



# Canada Takes Fifteen Per Cent of U. S. Exports

The United States official records for the month of April, 1918, show that the total exports were \$500,116,000.

Of this amount Canada took \$75,083,000 or 15%.

These figures, large as they are, do not represent the total business of United States firms in Canada, as over 500 American manufacturers have found it profitable to establish branch factories in the Dominion. The output of these American-owned factories, therefore, does not appear in the U. S. export figures.

The American exporter who follows the lines of least resistance and surest profit, will first give his attention to Canada.

Information regarding Canada may be obtained from any of the leading newspapers of Canada, the best of which are listed on this page.

PROVINCE OF ONTARIO .									
Population 2,523,274									
Circulation			Lines		Circulation				
			2,500 = 10,000		2,500 = 10,000				
*Brantford Courier	(E)	5,093	.015	.01	Toronto Star	(S)	60,276	.0650	.0550
*Galt Reporter	(E)	3,954	.0143	.01	Toronto World	(M)	41,214	.095	.06
Guelph Mercury	(E)	3,581	.0128	.0085	Toronto World	(S)	89,614	.11	.08
Hamilton Spectator	(E)	29,157	.0550	.05	*Windsor Record	(E)	10,373	.0275	.0225
*Hamilton Herald	(E)	18,479	.04	.0350	PROVINCE OF QUEBEC				
Kingston British Whig	(E)	5,859	.02	.015	Population 2,002,731—English 397,392				
London Advertiser	(MN&E)	40,580	.06	.05	French 1,605,339				
London Free Press	(MN&E)	39,973	.06	.05	Circulation				
Peterborough Examiner	(E)	5,194	.017	.0128	2,500 = 10,000				
*Sarnia Canadian Observer	(E)	2,400	.0172	.0107	Montreal Gazette (2c-\$6 yr.)	(M)	34,294	.0725	.06
Stratford Herald	(E)	3,019	.01	.0071	*Montreal La Presse	(E)	154,905	.12	.10
St. Thomas Times-Journal	(E)	9,000	.025	.0175	Montreal Le Devoir (2c-\$5 yr.)	(E)	20,337	.05	.04
St. Catharines Standard	(E)	7,943	.025	.015	Montreal Star	(E)	110,820	.12	.1050
Toronto Globe	(M)	83,302	.12	.09	Quebec Le Soleil	(E)	35,275	.05	.05
*Toronto News	(E)	49,000	.06	.05	Sherbrooke Record	(E)	10,274	.03	.0250
Toronto Star	(E)	78,709	.11	.0850					

\*Publishers' statement, March 31st, 1918.  
Other ratings, A. B. C. net circulation statements for 6 months' period ending March 31, 1918.

# “Confessions of a War Bride”

Sixty Thousand Women and Girls Wrote the Author of This New Serial for Her Advice on Their Personal Problems



Mrs. Winona Wilcox Payne

“Confessions of a War Bride,” by Mrs. Winona Wilcox Payne, is a throbbing story of the Great War. It abounds in human interest hung on history in the making. The first chapter will be released in NEA service Aug. 26th.

**NEWSPAPER  
ENTERPRISE  
ASSOCIATION**

*A Service—Not a Syndicate*

Lakeside and W. Third  
Cleveland, O.



# The Philadelphia Bulletin

*has broken all Philadelphia circulation records*

The net paid daily average circulation of the Philadelphia Bulletin for **July** shows an average daily sale of **434,668 copies**.—This is the greatest circulation ever obtained by the Philadelphia Bulletin, and larger than that of any newspaper in the history of Philadelphia. It puts the Philadelphia Bulletin in third place among the leading daily newspapers of the United States—Ninety-two per cent. of the circulation of the Bulletin is in Philadelphia and its suburbs, the big trading area for local retail stores.

You can dominate Philadelphia at one cost by concentrating in the “Bulletin”—the newspaper that “nearly everybody” reads.

The “Bulletin” is the only Philadelphia newspaper that prints its circulation figures regularly every day.

# The Philadelphia Bulletin

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Tribune Building

Chicago Office  
J. E. VERREE  
Steger Building

Detroit Office  
C. L. WEAVER  
11 Lafayette Boulevard

# THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, AUGUST 10, 1918

No. 9

## LOUISVILLE COURIER-JOURNAL AND TIMES OWNERSHIP PASSES TO JUDGE BINGHAM

### Famous Editorial and Publishing Coterie of Henry Watterson, Gen. W. B. Haldeman and Associates Retires From Active Journalistic Work Because of Advancing Years, Leaving Two of Most Famous Newspapers in the Country as a Fitting Memorial to Their Splendid Life Work

By a Staff Correspondent,  
Telegraph to THE EDITOR AND PUBLISHER.

LOUISVILLE, Ky., August 6.  
RUMORS of pending negotiations for the sale of the Louisville Courier-Journal and Times to Judge Robert Worth Bingham, wealthy Louisville attorney, bore fruit this afternoon with the formal announcement in all editions of the Times that Judge Bingham had assumed control of the two big newspaper properties.

When the control of the Courier-Journal and Louisville Times passed from the Haldeman interests to Judge Bingham there also passed, so far as his editorial endeavors are concerned, one of the most picturesque figures of American journalism—none other than "Marse" Henry Watterson. It is announced that he will be editor emeritus of the Courier-Journal, of which paper he has been the editor since 1868. Actually he retires from journalism, and the columns he filled in the past with editorial wit, wisdom, humor—not to mention vituperation—henceforth are only memories to be cherished.

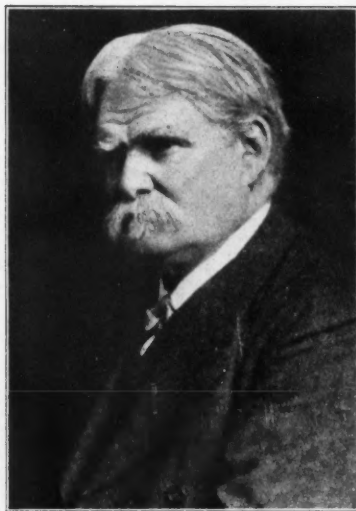
Colonel Watterson was born in Washington in 1840. He was a staff officer of the Confederate army and chief of scouts in General Johnston's army, and from August 12, 1876, to March 3, 1877, he was a member of Congress. He declined to stand for renomination and has declined every office offered him since. As a writer, author-orator, and traveller Henry Watterson is accomplished to a degree, and as a great representative citizen of the South he has no par, with possible exceptions of President Wilson, former Presidents Taft and Roosevelt, and William Jennings Bryan. He is the country's most widely known, most-quoted man.

The formal announcement of the transfer of the Courier-Journal and Times was signed by the majority stockholders—Gen. W. N. Haldeman, Bennett H. Young, and Col. Henry Watterson. The latter founded the Courier-Journal with Walter N. Haldeman. The Statement says he has consented to confer with those in charge of the paper's editorial policy whenever his advice is desired. He has been editor of the Courier-Journal since 1868.

#### The Haldeman Family Quarrel

A portion of the announcement which attracted special attention referred to the bitter family quarrel of the Haldemans,

and was regarded as "a parting shot" by General Haldeman at Bruce Haldeman, who was recently ousted by his brother from the management of the papers. This remarkable utterance is



HENRY WATTERSON.

found in the statement of General Haldeman, General Young, and Watterson:

"Touching the attempted litigation and subsequent mouthing of a minority stockholder, to which no answer was made, the undersigned desire to say that they have not believed the columns of these newspapers should be given over to the airing of private grievances, in which the public was not interested. Though in this dispute they have yielded this minority stockholder space, they could have put to much better account than to engage in personal and domestic controversies."

Bruce Haldeman's 175 shares of stock is not included in the sale.

In announcing the sale the majority stockholders say that "their advancing years" made this arrangement desirable, if not necessary, and they add, as to Judge Bingham, that he is more agreeable to them and "is a gentleman of character and ability and a Democrat without a blemish."

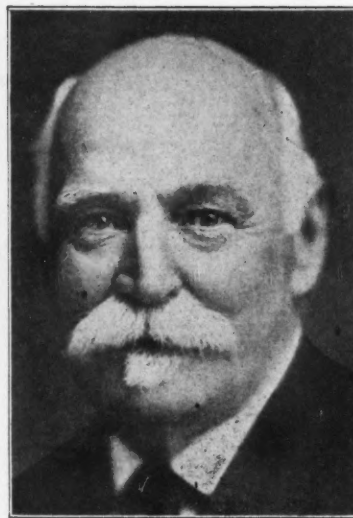
Employees of the Times and Courier-Journal yesterday presented to General Haldeman a handsome purse bearing this inscription upon a plate of gold clasped to the leather with diamond-

studded forget-me-nots: "To our dear General, with the affection and admiration of the men and women from every department of the Louisville Times and Courier-Journal."

#### Judge Bingham's Statement

Judge Bingham issued the following statement on taking charge:

"By purchase from the owners of the controlling stock in the Courier-Journal and the Times companies, I have se-



GEN. W. B. HALDEMAN.

cured 414 of the 600 shares of the Courier-Journal and over 708 of the 1,000 shares of the Times, or more than two-thirds control in each case.

"These companies publish the Courier-Journal and the Louisville Times and own and operate the Courier-Journal office building, at Fourth and Green Streets. With this issue, therefore, I become responsible for the operation of these newspapers and allied properties. I have no associates in the purchase or control. From the public, which supremely is concerned, and whose best interests shall govern me always, I bespeak good will, support, and coöperation.

"In the affairs with which the newspapers will continue to deal I am not unmindful of the years of magnificent achievement, honorable character, and brilliant expression through which the Courier-Journal and the Times have passed, and it is my earnest purpose to try to make the succeeding period as

worthy. They will continue to espouse the principles of the Democratic party, and above that—as always—the principles of human freedom and public zeal. From time to time, as the world moves on, their comment and position upon public matters will reveal the sincerity and honesty of their purposes and the public will always find in them sedulous and loyal friends.

"I appreciate this opportunity which the owners of the controlling stock—Gen. W. B. Haldeman, Miss Isabel Haldeman (through her attorney, Gen. Bennett Young), and Henry Watterson—have given me to render service in my



BRUCE HALDEMAN.

generation and assure them—all my valued friends—that, in entrusting me the property they have cherished, they will find my efforts directed solely toward the right.

#### No Changes in Management

"No changes in operation and management are in contemplation, as I am well satisfied with the splendid newspaper organization that the controlling owners have directed. Robert E. Hughes, as business manager, and Arthur Bokrock, as editorial manager, will administer the affairs of the two departments of the newspapers, and for my personal assistant and counsellor I will have Wallace T. Hughes, also well known to the people of Louisville.

"It gives me great happiness to an-

nounce that Henry Watterson will not discontinue his connection with the Courier-Journal, but, while withdrawing from editorial activities, will as editor emeritus contribute his counsel and experience to its editorial management."

#### Who New Owner Is

Recently Judge Bingham received a \$5,000,000 bequest left him through the provision of a codicil in the will of his late wife, Mrs. Mary Lily Flagler Bingham. Mrs. Bingham before her marriage to Judge Bingham was the wife of the late Henry M. G. Flagler, Florida multimillionaire, who accumulated his fortune in railroad development and the operation of a chain of hotels.

Judge Bingham is said to have paid considerably more than \$1,000,000 for the two big Louisville newspaper properties, probably as much as \$1,250,000.

Judge Bingham was born in Orange County, N. C., November 8, 1817. He graduated from the Bingham school, at Asheville, in 1838, and later won degrees at the University of North Carolina and the University of Virginia. In 1837 he received an LL.B. degree from the University of Louisville. He taught Latin and Greek at the Bingham school from 1832 to 1836. Coming to Louisville in 1837, he resumed the study of law and took up practice here. He followed his profession until 1907, when he was appointed Mayor of Louisville to fill the unexpired term of the late Mayor Paul Barth, who shot and killed himself when it became known the Court of Appeals had invalidated the election that put him in office. In the Mayor's chair Judge Bingham distinguished himself as the head of a reform administration. He declined to stand for renomination when he was offered the Chancellorship of the Jefferson Circuit Court. He relinquished judicial labors also after a year in office, declining renomination at the hands of the Democrats.

Judge Bingham for years has been allied with the clean-handed element of the Democratic party in city and State and has been untiring in his zealous devotion to the ideal of clean municipal administration.

In his final editorial, which appeared in Wednesday morning's issue of the Courier-Journal, of which he has been for fifty years, less two months, the editor, Mr. Watterson sketches the beginning of his paper in the reconstruction period. Of himself he says:

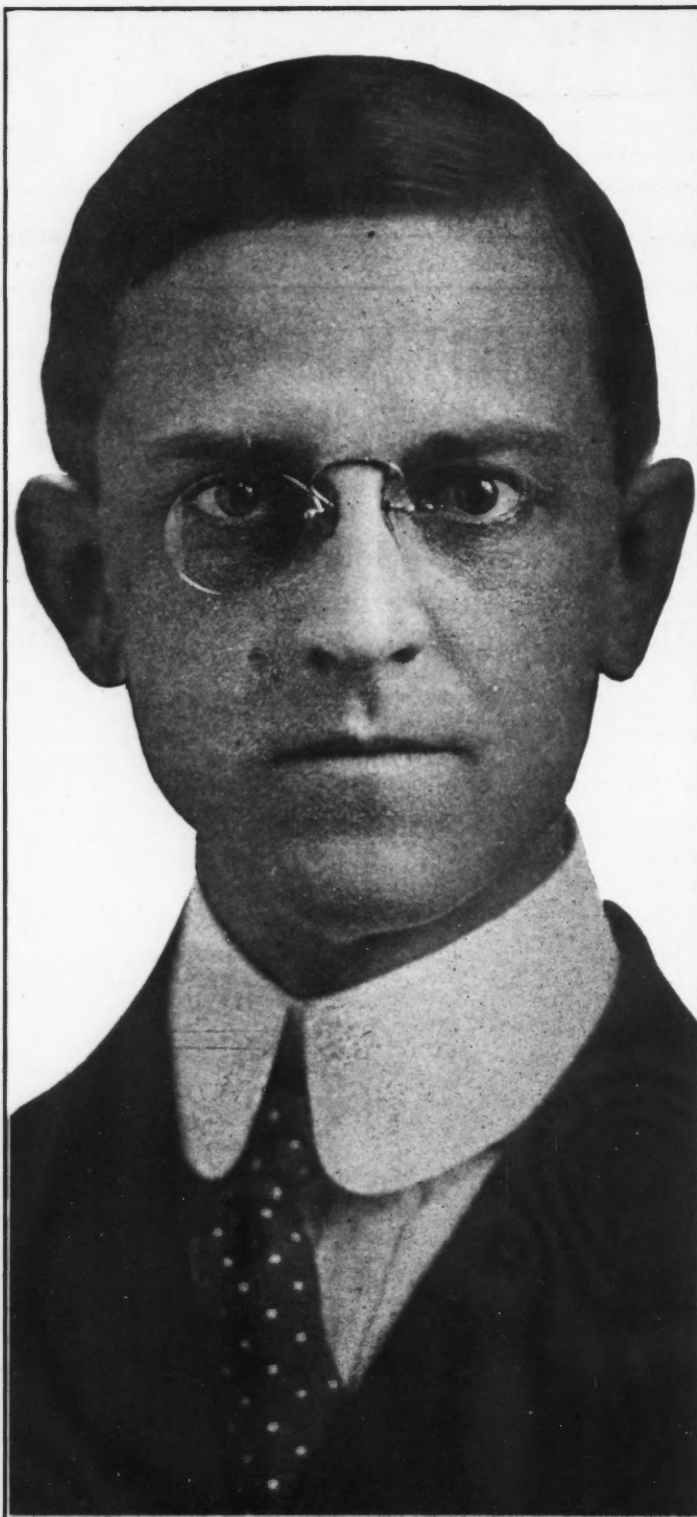
"Preferment of every sort he has disdained. It is little perhaps to say that no unclean dollar has ever touched his hand, but it may be said that no dollar has ever reached it that was not fairly earned and may not be publicly accounted for. He is not a rich man and has never sought to be. . . .

"It may not be deemed overweening vanity if he takes some pride in the circumstance that he has served at the head of a leading daily newspaper longer by many years than any other person connected with the American press in the larger cities of the United States."

Concluding, he says:

"The world war will leave none of us where we were. Its drums and trappings have already made startling changes. Who could have forecast an alliance between England, France, Italy, and the United States against Germany? When shall it end? It can only end with the overthrow of Kaiserism. Nothing short of a holocaust for Potsdam will suffice. Now, and ever, to hell with autocracy! Now, and ever, to hell with the Hohenzollern and the Hapsburg!"

The Courier-Journal was founded in



JUDGE ROBERT WORTH BINGHAM,  
The New Proprietor of the Louisville Courier-Journal and Times.

1868 by W. N. Haldeman and Henry Watterson through the consolidation of three papers, the Courier, Journal, and the Democrat. Henry Watterson became and remained editor of the Courier-Journal until the present time. W. N. Haldeman was business manager of the property until his death. The Times was founded in 1885.

#### JAPANESE STUDY AMERICANS

Publishing Delegation, Here on Mission,  
Entertained in New York

Y. Sawada, president of the Nippon Printing World, a Japanese trade journal in New York city, and under whose auspices a party of sixteen Japanese prominent in the publishing business

have been making a study of American methods, gave a farewell dinner Monday night at the Marseilles Hotel to some of his associates and a few American business men. The Japanese party, which will start for home soon, spent the latter part of the week in Washington.

The visiting party was made up of chemists, printers, lithographers, and paper dealers. They have visited newspaper offices, type foundries, lithographing plants, and other enterprises closely associated with the publishing world. Among the diners were Mr. and Mrs. Nakamura, of the Osaka Kappan publishing office; M. Shimaya, Tetsu Tero Nakanishi, and L. H. Potter and J. H. Sherry, both Americans.

## EXPRESS COMPANY ASKS HIGHER RATES

Declares It Cannot Afford Longer to Handle Newspapers on Trains for the Present Rates—Matter Before Interstate Commerce Commission

WASHINGTON, August 8.—Increased rates on newspapers and other publications registered as second-class matter by the postal service, were asked of the Interstate Commerce Commission yesterday by the American Railway Express Company, the express combination formed under Government auspices.

The application proposes the establishment of pound rates to correspond in a general way to the increased zone second-class postage rates. At the present rates, it says, the traffic cannot be handled except at a loss.

For the return of publications to the shippers it is proposed to charge first-class pound rates, no charge to be less than 25 cents.

In full the company asks for the establishment of the following ratings on daily newspapers:

Between points where first-class rate does not exceed \$1.50 per 100 pounds, pound rates, first-class.

Where first-class rates exceeds \$1.50 but does not exceed \$3 per 100 pounds, 1½ cents per pound.

Where first-class rate exceeds \$3 per 100 pounds, pound rates, one-half of first-class.

Where no wagon service is rendered, and first-class rate does not exceed \$1 per 100 pounds, pound rates, first-class.

Where first-class rate exceeds \$1 but does not exceed \$2 per 100 pounds, 1 cent per pound.

Where first-class rate exceeds \$2 per 100 pounds, pound rates, one-half of first class.

Newspapers, other than daily, magazines, etc.

Where first-class rate does not exceed \$1.50 per 100 pounds, pound rates, minimum charge 10 cents, first-class.

Where first-class rate exceeds \$1.50 but does not exceed \$3 per 100 pounds, 1½ cents per pound minimum charge 10 cents.

Where the first-class rate exceeds \$3 per 100 pounds, pound rates, minimum charge 10 cents, one-half of first-class.

When returned to original shippers, pound rates, minimum charge 25 cents, first-class, in lieu of the present ratings published in Items 14, 15, and 16 of tariff, I. C. C., No. A-2150.

#### REPORTERS TO "WORK OR FIGHT"

Iowa Board Springs Sensation, Then Calls It an Error

WATERLOO, Ia., August 8.—A local draft board has ordered reporters on a daily newspaper here to appear "to show cause why they should not either engage in an essential occupation or be placed in Class 1 in the draft." The original order included pressmen, linotype operators, and advertising solicitors, but later was amended to apply only to reporters.

WATERLOO, Ia., August 8.—Letters were sent out by the Waterloo local exemption board to-day recalling "work or fight" notices sent out to newspaper workers. The secretary of the board said notices sent out were through clerical errors, and were not meant to apply to newspaper reporters any more than to mechanical workers.

# REGULATIONS FOR NEWS PRINT CONSERVATION BY THE WAR INDUSTRIES BOARD

**Pledges to Save Required From All Publishers—Must Cut Reading Matter to Curtail Use of Paper 15 Per Cent. by Dailies and 20 Per Cent. by Sundays—More Drastic Action Promised If Present Requirements Are Not Effective—No New Newspapers During War**

**A**FTER many conferences with publishers, and especially with the Conservation Committee of the A. N. P. A., of which Victor F. Lawson, of the Chicago Daily News, is chairman, the Pulp and Paper Section had adopted and authorized regulations by which it is hoped that news print consumption will be reduced 15 per cent. by the dailies and 20 per cent. by the Sundays, taken in connection with the enforcement of the so-called "wasteful practices" order shutting off returns and free copies.

Paper mills are made co-trustees with the Government of pledges required from publishers that they will exert themselves to effect the saving required, and the Government purposes to regulate the supply of fuel to mills to enforce the curtailment. The new regulations become effective August 12 in the case of dailies, and September 1 in the case of Sundays. If by October 1 the required saving has not been made, and by the application of the regulations, more drastic regulations will issue.

It is ordered that no new newspaper shall start business during the period of the war.

The full text of the regulations follows:

War Board authorizes the following

**T**HE Pulp and Paper Section of the War Industries Board has issued the following to publishers of daily and Sunday newspapers:

The Priorities Board of the War Industries Board has listed paper mills as an essential industry and has rated them in the fourth class for priority for coal on the distinct understanding that the greatest possible economy in the use of paper be exercised, and that the reduction in the use of paper by the newspapers shall be 15 per cent. on weekday editions and 20 per cent. on Sunday editions.

Paper mills will be put upon the priority list for coal conditional upon their signing a pledge that they will furnish no paper to any consumer who will not also sign a pledge in duplicate that he

will exercise the greatest possible economy in the use of paper, and will observe all rules and regulations of the Conservation Division and of the Pulp and Paper Section of the War Industries Board. These pledges are now being prepared and will be furnished shortly. One copy will be left on file with the mill and the other will be sent to this office.

The War Committee of Newspaper Publishers believe that this curtailment should be accomplished by the elimination of all wasteful practices and by the reduction of size of all newspapers, and to this end have made the following recommendations to the Pulp and Paper Section of the War Industries Board. If by October 1 the above reductions are not accomplished, additional curtailment will be put into effect at that time.

These recommendations have been accepted by the Pulp and Paper Section of the War Industries Board as controlling the weekday and Sunday newspapers.

## Wasteful Practices of Circulation (Effective immediately)

**D**ISCONTINUE the acceptance of the return of unsold copies.

**Exceptions**—Employees of newspapers who are employed directly at the home office by a newspaper, as wholesale distributors to newsboys, newsagents, and newsstands, may return unsold copies, provided such unsold copies have not been in the possession of retail dealers, newsstands, or newsboys. Such employees cannot take back, under any consideration, papers which already have been distributed for sale.

Discontinue sending paper after date of expiration of subscription, unless the subscription is renewed and paid for. (This ruling to be effective October 1, 1918.)

Discontinue the use of all samples or free promotion copies.

Discontinue giving copies to anybody except for office-working copies or where required by statute law in the case of official advertising.

**Exceptions**—Copies may be given free

to employees of newspapers if such is the present practice of the office.

Copies may be sent free to former employees who are in the war service, and copies may be sent free to camp libraries of institutions recognized by the Government, such as Y. M. C. A., K. of C., etc. Copies should not be sent to individual soldiers unless formerly employed by the newspaper.

Copies may be sent to the Library of Congress and to State and other public libraries which will agree to bind or otherwise permanently preserve the files of the paper; also to Government departmental libraries.

Copies may be given free in return for actual services rendered.

Copies may be sent free to clipping bureaus which render an equivalent service to the newspapers.

Copies for service purposes only may be sent free to newspaper correspondents and press bureaus.

**D**ISCONTINUE giving free copies to advertisers, except not more than one copy each for checking purposes.

**Exceptions**—Any advertiser who customarily places advertisements with the newspaper in at least four issues each week and advertising agencies from whom the publisher receives advertising regularly may be put on the regular mailing list to facilitate handling in the mailing room.

Copies must not be sent as a means of advertising the newspaper itself to advertising agencies from whom the publisher does not regularly receive business.

Discontinue selling advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount.

Discontinue the arbitrary forcing of copies on newsdealers (i. e., compelling them to buy more copies than they can legitimately sell in order to hold certain territory).

Discontinue the buying back of papers at either wholesale or retail selling price

from dealers or agents, in order to secure preferential representation.

Discontinue the payment of salaries of commissions to agents, dealers, or newsboys for the purpose of securing the equivalent of return privileges.

Discontinue all cash discounts or bonuses to wholesalers or retailers.

Discontinue all free exchanges.

## Curtailment of Reading Matter

**R**EADING matter consists of all matter printed, except paid advertisements, and the following schedules are based upon a standard column of 300 agate lines. The following curtailments are based on the average amount of reading matter published during the six months' periods January 1 to June 30, 1918:

**Weekday Editions, effective August 12, 1918:**

Reduce reading matter up to 50 columns 5 per cent.

Reduce on additional space over 50 columns and not over 70 columns 15 per cent.

Reduce on additional space over 70 and not over 90 columns 30 per cent.

Reduce on all additional space over 90 columns 50 per cent.

**Sunday Edition, effective Sept. 1, 1918:**

Reduce reading matter up to 150 columns 10 per cent.

Reduce on additional space over 150 columns and up to 200 columns 20 per cent.

Reduce on additional space over 200 columns and up to 250 columns 30 per cent.

Reduce on additional space over 250 columns up to 300 columns 40 per cent.

Reduce on additional space over 300 columns and up to 350 columns 50 per cent.

Reduce on all additional space over 350 columns 60 per cent.

Because of the absolute necessity of curtailing the use of paper, the Pulp and Paper Section of the War Industries Board has ruled that during the war no new newspaper shall be established.

## NEW REGULATIONS WILL SAVE PAPER

Directors of A. N. P. A. Paper Committee Say They Will Cause 15 to 20 Per Cent. Reduction in News Print Consumption

By A. G. McINTYRE.

The regulations issued by the Pulp and Paper Committee of the War Industries Board intended to save news print paper by reducing the reading matter in newspapers will have a very substantial effect in cutting the tonnage consumed by publishers in this country. Savings effected through this reduction, together with the savings effected by loss in tonnage due to the Zone

Postal law now in effect, and the savings already made by the elimination of returns, free copies, and waste, will altogether amount to between 200,000 and 250,000 tons of paper, or something over 10 per cent. of the total consumption of news print paper and between 15 and 20 per cent. of the tonnage used by daily publishers.

This will have a healthy effect in providing a supply of paper to publishers who are now unable to obtain sufficient supply, and will relieve transportation and fuel troubles materially.

Assuming that the normal tonnage for 1918 would have been about 1,900,000 tons of news print, of this about 1,500,000 would have been the normal consumption of daily newspapers, of which roughly 1,000,000 tons is consumed by

the American Newspaper Publishers' Association members.

We see from this that the tonnage saved by these orders is taken entirely from three-quarters of the total news print consumed, and that the other 25 per cent., so far as Government regulations have gone, have not contributed anything toward the saving of news print paper. The greatest part of this saving will come from the largest consumers instead of by a pro rata cut. It leaves the eight-page paper practically untouched as being about the minimum which can be printed. Substantially all the saving comes from papers printing more than eight pages.

To face a difficulty without flinching is to rob it of its terrors.

## WEEKLIES WILL ALSO CUT NEWS PRINT

At Meeting of National Editorial Association Representatives in Chicago They Volunteer to Meet Wishes of War Industries Board

CHICAGO, Ill., August 8.—At a meeting called by Guy U. Hardy, president of the National Editorial Association, representatives of weekly newspapers of the United States agreed with T. E. Donnelly, chief of the Pulp and Paper Section of the War Industries Board, that they will cut their consumption of print paper 15 per cent. under what was used last year.

Newspaper men from Minnesota,

Michigan, Indiana, Missouri, Colorado, and Illinois, all representative of the industry at large, told Mr. Donnelly of the difficulties with which they were confronted, but in spite of these conditions they rose to the occasion and offered further and most conclusive evidence of their patriotism.

Mr. Donnelly asked President Hardy to suggest a war committee for him to confer with at any time, and the following were appointed to it: H. H. Bailey, Princeton, Ill.; B. S. Herbert, National Printer-Journalist, Chicago; G. L. Caswell, of Dennison, Ia., secretary of the Iowa Editorial Association; H. C. Hotaling, Mapleton, Minn., and Wright S. Patterson, of the Western Newspaper Union, Chicago.

## CUT NOT SERIOUS, SAYS DONNELLY

Operation of New Regulations Expected to Yield Data for Further Adjustment If Necessary—Individual Cases Stand on Merits

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, August 8.—Thomas E. Donnelly, chief of the Pulp and Paper Section, speaking to THE EDITOR AND PUBLISHER on the new regulations for curtailing the consumption of news print, said:

"The order is going into effect. No newspaper is seriously cut. If the regulations do not accomplish results by the first of October, we will have the data for further adjustment."

Further than this, Mr. Donnelly did not care to be quoted at this time. It is to be presumed that individual cases will be taken up with the Pulp and Paper Section separately.

On the report that certain exceptions will be made as to the printing of casualty lists, it having been stated in some afternoon papers of to-day that the section would make allowances for it, Mr. Donnelly declined to comment. Many inquiries are reaching the Section asking for interpretations of the new regulations, and every letter is answered. If any rulings are contained in these letters that will be of a general nature, Mr. Donnelly assured THE EDITOR AND PUBLISHER that they will be compiled and be given publicity for general information purposes.

## FENTRESS CONTINUING ON NEW PAPER PLANS

Says He Will Start Evening News In San Antonio On September 4 Despite Government's News Print Paper Ruling

(By Wire to THE EDITOR AND PUBLISHER.)

SAN ANTONIO, Tex., August 7.—"I can not see how the Government's paper conservation ruling covers plans for starting our new evening paper in San Antonio on September 4," declared F. G. Fentress, publisher of the San Antonio Express, to THE EDITOR AND PUBLISHER, in reply to a query on whether he is going ahead with his plans.

Mr. Fentress continued:

"For more than six months we have been making formal arrangements for the San Antonio Evening News, in addition to our regular morning issue. The arrangements include very heavy expense already incurred for purchase of a big press, which is now being installed for the afternoon paper, while other mechanical equipment has been purchased. Also, a new building is al-

most completed to take care of this enlarged service.

"Contracts are closed for day wire service and other features, and men have been employed for its different departments, and even contracts for advertising have been closed. The San Antonio Express alone in this city has carried on a consistent fight for those moral standards in the community which the Government has emphasized as essential to winning the war. An afternoon paper with the same purpose is needed, and its prospect is being welcomed by the public."

The San Antonio Express has announced the establishment of a fund of \$100,000 to be maintained for five years for the purpose of combating and punishing mob violence and lynchings within the confines of the boundaries of Continental United States. In the announcement of the establishment of this fund it is stated that a reward of \$500 will be paid to each person directly responsible for the arrest and subsequent conviction of any person or persons instrumental in arousing a mob to commit lynching or for participating in the lynching itself when the victim is a white person. A reward of \$1,000 is provided under similar conditions when the victim of the lynching is a negro. The offer applies both to officers of the law and to private citizens.

## GREAT NORTHERN'S 1919 CONTRACTS

Awaited with Interest — Understood There Will Be Added to Base Price All Increased Costs of Material and Labor—No Maximum

While no official statement has as yet been made by the Great Northern Paper Company as to its contracts for 1919, it is known that the basis of the contracts has been agreed upon by the officials and that at the "proper" time they will be announced. There will be only about two changes from last year's contract—the price will be higher and the limitation on the graduated increase will be out.

Last year's contract fixed the price for 1918 at \$2.50 per hundred, f. o. b. mill, or \$50 per ton. There was a proviso that allowed for an increase in this price, based on the increased cost of labor and materials, but this increase was limited to not to exceed \$10 per ton. This meant that the highest price that could be charged was \$60 per ton.

At the end of the first three months of this year, the Great Northern issued a statement showing that the increase up to that time amounted to \$10.71, and that there was every likelihood that it would go to \$16 a ton at least. Of this, \$10 was to be added to the \$50 price to the customer, and the company stated that under their contracts they would have to carry the other \$6 themselves.

Working from this experience, the officials of the Great Northern have now agreed on a base price, with a graduated increase based on increasing costs of materials and labor, but with no maximum price to this increase. It is believed that the base price will be lower than the price fixed by the Federal Trade Commission, but the graduated increase allowed could bring it up to any price allowed by the Commission.

The official announcement of the price, it is believed, will be withheld until there is some determination by either the Federal Trade Commission or the Appeal Board, of the question of price. When that is decided, the Great Northern officials will be ready to an-

nounce their 1919 contracts. Meanwhile they appear to be the least concerned people in the trade, either on the disbursing or receiving end. They say their entire output for 1918 is contracted for in advance and they expect the same result for 1919. Inquiries are coming in already as to the 1919 contracts, they say, showing a healthy interest.

## APPEAL FROM \$3.10 PRICE WEDNESDAY

Judges May Reserve Decision on News Print Review Till Fall—Federal Trade Commission Silent on Summer Months' Allowance

To listen to arguments on the appeal of the paper manufacturers from the price of \$3.10 per hundred for news print, the judges of the Second Circuit Court of Appeals will convene as a board of arbitration in the Federal Court Building, New York, next Wednesday and Thursday. This is different from the appeal made to the Federal Trade Commission last week, the argument on which was published in THE EDITOR AND PUBLISHER.

That appeal was for an additional allowance for the months of May, June, and July to the price of \$3.10 per hundred that was fixed by the Commission as of April 1. Up to the time of going to press the Commission had not announced its findings, and it is possible will not do so until after the judges have passed upon the appeal from the fixed price. Meantime, contracts are being made for \$3.10 per hundred, subject to any changes that may be made in accordance with the agreement between the manufacturers and the Government, which gives the right of appeal from the finding of the Federal Trade Commission.

The manufacturers allege that \$3.10 per hundred will not allow them a sufficient margin of profit to continue in business, and would not, even without the increase in freight rates and the advance in wages of workmen since April 1. To support the merit of their contention they are to be allowed to bring into the hearing all the old evidence submitted to the Federal Trade Commission, the evidence of the effect of the heavier freight rates and the increase in wages, and any other new evidence they can adduce.

Speculation is rife as to when the judges will give their decision, and whether or not the decision of the Federal Trade Commission upon the appeal made to them will await the finding of the judges. It is not impossible that consideration may be postponed until after the court vacation period, which would bring final arbitrament into the fall.

## PAPER MILL MEN ARE WORRIED

Say Government Order Compels Them to Break Contracts and Face Suits by Customers—Believe They Should Be Protected

Many of the paper manufacturers are wondering where they are to "get off" in the regulations issued this week by the Priorities Board of the War Industries Board, in conjunction with the Pulp and Paper Section of the same Board. In the regulations calling for a distinct reduction of 15 per cent. on

weekday editions and 20 per cent. on Sunday editions, they sense a peculiar tangle in their affairs, unless there is a later order that will straighten things out if they should arise.

In a conversation with a well-known mill man this week, a representative of THE EDITOR AND PUBLISHER was informed of this condition. The gentleman in question refused to allow his name to be used, but said, in substance:

"The Priorities Board agree to list paper mills as essential industries, and will rate them in the fourth class for priority for coal under certain conditions, and then they proceed to state those conditions. But in not one single case do they provide for the contractual relations that exist between the mills and the publisher.

"The Courts have held time and again that a contract is a sacred instrument and cannot be broken at the will of one party or the other. Yet here is an order that is liable to affect those contracts, practically break them in some cases, with no provision for overcoming those decisions of the court bearing on contracts. In other words, to be more specific, let us assume a case in point.

"The Daily Record contracts with the mill for 1,000 tons of paper per month. Under this order of the War Industries Board it must cut space 15 per cent., which would cut the amount of paper used to 850 tons per month. Of course, there is a sword held over the head of the mill in the first paragraph of the order that their coal will be given priority only on their agreeing 'that the greatest possible economy in the use of paper be exercised,' so that on that side of the fence, both parties must agree to the reduction in the amount as called for by the contract and adjust the contract to agree with those figures.

"But, on the other hand—suppose the Daily Record refuses to reduce 15 per cent., and demands the full 1,000 tons per month. The mill, under contract to furnish 1,000 tons per month, lives up to their contract on a threat of the Daily Record that it will sue for damages if it does not get the amount called for.

"If one paper out of a hundred does not comply with the reduction requirements, and holds the mill up to its contract, and the mill refuses to furnish the paper, it faces a suit for damages.

"If the mill furnishes the paper, it stands to lose its coal. If it loses its coal, the other ninety-nine papers with contracts with that mill also suffer; all because the Daily Record refuses to curtail as requested.

"In it all, there is no punishment for the paper that refuses, excepting one that leaves the mill open to a suit for damages. It seems to me the situation needs a little addition to the order that will straighten out this complication and tell us where we are at."

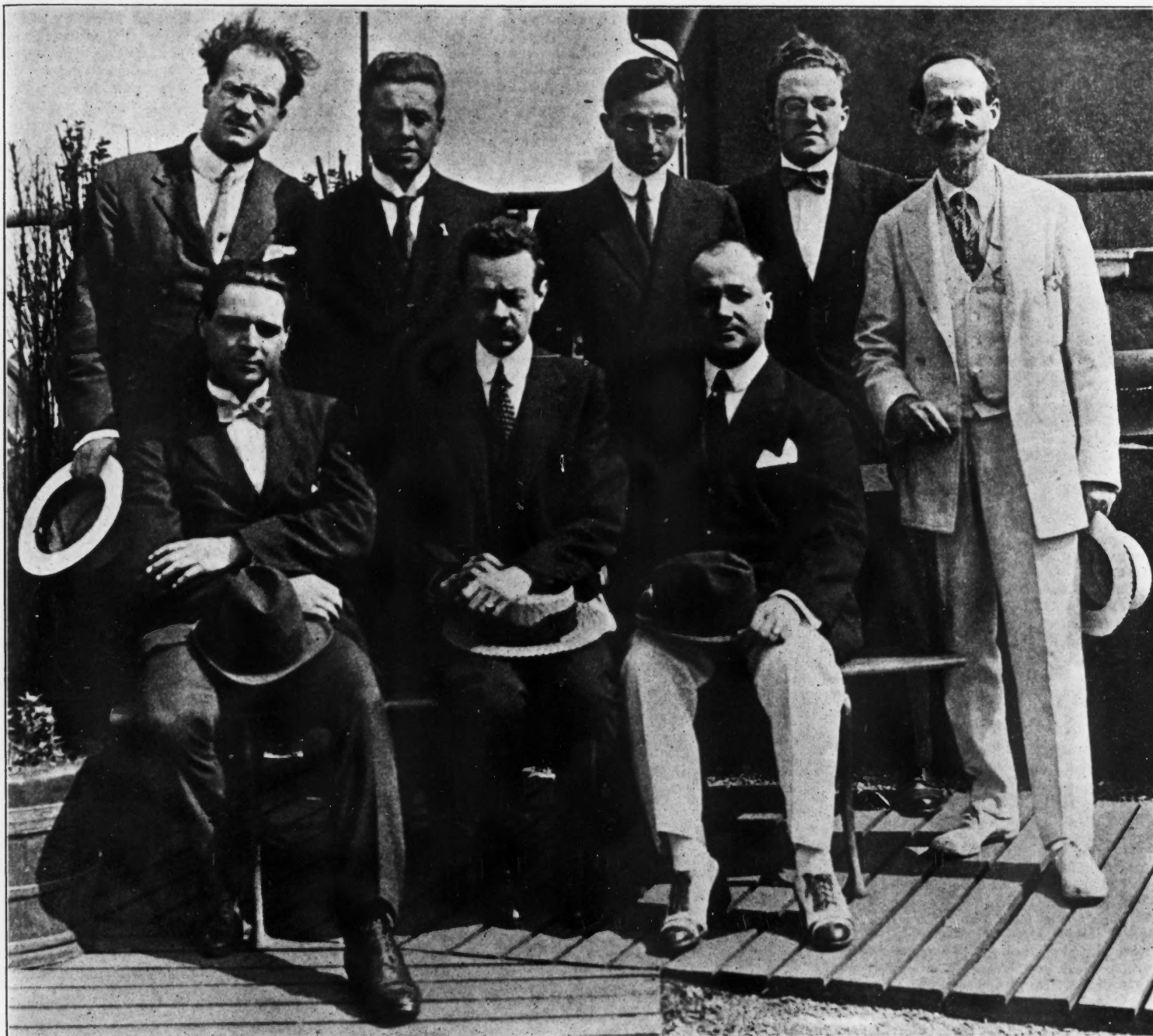
## SEATTLE TIMES NOW ON WAR BASIS

Saving of 12-12 Per Cent. Already Made by Publishers—Department Space, Heads, and Photographs Are Cut—Changes in Staff.

SEATTLE, August 5.—The Times voluntarily has gone on a war basis. The publishers are saving 12½ per

(Continued on page 36)





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### Italian Editors Arrive to Study the Part the United States Takes in the War

In this group are: Antonio Agresti, representing the Tribune of Rome and Caffaro du Secolo XIX—(Genoa); Noi e il Mondo—(Rome); Dr. Peter Solari, representing the Times (Rome), Resto del Carlino (Bologna) and the Stampa (Turin); Palo Cappa, director of the Avvenire d'Italie (Bologna) representing the Corrier d'Italie (Rome) du Momento de l'Italia de Milan and Messaggero Toscana of Pisa; Aldo Cassuto representing the Secolo (Milan Religious Journal) Messaggero du Giorno (Rome) and the Mattino (Bologna) and the Roma of Naples; Corazio Pedrazzi representing the Gazzetta va del Popolo of (Turin) and Nuovo Giornale (Florence) and Illustrazione Italia (Milan) and du Popolo d'Italia (Milan); Leonardo Vitetti, representing Idea Nazionale (Rome) Gazette di Turino (Turin); Ora (Palermo) and the Corriere della Prigillie; Avv Franco Rainer representing the Giornal d'Italia (Rome), the Perseveranz of Milan and the Gazzettino de Venezia (Venice).

### FETE SEVEN ITALIAN NEWSPAPER MEN

Visitors from Italy Received by Mayor and Entertained at Luncheon and Reception—Will Tell People What America Is Doing in War

The seven representatives of Italian newspapers who are in this country as guests of the Committee on Public Information, left New York Wednesday to inspect the big shipbuilding plant at Hog Island. Thence the itinerary included Philadelphia, the Bethlehem steel works and Washington, from which city they will proceed on their way to the Pacific

Coast. The object of their visit is to visualize for themselves the preparations the United States is making for the war, and to convey the information they gather to the readers of their papers on their return to Italy.

They were the guests of the Roman Legion of America, in the Hotel McAlpin Monday night at a reception which was attended by a large number of local newspaper men and Italians in this city. Tuesday they were received by Mayor Hylan at the City Hall, and were again the guests of the Roman Legion at a luncheon in the Waldorf-Astoria, where 200 editors and publishers of Italian language and American newspapers sat at tables.

Dr. Antonio Stella, president of the Roman Legion, presided and made the address of welcome. The luncheon was preceded by the singing of "The Star-Spangled Banner" and the Garibaldi Hymn by Miss Alice Gentle, of the Metropolitan Opera Company.

The visiting Italian newspaper men who sat at the speakers' table were Franco Raineri, of the Giornale d'Italia; Dr. Oragio Pedrazzi, of the Gazzetta del Popolo; Dr. Pietro Solari, of the Tempo; Paola Cappa, Antonio Arresti, of the Tribuna; Leonardo Vite'li, of the Idea Nazionale, and Aldo Cassuto. Others at the speakers' table were General Pasquale Tozzi, chief of the Italian Military Commission; Romolo Tri-

eni, Italian Consul General; Carl Byoir, assistant director of the Committee on Public Information; Captain Giuseppe Revione, member of the Italian Parliament; Colonel Mimba, of the Italian army; Charles S. Hart, and Robert Whiting, members of the Committee on Public Information, Washington, D. C.

In his speech of welcome Dr. Stella said that Americans would send by the visiting journalists a message of love and courage to their valiant brothers in Italy, and that Italy and the United States are now united in a great brotherhood.

Carl Byoir, speaking for the Committee on Public Information, made a patriotic speech in which he lauded the

President and all that he had done and took a sly dig at critics of the Administration by remarking sarcastically that our soldiers over there are not fighting with "wooden guns or paper cannons." And then he vouchsafed the information that the United States would have 7,000,000 men in the fighting forces and was cheered.

#### Should Tell Whole Truth

F. R. Martin, assistant general manager of the Associated Press, made a short speech in which he said that he hoped that the visiting journalists would go back and impress upon the people and officials of Italy that the people of the United States want the whole truth about Italy, not the part truth which the Italian official censors permit to come here.

"Public opinion in the United States is all powerful," he said, "but public opinion cannot be formed intelligently without the public having the whole truth upon which to base it, and the whole truth has never come from Italy as it should come. The people of the United States did everything for Belgium because they had the whole truth about that country; if the Italians complain that we in this country do not understand conditions there and do not respond as they would wish, it is because the whole truth has been withheld."

Captain Revione made an address in Italian in which he said that American participation in the war meant certain victory and that Italy could count on that without question.

### ITALIAN PAPERS CUT TO 2 OR 4 PAGES

News Print Scarce and in Hands of Profiteers—Have to Batter Advertising to Prevent Its Use by German Spies

"Nobody who judged your newspapers in this country by their appearance would think the United States was in the war," said Aldo Cassuto to THE EDITOR AND PUBLISHER. Mr. Cassuto is one of the seven Italian newspaper representatives now touring the country as guests of the Committee on Public Information. He is London correspondent of *El Seculo*, of Milan, and of *Il Messagero*, of Rome.

"Of course," he continued, "I do not mean one who reads them. The news they carry about the war is superb. But I mean the number of pages they carry, and their general appearance. In Italy, now, all newspapers are down to two and four pages, where we used to run eight and ten pages. Indeed, in the circumstances, we are glad to be able to run two or four pages.

"News print paper is one of the scarcest of commodities in Italy. I do not know what publishers are actually paying for it now, but I know they would gladly pay 300 per cent. more for it than they did before the war if it were obtainable in reasonable quantities. Almost all the pulp from which Italy manufactures news print comes from Sweden. There was not such great difficulty in getting it up to a year or two ago, but since that time practically none has come through, and our paper mills are nearly at a standstill. We used to import a large quantity of news print, also, but now none is coming in and we are confined exclusively to what our impoverished mills are able to produce.

#### In Profiteers' Hands

"There is another difficulty publishers have about paper, also. A very large

proportion of what little paper is produced falls into the hands of profiteers, and they charge practically what they like for it. If a publisher does not care to pay what they demand, he can go without the paper and suspend publication. Comparatively few have refused, however, and the papers still go on in some fashion or other.

"At the luncheon in the Waldorf-Astoria Hotel Tuesday Mr. Roy Martin, of the Associated Press, spoke about the cost and difficulty of getting news from Europe. Our Italian editors could tell him something about that. Before the war we got our quick news from all the European capitals by telephone. Fifteen or twenty minutes on the telephone gave us the whole news of any capital, and it was fresh and up to date. Since the war we have been compelled to rely entirely upon the telegraph. You get the news each day of what is happening in Europe, but we have to wait from 24 to 36 hours for ours. No correspondent files a telegram that is not subject to that delay, and seldom does one get through any quicker.

"And the cost! All telegraph accounts are subject to not only the high rates that have to be charged, but they are also under the handicap of a diminished exchange value. That means 40 per cent. of the usual price, and when you add 40 per cent. to all telegraphed matter the cost goes pretty high.

#### Other Costs Increased

"We have had the same difficulties about increase of wages that your American publishers have had, and are obliged to pay much more than usual for the mechanical production of our newspapers. The volume of advertising has fallen off, naturally, but to what extent I cannot just now tell exactly. It is considerable, however. To offset all these all the papers have gone to a two-cent basis, where before they sold for one cent. Our circulation has fallen off between 25 and 30 per cent.

"The advertising situation was perilous for us at one time. All our papers have, as your papers have, various editions. One is for the city, one is for the country, and another is for countries outside of Italy. We discovered, after a while, that German spies in Italy were using the advertisements to communicate with their superiors. In subtle ways they would word the ads so as to convey information of value to the enemy. We found a way to stop that without cutting off our foreign subscribers.

"The advertisements in our editions that do not leave the country are not disturbed, but the metal in every column of advertising that is destined to go outside of Italy is battered. Not a line that can be read is allowed to pass through the pressroom. When that edition appears all the advertising columns show is a mass of ink from type that has been pounded until not a letter shows in its original form. This prevents spies from using our papers for their own purposes.

"Nowhere has the advent of America into the war been more enthusiastically welcomed than in Italy. The spirit of our troops has always been fine, but it has made an enormous difference to them to know that Americans are actually in the fighting. They have only recently been able to appreciate what it means to have Americans at the front, and I am sure the realization will grow stronger as the battles progress and will stimulate and encourage our own troops anew. Our visit here is already beginning to open our eyes to the vast scale upon which America is working for victory, and when we are

able to tell it to our people, as we shall when we return, their eyes, too, will be opened, and they will see in America a more valuable ally than they thought, and an enormous power for winning the war."

### TRUSTEES TO BE ACTIVE IN POST AFFAIRS

Will Control Property the Same as An Individual Owner—Lamont Determined That Old Traditions Shall Be Maintained

Except for filing its certificate of incorporation with the County Clerk of New York County, the New York Evening Post, Inc., the style under which the New York Evening Post will be published, has done nothing towards perfecting a permanent organization. The name of the new owner, Thomas W. Lamont, does not appear in the papers filed. The incorporators are Thomas G. Durkan, Walter S. Orr, and Felix A. Jenkins. The capital stock is \$1,000,000, consisting of 10,000 shares of \$100 each. The directors are Rollo Ogden, 20 Vesey Street; Thomas G. Durkan, Felix A. Jenkins, Allen McCarty, Walter S. Orr, and Joseph A. Bennett, all of 14 Wall street.

It is probable that at the permanent organization of the company none of those whose names appear in the incorporation papers, except Rollo Ogden, will remain as directors. Mr. Ogden has for years been the editor of the Post, and will, doubtless, be named one of the executive officers. Following the usual custom, the others, whose connection is but temporary, will be dropped and actual working members substituted.

#### Lamont No Figurehead

Impression has spread that Mr. Lamont, whose connection with the house of J. P. Morgan & Co. compels his attention to large and varied interests, and who has placed his stock in the hands of trustees, will not give his personal attention to the affairs of the Post. THE EDITOR AND PUBLISHER is able to say, however, that he will be in constant touch with the paper and will have much to do with shaping its destinies. He trusted his holdings simply that he might have the assistance of the men whom he selected to cooperate with him.

The trustees will occupy the same position in the control of the paper as does an individual owner of a similar property. Their voice will be supreme, though the actual writing of editorials and the dictation of the editorial policy will be allowed to remain in the hands of others, doubtless the same who now attend to those duties. The same will be true of the business management. The Post is the sole property under the new régime, no realty and no other publication or plant having been taken over.

Mr. Lamont chose his trustees because their contact with affairs made them, in his belief, peculiarly fitted to govern such a property as the Evening Post. Theodore N. Vall is the head of the American Telephone & Telegraph Company, probably the greatest of all public utilities. Dr. Henry S. Pritchett is the head of the Carnegie Foundation for the Advancement of Teaching. Mr. Lamont believed they were especially familiar with the traditions for which the Post has stood, both as to its attitude towards public affairs and in educational matters. Ellery Sedgwick, editor of the *Atlantic Monthly*, besides having

had for years direct contact with the public through his periodical, has had wide experience in the business of publishing. It is likely that his will be the dominating voice among the three trustees in all matters that have to do with the work of a publisher.

#### Motives Altruistic

While Mr. Lamont bought the Post as a business investment, his motives were more or less altruistic. He served for a time on the editorial and reportorial staffs of the New York Tribune, and has never fully recovered from his newspaper infection. While his brother, the late Hammond Lamont, was managing editor of the Post, he became much interested in its life and progress, and familiarized himself with much of the detail of its conduct. He grew fond of the paper, and when Mr. Villard determined to retire from its management, and it seemed not unlikely to fall into hands that would change its policy, alter its style, and, as he judged, deteriorate its character, he determined to make himself the owner and keep its standard where it had been placed years ago by its former proprietors. The measures he has taken for its control are, to his mind, the best means for attaining this object.

A meeting will be held soon to elect a permanent board of directors.

### C. A. ABRAHAM JOINS VANCOUVER WORLD

Will Serve as Assistant to Managing Director Nelson—J. K. Falconer Is Now in Charge of Circulation Department

VANCOUVER, B. C., August 7.—C. A. Abraham, a well-known publisher and one of the foremost authorities on advertising in the Canadian field, has joined the executive staff of the Vancouver World as an assistant to the managing director, John Nelson. Mr. Abraham was long identified with the later was business manager.

Mr. Abraham is the second addition to the World's staff of late, J. K. Falconer having recently taken charge of the circulation department, transferring from the *Edmonton Bulletin*.

The World has just completed its third year under new management and new policy, although it is the oldest daily on the mainland of British Columbia. In spite of war conditions, it has shown a marked growth. On purchasing the paper, Mr. Nelson cut loose from party affiliations and adopted an independent course, and one which has fitted in with the new temper in Canadian affairs. The World has since carried through successfully several notable fights and has established a record for aggressiveness and virility in the journalistic world.

#### Classed As a Dangerous Man

CINCINNATI, O., August 7.—Thomas Jefferson Sanford, of Sherman, N. Y., who says he is a newspaper man, author, and lawyer, is held by the Federal authorities here for the violation of the Espionage act. After hearing Sanford, United States Commissioner Adler said to him: "You are a theorist, whose views cannot be of any good at this critical time. I consider you a dangerous man to be at large."

Everybody needs watching; not only your office force, but you yourself. Turn your critical eye upon yourself once in a while. It will be helpful.

## ENGLAND'S PAPER SUPPLY CUT 75 PER CENT. BY THE WAR

Cost Soared From 2 Cents to 10 and 21 Cents a Pound—  
Circulation Increased, Despite Few Pages and  
Higher Selling Price

VAL Fisher, who wrote the accompanying article especially for THE EDITOR AND PUBLISHER, recently arrived in America to take up Propaganda Work for the British Government. He is managing director of Advertising World, one of the foremost advertising trade papers in Europe. He organized first International Exposition of World's Advertising Methods in London, 1913. He has many friends in American publishing and advertising circles, made during his previous visits to the United States and through the work of the Information Bureau on Advertising, which he founded in 1910. The services of this Bureau have been of immense value to British firms extending their Overseas trade and to American firms commencing operations in the European market.

Val Fisher is a member of the London Chamber of Commerce, associated member of the American Chamber of Commerce in London, and a strenuous worker in the development of Anglo-American trade. His unique knowledge of the World's advertising and selling methods has always been at the free disposal of British and American advertisers.

### Served in Royal Air Service

In 1915 Val Fisher joined the Royal Air Service and after two years flying and coastal work in the British navy his services have been requisitioned by the British Ministry of Information. Mr. Fisher reached New York on Independence Day, after an exciting voyage, during which his convoy was repeatedly attacked by U-boats. A torpedo aimed at the boat on which he was travelling struck and sunk another vessel, and in the engagement which followed the British destroyers accounted for two U-boats. Mr. Fisher will make New York his headquarters and visit the principal cities of the States.

### By Val Fisher

Even though publishers as a class are among the best informed men in any country, it is difficult for you in America to realize the conditions existing to-day in the British field. You know something of our paper troubles and our labor difficulties, but from the full realization you are mercifully separated by three thousand miles of water and the British navy.

Out of a total population of 44,000,000 of whom 20,000,000 are males, the British Isles, far smaller in area than some of your individual States, have contributed 7,000,000 fighting men to the forces. Every third male in the United Kingdom is serving either in the army or navy and scores of thousands of men over fifty-one (the present draft age) are devoting their whole time to the making of munitions or other work of national importance.

### Material Greatest Difficulty.

Many British publishing houses have contributed more than 1,000 men to the cause of liberty and they cannot even fill the vacant places by female labor since over 5,000,000 of our women are engaged in the national service. But that is merely one aspect, namely, the labor question. One that troubles them far more is the question of material. In peace times about 8,000 tons of news print was used weekly in England. Some of this was manufactured in the country from Swedish or Canadian pulp. Canada supplied a fair proportion of the manufactured article. The restriction of imports brought the available supply down to less than 2,000 tons per week. News print which in pre-war days cost less than two cents per pound now costs from ten to twenty-one cents. True, the price is fixed at a lower rate but the competition for any available supply which comes into the market has forced the price up.

Shortage of paper means less space to

sell to advertisers. Previous to the war the popular London papers were the one-cent dailies having circulations round the million mark and running ten or twelve pages per issue. To-day these papers are two cents. Their owners have done everything possible to bring down circulation, even to the point of asking readers to share their copy of the paper with a friend. In size they are to-day a uniform four-pages, and the present duties of the London advertising manager is to allocate the limited space at his disposal so as to oblige the greatest number of advertisers.

Even now I have barely touched on the many troubles of the publisher; with the greatly restricted train service distribution is very difficult. Further our big newspaper distributing house, Messrs. W. H. Smith & Sons, have sent no fewer than 6,000 of their men into the fighting forces. Add to these a score of other troubles of which you have no knowledge, and you will get a faint idea of what the British newspaper owner is up against.

### Periodicals Worse Off

Periodical publishers are, if anything, even worse off. Take the case of my own publication, The Advertising World. In pre-war days we paid just over 3 cents a pound for calendared paper. To-day we are paying 26 cents for a much lower grade, and having the greatest difficulty in obtaining even one-quarter of our pre-war requirements. Our printing costs have advanced over 150 per cent., and the day I left London a further advance of 25 per cent. was notified.

Many of the popular magazines of large circulation such as the London Premier, Red, etc., have cut out all advertising with the exception of cover pages, and they have raised their price from twelve to eighteen cents.

The most striking feature in British newspaper circles during the past generation has been the amazing growth of the picture paper. Of these the Daily Mirror and Daily Sketch each had over a million circulation at one cent. Now they are priced at two cents, are smaller in size, and carry very little advertising. But so great is the demand for war pictures that the publishers had the greatest difficulty in bringing the circulation down.

In spite of the increased price and the reduction in size they still sell in enormous quantities. The News of the World, which used to be a sixteen-page, two-cent paper, is now a four-page

paper at four cents, and its proprietor, Sir George Riddell, has adopted the unusual course of carrying no advertising whatever.

Despite the troubles I have mentioned, the British publishers as a body have set a wonderful example to the nation. They have given freely and generously of their restricted advertising space to hundreds of charitable movements. They have, almost without exception, either paid the full wages of their staff who are in the service, or are making up the Government allowance to the previous standard. Although certain exemptions are made of certain newspaper men by the army authorities, British publishers have done everything possible to release men for war service.

From the office of the Times, which employs a comparatively small staff, 547 men have enlisted. Yet the Times has collected from its readers \$55,000,000 for the Red Cross fund, a figure, I believe, never previously touched by any paper in the world, has issued millions of pamphlets dealing with the war, and has, in particular, left no stone unturned towards informing the British public of the trend of affairs in America.

From E. Hulton & Co., who control the largest group of newspapers in the British Isles, 1,200 men have gone into the army and navy. The Hulton papers in London and Manchester have inaugurated dozens of funds for the benefit of our fighting men. They have used their over five million circulation to raise millions of gifts for the soldiers and sailors of the Allies.

### Paid Their Soldiers

For two years Sir George Riddell paid the full wages of every man of his staff who joined the forces, and when the Government raised the allowance he voluntarily augmented such allowance by a sum sufficient to bring the man's income up to the pre-war standard. Similar action was taken in other publishing houses, notably George Newnes, C. A. Pearson, Ltd., the Ladies' Field, Country Life, etc., and practically every other publishing house in the country has created pension funds for the benefit of the dependents of their fallen heroes.

In the picture paper field the publishers of the Sunday Pictorial and the Daily Mirror have rendered yeoman service in the distribution of propaganda matter, and their readers have also built and equipped the Nurse Cavell Memorial Hospital. Lord Rothermere, the chairman of this company, for some time occupied the position of Air Minister in the British Government, and of his four sons two have been killed and one seriously wounded. Sir Bertram Lima, O. B. E., general manager of the company, since the early days of the war, has been engaged in important Government departments, and their contributions in men, material, and service measure up to those of other publishing houses.

In the popular weekly field Odhams, Ltd., publishers of John Bull (circulation 1,500,000) and many other popular papers, released 500 men out of a total staff of 1,400 of both sexes. Horatio Bottomly, the famous editor of John Bull, has done wonderful work for the fighting man, and in spite of the fact that a large portion of his premises were wrecked by German bombs during an air raid, he not only proceeded to "carry on" cheerfully, but actually entered the Sunday newspaper field by purchasing the National News,

In the periodical publishing field the Amalgamated Press, the largest periodical publishing house in the world, publishers of fifty weekly and monthly papers, has contributed 1,600 men to the forces. Portions of their paper-making plant are now making munitions, and practically all of their executive staff are devoting their whole energies to winning the war. Mr. George A. Sutton, their managing director, is chairman of the publicity section of the War Savings Committee, charged with the duty of raising \$125,000,000 every week for war purposes.

Considering the conditions, remarkably few British papers have suspended publication during war time, but over 1,400 dailies and weeklies have raised their prices and all returns have been stopped. While one cannot conceive of conditions in this country even approaching those in Great Britain, it appears likely in the near future you will have troubles of your own, and I would like to tell you that in spite of all you have just read, conditions in England are very much better than anyone could have foreseen after four years of war. One by one our publishers have met their difficulties and formulated plans for combatting them. At one time it looked as if their advertising revenue would disappear entirely, but as a matter of fact they have been able to get hitherto unheard of prices for their restricted space. Further than that, it has paid the advertiser to accept such high rates. Never before did England contain so many workers per thousand of the population. Never before was the nation's money so widely distributed. Never was the response to advertising so great.

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**"Cut! Cut! Cut!"**  
Cries that Fussy Hen,  
the Business Manager,  
Worrying over Golden Eggs.

Cut too much, and  
Presto! No more Eggs.

Too much Cut  
Means too little Character.

Space must be saved;  
but—  
*A War-Inspiring Paper  
Must Be Produced.*

So Wise Editors  
are Humanizing and Vitalizing  
their Pages,  
Adding Living, Distinctive Features.

The real Spirit of The War,—  
Idealism,  
Heroism,  
Sacrifice,  
Patriotism—  
Permeates  
The Ellis Sunday School Lesson,  
Which Is Written By  
A War Correspondent.

THE ELLIS SERVICE  
Swarthmore, Pa.

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

## CASUALTY NUMBERS DECLARED FALSE

Warning Issued By Committee on Public Information Against Use of Figures That Have Been Published in Some Newspapers

WASHINGTON, August 6.—The widely published statement that Gen. Pershing had estimated the United States casualties in recent fighting at 12,000, has been most emphatically denied by the War Department and a warning by the Committee on Public Information, cautioning the newspapers against the reprinting of this statement, has been issued. The statement of the War Department bureau of the Committee on Public Information reads:

"Notice to correspondents:

"The statement is published to-day that the Chief of Staff, Gen. March, informed the Senate Committee on Military Affairs that a 'rough estimate of the casualties, as computed by Gen. Pershing, was about 12,000.' Another estimate was '16,000.'

"These statements are absolutely false, Gen. March did not give any estimate or intimate any number of American casualties. On the contrary, Gen. March announced to the newspaper correspondents to-day that no statement as to casualties was available and explained the situation as regards casualties.

"At the request of the Chief of Staff editors and correspondents are hereby cautioned against publishing the false statement that any estimate has been made regarding the number of American casualties."

(Signed) Committee on Public Information, War Department Bureau.

Secretary of War Baker made a similar statement, which is:

"I have before me a copy of the Washington Times carrying a statement that Gen. Pershing estimates United States casualties at 12,000, and says that Gen. March said that to the Military Affairs Committee. That is not so. Gen. March said nothing on the subject, nor did I. Nobody said anything on that subject or anything like it, that I can recall.

"There was a chart showing the total number of casualties in the American Expeditionary Force up to the present time, of all kinds, from all sources, and that aggregated something like 12,000, and that chart was shown, but it had nothing whatever to do with casualties in the present drive."

## SHIP NEWS BAN IS BROADENED

Secretary Daniels Asks the Newspapers to Stop Printing News of Foreign Waters as Well as of Home Territory

WASHINGTON, August 5.—Though hearty compliance with the request of Secretary Daniels not to print details concerning the movements of ships has been made by the newspapers, the Secretary has found it necessary to broaden his original request in the following statement:

"To the press in America:

"I issued a request to the press in America on July 6, 1918, to eliminate any mention, either in the advertising or news columns, of the sailing or departure or location or supposed location of any ship in American waters.

## MELVILLE E. STONE LAUDS AMERICAN EDITORS FOR LOYALTY TO U. S. GOVERNMENT IN WAR

(Cable to THE EDITOR AND PUBLISHER.)

LONDON, August 8.—In an interview to-day with the representative here of THE EDITOR AND PUBLISHER, Melville E. Stone, general manager of the Associated Press, said:

"I HAVE just read the copies of THE EDITOR AND PUBLISHER containing the tributes of Secretaries Lansing, Baker, and Daniels to the fidelity with which the American editors and publishers have kept their covenants to help the Government of the United States and to avoid anything that might cause it embarrassment in the prosecution of the war.

"I have had every opportunity to know just how earnestly every editor in the United States has striven to support the Government's every effort in the conduct of the war. Hence, it is especially pleasing to me that the loyal attitude of the American press has so justly been acknowledged by the Government heads who are best qualified to judge of its value.

"Especially is this grateful to me since I know so well the deep, abiding patriotism, and the compelling efficiency of our self-conducted censorship, which would probably be impossible anywhere else in the world."

It is safe to say, without liability to an accusation of exaggeration, that the visit to Europe of no American, official or private, since the war began, has been accompanied by happier and more far-reaching results than that of Mr. Stone. His sojourn has accomplished material and effective work along the lines of serious subjects. His social ambassadorship has been one continuous triumph since his arrival in London from France. He has just left for Paris, en route to Italy, obeying a special request by wire from the Italian Government to take up with it a discussion of subjects which probably are of first importance to the American press.

"My visit to England has been most satisfactory," continued Mr. Stone. "Some little questions have been straightened out as a result. They were not in themselves serious, but allowing them to remain might have caused misunderstandings. Mr. Balfour and Lloyd George, with whom I have come into personal contact, have met all matters that I had to present to them in the most cordial spirit. Lord Northcliffe and Sir Roderick Jones, a director of Reuters, and now associated with the British Ministry of Information, have also both been most helpful to me. I think I have sought to ask nothing unreasonable, and my every suggestion has been approved. Naturally this has gratified me highly.

"The dinner given in my honor at the Ritz by the British press, as well as the luncheon tendered me in Manchester by seventy journalists from English provincial cities and from Scotland, were very enjoyable. They brought me into touch again with many friends whom I had not seen before for many years. Both occasions were highly gratifying."

"I am very happy to say that there has been hearty and complete compliance with this request, and that the co-operation of the press has aided the Navy Department greatly in its work.

"Experience, however, has demonstrated the fact that the request should not have been limited to American waters, and that the publication of the sailing, departure, location, and movements of ships in foreign waters is also dangerous and should not be made. I am, therefore, amending my request by adding 'or in other waters.'" The amended request is as follows:

"The appearance of submarines on the Atlantic Coast makes it imperative that no mention should be made in any newspaper, either in the advertising or news columns, of the sailing or departure, or location, or supposed location of any ship in American or other waters.

"This information conveyed by advertising is as dangerous as in the news columns, and I am making this request to all the newspapers in the country in the assurance that they will cooperate with the Government in its efforts to prevent any information about ships reaching submarines which may be off the Atlantic coast."

## TO SEND ALL PAPERS TO SOLDIERS

Publishers Decide to Spread Col. Thompson's Scheme to Furnish Fighters with Home News All Over the United States

A movement has been started to nationalize the Home Paper Service to enlisted men in the army, the navy, and

all other men and women who are engaged in war work away from their homes in this country or abroad. Col. William Boyce Thompson some months ago interested the publishers in Westchester County, and is now sending at his own expense 5,700 newspapers to the Westchester men in our trenches and on our ships.

The newspapers have been so highly appreciated by the men, who have written many letters of appreciation to Col. Thompson, that he invited the officers and members of the New York State Press Association to a dinner at the Union League Club last Wednesday evening to discuss the advisability of spreading the service over wider territory. A committee will meet in a few days to organize for national work.

At the dinner were Gardiner Kline, of the Amsterdam Recorder, first vice-president of the New York State Press Association, acting for Will O. Green, the president, who was unable to attend; Wallace Odell, of the Tarrytown News, third vice-president of the New York State Press Association; John A. Sleicher, of Leslie's Weekly, chairman of the executive committee, and F. A. Merriam, of the Mt. Vernon Argus, a member of the executive committee; Courtland Smith, of the American Press Association, and a dozen other editors and publishers of New York State newspapers.

McMillan and Haywood with Creel

WASHINGTON, August 7.—Lincoln McMillan, formerly of the Chicago Herald, and Gus Haywood, formerly of the Washington bureau of the Chicago Herald, are now director and assistant director, respectively, of the Press Bureau of the War Industries Board, representing the Bureau of Public Information.

## BRITONS AGAIN HONOR "MEL" STONE

North of England Newspaper Publishers, Hosts to Him at Banquet, Say America's Entry into War Has Changed Destiny of Whole World

By Cable to THE EDITOR AND PUBLISHER.

MANCHESTER, England, August 5.—A luncheon was given last Saturday by the newspapers of the North of England to Melville E. Stone, general manager of the Associated Press. Charles Prestwich Scott, editor of the Manchester Guardian, presided. Speeches were made by Mr. Scott, Sir Edward Russell, editor of the Liverpool Post; Mr. Stone, and the American Consul, who responded for the American army and navy.

C. P. Scott, veteran editor of the Manchester Guardian, submitting a toast to "The American army, navy, and air force," said: "During the last few days we have followed with a thrill of pleasure the gallant deeds of the Americans on the battlefields of France. There could be nothing more splendid or unselfish than the way they have thrown themselves into this war. I think that no doubt the entry of America and her young troops has been the turning point in the struggle, and is destined to change the fate of the world.

"Every man and woman in the United States is taking part in the struggle, and behind the American fleet and the American army the United States has a wonderful industrial organization. America has thrown into the war all her wonderful resources of wealth, ingenuity, ships, and munitions. But we owe something more to America. Since this war is entirely a question of policy, we need strength and unity in the direction of that policy, much as we now have unity in our field command. If we attain it we shall owe it largely to America's entry into the war and to the ascendancy to the man of genius who is now the head of the American nation."

## MORE LABOR SHORTAGE IS IN PROSPECT

Newspaper Offices Will Lose Men Between Eighteen and Forty-Five Years, If New Bill Is Adopted By Congress

WASHINGTON, August 6.—As newspaper men are not exempted from the draft, attention is directed to the bill just introduced by Senator Chamberlain, extending the draft ages so as to include men from eighteen to forty-five. Secretary of War Baker's statement, at the time the provision of the bill was made public, was as follows, regarding the new draft-age limits:

"All the possible combinations of age limits were carefully studied, and it was found that, in order to get the men into Class 1 for the programme proposed, eighteen to forty-five was necessary. The bill when introduced, however, will contain a provision authorizing the President to call men out of Class 1 by classes, according to ages, so that if it is found possible, the men between eighteen and nineteen will be called out later than the older men who are found eligible to Class 1.

"This will undoubtedly have the effect of taking men who are otherwise deferred and putting them into useful labor."

# When To Select A "Going" Town For Advertising

All the time? True, but—  
It is even more important to do so when conditions force restriction than when they justify expansion.

Just as it is more to your interest to have your money in a "going" concern if compelled to realize on the investment than if in position to carry it indefinitely.

## What Constitutes a "Going" Town?

This is a definition with which you will agree—  
One which has been prosperous for a considerable period—

Which recently has had its prosperity and population greatly increased—  
And which possesses all the assurance that present conditions will be permanent.

## Jacksonville is a "Going" Town

Judged by the above standards, because—  
For years its position as the distributing, financial and manufacturing center of Florida has prospered—  
To the varied elements that heretofore have

contributed to its prosperity there recently have been added two great industries—  
The conditions surrounding and controlling these new sources of good business are such as to give a guaranty of their permanence.

## How The Florida Times-Union Dominates This Fertile Field

As Jacksonville leads all other Florida cities—  
The Florida Times-Union is the advertising medium of greatest power and influence—  
The Florida Times-Union is the dominating

newspaper of all Florida, made so by its superior editorial and news service.  
The Florida Times-Union is far and away in the lead in circulation—the A. B. C. reports, are ample evidence of this fact.

*If these reports are not available to you, we shall be glad to furnish them. Also it will be a pleasure to supply detailed information regarding the past, present and future of Jacksonville. Don't overlook this pacemaker of the "going" cities of the Southeast when making up your lists.*

## The Florida Times-Union JACKSONVILLE, FLORIDA

Represented in the Foreign Field by  
BENJAMIN & KENTNOR COMPANY

225 Fifth Avenue,  
New York.

Mallers Bldg.  
Chicago.

# AUTO ADS BOUND TO GROW LESS, DECLARES ALFRED REEVES

## Will Fall Off as Production Decreases Until War Ends—News-papers Will Fare Better Than National Mediums—No Fall Advertising Plans

**A**UTOMOBILE advertising is bound to decrease in volume, and especially in newspapers, according to Alfred Reeves, general manager of the National Automobile Chamber of Commerce, 7 East Forty-Second Street. The number of passenger cars that the factories are capable of producing, Mr. Reeves says, necessarily measures the amount of advertising required, and as the productive capacity diminishes the volume of advertising will fall off in the same proportion.

So many of the factories are now engaged in war work that productive capacity, so far as passenger cars are concerned, has already fallen off, Mr. Reeves declares 33 and a third per cent., and except for contracts with publishers that must be filled automobile manufacturers logically will have reduced their advertising in the same proportion. It is certain, he believes, that production will decrease steadily as the war work becomes greater, and that the day will come when automobile advertising will be 25 per cent. of what it was before the war.

### Built Up by Advertising

"The automobile industry was built up by advertising," said Mr. Reeves to THE EDITOR AND PUBLISHER, "until it has become the third greatest industry in the country. That is a salient fact that should not be forgotten, and that will not be forgotten, by automobile manufacturers, no matter how low the production of passenger cars shall be forced by war needs. They will never cease to advertise, however few cars are produced.

"Manufacturers in the United States are no less alive than those of England to the value of their trade marks and no less certain that after the war there will be wonderful opportunities for the automobile industry; and the British manufacturers, as you know, continue to advertise to keep their trade marks before the public, though the production of automobiles there has ceased.

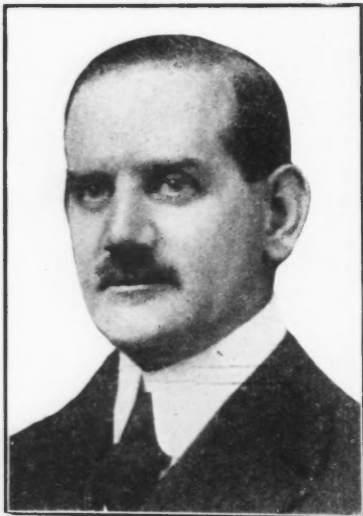
"We are in a different position from them, however. No matter how great the war work shall become, passenger cars will always be made in the United States. They have become an economic necessity here, where our distances are greater than in England and where our needs for automobile transportation is more pressing. When the war began there were 260,000 automobiles in use in Great Britain. There are 5,000,000 passenger cars and trucks in use in the United States to-day.

### May Drop to 850,000

"With our factories increasing their war work for the Government, I have no doubt that the industry will eventually fall off until we are simply replacing the cars that wear out. Calculating the life of a car as six years, that means our production of automobiles may finally fall off to 850,000 a year, but I do not believe it will ever go below that number. Production thus far in 1918 has been at the rate of about 1,000,000 a year, but we sold 1,718,000 passenger cars and 161,000 trucks in 1917.

"I am confident that our law makers will decide that the automobile industry is an essential and permit its continuance. Think what it would mean to wipe it out, having in mind the destruction of such a great industry and the effect of that when the war ends. It employs more than 800,000 persons, who, with their dependents, would populate several States if brought together: its capital of \$1,250,000,000 is greater by \$250,000,000 than that of all the national banks; it pays in wages annually an amount equal, approximately, to all the gold in circulation in the United States; it produced nearly \$1,000,000,000 in fin-

ished product in 1917. There are 27,500 automobile dealers and 25,000 garage owners, and they are located in every town and hamlet in America.



ALFRED REEVES.

"A recent investigation developed that the farmers in Livingston County, Ill., bought 73 per cent. of their automobiles as a necessary part of their farming equipment, 25 per cent. for business and pleasure combined, and 2 per cent. for pleasure alone. Nothing could be more disastrous just now than to interfere with the business of the farmer, and farmers own 2,000,000 automobiles to-day. Obviously, to interfere seriously with a business like this, and to disrupt an organization of such magnitude, that has been built up by years of work, would be prejudicial to the commercial interests of the nation, especially after the war.

"Don't think, though, that the automobile manufacturers hesitate about doing war work. They don't. Every plant has voluntarily placed at the disposal of the Government all its facilities and all its material. It will not be long now before we are turning out 300 Liberty Motors a day, and we are ready to go to the last ditch; but we do not believe we ought to be classed with cosmetics, perfumery, and golf balls.

"You ask what plans the manufacturers have made for advertising in the fall. So far as I know, no definite plans have been formulated. But already automobile manufacturers have begun to plan for after-the-war business, preparing to meet the new conditions that

will then prevail. In the meantime, advertising will continue to the limit warranted by the business.

"Newspapers have been found increasingly efficient for distribution, and they will be used more largely than the national mediums. They concentrate the trade in the territories in which they circulate, and distribution will be the main thought of advertisers until the war stops. National mediums will be used to preserve the good will, of course, and through them the various trade marks will be kept before the minds of the people.

### How Papers Can Aid

"There is one way in which newspapers can be of assistance to the automobile industry, though that is a negative way. Editors should realize that there is very little pleasure riding now. Owners of automobiles are just as willing to conserve gasoline and tires as they were to conserve food when Mr. Hoover asked them to. They have cut out the long pleasure jaunts and are using their machines for business and economic purposes more than ever before. The end of this year will, probably, see the last limousine made until after the war, but twice the usual number of trucks will be made.

"With this in mind, editors and head writers should cease speaking of passenger cars as 'pleasure' cars, and remember that if pleasure were the only object of building automobiles there would be few, if any, turned out while the war lasts. We are making cars for business now, and not for pleasure, and most of the owners have adopted that basis."

An interesting exhibit was furnished by Mr. Reeves to the Ways and Means Committee of the House of Representatives at a recent hearing. It shows the number of cars and trucks registered in each State and the ratio of auto vehicles to population, using figures on the latter as of January 1, 1917, but taking the registry of cars as of January 1, 1918. It follows:

### Registration and Population Per Car

State	Cars and Trucks	Population Per Car.
Iowa	278,213	8
Nebraska	148,101	8
South Dakota	67,158	10
Montana	41,896	11
Minnesota	191,500	12
North Dakota	62,993	12
Kansas	154,442	12
California	243,116	12
Arizona	19,890	13
Michigan	215,001	14
Indiana	189,433	15
Wisconsin	164,531	15
Colorado	66,850	15
Ohio	333,630	15
Wyoming	12,001	15
Nevada	6,760	17
Connecticut	74,642	17
Washington	93,822	17
Dist. of Columbia	21,198	17
Oregon	48,132	18
Illinois	340,292	18
Idaho	24,316	18
Vermont	18,550	19
Maine	38,499	20
Utah	21,226	20
Delaware	9,655	22
Oklahoma	100,199	22
Missouri	146,142	23
Florida	39,216	23
New Hampshire	18,146	24
Maryland	56,129	24
Texas	188,334	24
Massachusetts	155,044	24
Rhode Island	25,142	24
New York	404,247	25
Pennsylvania	325,153	26
New Mexico	14,086	30
New Jersey	87,421	34
Virginia	55,661	39
Georgia	70,496	40
North Carolina	55,950	43
South Carolina	36,822	44
West Virginia	31,306	45
Tennessee	48,500	47
Kentucky	47,400	50
Louisiana	31,650	58
Arkansas	28,862	61
Mississippi	31,650	62
Alabama	32,873	72
Total	4,941,276	Av. 21

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

Permanent weekly industrial pages among non-regular advertisers.

Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint. —Entire supervision of news and mechanical ends given when requested.

All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

## JOHN B. GALLAGHER COMPANY

Main Office, Ninth Floor, Dexter Building, Boston, Mass.  
 Branch Offices:—Room 403, United States Express Building, 2 Rector St., New York;—North American Building, Philadelphia;—Plain Dealer Building, Cleveland;—Constitution Building, Atlanta;—Herald and Traveler Building, Boston;—Gazette Building, Worcester, Mass.;—Tribune Building, Providence, R. I.

# WHEN THE WARILDA WENT DOWN

after attack by a German submarine in the English Channel, International News Service papers last Monday afternoon **ALONE** had the thrilling story of how American and British wounded suffered and perished in the midnight waters. **AND** when the British smash opposite Amiens began on Thursday, I. N. S. papers had the big news nearly **HALF AN HOUR AHEAD**.

Newspapers served by other press associations were hopelessly beaten. The International News Service again lived up to its slogan

## THE TRUE NEWS FIRST

AND MR. EDITOR:—Don't overlook the **ADVANCE NEWS** of the I. N. S. It carries the **HUMAN INTEREST** stories of the war which heavy casualty lists are crowding off the wires. You can buy it even if you are not a regular I. N. S. wire client. Write for terms.

### INTERNATIONAL NEWS SERVICE

Tenth Floor, World Building

New York City

## OREGON EDITORS NOW HOLDING SESSION

Will Consider War-Time Problems of Newspapers in Three-Day Session in Marshfield and Have Lunch at Logging Camp

MARSHFIELD, Ore., August 9.—War-time problems of the newspaper world are being considered by the Oregon State Editorial Association, which to-day opened a three-day session here. Approximately 200 delegates are present, representing all sections of the State. The officers of the association are: President, A. E. Voorhies, of Grants Pass; vice-president, George H. Currey, of Vale; secretary, Lloyd Riches, of Oregon City; chairman of executive committee, E. E. Brodie, of Oregon City. Besides the business sessions an elaborate entertainment programme has been planned for the editors. Tomorrow they will be taken through the logging camps, where large quantities of spruce for airplanes and fir for ships are being produced. They will eat their luncheon in a logging camp, and in the evening will be entertained at dinner at Shore Acres, the country home of Louis J. Simpson, one of the finest in Oregon, where they will also hold their concluding business session.

All day Sunday will be devoted to a railroad-steamer-automobile tour of Coos County.

### MURPHY NOW WITH N. Y. JOURNAL

Leaves San Francisco Call-Post to Make Editorial Cartoons

J. E. Murphy, formerly of the San Francisco Call-Post, is now the editorial page cartoonist of the New York Evening Journal. Mr. Murphy left the Western newspaper after three years service. Prior to joining the Call-Post he was for four years cartoonist of the Portland (Ore.) Journal. Last year he made a series of full page cartoons for Puck.

The staff of the Call-Post presented Mr. Murphy with a sterling silver card case and a testimonial in the shape of a colored cartoon showing him arriving in New York. Around the drawing was the signature of each member of the editorial, advertising, business office and mechanical staffs, from publisher to office boys.

### Delaney in East for the A. B. C.

Lawrence J. Delaney has been appointed manager of the New York office of the Audit Bureau of Circulations. He was recently associated with E. A. Westfall, publisher of the Boston Advertiser-American, and prior to that was connected with the Chicago office of the A. B. C. Mr. Delaney has had many years' experience in advertising work. He was with M. Lee Starke when Mr. Starke was one of the leading special representatives, and later was with O'Mara & Ormsbee, Inc., and the John M. Branham Company.

### Texas Publishers Incorporate

FORT WORTH, Tex., August 5.—The Sam H. Taylor Company, of Fort Worth, has been organized and charter filed in the office of Secretary of State Howard at Austin. The company is chartered to do a general printing and publishing business. The capital stock is \$25,000, and the incorporators are G. P. Edgett, J. L. Crosby, and Albert Hunter.

## HENRY NOBLE HALL TO MAKE AMERICA KNOWN TO BRITISH



HENRY NOBLE HALL.

Henry Noble Hall, Washington correspondent for the London Times, has returned to England to join the staff of Lord Northcliffe's paper. His special task is to give the British people a better understanding of American men and American affairs.

Few newspaper men are so well equipped for this service. For thirteen years Mr. Hall has been doing similar work for Americans. Most of his newspaper experience previous to 1905, when he came to this country, was gained in Paris. In that year he joined the staff of the Philadelphia North American. He covered the first Thaw trial for that paper, and attracted attention also by a series of articles on European subjects. Two years later he went to the New Orleans Item, where a series of articles on public-service corporations led to his selection by the New Orleans Board of Trade as special commissioner to investigate telephone conditions there. His report led to an entire readjustment of the telephone service.

Studying the American situation, he next went to Panama as managing editor of the Panama Journal and regular correspondent of the New York World, but in a short time was called back to New York by the World in consequence of the libel suits brought by Col. Roosevelt against that paper in 1908 in connection with the "Panama Scandal."

During this time he had been doing other work for the World, taking part in the "Empty Market Basket" campaign and writing many articles for the editorial section of the Sunday World. He was sent to the Washington Bureau of his paper, but soon returned again to New York to write a series of remarkable interviews and special articles, for five years a feature of the Sunday editorial section. He interviewed a very large number of America's most prominent men, Governors, Senators, party leaders, and candidates for office, drawing for his readers living pictures that familiarized them with his subjects.

Though refraining scrupulously from taking part in American politics, Mr. Hall has been active in public affairs. As an aide during the Hudson-Fulton Celebration he strenuously combatted

the claim of Gross-Admiral von Köster that the German contingent should lead the parade. He worked actively in Washington for the repeal of the Panama Canal Tolls act, writing many articles supporting President Wilson's stand. Since the outbreak of the war he has devoted his entire time and effort against German propaganda and in aid of the Allies, especially France. He was a secretary of the Committee of Citizens appointed by the late Mayor Mitchel to welcome the British and the French War Missions, and was a member of the delegation which invited Mr. Balfour to visit New York.

### Will Meet Correspondents

BUFFALO, N. Y., August 5.—Edward Scanlon, state editor of the Evening News, has sent invitations to nearly 100 vicinity correspondents, inviting them to attend a conference to be held in the News building August 14 to discuss matters in connection with the improvement of the service. There will be morning and afternoon meetings. Luncheon will be served and there will be some entertainment.

Texas Editor Seriously Wounded  
SHERMAN, Tex., August 5.—Ernest J. Parker, news editor of the Daily Democrat, was attacked and severely wounded by being slashed with a dirk in the office of the Democrat on July 27. The trouble arose over an editorial that had appeared in the Democrat criticizing local political conditions. Following the attack, Arthur Spradley, a candidate for the Texas Legislature from Grayson, and Collin Countries was arrested on a charge of assault to murder.

### Boston Has Woman Reporter

BOSTON, Mass., August 5.—Miss Marjorie Adams, a graduate of the Barnard School of Journalism at Columbia University, has joined the staff of the Globe as the first woman call reporter in the history of Boston newspapers. Miss Adams started her newspaper career as a society reporter on the Haverhill (Mass.) Gazette, and later was a member of the staff of the New York World. She is the daughter of a Haverhill heel manufacturer.

Contradiction should awaken attention, not passion.—Cowper.

## The WAR SERVICE of W. H. SMITH & SON

To everyone in the British Isles the sign of W. H. Smith & Son is a familiar feature. With over one thousand Bookstalls and Bookshops, its News and Book services, both wholesale and retail, have won a reputation of which the Firm is justly proud. Its Advertising, Printing, Stationery and Library services, each in itself a great business, are almost as well known and as much appreciated.

FOR a century the motto of this firm has been "Faithful and efficient service to the public." It is not likely, therefore, to be found wanting in the grave national crisis occasioned by the world war. Four of the partners have served from the day war was declared, and six thousand (6,000) employees—ninety-two per cent. of the eligible staff—released by W. H. Smith & Son, are now serving in the Navy, the Army, the Royal Air Force, and other branches of National Service.

But in addition to men, fighting in the various services, it is essential to provide funds for "Carrying on" and propaganda services to ensure that our war aims shall be understood and appreciated. For the raising of funds the Firm have placed at the disposal of the Nation the whole of their advertising spaces on railway stations and bookstalls. Already W. H. Smith & Son lead in their sales of War Bonds and War Savings Certificates. They hope to achieve an increasing success as time goes on.

Further, 30,000,000 copies of various pieces of Propaganda literature have been circulated through the W. H. S. Branches. Of the Lichnowsky Memorandum 5,000,000 copies were distributed. Of Dr. Newell Dwight Hillis's Sermon, delivered at Plymouth Church, Brooklyn, 4,000,000 copies were distributed, and nearly 2,000,000 copies of General Smuts' speech, "The British Commonwealth of Nations," were sold.

Not less important was the great Food Economy Campaign in which W. H. Smith & Son circulated 6,000,000 copies of various publications. So efficient indeed in their organization for propaganda work that it might almost be regarded as the executive and distributive side of a Great Government Department. Whenever the interests of the Nation demand that an announcement of vital importance must be immediately in the hands of the public the services of W. H. Smith & Son are commissioned, with the certainty that the work will be efficiently done.

HEAD OFFICE OF THE FIRM :  
186, Strand, London, England





# Our Contributions to the Cause of Democracy

**W**E are pardonably proud of the fact that the great majority of the eligible men of our staff joined the fighting forces in the early days of the war.

During the first two years the management paid **FULL** wages to **ALL** members of the staff on service. Since the Government raised the allowances, we have paid one-half of the men's wages, and we shall, of course, keep their situations open against their return.

We are voluntarily, and gladly, paying pensions to the dependents of those members of our staff who have laid down their lives in the cause of liberty.

Believing, as we do, that the first duty of a newspaper is to its readers, we have recently deleted **ALL** advertising from our pages to make room for news.

To our many friends in Overseas newspaper circles, and to the many American advertisers who have in the past used our pages we send cordial greetings. We are proud to have you fighting by our side in the cause of democracy.



The paper with the largest circulation (3,000,000 per issue) and the largest circle of readers in the world.

PUBLISHED BY  
**NEWS OF THE WORLD CO., LIMITED**  
30 BOUVERIE STREET, FLEET STREET LONDON, E. C. 4.

## NEW YORK MEETING OF CITY EDITORS

Elaborate Plans Made for Organization Meeting on August 24 and 25—Interesting and Practical Program Promises Big Accomplishments.

The first annual convention of the New York City Editors' Association, which will be held in New York city, Saturday and Sunday, August 24 and 25, promises to be the most important gathering of working newspapermen ever held by any State organization. The line-up of speaking talent is about the best ever assembled for any similar meeting, while the program is widely varied and interesting.

Clyde P. Steen, of Lima, Ohio, president of the National Association of City Editors; H. E. Vestal, former editor and owner of the Ada (Ohio) Record, national association organizer, and Duke Wellington of Detroit, national secretary, have the arrangements for the convention in charge and have provided an attractive program. Headquarters will be established at the Hotel Majestic, west Seventy-second Street, at Central Park, and nearly all the sessions of the convention will be held there.

One of the big drawing cards on the program will be the appearance of Aldo Cassuto, London correspondent of the Messaggero of Rome, and the Secolo of Milan, the first of several journalists who are coming from Italy to the United States to cooperate with the Committee on Public Information. Cassuto will speak at the annual banquet of the New York Association, Saturday evening, August 24 at 7:30 o'clock.

At this same banquet such prominent speakers as: Judge Raymond F. Tiffany, of New York city, representing the American Defence Society; Hon. William H. Wadhams, judge of the Court of General Sessions, of New York city; representing The League to Enforce Peace; Hon. Frank A. Vanderlip, president of the National City Bank, of New York city, and one of the world's best known financiers; Hon. John F. Hyland, Mayor of New York city, and Doctor Tolcott Williams, dean of journalism at Columbia University, will appear.

The splendid program will continue Sunday with a number of prominent speakers appearing between the periods of shop talk and exchange of ideas.

George Creel, chairman of the Committee on Public Information, at Washington, will speak Sunday afternoon, August 25, on the same program with William G. Shephard, United Press Associations war correspondent, and Hon. Warren G. Harding, United States Senator from Ohio, owner and publisher of the Marion Star.

During the morning and noon sessions talks will be given by Edward Percy Howard, editor of the American Press and president of the New York Press Club, Geza D. Berko, editor and publisher, American Magyar Nepszava, of New York; Howard Merrick, publicity director of the Division of Films, Committee on Public Information; B. A. Gramm, of Lima, Ohio, builder and standardizer of the first Liberty motor truck and James Wright Brown, editor of THE EDITOR AND PUBLISHER, New York city.

Two motion picture films, both newspaper stories, "Say, Young Fellow" with Douglass Fairbanks and "His Own Home Town" with Charles Ray will be shown the city editors by the Famous Players-Lasky Corporation.

Special entertainment will be provided the visitors by James D. Ellsworth of the American Telephone and Telegraph Company, who presented the National Association of City Editors with a beautiful service flag of 256 stars recently, representing the copy readers, city editors and desk men in the service of Uncle Sam. This flag will hang at all sessions of the New York convention. It was unfurled and dedicated recently at the Pennsylvania city editors' convention at Pittsburgh.

Business sessions will be held Saturday and Sunday afternoon and from all indications, there is not to be one dull moment on the two days' program.

### MARINE CORPS KEEPS A "BUCK" PRIVATE ETERNALLY BUSY



MILTON V. O'CONNELL.

Private Milton V. O'Connell hails from New York City. Most of his newspaper experience was on the New York Times. He is now a marine Corps enthusiast in the 61st company, Marine Barracks, Paris Island, S. C., and has the following good word to say about the Corps:

"From layout desk to the ranks of the United States Marine Corps is quite a change. It is going, so to speak, from one world into another.

"The duties of a newspaper man are varied and numerous, but the duties of an ordinary 'buck' private of Marines surpass those of a busy city editor. The Corps offers to the aggressive, willing and capable young man an opportunity both to serve his country in an efficient and able manner and to benefit himself mentally and physically. I can honestly say that as an ex-newspaper man, I'd rather march behind the Globe, Eagle and Anchor than land the biggest 'scoop' that ever was, and that our great motto 'Semper Fidelis' is to us the symbol of honor, love and fidelity."

#### Canadian Publisher Knighted

HALIFAX, N. S., Aug. 5.—The Hon. P. T. McGrath, one of the best known publishers on the Island of Newfoundland and a man very prominent in Legislative affairs, has just been knighted. Sir Patrick McGrath is President of the Legislative Council and Chairman of the Food Control Board and the War Pensions and Disabilities Board of Newfoundland. In addition to editing the leading paper in Newfoundland, Sir Patrick is a frequent contributor to British, American and Canadian publications.

## An Announcement to our American Allies



Certified Circulation Over Two Million Copies Per Issue—The Largest in the World



Largest daily circulation of any picture paper in the world.

In releasing for active service every eligible member of our staff, in contributing to the support of their dependents and investing all available funds in war loans, in giving the entire services of many of our executive officers to the Government, we have but done our duty as you are doing yours.

Through the 2,600,000 copies of the SUNDAY PICTORIAL each week we have sought to inspire the public.

Through the pages of the DAILY MIRROR, with its gigantic circulation we have, among other things, raised the funds for the building of the Nurse Cavell Memorial Home for nurses; assisted in the campaign for increasing the food production of the country by organizing a potato growing competition which has raised unprecedented interest throughout the country. In short, our efforts, as those of every section of the community in the

British Isles, are concentrated on winning the victory for free peoples.

We are proud to know that you are with us in this fight for Liberty and we are greatly heartened by your efforts.

## SUNDAY PICTORIAL

Sunday Pictorial Newspaper Co., Ltd.

## THE DAILY MIRROR

The Pictorial Newspaper Co., Ltd.

PUBLISHING OFFICES

1 Bouverie Street, E. C. 4  
LONDON, Eng.

## TO PERIODICAL PUBLISHERS IN AMERICA

As the largest house engaged in the production of weekly and monthly publications in Europe and possibly in the whole world, we send greetings to every American publisher. Already members of the same great profession, we are now happily allied in our great struggle for victory.

From different sides of the Atlantic let us vie with each other in helping forward the attainment of those ends for which we are fighting.

The Press, daily, weekly, and monthly, wields an enormous influence—its power to guide the people into the paths which lead to Victory is inexhaustible. It is not the battlefield only which counts. War may be won in the work-shops, the shipyards, the farms, or the larders of the people. By keeping ever in mind the cause to which our respective nations have dedicated their finest efforts and by impressing, continuously and consistently, our high purpose upon the minds of those who read our publications, we can do a great work in this world crisis.

Editors and Publishers of weekly and monthly periodicals of America! We here in England are striving to pull our weight in this conflict. More than *eleven hundred members of the staff* of this House have already joined the colours—many have made the supreme sacrifice. Those that are left are straining every nerve to see that no channel is neglected by which the influence of our publications can be directed towards Victory. We know that you in America are trying to do that also. From across the sea we grasp your hand as brothers. From our homes on the heights around London we can hear the distant boom of our guns in France when the wind is favourable. You are far off, and the noise does not reach your ears. But the cause for which our guns are booming has reached your hearts, and you are with us. Together we shall win.

### THE AMALGAMATED PRESS, LTD.

*The Largest Periodical Publishing House in the World*

The Fleetway House

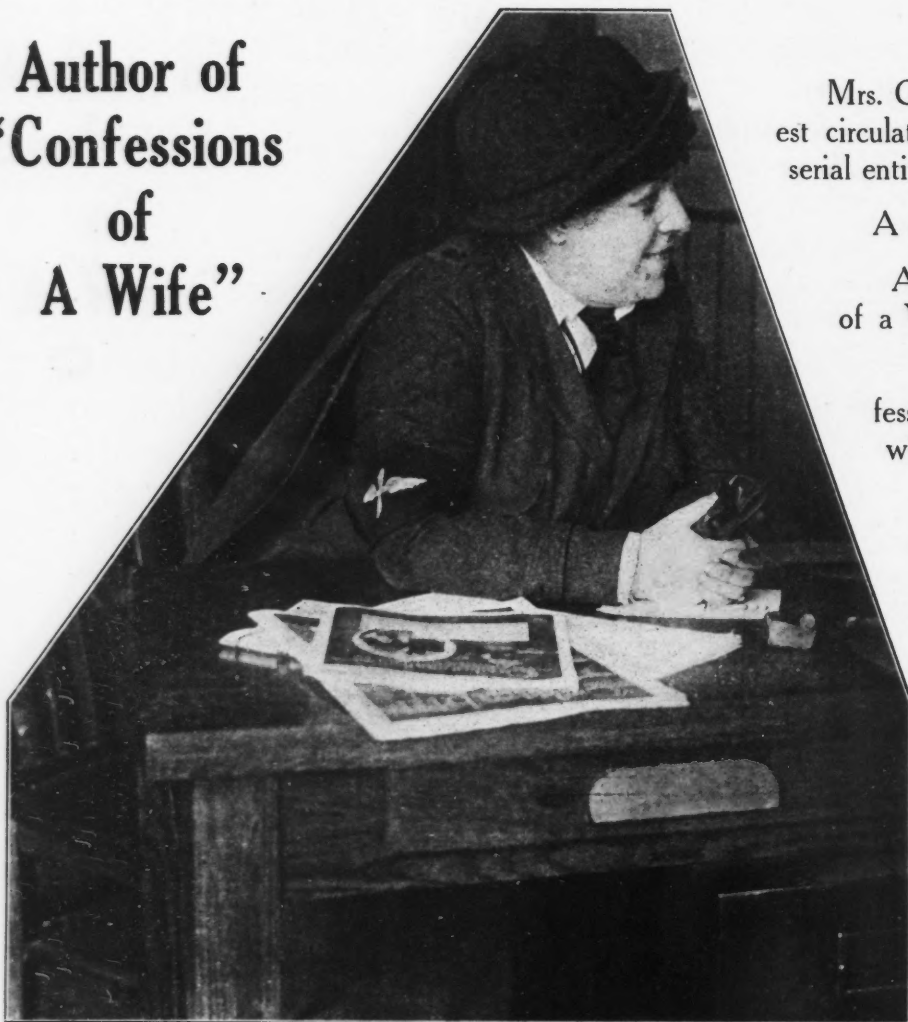
London, E. C. 4.

*Publishers of:*

ANSWERS, LONDON MAGAZINE, MY MAGAZINE, THE GREAT WAR, THE WAR ILLUSTRATED, PREMIER MAGAZINE, RED MAGAZINE, HOME CHAT, AND FORTY OTHER PUBLICATIONS

# EDITORS---MEET IDAH McGIBSON---KNOWN AND BEST

Author of  
"Confessions  
of  
A Wife"



**Confessions  
of a War Wife** Registered Trade Mark

## Foreword

Mrs. Gibson, whose "Confessions of a Wife," is conceded to be the best circulation puller printed in the last five years, has written for this serial entitled "Confessions of a War Wife."

A serial dealing with human interest problems as they exist

A new serial replete with situations quite as exciting as "Confessions of a Wife."

A serial that will not only hold the interest of every reader, but bring thousands of others to the pages who appreciate Mrs. Gibson's ability in dealing with life.

Mrs. Gibson personally visited the war zone and has seen the effects of "Hun Kultur" that she might have the perfect ground for her new serial.

Mrs. Gibson is the only woman writer who was interviewed by General Pershing in France.

Mrs. Gibson is the only woman who has secured an interview with President Poincaire.

Since returning from the war zone Mrs. Gibson has written personally to over a hundred thousand wives, mothers and sweethearts of soldiers. No writing woman today has so well the changed conditions the war has brought to the hearts of men and women.

In five years the testimony of those who have read their appreciation of Mrs. Gibson's view of life in the war zone, of telegrams, letters and personal speech have litered over a hundred million.

Released September First—There are no Favorites—Come—First Served—If You Are Interested Write

# The Service Syndicate

Suite 258

LEADER-NEWS BLDG.,

# McGLONE GIBSON, AMERICA'S BEST BEST BELOVED NEWSPAPER WOMAN

## Why I closed "Confessions of a Wife" and why I have written "Confessions of a War-Wife"

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# dicate, Inc.

DG.,

## CLEVELAND, OHIO

I closed the "Confessions of a Wife" because today every wife in America is a war wife whether her man is at the front or at home.

Because we are all facing a new era in domestic life as well as in political and economic life and the change will cause great upheaval both now and when peace comes.

I have written the "Confessions of a War Wife" because human nature is the same through peace and war.

Because while the world lasts, men and women will love and hate, will be true or false, will practice all the virtues as well as be tempted to all the sins.

Because love is something that even the great red god of war cannot kill and so I am going to deal in my serial "Confessions of a War Wife" with the great psychological change that has taken place in love and lovers both single and married since this war began.

So many thousands have personally told me the "Confessions of a Wife" has brought them the greatest consolation and real happiness I am starting this new serial with the feeling that if, in this great war crisis, I can bring to my sex the same hope and satisfaction the "Confessions of a Wife" has brought them in times of peace I will be very proud and happy for "Confessions of a War Wife" will be written straight from my heart to the great woman heart of the world.



## "WHAT'S DOING" IN THE ASSOCIATED PRESS

New Lines of Service Planned and Many Changes Affect Staff at Home and Abroad—Also a Few Personal Notes

The service bulletin of the Associated Press, issued this week, notes several important extensions in service and quite a number of staff changes and personal news affecting employees at home and in foreign countries.

The Central Division election forces are active in several States in preparation for covering primaries under the cooperative plan. Howard P. Jones, of the Chicago office, has gone to Dallas to supervise collection of returns of the Texas Democratic primary. It is the first time that the Associated Press has undertaken to cover an election in this State. Mr. Jones went to Des Moines in May to handle a partial service on Iowa primaries. In June he went to St. Paul, where, with the help of the St. Paul and Minneapolis staffs, the Minnesota primaries were reported.

An Eastern Division sport letter has recently been added to the mail service for distribution several times each week. It is mailed to both morning and afternoon papers without fixed release date and is distinct from the general sport letter intended for distribution throughout the entire service. With the addition of this letter there is a weekly or semi-weekly service for the Eastern, Central, and Western Divisions, the letters being mailed from New York, Chicago, and San Francisco, respectively. The general sport letter is also prepared and mailed from the New York headquarters.

Kent Cooper, chief of the traffic department, is on an extensive South American trip.

Charles E. Kloeber has returned to the American Expeditionary Force Headquarters in France.

Walter S. Hiatt, who has been attached to the Rome bureau, has been assigned to Italian Army Headquarters in place of Charles T. Thompson, now in France.

Norman Draper and John T. Parker, who for several months have been with the American forces in France, have been assigned to the London staff, on which they served formerly. Their places on the front have been taken by Burge McFall, until recently with the Washington bureau, and James P. Howe, formerly day manager at San Francisco, who were assigned to the London office in the spring.

Philip M. Powers has been transferred from Paris to the American front.

J. G. Moyston, formerly night manager at San Francisco, is now in the London office.

Frank M. America, correspondent at the American naval base in Ireland, has resigned to take up Red Cross work. He has been succeeded by S. L. Thatcher, who recently was transferred from Washington to London.

Robert M. Berry, for two years correspondent with the French army, has been assigned to the Paris bureau. Samuel F. Wader has been transferred from the American to the French front.

Thomas M. Morgan, formerly a Pittsburgh newspaper man, who went to France for the Young Men's Christian Association, has joined the Paris bureau.

George R. Gepp, for more than ten years correspondent at Lima, Peru, died July 9.

F. C. Scoville, of the Chicago staff,

has been appointed correspondent at Mexico City.

Harry H. Romer has been promoted to day cable editor in New York. W. A. Caldwell has been appointed assistant day cable editor.

### Western Division.

A bureau has been established in Salt Lake City, in charge of Edgar A. Reinhardt, formerly of the San Francisco, Spokane, and Seattle Offices.

John Snell, day city editor at San Francisco, has joined the naval reserve and been made an ensign.

A bureau has been established at Honolulu to serve the five Hawaiian members. George F. Nellist, day manager at San Francisco and formerly night city editor at Seattle, has been placed in charge.

T. A. Gallagher has been made day city editor, succeeding John Snell. K. C. Ingram has been made day outside man in place of Mr. Gallagher.

Hylan L. Smurr, of the Butte Miner, has entered the service at San Francisco as wire editor. Another new editor at San Francisco is E. F. Nelson, formerly of the Tacoma News.

The Alaskan service, directed by Correspondent Hawkins at Seattle, is developing many interesting correspondents from the distant reaches of that country. Many of Correspondent Hawkins's contributors are school-teachers, located in widely separated and lonely interior districts. They are sending a class of feature stories that receive prominent positions in papers of the States, as well as those in Alaska.

Reed Hayes, of the Denver office, has been appointed correspondent at Camp Lewis, Tacoma.

W. R. Gordon, of the Los Angeles Express, is night pony editor in San Francisco.

Douglas Turney, until recently city editor of the Salt Lake Telegram, has been appointed night editor at Los Angeles.

Gilbert H. Parker is made night manager at San Francisco, and Denton M. Crow, of Los Angeles, is made day manager.

F. L. Martin, professor of journalism at the University of Missouri, who left the Kansas City Star to take up this work, spent his vacation time doing relief work in the Denver office, in order, as he put it, "to keep in the game."

### Southern Division.

Edward H. Causey, of the Washington Star, has joined the Southern Division staff, at Washington.

Dudley V. Haddock, filing editor in the Washington office, has been appointed correspondent at New Orleans, succeeding A. R. Israel, who is now a member of the Associated Press, representing the Shreveport (La.) Times.

W. P. Flower, formerly of the Atlanta office, has joined the Washington bureau. He has been succeeded in Atlanta by T. B. Connor.

### Washington.

Robert Dougan, White House correspondent for several years, has left the service to become Washington representative of the Portland, Ore., Chamber of Commerce.

E. Ross Bartley, of the Pittsburgh office, has been transferred to the Washington staff.

Horace Epes, night editor of the Washington bureau, has become day editor.

James L. West, assistant night editor, has become night editor.

Clinton Coffin, of the Spokane (Wash.) Chronicle; J. H. Quinn, of the Indianapolis Star; Paul A. Martin, of the New

York Evening Sun; H. C. Fenton, of the Indianapolis News; J. P. Miller, jr., formerly of the Washington Times, and R. M. Whitney, of the Boston American, have joined the Washington bureau staff.

W. P. Helm, formerly of the New York office and later a member of the Washington bureau staff, has left the service to become secretary of the National Coal Association.

Ben Hall Lambe has left the service to become associate editor of The Nation's Business, the monthly magazine published by the United States Chamber of Commerce.

### Eastern Division

The Albany bureau was transferred recently from its State Street quarters to attractive offices in the new Albany Evening Journal building on the Plaza. The Associated Press quarters are on the third floor, directly above the Journal's editorial room.

Harold G. Nye, night editor at Albany, was married recently to Miss Grace Comfort, of Catskill.

Russell Hathaway, jr., correspondent at Albany, has been elected a vice-president of the New York Legislative Correspondents' Association, and George R. Cozzens, day editor, has been elected secretary of the organization.

John F. Phillips, of the New York Sun; Neal G. Adair, former managing

editor of the Passaic (N. J.) Herald; Vincent C. Byers, of the Boston Herald; Harvey M. Hubbard, of the Syracuse Post-Standard; Jere K. Cooke, of the New York City News Association; H. R. Kotterman, of the Pittsburgh Press, and George E. McCann, of the Syracuse Post-Standard, have joined the New York staff.

Thomas W. Morris, day editor in the Pittsburgh bureau, has been transferred to New York.

Marvin Ferree, telegraph editor on the Pittsburgh Chronicle-Telegraph, has been appointed day editor in Pittsburgh. A. M. Oliphant, managing editor of the New Castle (Pa.) Herald, has been appointed night editor in Pittsburgh.

A second battery of Morkrum automatic machines has been installed for night service in Pittsburgh, making a complete automatic delivery of the report in the morning field.

Bertram D. Hulen, after three years as reporter and editor with the Springfield (Mass.) Republican, has joined the staff of the Boston bureau.

Charles A. Burleigh, of the local staff of the Springfield (Mass.) Union, has entered the service at the Boston bureau.

### Central Division

E. W. Swan, of Topeka, has been appointed Topeka (Kan.) correspondent. (Continued on page 24)

## Baltimore Reads in the Evening



Partial View of Baltimore at Night—Notice Baltimore's "Flatiron" Building in the Foreground

**B**ALTIMORE at night is a Baltimore reading The NEWS! Picture in your mind the 115,000 homes of Baltimore with a daily sale of The NEWS that approximates the same figure! Think of the occupants of these homes reading The NEWS carefully, thoughtfully, at the time of the day when conditions are best for retentive reading, and you will understand why NEWS advertisers will sell most of the 4,301 pairs of shoes, \$12,922.10 worth of men's clothing, the 14,305 pairs of hosiery, for instance, that Baltimore is going to buy the next day! The NEWS is the only evening paper in Baltimore carrying Associated Press dispatches. Its war review by Frank Simonds, its special Washington correspondence by David Lawrence, its superb local news, sports, comics, editorials, finance, fashions have all played a part in giving The NEWS a circulation increase which in June just passed, compared with June a year ago, was larger than the total circulation increases of all other Baltimore papers, morning, evening and Sunday combined!

One particularly striking feature about The NEWS' amazingly fast growing circulation is its almost complete freedom from duplication. According to latest authoritative reports, the only other Baltimore paper that is any longer to be considered seriously for national advertising publishes an afternoon paper, sold at reduced rates in combination with its morning and Sunday issues, duplicating the morning paper to the extent of 97% of its own circulation!

For More MARYLAND BUSINESS Concentrate in

## The Baltimore News

The Fastest Growing Baltimore Paper

AVERAGE NET PAID CIRCULATION FOR JUNE

1918 . . . . .	119,880 Daily	114,424 Sunday
1917 . . . . .	87,705 Daily	71,310 Sunday
Gain . . . . .	32,175 Daily 36%	43,114 Sunday 58%

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

Frank A. Webb  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg  
Chicago

# One Year's Increase



The banks of the Empire State are bulging with deposits. They have never been quite so full before in financial history—

Albany, July 28—The resources of the ninety-eight trust companies, 210 state banks, and eighty-two private banks in New York State on June 20, of this year, the date of the last quarterly bank call, totalled \$4,003,186,787, an increase of \$148,290,915 since June 20, 1917.

A State's banks are the true reflectors of its prosperity. With such an enormous gain for a single year—there can be no doubt of New York State's prosperity.

Its people are making big money—and they are SPENDING it—for the BEST of everything, whether necessities or luxuries. "They watch the papers"—then BUY. Now is the time—make them BUY your goods—advertise in these best mediums of proven advertising value—these 48

## NEW YORK STATE DAILY NEWSPAPERS

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker-Press (M)....	30,297	.07	.07	New York Sun (E).....	180,998	.37	.34
Albany Knickerbocker-Press (S)....	35,825	.07	.07	New York Sun (M).....	121,639	.39	.36
Auburn Citizen (E).....	7,130	.0207	.0179	New York Sun (S).....			
Binghamton Press-Leader (E).....	26,655	.06	.05	New York Telegram (E).....	204,622	.342	.315
Buffalo Courier & Enquirer (M&E) 79,498		.14	.12	New York Telegram (S).....	204,622	.246	.225
Buffalo Courier & Enquirer (S)....	108,197	.14	.12	New York Times (M).....	352,794	.50	.46
Buffalo Evening News (E).....	95,091	.16	.16	*New York Times (S).....	475,000	.50	.46
Buffalo Evening Times (E).....	50,638	.05	.09	New York World (E).....	367,101	.40	.40
Buffalo Sunday Times (S).....	61,784	.09	.09	New York World (M).....	340,074	.40	.40
Corning Evening Leader (E).....	7,339	.0193	.015	New York World (S).....	501,724	.40	.40
Elmira Star-Gazette (E).....	24,403	.05	.04	Brooklyn Daily Eagle (E).....	46,525	.16	.16
Gloversville Leader-Republican (E)..	6,308	.02	.015	Brooklyn Daily Eagle (S).....	70,000	.16	.16
Gloversville Morning Herald (M)...	5,880	.02	.015	Brooklyn Standard-Union (E).....	65,109	.15	.15
Ithaca Journal (E).....	6,737	.0357	.0357	Brooklyn Standard-Union (S).....	75,507	.15	.15
Jamestown Morning Post (M).....	9,311	.025	.0207	Poughkeepsie Eagle-News (M).....	5,480	.01714	.01714
Mount Vernon Daily Argus (E).....	6,079	.0214	.015	Rochester Times-Union (E).....	66,249	.12	.10
New York American (M).....	367,969	.45	.41	Rochester Herald (M).....	35,782	.05	.05
New York American (S).....	753,468	.65	.60	Rome Sentinel (E).....	5,384	.0165	.0129
New York Globe (E).....	188,772	.33	.31	Schenectady Union-Star (E).....	17,068	.06	.035
New York Herald (M).....	128,814	.40	.36	Syracuse Journal (E).....	43,132	.07	.07
New York Herald (S).....	202,000	.50	.45	Troy Record (M&E).....	23,851	.04	.04
New York Evening Journal (E).....	731,047	.70	.70	Watertown Standard (E).....	12,143	.0286	.0214
New York Mail (E).....	130,083	.34	.32	Yonkers Daily News (E).....	3,028	.0375	.025
New York Evening Post (E).....	26,501	.25	.19				

Government statements April 1st, 1918.  
\*Publishers statement.

## FLOYD GIBBONS WILL RETURN TO LECTURE

Chicago Tribune Correspondent Will Tour Country to Tell of Conditions With American "Devil Dogs" on Battle Front

Floyd Gibbons, famous war correspondent of the Chicago Tribune, is coming back from the front to tell the people of America just how their sons are hurling back the Huns across the Marne. Gibbons' story promises to be one of the most thrilling accounts of American valor ever told.

Gibbons succeeded in securing permission to attach himself to the United States Marines—the "Devil Dogs." He was with them the night they were called up from their camp to the rear of the lines, to rush to the front in



FLOYD GIBBONS.

motor lorries and help stem the onward rush of the Boche hordes as they swept down the Marne to Chateau Thierry.

Out in the open, with the Marne at his back, Gibbons rushed with the first of the Marine machine gunners, until they were face to face with the Germans. Shrapnel which burst at his side, wounded him twice. One wound was so severe as to necessitate the removal of one eye, later in the base hospital at Paris where he was taken.

Against the wishes of his doctors, he left the hospital as soon as he could walk and returned to Chateau Thierry in time to be with the Marines when they started to drive the army of the Crown Prince back and out of the Marne salient. Now he is coming home for a brief vacation and he is bringing personal messages from practically every man in the command.

No war correspondent of this war has had either the opportunity for thrills or quite so many of them as Floyd Gibbons. He has seemed to bear a charmed life and though his escapes have been many and narrow, until he was hit at Chateau Thierry, he has never been injured.

Even before the United States entered the war, Gibbons gave a list of what might be expected of him when he went to the Mexican border for his paper, while making his headquarters at Columbus, New Mexico, the scene of the famous raid by Villa, Gibbons received word which was afterward sent broadcast throughout the country that the Mexican bandit leader had issued instructions to his men to kill every

Gringo in Mexico on sight. Without taking anyone into his confidence, not even his newspaper, Gibbons slipped out of Columbus one night, bought a horse and alone set out into Mexico. He rode the hills for several days and eventually located Villa. Utterly regardless of the purported order to kill Gringos, Gibbons calmly rode into camp and asked the bandit "how about it?" He had gauged his man rightly. Villa was bluffing and he just called his bluff.

The temerity of the newspaper man won the admiration of Villa and they became fast friends. Gibbons remained in the Villa camp for some time and then calmly rode back to Columbus.

When ordered to Europe in February of last year, Gibbons sailed on the Laconla. His luck held good. The Laconla was torpedoed by a German submarine. Many were killed or drowned, including two American women. Gibbons escaped unhurt and half an hour after landing in Queenstown started sending back the most remarkable story ever written by a survivor of a U-boat outrage. He was the first newspaper correspondent of any country to be on board a torpedoed ship who lived to tell the tale.

## "WHAT'S DOING" IN THE ASSOCIATED PRESS

(Concluded from page 22)

succeeding Ralph Heppie, who has entered the military service.

Joel P. Glass, Dallas correspondent, who resigned to become managing editor of the Dayton (O.) Journal, has been succeeded by Thornton L. Smith, for several years Chicago night city editor and staff correspondent. Soon after going to Dallas Mr. Smith was married to Miss Margaret Mary Salmon, of Bloomington, Ill.

Robert L. Tennis, formerly correspondent at Detroit, has been transferred to St. Paul as correspondent, succeeding Rex Lardner, resigned. D. J. Wilkie, of the Detroit bureau, was promoted to correspondent, and D. C. Harrison, of the Chicago staff, has become Mr. Wilkie's assistant.

Ernest C. Colvin has resigned as correspondent at St. Louis.

New men in the Chicago office are: T. P. Hunt, Chicago Herald; Harold Johnson, Chicago Herald and Examiner; W. R. McAusland, Chicago Daily News; Hugh P. Miller, Chicago Herald; George Emanuel, Chicago Herald; George F. Nolan, International News; Tom Goodale, Milwaukee Sentinel; Frank H. O'Donnell, Champaign Daily News and University of Illinois School of Journalism, and August Fank, Janesville (Wis.) Gazette.

J. C. Royle, night manager at Chicago, was married recently to Miss Grace Murphy, of Chicago.

Beeman Fisher, formerly of the Dallas office, has been appointed correspondent at Sioux Falls in succession to J. Reilly O'Sullivan, who has joined the aviation corps.

Kenneth Taylor, formerly of Nashville, Tenn., has joined the St. Paul staff. Arthur W. Park recently returned to the service in the Chicago office.

Harry Dod has recovered from a serious illness.

Robert Brugere has been transferred from Green Bay, Wis., to be correspondent at Fargo, N. D. Robert Dickson, trained in Kansas City from check boy, has taken the Green Bay post.

Among other changes are the appoint-

ment of M. M. Opegard, of the St. Paul office, to manage the Des Moines bureau; J. A. Rawlings, of Springfield, Ill., to be correspondent at Lincoln, Neb.; Luther Frame, to be correspondent at Springfield, Ill., and P. J. Halstead, as a member of the Minneapolis staff.

E. J. Dies, formerly of the Minneapolis office, is now in charge of the Central Division auxiliary mail service at Chicago.

## WILL MAKE NEW TYPE MACHINE

Cade Manufacturing Company Buys Plant in Greensboro, N. C.

GREENSBORO, N. C., August 5.—The Cade Manufacturing Company has purchased a plant here and will hereafter manufacture type-setting machines in Greensboro. E. B. Hamrick, president of the Cade company, is also president of the Shelby Cotton Mills and is a man of other large industrial interests. J. H. Quinn, an attorney, of Shelby, is the secretary-treasurer. The capitalization of the Cade Manufacturing Company is \$1,500,000.

The Cade typesetting machine's features are said to be in many respects similar to those of other devices of the kind which have been perfected. Dr. Baylus Cade, a well-known Baptist min-

ister, once associate editor of the Progressive Farmer, and a newspaper man of other varied experiences, was the inventor. He died not long ago in Philadelphia.

## GREENSBORO PATRIOT SOLD

C. H. Mebane and Associates Pay \$7,000 for the Property

GREENSBORO, N. C., August 6.—Charles H. Mebane, of Newton, has purchased the Patriot, a newspaper which has long been intimately identified with Greensboro and Guilford County. The new owner acquired the property from the estate of W. I. Underwood, who died recently. The paper has continued since under the management of the former organization. The purchase price was approximately \$7,000. Mr. Mebane is said to have invested \$3,600, thirty-four other stockholders taking a share or so each at \$100 a share.

The paper will be edited by Mr. Mebane, who is a Democrat. He has been conducting the Catawba County News, but it is understood that he will place that property on the market. The transfer took place on August 1. The Patriot was founded in 1821. A number of well-known men have handled its fortunes in the past.

In Turkey, beauty is measured by fat. Flesh is Fashion.

Among Sunday newspapers, the obese, useless "features" are losing caste.

In Brooklyn, The Standard Union prints on Sundays a news paper.

At two cents, circulation hums.



## WILL BE ASSISTANT TO R. W. BABSON

George W. Coleman, Former Head of A. A. C. W., Outlines Work to Be Undertaken by Department of Labor.

BOSTON, Mass., August 8.—George W. Coleman, the well-known Boston advertising man, who has been called to Washington to become Director of Information in the Department of Labor, looks forward to a field of usefulness and unusual interest.

"My part in this game," he said before leaving Boston, "will be the supplying of information to labor and capital by means of speakers and professional lecturers. Few people realize what a tremendous step has been taken by the Government of the United States in its relations to industry, especially such as has to do with the manufacture of war materials. A policy of 'cards on the table' has been adopted, and there are to be no secrets which may not be openly discussed and argued by both employees and employers.

"Although my duties have not been specifically laid down, and will not be until I have had time to talk to Roger W. Babson, chief of the department, I think I know in a general way what will be expected of me. I shall consider it a great privilege to work with a man like Babson, with whom I am in perfect sympathy, so far as economic theories and practices are concerned.

"When there appears in any parts of the United States an evident condition of misunderstanding and perplexity, either on the part of the capitalists or of workers in regard to the Government's labor policy, I shall find, so far as I am able, the man or men best adapted for the particular situation, and send them to explain. Each speaker will expect to listen to questions and answer them so far as he is able.

"In this way the administration hopes to forestall serious misunderstandings, and to prevent at the outset troubles which might grow into disastrous labor conflicts.

"The Labor Department now has committees and officials carefully chosen to take care of almost every phase of production which concisely may be given under seven heads:

"(1.) An industrial service to deal with all industrial disputes.

"(2.) A service to administer questions of safety, sanitation, and other conditions of labor in business plants.

"(3.) A service to promote sound labor sentiments and to enable manu-

facturers to develop correct policies of employment and management methods so far as they relate to labor and similar matters.

"(4.) A service to deal with questions arising from the wider employment of women in industry.

"(5.) A service to develop plans for the emergency training of apprentices and the dilution of skilled forces in essential industries.

"(6.) A service to solve the problems of housing and transporting workers.

"(7.) Finally, an employment service.

"Out of these various services, and out of the experiences of both this country and England, the United States has adopted a labor policy for the duration of the war which, while involving many sacrifices on the part of labor and capital, is apparently working for harmony and increasing efficiency.

"It will be my part to make all these things known to the country through every possible speaking agent.

"At first I feared this work would mean the slighting of my interests in Boston and New England, but as I have been employed on a half-time basis, I hope to swing both ends. None of these labor services in Washington have compulsory powers. All depend upon reason and loyalty for results."

### Halifax Papers Now Three Cents

HALIFAX, N. S., August 5.—That the increased cost of publishing newspapers is not an idle dream is shown by the large list of papers throughout the Dominion of Canada who find it necessary to increase their price. The western papers were the first to do this; then the Toronto Dailies jumped to 2 cents a copy. They were followed by the daily papers in the Maritime Provinces, nearly all of which went on a two cent basis. Now the four Halifax papers, the Chronicle and Herald, morning papers, and the Echo and the Mail, evening papers, have advanced their selling price from two to three cents per copy. The increased subscription rates in connection with weekly and semi-weekly papers have also become general throughout the Dominion. Up to a year or so ago the prevailing rate was \$1.00 per annum for a weekly paper. Now there are 356 selling at \$1.50 or more per year.

### Aqueduct Guards To Have Paper

Mr. Kisco, N. Y., Aug. 5—Plans for publishing a newspaper for the First Provisional Regiment of the National Guard of New York, are being discussed at a Citizens Committee of this town. The Regiment is guarding the New York aqueduct and has its headquarters here.

# 14 Evening Papers Cover Michigan

## No Other State Has Such Economical and Thorough Coverage

### These Invaluable Advantages Available

- 1st** The Detroit News has the largest circulation in the west or middle west outside Chicago. The News city circulation exceeds the number of English speaking homes.
- 2nd** The Grand Rapids Press is the largest paper in Grand Rapids, reaches practically every home in the city and has 2½ times the circulation of its nearest competitor.
- 3rd** The Flint Journal, Bay City Times-Tribune, Lansing State Journal, Pt. Huron Times-Herald, Kalamazoo Gazette-Telegraph, Pontiac Press-Gazette, Muskegon Chronicle, Adrian Telegram, Ann Arbor News are nine splendid modern newspapers without any local competition. Each covers its field with practically 100% thoroughness.
- 4th** The Saginaw News and Jackson Citizen Press are the only evening papers in their cities and have the customary enormous local lead which evening circulation has over morning, throughout the middle west.
- 5th** The Battle Creek Moon Journal has a much larger local circulation than any other paper in its city.

### Here Are the Circulations and Rates

Newspaper	Net paid circulation	5,000-line adv. rate
Adrian Telegram	10,051	.02
Ann Arbor Times-News	7,300	.0215
Battle Creek Moon-Journal	6,000	.015
Bay City Times-Tribune	16,954	.03
Detroit News	217,000	.23
Flint Journal	23,698	.05
Grand Rapids Press	75,000	.10
Jackson Citizens Patriot	16,076	.05
Kalamazoo Gazette-Telegraph	22,171	.035
Lansing State Journal	24,115	.05
Muskegon Chronicle	10,549	.025
Pontiac Press-Gazette	10,500	.02
Pt. Huron Times-Herald	11,057	.025
Saginaw News	17,884	.03

# INTERTYPE

## "The Better Machine"

This is a statement of facts—it means better in design—better in simplicity—better in convenience—better in results—such a machine is and must be durable and lasting  
A SAFE AND SANE INVESTMENT

Get Started Right

## Intertype Corporation

Executive Offices, 50 Court Street, Brooklyn, N. Y.

CHICAGO NEW ORLEANS SAN FRANCISCO



## LIVE TOPICS DISCUSSED BY OUR READERS

*[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the cooperation of our readers.—En.]*

NEW HAVEN, Conn., August 5, 1918.

THE EDITOR AND PUBLISHER:

Sir: You make a suggestion in your editorial this week on the subject of restriction of news print consumption, which, if adopted by the War Industries Board, would pretty nearly put the Times-Leader out of business. You suggest that it would be better, if the plan of a flat cut in tonnage allotments should be adopted, to take a period covering six months previous to our declaration of war, for purposes of comparison, rather than to take the first six months of the present year.

Your plan would work out splendidly for newspapers which have less circulation than they had before the war, but a paper like the Times-Leader, which has much more circulation than it had in 1916, would be seriously injured by a 15 per cent. cut against its consumption in that year.

It strikes me that the only practicable way to solve the problem would be to simply specify how many pages of a given size may be sold by one-cent newspapers, two-cent newspapers, three-cent newspapers, and so on, the publisher to determine the proportion of reading matter and advertising. For example, one-cent newspapers could average eight pages, two-cent newspapers sixteen pages, three-cent newspapers twenty pages, etc. In many cities in New England the newspapers are much too large, and have for years wasted great quantities of news print, but this is not due to a preponderance of reading matter. It is due solely to the fact that advertising rates in these cities are absurdly low. If the sizes of the newspapers were limited, the publishers would be compelled to charge adequate prices for advertising and run less of it. The conditions would adjust themselves to the advantage of all concerned.

The plan of specifying the size of newspapers is the only one which could be easily enforced. In the case of any other plan which has been proposed up to date, it would be practically impossible to secure enforcement. The unscrupulous publisher could juggle figures with little likelihood of detection or prosecution, and the honest publisher would be at a serious disadvantage in competition with him. Very truly yours,

WM. A. HENDRICK,

Publisher, New Haven Times-Leader.

August 5, 1918.

THE EDITOR AND PUBLISHER:

Sir: Will you be good enough to give us your idea of the proper subscription price for a high-class country weekly, eight pages, all home print, no plate, 2,100 circulation. Also your idea of the proper advertising rates for such a paper.

In the county-seat town where this particular paper, independent in policy, is published, is a Democratic newspaper of about equal strength and prestige. Both these papers are now published on Wednesdays. If an agreement could be reached to publish one on Tuesday and one on Friday, would you consider that advantageous? Or perhaps you have some better idea of your own about the situation. Very truly yours,

L. S. C.

### Government Publicity in Hawaii

Honolulu, H. I.

THE EDITOR AND PUBLISHER:

I have followed with interest your series of articles on the Government press agencies and entirely agree with the many editors and publishers who see in this hit-or-miss system a tremendous waste of money with inferior results.

Since the United States went into the war the Star-Bulletin's mail, for instance, has almost, if not quite, doubled, due to the great tide of Government advertising sent out by various Washington bureaus and divisions. No paper around here or elsewhere could use one-fifth of the Government press agent matter which comes to my desk. Most of it is good, some of it very good, but the volume is staggering. Furthermore, nearly all the bureaus at Washington have counterparts locally, or at least representatives, and these local bureaus and officials furnish a large amount of publicity, to which there is added the mass of mail from Washington. It is needless to go into detail. The mere fact that at least three-fourths of the paid publicity from Washington

must necessarily go into the waste basket speaks for itself.

All of the island papers are using this government press matter in a very large degree—up to the limit, in fact—but it does seem to me that there is a great deal of waste motion and waste money in the whole system, and I believe THE EDITOR AND PUBLISHER is doing a valuable service in pointing it out.

The newspapers in Hawaii take second place to none in their efforts to promote the cause of America in this war, though our facilities are naturally more limited than in metropolitan plants. We will continue to use as much of this paid matter as we can, but it appears to me that a more effective system could be devised and money saved for the United States Government.

RILEY H. ALLEN, Editor.

Honolulu Star-Bulletin.

### Charged With Unfair Practices

WASHINGTON, August 3.—Complaints charging unfair trade practices were issued yesterday by the Federal Trade Commission against the Miller Copper Ink Company and the Kansas City Printing Ink Company, both of Kansas City, manufacturers of printing inks; Bingham Brothers Company, New York; Samuel Bingham's Sons Manufacturing Company, Chicago, and John F. Buckie & Son, Chicago, manufacturers of printing press rollers. They are charged with gratuities to employees of customers to obtain sales. Hearings have been set for September 9 to 19.

### Marketing News Print Remnants

The Washington Star advertises for sale odd lots of news print, representing remnants from the paper's press run, in lots of from 20 to 500 pounds, cut in any sizes desired. The prices per pound run from four to five cents. This is in line with the Star's purpose to utilize all waste.

## MANY CHANGES FOR BUFFALO COMMERCIAL

Up-to-Date Equipment, with Added War News and Cartoons—New Policy Announced as Outlined in Editor and Publisher

BUFFALO, N. Y., August 5.—Since Charles A. Finnegan acquired ownership of the Commercial, several changes have been made in the style of the paper and in the method of handling news. The Chicago Daily News war service has been contracted for, and the matter now is being printed. Arrangements also have been made to publish the Chicago Tribune's McCutcheon cartoons, and other features have been introduced.

These, it is indicated, merely are the forerunners of other changes that will be made presently to give the Commercial a wider appeal to the reading public. Some days ago the Commercial printed an editorial announcing its new policy, which will be as outlined recently in THE EDITOR AND PUBLISHER. Since that time Mr. Finnegan has added to his business interests by acquiring with other associates the C. W. Miller Transfer Company, one of the oldest concerns of its kind in the United States.

A survey of the Commercial equipment is being made to ascertain what changes are necessary to place the paper on a strictly up-to-date basis. One of the first steps in this direction is the use of cuts, the first of which were printed several days ago.

Tolerance—except for real wrongs and falsities—is the secret of a poised life.

Wagoner Back in Schenectady  
SCHENECTADY, N. Y., August 5.—C. D. Wagoner, who has been for fifteen months on the city desk of the Syracuse Herald, has accepted the position of managing editor of the Schenectady Union-Star. Mr. Wagoner began his newspaper work in Schenectady, leaving three years ago for New York, where he was employed on the copy desk of the New York Press and New York Evening Journal.

The world is cluttered up with half-done tasks.

The net paid daily circulation of the

## TACOMA EVENING NEWS-TRIBUNE

for the month of July was

# 40,412

Of this 16,324 was city circulation within the municipal limits of Tacoma and 8,444 was carrier circulation within the (A.B.C.) suburban district.

Six great new shipyards on Tacoma's harbor and the establishment of Camp Lewis (the only national army cantonment in the Pacific Northwest) just outside the city limits have made Tacoma one of the busiest and most prosperous cities in the United States. The News-Tribune goes into nearly every household in Tacoma and Southwest Washington.

## The Tribune Publishing Co.

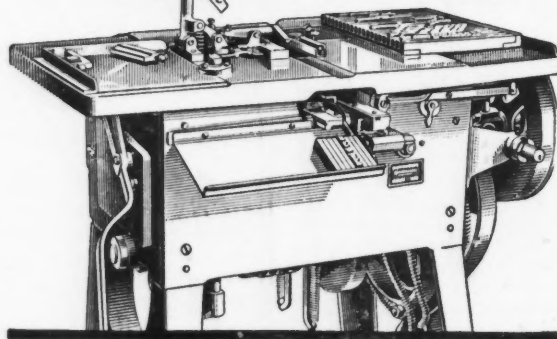
FRANK S. BAKER  
President

CHARLES B. WELCH  
Editor and General Manager

Foreign Representatives  
FORD & PARSONS  
1048 Peoples Gas Bldg., Chicago

DAVID J. RANDALL  
341 Fifth Ave., New York

## LUDLOW TYPOGRAPH All-Slug System for Display



### The Inevitable Method for Display

THE LUDLOW TYPOGRAPH All-Slug System is the inevitable system for display composition—

- 1—because it conserves time, money, and effort in the production of display.
- 2—because it employs the SLUG—the universal unit of composition.
- 3—because it is being adopted by an increasing number of progressive printers and publishers.

Sooner or later you are going to put your Display Composition on Slugs—The LUDLOW TYPOGRAPH Way. Each day you delay, you are losing money.

Write for Descriptive Literature

Manufactured by  
LUDLOW TYPOGRAPH CO., 2032 Clybourn Ave., CHICAGO  
Selling Agents

## MERGENTHALER LINOTYPE CO.

NEW YORK, U. S. A.

CHICAGO

SAN FRANCISCO

NEW ORLEANS

## FOR WIDER RAILWAY ADVERTISING

**Western Committee Named to Give Attention to the Matter—May Be to Keep Interest in National Parks.**

The first advertising committee for any one of the railroad regional traffic bodies under the Government Railway Administration has just been appointed by P. S. Eustis, chairman of the Western passenger traffic committee, and is composed of W. H. Simpson, general advertising agent of the Atchison, Topeka & Santa Fe, chairman; C. R. Custer, general advertising agent of the Chicago & Northwestern, and T. T. Maxey, advertising agent of the Chicago, Burlington & Quincy. The men will serve in an advisory capacity.

Up to the present time of Government management, railroad advertising has been almost entirely confined to that of an informative character, advising the travelling public of changes in train schedules and the like, but there have been reports of late that the officials want to retain the interest in the national parks of the West and the fall and winter resorts, and it is possible that the new advertising committee may give those points its special attention.

### Another Long Island Merger

SAG HARBOR, N. Y.—The Corrector, said to be the oldest paper on Long Island, established in 1822, has sold its name, good will and office equipment to Burton D. Corwin, editor and proprietor of the News.

**New Manager in East Liverpool**  
EAST LIVERPOOL, O., August 3.—James R. Meek, of Wheeling, W. Va., has been appointed editor and general manager of the East Liverpool Morning Tribune. Mr. Meek has been in the newspaper business for twenty-five years and was formerly manager of the Wheeling Telegraph. Since the first of December Mr. Meek has been the managing editor of the Morning Tribune, resigning in June of this year. On his return he was given complete charge of the prosperity and progress of the Morning Tribune. Mr. Meek assumed his new duties on July 22.

### Gruening Sues The Tribune

Suit for \$32,850 has been entered by Dr. Ernest H. Gruening, former managing editor of the New York Tribune, against the Tribune Association. He now sues for breach of contract, claiming that he had a three-year contract dating from May 1 last at \$225 a week. The Tribune contends that Dr. Gruening resigned.

### Ingram in Naval Reserve

TEMPLE, Tex., August 8.—Charles W. Ingram, news editor of the Daily Telegram, has enlisted in the United States navy and has been assigned to Great Lakes Training Station, Ill. Mr. Ingram is the eleventh member of the newspaper staff to enter the war.

### Hollister Newspapers Combined

HOLLISTER, Cal., August 5.—The Bee, a weekly newspaper, has been purchased by M. F. Hoyle of the Free Lance, and will be consolidated with the weekly edition of that paper. The combined will appear as the Hollister Bee until a better name is selected.

## How is your business in West Virginia?



## West Virginia is First among the States in

- High-grade bituminous Coal available;
- Daily coal production per miner;
- Pa. Grade of "white sand" petroleum;
- Amount of natural gas marketed;
- Production of carbon black;
- Amount of glass-sand available;
- Hardwood lumber cut;
- And in its percentage of American born whites.

*And its agriculture is second only to its mineral industry. In fact it is rapidly forging to the FRONT rank in its production of peaches and apples for commercial shipment.*

Here is a wonderful field for advertisers—nearly 1,500,000 people within the influence of these daily papers listed below, published in the eleven chief distributing centers of the State.

With a comparatively small appropriation you can become a BIG advertiser.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
<b>Bluefield</b>			<b>Huntington</b>		
*Telegraph . . . (M)	4,723	.01428	*Herald-Dispatch . . . (M)	9,450	.02
<b>Charleston</b>			*Herald-Dispatch . . . (S)	10,500	.02
‡Gazette . . . (M)	11,300	.02	<b>Martinsburg</b>		
‡Gazette . . . (S)	13,200	.02	*Journal . . . (E)	3,068	.00893
*Leader . . . (M)	6,819	.0157	<b>Morgantown</b>		
*Leader . . . (S)	7,351	.0157	‡Post . . . . . (E)	3,025	.0143
*Mail . . . . . (E)	8,361	.02	<b>Parkersburg</b>		
<b>Clarksburg</b>			‡News . . . . . (M)	6,300	.0125
*Exponent (M&S)	8,035	.02	‡News . . . . . (S)	6,200	.015
‡Telegram . . . (E)	8,140	.02	‡Sentinel . . . . . (E)	6,750	.0115
‡Telegram . . . (S)	7,805	.02	<b>Wheeling</b>		
<b>Fairmont</b>			‡Intelligencer . . (M)	13,500	.0225
*Times . . . (M&S)	7,223	.02	‡News . . . . . (E)	16,400	.03
*W. Virginian (E)	5,162	.02	‡News . . . . . (S)	20,000	.04
<b>Grafton</b>			<b>Huntington</b>		
*Sentinel . . . (E)	2,120	.0107	‡Advertiser . . . (E)	7,452	.02
<b>Huntington</b>			*Eve. Journal (E)	0,000	.00
‡Advertiser . . . (E)	7,452	.02			
*Eve. Journal (E)	0,000	.00			

File the facts for reference

# The Press

PHILADELPHIA

FIRST

in Display Advertising Gains for

JULY

195 Columns

the largest increase of any Philadelphia newspaper. The Press still leads all other Philadelphia morning papers with the largest gain for seven months of 1918, the total being 956 columns.

The Wise Advertiser is Keeping His Eye on "The Press"

GILMAN & NICOLL

1103 World Building, New York 1030 Tribune Building, Chicago

## EXTOLS U. S. PRESS AS GREAT WAR AID

Stands for Decisive Victory, Edward Price Bell Declares at Dinner in London Presided Over by Lord Burnham.

(Special to THE EDITOR AND PUBLISHER.)

LONDON, July 22.—Brilliant and illuminating interpretations of the attitudes of the press of the respective countries composing the Entente in the war against Prussianism marked the dinner at the Lyceum Club tendered by Mrs. Willoughby Hodson to representatives in London of the Allied press.

Responses to the toast "The Allied Press," proposed by Lord Burnham, proprietor of the London Daily Telegraph, who dwelt on the vital mission of the press in the interests of democracy,



EDWARD PRICE BELL.

were made by M. Rudler, London correspondent of *Le Figaro*, of Paris; Signor Cassute, correspondent of the *Messaggero*, of Rome; Edward Price Bell, correspondent of the *Chicago Daily News*; Shinji Ishii, of Japan, and S. G. Cheng, of China.

The occasion was notable for a brilliant interpretation of the principles and mission of the American press by Edward Price Bell, of the *Chicago Daily News*, in response to Lord Burnham's toast. Mr. Bell said:

"If I understand the American press, it is an optimistic press—optimistic even at this extremely critical and solemn moment in the history of freedom. We believe the Allies will win the war. We believe they will win it beyond any shadow of doubt—any question as to whether they have won it or not. Unless it can be so won, in my judgment, it will be lost. American journalism has limitless faith, not only in the possibility of Allied victory, but in the possibility that afterward the world will be so constituted as to make peace and liberty secure.

"To absolutely no one do I yield in regard for the press. I share to the full Lord Burnham's opinion that it is vital to democracy. I venture to call it the most important institution in the world—more important than the politician, the preacher, the professor, the individual publicist of any sort. And why is it so? It is so because through it, and through it only, can the emotions and ideas and acts of democracy attain to their full fruition. The press makes democracy articulate, and democracy must be articulate—must express what

is in its mind and heart—or it cannot live. If the press should perish—the free press—democracy would perish with it, and the torch of the simple man's hope would be blown out.

"So, like Lord Burnham, I am proud of the profession to which I belong, and happy to witness the growing comradeship among the journalists of the world. To them, I think, belongs the future—not at all in any narrow or selfish sense, but because theirs is the power of greatest popular service.

"Mankind will find its way out of the twilight in which it still lingers through the wide doorway opened to it by fearless and impartial journalism. All the science of the politician, all the religious and moral teaching of the preacher, all the knowledge and wisdom of the professor, all that any member of society has to contribute to the common pool, will be carried in the press. Its life is the life of democracy, and democracy is the life of free and progressive civilization."

### MANY A. B. C. AUDITS ISSUED

Newspapers, Trade Papers, and Magazines Are Included

CHICAGO, August 5.—The Audit Bureau of Circulations has filed reports of audits on the following newspapers:

Attleboro (Mass.) Sun, Beaver (Pa.) Daily Times, Clarksburg (W. Va.) Telegram, Eau Claire (Wis.) Leader and Daily Telegram, La Crosse (Wis.) Tribune and Leader-Press, Madison (Ind.) Courier, New Castle (Ind.) Daily Courier, Pasadena (Cal.) Star-News, Pomona (Cal.) Progress, Riverside (Cal.) Daily Press, Sharon (Pa.) Telegraph, Woonsocket (R. I.) Call and Evening Reporter, Xenia (O.) Gazette and Republican, Winnipeg (Man.) Free Press and News Bulletin, Winnipeg (Man.) Evening Tribune, Connellsville (Pa.) Daily Courier, Martins Ferry (O.) Daily Times, New Bedford (Mass.) Standard and the Morning Mercury, Newcastle (Pa.) News, Oshkosh (Wis.) Daily Northwestern, San Bernardino (Cal.) Index, San Bernardino (Cal.) Daily Sun, Washington (Pa.) Observer (morning) Reporter (evening).

Audits have also been made on the following magazines and trade publications:

Motion Picture Magazine, Brooklyn, N. Y.; Rotarian, Chicago, Ill.; Current Opinion, Life, Messenger of the Sacred Heart, Truth, all of New York; American Automobile Digest, Cincinnati, O.; Hide and Leather, Chicago, Ill.; American Builder, Chicago, Ill.; Power Boat- ing, Cleveland, O.

### Printing Schedule Reversed

XENIA, O., August 8.—Xenia was treated to a morning newspaper the other day, the city edition of the *Evening Gazette* being run off the presses in the morning. The mail edition had been printed and a few dozen copies of the city edition were run off the press on regular afternoon schedule, when the power, which is supplied by Dayton Power & Light Company, was cut off owing to an electrical storm. The break was rectified about midnight, and the paper printed about four o'clock the next morning.

### Paper Company Changes Name

The Berningham-Seaman-Patrick Company, paper manufacturer, New York, has changed its name to Seaman-Patrick Paper Company. No change in personnel has taken place.

### GRAND JURY INDICTS "RICE"

Promotor-Publisher Lays His Predicament to Office Mistake

"George Graham Rice," a promotor and publisher of the *Industrial and Mining Age*, of New York, was indicted by a Federal grand jury Monday charged with using the mails to defraud. The indictment specifies eight transactions in which Rice is alleged to have appropriated money sent to him for investment, but the Government authorities charge there are hundreds of similar complaints against him. Rice, who was arrested a week ago under his own name of Jacob Simon Herzig, is under \$15,000 bail.

Rice earlier had been indicted in the State courts on five charges of grand larceny. He appeared before Judge Macione in General Sessions and pleaded not guilty. His bail in the State courts was fixed at \$7,500. His counsel declared that Rice did not know of the failure of his office to deliver the stock until he was arrested by deputy United States marshals.

### Coleman Joins Boston Herald

BOSTON, Mass., July 31.—Frank Coleman, a former member of the *Boston Herald* staff, has rejoined the *Herald* and will succeed Eric Kelly at the Boston Police headquarters. Mr. Kelly left this week for France where he will join the Y. M. C. A. staff.

### Running a Soldier Paper

MINEOLA, N. Y., August 3.—Private Leon Kelley, of Rockville Center, formerly a short-story writer, is now managing editor of the official paper at Hazelhurst Field No. 1.

### Western Union Pleads "Not Guilty"

The Western Union Telegraph Company's counsel, before Judge Hand in the Federal District Court in New York entered a plea of not guilty to the indictments found against it by the Federal grand jury, charging violation of Sections 181 and 183 of the United States Criminal Code, which forbid the establishment of private express service and transmission of mail in competition with the United States Government. The charge is based on the objection by the Government to the company sending "night letters" by train instead of telegraph.

The Western Union faces a fine of \$17,500,000 should it be convicted. The sum would represent a fine of \$50 on each of 344,000 "night letters" sent by train.

### Will Edit Grain Growers' Guide

WINNIPEG, Man., July 31.—W. J. Healy, associate editor of the *Free Press*, has accepted the position of associate editor of the *Grain Growers' Guide*, the organ of the Grain Growers, of western Canada. He is a former Toronto newspaper and gallery correspondent at Ottawa. He succeeds Norman Lambert, formerly of Toronto, who has been appointed secretary of the Canadian Council of Agriculture.

### Mexican Editors Arrested

EL PASO, Tex., Aug. 5.—Jose Luis V. Velasco and Luis R. Alvarez, editors of *La Republica* a Mexican daily published here in the interest of the Villa movement, were arrested last week charged with violation of the federal law requiring translations of foreign language newspapers to be filed with the postmaster.

The House of Taylor



## HOTEL MARTINIQUE

Broadway  
32d Street  
New York

One Block from Pennsylvania Station

600 Rooms  
400 Baths

Equally Convenient for Amusements  
Shopping or Business

157 Pleasant Rooms, with Private Bath

**\$2.50 PER DAY**

257 Excellent Rooms, with Private Bath, facing street, southern exposure

**\$3.00 PER DAY**

Also Attractive Rooms from \$1.50  
The Restaurant Prices Are Most Moderate

## WILL START FIRST CATHOLIC DAILY

Iowa Publishers Say They Have Pledged Sufficient to Do It—Will Treat All News From Catholic Viewpoint

DUBUQUE, Ia., August 9.—The Catholic Printing Company intends to publish the Catholic Tribune three times a week after November 1 and to develop it into the first Catholic daily in the English language in the United States.

John P. Gonner, business manager, said to THE EDITOR AND PUBLISHER: "We have a list of subscribers pledged to follow our development plans up to the stage of a Catholic daily. The paper will naturally be a regular American newspaper, with all the usual departments and features, distinguished from other papers by the fact that it will deal with all news and other matters from the Catholic viewpoint. It will be thoroughly American in every respect."

The publishers have already ordered a \$15,000 Duplex press.

### Catholic Press To Meet in Chicago

CHICAGO, August 9.—The Catholic Press Association of the United States and Canada will have its eighth annual convention held August 15-18. The sessions will open with an 8 P. M. meeting in the Florentine Room of the Congress Hotel on August 15, and close with a mass meeting on August 18. The local executive convention committee is made up of Rt. Rev. Mons. Francis C. Kelley, S. A. Baldus, and Rev. T. V. Shannon.

## MORE UNFAIR TRADE ORDERS

Federal Trade Commission Accuses Printing Supply Firms, "Old Dutch Cleanser Makers" and Premium Users—Orders Them to Stop

Federal Trade Commission has ordered the C. D. Kenney Tea and Coffee Company, of Baltimore, to discontinue forthwith the circulation with its products of premium coupons redeemable for articles of unequal value, involving the element of chance. The practice regarded by the Commission as an "unfair method of competition" was admitted by the company which agreed to issuance of the Commission's order without further proceedings. The Commission also announced the dismissal of complaints against four other coffee concerns under like charge, as follows: Enterprise Coffee Company, J. S. Elliott Coffee Company, R. L. Gerhart and Climax Coffee and Baking Powder Company.

### Price of "Old Dutch Cleanser"

After a full hearing, the Federal Trade Commission has ordered the Cudahy Packing Company, of Chicago, to discontinue as being unfair its practice of compelling dealers to maintain its fixed resale price in the sale of "Old Dutch Cleanser," one of its products.

The corporation, in a formal order by the Commission, was prohibited from making agreements with dealers for the maintenance of the price, and from discriminating in price or refusing to sell to dealers who resell at any price they choose.

The case is important, as it is typical of a class of cases before the Commission where the manufacture requires

the maintenance of resale prices by the jobber, but not by the retailer.

The Commission's order requires the Cudahy Company "to cease and desist from directly or indirectly recommending, requiring, or by any means whatsoever bringing about the resale of Old Dutch Cleanser according to any system of prices fixed or established by respondent," and more particularly by means of contracts, agreements, or understandings with dealers, or by refusals to sell, or by discriminations in price because of failure to maintain resale prices.

It is provided that the company is not prohibited from issuing price lists, or from printing prices in its advertising or upon containers and cases containing Old Dutch Cleanser.

### TRADE BOARD HAS BULLETIN

Issued Semi-Monthly Telling of Commission's Work

WASHINGTON, August 8.—In the belief that it will be generally useful, the Information Division of the Federal Trade Commission will prepare for the use of trade journals a monthly review, in summary, of the Commission's work, issuance of new complaints, orders, enemy patent licenses, foreign trade combinations, under the Webb Export act, and the like. The matter will be mailed out of Washington on the second of every month for release when desired.

The Commission believes that once this summary in standard form becomes generally circulated through the trades, it will afford a ready, brief reference which will be of real value to business and commercial men, and tend to keep them better posted on the Commission's work, at a minimum expenditure of their time.

It is hoped that you will find the matter useful, and may be able to assign it a regular place in your schedule.

### More Linotype Versatility

That old-time crudities and make-shifts in typography, which in the past have been accepted as a matter of course, need no longer be used, except to obtain the effect of quaintness, is forcefully illustrated by the Linotype Bulletin for July and August, in the varied character of the new elements and in the attractiveness of its displayed and letter-press pages.

### Gov. Capper Is Senatorial Nominee

TOPEKA, Kan., August 8.—Gov. Arthur, proprietor of the Topeka Capital, in his race for the Republican nomination for United States Senator, apparently has piled up a plurality of between 25,000 and 30,000, on the face of complete and incomplete returns from every county in the State. The indications are that he has carried at least 102 of the 105 counties in the State.



## How Long Is A Piece Of String?

A silly question—but not more baffling than a request to give the dimensions of a good newspaper's influence in its community. These newspapers have proved (both by circulation gains and advertising results) the worth-whileness of building circulation simply upon public good-will and confidence. Therefore their influence is not to be measured by the volume of their circulations—alho this, too, is an appreciable value when the advertising rate is in consideration.

## The Detroit Journal

More circulation at two cents than previously at one cent.

## The Toledo Blade

Over 90 per cent. home delivered by its own carriers.

## The Newark Star-Eagle

Gaining steadily in local esteem—as proved by both circulation and advertising increases.

## Do You Know The San Francisco Daily News?

The record of growth is extraordinary. Remembering that 97% of The Daily News circulation is within the city of San Francisco and its suburbs, please note these figures of circulation, given in The Daily News' sworn reports to the government for the last eight semi-annual periods:

Oct. 1, 1914.....	33,572	Oct. 1, 1916....	53,096
April 1, 1915....	42,653	April 1, 1917....	52,630
Oct. 1, 1915....	46,168	Oct. 1, 1917....	53,073
April 1, 1916....	47,814	April 1, 1918....	55,063

For the first six months of 1918, the absolute net paid daily average circulation of The Daily News was... **57,358**

In the period covered, only one other of the five San Francisco daily newspapers showed a circulation gain, and this was less than one-fourth the gain shown by The Daily News. Three of the papers showed losses, including both afternoon competitors of The Daily News.

The Daily News offers no premiums to subscribers, nor other similar inducements.

In advertising The Daily News has shown corresponding gains.

In 1914, The Daily News printed **1,341,438** agate lines of advertising.

In 1915, it printed **1,800,414** lines of advertising, a gain over the year 1914 of.....**34.2%**

In 1916, it printed **2,073,344** lines of advertising, a gain over the year 1915 of.....**15.1%**

In 1917, it printed **2,268,280** lines of advertising, a gain over the year 1916 of.....**9.4%**

In the first six months of 1918, it printed **1,224,058** lines of advertising, a gain over the corresponding period in 1917 of.....**6.7%**

The San Francisco field cannot be covered by ANY advertiser without

### THE DAILY NEWS

340 Ninth Street

San Francisco, California

# E D I T O R I A L

## MORE SELF-SACRIFICING DEVOTION

THE News Print Controller has spoken. He "authorizes" a reduction in news print consumption of 15 per cent. on all dailies and weeklies and 20 per cent. on all Sunday newspapers. He estimates that this voluntary effort on the part of the newspaper men of the country will mean a saving of 250,000 tons of news print, to say nothing about the saving in pulp, in coal, and in freight—a very considerable item at a time when every ounce of material and every inch of carrying space is essential to the winning of the war.

The News Print Controller's appeal—and in the last analysis it is essentially that—is but one of many appeals that dear old Uncle Sam is sounding in the ears of newspaper men. This appeal is to lend a helping hand in speeding up essential war work.

Why shout and complain about inequalities, inequities, or unconstitutionality of the plan adopted for carrying into effect this saving in news-print tonnage? Why kick against the pricks? Consider that a full dozen of America's most successful newspaper men—publishers—recently met in Washington and for a period of forty-eight hours discussed the problem from every conceivable angle. Many times during the debate it seemed that they would be unable to get together upon any basis; and then, as a last resort, this plan was evolved. The News Print Controller has adopted it, every publisher has been asked to pledge himself and his paper to make the necessary saving. The call is for self-sacrifice and devotion, and it is a very real and a very insistent call.

It is inconceivable that the American people will fail in anything; likewise, it is inconceivable that American newspaper men will be found wanting in this great hour of the nation's stress. There are bound to be differences of opinion in working out this plan. Some editors will argue that the saving in tonnage should be effected by eliminating advertising; others will contend that the saving can best be accomplished by cutting down war news, Government propaganda, general news, and features; while others will argue for a straight cut of 15 per cent. in tonnage, each publisher to work out the problem in his own way.

Suffice it to say, in answering such pleading, that no plan could be devised that would be entirely satisfactory to all parties in interest. The essential thing about this plan is its practicability. It represents the consensus of our most successful publishers, and, happily, the saving may be made without materially reducing advertising revenues and with the least possible interruption to the even flow of business.

The call is for help. Uncle Sam needs the help of every editor and every newspaper executive in the conservation programme just as he needs their help in the sale of Liberty Bonds, War Savings Stamps, and in furthering the hundred interests of the nation at war.

We cannot stand idly by, debating on the merits of the means to an end, whilst our boys are giving their lives to protect the nation whose very life is threatened. No; we will save the 20 per cent. and more, if necessary, and we will find that in the giving of our best thought and best effort to Uncle Sam we will be getting—for in the giving we will learn to rely largely upon local coöperation—and we will successfully apply that great principle to our business just as it is being applied so successfully to national and international affairs.

And in coöperation, we will find an avenue for standardization, a growing need in the profession of journalism and in the business of newspaper publishing.

## MAY USE MARKET BASKETS AGAIN

REL YING upon the newspapers as the great educators of the public, the Pulp and Paper Section of the War Industries Board has begun a campaign for the conservation of all kinds of paper as a war measure. The editors and publishers of the country have measured up fully to the requirements of all the war activities of the Government, and it is a safe prediction that they are as

**NOW, as ever, there must be in journalism, as everywhere in organized effort, a man behind the guns. He may not be visible. But he is there and he is bound to be there.—**

**Henry Watterson.**

patriotically willing to give their time and space to this as they have been to every other movement for winning the war. The Government needs the car space taken up by the carriage of wrapping paper, writing paper, wall paper, cardboard and every other form in which paper goes to the public, as well as the rags and chemicals used in its manufacture. It calls upon the newspapers, as patriotic channels through which expression of war needs may reach the whole people, to tell their readers not only of the necessity of conserving paper, but also to devise ways in which the merchant, the family, and the individual may further the war aims of the Government and at the same time forestall the shortage that otherwise will become a real menace.

Business houses can use lighter writing paper and less of it; department stores can use less wrapping paper, and that of a lighter grade, as also can the butcher, the grocer, the baker, and the druggist; householders can save the bags in which they carry home loose commodities and take them back to be filled again when they need other goods of a similar kind, or a renewal of the supplies they have carried before, and individuals can save in a hundred ways the paper that heretofore they have wasted with prodigal hand and without thought.

One suggestion is that goods already done up in containers shall not be wrapped when delivered to the purchaser at the store. No hardship will be worked by this, since the commodities are protected already from any injurious contact. In other days, and especially during the Civil War, housewives protected their green groceries by baskets which they carried on their marketing trips, and in which they stowed other purchases, safe from the dust and dirt of the streets and hidden from the eyes of prying neighbors. Wrapping paper was not so cheap then as it is now, and merchants used as little of it as they could and yet satisfy the wishes of the customer. It may be that the market basket of the past generation, so long out of use that it has almost been forgotten, will again be seen on its travels to and from the markets. It would be a great conservator of paper.

## MORALE

"THE strength of the firing line has its source in the morale of the civilian population from which the firing line is drawn." So says George Creel.

If any considerable number of our boys who are overseas felt that the folks at home lacked complete confidence in victory; that they were reluctant to buy war securities, or to contribute of money and service to the various phases of the great war effort the nation is making, that would be a calamity of more serious portent than any minor military defeat.

The spirit to fight and to keep on fighting against a determined foe is the factor which will assure

victory to our forces and their Allies. More than once the high morale of the French, at the front and at home, has saved the world from unthinkable degradation. The defenders of Verdun did not say, "They shall not pass—if we can prevent it." If their fighting spirit had permitted a limited flat the world—at any rate, the Continent of Europe—might now have been under the German heel.

The American war spirit must match that of the French. We must see that, if Paris or the Channel ports are menaced, the menace is not alone to these cities or any particular part of French territory, but to the political freedom of the world.

The morale of the American people is peculiarly the charge and the responsibility of American editors. One strong newspaper, devoted to furthering the war tasks, carrying daily inspiration to service and sacrifice to its readers, rallying them to the unstinted support of the Government and to unshakable faith in the final victory of our forces, matches in potential "fighting power" a German battalion.

It is the privilege and duty of our editors to see to it that the war becomes a personal matter with every American here at home—that the shirker of duty here is placed on a footing with the deserter from the army or navy. Our fighting boys have left all behind them—they are giving 100 per cent. of service, plus their lives, if the fortunes of battle so decree. Those of us who remain here owe the same meed of service to our nation, to be given in all ways that open to us as non-combatants who are still free to pursue our accustomed tasks in life. All that we have, all that we can earn; all that we can do, or cause to be done—thus must our service be measured.

## "NO RETURNS" ORDER IN ENGLAND

THE "No Returns" order of the British Paper Controller, Hon. H. A. Vernet, went into effect June 24. Already, it appears from late advices from London, the disturbed situation resulting from this order has largely righted itself. English people are getting accustomed to ordering their newspapers in advance, and the newsboys of the streets have learned to estimate their requirements for transient customers pretty closely.

What is hailed as the most satisfactory of the results attained by the order is the elimination of misleading circulation statements. Some newspapers in Great Britain have been in the habit of having chartered accountants audit and report the figures of their circulations, but in the cases of a great majority mere "statements" of circulation have been considered adequate; and in these statements it has, it seems, not been the rule to quote NET PAID figures, but gross press runs. Returns, running as high as 30 per cent. of the total, have never been deducted, nor estimated.

Great Britain has no organization similar to our A. B. C., and advertisers have had to buy space without full light on quantity. It is said that, since the scarcity of white paper became acute, English publications have not generally quoted circulation figures at all, although, under the circumstances, circulations have held to a very high average, in many instances showing tremendous increases, in spite of diminished sizes of issues.

Now it is felt that the practice of quoting certified circulation figures, which must necessarily mean net paid distribution, will become general; and advertisers will know that no waste is included.

THE manager of two high-class motion picture theatres in New York has issued a proper protest against "the prevailing tendency to make capital of the patriotic fervor which imbues the American people at the present moment, as evidenced in the production of crudely conceived and badly executed pictures in which an ill-concealed attempt is made to commercialize our love of country." The press of the country may well devote some critical attention to the exploitation of patriotism involved in many clap-trap productions of war feature films, in which the spirit of the American fighting forces is grotesquely caricatured.

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THE 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; John F. Redmond, news editor.

Editorial Staff: Walter Sammis, Hugh H. Thomson,

H. R. Drummond, M. E. Pew.

London: Valentine Wallace.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: C. B. Cory.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

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

**C**HARLES A. ROOK, JR., assistant auditor of the Pittsburgh Dispatch, son of Col. Charles Alexander Rook, president-editor of the Dispatch, has been commissioned second lieutenant in the gas-defence service, chemical welfare service, United States National Army. Lieut. Rook enlisted in the army in August, 1917, and is now on special duty in the East.

R. S. Coll, news editor of the Pittsburgh Dispatch, has joined Mrs. Coll at Atlantic City, where he will spend several weeks. Their son, Raymond H. Coll, is "somewhere in France." He enlisted in the army early in the outbreak of war. Prior to that he had been a member of the Dispatch reporting staff.

M. B. Morton, managing editor of the Nashville Banner, has returned, after spending several weeks' vacation with his son, who owns a plantation in the "Black Belt" of Alabama.

L. V. Gasser has succeeded R. H. Wyatt as city editor of the Owensboro (Ky.) Daily Messenger. Wyatt is now with the Nashville Banner.

Lieut. Earl M. Pearce, formerly of the staff of the Providence (R. I.) Journal, has arrived safely overseas.

Capt. Sidney S. Coulter, a former Providence (R. I.) Journal man, now on the front in France, has been wounded.

Graham J. Acton, assistant suburban editor of the Providence Journal, has resigned to enter war work for the Knights of Columbus.

Jean Sabate, formerly with the Providence Tribune, is now with the News of that same city.

Edward McDonald, a Troy (N. Y.) newspaper man and on the staff of the Morning Record, is now in a training camp.

J. Reeves Espy, sporting editor of the St. Louis Republic, has enlisted in the navy and is rated as a second class yeoman.

Ralph W. Scott, of the San Francisco Examiner staff, has been commissioned as an ensign in the navy.

J. Lyman Golley, of the Utica (N. Y.) Observer, has been elected assistant secretary of the Chamber of Commerce of Utica.

Fred H. Young, sports editor of the Bloomington (Ill.) Bulletin, has joined the navy, and is now at the Great Lakes Training Station.

Thomas F. Hoctor, who for eighteen years was in the service of the Syracuse (N. Y.) Post-Standard, has fully recovered his health, and is back at his old post again.

E. W. Dickerson, a former Denver Newspaper man, is going abroad as secretary for the K. of C.

F. E. Brown, editor of the Page (Minn.) Record, has enlisted in the army, and is now in France. W. S. Hurley will edit the paper while he is gone.

Alexander B. Watson, a well-known Buffalo (N. Y.) newspaper man, has written to friends at home of meeting other Buffalo newspaper men in France.

L. M. Benedict, a former member of the Columbus (O.) Citizen staff, has been commissioned a second lieutenant in the Aviation Service.

Britt Craig, formerly of the Atlanta Georgian, who is in the Aviation Service, is just recovering from a 3,000-foot fall, caused by his engine going dead.

Alfred Hersh, formerly with the Cleveland (O.) Leader-News advertising staff, has enlisted in the navy,

***THE newspapers of the United States, when they abandoned their attitude of carping criticism and gave credit and encouragement to the ship-builders, took the first great step for the successful production of ships.—Charles M. Schwab.***

and is now at the Great Lakes Training Station.

Horace M. Clark, until recently telegraph editor of the Milwaukee Evening Wisconsin and previously with the Associated Press at Milwaukee and with a Green Bay (Wis.) newspaper, is now a general assignment reporter on the Milwaukee Journal.

Miss Luta Moody has resigned as society editor of the Maryville (Mo.) Democrat-Forum to enter the Government service in Washington.

Arthur N. Morgan, formerly of the Joplin (Mo.) Globe, has been appointed to the Denver staff of the Associated Press.

D. de Haven, of Little Rock, Ark., has succeeded Edward C. Johnson as agent for the Western Newspaper Union in the State of Arkansas.

W. S. Cady, editor and manager of the Fredonia (Kan.) Daily Herald, is going into Y. M. C. A. work abroad.

Edward W. Smith, who has been representing D. O. Haynes & Company, New York, in the Chicago territory, has joined the business survey department of the Chicago Tribune.

Lawrence Barlow has become city editor of the New Philadelphia (O.) Times, succeeding Paul Jones, who has gone to Grafton.

Louis M. Marks, formerly a Boston newspaper man and now in the tank corps, has returned to Boston to do recruiting work.

John M. Toor, formerly New York manager of the Boston Financial News and Advertising Agency, is in the Quartermaster Corps, U. S. A., stationed at Camp Meigs, Washington.

Robert E. Hamilton, of the Los Angeles Express staff and formerly with Seattle newspapers and the Kansas City (Mo.) Star, has been summoned to service by his draft board.

Thomas E. Powers, reporter for the Syracuse (N. Y.) Herald, has enlisted in the coast artillery school at Fort Munroe. He is the twenty-ninth Herald man to answer the call.

Mrs. Mary Roberts Rinehart, writer and war correspondent, is to go to France for the Red Cross.

## NEWSDEALER MATTER UP AGAIN

**N. Y. Publishers Hold Special Meeting to Consider Demands**

A meeting of the New York Publishers' Association was held on Tuesday afternoon of this week, at which the matter of the demands of the newsdealers of Greater New York for a lower dealers' price for the dailies was considered. A committee, with Bradford Merrill, of the American, as chairman, is negotiating with the dealers and expects to come to some agreement with them. The matter is still pending.

The dealers have made a demand that the price of the dailies be reduced from \$1.40 per hundred to \$1.20 per hundred. A previous demand for this price was compromised by allowing the return privilege. Since the new order discontinuing the returns has gone into effect, the demand for a \$1.20 price has been renewed. It is this demand that is now before the publishers.

Indications are that some of the dealers are becoming impatient at the delay, and there is talk of drastic action on

the part of some of the dealers at any moment. Some of the dealers are taking advantage, as far as they can, of the situation, and are demanding five cents a copy for back numbers of the papers. This, they say, helps out a little on the losses occasioned by papers left on their hands.

## Object to Viereck's Company

Mr. VERNON, N. Y., August 7.—George Sylvester Viereck, founder of Fatherland, the pro-German New York weekly and who is involved in the German propaganda inquiry being conducted by the Federal authorities, has asked a police guard for his home in this city. The spirit with regard to Viereck was expressed in a letter from one of the leading townsmen to a local newspaper, in which he said that Mount Vernon did not want for a resident a man who in his published works speaks sadly of his life among American barbarians and spoke of the Kaiser as an "ideal Kaiser." The writer suggested that there are "several locations" more healthful for men of his stamp, and offers to serve on a committee to tell Viereck what the town thinks of him.

## Thompson Sues Chicago Papers

CHICAGO, August 7.—Mayor Thompson of this city has entered two more damage suits in which he asks for a total of \$250,000 damages against the News and Tribune. In the first suit he asks for \$150,000 damages from Donald R. Richberg, special gas counsel for the city and the Chicago Daily News. In the second suit he asks for \$100,000 damages from Richberg and the Chicago Tribune. The suits are based on statements made in the columns of the two papers by Richberg, which are denounced by the Mayor as "false and malicious" and as "part of the efforts to injure the reputation of the Mayor."

## Editor Guilty of Sedition

MILWAUKEE, Wis., August 7.—J. J. Auer, editor and publisher of Der Her-

old, a German language weekly newspaper of Eau Claire, Wis., has pleaded guilty to the charge of seditious publication and failure to file with the postmaster translations of articles printed in his paper. Testimony that he was mentally unbalanced, supposedly by worry over the war, was given.

## Lt. Brady Honored for Bravery

Joseph A. Brady, one of the many men who gave up positions on the New York Evening World staff to take up arms for their country, has been recommended for the Distinguished Service Cross and received a promotion to a first lieutenant for conspicuous bravery in action. Lieut. Brady has just been transferred to the post of battalion scout officer.

## Galvin Goes to Lima Paper

WILMINGTON, O., August 5.—Effective September 1, W. J. Galvin, business manager of the Journal-Republican, will leave Wilmington to become associated with his brother in the management of the Lima (O.) Times-Democrat. J. L. Cadwallader, the present county superintendent of Schools, will succeed Mr. Galvin.

## To Be Guests of State Fair Board

SEDALIA, Mo., August 8.—Editors of Missouri will be guests of honor at a dinner to be given by the State Fair Board the evening of Monday, August 12, followed by attendance at the horse show, concert, and pyrotechnic drama, "A World at War," which are part of the fair.

## Schless Buys Port Arthur Record

PORT ARTHUR, Tex., August 8.—Charles L. Schless, principal owner of the Beaumont Daily Journal, has purchased the Port Arthur Daily Record from L. M. and M. W. Davis, present owners. The Port Arthur paper will be continued as an afternoon daily and a stock company will be organized to take over and continue its publication.

## Philadelphia Germans Searched

PHILADELPHIA, August 8.—A search was conducted yesterday at the homes of several German writers who, the District Attorney's statement said, had been subsidized in Chicago and New York city.



**The New Haven Register  
has signed a contract for  
The Haskin Service for  
One Year**

## TIPS FOR THE AD MANAGER

CRITCHFIELD & Co, Brooks Building, Chicago, will make up lists in September for an advertising campaign on the Kalamazoo Stove Company's stoves, ranges, furnaces, and "Kitchen Cabinets," manufactured in Kalamazoo, Mich.

HENRI, HURST & McDONALD, 58 East Washington Street, Chicago, contemplate making up newspaper and magazine lists in September to advertise "Acrolin" Porch shades and awnings, made by the Aero Shade Company, 263 Oakland Avenue, Waukesha, Wis.

SEELYE ADVERTISING COMPANY, Kresge Building, Detroit, has obtained the account of the Columbia Motors Company.

METROPOLITAN ADVERTISING COMPANY, 6 Wall Street, New York city, is placing 30,000-line contracts with newspapers in principal cities for the Mormon Church of Salt Lake City.

ATLAS AGENCY, 450 Fifth Avenue, New York City, will place advertising for the Preston Drug Company, 180 Fourth Avenue, Brooklyn, N. Y., on "Aspirin Tablets."

GEORGE BATTEN COMPANY, Fourth Avenue Building, New York City, is placing for the Peerless Ice Machine Company, 120 Broadway, New York, in newspapers in New York City, Philadelphia, Boston and Chicago.

BLOOMINGDALE-WEILER AGENCY, 1420 Chestnut Street, Philadelphia, is sending copy to Pennsylvania newspapers in a campaign for the Mawson & DeMany Company's furs.

CONRAD COMPANY, Denver, Colo., is sending 5,000 line contracts for one year to Pacific Coast newspapers for the Gates Rubber Company.

COWEN COMPANY, 50 Union Square, New York City, is sending 10-time orders to California newspapers for the Lorillard Company's "Old Egypt" Cigarettes, Jersey City, N. J.

DUNLAP-WARD COMPANY, Union National Bank Building, Cleveland, O., sending advertising to Pacific Coast newspapers for the Grant Motor Car Company, Cleveland.

FEDERAL AGENCY, 6 East 39th Street, New York city, placing about 4,000 lines in New York city and other large centres for the Falk Tobacco Company's "Herbert Tareyton" Cigarettes.

RICHARD A. FOLEY AGENCY, Terminal Building, Philadelphia, is placing 3½x2 inch copy ten times in Pennsylvania papers for the Philadelphia Public Ledger.

GARDNER ADVERTISING COMPANY, 1627 Locust Street, St. Louis, Mo., is placing business for the Eisenstadt Manufacturing Company, St. Louis.

HUMBERT-HATFIELD COMPANY, Railway Exchange Building, St. Louis, Mo., is placing financial advertising in Western papers for A. B. Benesch & Co., St. Louis.

SIEGMUND KAHN, 47 West 34th Street, New York city, is placing advertising for the New York Waist House, 1115 Broadway, New York, in cities where advertiser has stores.

PECK'S AGENCY, 326 Ninth Street, Brooklyn, N. Y., is placing 50-line, 2-time-a-week orders in Illinois and Georgia newspapers for Auerbach & Sons, 638 Eleventh Avenue, New York, candy manufacturers.

ROBERTS & MACAVINCHE, 30 North Dearborn Street, Chicago, during Au-

gust, will place orders for 192 lines, one time, for the Sam Katz Company, Chicago.

SCOTT & BOWNE, Bloomfield, N. J., sending out new contracts for "Scott's Emulsion" through Miss Ida Clarke, advertising manager.

SEELYE, WARREN ADVERTISING COMPANY, Kresge Building, Detroit, Mich., will shortly send out advertising, to run over dealers' names, for the Mohawk Rubber Company's "Quality Tires." This agency is also preparing to start a campaign for the Columbia Motors Company, Detroit.

FRANK SEAMAN, INC., 461 Eighth Avenue, New York city, sending out 5,000-line contracts to newspapers in forty cities for the American Ever Ready Works, Long Island City, N. Y., and will gradually extend to all the leading dailies in the United States.

STACK AGENCY Heyworth Building, Chicago, is sending 6,000 lines to Middle Western newspapers. This agency is also placing copy in the Northwest for the Standard Oil Company's "Red Crown Gasoline."

CALKINS & HOLDEN, 250 Fifth Avenue, New York city, will shortly start an important newspaper campaign in newspapers of twenty-two cities in which the Sherwin-Williams Paint Company has branch stores under its direct control, and it is probable that during the year the campaign is to run several other cities will be added to the line, which at present includes Albany, Binghamton, New Orleans, Nashville, Waco, Knoxville, Indianapolis, Denver, Dallas, San Antonio, Los Angeles, Baltimore, Columbus, Cincinnati, Detroit, Kansas City, Pittsburgh, Peoria, Fort Worth, Houston, Pasadena, and Birmingham. Twenty thousand lines are to be used.

THE C. T. HANCOCK COMPANY, New York, is advertising to a limited extent in daily newspapers "The Shir-Gar," made by the Washington Manufacturing Company, of Nashville, Tenn. The campaign runs only during the summer months with copy 4-inch, single column, carrying an illustration of the garter in use.

THE THOS. M. BOWERS ADVERTISING AGENCY, Chicago, now has the account of the Cinderella Dye Soap Corporation. An extensive campaign starts shortly.

THE HOUSE OF HUBBELL, Cleveland, has secured the advertising accounts of the Kaynee Company, Cleveland, and the S. Korach & Co., Cleveland.

LEVIN-WOODWARD ADVERTISING AGENCY, New York, has the advertising account of Wolverine Lubricants Co., New York city. A campaign for this product will run locally for the present.

COLLIN ARMSTRONG, INC., 1452 Broadway, New York city, is beginning a try-out campaign for the Pumpley Company, of St. Joseph, Mo., for Pumpley's Auto-Newer, a preparation for freshening up the Auto-Black Enamel. Chicago and its environs is the first territory selected. Full-page displays are being used, one rotogravure. The object of the advertising is to secure distribution, first, to car owners, and, second, to dealers. It is likely that the campaign will this fall be extended to Detroit and later on to other large business centres.

R. H. Smith Joins Chicago Tribune  
WASHINGTON, August 7.—Robert H. Smith, formerly of the International News staff, covering the Senate, has joined the Washington Bureau of the Chicago Tribune.

## AD FIELD PERSONALS AND CLUB NOTES

THE METROPOLITAN ADVERTISING GOLF ASSOCIATION has arranged to hold its third tournament of the year at the Baltusrol Golf Club on August 23. W. Roy Barnhill, captain of the Metropolitan advertising body, has about completed arrangements for another match with the Poor Richards, of Philadelphia. The plan is to entertain the men from the Quaker City at the Sleepy Hollow Country Club on Tuesday, August 27. Thus far, the rivals have met four times this year. The first clash resulted in the teams ending all square, but a month or so later, the New York golfers won. The third match resulted in favor of the Philadelphians.

P. S. FLOREA, of Indianapolis, who was reappointed executive manager of the Associated Advertising Clubs of the World at the San Francisco convention, has completed a tour of the Northwest, where he visited advertising clubs in numerous cities, carrying the war-service message of the great convention to the organizations and communities. On his return to the headquarters of the Association at Indianapolis he reported a splendid awakening in the Northwest to the necessity for untiring work in war service among advertisers and advertising men.

THE ADVERTISING CLUB OF ST. LOUIS has offered a trophy to be awarded at the 1919 A. A. C. W. convention to the club that does the most work in the next year in cooperating with the Government in any work advertising can do to help win the war. The prize is a handsome bronze shield.

C. C. WINNINGHAM, who recently resigned as advertising manager of the Hudson Motor Car Company, Detroit, has been appointed chief of the gasoline section of the Government Fuel Administration.

CHARLES H. NYLANDER, formerly with the Russell M. Seeds Company, Columbus, O., is now in the advertising department of Better Farming.

M. H. BREEZE, at one time in charge of publicity for the B. F. Goodrich Rubber Co., Akron, O., has become associated with the Metal Parts Company, Detroit.

EDWARD O'FALLEN, JR., has joined the advertising department of the Mergenthaler Linotype Company, New York. He was formerly with the D'Arcy Advertising Company, St. Louis.

WILLIAM P. GREEN has been appointed secretary of the National Vigilance Committee, A. A. C. W., to succeed George M. Husser, who plans to enter Government service. Mr. Green has been associated secretary of the committee.

H. L. BENNETT, has resigned as advertising manager of the Cadillac Motor Car Company, Detroit, and John A. Cleary, of Philadelphia, a newspaper man, has been appointed to succeed him.

R. P. JENKINS has resigned as advertising manager of the Roberts-Johnson-Rand branch of the International Shoe Co., St. Louis, and will go into the wholesale shoe business in Shreveport, La.

J. WAYNE ANDREWS, who for some time has been with the Reincke-Ellis Company, Chicago engravers, has become advertising manager of D. B. Fisk & Company, wholesale milliners at Chicago.

PAUL GERHARDT, formerly advertising manager for the Armstrong Packing Company, of Dallas, Tex., has been named by J. W. Hoopes, executive manager of the Fourth Liberty Loan drive, to assist in the handling of publicity for the next Liberty Loan drive. Mr. Gerhardt will cooperate with F. P. Clayton, in charge of publicity for the Eleventh Federal Reserve District.

SALEM BASKIN, formerly advertising manager of the Hub, Chicago, is now training at the Great Lakes Naval Station. R. J. Robinson has succeeded him at the Hub.

H. S. BISHOP, formerly president and manager of the Midland Service Company, Chicago, has joined the sales staff of the Chicago Elevated Advertising Company.

JOHN A. SIMPSON, former Chairman of the Publicity Committee of the Railroads War Board, has been elected secretary of the Dooley-Brennan Company, of Chicago.

H. J. PETERSON, well known in Cincinnati advertising circles, has been elected vice-president of the National Trade Journal Agency of Cincinnati.

## WITH THE AD AGENCIES

ALEX F. OSBORN, business manager of Agency, Buffalo, has been appointed the E. P. Remington Advertising publicity chairman for the Work and Earn Committee of the Y. M. C. A. war fund campaign. He will be in charge of the work throughout the nation. The committee will aid in getting pledges from boys to earn \$10 and present the money to the Red Triangle fund, as was done in the first campaign for the Y. M. C. A. Carl J. Ballett, managing director of the E. P. Remington Advertising Agency, Buffalo, has just returned from France, where he spent six months in an executive capacity planning entertainments for soldiers as part of the Y. M. C. A. programme.

## Advertising Agents

COLLIN ARMSTRONG, INC.,  
Advertising and Sales Service,  
1457 Broadway, New York.

FRANK, ALBERT & CO.,  
26-28 Beaver St., New York.  
Tel. Broad 3831.

HOWLAND, H. S., ADV.  
AGENCY, INC.,  
20 Broad St., New York.  
Tel. Rector 2573

## Publishers' Representative

O'FLAHERTY'S NEW YORK  
SUBURBAN LIST  
225 W. 39th St., New York  
Tel. Bryant 6875

## 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



O. C. STONE & Co., of New York city, were incorporated on August 5 to conduct a general advertising business, with a capital stock of \$50,000. C. Stone, I. S. Jones, and N. Forman, of 375 Park Avenue, are the incorporators.

WILLIAM BLISS, who has been secretary and assistant treasurer of the Frank Presbrey Company for many years, has resigned his position to become controller of the Boy Scouts of America, an important position which has just been created by that organization. Frank Presbrey is giving a dinner in Mr. Bliss's honor, at which the members of the Presbrey company and the Boy Scouts organization will be present.

WORD HAS BEEN RECEIVED in St. Louis of the promotion to a majority and the adjutancy of the Sixty-ninth Brigade of Algonson S. Cale, a member of the D'Arcy Advertising Company, of that city. Major Cale left St. Louis as adjutant captain of the old Fifth Missouri Infantry just a year ago, and when the Fifth and First Missouri Infantry were merged into the 138th Regiment he remained as adjutant. Shortly after arriving in France he was made acting adjutant of the Sixty-ninth Brigade, of which the 138th is a part. He was instrumental in organizing the Fifth. He is one of six members of his family now in service. He is a member of the Advertising Club of St. Louis.

"JACK" HANFORD, formerly with the Vacuum Oil Company, New York, is now with the Frank Seaman Advertising Agency, New York.

MILTON HIRSCHFELD, general manager of the Detroit Ad Service, and Nat C. Wildman, of Baltimore, have formed an advertising agency known as the Hirschfeld-Wildman Company, with offices in Detroit, Baltimore, and Cleveland.

NICHOLAS A. PFLERSCHINGER, who conducts an advertising agency in New York under the name of the John E. Seeley Company, has been authorized by the courts to change his name to Nicholas A. Fletcher.

ARTHUR KUDNER, of the Erwin & Wasey Co., Chicago, has gone to Camp Jackson, S. C. He was formerly with the Cheltenham Advertising Agency, New York.

**NOW CARPENTER AND COMPANY**

**Well-Known "Specials" Take Up In Old Field Again**

The firm name of the Carpenter-Scheerer Company, Chicago and New York newspaper representatives, has been changed to Carpenter & Co. Offices will be retained as heretofore in the People's Gas Building, Chicago, and the Fifth Avenue Building, New York. Willard E. Carpenter will give his attention to the Western office and Mrs. Carpenter has taken charge in the East. H. Edmund Scheerer is no longer a member of the firm, being succeeded as treasurer by Miss Alice Lindeberg, of Chicago.

Mr. Carpenter retains his interest in the Lincoln (Ill.) Courier-News, of which he has been actively engaged as publisher for the past two years, but his local duties have been assumed by Mr. Shaver, of Lincoln, who, with B. C. Snider, managing editor, are now in direct charge of the newspaper.

Mrs. Carpenter is very well known in the New York advertising field, and returns to a host of friends here. For several years before her marriage (as Allyne V. Scheerer), she was in charge

of the New York office and prominently connected with the League of Advertising Women in this city.

**Portland Will Spend \$5,000 More**

(By Telegraph to THE EDITOR AND PUBLISHER)  
PORTLAND, Ore., August 7.—An additional appropriation of \$5,000 for advertising in Eastern newspapers and magazines was voted here to-day by the Pacific Northwest Tourist Association. An additional \$1,000 was appropriated for advertising in South America. The Association has been conducting an extensive advertising campaign to attract tourists and homeseekers.

**Monthly Letter to Advertisers**

ALBANY, N. Y., August 7.—The Evening Journal, through its advertising manager, Charles H. Willoughby, has inaugurated the practice of sending a monthly letter dealing with general business conditions in Albany and vicinity, as they relate to advertising, to advertisers, and to national agencies. The letter is being well received and promises to become very popular.

**Represent Southern Papers**

Frost, Green & Kohn, of New York, Chicago, and Atlanta, have recently been appointed foreign representatives for the following daily newspapers of the South: Harrisburg (Va.) Independent, Americus (Ga.) Times Recorder, Greenville (S. C.) Piedmont, Greenwood (S. C.) Daily Index, and Anderson (S. C.) Daily Mail.

**Halsted an Evening Mail Officer**

Herman G. Halsted has been elected treasurer of the New York Mail & Express Company and also a director. Mr. Halsted, as vice-president of Paul Block, Inc., is a close business associate of Paul Block, who with Henry L. Stoddard, is now in charge of the affairs of the Evening Mail.

**Gives Prizes for Ads**

PROVIDENCE, R. I., August 8.—The Providence Journal this week conducted an advertising contest for the members of the news and city staffs. Prizes of \$10 and \$5 were offered for the best advertisement calling attention to the value of Journal and Bulletin classified advertisements.

**Special Agent Changes Name**

The H. G. Wuerzinger Special Agency, New York and Chicago, has changed its name to Winston, Inc. Forrest B. Smith, formerly of Oil News and the Wuerzinger Agency, has joined Winston, Inc., as special representative.

**Katz Agency Adds to List**

The E. Katz Agency of New York, Chicago, and San Francisco will hereafter represent the Charleston (W. Va.) Leader in the foreign field.

**Charges Are Dismissed**

New York, Aug. 7, 1918.  
THE EDITOR AND PUBLISHER:  
Referring to article appearing in current issues of EDITOR AND PUBLISHER relative to the arrest of a representative of the circulation department of the Augusta (Ga.) Herald because of alleged misrepresentations made, would advise that we have received a wire from our Augusta office stating that the charges have been dismissed.  
Very cordially yours,  
CHAS. H. EDDY.  
Chas. H. Eddy Co., New York.

**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.

<b>ALABAMA</b> Birmingham ..... NEWS Average circulation for Feb., 1918, Daily 44,690; Sunday, 50,673. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.	<b>MISSOURI</b> St. Louis ..... POST-DISPATCH Daily Evening and Sunday Mornings. 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
<b>CALIFORNIA</b> Los Angeles ..... EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>NEW JERSEY</b> Elizabeth ..... JOURNAL Paterson ..... PRESS-CHRONICLE Plainfield ..... COURIER-NEWS
<b>GEORGIA</b> 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.	<b>NEW YORK</b> Buffalo ..... COURIER & ENQUIRER New York City ..... IL PROGRESSO ITALO-AMERICANO. New York City ..... DAY The National Jewish Daily that no general advertiser should overlook.
<b>ILLINOIS</b> Joliet (Circulation 18,100) HERALD-NEWS	<b>OHIO</b> Youngstown ..... VINDICATOR
<b>IOWA</b> Des Moines ..... SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>PENNSYLVANIA</b> Erie ..... TIMES Wilkes-Barre ..... TIMES-LEADER
<b>LOUISIANA</b> New Orleans ..... TIMES-PICAYUNE	<b>TENNESSEE</b> Nashville ..... BANNER
<b>MINNESOTA</b> Minneapolis ..... TRIBUNE Morning and Evening.	<b>TEXAS</b> Houston ..... CHRONICLE The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.
<b>MONTANA</b> Butte ..... MINER Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.	<b>VIRGINIA</b> Harrisonburg ..... DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.
	<b>WASHINGTON</b> Seattle ..... POST-INTELLIGENCER

**ROLL OF HONOR**

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:

<b>ILLINOIS</b> Chicago ..... SKANDINAVEN	<b>GEORGIA</b> Athens ..... BANNER A gilt-edge subscription—not a mere circulation claim.
<b>KENTUCKY</b> Louisville, Ky. MASONIC HOME JOURNAL (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>NEBRASKA</b> Lincoln... (Cir. 123,394)... FREIE PRESSE
	<b>PENNSYLVANIA</b> Johnstown ..... DAILY DEMOCRAT

**R. J. BIDWELL CO.**  
Pacific Coast Representative of

**DAILY NEWSPAPERS**

SAN FRANCISCO OFFICE  
of the  
**Editor and Publisher**  
742 Market Street  
SAN FRANCISCO

**We spend more than \$500,000**

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

**"Hearst's Features Always Lead"**

Write for booklet.

**"Half Million Dollar Feature Service"**

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

## DR. RUMELY CHARGES A CONSPIRACY

After Indictment by Federal Grand Jury  
He Issues Statement Proclaiming  
Loyalty and That He Is Victim  
of Politician's Aspirations

Dr. Edward A. Rumely, who is under arrest by the authorities charged with representing the German Government in the purchase of the New York Evening Mail and making false reports about it to the Alien Enemy Custodian, this week gave his first answer to the indictments found against him. Dr. Rumely declares he is not only a loyal American, but that he has even further urged the vigorous prosecution of the war against Germany. He accuses the United States investigator of German propaganda, Alfred L. Becker, of conducting a "lynching campaign through the newspapers" to further his own political ambitions.

Dr. Rumely and S. Walter Kaufman, a special counsel for the German Government before the United States entered the war, and who figured in the transfer of the Mail to Dr. Rumely, have been formally indicted by the Federal grand jury for having conspired to conceal the ownership of the Evening Mail and for committing perjury in carrying out the conspiracy.

"I welcome an opportunity to present the facts to an impartial tribunal and I await the outcome of the trial with confidence. I shall vindicate myself at the trial, not merely by disproving the charges made in the indictment, but by showing that I have always been absolutely and aggressively loyal to my country, and that I have assisted by every means in my power in the vigorous prosecution of the war, and the defeat of Germany. I challenge any man to produce a shred of evidence tending to show that I have ever been disloyal or unmindful of the best interests of the United States.

"When the Federal Department of Justice became interested in the matter several months ago, I voluntarily went to Washington twice answered all questions asked of me, and turned over my papers for inspection. Recently, when Mr. Becker, Deputy Attorney-General of the State of New York, began his investigation, I saw him several times, and again, voluntarily, and freely, answered all questions.

"In the late afternoon of July 8, I was called to Mr. Becker's office 'to explain a statement,' was kept waiting until eight o'clock in the evening, when I was arrested, hurried off to jail, and was told it was too late to get bail until the next day. I was denied the right to see or communicate with my counsel and my request to send a message to my wife as to what had happened, was refused by Mr. Becker, and later granted only after my protest to the Federal authorities.

"As I left Mr. Becker's office the newspaper reporters were already assembled; the written charges with photographic copies of various documents and other material for an elaborate press campaign had all been prepared and were then released by him to the newspapers, and my guilt was set forth as an established fact.

### A Lynching Campaign

"Every day during the following two weeks Mr. Becker conducted a lynching campaign in the newspapers such as this country has probably never before witnessed. By suggestion and innuendo

every kind of baseless charge was put out and my name was connected with almost every kind of disloyal activity without the least foundation in fact. Stories connecting me with 'slush funds' ranging from five to five hundred millions of dollars were circulated, the amounts varying with each edition of Mr. Becker's press statements.

"The back-bitings of disgruntled and discharged employees were accepted without corroboration and heralded far and wide. Surmises, guesses, and opinions of subordinates, who could have no knowledge of the facts, were given the utmost publicity. Every possible attempt was made to build around me a wall of prejudice and intimidation, and to shut me off from all but a few of my most courageous friends.

"In war time one can commend a public official for being over zealous rather than lax, but it is an outrage for a public officer whose duty charges him with the orderly administration of justice to abuse his power by conducting a systematic campaign to convict a man before the bar of public opinion in advance of his trial. Mr. Becker did this, then announced his candidacy for office of Attorney-General of the State, and the newspapers have featured these activities of his in connection with his campaign for votes in the primaries.

### German Ownership of Mail "Absurd"

"The charge that the Evening Mail was owned by the Imperial German Government is absurd. It was mine—absolutely mine—and was subject to my sole editorial control. No man who will investigate the editorial and news pages of that paper can challenge the patriotism which it reflected and the aggressive support which it gave since our entry into the war to our national war policies.

"In 1914 and 1915—when the stand of our Government as proclaimed by President Wilson was that of neutrality—my sympathies were, in many things, especially in matters of the commercial and food blockade, with Germany, as against England, but not in those German policies and activities which we are now seeking to oppose and crush.

"To ignore my whole-hearted devotion to the land of my birth and my vigorous support of its prosecution of this war, and to attempt to clothe with sinister significance in a newspaper campaign certain of my sympathies, when this country was neutral, is unjust and contrary to our American spirit of fair play.

"It is evidently impossible for me through the medium of press statements to detail the evidence which will show the baseless nature of the charges now made. All that I ask is the right of every American citizen to demand of his fellowmen that they withhold their judgment until I am given a fair chance to present the facts before a fair tribunal."



Des Moines  
REGISTER  
and  
TRIBUNE  
The Leaders  
in Iowa in  
Circulation,  
Prestige and  
Advertising

### Claims Facts Have Been Garbled

Mr. Kaufmann said:  
"In the interest of fair play, I ask the public to suspend judgment upon the charge made against me in reference to a statement made to the Alien Property Custodian—if such a thing as fair play be possible in these fearful times of passion and prejudice.

"The facts connected with the purchase of the Mail have been garbled and distorted beyond recognition, and the public mind has thus been poisoned by so persistent a campaign that it will be difficult for any man to get an impartial hearing until the jury hears the facts. This is far more unfortunate for the country than for the few individuals that may have to suffer injustice and disgrace."

It was intimated at the office of the investigators that additional indictments in the enemy propaganda inquiry would be returned soon.

### Malvy Banished From France

PARIS, August 6.—In charges growing out of the Bonnet Rogue newspaper case Louis J. Malvy, formerly Minister of the Interior, was found guilty to-day of holding communication with the enemy and was sentenced to five years' banishment. The sentence does not carry civic degradation.

Good intentions die young, unless they are put into action.

Prices Higher in Syracuse  
SYRACUSE, N. Y., August 5.—To meet the advance cost of publication, the two Syracuse Sunday papers—the Herald and Post Standard—have raised their price from 5 to 7 cents.

Tackle the first duty of the day with a smile—and you'll get the habit.

**MERIDEN  
Connecticut**

is a

**MORNING**

**Paper City.**

**THE  
RECORD**

has made it so.

**ONLY 2-cent Paper  
in Meriden.**

*Twelve things  
to Remember*

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

ALSO REMEMBER TO CALL OR SEND TO THE  
**MANHATTAN PHOTO ENGRAVING CO.**

FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.  
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.

251-253 WILLIAM ST. - NEW YORK CITY  
PHONES: 1637 WORTH 1638

# RELIES ON MILLS TO ENFORCE CURTAILING OF NEWS PRINT

## Supplies of Fuel Will Be Cut Off If They Allow Publishers to Exceed Allowance—Small Papers Not Affected

IN the regulations ordering graduated cuts on the reading matter in all daily and Sunday newspapers, issued by the Pulp and Paper Section of the War Industries Board at the suggestion of the Conservation Committee of the A. N. P. A., of which Victor F. Lawson, of the Chicago Daily News, is chairman, it is understood that strict application will not be made to newspapers running not more than eight pages daily. That is, since it is hardly likely that such papers will average more than 50 columns of reading matter per issue, the 5 per cent. cut, which would apply under a rigid construction of the verbiage of the order, will not be enforced on reading matter averaging less than 50 columns.

The new regulations will go into effect with August 12 in the case of daily newspapers, and on September 1 for Sunday newspapers. It is also ordered that no newspaper shall be started during the period of the war.

### More Drastic Measure Menace

As was announced previously in THE EDITOR AND PUBLISHER, the War Industries Board considers a curtailment of from 15 to 20 per cent. in news print consumption absolutely essential during the war. If the regulations, together with the cessation of "wasteful practices," do not effect the required reduction by October 1, more drastic regulations will be issued and enforced. Just what form they will take has not yet been decided upon, but in the event of failure the probability is that an order will be issued either directing each publisher to cut his consumption 15 per cent., using his own method of doing so, or ordering the mills to supply each publisher with but 15 per cent. of the tonnage he consumed between January 1 and June 30, 1917, on a monthly average.

The discontinuance of returns of unsold copies is made mandatory, and it is also ordered that no new newspaper shall be started during the period of the war.

To insure the enforcement of the regulations, the War Industries Board requires an agreement to be signed by each publisher declaring that he will abide by the regulations and do all in his power to reduce news print consumption. Further, the Board will keep close watch of the output of the mills, and if it finds that publishers are being supplied with paper above the amount of their normal consumption, minus the cut, the fuel furnished to the mills offending will be cut, and perhaps the mills removed from the place they occupy on the priority of fuel supply.

### Urge Cuts in Ads

A number of publishers declare that the cut might better be made in the advertising than in the reading matter, and not a few of them are considering cutting both. They argue that what the War Industries wants is a specified reduction in news print, and that the means by which it is brought about is not of interest to the Board.

Opponents of the great size to which the Sunday newspapers have grown point out that in them publishers have an opportunity to make a heavy curtailment without affecting greatly the daily editions. There is nothing in the regulations that specifies what shall be considered reading matter, and it has been generally accepted by both publishers and the Pulp and Paper Section that magazine, comic, and picture supplements come under this head, as well as all features run in the dailies. Publishers who favor the issuance of papers whose sole object is to purvey the news, and not to gain the interest of

readers and its consequent circulation by matter that is not strictly of a news character, feel that such matter, which they term extraneous, ought first to come under the ban of the Board. It is probable that, if the required cut shall not be effected by observance of the Board's regulations, this phase of the question will be placed directly before the Paper Section for consideration.

### Donnelly Confident

Thomas E. Donnelly, Chief of the Paper and Pulp Section, speaking to THE EDITOR AND PUBLISHER in Washington, said he did not anticipate any delay in the enforcement of the new regulations.

"The wonderful spirit of the press of the country has been exceedingly gratifying to me," said Mr. Donnelly, referring to the cooperation of the newspapers generally with the orders of the Paper and Pulp Section of the War Industries Board. "Prompt and effectual compliance with all previous orders of our Section lead me to state that there will be an immediate cooperation by newspapers with the regulations just issued.

"Any mill that does not play up to our game will be taken off the priority list promptly, and we all know how essential prompt shipments of coal will be to the paper industry during the coming winter. No newspaper has intentionally disregarded any of our requests, and I am sure this regulation will meet the heartiest approval, as publishers have been very generous and helpful in making suggestions.

"While these regulations apply only to daily and Sunday papers, similar regulations will be issued next week regarding weeklies."

THE EDITOR AND PUBLISHER presented a table two weeks ago showing how the proposed cut would affect newspapers of New York city, daily and Sunday editions. In the same way the following will be the effect upon the daily and Sunday editions of the Chicago newspapers:

### Daily Editions

	Av. no. of cols., Jan. 1 to June 30, 1918.	No. of cols. to remain, be cut out.	No.
Daily News	93	13.00	80.00
Post	94	13.50	80.50
American	97	15.00	82.00

You MUST Use the  
**LOS ANGELES EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation **150,000**  
MORE THAN  
Member A. B. C.

Journal	86	10.30	75.70
Tribune	89	12.70	76.30
Herald-Exam.	97	15.00	82.00

### Sunday Editions

Tribune	307	71.20	235.80
Herald-Exam.	363	105.80	257.20

A handy table for figuring the cut to be applied to any daily paper is the following:  
Daily col.

av. for 6 mos. ended June 30, 1918	Proposed col. reductions.	Leaving following col. net.
50	2.5	47.5
55	3.25	51.75
60	4.0	56.0
65	4.75	60.25
70	5.5	64.5
75	7.0	68.0
80	8.5	71.5
85	10.0	75.0
90	11.5	78.5
95	14.0	81.0
100	16.5	83.5
120	26.5	93.5

Applying the graduated schedule to Sunday papers:

Up to 150 columns the reduction 10 per cent. leaving 135 columns.

Next 50 to 200 columns the reduction 20 per cent. leaving 175 columns.

Next 50 to 250 columns the reduction 30 per cent. leaving 210 columns.

Next 50 to 300 columns the reduction 40 per cent. leaving 240 columns.

Next 50 to 350 columns the reduction 50 per cent. leaving 265 columns.

Next 50 to 400 columns and over reduction 60 per cent. leaving 285 columns.

## LONG ISLANDERS ELECT MURRAY

### Resolutions Passed to Conserve All Paper Possible.

ROCKAWAY, N. Y., August 3.—Members of the Long Island Press Association, meeting here to-day, joined in the serious discussion of problems confronting Long Island publishers, growing out of war-time conditions, and how best to meet the increasing cost of producing their papers. Most of the time was devoted to the problem of adopting a uniform basis of advertising rates for all papers on Long Island. Resolutions were proposed by the president designed to curtail the waste of print paper by the cutting out of unnecessary exchanges, free copies, and returns, which were unanimously adopted.

## OF THIS ONE THING YOU MAY BE SURE

The patrons of the Los Angeles stores that sell the goods you advertise are READERS of the LOS ANGELES EVENING HERALD.

You cannot attain 100% distribution in Los Angeles without using the Evening Herald. Circulation 137,707 daily.

Eastern Representatives  
E. C. Trowbridge 347 Fifth Ave. New York  
G. Logan Payne 1233 Marquette Bldg. Chicago

## Food Medium

of  
New Jersey

## Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue NEW YORK  
Lytton Building CHICAGO

D. W. Murray, of Rockaway Beach, was unanimously elected president. James E. Stiles was elected secretary to succeed Archer Wallace. William McCarthy, of Roslyn, was reelected treasurer; Francis Hoag, of Sayville, first vice-president; Vernon A. Williams, Hempstead, second vice-president; Frank M. Marlow, Richmond Hill, third vice-president.

## NASHVILLE BANNER TAKES I. N. S.

### Changes on the City and Sport Editor's Desks

NASHVILLE, Tenn., August 3.—The Nashville Banner has greatly improved its wire service during the past two weeks, the full leased report of the International News Service having been added to the full service of the Associated Press.

Howard Eskridge, who for the past four years has been city editor of the Banner, has severed his connection with the paper, and within the next few days will leave for Wynnewood, Okla., to be associated with his father, P.H. Eskridge, in the cotton-ginning business. Mr. Eskridge was a student at Vanderbilt University when he became connected with the Banner editorial department as reporter, and within a very short time he was promoted to the city desk.

Mr. Eskridge will be succeeded on the desk by James G. Stahlman, a grandson of Major E. B. Stahlman, owner of the paper.

J. Lester Ray, sports editor of the Banner, has resigned to enter the United States Marines. He left last night for Paris Island, S. C. This is Mr. Ray's second attempt to enter the service. The first time he was accepted at the local and was sent to Atlanta for further examination. Here he was rejected, and returned to Nashville, later making a successful attempt to enter the service.

## 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 Sunday

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.

Both papers (Times, 6 days) among the first in the country in the volume of automobile advertising carried.

## VIRGINIA, MINNESOTA,

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

## The Daily Enterprise

Representative

ROBERT E. WARD  
225 Fifth Ave. New York  
5 S. Wabash Ave. Chicago

## RALEIGH TO HAVE NEW DAILY PAPER

Founders Will Give Special Attention to Local Information—E. A. Wamble and E. R. Carroll Will Direct the New Enterprise

RALEIGH, N. C., Aug. 6.—Raleigh is to have a new Democratic daily newspaper. A group of newspaper men in the North Carolina capital who have been serving one or the other of the two papers already in existence have perfected arrangements to start a strictly local paper on September 1. Edgar A. Wamble, former city editor of the News and Observer, will be managing editor. E. R. Carroll will have charge of the business end, and sundry workers have been secured for the other jobs on the paper.

The linotypes and other paraphernalia of the State Journal will go in the trade, thereby retiring the present outfit and leasing the plant of that publication. The whole emphasis of the enterprise will be upon the local end, which the men behind the paper claim that the newspapers in Raleigh now lack.

### MONTANANS ELECT SCANLON

Oppose Zone Postal System and Ask Flat Rate

(By Telegraph to THE EDITOR AND PUBLISHER)  
MILES CITY, Mont., August 8.—The Montana State Press Association concluded its thirty-third annual session by selecting Great Falls as its next meeting place. Joseph D. Scanlan, of the Miles City Star, was elected president; A. L. Stone, dean of Montana School of Journalism, Missoula, first vice-president; Joseph Hocking, Glasgow News, second vice-president; P. E. Snelson, Helena Record-Herald, third vice-president; S. E. Peterson, Great Falls, secretary (re-elected); Harry Mitchell, Great Falls, treasurer (re-elected).

The Association went on record as opposed to the present zone postal system, which, it was asserted, works hardship on the publishers. It favors a flat rate of from one to two cents, with free postage in county eliminated. The main business session was held in the hills, twelve miles from the city, and an old-time cowboy feed, from a "chuck" wagon, was featured. The Miles town "Maveric," a burlesque edition of the Daily Star, was edited by the visiting newspaper men and created much amusement. The session was the most elaborate in the history of the Association. Patriotism was the keynote. The visiting delegates were made to ride in old stage coaches and on top of water wagons from railway stations.

Power hath ordained nothing which Economy saw not needful.—Tupper.

### Will Confer on Press Wire Service

(By Telegraph to THE EDITOR AND PUBLISHER)

WASHINGTON, August 9.—Believing that the most efficient wire service possible should be provided for the press. Postmaster-General Burleson has invited a representative from each of the press associations and from the corps of Washington correspondents to meet him in conference at the Post Office Department at eleven o'clock Monday morning. Each press association has been asked to designate a representative. Gus J. Karger, chairman of the standing committee of correspondents, has been requested to designate a representative of the morning newspapers, one of the afternoon press, and one representing papers having leased wires, besides being himself invited to attend the conference.

### Hearst Cuts Boston Advertiser

(By Telegraph to THE EDITOR AND PUBLISHER)

BOSTON, August 9.—The Boston Daily Advertiser has been placed on a war basis by its owner, William R. Hearst. Its issues have been reduced in pages and the price has been increased from one to two cents. It is understood that, under the new arrangement, only sufficient papers will be issued to hold the Associated Press service. Present plans call for the continuance of the paper on a war basis through the remaining period of the war. The editorial and mechanical staff have been reduced to a minimum, while the financial and commercial pages, long a feature of the Advertiser, have been discontinued.

### Circulators Call Off Meeting

PORTLAND, Me., August 9.—The meeting of the New England Circulation Managers' Association, which was to have been held August 14-16, has been indefinitely postponed. Letters received from the members indicated that abnormal conditions brought about by the war would prevent too many from participating.

### 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

### Indiana Editors Plan Meeting

INDIANAPOLIS, Ind., August 5.—The Indiana Republican Editorial Association will hold its annual meeting at the Hotel Severin on August 30. There will be a luncheon by the State officials in honor of the editors, and State officials will serve as waiters. Gov. Goodrich to be the head waiter. Frank Self, of the Corydon Republican, is president, and Fred I. King, of the Wabash Plain Dealer, is secretary of the Association.

### Mrs. Charles H. Sweetser Dead

EAST ORANGE, N. J., August 9.—Mrs. Mary Newman Sweetser, whose husband founded the New York Evening Mail and also the Round Table, is dead at her home here. She had been ill for a long time.

### Circulators in Edmonton

EDMONTON, Alta., August 9.—The summer meeting of the Western Canadian Circulation Managers Association will be held in this city August 13-14.

## SEATTLE TIMES NOW ON WAR BASIS

(Concluded from page 8)

cent. of the amount of white paper formerly used. All heads have been slashed and the department space materially cut. The amount of space given over to photographs will be cut nearly 75 per cent.

Despite the decreased size of the daily and Sunday editions, the publishers estimate that, with the cutting of heads and the curtailing of department space, there will be more room for actual news than in the past. A general reorganization of the reportorial staff of

the Times has also been effected.

The position of assistant city editor has been re-created, and Richard E. Hayes, formerly on the City Hall run, appointed to this post.

E. E. Short, who has been getting up a column of "shipyard gossip" has been switched to the City Hall beat, and E. L. McLaughlin, who has been covering hotels and markets, has been relegated to the shipyards.

John H. Dreher, police reporter, has been brought into the office as "official humorist" of the paper.

Eddie Boyden, for two years a member of the reportorial staff of the San Francisco Chronicle, has joined the staff as police reporter.

E. E. Carpenter, who has been correspondent of the Times at the Puget Sound navy yard at Bremerton for two years, has been brought into the office to cover hotels and markets.

A rotten apple makes a bad neighbor for a sound apple—and a newspaper conducted on unsound policies is a thorn in the side of its better-managed competitors.

## GREATEST GROWTH

In the seven months of 1918, The New York Times published 7,593,043 lines of advertising—a gain of 581,244 lines compared with the corresponding period last year, and a greater gain by 115,404 lines than any other New York newspaper.

Average net paid sale, daily and Sunday, exceeds 350,000 copies.

## Buffalo News

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

## The Evening Star

"One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included. Net A.B.C. Circulation 2 Cent Basis March 1st, 1918—98,714

## 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

## The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



## The Augusta Chronicle

Member A.B.C.

The Oldest Newspaper in the South

(Established 1785)

The Fastest Growing Newspaper in America

Its net paid circulation shows a gain of more than 70 per cent. in the past twelve months. No contests. No premiums. Just selling the paper on its merits.

THE S. C. BECKWITH SPECIAL AGENCY  
Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

## The PITTSBURG PRESS

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

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

## 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

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 Yorkers Tie at Golf**

Members of the New York Newspaper Golf Club gathered at the Wykagyl Country Club Monday for their August out-of-town tournament, a best-ball competition. The result was a tie between Robert MacLauchlan and O. E. Butler, 90—19—71, and Ralph Kennedy and Leo Zimmerman, 92—21—71. They will settle the deadlock in the near future over the Van Cortlandt links. War Savings Stamps were offered to the winners.

**H. L. Collins In War Work**

PHILADELPHIA, August 9.—Herman L. Collins, former president and editor of the Philadelphia Evening Telegraph, has become State Director of Publicity and Education of the Pennsylvania Council of National Defence and Committee of Public Safety. The department over which Mr. Collins assumes charge includes a Bureau of Americanization, a Bureau of Speakers, and a Division of Four-Minute Men, in addition to Publicity Service.

**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.

**Editorial Man**

Editorial or business executive available. Age 30, family of five, college man, fifteen years' experience; was managing editor now advertising manager city, 40,000. Want managing editorship, business manager, advertising manager or general manager. Salary \$2,500 or better. Address H. 817, care of Editor and Publisher.

**Editorial Executive**

and writer, now assistant editor largely daily in Eastern community of 500,000 desires change of position. Competent to take entire charge, or of any department. Address H. 819, care of Editor and Publisher.

**Business Manager**

fifteen years' experience with one property, looking for an opportunity. Thoroughly understands the development of advertising, circulation, and the handling of an organization. Address H. 818, care of Editor and Publisher.

**Editorial Man**

Because I do not like the section of the country I am now located in, I will consider a change in positions September 1. I am a high-grade news man, capable of taking complete charge of a real live afternoon paper's editorial department. I am 31 and have had eleven years' experience in all branches of the game, big and little cities. I am worth a good salary and expect it. But I'll earn every cent I am paid. Not looking for a job "for the duration of the war" but permanency in a pleasant city. Address H. 814 care of Editor and Publisher.

**Business Manager**

Draft exempt, now employed, wants to make change, for personal reasons, to paper where opportunity is given to expand on an economic basis, and where hard work, aggressiveness and ability will be appreciated. Prefer position where authority is unhampered. Married-temperate. Address H., 815, care of Editor and Publisher.

**Editor's Assistant**

Capable of light editorials, paragraphs, can also handle city desk and look after make up at liberty in ten days from date of this issue. Can do one man's work and do it well, but not two. Best of references. Address H. 820, care of Editor and Publisher.

**Advertising Manager**

Able newspaper man, having built three daily newspapers to a successful point, is available to some newspaper owner, who wants a high grade executive as business manager or advertising manager. Must be good proposition. Box No. H. 824, care of Editor and Publisher.

**SITUATIONS WANTED HELP 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.

Advertisements under this classification, twenty cents per line. Count six words to the line.

**Experienced Writer**

with a specialty for translations from French, Spanish, and Italian, would offer part of his time to high-class publication. Address H., 807, care of Editor and Publisher.

**Newspaper Executive**

Thoroughly trained newspaper executive who has handled every department of business end and knows considerable of the mechanical and desires change from present position of business manager. Have proven ability to do big things, and want to connect with paper where future is more promising. Will consider business or advertising managership. Married. Address H. 802, care of Editor and Publisher.

**Newspaper Advertising Salesman**

Seeks position which offers real opportunity. Now very successfully holds executive position with large newspaper. Can write good copy and sell it. Am also good correspondent and widely experienced in ways and means of increasing a newspaper's advertising revenue. Vigorous health, ineligible for military service. Well educated, widely read, good appearance, clean record, can easily satisfy you in regard to character, integrity, and ability. Let us begin negotiations. Address H. 803, care of Editor and Publisher.

**Machinist-Pressman**

Pressman familiar with Hoe and Duplex presses wants position on newspaper within commuting distance of New York city. First class reference. Address H. 801, care of Editor and Publisher.

**Solicitor**

age, 33, eight years with leading New York daily would like to connect with special representative. Valuable agency acquaintance. Highest references. Address H. 800, care of Editor and Publisher.

**Advertising Manager**

Record during past eleven years: Three years assistant to advertising manager of large metropolitan newspaper that ranks among foremost in United States. Three years advertising manager of two newspapers in cities of approximately 35,000. Handling local and foreign advertising make-up, etc. Past five years advertising manager of large well known newspaper in Middle West city of 70,000. Desire position in city of not less than 100,000 population; seeking a field with greater possibilities and opportunity. Create selling ideas; write copy; worker. Married, age 34. Address H. 805, care of Editor and Publisher.

**Automobile Editor**

Live wire newspaper man, now employed, desires position on large progressive paper. Will handle all editorial work and guarantee to sell the advertising. Have splendid record and best of references. Can leave within two months. Am married and in class four of draft. Address H. 804, care of Editor and Publisher.

**Business Manager**

Really good experienced executive available soon as business or general manager, assistant to publisher, or circulation manager. Could make small investment. Address H. 806, care of Editor and Publisher.

**Advertising Solicitor**

Experienced and competent advertising solicitor and copy writer, with good record as newspaper manager desires permanent position. On recent Third Liberty Loan drive I sold over \$2,000 of great lines of patriotic advertising to non-advertisers at the one-time rate. College man, 41 married, temperate, tactful willing worker. \$40 week and transportation. Particularly desires management of run-down daily where can get block of stock for building it up. Address H. 821, care of Editor and Publisher.

**Editorial Man**

who can handle sports and do other general work. Permanent. The Jackson Citizen Patriot, Jackson, Michigan.

**Reporter**

All round newspaper reporter, who can take Associated Press phone service. Permanent position. Night work. The Observer, Washington, Pa.

**Roadman**

Leading paper in the Southeast wants roadman with record for producing circulation, who has worked on Southern papers. Permanent position, good pay, excellent chance for advancement to real producer. Address H., 812, care Editor and Publisher.

**City Editor**

who is capable of handling regular run and who is not afraid of work. Permanent place; reasonable salary; good city to live in. Address The Columbus Ledger, Columbus, Ga.

**City Editor**

Experienced city editor, evening paper midwest city of 35,000. Also temporary position with possibility of its being permanent for telegraph editor. Address H. 822, care of Editor and Publisher.

**Advertising Manager**

live literary weekly, long established. Good salary, fine opportunity. Write H. 823, care of Editor and Publisher.

**Bookkeeper**

Office man. Must be strictly first-class accountant and have newspaper office experience. Good salary to right party. Permanent position. Apply at once. Beaumont Journal, Beaumont, Tex.

**FOR SALE**

Advertisements under this classification, twenty cents per line. Count six words to the line.

**Linotype**

Three Model 1 machines, with complete equipment of molds, magazines, and matrices. New Haven Union Co., New Haven, Conn.

**Linotype**

Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

**Web Press**

First-class modern newspaper web press, absolutely new, by maker of high repute; ordered for a daily newspaper that went out of existence before the press was delivered. It has been erected and tested by the makers and paid for. In perfect condition and will print up to forty-eight pages. Size of paper seven or eight columns, 23½ by 16¾, or thereabouts. This press will be sold at a reduction on present market prices. Write quick for particulars. Address H., 810, care of Editor and Publisher.

**Goss Rotary Press**

Goss rotary straight-line press, prints 8, 10, 12, or 16 pages. Complete stereo outfit. In excellent running condition. Guaranteed. Address F. P. Alcorn, 47 W. 34th St., New York city.

**Morning Newspaper**

Only morning newspaper in one-fourth of Missouri. Control city and county political situation absolutely; located in up-to-date city of 14,000. Other investments make it desirable that I sell out completely, but would retain one-half interest, if desired. Plant modern and equipment new. Price very reasonable. Address J. P. Whiteside, The Tribune, Cape Girardeau, Mo.

\$3,500 was owner's 1917 salary and profit from weekly newspaper without direct competition.

Located in an attractive residence town surrounded by a rich agricultural section. Equipment includes a linotype.

Property can be bought for \$10,000. Proposition R. K.

**Charles M. Palmer**

Newspaper Properties  
225 Fifth Avenue, New York

Sales  
Purchases  
Consolidations  
Appraisals of  
Newspaper and  
Magazine  
Properties

Aubrey Harwell Henry F. Cannon

**Harwell & Cannon**  
Times Building NEW YORK

**Readers Decide**

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

**Newspaper Feature Service**

M. KOENIGSBERG, Manager  
37 WEST 39TH ST., NEW YORK

**The True News**

—FIRST—

Always—Accurately

**International News Service**

World Bldg. New York

**GOSS OCTUPLE**

**STRAIGHTLINE PRESSES**

with Two or Four

Folders

For sale by

**WALTER SCOTT & COMPANY**

Plainfield, New Jersey

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

**BURRELLE**

145 Lafayette St., New York City.

Established a Quarter of a Century.

## GEORGE E. POLLOCK IS DEAD

## Vice-President of New York Herald Follows Soon After His Chief

George E. Pollock, vice-president of the New York Herald Company and for many years a close friend and associate of the late owner, James Gordon Bennett, died last Friday at his home, 37 West 47th Street, after an illness of only one week. He was in his sixty-second year.

Mr. Pollock has been a director of the Herald Company since February 6, 1907, and vice-president since July 8, 1915. He graduated from Yale in 1878, in which institution he had been very prominent in the sporting life, especially rowing. In early manhood he formed a friendship with Mr. Bennett that remained a close social and business relationship through the remaining years of Mr. Bennett's life. One brother, Edward L., of Chicago, and one sister, Mrs. Edward McEvers Livingston, of Paris, France, survive. Deceased had a large circle of friends both in the social and business life of the community. He was a member of the Union, Knickerbocker, Racquet, and Tennis Clubs.

## OBITUARY NOTES

ALEXANDER W. DINGWALL, who recently died in New York city, was one of the founders of the Milwaukee Press Club and engaged in the newspaper business in that city. His funeral took place in Milwaukee, and the Press Club was represented by Julius Bleyer, financial editor of the Evening Wisconsin; L. W. Nieman, proprietor of the Journal; William H. Park, proprietor of the Evening Wisconsin; Oscar H. Morris, former sporting editor of the Daily News; Michael Kruszka, proprietor of the Kurier Polski; Charles Dean, manager of the Milwaukee office of the Associated Press; Lieut.-Col. J. A. Watrous, U. S. A., retired, of the editorial staff of the Sentinel; George C. Nuesse, city editor of the Journal; A. O. Royse, managing editor of the Free Press, and James T. Bannen, former newspaper man. Among those who came from Chicago was George Ade.

ANNA S. FREDERICKSON, wife of Fritz D. Frederickson, formerly connected with the Bridgeport (Conn.) Times, died recently, aged thirty-two years.

JAMES F. CARR, a printer employed by the Brooklyn Daily Eagle, died in Brooklyn on August 7.

ROYAL E. PURCELL, proprietor of the Vincennes, (Ind.) Times, died on August 7.

MRS. AGNES G. FOLWELL, mother of Arthur H. Folwell, of the Brooklyn (N. Y.) Times staff, died in Brooklyn on August 7.

MICHAEL J. CONELY, fifty-eight years old, chief clerk of the country circulation department of the St. Louis Republic, died in that city recently, after an illness of about six months. He had been in the country circulation department of the Republic for the last seventeen years, and previously had been in the railway mail service for seventeen years. He left a wife and two daughters, one of whom, Miss Mar-

garet, is employed in the accounting department of the Republic.

A. M. BEVERIDGE, aged fifty-four a veteran newspaper man, died at his home in St. Paul July 29, of pneumonia. He began his newspaper career in Minneapolis twenty-five years ago and spent several years on North Pacific coast papers, as well as the Ft. Paul Pioneer Press and Minneapolis Tribune.

KINGSEY SWAN, assistant auditor of the Brooklyn Eagle, died suddenly of heart disease on Friday, last at the St. George Hotel, in Brooklyn. Mr. Swan enlisted in the army last April and served in the Medical Corps. Recently he was rejected on account of heart trouble and was trying for an appointment as a Y. M. C. A. secretary. He is survived by his wife and one son.

CHARLES EDWIN HUNTER, formerly a newspaper man in Oklahoma City and Kansas City, died recently at Springfield, Ill., after a lingering illness. The body was taken to Enid, Okla., for burial.

JULIUS SONNTAG, editor of the Retail Baker, and for seventeen years on the editorial staff of the Brooklyn Free Press, died last week at his home at West New Brighton, S. I. His wife, a brother, and three sisters survive.

THERON J. (better known as "Larry" CHAMPION, live stock editor of the old Chicago Record, later of the Record-Herald and still later, of the Inter-Ocean, died recently at his home at Palm Beach, Florida. He retired three years ago, and at the time of his death was cultivating a fruit farm in Florida. His widow, a daughter, and one son in the United States cavalry in France, survive.

## OFFICIAL I.C.M.A. NOTICES

## List of New Members and Those in Service

Secretary James A. Mathews, of the International Circulation Managers Association authorizes THE EDITOR AND PUBLISHER to make the following official announcements to I. C. M. A. members:

## Secretary-Treasurer's Office

Recently elected members of the International Circulation Managers' Association are:

L. L. Bowyer, the Des Moines Cap-

ital, and Murray C. Beck, the Johnstown (Pa.) Leader.

Members of the I. C. M. A. now in the Government service in various capacities are:

John M. Kearns, Worcester (Mass.) Post.

Paul L. Eastland, Rock Island (Ill.) Argus.

A. E. MacKinnon, Philadelphia North American.

Paul W. Stiles, Middletown (O.) Journal.

Joseph Horner, Green Bay (Wis.) Press-Gazette.

Charles K. Blasser, York (Pa.) Dispatch and Daily.

Frederick S. Ohrt, Niagara Falls (N. Y.) Gazette.

Jules J. Hollahan, Miami (Fla.) News.

John R. Bunn, Regina (Sask.) Leader.

Donaly H. Lemley, Elmira (N. Y.) Daily Advertiser.

Harry B. Clark, Waterloo (Ia.) Corn Belt Farmer.

Paul Sergeant, Grand Rapids (Mich.) Press.

L. L. Ricketts, Atlanta Georgian-American.

Frank C. McKinley, Saginaw (Mich.) Daily News.

M. W. Wenige, Bridgeport (Conn.) Standard.

J. H. Zerbey, Jr., Pottsville (Pa.) Republican.

H. E. Mumford, Minot (N. D.) Herald.

Any members of the I. C. M. A. knowing of any other member in service should notify the Secretary-Treasurer.

James E. Fesler, formerly of the Saginaw (Mich.) Courier-Herald, and R. C. Horn, formerly of the Toledo Blade, have joined the advertising staff of the Detroit Journal.

## 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

## Lynn Telegram-News

(Lynn, Mass.)

Lynn's Best Buy  
Over 16,000 Daily

(Member A. B. C.)

Reaches the great middle class. Has excellent service department, available to advertisers.

## Hemstreet's

## PRESS CLIPPINGS

Tenth Avenue at 45th Street  
New York

## PUBLISHERS' SERVICE BUREAU

invites editors, publishers, motion picture producers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

## 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.

## OF INTEREST TO CIRCULATORS

L. A. Nixon, circulation manager of the New Bern (N. C.) Sun-Journal, has enlisted in the Naval Reserve. The experiment of a woman circulation manager in a small town will be tried during Mr. Nixon's absence, Miss Etta Mason beginning her work there this week.

Harold Muchree, circulation manager of the Miami (Fla.) News, and Miss Evie Peery were married Monday in Dallas, Tex.

The sure-enough, saint is the business man who sticks to the one-price system and tells the truth.—Hubbard.

## World's Series

STANDARD BASEBALL PLAYER BOARD—Rates cut in half. Use this year to new lessees free. Sent on approval. Geo. H. Reynolds, Treas., New Bedford, Mass.

## Wilmington Morning News

writes in re our

## CAMERA NEWS PAGE

"I am glad to report that service is satisfactory and a real help to us."

## The International Syndicate

Features for Newspapers

Est'd 1899

BALTIMORE, MD.

## The McClure Newspaper Syndicate

Features Include

Daily Comics, Four-color Comic Mats and Supplements, Fashion and Household Services, War, Detective and General Fiction Serials, Daily Short Stories, Children's Bed-time Stories,

and Numerous Timely Star Features Such as Brand Whitlock's Story of Belgium, Balderson's War Articles, "With Our Boys in France," by Henry J. Allen, and a Timely Weekly Humor Series by John Kendrick Bangs.

Send for Our List of Services and Price For Your Territory.

The McClure Newspaper Syndicate

120 West 32nd Street, New York City

## TODAY'S HOUSEWIFE

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

GEORGE A. McCLELLAN  
President

## The Pittsburg Dispatch

is a capable and welcome salesman in thousands of good homes.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK  
Real Estate Trust Building, Philadelphia

## U. S. P. O. REPORT

For the period ending April 1, 1918

## The New Orleans Item

Daily .....62,141  
Sunday .....80,288  
Average .....64,733

Foreign representatives

THE JOHN BUDD COMPANY

New York Chicago St. Louis

# "OHIO FIRST"



National advertisers who have tested the State of Ohio by try-out campaigns have determined that RESULTS have been quick and sure.

Therefore, the fundament of this slogan: "OHIO FIRST," is substantial.

**It is solid from the ground floor up**

"OHIO FIRST," should be written FIRST in every advertising contract, in which the FIRST thought is PROFITABLE RETURNS.

"OHIO FIRST," should be the slogan of every National Advertiser and Manufacturer who would discard "seconds" and play a winning hand.

*The experience of others is your best guide.*

	Circulation.	2,500 lines.	10,000 lines.
Akron Beacon-Journal . . . . . (E)	32,807	.04	.04
Akron Times . . . . .	22,819	.03	.025
Athens Daily Messenger . . . . .	7,000	.0175	.0175
Canton Daily News . . . . .	13,027	.0214	.0214
Chillicothe News-Advertiser . . . . .	3,055	.00714	.00857
Cincinnati Enquirer, 5c. (M&S)	54,154	.12	.12
Cleveland News . . . . . (E)	148,665	.18	.18
Cleveland Leader . . . . . (S)	160,108	.19	.19
Cleveland Plain Dealer . . . . . (M)	175,253	.23	.23
Cleveland Plain Dealer . . . . . (S)	200,549	.25	.25
Columbus Dispatch . . . . . (E)	81,656	.115	.105
Columbus Dispatch . . . . . (S)	71,164	.115	.105
Columbus (O.) State Jour. . . . . (M)	54,744	.09	.08
Columbus (O.) State Jour. . . . . (S)	28,038	.09	.08
Dayton News . . . . . (E)	35,554	.055	.055
Dayton News . . . . . (S)	25,951	.035	.035
Lima Daily News . . . . . (E&S)	12,972	.0265	.0207
Marion Daily Star . . . . . (E)	9,409	.02	.02
Newark American-Tribune . . . . . (E)	6,410	.0108	.0108
Piqua Daily Call . . . . . (E)	4,013	.0086	.0086
Portsmouth Daily Times . . . . . (E)	11,437	.02	.02
Springfield News . . . . . (E&S)	13,118	.025	.025
Toledo Blade . . . . . (E)	57,876	.13	.11
Youngstown Telegram . . . . . (E)	20,909	.04	.04
Youngstown Vindicator . . . . . (E)	22,744	.04	.04
Youngstown Vindicator . . . . . (S)	18,013	.04	.04
Zanesville Signal . . . . . (E)	10,594	.02	.02

Government statements April 1st, 1918.

# Patriotically Optimistic

is the healthful mental attitude for American business to take on during these serious days of the Great World War. We all know that some enterprises will be temporarily put out of business and others seriously hampered, but in the main the world will keep going forward.

A well known advertising man recently wrote me:

“It seems that every time Congress or Congressional Committees do anything, they put into their work as much ringing of fire alarm as possible, as though the object was not only to win the war, but to scare American business.”

American business essential to the sustaining of the morale of our people behind the men in the army must be maintained and go on regardless of the immature measures enacted by our representatives on the floor of our Congress.

American business will go ahead, continue to plant the seed for future crops through newspaper advertising, and come up smiling no matter what Congress tries to do to it.

American business will rise superior to any hardship inflicted upon it, just as our forces in Europe are bound to prevail against the Hun, because we have greater initiative and more worthy purpose than our opponent.

It is the part of every American business to keep its name before the public during the war times for future benefit. This is no time for the advertiser to drop out and be forgotten.

JASON ROGERS,

Publisher New York Globe.

New York, August 7, 1918.



