, and 1,240,524 lines more than the other. Its advertising prestige above others is equal to its news prestige.

With the well-earned position it has attained in its field through eighty-two years of service to the people (which includes all classes), and the assurance that this leadership will be maintained, The Times-Picayune looks confidently into the future.

Foreign Representatives: Cone, Lorenzen & Woodman

NEW YORK

CHICAGO

DETROIT

ATLANTA

KANSAS CITY

CHRONOLOGY OF 1918

(Continued from Page 42.)

George S. Oliver elected president of the Newspaper Printing Company, owner of the Pittsburgh Gazette-Times and Pittsburgh Chronicle-Telegraph (11).

Representative Barnhart introduces measure for Government control of news print in House (12).

O. J. Coffin made editor Raleigh (N. C.) Times.

James Kerney, editor Trenton (N. J.) Times, commissioned to establish a division of the Committee on Public Information in France (15).

Canadian Government approves a price of \$2.85 a hundred for news print, an advance of 35 cents, effective February 1 to May 1, 1918. Purchasers to pay manufacturer \$2.50 and deposit 35 cents in bank to await final report (18).

A. B. C. announces that mail vote favors increase in membership fees (19).

Richard G. Knox elected president of Louisville Evening Post, to succeed Richard W. Knox, his father, deceased. Lewis C. Humphrey and Mr. Knox become editors of the paper.

Sam Hellman appointed managing editor of the St. Louis Post-Dispatch. M. P. Linn becomes general manager (23).

W. H. Johns elected president of the George Batten Company (28).

W. B. Dimon made manager of the Huntington (W. Va.) Herald-Despatch (28).

E. B. Merritt buys Van Cleve Company (28).

Russel Kent, formerly of the New York Sun, named managing editor of the Knoxville Journal and Tribune (28).

St. Paul Dispatch celebrates fiftieth anniversary (28).

March

Rudolph Marshall, formerly managing editor New York Herald, made managing editor of Philadelphia Public Ledger (1).

Massachusetts Supreme Court rules that editorial indorsement of advertisements does not make publishers liable for damages if advertiser fails to live up to representations (4).

New York State Court of Appeals rules that paid subscribers are those only who have actually ordered and paid for delivery of the periodical, or bought it at news-stands (5).

Fire destroys plant of Attleboro (Mass.) Sun (9).

David E. Smiley, former managing editor Philadelphia Public Ledger, succeeds P. H. Whaley as editor (12).

New York Times provides insurance for its 1,500 employees (12).

Adolph Ochs, owner New York Times, reaches his sixtieth birthday (12).

A. N. P. A. directors meet in Washington and recommend, for news print conservation, that all wasteful practices be abandoned (20).

Board of Directors of the A. N. P. A. at a special meeting in Chicago recommend, for news print conservation, no returns, no free copies, no payment of salaries to dealers, no exchanges, no one-cent newspapers, no continuance of subscriptions beyond period paid for (21).

American Defence Society asks President Wilson to suspend all German language newspapers (25).

H. H. Fish elected president of the Western Newspaper Union (29).

April

Syracuse (N. Y.) Herald moves into new home (2).

Senate amends Espionage act so as to make any person printing, writing or publishing disloyal language liable

to \$1,000 fine or imprisonment for 20 years, or both (3).

Calgary (Can.) News-Telegram suspends and is succeeded by the Calgary Canadian (15).

Association of Canadian Advertisers opens permanent headquarters in Toronto (20).

Southern Newspaper Publishers' Association announces that between April 1, 1917, and January 31, 1918, 270 newspapers donated \$4,712,238 in space to the war activities of the Government (20).

Thomas Y. Crafts, advertising manager for the New York World 25 years, resigns (22).

Baltimore Sun issues "Over Seas Edition," a weekly digest of the news for soldiers in foreign service (22).

Annual meeting of the Associated Press in the Waldorf-Astoria Hotel, N. Y. At the annual banquet the directors and members of the A. P. presented to Melville E. Stone, general manager, a printed volume entitled "Melville E. Stone, His Book." It was written by John Palmer Gavit, and contained the story of the life of Mr. Stone. Together with the book, Liberty Bonds to the amount of \$25,000 were presented to Mr. Stone, the whole indicative of appreciation of his services during 25 years, just concluded (23).

Pittsburgh papers announce that they have instituted conservation measures that save 410,000 tons of news print a year (25).

Annual meeting of the American Newspaper Publishers Association at

the Waldorf-Astoria. Action was taken to press opposition to the postal regulations governing second class matter, and to further the efforts of both publishers and Government to conserve news print. Frank P. Glass was elected president (24-26).

Federal Trade Commission obtained agreement with paper workers not to strike on May 1, as threatened, but to wait until July 1, by which time it was agreed that the maximum price of news print would be settled and apply as of April 1, thus enabling manufacturers to adjust workmen's claims, retroactive to May 1 (30).

May

Committee of A. N. P. A. members, authorized at the convention, met in Washington, presented protest against zone rate law to Senate Post Office Committee. George McAneny, New York Times, and Major E. B. Stallman, Nashville Banner, were the spokesmen (1).

George H. Larke, business manager Evening Mail, becomes assistant business manager of the morning and evening editions of the New York World (1).

W. R. Hearst buys Chicago Herald and merges it with the Chicago Examiner (1).

Argument begins before Supreme Court of the United States in the A. P.-I. N. S. case, charging piracy of news (2).

William B. Colver elected chairman of Federal Trade Commission (7).

(Continued on Page 50.)

The Wine of Astonishment

By MARY HASTINGS BRADLEY

Author of
In The Palace of Darkened Windows, The Splendid Chance

**RELEASED
TO THE
NEWSPAPERS FIRST**

Will later be published in book form by a well known firm of publishers.

14 instalments, 5000 words each, one four and one two column illustration with headings with each instalment.

Copy or Whole Page Mats

A copy of THE WINE OF ASTONISHMENT will be sent for reading on request.

**Large, Distinctive, Dominating Features
Measured Features, Same Amount of Copy Each Week**

**All Features Illustrated and Prepared for
Publication for Seven Days a Week**

RELEASE DATES AND SAMPLES ON REQUEST

One Price Only

See Catalog and Price List or Write Us

THE SLOAN SYNDICATE, Inc.

47 West 34th Street
New York, N. Y.



*Twelve things
to Remember*

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

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

The Cream Gets Richer

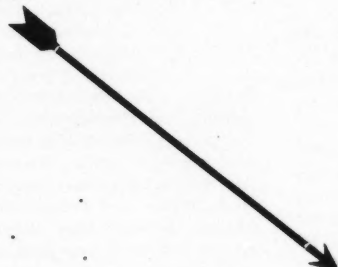
Near the Top



The higher we go in the realms of daily journalism the more pronounced is the predominance of the Audit Bureau of Circulations. The daily newspapers of the United States have a combined circulation of 28,808,041.

General average - - - 13,653
 A. B. C. Members, average 32,882
 Non-Members, average - 5,745

Start at the bottom and watch the cream get richer as it rises.



Daily Papers with 100,000 or more Total circulation	10,968,972	86%
A. B. C. Members have	9,440,973	
Daily Papers with 10,000 or more Total circulation	22,603,168	83%
A. B. C. Members have	18,783,705	
All Daily Papers Total circulation	28,808,041	70%
A. B. C. Members have	20,196,182	

There are only seven daily papers with more than 100,000 circulation that are not yet members of the A. B. C. One is in Boston, one in Chicago, two in New York, one in Philadelphia, one in Cleveland and one in Cincinnati. They are good mediums and we hope soon to welcome them into membership.

CANADA

Strong for the square deal in circulation.

102 Daily Papers
 General average 17,345
 A. B. C. average 28,269
 Non-A. B. C. average 5,968



Daily Papers with more than 50,000 Total circulation . .	741,560	100%
A. B. C. Members	741,560	
Daily Papers with more than 10,000 Total circulation .	1,600,518	90%
A. B. C. Members	1,447,367	
All Daily Papers Total circulation	1,846,757	83%
A. B. C. Members	1,548,316	

AUDIT BUREAU OF CIRCULATIONS

15 E. WASHINGTON STREET, CHICAGO.

EDITORIAL



THE MASTER OF APPEAL

THEODORE ROOSEVELT, classed by many Americans as our "fourth immortal" and rated by public opinion generally as the world's most distinguished private citizen, was the first of our Presidents to utilize in a big way the "power of the press" for the furtherance of national aims and policies.

He was the first of our Presidents to have a "Newspaper Cabinet." He talked quite as frankly with newspaper men who had his confidence as he talked with his official advisers. He brought to the White House a new logic as to the proper relations of the Chief Executive to the press. It was his conviction that ignorance of the real situation in any phase of public affairs afforded a dangerous equipment for a newspaper correspondent—that the most mischievous of so-called "fake stories" originated, almost always, in the attempt of a writer to interpret something of which he had no actual information. He established the policy of candor and frankness with the Washington correspondents. He would talk to them at any time on any matter of domestic or foreign policy—but he would invariably warn them as to matter which could not be used without injury to the public interests.

No public man has ever utilized in the big way that Theodore Roosevelt always did the opportunities to "go to the people" with his views, and with an appeal for popular support, afforded to all of our Presidents alike by the open columns of the press. He was the master of the art of appeal. He knew the temper of the people—how to touch the chords which never fail to afford instant response.

It has been said of Theodore Roosevelt that he aroused the national conscience. That is true. And his chief instrument in accomplishing that was not a message to Congress nor a public address—but a well-timed "broadside" in the newspapers. He never had, nor needed, a publicity agent. He timed his biggest salvos for the Monday morning newspapers—when he was assured of ample space. It was rare that anything from, of, or about Theodore Roosevelt failed to command first-page space.

He was "copy," 100 per cent. copy, in every newspaper office in the land. That was because he was audacious, surprising, original, wholesome, invigorating. He was loved by a majority of his political opponents and by all newspaper men who ever came into personal contact with him. Find a newspaper man who is lukewarm about Theodore Roosevelt and you will discover that he never knew him.

Truly, the conscience of mankind was quickened by the words and deeds of his life; and his death brings world-wide sorrow.

THIS IS A NEW YEAR!

THERE was a feeling among publishers last year that the hard conditions facing them would bring disaster to perhaps 25 per cent. of the newspapers of the United States. The factors making for suspension of publication were many. Chief of such factors was the scarcity and high price of newsprint. The mounting costs of all supplies, of labor, the shortage of help due to the calls of the nation for men for military service—these were very real problems. One hundred and twenty daily newspapers failed to meet these problems, either suspending publication or merging with other papers. The mortality among the weeklies was, of course, greater—1,400 of them passed out of existence, many of these, however, merely suspending for the period of the war, while others were consolidated with rival papers.

Of all classes of publications there were, according to the estimate of N. W. Ayer & Son, 1,954 "deaths," either by suspension or consolidation. There were 776 new ventures.

Since we entered the war we have lost about 7 per cent. of our publications. Canada in 1916-17 lost 10 per cent. In '18 Canada held her own.

During 1919, of course, there are sure to be many revivals of suspended newspapers—but the newsprint supply and the costs of publishing are still serious problems, so that we may anticipate a year of numerous consolidations. The non-essential newspapers—or those that may be properly con-

sidered at least superfluous—will be merged with stronger contemporaries. The interests of business in cities that are "over-newspapered" demand this, and economic conditions will bring it about.

Consolidations almost always spell betterment. They create strong newspapers—and only strong newspapers amount to anything. The "survival of the fittest" law seems a cruel sort of doctrine in a world which is moving toward the light of brotherhood at such a fine pace—yet the operations of this law are nearly always, in the final analysis, beneficent. In the newspaper field the old statute works for a worthy end—the creation of newspapers strong enough to effectually serve the public welfare.

That the "mortality" among our newspapers and periodicals in the war period was so low as 7 per cent. attests that high capacity of our newspaper makers for meeting difficulties and overcoming them. They have shown here at home the firing-line spirit—contempt of dangers and obstacles and an unflinching purpose to win.

The year 1918 was the most difficult in the history of newspaper making—yet it brought little of disaster; 1919 will be a year of unprecedented opportunity—and it will witness wonderful developments in the newspaper and advertising fields. These developments are already under way. Catch the spirit, the trend—and fall in line with the forward-moving events!

AUTOMOBILE NEWS VERSUS "PUBLICITY"

THE CHICAGO TRIBUNE has taken occasion to remind its automobile advertisers that its purpose in printing news and feature matter about the automobile industry is to SERVE THE INTERESTS OF THE READERS, not of the advertisers.

This is doctrine of the soundest kind. It is the viewpoint which must eventually prevail in every newspaper office in the land—and it must apply to all lines of news and feature matter.

It may be hard for some automobile manufacturers to realize that a newspaper which exploits its readers soon loses all influence with them. If a newspaper, acting under a policy of according "bonus" reading matter to advertisers, aims solely to please the advertiser, to tickle his vanity, to make him believe that he is getting something for nothing—ignoring the viewpoint and the interest of the reader—that newspaper will fail to render any real service to either the advertiser or the reader.

Free publicity for automobile advertisers has been, in the past, one of the crying scandals of the newspaper business. It has amounted to an abandonment of editorial authority and judgment. Press agents have been permitted to write what they pleased about their clients—and this sort of stuff has been passed on to the reader under the guise of news or feature matter. Now, the reader has a right to assume that whatever appears in the news columns has been edited and approved by the men responsible for the editorial policies and practices of the paper. Yet no self-respecting editor would

assume responsibility for the sort of "publicity" dope which these press agents get over. In printing it the said self-respecting editor has to turn away from the offensive mess and indulge the hope that the readers may understand that the business office is responsible. A few of the readers do understand—to their disgust.

When all newspapers adopt the plan of putting automobile news and feature matter to the same test which applies to other copy—passing it only when its interest and value to the reader are apparent—then we shall have an era of good faith and mutual confidence between newspapers and their readers, and automobile advertising, straight display advertising, will carry a real selling punch.

The Chicago Tribune's policy in this matter should be the policy of every newspaper in America.

NOTABLE SERVICE FEATURE

ONE of the notable features of this Annual Review number of EDITOR & PUBLISHER is the list of English-language daily newspapers of the United States, classified alphabetically by States.

This list is more than a directory. It gives to the space buyer the minimum line rate for advertising in each newspaper, corrected to January 1, 1919; and it shows the circulation of each paper as of October 1, 1918, in many instances quoting A. E. C. figures. Where newspapers are not members of the Audit Bureau of Circulations the figures quoted are those reported to the Government on October 1.

This list of newspapers is as authoritative as it is humanly possible to make it. The same may be said of the circulation and rate data.

This splendid service feature was prepared for EDITOR & PUBLISHER by Justin F. Barbour, president of Barbour's Advertising Rate Sheets, Inc., Chicago, who has labored strenuously and with a passion for thoroughness and accuracy to bring the data presented up to date. Corrections have been made as late as January 7. Mr. Barbour, who has won a high reputation among agency men and space buyers as a painstaking investigator and statistician, believes that the information, facts, and figures which he has here assembled will be found to be practically 100 per cent. dependable.

This feature will serve as a guide and "ready reference" for many months to come for every man who does business with daily newspapers. Its chief value, of course, is to space buyers; but it will be found highly useful to supply men, syndicates, etc.

EDITOR & PUBLISHER'S thanks are extended to Mr. Barbour for the high service he has rendered in preparing this matter.

THERE'S a special interest for editors in big circulation figures. Take the case of the Philadelphia Bulletin. Its average sales for 1918 were 430,614 copies daily. This average for a year is larger than the high-water mark reached by the Bulletin under the penny price. Men in the business office—particularly our friends the circulators—will tell you: "It is easily accounted for. The Bulletin has one of the most perfect business organizations in the United States." But the editor knows that no business organization could sell that number of papers unless the paper "made good" in an editorial way. So these newspapers of tremendous circulations are deserving of the careful study of the editors of papers with moderate circulations. The spirit and policies of the winning newspapers may be discovered by inquiring minds—and emulated.

LINCOLN B. PALMER and John Sullivan are having a most interesting and instructive argument as to whether advertising is a commodity or a service. Mr. Palmer says it is a service, so recognized in court decisions. Mr. Sullivan says it is a commodity, bought and sold as such always. Some people will contend that they are both right.

THROUGH the recent wide extension of the Associated Press service in South and Central America we shall, in due course, come to KNOW our neighbors to the south—and they will come to know us. Charles Lamb said he could never hate a man that he knew. Nations that really know each other live in amity. Thus the A. P. is helping to make these two continents good neighbors.

January 11, 1919. Volume 51, No. 31.

EDITOR AND PUBLISHER

Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, editor; W. D. Showalter, managing editor; Walter Sammis, news editor.

London: Valentine Wallace.

Paris: F. B. Grundy.

Toronto: W. A. Craich.

Chicago: D. F. Cass.

San Francisco: Geo. R. De Vere.

Boston: M. J. Staples.

Washington: Robert T. Barry.

Philadelphia: John B. Geraghty.

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

Canadian, 50c.

Entered in the New York Post Office as second-class matter.

PERSONALS

EDITORIAL PERSONALS

Scott Bone, former editor of the Seattle Post-Intelligencer and founder of the Washington Herald, has been appointed publicity director of the Republican National Committee.

Frank W. Taylor, Jr., managing editor of the St. Louis Star, who has been seriously ill with typhoid fever, is reported convalescent, although it may be several months before he will be able to resume his duties.

Irvin Cobb has been made a Chevalier of the Legion of Honor by France in honor of his writings in behalf of the French people.

W. T. Stott, for more than twenty years with the Chicago Tribune and recently connected with its syndicate department, has joined the news staff of the Portland Telegram.

Edward S. Reynolds, cartoonist, has returned to the Tacoma (Wash.) Ledger after an absence of nine years, spent on the Vancouver (B. C.) World and the Portland Oregonian.

Florence J. McCarthy, for six years city editor of the St. Louis Post-Dispatch and for the last two years engaged in special work, has resigned to join the staff of the New York American. A native of St. Louis, he began his career with the old Chronicle. Later he went to the Star and thence to the Post-Dispatch and the Hearst organization in Chicago.

Fred G. Condict, formerly Sunday editor of the St. Louis Globe-Democrat, and who has been an ensign in the navy since the beginning of the war, soon will return to that paper as city editor.

Joseph A. Humphreys, jr., who entered his country's service as a yeoman in the navy fancy-free, has returned to Louisville with a bride. She was formerly Mrs. Flora Chapin Rogers of Chicago. Mr. Humphreys is back on the job at the head of the Louisville Herald copy desk.

William T. Bell, late political editor of the St. Paul Dispatch-Pioneer Press, will have charge of the bureau representing those papers and the Minneapolis Journal and Tribune during the State legislative session.

George N. Briggs, having recovered from a long illness from influenza, has resumed charge of the St. Paul Sunday Pioneer Press. Mrs. Hatton, who held the place ad interim, returns to the women's club department.

Willard Shaver, formerly general assignment reporter for the Portland Oregonian, has just been commissioned second lieutenant in the Eighteenth Engineers in France.

Lieut. William M. Tugman has rejoined the staff of the Providence Journal after a year and a half in the army. Herbert E. Slayton and Leo V. Mooney, reporters on the Providence Journal, and George W. Carpenter, jr., the night news editor, have been ill with influenza.

Robert Crombie, formerly of the Peoria Transcript, and more lately city editor of the Des Moines Tribune, has resigned his desk. R. Q. Selby, formerly of the Des Moines Capital staff, succeeds him.

James F. McCoy, formerly city editor of the Philadelphia Press and more recently news editor of the Evening Public Ledger, has been appointed secretary to the State Health Commissioner of Pennsylvania, Dr. Edward Martin.

DEMOCRACY, in its essence, is only the right to live in the world, each man, each cult, each race, each blood and each nation after its own kind. And about all the war involves is the right to live, and to love one's own kind of women, one's own kind of music, one's own kind of humor, one's own kind of philosophy; knowing that they are not perfect and understanding their limitations; trusting to time and circumstance to bring out the fast colors of life in the eternal wash.—William Allen White, in "Martial Adventures of Henry and Me."

H. H. Harwood has become city editor of the Des Moines Capital. He remains proprietor of the Rockwell City Advocate and the Clarion Clipper.

Fred M. Pownall will have charge of the State House staff of the Des Moines News during the winter session of the Iowa legislature.

Samuel T. Cocklin, for the past twenty-five years assistant telegraph editor of the Cincinnati Enquirer, and Mrs. Cocklin have celebrated their golden wedding jubilee.

John I. Chilton, for the last six months serving in Camp Sheridan in the Red Triangle uniform, has joined the editorial staff of the Montgomery (Ala.) Journal.

IN THE BUSINESS OFFICE

Former Senator Lafayette Young, publisher of the Des Moines Capital, is resting for several weeks at New Orleans, following the return of Lafayette Young, jr., business manager, from a tour of Europe with the American editors' mission.

Josiah Maloney, for twenty-three years connected with the business department of the Denver Post, has resigned to become vice-president of the Hower Advertising Agency. He joined the Post staff at the age of eighteen and has been successively travelling representative of the business office, circulation manager, and business manager.

C. S. Sherwood, special edition manager for the Chicago Herald and Examiner, returned from a combined business and pleasure trip to New York city on January 5.

Sidney R. Clarke, formerly connected with the business department of The New York Times, has received the Italian War Cross for bravery under fire in the great offensive of October 23 on Mount Tomba.

Homer Hilton, formerly representative of the Class Journal Company, has been appointed sales manager of the Oshkosh Motor Truck Manufacturing Company, Oshkosh, Wis.

Charles M. Weir has succeeded J. A. Calvin as manager of the Kansas City office of the Western Newspaper Union.

WITH THE AD FOLKS

John I. Gillespie, formerly with R. O. Eastman Research Bureau, has joined The Rogers-Brett-Baker Company, advertising agents, Cleveland, as assistant to Mr. Baker, the managing director.

Salem N. Baskin, who prior to his enlistment in the United States Navy, from which service he has just been released, was advertising manager of The Hub (Henry C. Lytton & Sons), Chicago, has just been appointed advertising manager for B. Kuppenheimer & Co. ("The House of Kuppenheimer"), one of the city's largest clothing manufacturers. P. J. Tracy, former sales and

advertising manager for the Kuppenheimer concern, will hereafter devote his entire time to the sales managership.

H. W. Clarke, who until December 15 was connected with the advertising service department of the McGraw-Hill Company at its Chicago offices, has been appointed manager of advertising for the Chicago Pneumatic Tool Company.

Clarence Speed, former city editor of the Chicago Evening Post, on January 2 became connected with the advertising and publicity department of Hart, Schaffner & Marx, wholesale clothiers, Chicago. The house now has a dozen or more former newspaper men connected with it in one or another executive capacity.

Wesley Englehorn has resigned as manager of the Cleveland Advertising Club to accept a position in the foreign service department of the First National Bank, Boston.

Abe Levich has returned from Camp Pike and joined the advertising force of the St. Paul Dispatch-Pioneer Press.

R. B. Ellis, recently of the Minneapolis Journal advertising staff, has joined the display ad contingent of the St. Paul Daily News and will have charge of promotion.

Earl Dempsey has left the Air Service Mechanics' School of St. Paul and begun work with the display ad branch of the St. Paul Dispatch-Pioneer Press.

Walter R. Payne, a member of the Town Criers of Providence, R. I., has returned to that city, having been discharged from the naval service. He was Chief Stoker aboard the U. S.

Transport Mount Vernon and, in a talk before the Town Criers last week, gave a vivid description of the torpedoing of that vessel.

Walter B. Cherry has been elected vice-president of the Genesee Motor Car Company of Syracuse, handling Cadillac cars in ten central New York counties. He will have direct charge of Cadillac advertising in his territory.

William Wrigley, Jr., of Chicago, famous advertiser of chewing gum, has taken out a life insurance policy for \$1,000,000, on which the annual premium will be \$60,000.

Capt. F. A. Wynne, 132d Machine Gun Battalion of the Thirty-sixth Division, has returned to his home in Dallas, Tex., and will re-enter the advertising field as president of the F. W. Wynne Advertising Agency.

SUN MEN WIN MORE HONORS

Capt. Bellamy Cited and Capt. Batchelor Wounded in Action

Capt. David Bellamy, formerly a reporter on the New York Sun, has been cited in the French list of American officers whose heroic actions have been officially recognized by the French Government. His instance is remarkable courage displayed in the American offensive in July.

Another Sun man reported wounded in action is Capt. Louis E. Batchelor, who was an employee in the composing room of the Evening Sun for nearly eighteen years. He has been with a South Carolina regiment.

WORKS FOR LEAGUE OF NATIONS

Editor of Independent Will Transmit Information From France

Hamilton Holt, editor of the Independent, has gone over to France to observe the Peace Conference proceedings as a representative of the League to Enforce Peace, the Federal Council of Churches of Christ in America and the Church Peace Union.

Part of Mr. Holt's mission abroad will be to send back to the United States information which will be used to combat adverse sentiment in this country and prepare the American people for acceptance of the League of Nations idea.

The Zanesville Times-Recorder Has Signed a Contract for the Haskin Service for One Year.

CHRONOLOGY OF 1918

(Continued from Page 46)

Espionage bill becomes law (21).
Washington (D. C.) Advertising Club organized (21).

June

Laurence C. Hodgson ("Larry Ho"), a newspaper man, takes seat as Mayor of St. Paul (3).

Winnipeg (Man.) Telegram burned out (3).

A. N. A. and A. B. C. held conventions in Chicago. Decided to work in harmony, but came to no amalgamation agreement (5-6-7).

Final hearing by Federal Trade Commission on cost of manufacturing news print (6).

Thomas F. Sturgess becomes managing editor of Omaha Bee (7).

U. S. Supreme Court rules that newspapers must not criticize cases pending before judicial bodies (10).

Canadian Press Association, in convention, decides to add editorial section; composes differences with advertising agencies (13).

W. R. Armstrong assumed management of the Kellogg group of papers (14).

New York Daily Newspaper Advertising Managers' Association formed (17).

Federal Trade Commission fixes maximum price for news print at \$3.10 a hundred, in rolls, f. o. b. mill, carload lots (18).

William B. Colver, chairman Federal Trade Commission, tells publishers news print consumption must be cut at least 10 per cent (19).

Ways and Means Committee of the House of Representatives refuses, after two days' hearing with A. N. P. A. Postal Committee, to consider changes in postal law (24).

July

Owners of copyrights on cartoons are allowed to republish them at any time, ruled Justice Greenbaum, New York (1).

R. H. Donnelly appointed in charge of Government news print, (1).

New zone law on second-class mail became effective (1).

Associated Press insured all employees (1).

War Industries Board adopted A. N. P. A. suggestions eliminating news print waste (2).

Newspaper publishers joined with War Industries Board in regulating "Help Wanted" advertisements used by non-essential industries (2).

James Gordon Bennett's will filed; provided for home for journalists (3).

Los Angeles Tribune suspended (4).

Canadian news print controller continued \$2.85 price to September (5).

Advertising club formed in Shanghai, China (5).

La Nacion, of Buenos Aires, established New York office (7).

Minneapolis newsboys strike when papers go to two cents (7).

Pennsylvania City Editors' Association organized (7).

News print manufacturers filed notice of appeal from \$3.10 price fixed by Federal Trade Commission. Asked commission to consider alleged increase of costs for May, June and July (7).

Associated Advertising Clubs of the World convene in San Francisco. Select New Orleans as next convention city (7-11).

Dr. Edward A. Rumely, editor New

York Evening Mail, arrested on charge of holding Mail under German ownership. Henry L. Stoddard and Paul Block, representing bondholders, take charge of paper pending action by Alien Property Custodian (8).

Bell-Nugent Agency, Boston, discontinued, transferring all accounts to Spafford Agency (10).

Air mail postage reduced from 24 to 16 cents (15).

Trouble again between New York publishers and dealers on account of former's refusal to accept returns. Dealers again demanded price of \$1.20 a hundred. Difficulty was composed later (15).

Government announces that after August 1 all advertising for unskilled labor for war work will be under its supervision (16).

Congress gives President control of telegraph, telephone, cable and radio services (16).

Northampton (Mass.) Weekly Gazette suspends (18).

Virginia Press Association created a daily section (20).

Canadian Associated Press elected Irving Robertson president, succeeding his father, the late John Ross Robertson (20).

H. R. Alpaugh became advertising manger Lehn & Fink, New York.

Adolph S. Ochs announced plan for eventual control of New York Times by executive and editorial cabinet.

Amsterdam (N. Y.) Sentinel placed in hands of receiver.

A. C. Long appointed advertising manager N. K. Fairbank Company, Chicago.

Government decided not to buy advertising space for Fourth Liberty Loan, but rely on donated publicity (23).

Italian-American News Bureau organized under auspices of Italian Government (24).

A. A. C. W. established Washington office (24).

E. B. Conlis resigned as business manager Toledo News-Bee (25).

Stewart Lyon elected to Board of Directors Toronto Globe (25).

Inadequate pay for editorial work was disapproved by North Carolina Press Association (27).

British Empire newspaper men, in conference in London, gave dinner in honor of Melville E. Stone (25).

Middletown (N. Y.) Daily Argus discontinued (25).

Printers of Salem (Ore.) Journal struck because of an editorial attack on unionism, but were ordered back to work immediately by union officials (26).

W. C. Riddell appointed advertising manager Grand Trunk Pacific Railway.

Universal News Service organized to take over night business of I. N. S.

James Keeley appointed special representative in foreign educational work for Committee on Public Information (30).

Anfenger-Jacobson Advertising Agency organized in St. Louis.

Canadian editors who visited England announced plans for a greater British Empire news service (30).

Salt Lake Herald succeeded Herald-Republican, with James P. Casey in charge (30).

Federal Trade Commission took under advisement paper manufacturers' appeal for higher news print prices for May, June and July (30).

R. F. Jenkins resigned as advertising manager Roberts, Johnson, Rand Shoe Company, St. Louis.

Muskogee (Okla.) Phoenix became a seven-day paper (30).

(Continued on Page 51)

IOWA

POPULATION
2,200,000

AREA
95% FARMS

SAVINGS BANK
DEPOSITORS
670,000

"Readjustments after the War." are not worrying Iowa.

Area for area, its farm production beggars comparisons!

With 865 Savings Banks and six hundred and seventy thousand depositors, having an average of nearly \$400 each on deposit—

why should Iowa worry?

Moreover, there is an ever increasing market for pork due to enormous sacrifices of fat producing animals concurrent with the war. *AND*

Iowa has over TEN MILLION SWINE, more than any other state in the Union.

If there be ONE territory assuredly SAFE and SANE and prosperous for 1919—it is the state of Iowa!

Select newspapers of this advanced state are:

	Circulation	Rate for 5,000 lines.
Boone News-Republican	(E) 3,795	.0121
Burlington Hawkeye.....	(M) 11,385	.025
Burlington Hawkeye	(S) 12,648	.025
Clinton Herald.....	(E) 7,827	.02
Council Bluffs Nonpareil.....	(E & S) 16,645	.03
Davenport Times	(E) 25,927	.05
Des Moines Capital.....	(E) 64,552	.08
Des Moines Register & Tribune.....	(M & E) 118,180	.14
Des Moines Sunday Register.....	(S) 68,861	.12
Dubuque Telegraph-Herald.....	(M & E) 16,033	.04
Dubuque Telegraph-Herald	(S) 16,103	.04
Fort Dodge Messenger & Chronicle..	(E) 9,711	.025
After July 1st, 1919, rate 3c. per line.		
Marshalltown Times-Republican.....	(E) 14,000	.0215
Mason City Globe-Gazette-Times.....	(E) 9,428	.02
After April 1st, 1919, rate 3c. per line.		
Muscatine Journal & News-Tribune..	(E) 8,298	.02
Ottumwa Courier	(E) 13,530	.025
Sioux City Tribune.....	(E) 51,342	.07
After March 1, 1919, rate will be 8c. flat.		
Waterloo Courier	(E) 14,898	.03

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

CHRONOLOGY OF 1918

(Continued from Page 50)

August

Boston Christian Science Monitor changed from afternoon to morning field (1).

W. G. Candler became general manager Toledo News-Bee.

Government took charge of "Help Wanted, Male" advertisements to protect labor for essential industries; established license system.

E. S. Horton appointed advertising manager Providence (R. I.) Journal (1).

North England newspaper publishers gave a dinner in honor of Melville E. Stone (3).

A. S. Ochs and O. M. Reid pleaded not guilty to charges of criminal libel preferred against them by Mrs. W. R. Hearst (3).

Better cable facilities between United States, Australia and South America urged by Council of Foreign Relations.

James Meek appointed editor and general manager East Liverpool (O.) Tribune.

William Bliss resigned as secretary the Frank Presbrey Company, New York.

Navy Department requested newspapers to stop printing news of shipping in foreign waters, as well as of home (5).

C. A. Abraham joined management staff Vancouver (B. C.) World (7).

Carpenter-Scheerer Company, Chicago and New York, changed name to Carpenter & Co. (8).

Association American Advertising Agents advised advertisers to transfer usual heavy Friday copy to other days of week to help save paper.

War Trade Board issued regulations for cutting news print consumption 15 to 20 per cent.; ordered that no newspapers be started during war (10).

H. K. Boice became vice-president Critchfield & Co., Chicago.

Hirschfield-Wildman Advertising organized with offices in Detroit, Baltimore and Cleveland.

John George, Jr., retires as editor Jackson City (Mich.) Citizen-Patriot (14).

Herman G. Halsted elected treasurer and a director New York Mail and Express Company.

John A. Cleary appointed advertising manager Cadillac Motor Car Company.

Edward Gans became general manager Fall River (Mass.) Herald (15).

George H. Nelson resigned as vice-president Shuman Advertising Company, Chicago.

Many advertising firms were compelled to move when Government took over the Printing Crafts Building, New York, for war use (15).

Fremont Older made editor San Francisco Call-Post. Bailey Millard succeeds him as managing editor San Francisco Bulletin (16).

Frank A. Ward made managing editor Fargo (N. D.) Courier-News (16).

Frank Maloon became managing editor Boston Record.

Judges of Second Circuit Court hear arguments in appeal of paper manufacturers against \$3.10 price for news print (15-16).

H. S. Butler resigned as Vice-President Mumm-Romer Advertising Company, Columbus, and joined A. M. Crumrine Agency.

To force price of \$1.20 per 100 papers, New York newsdealers began a boycott of certain papers. Publishers of unaffected papers killed the move-

ment by refusing to supply dealers taking part (19).

Empire Press Union gave dinner in London in honor of visiting Canadian editors (19).

Canadian Press Association invited Western Canada circulation managers to form a special section of C. P. A. (20).

Charleston (W. Va.) Leader changed from morning to afternoon (20).

Wade M. Finn elected president and general manager Scranton (Pa.) Scrantonian.

Boston Evening Record established precedent in New England by starting Sunday afternoon edition (21).

McJunkin Advertising Agency, Chicago, took over business of Nichols-Finn Company when receiver was appointed.

War bonuses, instead of permanent wage increases, were given to employees by many publishers.

Herbert Bayard Swope, city editor New York World, named associate member War Industries Board (22).

New York World established merchandising Information Bureau for advertisers.

First conviction under New York State False Advertising Law was in case of Greenhut & Co., New York; fined \$250 (23).

Alfred Van Buren appointed advertising manager New Orleans Times-Picayune (24).

Arrow Advertising Agency incorporated in New York by A. M. Donelan and associates.

New York Association of City Editors organized with M. F. Sammons, Utica Observer, president (25).

No copies of newspapers carrying report of aircraft investigation were allowed to leave the country for fear enemy would obtain useful information (28).

D. W. Brown resigned as advertising manager Republic Rubber Corporation.

Advertising managers of New York city daily newspapers adopt a "Standard of Practice"—said to be first of any metropolitan city in United States (28).

September

San Antonio (Tex.) Evening News started by owners of Express, with J. D. Grant, managing editor (1).

Pittsburgh Dispatch insures employees (2).

Syracuse (N. Y.) Post-Standard celebrates ninetieth birthday (3).

L. E. Duval purchases interest in Wilmington (Del.) Despatch and becomes general manager (3).

New York newspapers report they have cut their reading matter in accordance with Government regulations (7).

American embargo placed on newsprint exports to Mexico.

Joseph H. Hamill reassumes editorship of Globe (Ariz.) Record (9).

Canada promulgates newsprint regulations similar to those of the United States (10).

Walter Howey made managing editor Chicago Herald and Examiner.

Judge Lynn J. Arnold, owner of the Knickerbocker Press, institutes suits aggregating \$8,900,000 for damages growing out of criticism made during the primary political campaign (11).

Conference in London adopted resolution for better news dissemination facilities for British Empire.

Supreme Court of New York grants injunction restraining Mount Vernon

(Continued on Page 52)

Learn to Know Wisconsin!

Beautyspot-market for National Advertisers

It costs more to sell nationally advertised goods in one territory than it does in another.

Often it is a matter of local circumstances and territorial peculiarities.

It must, like Wisconsin, be a successful farmer, manufacturer, merchant and merchandiser and **THEREBY** a good provider for its people at home before it can become a big **BUYER** of goods from without.

YES, before a territory can be a **BIG** buyer it must be a **BIG SELLER** and get well paid for its industrial effort.

The remarkable increases made by Wisconsin during the last decade and especially within the last few years in agriculture and wealth added by manufacturing, entitle it to almost the first consideration in the advertising appropriation of a national advertiser.

For information about the territory address these newspapers:

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,376	.02
Eau Claire Leader-Telegram (M&E&S) .	8,960	.027
Fond du Lac Commonwealth (E).....	5,872	.02
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	4,849	.0143
La Crosse Tribune-Leader Press (E&S)	13,064	.03
Madison, Wisconsin, State Journal (E) ..	14,708	.03
Madison, Wisconsin, State Journal (S) ..	10,553	.03
Milwaukee, Wisconsin, News (E).....	32,500	.06
Milwaukee Journal (E).....	119,386	.14
Milwaukee Journal (S).....	92,447	.14
Milwaukee Sentinel (M&E).....	79,425	.11
Milwaukee Sentinel (S).....	68,070	.11
Racine Journal News (E).....	7,483	.025
Sheboygan Press (E).....	6,329	.0214
Superior Telegram (E).....	16,000	.035
Wausau Record-Herald (E).....	5,102	.0178

Government Statements, October 1st, 1918.

Opulent Ruralites Read These Papers As Well As Townspeople

CHRONOLOGY OF 1918

(Continued from Page 51.)

officials from prohibiting the sale of Hearst papers (12).

Press of Rome, Italy, entertained Melville E. Stone (12).

Boston Globe raised salaries of editorial and reportorial staffs 25 per cent. (14).

W. F. Wiley appointed general manager Cincinnati Enquirer (15).

John E. Cullen resigned as managing editor New York Evening Mail (15).

New York Tribune installs its own distributing service (16).

C. McD. Puckette elected president New York City News Association (18).

O. C. Mosley resigned as advertising manager American Sugar Refining Company, New York.

Allen Property Custodian charged German brewers furnished money with which Arthur Brisbane purchased Washington Times (19).

Albany Journal gave a war bonus to employees, ranging from 5 to 10 per cent. of salaries (21).

Cutting advertised retail "set prices" of goods was held to be fraud on public by Chancellor Lane of New Jersey.

News Photographers' Association of New York city organized (22).

Arthur F. Thurnau appointed Western manager for Paul Block, Inc.

Canadian Paper Controller raised newsprint price from \$57 to \$69 per ton, covering period July 1 to December 1 (26).

EDITOR & PUBLISHER started contest for best editorial on Fourth Liberty Loan to help insure its success (28).

Press associations stopped carrying entries and results of horse races, conforming with Selective Service regulations (31).

October

Arthur L. Clarke made city editor New York Evening World (1).

Court of Appeals decided that \$3.50 per 100 pounds, f. o. b. mill, would be fairer price for newsprint, as of April 1, than Federal Trade Commission's decision of \$3.10 (2).

Victor F. Lawson, publisher Chicago Daily News, was injured while visiting New York City (2).

Counsel for newspapers protested to Interstate Commerce Commission against proposed increased express rates affecting them (3).

American Association Advertising Agencies held annual meeting in New York; re-elected President Johns and all officers; adopted code of ethics, standard order blank, keying system, rate card and Turner chart (9-10-11).

Canadian newspaper publishers protested to Dominion Cabinet against newsprint price of \$69 per ton (10).

Fisher-Smith Advertising Agency, New York, assigned for benefit of creditors.

Gough J. Palmer, of Houston Post, appointed in charge of newsprint section Pulp and Paper Division of War Industries Board (11).

Embargo raised on all-rail shipment of newsprint to inland ports, making it possible for publishers to have shipments made without use of vessels.

Harry B. Wakefield appointed managing editor Minneapolis Tribune.

Newspaper Representatives' Association of Chicago established promotion and service department for "selling the newspaper idea to advertisers."

H. R. Keeling became vice-president Sidener-Van Kiper Agency, Indianapolis.

Great forest fires in northern Minnesota gave Northwestern newspapers chance to compete on a big story under difficulties (12).

Lord Northcliffe entertained American newspaper men visiting London.

Parisian newspaper men organized union to protect and better profession (15).

Federal Trade Commission raised roll newsprint price to \$3.63½ per hundred pounds, f. o. b. mill, adding freight and labor increases, applying to months of May, June and July. After July 1 price was \$3.75¼.

Harry A. Ahern appointed advertising manager New York Evening Journal (15).

Eden Griffiths appointed advertising manager Vacuum Oil Company, New York.

C. W. Danziger appointed general managing editor Pittsburgh Gazette-Times and Chronicle-Telegraph.

Edward D. DeWitt retired as general manager EDITOR & PUBLISHER to resume advertising management New York Herald (16).

War Department allowed picture-taking in places devoid of confidential activities (21).

United Press established only Sunday leased wire service in United States for Sunday afternoon editions of newspapers.

First party American editors to visit the war area as guests of the British Government returned home inspired by the Allies' spirit for victory (26).

Robert S. Weir appointed general circulation manager Louisville Courier-Journal and Times (28).

Victor L. Berger, publisher Milwaukee Leader, indicted by Federal Grand Jury in Milwaukee on charges of obstructing United States war operations (28).

Five thousand striking pressmen and feeders in New York returned to work, agreeing to accept arbitration of War Labor Board (29).

November

Charles F. Dodd became general manager Brooklyn (N. Y.) Standard-Union (1).

War Industries Board notified mills of its intention to take full control of newsprint paper supply on November 15 (2).

Lord Beaverbrook resigned as British Minister of Information, following breakdown in health (4).

James M. Cox, owner Dayton and Springfield News, elected Governor of Ohio (5).

Governor Walter Edge of New Jersey, owner Atlantic Press-Union, elected to United States Senate (5).

Governor Arthur Capper, owner Topeka Capital, elected United States Senator from Kansas (5).

Medill McCormick, former publisher Chicago Tribune, elected United States Senator from Illinois (5).

Henry J. Allen, publisher Wichita Beacon, elected Governor of Kansas (5).

Percival W. Clement, owner Rutland Herald, elected Governor of Vermont (5).

Victor L. Berger, editor Milwaukee Leader, elected to Congress on Socialist ticket (5).

New York Evening Post plant was unionized after thirty-five years' operation as an "open shop."

Premature report of signing of armistice reached American papers through U. P. bulletin, leading to intense excitement and general celebrations

(Continued on Page 53.)

Publishers and Business Managers:

There Is One Little Joker in the Regulations

EVERY publisher should be very cautious in signing the voluntary regulations now being urged all over the country. For the most part, these regulations are wise and good and the publishers ought never to slip back into the old wasteful ways. But those regulations should not include among a dozen good things one little joker that would defeat the ambitions of every publisher who has the enthusiasm and industry for growth.

The publisher who voluntarily signs an iron-clad agreement to continue the war regulations will be benefited by a number of proven economies and valuable cooperative advantages; but he will also find his hands tied if the time should come when he wants to do something out of the ordinary to get circulation.

EXCEPTION—If the publisher has by far a greater circulation than his competitor, he should try in every way he can to induce them to sign ALL regulations. In fact, he could offer a cash bonus by the year to the weaker publications to cut out procuring paid-in-advance subscriptions.

And you will notice it is generally the publisher with the largest circulation who, in a smooth way, suggests that as the regulations collectively were of benefit in the past, the publishers should agree to keep ALL the regulations in the future.

"No premiums or contests." We do not understand why the two are linked together. The two methods are exactly opposite. A premium is something offered to the reader, while a contest offers the reader only the paper at the regular subscription price paid in advance. In a contest, awards are paid to the solicitors who obtain the largest number of subscriptions.

The only argument against the modern contest is that it means more white paper, because a modern contest will result in more new subscriptions in two months than a publisher can obtain through the average salaried solicitors in two years; unless in addition to the salary awards are given to the best solicitors; in that case the solicitation becomes a contest.

Nearly all arguments against contests are derived through objections to the old coupon most-popular-girl contest. That kind of contest went to the wall long ago along with that kind of contest companies.

The competition impulse in the old form of contest is the only feature saved by the present legitimate contest companies. We use it only as the foundation. Human nature is stimulated by healthy competition. Every business is whetted to a keen edge throughout its organization by the competitive enthusiasm of the men and women who work in it and for it.

Our circulation campaigns are never called contests except by some newspaper people. The public thinks of them as salesmanship clubs. Awards such as automobiles or trips to Europe are given to the successful salesmen, because the small average pay of a solicitor would not induce prominent men and women to work for the newspapers, and these awards are given only for their spare time or that of their friends. Newspapers can afford to give these valuable awards because the results of prominent and well known men and women are twenty times that of the average newspaper solicitor.

These salesmen are instructed in newspaper salesmanship, and obtain the subscriptions on the merits of the newspaper. And we feel that a "Salesmanship Club" as the means of introducing the newspaper to the home is as worthy of consideration as any plan.

We have never believed that a newspaper should sell its product for less than cost. A penny never was a fair price for a newspaper; it was an inducement to the public to buy the paper—sort of a premium. Three cents is a fair price. We have advised for years that paid-in-advance subscriptions take the place of expired subscriber waster, advertising waster, newsstand waster, abnormal press run waster, return privileges, exchanges, etc. In fact, we believe that every one, even the publisher, should pay in advance for his newspapers. But we believe that the publisher who ties himself to an arbitrary elimination of the kind of service we render in building circulations would be doing himself a great injury and permanently damaging the newspaper business. Right now you may not want the Salesmanship Club, but to-day you do not know but that you may want such services a year from now.

We do not advance these views with argumentative intent. We are entitled to speak from knowledge. We have gone to newspapers in the hands of receivers and left them with increased circulation, money in the bank, and sent them on the way to permanent prosperity. We have found newspapers second, third, and fourth in the field, and put them first.

Here's a good one: One publisher conducted contests until he was first in the field; after that he did not believe in contests and talked against them. Privately he told the writer that if he ever fell back to second place he would again believe in contests.

We do not pretend to know as much about the publishing business as the publisher (we are only circulation specialists), but we wish merely to utter a warning to publishers: "Make all the agreements you wish and tie up on every useful cooperative basis with your field, but don't make the mistake of tying your hands so that when you want to build and grow and go forward in a legitimate way by calling upon your community for more readers and more deserved recognition, you will find that you have locked the door of opportunity against your ambitions.

(Signed) Blair & Austin, 721 Paul Jones Building, Louisville, Ky.

CHRONOLOGY OF 1918

(Continued from Page 52.)

throughout country. Admiral Wilson, United States Navy, in command at Brest, assumed full responsibility, having authorized President Howard of the U. P., who was in Brest at the time, to send out the announcement. Dispatch filed shortly afterward, killing first bulletin, failed to reach New York until following day (7).

Minister of Finance thanked Canadian newspapers for aid in behalf of Victory Loan (7).

J. W. Ferguson appointed general manager **EDITOR & PUBLISHER**.

Immediately on conclusion of the war, news censorship was revoked by Government (9).

Canadian Paper Control Tribunal refused to change newsprint price of \$69 per ton set by Paper Controller. Newspaper publishers made the appeal (14).

George Davis appointed associate editor Sloux City (Ia.) Journal.

Emil M. Scholz resigned as publisher New York Evening Post (16).

Robert G. Hiden appointed editor-in-chief Birmingham (Ala.) Ledger, succeeding George M. Cruikshank, who retired after twenty years' service.

Henry J. Foster made manager Galt (Ont.) Reporter.

J. A. Martin elected Vice-President and Advertising Manager Birmingham (Ala.) Ledger Company.

Murray C. Beck appointed business manager Johnstown (Pa.) Leader.

With conclusion of war, newspaper makers and advertisers declared to Editor & Publisher that they foresee in the new day of world readjustment better conditions in America than ever before.

Robert M. Blood became managing editor Manchester (N. H.) Mirror.

Plans were announced for establishing a School of Journalism in Rio Janeiro, Brazil.

E. B. Doran appointed executive editor Galveston-Dallas News and Journal publications; Frank A. Briggs, managing editor Dallas News; Harry Withers, managing editor Dallas Evening Journal.

Postal censorship over press communications discontinued (19).

National Association of Daily Newspaper Advertising Managers organized in Chicago, with H. A. Ahern, New York Evening Journal, president (19).

C. W. McDermid retired as managing director Toronto News.

Guy U. Hardy, president National Editorial Association, elected to Congress from Colorado.

J. Harry Smith appointed managing editor Toronto World.

Rochester newspapers missed three days' publication, due to strike of printers and stereotypers, who were ordered back to work by their unions (19-21).

E. C. Bode, of Chicago, became national salesman for Thomas Cusack Company.

New York State and New England Circulation Managers Association held joint convention in Albany. James McKernan elected president New York body. **EDITOR & PUBLISHER** named official publication by both associations (20).

Mrs. Ogden Mills Reid became advertising manager New York Tribune.

John C. Cook appointed manager of foreign advertising in East for New York Herald.

Barton & Durstine Advertising

Agency, New York, organized by Bruce Barton and Roy S. Durstine.

J. W. Sanger completed study of South American advertising situation, made as agent of United States Government for American business interests.

Associated Advertising Clubs decided to move headquarters to New York city (23).

First prizes in **EDITOR & PUBLISHER** Fourth Liberty Loan Editorial Contest were won by Wichita Beacon and Elmer T. Peterson (23).

Montreal Herald went into receivership (28).

Earl W. McGookin elected vice-president Martin V. Kelly Company, Toledo and New York.

Will of William J. Murphy, publisher Minneapolis Tribune, provided for establishment of School of Journalism in University of Minnesota.

Melville E. Stone, general manager Associated Press, returned from extensive news observation tour of Europe, where rarely was a private citizen ever honored as he was.

Committee on Public Information began to disband; closed headquarters in Washington (30).

St. Louis Post-Dispatch established promotion and research department.

William H. Walsh appointed general advertising manager in United States for Salada Tea Company.

Canadian post office barred from mails all matter connected with I. W. W.

December

International Paper Company asked flat rate of 4 cents a pound for newsprint for 1919 (1).

Marvin Kelly appointed managing editor Milwaukee Journal.

Call of the Sixty-second Congress found eight editors of newspapers holding seats in the Senate (2).

Association of National Advertisers held annual meeting in New York and elected W. A. McDermid president. Discussed methods of advancing interests of American manufacturers in reconstruction period and planned organized campaigns to improve service of advertising. Seven hundred attended annual banquet (4-5-6).

President Wilson gave assurance that Peace Conference news, as handled by American correspondents, would be unrestrained (5).

Washington correspondents and Government officials tendered complimentary dinner to George Creel on close of his work as director of war information.

Dr. Edward A. Rumely, former publisher New York Mail, indicted in Washington under Trading with Enemy act.

Secretary of State Lansing complimented Washington correspondents on cooperation with his department during war (5).

Employees of Montreal Mail, in liquidation, realized only one-third of their claims as preferred creditors (5).

End of war brought to a close the mission of Advertising Division of Committee on Public Information. In one year's existence it handled \$1,587,000 worth of advertising for Government. On passing out it urged Government to establish a permanent paid space policy for advertising, to be advised by a central board of experts (7).

National Press Club elected Earl Godwin president.

Theodore Wright ceased to be editor of Philadelphia Record, but remained president.

(Continued on Page 54.)

Rely On These 14 "Big Guns" To Prepare Michigan for Your Salesmen's Charge

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

Each covers its own field with wonderful thoroughness.

Each outclasses local competition.

Each is an evening paper.

Collectively they cover 90% of Michigan's English-speaking population.

There is no other way to cover Michigan, at any cost.

CHRONOLOGY OF 1918

(Continued from Page 53)

Hammel and McDermott Advertising Services, Indianapolis, were consolidated.

Thomas Ryan appointed advertising manager St. Louis Star.

Indianapolis Times purchased land for new home.

Party of ninety American newspaper correspondents sailed for France to cover Peace Conference for American public.

Elizabeth (N. J.) Times appointed Adrian M. Knox business manager.

R. E. Connor made managing editor Beaumont (Tex.) Daily Journal.

Associated Advertising Agencies, New York, incorporated by J. B. Ellison and others.

Jackson (Mich.) News enlarged to seven-day paper (9).

New York Globe celebrated 125th birthday.

Toronto newspapers agreed to pay advertising agency commissions on business within ten-mile radius of city, settling a long-contested issue.

William Findlay appointed advertising manager Toronto Globe (11).

War Labor Board awarded New York pressmen increase of \$6 per week in wages (11).

Tacoma (Wash.) News-Tribune moved into remodelled plant.

New York Times made contract with Canadian Export Paper Company as a safeguard against any news print shortage.

Harry A. Biggs made advertising manager Studebaker Corporation, South Bend, Ind.

S. C. Stevens retired from Stevens & King, New York, selling interests to Harry W. King and H. C. Prudden (12).

Associated Press elected twenty-two new members.

W. C. Steigers, business manager St. Louis Post-Dispatch, completed forty years' continuous service, with that newspaper.

Publishers asked reopening of news print price investigation by Federal Trade Commission, alleging manufacturing costs had decreased since \$3.75 1/4 price was set (14).

On return of second party of American editors from Europe, Frank P. Glass appealed to newspaper makers of United States for closer cooperation with Britain in readjustment of world affairs (14).

Before leaving for home, Stephane Lauzanne, editor Paris Matin, urged formation of league to promote better understanding between newspapers here and abroad (14).

Col. William H. Henry, business manager Duluth Herald, appointed postmaster at Duluth.

Postmaster-General Burleson assumed control of all American cable systems to Europe.

Trenton N. J.) Times purchased land for expansion of plant.

R. E. Keller appointed Chicago manager of Frank Seaman, Inc. (15).

Earl Hickerson became vice-president Freeman Advertising Agency, Richmond (15).

Group of small city publishers started movement against lowering second-class mail rates, claiming high postage was necessary to protect them from bigger publications (15).

Government war restrictions on news print withdrawn, but with warning that conservation must continue; many publishers' associations agreed to continue voluntarily to abide by the regulations.

Paul C. Triviranus appointed business manager Des Moines Register and Tribune.

Charles W. Danziger elected secretary Pittsburgh Gazette-Times and Chronicle-Telegraph.

Albert W. Fell resigned as general manager Williamsport (Pa.) Sun.

Officials of Philadelphia Tageblatt, convicted of violating Espionage law, sentenced to prison (17).

J. Sherwood Seymour appointed publisher New York Evening Post (17).

Appellate Division New York Supreme Court rules that municipalities cannot bar sale of newspapers in case of Hearst vs. City of Mt. Vernon.

New York Herald was ordered by court to pay damage to a shop which claimed trade was kept away by crowds watching bulletin board.

E. L. Shuey retired as advertising director Lowe Brothers Company, Dayton.

Al Royce appointed managing editor Milwaukee News.

A. L. Dewar, Jr., appointed advertising manager Welch Grape Juice Company.

B. W. Phillips appointed managing editor Minneapolis News.

Lynn J. Arnold, Jr., became general manager Albany Knickerbocker Press (21).

It was estimated that newspapers for 1918 would show about 10 per cent. loss in advertising, due to war and influenza epidemic.

A. N. P. A. appointed new paper committee of ten members selected to represent most helpfully the geographical and tonnage considerations of all members.

Walter S. Lockwood appointed advertising manager H. W. Johns-Manville Company, New York.

Arthur J. Palmer made advertising manager Thomas A. Edison, Inc.

"AMERICAN ANNIVERSARIES— Every Day in the Year"

By PHILIP ROBERT DILLON
368 pages; Cloth bound; 108,000 words,
including 15 pages of index.

Beginning Jan. 1 ("Birthday of Betsy
Ross") running through the year to Dec. 31
("Death of Montgomery").

"This is a very valuable book to keep right
here upon my desk."—John H. Tennant, Mng.
Ed. New York Eve. World.

\$2.50. Discount 20% to newspaper men.
PHILIP R. DILLON PUBLISHING CO.,
314 W. 53d St., New York

William F. Leech resigned as publisher Cleveland News to join Seaman Paper Company, New York.

United States Supreme Court ruled that there is property right in news, upholding Associated Press in suit to restrain International News Service from making use of matter gathered by Associated Press (23).

Detroit News publishers insured all employees, assuming entire risk themselves (25).

E. Lansing Ray elected president St. Louis Globe-Democrat (28).

Arthur Brisbane became publisher, as well as editor, of Chicago Herald and Examiner (28).

J. Mora Boyle appointed advertising manager New York Evening Post (28).

James W. Booth appointed advertising manager Roberts, Johnson & Rand Shoe Company.

Plant of Richmond (Va.) News Leader destroyed by fire.

Postmaster-General Burleson announced he had merged Western Union and Commercial Cable systems and would not curtail newspaper service (30).

Lester De Lissar appointed advertising manager New York Evening Sun, D. Fitzgibbons for Morning Sun (31).

Leonard W. Wilgus appointed business manager Buffalo (N. Y.) Express (31).

Publishers filed formal application with Federal Trade Commission to reopen news print price investigation, charging manufacturing costs had decreased since prevailing price—\$3.75 1/4 per 100 pounds, f. o. b. mill—was set as of July 1 (31).

J. B. Pinkham appointed general advertising "adviser" Hearst newspapers (31).

Jefferson Smith became managing editor St. Louis Times (31).

Supreme Court of New Mexico ruled that judges must submit to criticism as

private citizens, when it does not interfere with administration of justice (31).

Morton Caldwell resigned as advertising manager New Orleans Item and became vice-president Chambers Advertising Agency, New Orleans (31).

New York World opened special office in Detroit in charge Robert H. Cornell (31).

Edward S. Babcox retired as advertising manager Firestone Tire & Rubber Company to become an owner and secretary Christian Herald, New York (31).

Changes of Ownership, With Consolidations of Prominent Newspapers

January

Majority stock Fort Smith (Ark.) Times-Record sold by J. L. Brady to John F. D'Aue, of Des Moines Register and Leader, and W. B. Southwell, of the Burlington Hawkeye.

Ossining (N. Y.) Daily Citizen changes to weekly (4).

Mankato (Minn.) Free Press sold by F. W. Hunt to a syndicate headed by M. D. Fritz.

Alert Publishing Company purchases subscription list of Jamestown (N. D.) Capital and discontinues publication of the daily.

Brockville (Can.) Recorder and Times consolidate.

Horace L. Brand sells Illinois Staats-Zeitung and Chicagoer Presse to Edward Selbmann and associates (23).

February

Prescott (Ont.) Tribune bought by Prescott Journal and combined (5).

(Continued on Page 55)

Quantity Production and the Big Crowd

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

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

LOS ANGELES EVENING HERALD

Circulation 139,374

Evening Herald Publishing Co.
Member A. B. C.

126-134 So. Broadway Los Angeles, Calif.

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

Baltimoreans

Read through and through

THE NEWS

November Average Net Paid
Circulation

112,112 Daily
117,036 Sunday

An Average Gain of

17,413 Daily or 18%
18,788 Sunday or 19%

Be in Baltimore's Fastest Growing
Paper

Frank W. Webb
Advertising Manager

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

Established a Quarter of a Century.

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.

CHRONOLOGY OF 1918

(Continued from Page 54)

Passaic (N. J.) Herald sold to a company headed by P. A. Bristol, who was general manager of the property, for \$150,000 (7).

Rochester (N. Y.) Union and Advertiser purchased for more than \$500,000 by E. R. Davenport, Frank E. Gannett, and W. J. Copeland, of the Elmira Star-Gazette. Later purchased Rochester Evening Times.

Annapolis (Md.) Evening Capital sold by Mrs. Emma Abbott Gage to Winson G. Gott and associates (15).

Monroe Drew, editor and owner of the Kaufman (Tex.) Daily Herald, purchases Kaufman Daily Post and consolidates the papers (20).

Medina (N. Y.) Daily Journal bought by W. John Hipchey and associates (23).

Niagara Falls (Ont.) Review and Record consolidate (26).

Eugene Lorton becomes sole owner of Tulsa (Okla.) World (30).

March

Hannibal (Mo.) Journal bought by Lee Syndicate and consolidated with Courier-Post (1).

Salt Lake City Herald-Republican leased by Telegram Publishing Company. Saginaw (Mich.) Daily Courier-Herald purchased by Booth Publishing Company (23).

Kingston (N. Y.) Daily Leader purchases the Daily Express and merges it with the Leader.

Aurora (Mo.) Daily Light purchased by W. B. Lowry and Charles W. Lane.

Kansas City Globe-Gazette goes into bankruptcy.

April

Jefferson City (Mo.) Daily Capital News absorbs the Russellville (Mo.) Rustler (1).

Group of Pennsylvania and Oklahoma investors purchases Okmulgee (Okla.) Daily Democrat. G. G. Martin assumes management (2).

Hannibal (Mo.) Daily Democrat makes first appearance. Voiney Burnett and Eugene Pool, publishers (7).

George Post buys Moscow (Idaho) Daily Star-Mirror.

Central Printing Company buys Albuquerque (N. M.) Herald, H. B. Henning made managing editor, George S. Valiant business manager (16).

Providence (R. I.) News purchased by John A. Hennessy and associates (27). Jackson (Mich.) Patriot purchased by John W. Miner.

Wilmington (N. C.) Despatch purchased by P. R. Anderson and associates (30).

May

Booth Publishing Company purchased Jackson (Mich.) Morning Patriot from F. W. Barbour, James Frank, and Milo W. Whittaker (2).

Longview (Tex.) Times-Clarion purchased by George Whitley (4).

Waco (Tex.) Tribune and Morning News consolidate under management of E. S. Fentress and Charles E. Marsh (20).

June

Milwaukee Evening Wisconsin purchased by William H. Park and associates, whom Mr. Park declines to name (4).

East St. Louis Daily Journal purchased by E. T. Spivey (28).

July

Philadelphia Public Ledger took over Evening Telegraph (1).

Interest in St. Louis Star purchased by Benjamin E. Bradley; appointed general manager (2).

Yankton (N. D.) Press and Dakotan took over Herald (3).

Lynn (Mass.) Evening News purchased by E. D. De Witt and associates.

St. Thomas (Ont.) Times and Journal consolidated by L. H. Dingman, F. W. Sutherland and associates (8).

Buffalo Commercial purchased by Charles A. Finnegan (10).

Manchester (N. H.) Daily Mirror and American purchased by Rosencrans Pillsbury (11).

Sedalia (Mo.) Daily Capital becomes property of C. M. Harrison and L. N. Collison (18).

York (Pa.) Daily merged with Dispatch.

Lynn (Mass.) Evening News and Telegraph consolidated (22).

Saskatoon (Sask.) Phoenix purchased by Charles O. Smith and associates (27).

Windsor (Ont.) Daily Record passed to ownership of W. F. Herman (30).

August

New York Evening Post purchased by Thomas W. Lamont (1).

Boston Evening Record taken over by new company headed by M. D. Flattery.

Louisville Courier-Journal and Evening Times bought by Judge Robert Worth Bingham (6).

Decatur (Ind.) Morning Herald suspends (14).

Sacramento (Cal.) Union purchased by C. M. Wooster (17).

Columbus Dispatch took over business of Daily Express and Westbote (24).

McAlester (Okla.) Daily Capital-News half interest purchased by G. C. Owles (29).

Muscatine (Ia.) Journal purchased by Lee Syndicate (31).

September

Howard C. Price and Ephraim Crane purchase the half interest of Walter E. Hubbard in Brattleboro (Vt.) Daily Ireforner, becoming full owners (10).

Sioux Falls Press purchased by W. C. Cook (11).

Seattle Post-Intelligencer bought by C. N. Nettleton; J. A. Wood made editor.

Vancouver (Wash.) Daily Columbian bought by George M. Hyland (17).

(Continued on Page 56)

The Following Newspapers are Members of THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

- ALABAMA**
Birmingham NEWS
Average circulation for June, 1918, Daily, 48,396; Sunday, 53,795. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.
- CALIFORNIA**
Los Angeles EXAMINER
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.
- GEORGIA**
Atlanta DAILY
GEORGIAN AND SUNDAY AMERICAN
Circulation daily, 62,537; Sunday, 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.
- ILLINOIS**
Joliet HERALD-NEWS
Circulation, 18,100.
- IOWA**
Des Moines SUCCESSFUL FARMING
More than 800,000 circulation guaranteed and proved, or no pay. Member Audit Bureau of Circulations.
- LOUISIANA**
New Orleans TIMES-PICAYUNE
- MINNESOTA**
Minneapolis TRIBUNE
Morning and Evening.
- MONTANA**
Butte MINER
Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.
- MISSOURI**
St. Louis POST-DISPATCH
Daily Evening and Sunday Morning.
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section.
The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city.
Circulation for entire year 1917:
Sunday average 361,263
Daily and Sunday 194,593
- NEW JERSEY**
Elizabeth JOURNAL
Paterson PRESS-GUARDIAN
Plainfield COURIER-NEWS
- NEW YORK**
Buffalo COURIER & ENQUIRER
New York City
IL PROGRESSO ITALO-AMERICANO
New York City DAY
The National Jewish Daily that no general advertiser should overlook.
- OHIO**
Youngstown VINDICATOR
- PENNSYLVANIA**
Erie TIMES
Wilkes-Barre TIMES-LEADER
- TENNESSEE**
Nashville BANNER
- TEXAS**
Houston CHRONICLE
The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.
- VIRGINIA**
Harrisonburg DAILY NEWS-RECORD
Largest circulation of any daily paper in the famous valley of Virginia.
- WASHINGTON**
Seattle POST-INTELLIGENCER

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

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

New Orleans States

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

41,267 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.

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

Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and color.

Newspaper Feature Service
M. KOENIGSBERG, Manager
37 WEST 39TH ST., New York

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor & Publisher
742 Market Street
SAN FRANCISCO

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

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

The Daily Enterprise

Representative
ROBERT E. WARD
225 Fifth Ave. 5 S. Wabash Ave.
New York Chicago

The True News

—FIRST—

Always—Accurately

International News Service
World Bldg. New York

CHRONOLOGY OF 1918

(Continued from Page 55)

October

Milwaukee Daily News purchased by Arthur Brisbane and consolidated with Evening Wisconsin (15).

Manitowoc (Wis.) Herald and News consolidated as Herald-News.

Amsterdam (N. Y.) Sentinel purchased from receiver by E. W. Leavenworth (22).

London Daily Chronicle purchased by Sir Henry Dabziel, Lloyd George supporter.

November

Arthur Brisbane purchased his third Milwaukee newspaper—the Free Press—and merged it with Wisconsin News (30).

December

Chicago Staats-Zeitung revived by new owners as a daily and Sunday paper (7).

Elkhart (Ind.) Daily Review purchased by Fred Palmer.

Bridgeport Post and Telegram purchased by Edward Flicker, R. R. Whitman and associates for \$1,200,000 (17).

Mt. Carmel (Ill.) Register and Republican, dailies, were merged.

Geneva (N. Y.) Daily News and Times were consolidated (23).

Many Men Noted in Field of Newspaper Work and Advertising Passed Away

January

F. Frank Wilson, editor and owner Woodbury (N. J.) Daily Times (2).

Henry Dalby, formerly managing editor Montreal Star.

Augustus F. Beach, formerly editorial writer for New York American.

Melville E. Stone, Jr., son of the general manager of the Associated Press, died in Pasadena, Cal. (4).

Louis Herbert Moore, general manager American Press Telegram Company and London correspondent Washington Star (19).

A. C. Haselebarth, New York World, former member of Editor & Publisher staff.

W. J. Steinigans, New York Sunday World cartoonist (25).

Isaac W. Guthrie, business manager Austin (Tex.) Statesman (29).

Herbert Hunt, editor Tacoma Daily News (31).

February

Leander Richardson, dramatic writer (2).

Harry Coleman, of Detroit Free Press (10).

William J. Whipple, "Grand Old Man of Minnesota journalism."

George Batten, founder and head of the George Batten Company, N. Y., died in his home at Montclair, N. J. (16).

Major William H. Bernard, founder of the Wilmington (N. C.) Star (20).

Hamilton Burdick Clark, a founder of the U. P. and one of the organizers of the Scripps News Service, at Chula Vista, Cal. (23).

Henry L. Einstein, one time owner of the New York Press (28).

March

Robert Carter, cartoonist for Philadelphia Press (1).

William Henry Greenhow, for fifty years editor and publisher of the Hornell (N. Y.) Daily Tribune.

Dr. James M. Munyon, picturesque advertiser (9).

E. Holden Spear, twenty-five years on New York World advertising staff (11).

F. R. Yokome, editor Peterboro (Ont.) Daily Examiner (17).

William H. Howells, a founder of the Newark (N. J.) Evening News, and its advertising manager for many years (21).

Major William J. Richards, at one time business manager Indianapolis News (25).

George W. Hills, founder Bridgeport (Conn.) Evening Post (27).

April

Major Joseph W. Yocum, editor of Columbia (Pa.) Spy (5).

Francis A. Eastman, pre-Civil War newspaper man, well known in Chicago and Los Angeles (6).

Clive E. C. Chambliss, managing editor Asheville (N. C.) Times (10).

Herbert D. Campbell, one of the first owners and editors of the Lima (O.) Republican Gazette (11).

James D. O'Neil, managing editor Fall River (Mass.) Globe (14).

Claude C. De Graffenreid, editor Shreveport (La.) Times (14).

Thomas Pollard Barclay ("Tom Bee"), cartoonist for the Baltimore Sun (16).

Jacob Agne, President Utica (N. Y.) Sunday Tribune Company, publisher Utica Tribune and Herald-Despatch (17).

Francis A. Arnold, formerly editor Greencastle (Ind.) Democrat (25).

W. H. Hunter, managing editor Minneapolis Tribune (27).

Henry N. McKinney, of N. W. Ayer & Sons, dean of advertising, originator of trade term "Uneeda" Biscuit (28).

May

Ripley Hitchcock, author, editor and critic (4).

W. W. Sharpe, founder of W. W. Sharpe & Co., one of the oldest advertising men in the business (7).

James Gordon Bennett, owner of New York Herald and Telegram (14).

Jay Bayard Benton, city editor Boston Transcript for 20 years (25).

James F. Clarkson, formerly an owner of the Iowa State Register (31).

June

John Ross Robertson, "who made the Toronto Evening Telegram" (4).

William F. Whiteher, former editor Boston Traveler (7).

Albert Barnett, Columbus (O.) manager Western Newspaper Union (10).

Thurlow Weed Barnes, former editor Albany Evening Journal (27).

July

Charles T. Shorebridge, former owner San Jose (Cal.) Mercury, San Francisco Call and other coast papers (15).

Capt. F. Bianton Barrett, of New York Sun; killed in France.

Capt. Juan S. Hart, former editor and owner El Paso Times.

Sergt. Joyce Klimer, of New York Times; killed in France.

Charles H. Hamblin, former general manager Minneapolis Tribune (26).

Roger G. Sullivan, noted cigar advertiser, Manchester, N. H.

William Van Anden, an owner of Brooklyn Daily Eagle (26).

E. O. Eshelby, former publisher Cincinnati Commercial-Tribune.

Gustav Kobb, of New York Herald, noted music and art critic (26).

T. J. Reynolds, tobacco manufacturer and one of America's leading newspaper advertisers; in Winston-Salem, N. C. (29).

Clarence Brown, chief owner Toledo Times (30).

August

Richard Little, founder and editor Scranton (Pa.) Scrantonian (10).

Arthur D. Bartlett, printing machinery engineer, New York (14).

John E. Day, dean West Virginia newspaper men; in Wheeling.

Francis W. Bird, former publisher Boston Advertiser and Record (14).

George E. Pollock, Vice-President New York Herald (21).

R. J. Devlin, of Ottawa, one of first Canadian merchants to individualize advertising (22).

September

John N. Taylor, many years with Boston Globe (12).

Albert A. Mariette, former publisher Schenectady (N. Y.) Evening Star (15).

James O. Flaherty, New York publisher and advertising agent (17).

Frank L. Dingley, founder and for fifty years editor Lewiston (Me.) Journal (22).

October

Gordon B. Massengale, Vice-President Massengale Advertising Agency, Atlanta (1).

(Continued on Page 57)

Can You Write?

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

WILDER & BUELL

225 Fifth Avenue

New York

Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

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

BECAUSE

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

VERREE & CONKLIN } Foreign Representatives } New York Chicago Detroit

DENVER

The Business and Industrial Center of the Rocky Mountain West—an immense Empire rich in Agriculture, Stock-raising, Mining, Oil and other natural resources.

This region never so prosperous—money never so plentiful—as today. Quotas for all Liberty Loans, Red Cross, etc., enormously oversubscribed.

The Rocky Mtn. News

The News—morning and Sunday

The Denver Times

The Times—evening except Sun/Pay

Two separate and distinct newspapers published in the same plant, but with LESS THAN FOUR per cent. duplicated circulation.

Typical of the true spirit of the Great West. Enjoying the reader confidence of the better elements of citizenship and the REAL BUYING POWER of Denver and surrounding territory.

The News—morning and Sunday Both papers (Times, 6 days) among the first in the country in the volume of automobile advertising carried.

The Times—evening except Sunday

A Big Circulation More than doubled in 5 years Des Moines Register and Tribune

U. S. P. O. REPORTS

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

The Evening Star

Washington, D. C.

October, 106,330

Does not print a forenoon edition

Its paid circulation in Washington and suburbs is believed to be 2 1/4 or 3 times that of the corresponding edition of its afternoon contemporary in the same territory.

ASBURY PARK PRESS

EVENING (Daily)
THE SHORE PRESS (Sunday)

Published in the second richest county in the United States for agricultural products.

The sixty-days summer resort identity of Asbury Park is only an incident—an unusually rich community incident, of course—but for the rest of the year Asbury Park has a normal resident trading population of 55,000 people of more than the average purchasing capacity.

Advertisers are guaranteed a circulation in excess of 7,000.

Asbury Park Press
MEMBER A. B. C.

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that carries 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 NEW YORK
Lyttel Building CHICAGO

CHRONOLOGY OF 1918

(Continued from Page 56)

David L. Parker, publisher New Bedford (Mass.) Times.

D. P. Toomey, managing editor Dallas News (13).

Louis I. Miller, Vice-President and General Manager Fort Worth Record (15).

Lieut.-Col. James D. Clarke, managing director Galt (Ont.) Daily Reporter (17).

Don Martin, war correspondent New York Herald; in France.

William J. Murphy, publisher Minneapolis Tribune (24).

November

Laurence Jerrold, famous correspondent of London Daily Telegraph and dean of English correspondents in Paris.

George L. Louis, well known Chicago advertising man.

Lieut. Hilton U. Brown, son of general manager Indianapolis News; killed in action in France (3).

L. C. McChesney, advertising manager Thomas A. Edison, Inc.

William H. McElroy, well known New York State newspaper man; in New York.

John Marder, father of point system for manufacturing type; in Palisades, N. J.

December

Edward J. Widdell, managing editor LaPorte (Ind.) Herald (6).

J. B. Monier, editor Le Canada, Montreal (7).

George M. Crawford, business manager Capper publications, Topeka (9).

J. W. Morton, New York advertising agent (11).

Charles H. Pugh, former business manager Worcester (Mass.) Gazette.

William A. Paton, former publisher New York World (11).

Stephen O'Meara, former publisher Boston Journal (14).

Michael Kruszka, owner Milwaukee Kuryer Polski.

Arthur W. Vance, city editor St. Paul Daily News and well-known Northwest newspaper man.

William Barton, publisher Kansas City Post.

Capt. Harry Ford, former advertising manager Chalmers Motor Company; in Jacksonville.

Sidney F. Wall, advertising manager E. T. Slattery Company, Boston.

Charles H. McKee, President and publisher St. Louis Globe-Democrat.

Walter Hines Page, ex-Ambassador to Great Britain and former newspaper man.

Judge S. William Hager, publisher Owensboro (Ky.) Inquirer.

James C. Farrell, part owner Albany (N. Y.) Argus and Times-Union.

✠ ✠ ✠ ✠ ✠ ✠
THE ELLIS SERVICE
 - - - Swarthmore, Pa.

Offering
 - A "Different" Sunday School Lesson.

✠ ✠ ✠ ✠ ✠ ✠

U. S. P. O. REPORT
 For the period ending Oct. 1, 1918
The New Orleans Item
 Daily70,964
 Sunday90,242
 Average73,703
 Foreign representatives
THE JOHN BUDD COMPANY
 New York Chicago St. Louis

TIPS FOR THE AD MANAGER

Amsterdam Advertising Agency, 1180 Broadway. Placing 112-l., 3-col., 12-t. orders with some Eastern newspapers for Florida Southern and Gulf Coast resorts; also placing orders with a few newspapers in selected sections for Florida West Coast resorts.

N. W. Ayer & Sons, Philadelphia. Again placing orders with newspapers generally for R. J. Reynolds Tobacco Company, and again placing 30-in. 7-t. and 15-in., 17-t. orders with large city newspapers in various sections for Welch's Grape Juice Company.

George Batten Company, Fourth Avenue Building. Again placing one-time orders with some New England newspapers for Cliquot Club Company "C. C. C. Ginger Ale." and placing orders with newspapers in Baltimore, Buffalo, Cleveland, New York City, and Pittsburgh for Standard Steel Car Company.

Blackman-Ross Company, 95 Madison Avenue. Again making contracts with newspapers in various sections for Mayo Mills.

Critchfield & Co., Chicago. Again placing orders with newspapers in various sections for Buick Motor Company.

George L. Dyer Company, 42 Broadway. Making 10,000-l. contracts with some Western newspapers for Simmons Bed Company.

Erwin & Masey, Chicago. Reported will probably make up lists during February for Burke & James, "Rexo" Cameras.

Gardiner, Atkinson & Wells, 150 Madison Avenue. Will handle the advertising for White Rock Mineral Springs Company, National Biscuit Company, and Kelly-Springfield Tire Company.

H. H. Good Agency, 45 Murray Street. Again making contracts with newspapers for Carter Medicine Company.

S. Greve Agency, St. Paul. Reported will make up list of newspapers during February for Noyes Bros. & Cutler.

Gurney Heater Manufacturing Company, Boston. Reported will make up list of newspapers during February.

H. S. Howland Advertising Agency, 20 Broad Street. Reported will make up list of newspapers during the next sixty days for A. A. Vantine & Co.

Lord & Thomas, Chicago. Reported will place the advertising for Frantz Premier Company.

Lyddon & Hanford Company, Rochester. Making contracts with newspapers generally for International Chemical Company.

H. K. McCann Company, 61 Broadway. Again placing 3½-in. s. c. 13-t. orders with same list of newspapers as heretofore for Borden's Condensed Milk Company.

Theodore F. Macmanus, Detroit. Places the advertising for Electric Intake Heater Company.

Hoyt's Service, New York City. Will place orders for Manhattan Soap Company.

Kirtland-Engel Company, Chicago. Will place orders for Manhattan Soap Company.

Morse International Agency, 449 Fourth Avenue. Again making contract with newspapers for F. F. Allen & Co.

Frank Seaman, 470 Fourth Avenue. Will handle the advertising for U. S. Industrial Alcohol Company, "Pyro."

Street & Finney, 171 Madison Avenue. Will handle the advertising for Liberty Mutual Insurance Company.

Williams & Cunningham, Chicago. Will handle the advertising for Morris & Co.

C. C. Winningham, Detroit. Will shortly place 1,000-l., 3-t. orders with large list of Sunday newspapers for Essex Motors Company.

Hudson Motor Car Company. Will shortly place copy with newspapers in various sections.

Stewart Truck Company. Copy will run in fifty newspapers once a week—average about 1,000-l.

COLLIN ARMSTRONG, INC.,
 Advertising and Sales Service,
 1457 Broadway, New York.

FRANK, ALBERT & CO.,
 26-28 Beaver St., New York.
 Tel. Broad 3831.

Publishers' Representative

O'FLAHERTY'S NEW YORK
 SUBURBAN LIST
 225 W. 39th St., New York
 Tel. Bryant 6875

Little Talks on Trees
 The International Syndicate
 Features for Newspapers
 Est'd 1899 BALTIMORE, MD.

Dealer Influence
 See what we are doing to push advertised goods. Write for a copy of
The Link
 A business publication mailed to Boston dealers by the
 Merchandising Service Department of the
Boston American

THE McCLURE NEWSPAPER SYNDICATE
 supplies continuous daily and weekly services that make and hold home circulation
 ALSO
 Big Special Features on Timely Topics by Leading Writers.
 Send for our complete list and particulars of our forthcoming star features by Frank H. Simonds, John L. Balderston and Montague Glass.
 120 West 32nd Street, New York

You MUST Use the
LOS ANGELES EXAMINER
 to cover the GREAT SOUTHWEST
 Sunday Circulation 150,000
 MORE THAN
 Member A. B. C.

FOR SALE
DUPLEX 12-Page Flat Bed NEWSPAPER PRINTING AND FOLDING MACHINE
 Prints and folds a seven-column 4-6-8-10-or 12-page paper to ½ or ¼ page size at 4,500 per hour.
 A good press at a reasonable price.
WALTER SCOTT & COMPANY
 PLAINFIELD, NEW JERSEY

Canadian Press Clippings
 The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
 which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.
 We cover every foot of Canada and Newfoundland at our head office.
 74-76 CHURCH ST., TORONTO, CAN.
 Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

TODAY'S HOUSEWIFE
 One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.
GEORGE A. McCLELLAN
 President

FOR SALE
 A Scott Press with stereotype equipment; 5 linotype models, 2, 4 and 5. The property was owned by the Lynn News Company, recently taken over by the Lynn Telegram. Also Keystone Type Equipment and many fonts of the latest display type. Apply,
LYNN TELEGRAM-NEWS
 LYNN, MASS.

Hemstreet's PRESS CLIPPINGS
 Tenth Avenue at 45th Street
 New York

The Pittsburg Dispatch
 solicits your business on the basis of genuine and established merit
 WALLACE G. BROOKE
 Brunswick Building, New York
THE FORD-PARSONS CO.,
 Peoples Gas Building, Chicago
 H. C. ROOK
 Real Estate Trust Building, Philadelphia

THROUGH THE CLASSIFIED COLUMNS

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

SITUATIONS WANTED

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

Newspaper Man

Newspaper man with twenty years' experience as solicitor, advertising manager and business manager, would like to make change early in the new year. Has splendid record; prepares excellent copy; a good mixer and considered a success; splendid habits, and a hustler. Address A 535, care of Editor & Publisher.

Circulation Manager

Have reached the limit of my possibilities as circulation manager for Philadelphia weekly. Anxious to connect with good, live proposition in New York, where I have my home and family. Man of 31 and married. Executive ability. Resourceful. Can handle salesmen. Know "something" about circulation. First-class references. Available after January 1. Address A-546, care Editor & Publisher.

City Editor

City editor now employed desires change for personal reasons. Willing to go anywhere, but prefers the South or Middle West. Six years' experience as reporter, copy reader, telegraph, State, and news editor. Married, age 25. Nothing under \$45 will be considered. Address A 555, care of Editor & Publisher.

Magazine Editor

Now that the war is over, I intend to resume my rightful place at not less than \$3,000 a year. What I have done is the best evidence of what I can do. At present in a minor position. Address A, 504, care Editor & Publisher.

Bookkeeper—Officeman

Position wanted by competent bookkeeper and office man. Thoroughly experienced in newspaper work and valuable assistant for publisher. Address John G. Cary, 99 Union Street, Freeport, Ill.

Web Pressman

Web Pressman wants position as foreman in vicinity of New York City. A-1 reference. Address A-545, care of Editor & Publisher.

Newspaper Executive

Man of unique and exceptional experience, qualified to instal labor-saving methods, locate and stop leaks, etc., thoroughly posted on circulation, open to position on business staff of daily as assistant to publisher or business or circulation manager. Highest references. Address A, 560, care of Editor & Publisher.

Mailing Room Foreman

Do you need one? I believe I am capable of handling your mailing room. Write me. A, 564, care of Editor & Publisher.

A-1 Desk Man

And editorial writer. Fifteen years' experience on three best metropolitan papers in middle west. Keen perception of reading public demands and good analyst of what a newspaper should present readers. At present employed. Prefer city of 100,000 or over. References. Address A 567, care of Editor & Publisher.

Dramatic Editor

Experienced editorial man with successful record on reputable middle-west dailies wants dramatic desk on city paper which still believes in specialized editorial men. Age 30, married. Expect \$50. Address A 568, care of Editor & Publisher.

Newspaper Man

Newspaper Man (21) high school graduate; present reporter on New York Daily; desires to connect at once; two years at Manhattan Police Headquarters. Address A 569, care of Editor & Publisher.

Managing Editor

Position of managing editor of good daily in West or Southwest is sought by a man of broad experience who has made good on all the desks and assignments. I have been managing editor of large successful daily papers in the Southwest for several years. Am now doing staff work. I am not anxious to make a change but believe I am worth more to a publication in an executive position and seek this responsibility with confidence in the result. I will require time to investigate any offer. Address A, 562, care of Editor & Publisher.

Circulation or Business

Manager

Hard-working, careful, thoroughly grounded in the principles of management and circulation work and confident in ability to handle big proposition. The applicant is not a boy with a few years' experience, but a man who has come up from the bottom, with several years' preliminary service and fifteen years as manager. Have learned to conduct business with regard for economy and efficiency and to avoid extravagant campaigns, without overlooking anything of real merit. Owner of plant would find me a cooperative, earnest executive; a broad-gauge person with ambition and fidelity. Address A, 565, care of Editor & Publisher.

Copyreader—Telegraph Editor

Newspaperman, twenty-six, just out of army, desires to get back in the game in the capacity of copyreader on metropolitan daily or telegraph editor on paper in city of over 50,000. Experienced in all branches of work on editorial side of large and small papers. Address A, 566, care of Editor & Publisher.

Circulation—Business

Man of forty-five seeks connection with live up-to-date paper in city of 25,000 or over. Experienced and competent to take full charge of circulation or business departments, but might take minor position with prospects for advancement. Employed at present but field is limited, likewise the salary. Address A, 561, care of Editor & Publisher.

Circulation Manager.

Circulation manager, seventeen years of success on newspaper circulation. Can get the results you want. Have been on some of the "big ones." Prefer cities 20,000 to 75,000. System and service are my hobbies. I don't count the hours, but the results. Very successful in handling carrier boys. Can get the limit list, and the money on it. Expect to make a change soon. References present and former employers. Write or wire P. O. Box 283, Denison, Texas.

What Newspaper

(Preferably in the East) is looking for a man of brains and character, who can impart strength, independence and personality to its editorial page, secure attractive make-up, and snappy and reliable news handling, and manage business affairs successfully? Unusual background of education and experience has given this equipment. Address A 551, care of Editor and Publisher.

I Want to Advance

A number of publishers need a circulation manager with my ability. Would gladly sacrifice for an opportunity. Present position affords none. Have had more than five years' experience. Write me your proposition. Address A, 563, care of Editor & Publisher.

Editor—Managing Editor

Managing editor of evening daily, 25,000 circulation in city of 150,000, seeks change. Three years in present position, which is permanent, but holds no prospects. Want connection where road ahead is not blocked and where honesty, ability, and result-getting will lead to part ownership. First connection and salary relatively unimportant, but the future must be attractive. Address A-547, care of Editor & Publisher.

Experienced Executive

Young woman with university degrees and publishing-house experience seeks a post where she can demonstrate her value in an executive capacity, in any business where sincere ambition, hard work and carefulness of detail is required. Best of references furnished. Address M. Maginis, 8 East 13th St., New York City.

Managing Editor-Publisher

MR. NEWSPAPER OWNER: A thoroughly experienced managing editor and publisher, just mustered out of the army as a captain of infantry (enlisted as a private) and now employed on a metropolitan daily, wishes to form a new connection in city of not less than 75,000 population. If your paper needs reorganization or reconstruction, and an injection of new ideas, I am the man you want. Am 36, college graduate, 16 years newspaper experience in all capacities, non-drinker, and always working. Prefer to accept proposition where salary increases depend upon results. Address A 550, care Editor & Publisher.

Managing Editor

Just out of army. Thoroughly competent in all departments. Twelve years in newspaper business experience running from editor and publisher of own country weeklies up to Chicago dailies and Associated Press work. Specialize in cooperation between departments, and having worked in all departments, know means of attaining such cooperation with maximum results and minimum friction. Desire management of daily or large weekly with good future prospects. Married, sober, and not afraid of any job. Address A, 544, care of Editor & Publisher.

Advertising Manager

Strong, aggressive display man of ten years' valuable experience as manager and solicitor, on largest dailies and trade papers. Age 32, big producer. Desires connection with live New England daily. Highest references. Nothing too big—no competition too fierce. Address A 557, care of Editor & Publisher.

Advertising Man

Man twenty-nine, American, single, eight years' experience as advertising solicitor and writer, seeks position on large daily in North or East. Can write forceful and original copy and handle large accounts as well as foreign advertising. Now employed on daily as solicitor and writer in a city of 300,000. References. Address A 559, care of Editor & Publisher.

Managing Editor

WANTED—Position as managing editor of daily newspaper in Middle Western city; preferably where opposition has upper hand, and applicant, through energy and experience, can fight for lead. Now associated with big news service, his experience has been most general, embracing daily, weekly, and monthly publications in New York, Chicago, Boston, and smaller cities and towns. He is in no hurry to leave present position. Must be given opportunity to study openings offered him. Address H. W. B., care of Editor & Publisher.

Attention, Mr. Publisher:

Do You Want a CIRCULATION MANAGER?

Expert in promotion, circulation organization and distribution desires to make an immediate change.

Experienced in all branches of circulation detail by 10 years' association with dailies from coast to coast.

Since entering present field, less than three years ago, have shown over 60 per cent. increase in net paid circulation.

Larger field with better prospects for my future my principal reason for changing.

Member I. C. M. A.
Address A 556, care of Editor & Publisher.

Advertising-Circulation

I want to connect with either publisher, advertising or sales organization, in the channels of advertising, selling, circulation, or distribution. I have a successful record of 15 years in these channels. Address A 532, care of Editor & Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Circulation--Reporting

Wanted, by successful contest company, man of proven ability in contest work, circulation, and reporting. Desirable connection for right man. Give references. Address A 554, care of Editor & Publisher.

Reporter

Wanted at once first-class Reporter. State salary expected and when available. Address A 549, care of Editor & Publisher.

FOR SALE

Advertisements under this classification, twenty cents per line. Count six words to the line.

For Sale at a Sacrifice

20 Mergenthaler Linotypes—Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice. FANTUS BROTHERS, 525 SOUTH DEARBORN STREET, CHICAGO.

For Sale

For sale, only daily newspaper in eleven counties, in one of the best cities of 16,000 population in the South. Large outside interests of owner reason for selling. Address A 534, care of Editor & Publisher.

LEGAL NOTICE

INTERNATIONAL PAPER COMPANY

New York, December 26, 1918.
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable January 15th, 1919, to preferred stockholders of record at the close of business January 6th, 1919.

OWEN SHEPHERD, Treasurer.

\$20,000 available

for investment in a newspaper property. Opportunities to consolidate the two dailies of a small city are specially invited. Proposition S. D.

Charles M. Palmer

Newspaper Properties

225 Fifth Avenue New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

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

NEW YORK STATE

The Big Link in the Chain

First, have your merchandise.

Then get it on the shelves of the retailers.

Then tell the buying public about it.

AND—one BIG thing, tell the buying public WHERE they can GET your goods.

Don't leave it to guesswork. Don't merely intimate that the goods are "for sale by first-class dealers." That's too broad an assertion to make. You can't back it up.

Tell the man at SCHENECTADY just who in SCHENECTADY handles your goods. Tell the man at BUFFALO what BUFFALO store can supply your goods. Tell the man at JOHNSTOWN where he can get your goods in HIS town.

These people are willing to buy your goods, BUT THEY ARE NOT SUFFICIENTLY INTERESTED IN YOU AND YOUR PRODUCT TO DO THE WORK OF FINDING YOUR GOODS.

Tell them ALL about your proposition.

In New York State you have ten million people. Average people, if you please, the kind that use the kind of goods you have to sell. Get close to them. Work with your retailers, and with the daily newspapers that produce prosperity for your retailers.

Use this list of New York State Daily Newspapers. They will take your message to the people you want to reach. They will link you up with local dealers, with local newspapers, with local pride. They will sell goods for you.

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,433	.07	.07	New York Sun (S)	121,639	.39	.36
Albany Knickerbocker Press (S)	39,917	.07	.07	New York Telegram (E)	204,622	.342	.315
Batavia News (E)	7,855	.0179	.0179	New York Telegram (S)	204,622	.246	.225
Binghamton Press-Leader (E)	27,814	.07	.06	New York Times (M)	350,598	.50	.475
Buffalo Courier & Enquirer (M&E)	71,625	.14	.12	New York Times (S)	475,853	.50	.475
Buffalo Courier & Enquirer (S)	107,600	.16	.14	New York Tribune (M)	122,310	.29	.26
Buffalo Evening News (E)	100,912	.16	.16	New York Tribune (S)			
Buffalo Evening Times (E)	51,438	.09	.09	New York World (E)	367,101	.40	.40
Buffalo Sunday Times (S)	62,127	.09	.09	New York World (M)	340,074	.40	.40
Elmira Star-Gazette (E)	26,687	.06	.05	New York World (S)	501,724	.40	.40
Gloversville Leader-Republican (E)	6,339	.02	.015	Niagara Falls Gazette (E)	13,162	.03	.03
Gloversville Morning Herald (M)	6,245	.03	.02	Brooklyn Daily Eagle (E)	46,068	.18	.18
Ithaca Journal (E)	6,791	.025	.025	Brooklyn Daily Eagle (S)	46,068	.18	.18
Jamestown Morning Post (M)	9,266	.025	.0207	Brooklyn Standard-Union (E)	50,642	.15	.15
Mount Vernon Daily Argus (E)	6,668	.02	.02	Brooklyn Standard-Union (S)	50,642	.15	.15
Newburgh News (E)	10,888	.04	.03	Rochester Times-Union (E)	60,614	.14	.12
New York American (M)	367,969	.45	.41	Rochester Herald (M)	35,826	.06	.06
New York American (S)	753,468	.65	.60	Rome Sentinel (E)	5,293	.0165	.0129
New York Globe (E)	188,772	.33	.31	Schenectady Union-Star (E)	17,580	.06	.04
New York Herald (M)	128,814	.40	.36	Syracuse Journal (E)	45,830	.07	.07
New York Herald (S)	202,000	.50	.45	Troy Record (M&E)	25,647	.04	.04
New York Evening Journal (E)	657,912	.70	.70	Yonkers Daily News (E)	3,314	.0178	.0178
New York Post (E)	32,234	.25	.19				
New York Sun (E)	180,998	.37	.34	Government statements October 1st, 1918.			
New York Sun (M)	121,639	.39	.36	Total Circulation		6,074,593	
				10,000 Line Rate		8.9635	
				2,500 Line Rate		9.5569	

THE NEW YORK GLOBE

America's Oldest and Most Virile
Daily Evening Newspaper

Offers the national advertiser a most profitable opportunity for addressing the one-tenth of the great Metropolis with money to buy goods.

The Globe stands 100% strong in the confidence of its large army of readers and has inspired in them confidence in the advertising it prints.

The Globe does not accept or print offensive or fraudulent advertising and it prints no "cures" or "get-rich-quick" fake offerings to fool its readers.

The Globe's advertising rates are fair rates and absolutely identical to all advertisers, "foreign" or "local," for the same volume under the same conditions.

*The Globe is a progressive newspaper closely co-operating
with its advertisers and the advertising agents*

MEMBER
A. B. C.

THE NEW YORK GLOBE

NOW OVER
180,000 A DAY

JASON ROGERS, Publisher

