



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America
1884 1918

\$3.00 a Year

NEW YORK, SATURDAY, SEPTEMBER 21, 1918

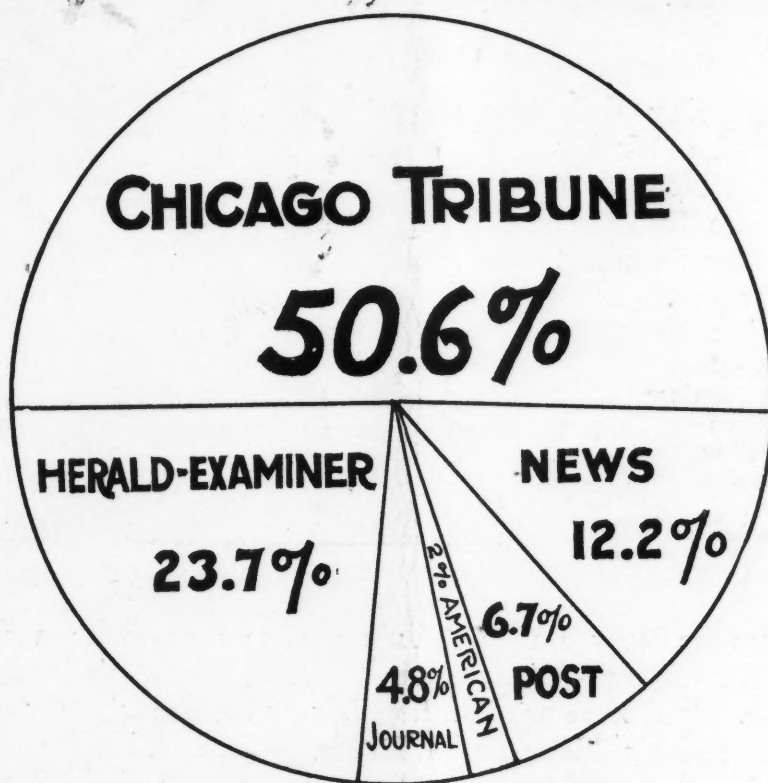
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MOTOR TRUCK ADVERTISING IN CHICAGO — AUGUST, 1918



It is natural that The Chicago Tribune should carry more advertising of motor trucks than any other Chicago paper because not only is it the business man's paper, but it has more readers than any other Chicago paper, daily or Sunday.

The Chicago Tribune is preparing a report on the possibility of expanding the use of motor trucks in the Chicago Territory. Send in your name now for your copy.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

"War, Business and Advertising" mailed on request

EVERY day these well-known newspapers print an article on financial news of the moment sent by telegraph and written by Alexander Dana Noyes, Financial Editor of the New York Evening Post.

Philadelphia Bulletin
Chicago Daily News
St. Louis Post-Dispatch
Pittsburgh Press
Detroit Free Press
Springfield Daily News
Baltimore Sun
Cleveland Press
Louisville Times

IN addition, the following daily newspapers print the Weekly Financial Review of the New York Evening Post, a feature furnished by wire or mail for use Saturday, Sunday or Monday morning.

Minneapolis Journal
Chicago Herald Examiner
Scranton Republican
Philadelphia Inquirer
Montreal Standard
Washington Star
Richmond News-Leader



ALEXANDER DANA NOYES

Mr. Noyes writes the Daily Financial Article at the close of the market. He reviews and interprets its events. Among well-posted men everywhere this article is regarded as authoritative. It is always dependable. It is often prophetic. Now, when the whole world faces new and perplexing fiscal problems, reliable financial guidance is in demand.

Mr. Noyes, besides being Financial Editor of the New York Evening Post, is Financial Editor of Scribner's Magazine and author of books on finance. He has won his more than national reputation by solid achievement, for he is master of his subject. He has rare power of analysis. He is always sound. And he commands a larger following among thoughtful students of business than any other writer in America.

Only one newspaper may claim Alexander D. Noyes as an actual member of its writing staff but other newspapers may avail themselves of his remarkable financial knowledge. The Daily Financial Article is syndicated and furnished by wire. Alert editors and publishers in cities where exclusive rights are not already sold can secure for their readers the finest financial news service.

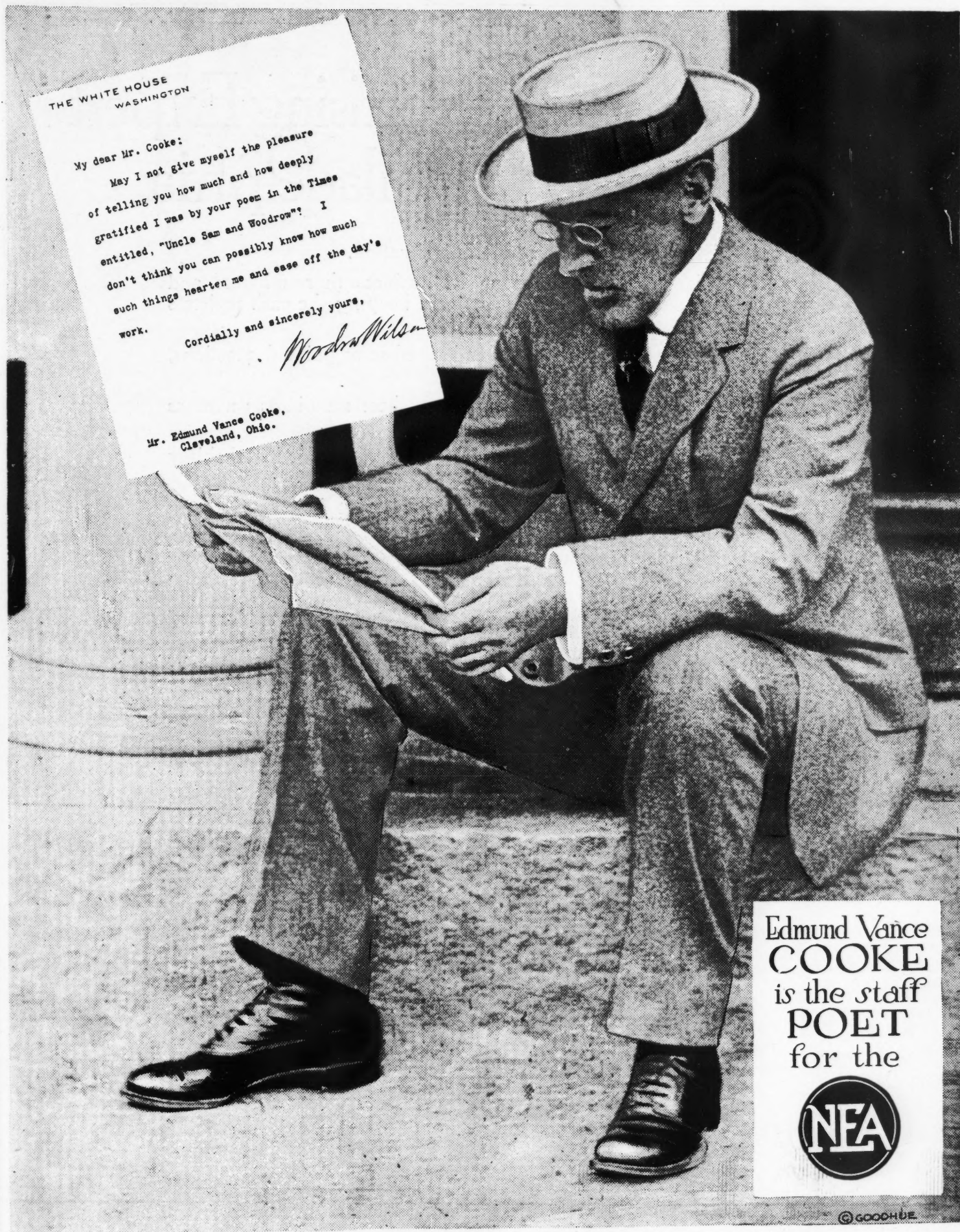
Supremacy in financial news means supremacy in financial advertising

Naturally, you want both!

For terms address Syndicate Department, New York Evening Post, 20 Vesey Street.

New York Evening Post

More Than a Newspaper—A National Institution



Edmund Vance
COOKE
 is the staff
POET
 for the



© GOCHUE

NEWSPAPER ENTERPRISE ASSOCIATION

A Service—Not a Syndicate

Lakeside and W. Third, Cleveland, O.

A New York Advertising Expert Came Over to Philadelphia

to learn what was new in the advertising situation.

He observingly walked along its business thoroughfares and noted the throngs of shoppers who were keeping the cash registers tinkling.

He went into 53 retail stores and asked some pointed questions, such as:

What Philadelphia paper has the highest standing as a *news* paper?

What Philadelphia paper has the best reputation for its reliability and reader confidence?

What Philadelphia newspaper has the largest following among people of thrift and economy?

What Philadelphia newspaper reaches most people having "buying power"—purchasing ability?

What Philadelphia newspaper is strongest in the 400,000 Philadelphia homes?

What Philadelphia newspaper has the lowest rate per line per thousand circulation?

What Philadelphia newspaper has the largest circulation and goes into most Philadelphia homes?

In each instance the answer was the same—

The Philadelphia Bulletin

DOMINATES PHILADELPHIA, creates maximum impression at one cost, concentrate your advertising in the newspaper "Nearly Everybody Reads"—THE PHILADELPHIA BULLETIN.

Net paid average for August

444,351 copies
a day

(Third largest circulation in the United States)

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

New York Office
DAN A. CARROLL
Tribune Building

Chicago Office
J. E. VERREE
Steger Building

Detroit Office
C. L. WEAVER
11 Lafayette Blvd.



EDITOR-PUBLISHER



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Vol. 51

NEW YORK, SATURDAY, SEPTEMBER 21, 1918

No. 15

VICTOR F. LAWSON URGES PAID ADVERTISING BY GOVERNMENT FOR LIBERTY LOAN DRIVE

Chairman of Publishers' War Committee Convinced That Emergency Exists Because of Limitations Placed on Reading Matter in Newspapers—Calls Present Plan "Impossible, Unbusinesslike and Unfair"—Urges General Action in the Public Interest—Requests of Local Bond Committees for Free Space Cannot Be Met

VICTOR F. LAWSON, chairman of the Publishers' War Committee, has submitted this week to members of the committee some urgent recommendations calling for general action by publishers throughout the country looking toward the relief of newspapers from the demands of local Liberty Loan committees for large space in the news columns for the promotion of the bond sales.

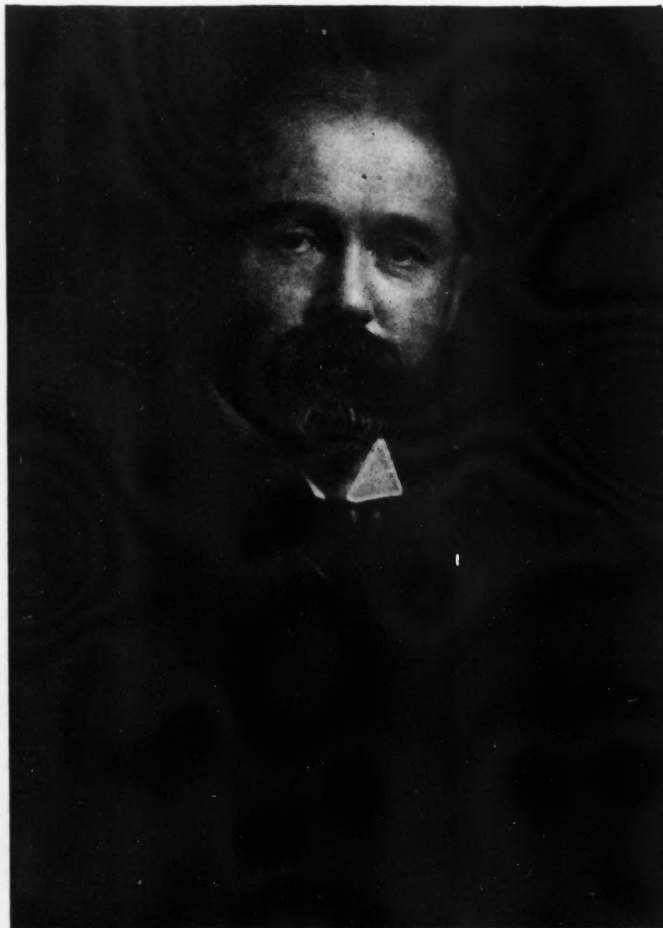
Mr. Lawson's action was based upon a report to him by Harry Chandler, publisher of the Los Angeles Times, and a member of the Publishers' War Committee, concerning the requests of the Los Angeles Liberty Loan campaign committee to local newspapers for big news and feature layouts for boosting the bond sales, the claim having been made that the success of the campaign there would depend upon the compliance of the publishers with these requests.

Mr. Chandler reminded Mr. Lawson in his telegram to him that, much as the Los Angeles newspapers would like to donate unlimited news space, such a policy was rendered impossible through the operation of the new Government regulations for the curtailment of news space in conserving news print. He makes the suggestion that it may yet be possible, through bringing the gravity of the situation to the attention of the Washington officials, to secure an appropriation for paid advertising for the Fourth Liberty Loan.

Mr. Lawson, in transmitting Mr. Chandler's telegram and his reply to it to members of the publishers' committee, strongly endorses the suggestion for a policy of paid advertising by the Government for the forthcoming campaign. He quotes from a letter written by C. K. Higham, honorary publicity agent of the British Treasury, to Roger W. Babson, of the United States Department of Labor, in which the British policy of paid advertising campaigns is described and in which the economy of this method is stressed.

Suggests Action by Local Publishers

Mr. Lawson recommends that local associations of publishers throughout the country should make it plain to the bond-selling committees that their requests for free space in the news columns is impossible, unbusinesslike, and unfair. He has submitted the telegraphic correspondence to Thomas E. Donnelley, Chairman of the Pulp and Paper Section of the War Industries Board.



VICTOR F. LAWSON,
Editor Chicago Daily News and Chairman Publishers' War Committee for Conservation of News Print.

It is believed by some that, if the War Industries Board should, in view of its own efforts to curtail the use of news print, recommend to the Treasury Department that an emergency exists requiring a suitable appropriation for paid advertising space in which to further the sales of the forthcoming issue of Liberty Bonds, action might be taken to that end even at this late date.

Mr. Chandler's Telegram to Mr. Lawson follows:

"Local bond soliciting campaign committee is asking local newspapers for big layouts boosting bond sales, claiming

success possible in no other way. On the other hand, it is impossible for papers, much as they would like to do so, to meet these demands for news space in face of Donnelly regulations, which have cut our already light columns to the limit. But two courses seem open: one, for the Government to follow the example of Canada and English Government and purchase space through which to promote bond sales; the other and less desirable course, from newspaper standpoint, for War Industries Board to permit publishers not to classify matter devoted to promoting bond

sales as news or reading matter. Would it be in line for local publishers' association here to present situation along above line to Mr. Donnelley? Conditions are undoubtedly similar in other sections, and suggested applications from here to Mr. Donnelley might enable your Committee to get into the game, with result that advertising appropriation would be made."

"So far as known to the writer, the Government has neither asked or demanded of any other industry, except of the publishers, that they shall donate their stock in trade for war purposes, or to promote the war. Neither has the Government, so far as known, especially penalized other industry to the extent that the advance in mail rates and proposed advance in express charges will penalize the newspapers. To illustrate by what would be a parallel case, suppose the Government should fix the price of sugar, limit the supply, then ask the refiners to contribute free sugar for Government use."

Only Limited Space Now Available

Mr. Lawson wired the following reply to Mr. Chandler:

"I agree with you that it is impossible under present Government limitations of reading matter for newspapers to devote more than very limited space to promotion publicity for sale of Government bonds. I do not favor asking War Industries Board to exclude such reading matter from the number of allotted columns of reading space. It would set a precedent tending to break down regulations for reducing paper tonnage.

"The only practicable and fair plan is for the Government to buy display advertising, at regular commercial rates, to the extent found necessary to make a success in marketing its bonds, just as a bank or financial syndicate does in marketing securities. This, as you say, is what Great Britain and Canada have done.

Great Britain's Policy

"I have before me a letter from C. K. Higham, Honorary Publicity Agent of the British Treasury and other Government Departments, in reply to an inquiry made by Roger W. Babson, Chief of Division of Information and Education of Department of Labor at Washington, in which he says: "The British Government believes that the press of a country is most essential for the carrying on of the war. In regard to advertising, all the advertisements which have

appeared in the press on behalf of the Government departments of this country are paid for at scale rates, or more, as in the case of war bonds and war-savings certificates. Where in a great many of the newspapers there are two rates, one for trade and one for financial, the Government pays a rate halfway between these two rates. There has never been any question of the Government asking for free advertising in this country, neither have they expected it. One cannot expect a newspaper to give up the bulk of its editorial space in support of the war, and then give up its revenue columns at the same time. This paid advertising has been extraordinarily successful. The work of the Treasury's advertising in the raising of war loans works out at, roughly, one thirty-eighth of one percent, which, I think you will agree, is extremely economical.

"These are sound principles in both business and morals. As you intimate, there is no reason why newspapers, af-

ter having been singled out from all other industries, and penalized by discriminatory legislation in the imposition of a tax on their advertising revenue, in addition to all the war taxes they shared with other industries, should now turn the other cheek and meekly submit to further exactions in the way of demands on their stock in trade.

"The Government pays the market price to every other class of producer for their output. Why not to newspapers? I think your local Publishers' Association should have no difficulty in making it plain to the local bond soliciting committee that their request is at once impossible, unbusiness-like, and unfair. I shall wire your telegram and this reply to all members of the Publishers' War Committee on News Print Paper Conservation, and urge general action throughout the country along the lines I am suggesting. I shall also wire correspondence to Mr. Donnelley for his information."

PROMINENT PUBLISHERS HEARTILY ENDORSE MR. LAWSON'S VIEWS

Members of War Committee of One Mind As to Soundness of Chicago Publisher's Suggestions for Paid Advertising Policy for Government

MEMBERS of the Publishers' War Committee for the conservation of news print were queried by wire this week as to their views concerning the suggestions made to them by Victor F. Lawson in regard to the urgent need for a governmental policy of paid advertising for the Fourth Liberty Loan and all other Government activities.

The replies received indicate the complete accord of the other members of the committee with Mr. Lawson's attitude and suggestions. In the view of some of them it may now be too late to secure a reversal of the Government's policy so far as the forthcoming campaign is concerned, but the opinion seems to be general that the adoption of the paid-advertising principle by the Government must come in a short time, in the national interest.

Mr. Booth Cites Government's Moral Obligation

George G. Booth, president and editor of the Detroit News, wires to EDITOR & PUBLISHER as follows:

"Victor Lawson is representative of the most thoughtful, far-seeing, conscientious and patriotic publishers of the country. He scrutinized most carefully all questions involved before making his suggestion regarding excessive demands on limited editorial and news space, and the Government's moral obligation to pay for advertising space consumed in prosecution of the Liberty Loan campaign. It therefore goes without saying that the Detroit News heartily concurs in the views he has expressed. With all patriotic publishers this can have no influence on their generous editorial support of all Government enterprises so far as space permits. Local newspapers have not, within my knowledge, taken any concerted action in support of Mr. Lawson's programme."

Mr. Baker Approves Suggestions

Elbert H. Baker, editor and publisher of the Cleveland Plain Dealer, wires: "Cleveland publishers approve suggestion made by Mr. Lawson. News stories will be handled as heretofore. Believe advertising space should be paid for."

Mr. Glass Concur

Frank F. Glass, editor of the Birmingham News and president of the American Newspaper Publishers Association, wires from Washington as follows:

"In reference to Mr. Lawson's statement upon the question of a Government programme of advertising Liberty

Loans, I thoroughly endorse his position.

"Certainly there should be some earnest, organized effort by the publishers of the country to bring about a business-like arrangement which will be just to the newspapers.

"Will maintain their dignity and will also bring about the admirable results of the Government's easy and steady placing of its securities that have been demonstrated in England and Canada.

"Possibly it may be too late to accomplish anything before the next Liberty Loan drive, but the good work should be started promptly in order to insure the earliest possible adoption of a Government advertising policy.

"I am sure that the officers and membership of the American Newspaper Publishers Association will cooperate in this undertaking, and that they will be grateful to Harry Chandler and to Mr. Lawson for their timely activity in the matter."

Mr. Adler's Views

E. P. Adler, publisher of the Davenport (Ia.) Times, wires:

"I am heartily in accord with Mr. Lawson's suggestion regarding Liberty Loan advertising. I have always felt that the Government should pay the newspapers for the space it demanded, as it pays every other industry for purchasing its commodities. Up to the present time, however, the Government has not seen fit to do this. In Davenport we are just completing raising a fund among merchants and manufacturers to pay the advertising and other

expenses of all the war fund campaigns of every kind."

Mr. Williams's Views

T. R. Williams, business manager of the Pittsburgh Press, sent the following reply to Mr. Lawson's telegram:

"We are in receipt of your telegram of the 16th inst., and will say that your reply to Harry Chandler, of Los Angeles, expresses our views on this subject precisely. In Pittsburgh the local bond soliciting committee has had the subject of this coming campaign up with the newspapers, and on account of restricted news space the committee is not expecting any extraordinary amount of free space. The committee is soliciting the funds from various interests to pay for a campaign of advertising, which the committee expects to be from 15,000 to 25,000 lines in each one of the seven daily newspapers. The committee also requested each one of the Pittsburgh newspapers to refrain from making any individual solicitation for Liberty Bond ads, and we understand that all of the newspapers have agreed to this plan, which leaves the solicitation of funds and the placing of the advertisements in the hands of the general bond soliciting committee.

"We agree fully with Mr. Chandler's argument that the Government should pay for this advertising, but we believe it would be a mistake to interject this subject into the work of the Paper Conservation Committee with Mr. Donnelley. The subject might be brought up when we have our next meeting with Mr. Donnelley, and believe that Mr. Donnelley will agree that the Government should pay for the advertising, but as he has no jurisdiction in the matter we are quite sure he could offer no relief; besides, as you point out, it would only serve to further complicate our news print conservation regulations by trying to make an exception such as indicated by Mr. Chandler."

Mr. Newbold Believes Time Too Short

Fleming Newbold, business manager of the Washington Star, sent the following reply to Mr. Lawson's telegram:

"I agree with you that we should not favor the War Industries Board allowing reading matter in the interest of the fourth Liberty Loan to be excluded from the number of allotted columns.

"No matter what we might think of our Government's attitude in regard to paid advertising there is no possibility in my opinion of an appropriation being made at this time.

"On the other hand, it is absolutely essential that the fourth Loan shall be successful and it is up to the local committees to see that it is successful in each community.

"I have maintained to the local committees in the past that advertising should be bought and paid for by the Government at commercial rates, but that having failed we granted to the local committee our lowest commercial rate, which, up to this time, has been acceptable. The local committee has been working heretofore with the local stores on a 50-50 basis, and the banks have provided the Liberty Loan Committee with a fund for that purpose. Now, however, the bankers think that they are doing their full part in handling the loan, and do not wish to have the burden of this expense. We have therefore, determined to make a flat rate for full-page advertising, which will about cover composition and paper and let it go at that."

The department-store rate for advertising in the Washington Evening Star is 11 cents a line, or \$268.40 a page. The Star has made a flat rate to the local

loan committee of \$150 per page for either evening or Sunday, contributing the difference to help assure the success of the campaign. Not more than one page in any one issue is to be accepted at the special rate.

Will Not Take Action

Eugene Q. Knott, general manager of the Louisville Post wires:

I have expressed to Mr. Lawson my complete endorsement of his Liberty Loan advertising suggestions. I do not believe that any action with reference to this will be taken by local papers for the Louisville Clearing House has heretofore paid for such display advertising as the local committee thought necessary. Because of restrictions in reading matter I expect there will not be as much local and editorial reference to the campaign as heretofore, and yet enough to make the campaign a success.

Los Angeles Committee Acts

Harry Chandler publisher of the Los Angeles Times wires:

The following telegram has been sent by the executive committee of the Los Angeles Bond Campaign Committee:

"William G. McAdoo,

"Secretary of the Treasury,

"Washington, D. C.:

"At a conference committee of the Southern California State Central Liberty Loan Committee and all five newspaper publishers of Los Angeles, we were confronted with Government ruling limiting news column space to conserve white paper. It is impossible for publishers to give us needed free publicity to make the drive a success in this district. The papers made possible the showing in our district in the last drive. The physical restriction of War Industries Board of reduced news space makes it imperative that paid advertising be resorted to in a large way. We are already raising an advertising fund to meet this emergency, but not nearly sufficient. Is it not possible for the Government to apportion funds for advertising, following the example the Canadian and British Governments in their campaigns, we strongly recommend it. We consider it imperative for the success of campaign.

"H. S. McKee, Chairman."

CENSORS PROMOTION ADS

Dallas Papers Accept Only Those Approved by Treasury Department

DALLAS, Tex., September 17.—Since September 1 all advertisements of stock-promotions failing to have the approval of the Capital Issues Committee of the Treasury Department have been declined by the Dallas Morning News, the Galveston Daily News, and the Dallas Evening Journal, publications of the A. H. Belo & Co. No stock advertising of any promotional nature is accepted by the other Belo publication—the Dallas-Galveston Semi-Weekly Farm News.

Under the new ruling the papers will cooperate with the Government, which is trying, through the Capital Issues Committee, to safeguard the interests of the country.

Illinois Paper Suspends

EDWARDSVILLE, Ill., September 17.—Because of war conditions—the high price of paper and the inability to get sufficient labor—the St. Jacob's News has discontinued publication. B. W. Jarvis, who established the paper several years ago, will concentrate his efforts on the publication of the Troy (Ill.) Call.

FORMER CITY EDITOR SENDS TROPHIES

Son of President of Chattanooga News Tells of Hun Devastation in France—Strain Is Over, He Says

LIEUT. GEORGE F. MILTON, JR.

Lieut. George F. Milton, jr., son of the president and editor of the Chattanooga News, and formerly city editor of that paper, who is in the Sixty-seventh Brigade Field Artillery in France, which is brigaded with the Rainbow Division, has sent home a German helmet, sections of shrapnel, a piece of a German airplane, and other souvenirs he gathered on the battlefield.

"What is done by shell fire," he writes, "is the fortune of war and not the blame of either army, but what is done from sheer wantonness by the invader has no excuse. I have seen during the past three weeks the looting of homes, the burning down of houses, the ripping and tearing of rare furniture, and countless acts of vandalism. Château-Thierry is a living monument to the manner in which the German makes war. The town is not so badly damaged by shell fire, but every article in it has been rendered worthless by the Hun. He has ripped the backs of chairs with his bayonet; stolen ornaments of the churches; removed pictures from their frames; those that he did not remove are gashed with swords, or he has thrown bottles of ink against priceless canvases.

Smashed Everything

"The City Hall wall is frescoed with black splotches, where ink-bottles have been smashed. Chairs were broken, beds demolished, furniture shamelessly abused in ways too vile to mention; it is the hand of the Hun. And all the way back, for miles and miles, is lined with pieces of women's clothes and high top hats, dropped by him on his hasty retreat. Fritz seemed to have a particular predilection for women's finery and for high silk hats; there was but little left of the wardrobes of Château-Thierry. Captured German post office stuff showed hundreds of sacks of looted finery ready to be sent off; no one knows how much had gone already."

The way in which the French bear their afflictions and recover such a territory arouses the lieutenant's admiration. He says:

"There is nothing like the French. As soon as a town is recovered from the Germans, you can see the roads lined with women and old men, walking back to their ruined homes, piles of debris and ashes, there to reestablish their lives again and try to carry on as before. They are wonderfully brave, these civilians, and our hearts are filled with admiration of their indomitable spirit, as they come back again and again, to start life anew.

He says that the Germans before leaving dug all of the potatoes and harvested most of the wheat. He also says the French soldiers are again being given "permission" every three months, indicating the strain is over.

He writes from a splendid chateau, where the men from the front are given recreation after arduous service. "Outside we are having a band concert," he says; "strains from 'Robin Hood' and old-time 'Pinafore.' It is a most agreeable change. We can dispense with the gas mask and not be listening every second for the hiss of the arriving shell. The strain is over. The German is on the run, and we are all very happy."

NEWSPAPER MAKERS AT WORK



KENNETH LORD.

ONE of "Boss Lord's boys," in a double sense, sits at the city editor's desk of the New York Morning Sun. In the first place he is one of Chester S. Lord's two sons, and, in the second place, he served as a cub reporter and a copy reader under his father's régime as managing editor.

Kenneth Lord was graduated from Williams College in the class of 1900. He took more than a year to decide upon his field of future endeavor, and finally determined to ask his father for a job on the Sun. His request was granted on Friday, September 13, 1901, which shows what both father and son thought of unlucky days and dates.

Chester S. Lord certainly must have had a paternal desire for Kenneth's advancement, but if he did he gave no indication of developing him in any more advantageous circumstances than were afforded for any other young man who joined the Sun's forces. In fact, sometimes the other reporters on the Sun thought Kenneth was "having it rubbed into him" a bit now and then, as George B. Mallon, then city editor, sent him out on his cub assignments, and that "Boss" Clarke, night city editor, was rather severely critical in handling his copy. But Kenneth worked on with assiduity, taking everything as it came and apparently unconscious of the fact that his father sat in the famous northwest corner of the old Sun office, combing the world for news and at the same time watching every member of his staff and fitting all into his scheme of things as each was capable of it, or letting them find occupation elsewhere if they were not.

The young man quickly absorbed the Sun spirit, which feared doing less than its best far more than being fired, getting something every time he was sent out on a story, and being beaten no oftener than any other reporter. From time to time he sat in and read copy as opportunity offered, finding out how other men wrote and improving his style until the "blue pencil" had no terrors for him and his writing took on the atmosphere of the Sun.

Kenneth made a special study of the city and its chief sources of news, and so familiarized himself with the local territory, which covers the city in all its five boroughs, Westchester County, part of New Jersey, and Long Island, that when a vacancy occurred on the assistant city desk, in June, 1906, he was made assistant city editor. In any other office or with any other person, this might have caused jealousy, but nobody felt that undue discrimination was exercised, nor that the wrong man had been chosen.

Kenneth—everybody on the Sun speaks of him that way, and if you call on the telephone and ask simply for Kenneth you'll get the right man—was a student. Few men have more competently filled the position of city editor than George B. Mallon, and Kenneth worked on the opposite side of Mallon's desk, taking full advantage of his wide experience and his keen nose for news. As a consequence, when Mr. Mallon left the Sun to go with the Butterick people, on July 1, 1912, it was but natural that Kenneth should shift to the other side of the desk and become city editor. And so it occurred.

Kenneth took his new job seriously and his own ability doubtfully. He knew he had an exacting managing editor and would have to measure up to the

ROME JOURNALISTS HONOR M. E. STONE

Present A. P. Manager with Italian Flag at Luncheon—Premier Orlando Sends Message Praising Work of American Press

ROME, September 12.—The press of Rome to-day gave a luncheon in honor of Melville E. Stone, general manager of the Associated Press, which took on the character of a demonstration of Italo-American friendship. The guests included members of the Cabinet, Senators, Deputies, and newspaper men, without distinction of party.

Premier Orlando sent a message from the front to Mr. Stone in which he praised the fraternal solidarity of the Italian and American press as "precious collaboration in the common work."

Deputy Andrea Torre, president of the Press Association, welcomed Mr. Stone in the name of the entire Italian press. Francesco Nitti, Minister of the Treasury, speaking in the name of the Government, expressed its strong faith that the coöperation of America in the war would lead to a definite victory. He proposed toasts to President Wilson and the American army.

In reply, Mr. Stone expressed his thanks in the name of his country, pointing out that both Italy and America were inspired in this war by the same ideals. A notable incident was the presentation to Mr. Stone of an Italian flag on which the names of those present were inscribed.

Mexico Embargoes News Print

An embargo was placed on all news print paper exports to Mexico. This was said to be in answer to a recent decree of President Carranza, of Mexico, demanding that 30 per cent. of all news print paper imported be turned over to the Mexican Government.

Bonds speak louder than words.

full requirements of the city editor of the New York Sun. Therefore, for many months at the start, though the time for the city editor to appear had been established by custom as eleven o'clock in the morning, Kenneth was there two hours earlier, getting everything ready; and everything was ready, and has been every day since. When the Sun changed hands and William C. Reick came into control, Kenneth remained, and after that, when Frank A. Munsey bought the paper and consolidated it with the New York Press, there was no change in city editor.

Recently the Sun is again willing to run the class of matter that for so long, under Charles A. Dana, made it famous throughout the land, and has the material with which to produce it. Kenneth would like nothing better than to develop the human interest stories that were quoted from time to time in other newspapers, but the limitations imposed by the war news make it somewhat difficult. At the same time, these conditions try the capability of a city editor, leaving less space in which to record the happenings of the metropolis, leaving, say, half a column for a story where under the old régime the Sun style would require a column. Even in this period of condensation, Kenneth has measured up, building and maintaining a thorough organization and showing an ability that the job of city editor of a great metropolitan newspaper demands.

PALMER SHOWS THAT BREWERS FURNISHED BRISBANE FUNDS

Produces Agreement Between Editor and Feigenspan Covering
Conditions of Loan—Furnishes List of Brewers
Contributing—Senate to Probe Further

WASHINGTON, September 19.

A. MITCHELL PALMER, the United States Alien Property Custodian and Democratic National Committeeman from Pennsylvania, stirred a hornet's nest in Washington newspaper circles this week by his charge at a Democratic Committee meeting in Harrisburg, Pa., that one of the Washington papers was controlled by the German brewing interests.

Mr. Palmer did not identify the paper, his remarks in this connection being incidental to an attack on the Democratic nominee for Governor of Pennsylvania.

Gives Proof That Loan Was Made

Later, however, and on request of the Senate, Mr. Palmer declared that the paper he meant was the Washington Times. To support his contention he produced a letter to Brisbane signed by Mr. Feigenspan, but which Mr. Feigenspan declared was dictated by Brisbane himself, arranging for a loan of money which, according to the terms of the agreement contained in the letter, was practically a gift.

The \$375,000 lent to Brisbane for the purchase of the paper was made up by contributions from various brewing interests, according to documentary evidence submitted by Mr. Palmer, taken from Feigenspan's records.

The attitude of the Washington Times during the frequent consideration of prohibition legislation by Congress during the last twelve months, led the New York Tribune to openly intimate that the Times was the paper Mr. Palmer had in mind. The Tribune ran a series of quotations from Times editorial paragraphs. The Washington Herald reprinted the Tribune story, with the following comment:

"The New York Tribune, in its issue of Monday, an article from which is quoted below, points out that the Washington Times fits the description given by Alien Property Custodian Palmer of the large newspaper that was bought with the money of German brewers. In a first-page editorial yesterday the Washington Herald called upon Mr. Palmer to name this paper. Until the facts are made public every paper in Washington is under suspicion. In justice to the papers Mr. Palmer should give details to the public as soon as possible.—Editor."

Brisbane Makes Reply

Arthur Brisbane, editor and owner of the Times, according to its editorial caption, replied to the Herald's inquiry in the late edition of to-day's issue, in a signed editorial, headed, "The Times Belongs to A. Brisbane." The text follows:

"Mr. C. T. Brainard manages Harper & Bros. for J. Pierpont Morgan, the owner.

"He manages and edits the Washington Herald with a brilliancy and success punctuated during the past year and a half by unsuccessful efforts to sell the paper to me.

"Mr. Brainard's Washington Herald expresses interest in the ownership of the Washington Times and wants to know if it is owned by the brewers.

"Mr. Brainard will not resent the statement that a question coming from him would ordinarily deserve little attention. But his questions may interest others. Here are the facts.

"The Washington Times is 100 per cent. my property.

"It was purchased from Frank A. Munsey for \$500,000, of which sum—as has been previously stated in this column

—\$250,000 is still due Mr. Munsey. And he holds in his possession the entire stock of the Washington Times as security for the payment of the balance of purchase money due him.

Needed Half a Million

"To buy the Times and put a losing property on a paying basis, I required approximately half a million dollars.

"Mr. C. W. Feigenspan, president of the Federal Trust Company, of Newark, N. J., is a friend of mine and a brewer. As every newspaper editor in the country knows, I have for more than twenty years advocated as a temperance measure the suppression of the whiskey traffic and the encouragement of light wine and light beer.

"At my request Mr. Feigenspan agreed that he would arrange for me a loan of \$500,000. It turned out that I required a less amount, \$375,000 was sufficient for the expenses involved in putting the Washington Times on a paying basis.

"This amount I borrowed from Mr. Feigenspan between June, 1917, and November, 1917. And the money, in due course, will be repaid with interest.

"If I have any further reply to make to Mr. Brainard, I will make it to Mr. Morgan, who owns Mr. Brainard, or to Mr. H. P. Davison, who manages Mr. Morgan."

Palmer to Tell Senate

The direct effect of Brisbane's editorial will come when Mr. Palmer furnishes to a Senate committee all the documentary evidence he has bearing upon the purchase of the Times. This will show from what sources Feigenspan obtained the money which went into the Times, and whether or not other brewers contributed.

In all rows between the distillers and the brewers Brisbane has been on the side of the brewers. Every prohibition fight has aroused his editorial interest. In his campaign against whiskey and for "light wines and beer," he featured the discovery of empty whiskey bottles in the lobby outside the offices of Congressmen. He printed pictures of the bottles and labelled them "Dead Soldiers."

Some members of Congress predict that after the material which Mr. Palmer will furnish the Senate committee is made public there will follow a demand for a far-reaching inquiry into the financing of newspapers by brewery money. They are prepared to follow, the evidence no matter where it may lead.

A resolution has been introduced into the Senate providing for full inquiry into Mr. Palmer's charges. Without waiting for that, however, Mr. Palmer has made public the evidence upon which he bases his charge that brewing interests furnished the money for Bris-



ARTHUR BRISBANE,
Proprietor of the Washington Times.

bane's purchase of the Times. He declares that fifteen of the country's biggest brewers gave amounts ranging from \$5,000 to \$50,000 apiece. The United States Brewers' Association paid \$30,000, and \$25,000 into a pool which went to Mr. Brisbane.

C. W. Feigenspan, Newark brewer, was trustee of the fund. He deposited it with the Federal Trust Company of Newark, of which he is president.

The trust company delivered treasurer's checks to Mr. Feigenspan. He handed these to Mr. Brisbane, who turned them over to the Growing Circulation Corporation of New York. This company transmitted the money to Mrs. Alice Brisbane Thursby, Mr. Brisbane's sister. Finally the money was paid by Brisbane to Frank A. Munsey for purchase of the Times.

Hearst Lawyers in Company

The Growing Circulation Corporation has three directors, William A. De Ford, John T. Sturdevant, and Thomas E. McEntegart, and an office at 140 Nassau Street. Mr. De Ford is one of William R. Hearst's attorneys. So is Mr. Sturdevant. The company, the Corporation Directory says, was organized to do a trucking business with a capital of \$10,000.

As bearing upon the purchase of the Washington Times by Mr. Brisbane, Mr. Palmer produced a copy of a letter written on March 31, 1915, to Dr. Bernhard Dernburg, then head of German propaganda in America, by Alexander Konta, banker, a leader among Americans of Hungarian origin. In this letter Mr. Konta reported to Dr. Dernburg regarding the purchase and publication of a daily newspaper in this country in the interests of Germany and the German Government."

Mr. Konta, who had previously discussed the proposal at a dinner at the German Club, where he occupied a seat beside Dernburg, discussed in the let-

ter the status of every New York newspaper and indicated which ones could and could not be acquired.

Discussed New York Papers

In the letter discussing the status of various newspapers, he asserted that most New York morning newspapers, with the exception of the World and the Times, were being run at a loss. Afternoon newspapers were generally prosperous, he added.

"Leaving out of the reckoning the Herald, with its Evening Telegram," wrote Mr. Konta, "and the Tribune, which is part of one of the great fortunes of America, and which is the hobby of the young and energetic son of its chief owner, Mrs. Whitelaw Reid; the Times, which prospers, and the World, which like the Tribune is part of an enormously rich estate, we have in the morning field the Sun, Press, Morning Telegraph, and the New York Commercial."

Konta then discussed the financial status of each of these papers. Passing to the evening newspapers, he favored purchase of the Post. He said the Evening Mail was quoted at \$1,000,000. Whether the Globe could be bought would be "a matter of cautious inquiry," he wrote. Reflecting on "what might have been done," Konta wrote that the Staats-Zeitung might have been purchased and turned into "an American newspaper." He doubted whether the Staats-Zeitung would be able to hold its circulation under these circumstances.

Feigenspan Gave Names

Although Mr. Brisbane in his Washington Times on Wednesday stated that the \$375,000 came from Mr. Feigenspan, president of the Federal Trust Company, "a friend of mine and a brewer," Mr. Feigenspan gave to Francis P. Garvan, managing director of the New York office of the Enemy Property Custodian, who personally directed the in-

vestigation into the purchase of the Washington Times, a list of contributors to the Brisbane "pool," as follows:

George Ehret, of New York.....	\$50,000
C. W. Feigenspan, of Newark.....	25,000
Julius Liebmann, of Brooklyn...	25,000
J. C. G. Hupfel, of New York....	7,000
Jacob Ruppert, of New York....	50,000
Joseph E. Uilein (for Schlitz, of Milwaukee)	50,000
Edward Landsberg, of Chicago...	15,000
Reuter & Co., of Boston.....	15,000
A. J. Houghton Co.....	10,000
William Hamm, of St. Paul.....	10,000
Gustave Pabst, of Milwaukee....	50,000
Fred Miller Brewing Company, of Milwaukee	15,000
C. Schmidt & Sons, of Phila.....	5,000
F. A. Poth & Sons, of Phila.....	15,000
Bergner & Engel, of Phila.....	10,000
U. S. Brewers' Association.....	30,000
U. S. Brewers' Ass'n (advertising)	25,000

Total \$407,500

The statement from Mr. Feigenspan explained that deductions of \$32,000 for "advertising" had brought the total of \$407,500 down to the \$375,000 which went to the purchase of the Times.

Price of Paper Was \$500,000

In another statement to Mr. Garvan, dated July 30, 1918, Mr. Feigenspan said that it was in June last that the "matter of the Washington Times became of mutual interest to Mr. Brisbane and a number of brewers." The price was to be \$500,000—\$250,000 down and the balance in instalments of \$50,000 a month. Stating that he advanced through the Growing Circulation Corporation various sums from time to time, Mr. Feigenspan explained:

"I first drew a check or checks on the account at the Federal Trust Company, which stood in my name as trustee, such check or checks being payable to the order of the Federal Trust Company, and the Federal Trust Company then would in turn deliver to me a treasurer's check of the Federal Trust Company payable to bearer, which treasurer's check I in turn delivered to Mr. Brisbane personally. The amounts as advanced to Mr. Brisbane and the dates thereof are as follows:

June 21, 1917, \$25,000; June 22, 1917, \$235,000; June 28, 1917, \$35,000; August 3, 1917, \$55,000; November 26, 1917, \$25,000; total, \$375,000."

Dictated Letter to Himself

In explanation of the business arrangement between himself and Mr. Brisbane, Mr. Feigenspan gave the Property Custodian a copy of a letter sent by him to Mr. Brisbane on June 29, 1917. Mr. Feigenspan reluctantly admitted that the letter, though bearing his signature, was actually dictated by Mr. Brisbane, to whom it was sent. It read:

"I write this note to define a business arrangement existing between us. I and a number of my friends, all of whom I am authorized to represent, have for years felt very strongly that the public welfare and our own interests—because of your well-known convictions—would be benefited by your personal ownership of a newspaper.

"We agreed to supply you with a capital of \$500,000 for the purchase and establishment of a newspaper by you. We have, at this time, supplied \$295,000 and we shall, as soon as possible, supply the balance, namely \$205,000, although I do not enter into any legal obligation to do so, on behalf of myself or others. The understanding of myself and my friends with you, of which un-

derstanding this is a memorandum, is as follows:

"The money which we gladly contribute to your enterprise is to be disposed of, absolutely at your discretion, for the purchase, maintenance, and establishment of a daily newspaper.

Rules of Repayment

"It is understood that, after a period of five years, you will repay to me and my associates, at your discretion and convenience, on account of the principal, so much of the profits as may be derived from such newspaper as may, in your judgment, be taken out of the business without interfering with its proper operation and development; and that you shall be under no liability whatsoever for repayment of the sums contributed other than out of such profits.

"It is understood that so interest shall be paid upon this money, our claim to be satisfied in full upon the repayment of the principal without interest.

"You may, of course, repay part or all of such principal at any time and in any manner that you may choose, and our agreement with you shall not be considered as giving me or my associates any interest whatsoever in said enterprise. Should you sell the paper at any time, you will repay to us, up to the full amount of the principal that we may have advanced, any sums received by you for the paper."

Practically a Gift

It was pointed out by the Alien Property Custodian that under the terms of this agreement, if Mr. Brisbane were to sell the newspaper to-day for \$1, he would be obligated to pay only that amount back to the brewery contributors. So unrestricted was he by the agreement as set forth by him in the letters he dictated for Mr. Feigenspan to send to him, that the loan was described by the Custodian as "really in the nature of a gift."

"The only evidence of the foregoing indebtedness which I held," ends Mr. Feigenspan's statement to Mr. Garvan, "is a note of the Growing Circulation Corporation, dated June 21, 1917, for \$300,000, upon which there was advanced the sum of \$275,000 only, and a memorandum, dated at Newark, N. J., on June 21, 1917, signed by Mr. Arthur Brisbane. Up to the present date I have received no payment on account of the foregoing indebtedness."

NOT YET TO SCHEDULE

Papers Show Cut of Only About 12 1/2 Per Cent.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, D. C., September 19.—Preliminary reports received by Thomas E. Donnelley, Chief of the Pulp and Paper Section of the War Industries Board, on economies already put into effect by newspapers to meet the 15 per cent. cut in reading matter, show that the average curtailment has been about 12 1/2 per cent.

This average was shown by only a small group of papers, about one hundred, which have filed both their old and new schedules, but it is believed to be fairly representative. The average is considered good in view of the short time the regulations have been in effect, and it is believed succeeding weeks will show more clearly how publishers are complying with the full spirit of the Government's programme.

The soldier gives; you must lend.

NEWS PRINT STOCKS CIRCULATION RULE SHOW DECLINE CALLED BENEFIT

Production Far Behind First Eight Months of Last Year—Jobbers' Prices Increase, Especially on the Pacific Coast

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, September 21.—The production of news print paper during the first eight months of 1918 ran 67,136 tons of total print and 80,904 tons of standard news behind the output of the corresponding period of 1917.

August figures made public to-day by the Federal Trade Commission showed that mill stocks of both standard news and total print declined slightly during the first three weeks of August, gained a little during the fourth week and then fell off in the remaining period of the month.

"Aside from the loss of production at Niagara Falls, due to the taking of the power by the Government and of two mills which were partially destroyed by fire, reports from 247 machines on print paper showed loss of time during August to have been 2,533 hours by 97 machines. The Commission stated:

"Loss of time due to lack of labor showed a marked decrease during the first three weeks and then increased on account on local strikes. None of the mills reported loss of time due to lack of coal."

The Commission's figures show that 65 machines were idle 1,522 hours, due to repairs; 11 on account of strikes and lack of labor for a total of 647 hours, and 21 for 364 hours for "other reasons."

Production from January 1 to September 1 was 841,302 tons of total print; 764,134 tons of standard news. Figures for the corresponding period of 1917 were: Total print, 908,433 tons; standard news, 845,038 tons.

Stocks in publishers' hands were 151,306 net tons at the beginning of the month and 161,986 at the close. Deliveries amounted to 105,447 tons, while the quantity sold and used was 94,667. Tonnage in transit at the close of the month was 35,091 tons. These figures, the Commission stated, representing about 653 publishers and a much larger number of publications, "indicate a decrease in publishers' stocks during the month."

The Commission's statement on prices during August showed increases over July in jobbers' prices, with prices on the Pacific Coast much higher than in other parts of the country, both for rolls and sheets. Jobbers' prices were reported as follows:

Ream lots—East and Middle West, sheets, \$5 to \$8; Pacific Coast, \$7.50 to \$10.75.

Case lots, 500 pounds—East and Middle West, rolls, \$4 to \$5.75; sheets, \$4.50 to \$7.75; Pacific Coast, rolls, \$5.50 to \$7.13; sheets, \$6.75 to \$10.21.

Ton lots—East and Middle West, rolls, \$3.50 to \$5.50; sheets, \$4.25 to \$5.50; Pacific Coast, rolls, \$5.50 to \$6.75; sheets, \$6.25 to \$9.67.

Twenty-seven new contracts aggregating 19,930 tons were reported by manufacturers at prices ranging from \$3.10 to \$3.75 for rolls and at \$2.50 for sheets per 100 pounds February mill for car lots. About 27 per cent. of this tonnage is for delivery at a price adjustable every sixty days.

Current shipments of roll news were made at prices ranging from \$3 to \$3.90 and for sheet news from \$3.50 to \$4.25 per 100 pounds for mill.

Stanley Clague Believes Prohibition of Selling Advertising on Guarantees Will Act for Benefit of Publisher and Advertiser

CHICAGO, September 18. — Stanley Clague, managing director of the A. B. C., in an interview to-day, was emphatic in asserting that he considered the Government's action prohibiting selling advertisements on circulation guarantees not a detriment, but a positive boon to the A. B. C.

"Immediately after the announcement of the order," said Mr. Clague, "many of the smaller publishers were frank in stating that 'now the day of the certified circulation statement is past,' and that the publishing business 'will quickly return to the status of the good old days when the publisher himself dominates the buying and selling of his space.'

"This is entirely untrue, and it is my opinion that the Government's injunction will be to immediately make the big advertiser more cautious than ever before in accepting the unsubstantiated statements of any publisher regarding his circulation magnitude or quality.

"By this new order the Federal Government has placed the publishers of the United States upon their honor to observe it in spirit as well as in letter, but, at the same time, it must not be forgotten that the Government intends to keep a shrewd eye on the degree to which publishers fulfill its wishes. No other legislative measure possibly could so greatly have increased the practical value to publishers of certified circulation audits through an organization of nationally established reputation."

BAN ON THE NATION LIFTED

Entire Edition Declared Fit for Mails, Villard Declares

Oswald Garrison Villard, owner and editor of the Nation, announced Wednesday that the ban placed by the Post Office authorities on the September 14 issue of his weekly has been removed and the entire edition declared mailable. He said that the Government's final decision not only did justice to the Nation, but also justified a free press in criticising the policies of the Government.

"There has not been the slightest changes of any kind made," said Mr. Villard. "The issue is being mailed to-day in the same mail bags in which it was sent to the Post Office last week."

The article objected to criticised the policy of the Government in sending the Gompers Labor Mission to Europe.

Gave Villard Benefit of Doubt

WASHINGTON, September 19.—Rescinding of the order of Postmaster Patton of New York, barring the Nation from the mails was officially confirmed here to-day.

At the Post Office Department, it was explained that the question of the mailable of the periodical had not been passed on previously by W. H. Lamar, Solicitor. An examination had revealed some matter as being very close to the unmailable line, in the opinion of Mr. Lamar, but Mr. Villard, it was said, was given the benefit of the doubt, after a conference with the Postmaster-General.

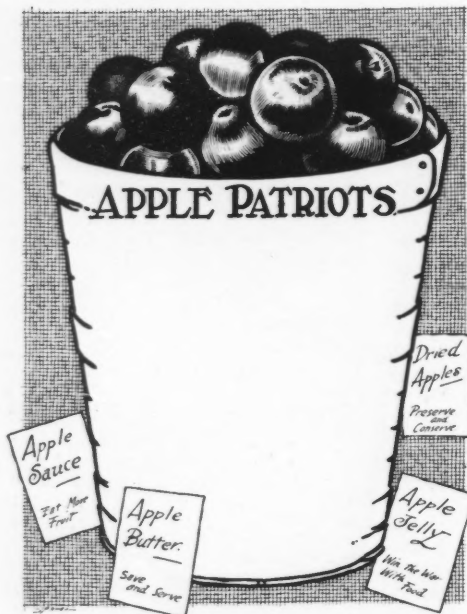
If you can't fight, your money can.



MAKING THE News-Courier PAY

The Canning Season Is Here, Offering Excellent Opportunities for the Service Department to Show New Features and Suggest Attractive Displays—Timely Hints for Pictorial Work.

—W. LIVINGSTON LARNED.



Apples are often allowed to go to waste in a community. Merchants will do well to advertise them during the big season and tell women to how many delicious uses they may be put—the farmer himself with a large orchard could employ this small space ad to fine advantage. Other specials can be exploited in the mortise. But merchants can afford and should help the FOOD Administration in this way.

"I SAW a very interesting sight this forenoon," declared the Ad-Manager of the News-Courier; "about thirty prime Grade-A Farmerettes, at the Marvindale Dairy Farm. They were college girls, roughing it for a two-week's vacation and earning a nice little sum on the side."

"Milking or at cream separators?" asked the Managing Editor. "I'll have to tell your wife about this. I've heard rumors of Mr. Bradley's Farmerettes. The Marvindale Road is crowded most of the time. It's as tho' a circus had come to town."

"Seriously, now," continued the Ad-Man, "those girls are putting it over in great shape—they're picking crab-apples—bushels and bushels of them, and getting them ready for market. Last year enough crab-apples rotted on the ground to provide jelly for the American Expeditionary Force, it seems to me. It's amazing how much waste there is in the fruit line in every community."

"Not all women know how to make preserves," suggested the B. M. "It wasn't until my Mrs. attended one of those Government exhibits that she could turn fruit to good winter account. There's going to be lots and lots of grapes this year."

To Help Mr. Hoover

"And apples—and pears and quinces," added his companion, "which is in line with a plan I'm working out for a campaign. I want our merchants to help Hoover and the Food Administration by using space on this fruit conservation stunt. The Government's own electro propaganda is teaching women how to make jams and jellies and the like, but our local housewives will give the matter far more serious attention if the merchants will back it up. Nothing like personal contact and home-town incentive."

"But sugar is scarce," interposed the B. M. "I can't see where we come in to tell the grocer, for example, to advertise any encouragement of increased consumption. He hasn't it in stock."

"Oh! there's an allotment of sugar for canning and preserving purposes," came back the Ad-Man. "The Food Administration has seen to that. How-

FOREWORD

Although written in story form, these articles are built upon fact and are intended as the basis of actual operation in any newspaper office. The News-Courier is a supposititious sheet. It really stands for ANY medium sized daily or weekly. The objective of the stories is a practical and constructive one, and the various illustrations shown have been prepared for actual use. They find their first publication in the Editor & Publisher. The subjects selected will be timely.

ever, my approach to the local dealer has a deeper significance. I want him to understand that modern advertising has a News flavor. It is collaborative and constructive.

"Take Melone, the sport goods store man on lower Elm Street. For ten years his two-column eight-inch ads were approximately the same. He ran cuts of rifles and thermos kits and flashlights and shot-gun shells and pearl-handled knives. The manufacturer sends these out and Melone has a crate of electros and original plates. But his ads never possessed a spark of originality. They never



Sugar is scarce—but the Food Administration allows enough for canning and preserving. Copy in this advertisement to remind the housewife that there are other nourishing foods requiring little sugar or none at all. THE merchant to use this ad as a promise of good faith and as a sort of Patriotic Pledge to Mr. Hoover.

caused a ripple here in town—or in the country. It was exactly the kind of Sports Goods Store publicity that had been done since Noah went whale-hunting. It was neither good nor bad—just that ghastly middle-ground of indifferent and uninspired mediocrity.

Putting News Into Advertising

"Then Melone began to put news into his Advertising. He devoted a share of his total space to the Game Protective Association movement. He occasionally mentioned important shoots and casting contests. He mixed merchandise with modernity and people began to look for his advertising and READ it because of the INFORMATION they gain-

ed. Yes . . . I claim an advertiser can make his space so valuable the public will look him up in the paper.

"Advertising need not be dull and stupid. It can be more than a price and a product. Our country merchants—particularly the grocers—seem wedded to the belief that the only way to advertise groceries is to say: 'Society Brand String Beans, 18 cts.' Magazine advertising copy has become bright, entertaining, constructive, and is written in an interesting vein. Newspaper advertising should 'Stop, Look, and Listen' to the popular trend."

"That trip to the Coast convention did you good," smiled the B. M. "If our local advertisers rise to the bait you are throwing out, there won't be room for reading matter in the Courier. I'm cutting down the paper to the quick as it is, to please the folks at Washington. And we are getting out a more readable sheet than ever—we've been too long-winded, I'm thinking. But let's have more of your special campaign on fruit conservation. Didn't I see a package of plates arrive this morning?"

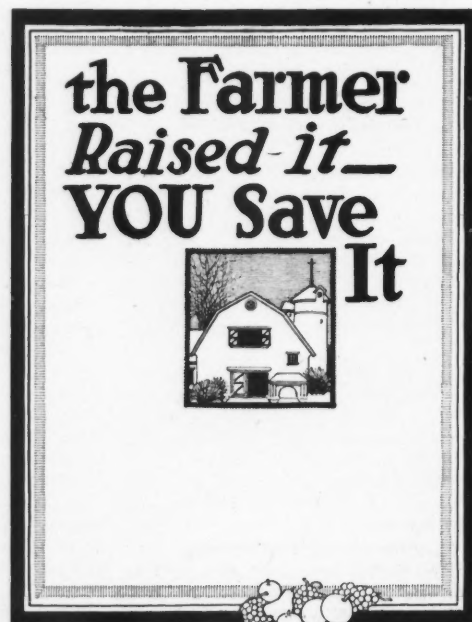
"Yes . . . six illustrated advertisements. I made rough sketches and sent them on to New York for the art work and engravings. Here are the proofs—look 'em over."

The Ad-Man rummaged in his desk and brought forth a neat package of proofs on newspaper stock. He seemed inordinately proud of them as he spread a series of six, flat on the fly-leaf, for his companion to see.

"We were mentioning Farmerettes and crab-apples a moment ago," the Ad-Manager continued, "take note that I have a Farmerette ad. It's a very popular movement all over the country. It doesn't take any diagrammatic chart to prove that, as this war progresses, the women folks will be called upon to do more and more—particularly on the farm. I have had a jolly little Farmerette sketched at the top of the design and the copy will be written by her—go something like this:

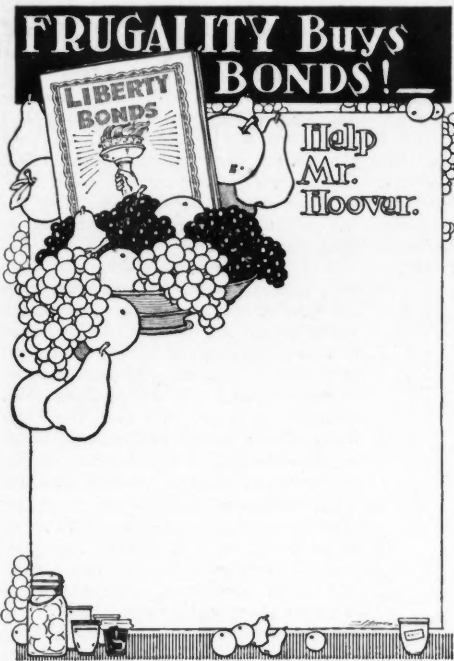
The Farmerette Talks

"This war has made no more wonderful change than the new responsibilities it has given Womanhood. In the Factory and on the Farm women are working in the cause of Victory.



Designed to use in two or three-column space as a stimulant to the farmer and his product.

Text should be a patriotic appeal to people to buy reasonable goods and to can or preserve. Space for brief copy at bottom. Suitable for grocers, markets, general stores, etc. It is the type of occasional ad that the Food Administration highly approves.



An advertisement to encourage canning and preserving as the merchant's collaborative contribution to Mr. Hoover's great work. Incidentally, it sells fruit, jars, wax, and other articles. Some reference to other lines can, of course, be made.

Every woman who dons an apron and tackles the front-line trench of a preserving kettle is as much in military uniform as the West Front soldier.

"I, the Farmerette, have done my share. I have helped plant the crops, cultivate them and deliver them to market. Now you must do YOUR share. Buy freely of these things—eat more fruit—eat more vegetables—eat them in season. Preserve the surplus. It is patriotic to encourage me in what I have done."

"Then we follow with a short list of some of the seasonable stuff and space for the dealer's name. Fifty baskets of those crab-apples were bought by one grocery store in town. It would pay Dannigan to run this very piece of copy—say that he is stocked up in these fine, prime, Farmerette-picked crab-apples."

Making the Ads Distinctive

"It's a rather attractive design," admitted the B. M. and we DO need variety in the paper—the ads are all too much the same—straight rules and type. There's one of the great troubles—the advertiser does not take enough pains and pride in planning his space. Something to make them different and to give them a touch of originality, is absolutely necessary these times. I like your Farmerette Ad because I can't recall having seen any advertiser use a picture of her up to now."

"It's a good idea to boost the Farmer, too," resumed the Ad Man. "Of course he's doing a mighty important part these days—more important than ever before in the history of the Universe. The Government has asked him to raise more stuff—now we must see that the people make proper use of the increased crops. Here is a display on this subject—emphatic headline and a hint of the farm environment. Room for a few lines of text at the bottom and the dealer's imprint. I have the Empire Market in mind for the piece of copy. For eleven years they have been using two-column space in which to list the price of chuck steak and veteran goose. It's been the most uninteresting publicity in the paper. I bet the Empire has the largest sidewalk and indoor truck garden and general farm produce outfit in the country. They buy liberally from the farmers around here and the farmers make it possible for some fancy profits to be put across. In any event, I contend that the Empire Market will gain public approval; will sell more goods, and will please the Farmer mightily by running this advertisement. As a matter of fact, this same design could be repeated with announcements from time to time of fresh shipments received. The Em-

pire told me that he received forty crates of cantaloupes a week ago and most of them rotted on his hands. People wouldn't buy them for some reason or other. They weren't in style with Housewives that particular week. It might have helped a great deal to tell the Public: 'See here . . . you wanted the Farmers of your country to speed things up. Now that they've done it aren't you going to support them—buy their output?'"

Sugar Problem No Obstacle

"I notice you have several canning illustrations," remarked the B. M., as he picked up the proofs and glanced through them. "Of course, as we were saying a while ago, sugar is difficult to secure. We don't want to suggest to our advertisers that they coax people to buy it."

"It isn't necessary to treat the subject in that manner," answered the Ad Man. "The Food Administration encourages canning, preserving, etc. It's a great apple and grape year. Usually these crops go to waste. Your housewife is apportioned enough sugar to do her 'bit' in this direction. 'Sugar is short—But'—You, Mrs. Householder, should come into our store and talk with us about the logical substitutes—the delicious dishes that require no sugar. Eat more vegetables—eat more nature-sweetened foods, etc. You see, I want every ad to carry the grocer's appeal of patriotism to the Buyer. 'Help your Government' percolates all through my little campaign—yet, incidentally, the dealer is advertising himself, his goods, and his evidences of loyalty. Here is a canning and preserving Ad on



Merchants should occasionally run advertisements in which the Food Administration's work is encouraged and endorsed. The above sketch reproduced for two or three-column space may contain general merchandising talk, but it also encourages seasonal canning and preserving. The Government desires public approval of the Farmerette move.

apples alone—I have had the artist draw a crate of them and I want the people of this town to be 'Apple Patriots'—to eat them in all the toothsome ways—apple butter, apple jam, jelly, preserves, dried apples, apple pie, etc. There is no healthier fruit. The sun puts sugar into an apple. You do not make a soldier go without sugar when you eat apples. Roughly estimated, there are sixty apple orchards within a radius of thirty miles. Last fall farmers told me that fine fruit rotted beneath the trees—they couldn't get enough to justify picking and taking them to market. It's all wrong. I say, let EVERY store in this town help sell apples, and when the season comes, we will have 'Apple Week.'

Following Through on the Plan

"Is it your idea to confine this advertising to grocers and markets?" inquired the B. M.

"Not necessarily," replied the Ad Man, "our hard-

ware people, who keep canning goods and sell fine ranges and modern kitchen equipment should come in on it. And that brings me to the most important point of all. I believe the time has come for us to talk straight out from the shoulder to our merchants. Everybody is helping to Win the War. Advertising must do ITS part, unselfishly and freely. When a merchant advertises, he should understand that he can afford to help give publicity of the many Government activities.

Making Advertising Helpful

"A part of being loyal now is to further the cause. And newspaper advertising is one of the most powerful of ALL forces. Its accumulative power is beyond reckoning. I have always felt that country newspaper advertising is particularly effective because home folks place such faith in their home newspapers—believe in them and believe what is printed and suggested.

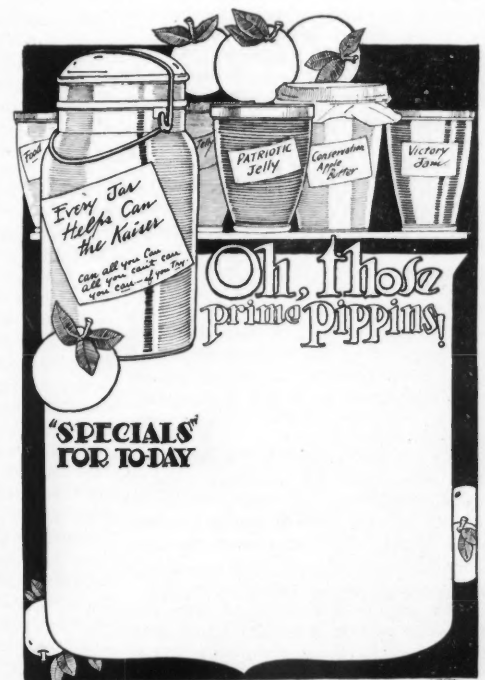
"It is entirely possible to keep right on advertising groceries and dovetail in the Food Administration's arguments. We MUST do it, old man. SHOULD do it. And, after all, I rather fancy that that it lends prestige, as I have said before, to a man's store. It shows he is truly patriotic.

"All through these little advertisements, if you notice, I have tried to thread that bigger, finer ideal of advertising . . . the will to do . . . the will to sacrifice . . . the merchant becoming an active part of national propaganda. And we are timely, too. This fruit series will accomplish immeasurable good if we can get it going. I'll feel a great deal more pride in our advertising pages once it begins to appear."

"The folks at Washington will approve of the scheme, that's certain," mused the B. M.

"And Washington has not been as enthusiastic for a continuation of advertising as it might be," said the Ad Man significantly. "You know there are officials who think it's just waste—that it increases the cost of the goods to the consumer. Series such as we are planning will help offset that fool nation."

The B. M. nodded.



The nation, during the apple, grape, and pear season, should be encouraged to conserve fruit for use during the winter. Markets would please the Food Administration by usefully running in an advertisement of this character once in a while. But incidentally there is room for "regular" copy of a more generalized kind.

"EARLY CHRISTMAS BUYING" URGED FOR PATRIOTIC REASONS

People Asked to Purchase Only Useful Gifts—Advertising for
Holiday Trade to Cover Three Months Instead of
a Few Weeks—No Ban on Toys

WASHINGTON, September 17.

INSTEAD of having less Christmas advertising this year than usual, as appeared to be the prospect, most of the newspapers in the country are likely to be offered an aggregate that will surpass all previous space buying by local advertisers. This will be due, in great measure, to the fact that the 1918 Christmas advertising will be spread over three months instead of, say, three weeks, at the express request of Uncle Sam, as voiced by the Council of National Defence at Washington.

Recommendation for long-range Christmas advertising and long-range Christmas buying is the sequel to the new turn of affairs with respect to the "No Christmas presents" propaganda, so-called. Instead of "no Christmas presents" we are to have only "useful" Christmas presents and toys for the children. We are to be allowed, with Uncle Sam's sanction, this greater latitude in Christmas buying on one condition—namely, that the purchase and dispatch of the Christmas presents be inaugurated so early and spread over so long an interval of time that at no stage of the proceedings will there be an undue tax upon the nation's labor, transportation facilities, etc.

New Meaning to "Buy Early" Slogan

Prominent merchants and manufacturers who induced the Defence Council executives to lift the ban on all Christmas buying obligated themselves to push the idea of forehandedness in gift selection. In return for the concessions granted them, they promised that, instead of the "Shop Early" crusades of the past years, we should have this autumn a "Buy Extra Early" drive. That in itself meant a redistribution of Christmas advertising in the newspapers—a revision of the erstwhile schedules that concentrated the Christmas broadsides in December. On top of that instinctive influence, however, there is the fact that the agency at Washington has specifically projected newspaper advertising into the plans. In the recommendations that are going out from headquarters at the capital and that will gradually filter to local merchants through the channels of State Councils of Defence and similar organizations, the business men are counselled to employ newspaper advertising to induce the public to buy necessities instead of frivolities for Christmas remembrances and to, above all else, "do it early."

In response to inquiries on behalf of the EDITOR & PUBLISHER, officials of the Council of National Defence say that they realize that the average merchant may not consider it sound judgment to take space in the early autumn to specifically advertise Christmas goods that are distinctly seasonal in character—say, fur caps or sleds or electric heaters or skates. What the business specialists at the headquarters of the Council do conclude, however, is that it is advisable for every local advertiser, beginning early in September, to devote a portion of his regular advertising space or to buy extra space for a general preachment on the need for early buying for Christmas, not merely as a personal convenience, but also as a patriotic duty.

To Avoid Usual Last-Week Rush

The best reason, however, why the merchant who has no wish to be caught napping must spread out his Christmas advertising and his Christmas trade is that if he doesn't do this very thing he is going to lose some of his business. The authorities at Washington have relaxed the sweeping embargo that they originally laid on all Christmas buying only on the understanding, among other things, that no merchant shall increase his force of clerks or other operatives, and shall in no instance ask of the store employees to put in at the holiday sea-

son more than the normal number of working hours. This means that there must be no extra salesmen or saleswomen put on the job for a week or two before Christmas, and that the "Open Evenings" sign cannot be used. It signifies that if any merchant allows his Christmas demand to pile up in the week or two immediately before Christmas he simply will not be able to handle it, because, under the limitations laid upon him, he cannot expand his personnel or facilities. His only salvation is an advertising campaign of education that will get the buying public into the stores not days ahead, but weeks ahead, of the holiday season.

Placarding of the "recommendations" of the Council of National Defence should in itself exert strong influence for anticipatory Christmas buying; but, as a matter of fact, merchants have this year additional inspiration for advertising copy. Advice to buy early while stocks are complete and selection is ample is no idle boast this year. Moreover, the rank and file of the consuming public knows that it is no idle boast. After the corner grocer has told Mrs. Housewife that he has been able to get only two cases of canned peas out of an order for two dozen cases, she is in a receptive mood with respect to the advertising message of the downtown merchant, who announces that his Christmas stock is limited in proportions, and that there will be no more to be had where this came from when the shelves are bare.

Your correspondent asked at the State Council Section whether any recommendations were being made as to the class of advertising copy to be used for the dilution of Christmas buying. "Oh, no," was the reply, "we are leaving that to be worked out by the State Councils or local organizations, and the local merchants. We realize that the copy that would be suited to Tulsa, Okla., might not be adapted to Buffalo. We are leaving details to the organizations out through the country, but we are passing along the thought that in this undertaking there ought to be co-operation of effort and in a sense co-operation in advertising on the part of all the merchants of a community."

Anticipating inquisitiveness on the part of many local advertisers the officials at Washington were asked whether they have drawn the line, or will attempt to draw the line, between "useful" and "non-essential" articles as can-

didates for Christmas presents. The answer is "No." The idea is to leave this pretty much to the conscience of the individual. However, some of the officials who are at the head of this movement tell me that they have for years given presents of money to dependents, and expect to continue the custom this year, and inasmuch as the recipient of a purse can devote the fund to any purpose that pleases his fancy it will not be possible to split hairs over what constitutes a "useful" gift.

No Bar on Toys

For the sake of publishers and advertisers it may be emphasized that toys or playthings for children are exempt from scrutiny on the score of usefulness. Toy advertising is proper and permissible, no matter how sensitive a conscience is developed in any quarter with respect to the advertising of articles of questionable utility to adults. As a matter of fact, the toy manufacturers have been more largely instrumental than any other one interest in persuading the Council of National Defence to recede from the stern attitude it assumed last June in discouragement of all Christmas buying. The envoys from toydom who recently visited Washington pointed out to the officials that the toys for the holiday trade of 1918 had been completed and in many instances shipped to the points of consumption before the Council promulgated its extreme views on Christmas courtesies. Furthermore, it was explained that toys are made almost exclusively from odds and ends of material that would be waste were it not utilized in this way.

Local advertisers will presumably readily fall in with the suggestion of the National Council that a "box" or other niche in the average display be devoted to furtherance of the "Carry Your Own" idea, and persuasion of customers to allow the early dispatch (marked "Not to be opened until Christmas") of gifts to be shipped direct from the stores to out-of-town relatives or friends. Knowing full well how short of help he is in his delivery department, the everyday merchant can readily surmise that a little side-line advertising of this kind for weeks in advance will be well worth while if it avoids a complete breakdown of the store's delivery system under the peak load at Christmas.

Early Buying of Gifts for Soldiers

The officials at Washington who believe that it will be to the interest of everybody concerned if this year's advertising and selling campaign for Christmas goods can be spread over three months instead of one are counting heavily on the military element in our national life to put this across and to induce the public to accept the new arrangement as a matter of course. With transportation arrangements what they are and are likely to continue to be for some time to come, it is obvious that October is not too early for the folks at home to begin thinking of Christmas presents for the absentee in France, and that November is the proper time to lay plans for gifts destined for men in training in camps and cantonments in distant parts of the United States. It is argued that if this phase of Christmas preparations has to be taken up thus early it ought to be possible, via local advertising, to induce the gift-givers to go right ahead and make selections of remembrances for everybody, near as well as far.

While, for the sake of convenience, three months is usually specified as the duration of Christmas advertising campaign under the new arrangement, in reality it is the feeling at the Council

of National Defence that local merchants can profitably begin in September to hammer away in their copy on the need of the war-time Christmas programme—extra early buying, avoidance of unnecessary local deliveries, etc. Spokesmen for the National Council say that if an advertiser does not incline to bear too heavily on this topic thus early he should, nevertheless, bring up the subject in his advertisements at least once a week.

It is recognized at Washington that to a certain extent, and particularly in the case of more extensive articles, advertisers can induce ultra-early Christmas buying only by offering to hold goods upon payment of a small deposit, or under some partial-payment plan. However, it is felt that even this plan will enable a distinct saving. The ideal of conservation of resources is where the Christmas shopper, making selection early, pays cash, completes the purchase, and takes the merchandise with him. Nevertheless, it is recognized that the making of sales is the time-consuming feature of Christmas routine in the average mercantile establishment. If selection has been definitely made long in advance and the only part of the transaction remaining for the crowded days of December is payment of a balance due, there is just that much saving of time and energy to the store force.

COLTON SHOWS SOME CLEVER ADS

Faces of Old-Time Celebrities Adorn Duplex Razor Copy

Wendell P. Colton, 165 Broadway, who, by the way, was the "daddy" of the famous and attractive "Phebe Snow," the continuous traveller, is putting out some very clever advertising for the Duplex razor.

The argument is that the Duplex has all the merits of the naked blade of our ancestors, with none of its dangers to the cutis, made as safe as the safest "safety" by the guard, and permitting the stroke and the even shaving that were more or less enjoyed by experts with the blade before the newest addition to a gentleman's toilet paraphernalia came into use. The illustrations are pictures of Washington, Jefferson, Beau Brummel, and other smooth-faced characters of the olden times, who knew no "safety" in shaving.

The ads are running 5 col. by 14 inches in four New York papers, and 4 cols. by 14 inches in two papers in each of thirty other cities. The output will aggregate 13,328 lines, and the campaign will continue until next April, at least.

Sixty-two Years on One Paper

WESTMINSTER, Md., September 17.—Charles A. Horner recently celebrated his eighty-third birthday and his sixty-second year with the Democratic Advocate. He came from Waynesboro, Pa., and secured a position with the Carroll County Democrat under Editor G. H. Randall in 1856. In 1865, when Joseph Shaw was killed at the Anchor Hotel, this city, by a mob, Mr. Horner tried to protect him. After Mr. Shaw was killed the Carroll County Democrat office was set on fire and burned, but Mr. Horner saved much of the type. During the Civil War he was arrested and locked up for some time. He is a staunch Democrat and has never cut his ticket. He is in active service yet, and can set 6-point type as well as a young man.

Free men buy bonds; slaves wear them.

GERMANY IMPOTENT IS WAR AIM OF PRESIDENT, SAYS CREEL

Public Opinion Vital Part of National Defense, He Declares to Chicago Association of Commerce—Must Strip Kaiser of Power

GEORGE CREEL, Chairman of the Committee on Public Information, delivered an address before the Chicago Association of Commerce at a luncheon given in his honor in that city, which every American would have profited by hearing. He told his hearers that public opinion is a recognized part of the national defence, toning up the morale of the people at home and thus stimulating the fighting morale of the man at the front.

Of the purpose of the war, as it is in the mind of President Wilson, Mr. Creel left his audience in not the slightest doubt, though he did not pose as the mouthpiece of Mr. Wilson, declaring emphatically that the President was his own spokesman. "Any peace," he said, "will be a premature peace that does not leave them [the Germans] at least reduced to virtual impotence." Mr. Creel's address follows in part:

This the War of 105,000,000 People

"This war is not the war of an Administration, nor yet the war of an army, or the war of a navy. It is the war of 105,000,000 people. Not Republican, nor Democrat, nor Jew, nor Gentile, nor rich, nor poor, nor white, nor black, but 105,000,000 Americans, called upon equally to serve and sacrifice. They are entitled to report, explanation, and understanding—and only if this sense of participation is not given will whole-hearted support be lacking.

"It is in this belief that the work of the Committee has been carried on. To

with instant and enthusiastic response. The people of America are behind America to the limit. We have unity in the land to-day—unity unexampled in the history of this or any other nation. But nothing is more true than that this unity must be maintained if we are to win.

"This war cannot be lost in France. The courage of Bunker Hill and Gettysburg has been tested anew by flame and gas at Cantigny, Chateau Thierry, and St. Mihiel. To-day the indomitable courage of our soldiers not only thrills the heart of the nation, but is poured like wine into the war weary veins of France and Italy, England and Belgium.

"This war can only be lost in the United States. We can lose only if we fail our soldiers and sailors in any way or in any degree.

"Ultimate victory is as certain as the coming of the dawn, but in the very joy of present successes there is a danger that is as menacing as German arms.

"We are a nation of optimists. This has been our strength, but we must take care that it is not our weakness. Already, from numberless sources, we are receiving information that proves that the disintegrating forces of over-confidence are at work. People are saying, 'What is the use of the new Draft law?' and 'What is the use of another Liberty Loan? The war will soon be over.'

"Germany could well afford to spend millions to spread this point of view. In its essence it is defeatism of the worst sort. It weakens the will to save, to serve, to give, and, above all, it weakens the will to fight and the will to win.

"Why, we have just BEGUN to fight: Let no one ask, 'When will the war end?' That is a question that tears at the very heart of resolve. This war will end when we win, and not until then. The things that drove us into the war, the things for which we are fighting, are not special and personal, but great human truths and fundamental human ideals that do not permit of truce or compromise.

"The war aims of America have been briefly and clearly stated. They have been stated by that man of amazing vision, the leader of true courage, that true interpreter of American idealism—the President of the United States.

"I do not come as his spokesman. He is his own. I do not come as his interpreter, for his words, always crystal clear, need no interpretation. I am merely recalling and emphasizing the peace terms that he had laid down time and again.



GEORGE CREEL.

its banners it has rallied all that is fine and ardent in the civilian population, until to-day it directs the activities of over 125,000 expert fighters in the field of public opinion.

"There are the 75,000 volunteer members of the Four-Minute Men, carrying the burning arrow into every corner of America; 9,000 other trained speakers for specific purposes; 3,000 of the leading writers and historians of the United States, who prepare the pamphlets and articles that set down war causes and war aims; all the great artists of America, donating the posters and paintings that thrill and inspire; the thousands of advertising experts, who prepare the appeals of Government for insertion in the donated space procured by their energy; there is the whole motion-picture industry standing squarely at our back.

Must Maintain Unity

"I say to you that the fight for public opinion has been won, not only in the neutral countries of the earth, but in the United States as well. There is no organized disloyalty.

"There is no apathy. Not a single request of Government but has met

"What we seek," President Wilson has said, "is the reign of law, based upon the consent of the governed and sustained by the organized opinion of mankind."

"Already the Imperial German Government knows that it cannot impose its will upon the world by military power, and is moving to save part of its present conquests by negotiation. There are signs of willingness to trade its gains in France and Belgium for the right to retain its military advantages in Russia and the Balkan states.

"As time goes on the German rulers, facing a more certain downfall, will improve the offers that they must make to the world for their salvation. Any peace will be a premature peace which does not leave them at least reduced in virtual impotence.

"President Wilson has pledged this nation to accept peace only on these terms. Lloyd George has announced that on such terms the Germans can obtain peace to-morrow from Great Britain and Clemenceau has made similar declarations in behalf of France. It remains only for the American people to support their President, to be on their guard against all arguments for a premature peace which the German agents and sympathizers will now begin to circulate among us, and to maintain our resolve not to lay down arms until we have obtained these terms of peace that may make a permanent peace guaranteed and certain.

America at Stake

"It is America that is at stake to-day—not the America that is on the lips of men, but the America that has ever been in the hearts of men, standing for all that is noble in human hope and human aspiration.

"So, guard well the inner lines. Every hand in the United States to-day is the sword of America. The grasp must not be weakened, the sword must strike until the powers of darkness is at our feet, until the shadow of militarism lifts from the world, until the heights of human aspiration are bathed in their ancient sunshine.

DECIES A POPULAR PRESS CENSOR

A. P. Correspondent Declares Irish Official is Well Liked.

A correspondent of the Associated Press, writing from Dublin, lays claim to having discovered a press censor who is popular, not only with the people, but with the press as well. He nominates Lord Decies, "well-known in the United States, and all classes of Irish newspapermen appear to be agreed that he is the right man for the place."

Continuing, the correspondent says: "Lord Decies's censorship office is located on two upper floors in a building on Grafton Street, Dublin—above a barber-shop and a billiard-room. Irishmen hate ceremony and unnecessary formality and Lord Decies is not in the least pompous or ceremonious. He is always ready to meet and talk with the men whose "copy" he censors, and when the business of the moment is finished, he is ready to chat with them for a few minutes on the favorite Irish topics of sport and horses, on both of which subjects he is an expert.

If you have some superfluous machinery or equipment which is still useful, sell it for cash through classified advertising in EDITOR & PUBLISHER. You can do it—for others ARE doing it all the time.

BAYONET ONE YEAR OLD

Camp Lee Newspaper Will Celebrate Birthday With Special Edition

CAMP LEE, Va., September 18.—The Bayonet, the official publication of Camp Lee, will celebrate its first birthday October 5, and will put out a special edition to commemorate the event. The paper was started in 1917 by Lieut. Viskniski, of New York, who is now editor of the Stars and Stripes in France. Dwight Fee, of the Pittsburgh Gazette Times; Walter Suppes, of the Philadelphia Enquirer; William J. Finn, of the New York World, and a number of other men have been employed on its staff at times, but have now been taken into active service.

The present editor of the paper is Ross B. Johnston, former business manager of the New Dominion, Morgantown, W. Va., and city editor of the Grafton Sentinel, Grafton, W. Va. The Bayonet issues ten pages regularly, and has published as much as twenty pages at times. It is a full-sized eight-column paper, and in addition to the news section carries a weekly pictorial supplement of four pages on heavy book paper.

Der Courier Ceases

REGINA, Can., September 17.—Der Courier, a weekly newspaper published here in the German language and having a circulation of about 20,000 copies, has ceased publication as a foreign language newspaper. It may be resumed as an English publication.

UTICA, N. Y., Sept. 17.—Ernest Whynall, of the Press advertising department, has enlisted in the Engineering Corps of the army.

The more bonds you buy the fewer boys will die.



The Pulse of Real Life Throbs Through It;

The Spirit of Our Boys, Fighting In France, And the Mood of their Mothers At Home Animates It;

All the Red Woes of Kultur's work, —Borne by the Author himself, From Armenia, Persia, Roumania and France— Echo through It;

The new Needs of the Nation, The Purpose of the People, And the Inspiration of Religion, Make It Burn and Glow.

It Interprets the Times.

For It is The "Different" And All-Alive Sunday School Lesson.

THE ELLIS SERVICE Swarthmore, Pa.

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



CONGRESS HEARS PROTEST AGAINST PAPER WASTE BY GOVERNMENT

Representative Walsh Calls for Curtailment of Official Publications—Present System More Expensive Than Would Be Policy of Paid Advertising, for Which It Is a Substitute

WASHINGTON, September 19.

THE long-expected protest in Congress over the growth of Government publications and the consequent increases in the use of white paper at a time when measures of conservation are being urged on all classes of civilian consumers, was precipitated by Representative Walsh, of Massachusetts.

Mr. Walsh made a speech in the House in sharp criticism of many of the bulletins and periodicals issued by the various Government bureaus, and his attack has resulted in an inquiry by the joint Congressional Committee on Printing into the necessity for these publications. The Massachusetts member has been active for many months in objecting to the extension of remarks by members of the House.

Content Publications Are Highly Essential

Inquiry among the Government agents who are responsible for the various publications disclosed a general sentiment that such papers are essential to the war work of the Government. It is contended that the periodicals are intended for circulation among those forces of the Government directly concerned with the issues covered and which are handled only briefly in the daily newspapers.

For instance, the publication of the United States Employment Service, it is insisted, contains information of importance to all of the various State and community branches of the service, in order that full information on the regulations governing Federal recruiting of labor may be available to them. The same thing is held to be true of the Food Administration Bulletin and "Fuel Facts" of the Fuel Administration, but members of Congress make the point that the vital circulation of such publications is not sufficiently large to justify the expense incurred.

Members of Congress and other officials, as well as the newspaper correspondents in Washington, seldom give serious consideration to a majority of these bureau papers, for the reasons that practically all of the matter they contain has reached the same persons through other channels; first, the daily newspapers, which generally carry important official statements rather fully; then through the Official Bulletin of the Committee on Public Information, which does carry the text of all statements issued through its News Division, and, finally, all important regulations are printed in pamphlet form and sent to interested persons and officials.

Substitute for Direct Advertising

The function of these Government publications, members of Congress insist, is to get to people in exactly the form desired by the department issuing them certain information, and this, in its final analysis, it is pointed out, simply is Government advertising. This means, it is contended, that large sums of money, besides the use of print paper, are being expended to get the Government "copy" over in the form desired, and offers another forceful argument against a continuance of the present policy of opposition to direct advertising in the newspapers.

The House Committee on Printing is investigating the whole subject, and recommendations looking to the curtailment of the Government publications are believed certain to follow, especially when every member of Congress is receiving protests against the practice from newspapers which are entirely willing to curtail their own editions, so long as

what is saved at the spigot is not running out at the bung-hole.

It is argued by the sponsors of these Government publications that the matter they publish is of direct and vital interest to a particular class of readers, who cannot be reached in any other way. To this argument, the advocates of curtailment insist there should be some central agency to control such matter and a sane policy of Government advertising put into effect.

If past experience may be used as a judge of the present situation, the present flurry caused by Mr. Walsh will subside and things continue to go along much the same as before. The Massachusetts member, however, says he has no intention of letting the matter rest, and that if the Committee on Printing does not act, it will be renewed when the bureaus and departments come to Congress for appropriations next winter.

Mr. Walsh made the point that the printing bills of the Government this year will be increased at least \$5,000,000, and likely \$10,000,000, due to the number of bureau publications. He harked back to a successful musical comedy of several seasons ago which had a song-hit entitled "Every Little Movement Has a Meaning All Its Own," and said the situation now presented is that "Every little bureau has a bulletin of its own."

The gentleman from Massachusetts interrupted discussion of the new revenue bill to interpose the following remarks anent the growth of Government publications:

An Expensive Practice

"I desire to direct attention to what may be termed a practice, or perhaps a habit, or possibly more properly a disease," he said, "which seems to have become prevalent during the last twelve or fifteen months, especially among the newly established boards, branches, bureaus, commissions, committees, departments, divisions, groups, sections, and other component parts of our Government machinery, more particularly outside of the military.

"The epidemic has been an expensive one and has resulted in an increase of from four to five millions of dollars in expenditures, and the end apparently is not yet.

"I refer to the greatly increased expenditures in the printing cost of the Government. This increase will, I believe, be five millions of dollars more this year than it was before our entrance into the war, and the increase is not solely because of increased printing needs of the War and Navy Departments. The taxpayers have, to my

mind, no: received any benefit commensurate with this increase in cost.

"I doubt if many of the various governmental departments have curtailed their output of publications or bulletins to any appreciable degree. On the other hand, many other departments have increased their issuance, and each new bureau or agency seems to be created with an insatiable appetite for pitiless publicity which can only be partially satisfied by a corps of experts, editors, special writers, artists, and other impediments.

"Possibly here and there a document or bulletin may have been dispensed with or discontinued, but new ones have been issued either by that department or by another, until the list has become most formidable.

The Regulations for Newspapers

"The War Industries Board has ordered the daily and weekly newspapers to curtail in the use of news print paper and to comply with other restrictions. This edict will be obeyed by the press. Yet, while calling for conservation and economy by stern decree on the part of the newspapers of the country, the Federal Government has been, and is, practicing most wasteful methods in the use and consumption of print paper by its various activities and agencies.

"The United States, through its officials and departments, should set an example of economy and conservation, but, alas, on the contrary, we have a deluge of bulletins, reports, surveys, magazines, and various other publications which are choking the Government Printing Office, clogging the mails, and cluttering up many an office or counting room in business houses and numerous parlors or sitting rooms in quiet, happy homes, and this at a time when we are urged on every side to practice thrift and save, buy War Savings Stamps, and economize. If these psychological editors or editorial psychologists are paid at space rates, at the gait we are travelling, the recent expenditures for airplanes we did not get will pale into insignificance.

"It has been stated on good authority that it takes more than one pound of coal to supply power sufficient to produce one pound of paper, but a much less quantity of brains is sufficient to waste tons of the same print paper after it has been produced.

"We ought, Mr. Chairman, in this war time to be publishing fewer documents and less postage-free, tax-exempt publications, bulletins, letters, magazines, reports, and various and sundry papers."

Department Stores used this space January to July last:

Evening Journal	1,678,499 lines
Standard Union	1,359,763 "
Brooklyn Eagle	1,352,976 "
Globe	1,200,487 "
Evening Sun	1,156,351 "
Evening World	1,140,270 "
Evening Mail	1,093,284 "
Evening Telegram	772,177 "
Evening Post	460,144 "

Yet some advertisers still believe the Brooklyn Standard Union is "unnecessary."

Why the New York Newsdealers are fighting Hearst and why Hearst is "Sniping" The New York Tribune

In the course of a campaign against seditious and disloyal publications, undertaken at the urgent request of the government, The Tribune exposed the disloyalism of the Hearst newspapers in a series of articles entitled "Coiled in the Flag—Hears-s-t." While The Tribune was engaged in this work the newsdealers of Greater New York declared war on the Hearst newspapers, for economic and patriotic reasons. All the members of the New York Publishers' Association, except The Tribune, resolved to treat the newsdealers' action as an illegal boycott and agreed to support Hearst by refusing to sell their papers to any dealer who stopped buying the Hearst papers. The Publishers' Association was afraid that if the newsdealers could overthrow the influence of Hearst they would be strong enough to demand a general reduction in the price of papers.

In view of its fight against the Hearst newspapers, which had led to their being denounced by the National Security League and barred from many communities for patriotic reasons, The Tribune could not stand with Hearst commercially. The Tribune, therefore, acting alone, announced that it would sell to all newsdealers alike, without discrimination, whether they handled Hearst newspapers or not.

Thereupon the Publishers' Association, decreed that the circulation of The Tribune should be restrained. It notified the American News Company not to deliver The Tribune to anti-Hearst newsdealers. The American News Company is a monopoly and absolutely controls the distribution of morning newspapers in New York.

At this point The Tribune was expected to choose between sacrificing its anti-Hearst policy or losing control of its circulation. The Tribune chose instead to fight it out. The first step was to meet the newsdealers' economic problem by reducing the price of papers. When this was announced the American News Company refused to deliver The Tribune at all to any newsdealer, except at the old price. Having attempted by its monopolistic power to dictate to whom The Tribune should be sold, this organization proposed now to say at what price it should be sold.

The Tribune has met this situation by undertaking to organize its own delivery system, a thing so difficult and costly to do that no New York morning newspaper has ever tried it under conditions now existing.

Meanwhile Hearst has invoked the aid of the city administration, through Mayor Hylan, whom the Hearst papers pretend to have elected to office. Licenses of anti-Hearst dealers have been revoked. There have been injunction proceedings in the courts, sabotage of various kinds, clandestine posting of anonymous placards accusing The Tribune of disloyalty, and incipient riots in the streets, all of which the New York newspapers have steadily ignored in their news columns.

The Tribune has retained Lindley M. Garrison, former Secretary of War, as special counsel to seek the legal redress to which it may be entitled.

New York Tribune

First to Last, the Truth: News, Editorials, Advertisements.

BRITISH MAY START NEW PRESS BUREAU

Dominion and Home Newspapers Want Better Service—Lord Burnham Extols Work of Press in Telling of the War

A conference has been held at the Savoy Hotel at which a resolution submitted by Canadian delegates at the July conference, recommending an Empire Press Union to use influence in securing better, quicker, and cheaper facilities for the dissemination of news throughout the Empire, was passed according to a London dispatch to the Christian Science Monitor.

The conference was attended by representatives of the Australian, New Zealand, South Africa, and British press.

Lord Burnham, presiding, declared that newspapers must make their own arrangements for the use of an improved cable service, since the press would far rather have its own news sent by its own agents, giving a detached few of the events, than a stereotyped copy of an official estimate of their importance. During this war, continued Lord Burnham, the journalist had stuck closer to realities than the official narrative of Parliamentary speech; for journalism in the long run, truth was the only paying proposition. The newspaper press in this country has tried persistently to tell the truth about the war, and it was no easy thing in wartime, when there were plausible reasons for painting over with colors of deception.

The less the official narrative was twisted or garbled, the better for the country. The press was the intelligent department of the Empire, and it ought, first and foremost, to give the great dominions overseas a better and larger place in the public eye at home.

Mr. J. J. Knight, of the Brisbane Courier deprecated Government control of the press service, and Sir Harry Brittain proposed calling on the Government for cheaper cable facilities throughout the Empire, untrammelled by Government guidance, and declared the feeling of the conference against any form of subsidized cable service.

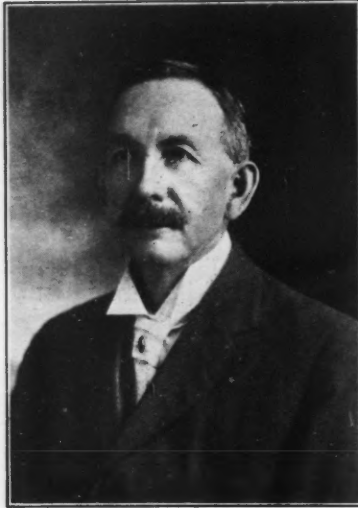
Sir George Riddell insisted that no man should sit in Parliament who had not visited the greater part of the British colonies. No man, he affirmed, should govern the Empire, who had not seen it.

Johnson Will Assist Mayor Creamer

LYNN, Mass., Sept. 17 — Harry G. Johnson, of the Item staff, has been appointed private secretary to Mayor Creamer, of that city. Mr. Johnson is widely known in the newspaper field. He entered the business on the Salem Evening News, and later was with R. Hoe & Co., press builders, travelling extensively through the United States and Canada. He later worked for the Keystone Type Foundry, of Philadelphia, and while with that company was made purchasing agent for the Florida Times-Union. He has been a member of the Item staff for several years past, with the intermission of two years, during which he was secretary of the Malden Board of Trade.

LYNN, Mass., September 17.—Lieut. Fred N. Smith, formerly managing editor of the Telegram, has arrived safely in France, according to cables received by friends.

HAS QUICK SENSE OF NEWS VALUES



ARCH POOL

Arch Pool, managing editor of the Frankfort (Ky.) State Journal, the only daily paper published in that city, is one of Kentucky's best-known newspaper men. He has held his present position about four years, and previous to that time he was connected with the Louisville Courier-Journal for nearly twenty years, breaking all records for length of service as telegraph editor of that paper.

It has been said of Mr. Pool that he "knows a news item before it happens." The State Journal under his editorial management has been preëminently a newspaper, and has made gratifying progress. The plant is one of the largest and best equipped in the South.

First-Aid Club Will Publish

ST. PAUL, Minn., September 18.—The First Aid Club of St. Paul, composed of clergymen, professional, and business men, with the Rev. C. J. Greenwood, a Baptist minister, as editor, will publish the Hastings Democrat during the absence of Charles Hodgson as a soldier. Hodgson is editor and owner of the Democrat, and is a half-brother of Lawrence C. Hodgson, the newspaper man-Mayor of St. Paul. He recently enlisted and was sent to a training camp. He had intended to turn his subscription list over to his competitor, the Gazette, but when his friends heard of it, they immediately organized the First Aid Club, and will look after his business until his return.

Young Mott Now an Editor

Jordan L. Mott, 3d, formerly of New York, is now the editor of a temperance paper published in Tokio, Japan. The paper is called the Searchlight and is published half in Japanese and half in English. Mott is the grandson of the founder of the Mott Iron Works. He jumped into the limelight in 1912 by eloping with Frances Hewitt, an actress, who was then the wife of Walter Bowne. The two went to Japan, where they have since remained.

BUFFALO, N. Y., Sept. 17.—The Buffalo Socialist Publishing Company has received permission from the State authorities to change its name to the New Age Publishing Company, Inc.

—Wear your old clothes and buy Liberty Bonds.

CANADA PRESS AIDS IN GAS SAVING

Publicity Committee Plans Further Conservation Movements—Committee on Paid Advertising for Victory Loan Opens Quarters.

TORONTO, September 16.—Thanks to the existence of the Victory Loan publicity organization, it was possible for the Canadian Fuel Controller to get splendid newspaper backings throughout the Dominion for the observance yesterday of Canada's first gasless Sunday.

The news and feature committee of the Victory Loan organization has been developing a thrift campaign as a preliminary to the big loan campaign in November. When it became known that Canada was to follow the example set by the United States and go in strong for gasoline conservation, the opportunity to do some effective work was immediately appreciated and last Tuesday the committee began the preparation of editorials, news stories, cartoons, and other features which were despatched broadcast all over the country.

The individual newspapers responded nobly and made use of a great real of this material, with the result that there was not a community which did not have strongly impressed upon it the necessity of saving gasoline. Reports received to-day indicate that the response to the appeal was entirely satisfactory.

Consideration is now being given by the committee to a proposal to begin an old clothes campaign, which would have as its object the promotion of thrift in clothing through the utilization of old garments instead of the purchase of new ones each time the style changed.

The work of organizing provincial and local news and feature committees is proceeding. The Toronto Globe has

donated the services of M. O. Hammond, its assistant news editor, and he is acting as chairman of the Ontario committee.

The paid-advertising committee has opened offices in the Lunsden Building with Adam Smith of Smith, Denne & Moore as secretary in charge. J. P. McConnell, formerly publisher of the Vancouver, B. C., Sunset, and a corps of ad writers are now at work turning out the copy for the campaign.

Wins Big Political Nomination

COLUMBUS, O., September 17.—Clarence J. Brown's successful race for the Republican nomination for Lieutenant-Governor was the surprise of the State primaries. He is a newspaper editor at West Union, Adams County. Originally he announced himself a candidate for State Senator. Republicans thought he had "some nerve" when he switched over to the Lieutenant-Governor race, but he won by a plurality of 10,000 in a field of eight candidates. A few years ago Mr. Brown was for a short time a clerk in the Secretary of State's office.

Advances Mail Price

The Des Moines News announces that its mail subscription price has been advanced to \$4.25 per year for the daily and Sunday issue, effective at once. No increase has yet been announced on outside carriers and dealers.

The Montezuma (Ind.) Enterprise has announced suspension of publication until next January, at least. The publisher said that if conditions were improved by that time, publication might be resumed, but otherwise it would not.

Publishers who require trained newspaper men to fill vacancies due to the call to national service may usually get in touch with efficient and available men through EDITOR & PUBLISHER'S classified columns.

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

Liberty Loan advertising campaigns conducted for leading daily newspapers in the larger cities where the local committee is not handling the campaign — Also other patriotic newspaper campaigns approved by our government.

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

Permanent weekly industrial pages among non-regular advertisers.

Representative sent for personal interview upon request.

JOHN B. GALLAGHER COMPANY

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



SHAKE HANDS WITH OLD KING COLE

Father Penn's Commonwealth is his favorite home—where he helps to break many records:—

ANTHRACITE SHIPMENTS UP

July Total 7,084,775 Tons—Record Passed Only Twice Before.

PHILADELPHIA, Aug. 15.—Shipments of anthracite in July attained a high record and with two

exceptions were the largest ever reported in any one month.

Figures issued by the Anthracite Bureau of Information today show shipments of 7,084,775 gross tons for the month, against 6,867,669 tons in June and 6,724,252 tons in July last year, indicating increases of 217,106 and 360,523 tons, respectively.

This is only one item of the long list which puts Prosperous Pennsylvania among the **FIRST** in the production of so many of the Nation's vital necessities in the line of war and industry.

The resultant expansion of Pennsylvania's trade and commercial activity, has put its people "in pocket" as never before. Hitherto unheard of wages give them command of an immense amount of spending money. The Keystone State is essentially a newspaper reading community and its readers learn what to buy through its newspapers—foremost of which are these representative

PENNSYLVANIA DAILY NEWSPAPERS

	Circulation	lines	lines		Circulation	lines	lines
	Net Paid	2,500	10,000		Net Paid	2,500	10,000
Allentown Call (M).....	21,400	.03	.03	New Castle News (E).....	11,080	.018	.018
Altoona Mirror (E).....	21,320	.04	.04	Oil City Derrick (M).....	5,703	.0215	.0165
Altoona Times (M).....	14,940	.025	.02	Philadelphia Press (M).....	32,053	.08	.07
Altoona Tribune (M).....	7,600	.02	.02	Philadelphia Press (S).....	81,655	.17	.15
Chester Times & Republican (M&E)	12,819	.04	.03	Philadelphia Record (M).....	123,277	.25	.25
Connellsville Courier (E).....	6,884	.015	.025	Philadelphia Record (S).....	133,680	.25	.25
Easton Express (E).....	5,200	.018	.018	Pittsburgh Dispatch (M).....	59,764	.12	.08
Easton Free Press (E).....	15,835	.025	.025	Pittsburgh Dispatch (S).....	57,301	.19	.14
Erie Herald (E).....	8,683	.02	.02	Pottsville Republican (E).....	11,533	.0329	.0329
Erie Herald (S).....	8,683	.02	.02	Scranton Republican (M).....	28,331	.07	.06
Harrisburg Telegraph (E).....	22,388	.045	.045	Scranton Times (E).....	33,093	.07	.06
Johnstown Democrat (M).....	9,841	.03	.025	West Chester Local News (E)....	12,128	.03	.03
Johnstown Leader (E).....	6,718	.015	.015	Wilkes Barre Times-Leader (E)....	18,975	.035	.03
Lancaster Intelligencer and News-Journal (M&E)	18,377	.04	.04	York Gazette (M).....	6,807	.0178	.0129

Government statement April 1st, 1918.

DOUBT THAT CHAPIN WAS INSANE WHEN HE KILLED HIS WIFE

District Attorney Fails to Confirm Statement of Evening World
City Editor That Debt Drove Him Mad—Seek
Matrimonial Difficulties

THE entire newspaper confraternity of New York was shocked when it found that Charles E. Chapin, city editor of the Evening World, had shot his wife to death and disappeared. The act occurred early in the morning of last Monday, and after the discovery of Mrs. Chapin's body his associates on the World and others who knew him well declared that the only news that would be received of him would be the finding of his body. For a long time it had been known that his nerves were in a shattered condition and that he was brooding moodily. It was believed that at last they had given way entirely, and that in a moment of aberration he had committed the act discovered when his room in the Hotel Cumberland was entered and the body of his wife found, and then gone to some secluded place and done away with himself.

He was on the verge of collapse when he surrendered himself to the police twenty-four hours after he had killed his wife, and gave way utterly later while on his way to the Tombs, where he was committed without examination. He has been indicted on a charge of murder in the first degree, and will be tried in due course unless a commission shall declare him insane.

Will Be Tried for Murder Unless Insane

When Chapin was arraigned for pleading there was no allegation of insanity. Instead, his counsel entered a plea of not guilty. Assistant District Attorney Magee declares that Chapin told him that he was not insane, and that he wanted to expiate his crime in the electric chair.

mental trouble and drove him to kill his wife. The only debt so far uncovered is an unpaid account of \$800 at his hotel.

They question, too, his statement that he spent the day and night after the killing in wandering about the parks. His own declaration that he watched all night for an opportunity to kill Mrs.



CHARLES E. CHAPIN.

According to Chapin's own story, he was harassed by debts incurred through stock operations. He had not been successful in Wall Street, he said, and had borrowed widely from friends and acquaintances in an effort to recoup his losses. Some of his creditors were pressing him hard for their money, and he saw no way to paying it back. Fearing exposure of his condition, he declared, he determined to die by his own hand. His wife was "such a good pal," he continued, that he was loth to leave her behind to face the ruin that was imminent.

Doubt Insanity Plea

District Attorney Swann and Assistant District Attorney Magee are inclined to doubt their first impression that Chapin was insane. The police say that their investigation into his life has disclosed facts which negative his statement that he was devoted to his wife and that their married life was ideal. His refusal to name his alleged creditors has made the District Attorney doubt, also, that financial difficulties caused

Chapin while she was asleep indicates to the authorities premeditation that cannot be ascribed to mental aberration of a fleeting character.

Long Contemplated Suicide

That suicide and slaying of his wife had long been in his mind appears from his own statement that four years ago he took Mrs. Chapin to Washington with the avowed intention of killing her there and committing suicide, and even bought a cemetery plot in the capital, where he intended that they should be buried side by side. His courage failed him, however, and they returned to New York.

When he descended from his apartment in the Hotel Cumberland, leaving his wife dead in bed from a bullet he had fired into her head, he mailed a letter to Don C. Seitz, business manager of the New York World, telling that he had killed Mrs. Chapin and intended to commit suicide. This letter led to the discovery of the body. On his way to the street he met Frank Carruthers, of the business department of the World, who

lives in the same hotel, and exchanged the usual greetings with him. Mr. Carruthers noticed nothing peculiar about Mr. Chapin at that meeting.

From the hotel, Chapin says he wandered into Central Park and spent a while there, then crossed over to Prospect Park, Brooklyn. There, at midnight, he says, he put a pistol to his head, but saw a policeman approaching and so did not fire the fatal shot. When morning came he rode back to Manhattan and delivered himself up to the police, confessing his act and declaring that he believed he had taken "the only honorable course."

An Eccentric Executive

Mr. Chapin was one of the best-known newspaper editors in the country, and for about a score of years he had been one of the most widely discussed newspaper characters of Park Row. He was known as a competent, though eccentric, executive, of flinty temper, and an unbending disciplinarian. Around him had clustered a mass of picturesque traditions.

Little is known even among his most intimate friends about his early youth. He entered the newspaper field of New York more than thirty years ago as reporter on the World. Later he went to Chicago, where he remained two years. He was city editor of the Chicago Herald from 1887 to 1889. He then returned to the World, where he worked in various capacities till 1894, when he went to St. Louis, where he was city editor of the Post-Dispatch till 1898. In that year he returned to New York to become city editor of the Evening World, a post he occupied since that date, with the exception of a few months, during which he was connected with the morning World.

Mrs. Chapin was the niece of Russell

Sage, the multi-millionaire, and it was said that she was left a considerable legacy on Mr. Sage's death. It was reported by men who knew Chapin best that this fortune, whatever its size, had been wiped out in unlucky investments.

GILBERT WITH PUBLIC LEDGER

Severes Twenty Years on N. Y. Tribune—
To Become Washington Correspondent

Clinton W. Gilbert has severed a connection of many years with the New York Tribune and has become the Washington correspondent of the Evening Public Ledger, of Philadelphia.

Mr. Gilbert returned to Washington recently after a brief stay in Europe for both the Tribune and the Evening Ledger, and it then became known that he was to devote his entire time to the latter. He has taken a desk in the Public Ledger Bureau.

Prior to his trip abroad, Mr. Gilbert did special correspondence for the Evening Ledger, under a special arrangement with the Tribune, which sent him to Washington last fall to do special editorial correspondence.

Mr. Gilbert was connected with the Tribune for about twenty years. For about a year and a half before coming to Washington he was assistant editor of the Tribune, a title he retained even after taking up the Washington work. For four years prior to becoming assistant editor, he was an editorial writer on the Tribune.

Ad Club Plans War Map

Arrangements are to be made, if practical, for a mammoth war map to be displayed at some prominent place by the Fort Smith, Ark., Ad Club, with the battle-lines to be changed from day to day as the war progresses.

FOLLIES OF THE PASSING SHOW



The Boys Keep Their Promises

A DRAWING BY CHARLES MITCHELL

These pungent commentaries paralleling current events are supplied to a long list of exclusive subscribers in 3-column wet mats six days a week.

For terms, write or wire

THE LEDGER SYNDICATE
Independence Square, Philadelphia

A Harvest of Gold



The Empire State is flourishing in most all its products this golden summer. Agriculturally, New York State has been conspicuously productive—and as an example, the apple crop is a particularly heavy one, 10,000 apple pickers being wanted to harvest a yield five times as large as that of last year in northwestern New York.

But this great increase in apples is equalled in all other products, commercial and industrial, as well as agricultural, in practically every part of the State.

There is scarcely an industrial plant that can keep up with its orders, and business of all kinds is at its height, with the outlook of another era of tremendously active expansion in the Fall season just beginning.

Make your Fall plans include advertising in the greatest commercial field in the world—New York State—via these 48

NEW YORK STATE 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 (M).....	121,639	.39	.36
Albany Knickerbocker Press (S)....	35,825	.07	.07	New York Sun (S).....			
Auburn Citizen (E).....	7,130	.0207	.0179	New York Telegram (E).....	204,622	.342	.315
Binghamton Press-Leader (E).....	26,655	.06	.05	New York Telegram (S).....	204,622	.246	.225
Buffalo Courier & Enquirer (M&E)...	79,498	.14	.12	New York Times (M).....	352,794	.50	.45
Buffalo Courier & Enquirer (S).....	108,197	.14	.12	New York Times (S).....	352,794	.50	.45
Buffalo Evening News (E).....	95,091	.16	.16	New York World (E).....	367,101	.40	.40
Buffalo Evening Times (E).....	50,638	.09	.09	New York World (M).....	340,074	.40	.40
Buffalo Sunday Times (S).....	61,784	.09	.09	New York World (S).....	501,724	.40	.40
Corning Evening Leader (E).....	7,339	.0193	.015	Brooklyn Daily Eagle (E).....	46,525	.16	.16
Elmira Star-Gazette (E).....	24,403	.05	.04	Brooklyn Daily Eagle (S).....	70,000	.16	.16
Gloversville Leader-Republican (E)...	6,308	.02	.02	Brooklyn Standard-Union (E).....	65,109	.15	.15
Gloversville Morning Herald (M)...	5,880	.03	.015	Brooklyn Standard-Union (S).....	75,507	.15	.15
Ithaca Journal (E).....	6,689	.0357	.02143	Poughkeepsie Eagle-News (M).....	5,480	.01714	.01714
Jamestown Morning Post (M).....	9,311	.025	.0207	Rochester Times-Union (E).....	62,156	.12	.10
Mount Vernon Daily Argus (E).....	6,079	.0214	.015	Rochester Herald (M).....	35,782	.05	.05
New York American (M).....	367,969	.45	.41	Rome Sentinel (E).....	5,384	.0165	.0129
New York American (S).....	753,468	.65	.60	Schenectady Union-Star (E).....	17,068	.06	.035
New York Globe (E).....	188,772	.33	.31	Syracuse Journal (E).....	43,132	.07	.07
New York Herald (M).....	128,814	.40	.36	Troy Record (M&E).....	23,851	.04	.04
New York Herald (S).....	202,000	.50	.45	Watertown Standard (E).....	12,143	.0286	.0214
New York Evening Journal (E).....	731,047	.70	.70	Yonkers Daily News (E).....	3,028	.0375	.025
New York Mail (E).....	130,083	.34	.32				
New York Post (E).....	26,501	.25	.19	Government statements April 1st, 1918.			
New York Sun (E).....	180,998	.37	.34	Total Circulation 6,185,404.			
				10,000 Line Rate 8.60147.			
				2,500 Line Rate 9.25984.			

MANY NEW STARS ADDED DAILY TO NEWSPAPER FLAGS

Gold Ones Appear, Telling of Supreme Sacrifice On Fighting Front—Promotions Frequent, Showing Efficiency of Men in War Work

DAILY news arrives of fresh recruits for the army, the navy, and the marines from the ranks of active newspaper men, adding new stars to the service flags that fly from every newspaper office in the United States and Canada. No less evident, too, are the tales of men leaving all branches of the profession to devote themselves to collateral war work, such as the Y. M. C. A. and other auxiliary bodies in which a man, not quite physically fit to serve his country in strenuous war, may still find outlet for his patriotic desire to do his bit towards smashing the Hun.

Promotions and commissions for newspaper men, frequently figuring in the news, speak well for the efficiency they have brought to the service, and the full list of men who wear the insignia of officers is long. Some, too, have made the supreme sacrifice, laying down their lives in heroic action, enrolling their names in the honor list of those who have given all for their country.

Lieut. McGiffen Killed in Battle

Lieut. Allan McGiffen, a Toronto newspaper man, has been killed in action. He was a son of the late Commodore John McGiffen, of the Niagara fleet, and was about twenty-nine years of age. He enlisted with the Thirty-fifth Battalion three years ago, and went to France. Lieut. McGiffen was a graduate in arts of Toronto University, and had been on the staffs of the Globe, Mail and Empire, and Saturday Night, and he was an editor with the Canadian Press, Ltd., at the outbreak of the war.

Neil P. Moynihan, city editor of the Haverhill (Mass.) Sunday Record for the past two years, formerly connected with Salem, Boston, and Haverhill (Mass.) newspapers, has entered the officers' training school at Camp Lee, Va. He is succeeded by M. R. Sullivan.

Burrows Matthews, former city editor of the Buffalo Express, who has been at Camp Upton, Yaphank, L. I., as a lieutenant, has been promoted to be captain. Capt. Matthews at one time was Albany correspondent of the Express, and is a son of the late George E. Matthews, one of the well-known newspaper men of an earlier day.

Fred S. Taylor, until his enlistment in the Marines a copy editor on the Portland Oregonian, has been appointed assistant editor of the Guam News, which is published by the Naval Government of Guam.

A. B. Richeson, a copy editor on the Portland Oregonian at the time the war broke out, has been promoted to the rank of major in the American forces in France. Mr. Richeson attended the first officers' training school at the Presidio, Cal., and won a commission as captain. Before going to the Oregonian he was a sergeant-major in the regular army.

Ed L. Shove, for many years sporting editor of the St. Paul Daily News, sends word of his arrival in France, where he is doing Y. M. C. A. work.

Morris Dubow, of Roxbury, Mass., formerly a Boston Herald-Journal newsboy, and a well-known athlete, is now on his way to Palestine, where he will join the Jewish Legion. He was given a reception in I. O. O. F. Hall just before his departure, by members of Jewish societies, the attendance including Louis Brandeis, of the Supreme Court bench, and other Jewish dignitaries. Morris is the fourth son of the family to go to war. Two are serving their country in the navy and one in the army.

Lieut. Ellsworth Olmsted Strong, formerly of the reportorial staff of the Boston Transcript, and the son of Rev. William E. Strong, D.D., of Newtonville, Mass., was killed in action in France,

on August 25, according to a War Department telegram received at his home last week.

Lieut. Franklin Fox, of Philadelphia, was killed in France, when an airplane in which he was riding caught fire. Lieut. Fox was a newspaper man until the United States entered the war. He was employed on the Boston Herald and the Philadelphia Public Ledger.

John H. Dannelley, former editor of the Long Island Globe, who is now a sergeant attached to Company A, 165th Infantry, has been recommended for a distinguished service medal for bravery under fire.

CHESTER, Pa., September 18.—Thomas H. Higgins, editor of the Delaware County Democrat, has enlisted for service overseas. A few days ago Mr. Higgins received word that his youngest son had been killed in battle.

Mr. Higgins has two other sons on the other side fighting the Hun. Mr. Higgins formerly was the owner of the Horning Republican and a few years ago took over the leading Democratic paper of his county.

D. R. Huffaker, editor and publisher of the Pottsboro (Tex.) Times, has entered the military service of the United States.

Corporal W. S. Henson, former member of the staff of the Dallas Morning News, has received a commission as second lieutenant after attending the central training camp for artillery officers at Camp Zachary Taylor, Ky.

WASHINGTON, September 17.—Carl D. Ruth, for many years Washington correspondent for the Cleveland Leader, has been commissioned a captain in the Intelligence Corps of the army.

PROVIDENCE, R.I., September 17.—Maus S. Wheelwright, formerly connected with the Tribune as advertising manager, has been commissioned a second lieutenant at Camp Devens.

PROVIDENCE, R. I., Sept. 17.—Marshall C. Rogers, formerly of the Journal, and more recently connected with the Fall River News, has enlisted in the Massachusetts State Guard and has been made a corporal.

DALLAS, TEX., Sept. 16.—Alex. Bayless, a member of the advertising staff of the Evening Journal, has resigned to enter the Officers' Training School for the Navy at New Orleans. Mr. Bayless is a graduate of the University of Missouri School of Journalism, and was business manager of the Daily Missourian, published by the School of Journalism.

WORCESTER, Mass., Sept. 17 — James H. Powers, city editor of the Post, has

been appointed a Knight of Columbus secretary at Camp Devens, Mass.

DALLAS, TEX., Sept. 16. — Russell S. Sims, former telegraph editor of the Morning News, has been commissioned as second lieutenant in the Quartermaster's Corps and has been assigned to a troopship.

SACKETT'S HARBOR, N. Y., Sept. 17.—The Barbed Wire, the camp publication of Madison Barracks, has gained a large circulation in a short time. Private Stoughton was editor-in-chief of the Campus, the weekly newspaper at the University, and was a member of the editorial staff of "Interpres," the junior year book. He was instrumental in the founding of Delta Rho, the journalistic fraternity at the University.

DES MOINES, Ia., Sept. 17.—Lieut. "Jack" Wilkinson, formerly connected with the advertising department of the Register and Tribune, was a visitor in Des Moines recently while enroute to Camp Jackson, Columbia, S. C., from Louisville, Ky., where he has attended the Artillery officers' training school. He was in Deming, N. M., last fall with Company B. of the Engineers.

BOSTON, Sept. 17.—Four more members of the Boston Post staff have resigned their positions on that paper to enter the service of their country. All were members of the reportorial staff. They are Joseph A. Guay, Ralph L. Rogers, Francis A. Hurley, and George E. Huestis. Mr. Guay was formerly telegraph editor of the Providence News.

BOSTON, Sept. 17.—Frank O'Connor formerly of the reportorial staff of the Herald, has left Boston with a squad of twenty recruits for the Marine Corps, for Paris Island, S. C.

BOSTON, Sept. 17. — "Jerry" Keating has resigned from the rewrite staff of the Herald to enter upon a course of training at the Central Officers' camp, Camp Lee, Va. Before joining the Herald, Mr. Keating was connected with the staffs of the Boston Post and Boston Journal.

SCRANTON, Sept. 17.—Ten more stars have been added to the service flag of the Scranton (Pa.) Republican, making thirty-four in all. The last call has struck the composing room particularly hard, six of the ten men going from that department.

BOSTON, Sept. 17.—John F. Bogart, publisher of Mr. Hearst's Boston American, has resigned to enter the army.

WASHINGTON, September 17.—Philip M. Ransom is Washington's latest enlisted newspaper man, he having joined an engineering regiment. He is a son of "Pop" Ransom, a veteran newspaper man, and two other brothers are already in the service.

BOSTON, Sept. 17. — James Spencer Love, a Harvard Crimson editor for two years, and a member of the Harvard Graduate School of Business Administration during his senior year, has year, has been promoted to captain of infantry in the National Army overseas.

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



Ohio First
with
\$60,000,000

☐ Ohio led all the other states in the sale of War Saving Stamps up to September 1st, 1918.

☐ Just one more reason for "Ohio First."

Ohio can afford to respond to Uncle Sam's call—in it's record-breaking liberality.

☐ It has the MONEY.

The Buckeye state is "there"—the best "heeled" of all the commonwealths in proportion to size—

- 15,000 industrial establishments —
- Operated by over 500,000 employees —
- Who earn over \$250,000 per year —

Besides this immensely prosperous class of workers—Ohio has

—200,000 home owned farms—and an unsurpassed transportation system of over 13,000 miles of steam and electric railways.

☐ Also Ohio's finest and most effective system of advertising publicity is found every day on the pages of these 27 best

OHIO DAILY NEWSPAPERS

	Circulation.	2,500	10,000		Circulation.	2,500	10,000
		lines.	lines.			lines.	lines.
Akron Beacon-Journal	(E) 31,335	.04	.04	Dayton News	(S) 23,935	.035	.035
Akron Times	(E) 20,794	.03	.025	Marion Daily Star	(E) 8,094	.0129	.0129
Cincinnati Com.-Tribune	(M) 60,723	.12	.10	Newark American-Tribune	(E) 6,287	.0108	.0108
Cincinnati Com.-Tribune	(S) 26,339	.15	.13	Piqua Daily Call	(E) 4,017	.0086	.0086
Cincinnati Enquirer 5c.	(M&S) 55,314	.14	.12	Portsmouth Daily Times	(E) 10,327	.02	.02
Cleveland News	(E) 130,936	.18	.18	Sandusky Register	(MS) 4,263	.0093	.0093
Cleveland Leader	(S) 146,968	.19	.19	(No Monday Issue.)			
Cleveland Plain Dealer	(M) 165,524	.23	.23	Springfield News	(E&S) 13,118	.025	.025
Cleveland Plain Dealer	(S) 214,879	.25	.25	Steubenville Gazette	(E) 3,620	.0143	.0071
Columbus Dispatch	(E) 75,402	.11	.10	Toledo Blade	(E) 55,133	.12	.10
Columbus Dispatch	(E) 71,119	.11	.10	Youngstown Telegram	(E) *20,420	.035	.035
Columbus (O.) State Jour.	(M) 55,656	.09	.08	Youngstown Vindicator	(E) *21,577	.04	.04
Columbus (O.) State Jour.	(S) 28,459	.09	.08	Youngstown Vindicator	(S) *16,794	.04	.04
Dayton News	(E) 35,241	.055	.055	Zanesville Signal	(E) 10,837	.02	.02

*A. B. C. Statement.
Other ratings Government statement October 1, 1917.

UPHOLDS RIGHT OF PRICE CONTRACT

Not Offensive to Public Policy or Sherman or Clayton Acts, Says New Jersey Court—Trade Name an Asset

Holding that the practice enjoined in effect a fraud upon the public, Vice-Chancellor Lane, of the New Jersey Court of Chancery, has just handed down a decision restraining Hahne & Co., a Newark department store, from selling trade-marked watches manufactured by Robert H. Ingersoll & Bro. at less than standard advertised prices. The decision is important in its possible bearing upon Interpretations of the Sherman and Clayton Anti-Trust Acts. These acts were invoked by counsel for the defendant in the final hearing upon the application of the Ingersoll Company.

It was contended by counsel for the defendant that the restrictions imposed by the Ingersoll Company upon the sale of its watches were in restraint of trade and in violation of the spirit of the Sherman and Clayton Anti-Trust acts as interpreted by the Supreme Court of the United States. This is overruled by the Vice-Chancellor, who holds that the points at direct issue in this case have not yet been ruled upon by the Supreme Court.

Takes Issue with Hughes

Vice-Chancellor Lane takes issue with Charles E. Hughes when the latter was a member of the highest tribunal, saying, with reference to a decision by Justice Hughes, from which he quotes: "If the learned Justice meant that all restraints were void at common law, I think he was mistaken."

The element of fraud declared by the Vice-Chancellor to be apparent in the case, he defines as an intention by the defendant company to sell the Ingersoll watches under price to lead the public into the belief that all of the goods sold in its store were similarly low-priced.

The injunction carried by the decision does not prevent the sale below advertised prices of the watches, provided the trade-mark name and the manufacturers' guarantee are first removed. It is the Vice-Chancellor's opinion that "the practice of a manufacturer to make and sell an article not the subject of monopoly, and subject to keen competition, the price of which has been standardized through extensive and expensive advertising, of affixing a notice under the terms of which purchasers are forbidden to resell at less than the standard price without removing the manufacturers' marks and guarantee, is not offensive to public policy or the Sherman or Clayton acts."

In the case at bar," he continued, "the prohibition is not against the resale of the article, nor is it impracticable

to resell the article without reference to the trade name. Indeed, complainant offers to manufacture watches similar to those marked with the trade name without that trade name. Complainant does not seek to retain any right in the article itself; it merely seeks to restrain the use of its trade name and good-will, except under conditions fixed by it. It may permit the purchaser of the article to use its trade name and good-will under such conditions as it sees fit. It has an interest in addition to that of mere protection to its trade name and good-will, for it guarantees the article sold and scrupulously performs its guarantee, maintaining a large and expensive repair department for this purpose."

UNIVERSAL SERVICE NOTES

Bryan Joins Washington Staff—Fitzhamon Goes to London

Albert E. Bryan is the latest addition to the Washington staff of Universal Service.

H. W. Belcher has joined the Chicago Bureau of Universal Service.

E. G. B. Fitzhamon, for several years a London correspondent for American newspapers and lately of the San Francisco Examiner, goes to London to represent Universal Service there.

Allan Markley, who has been covering sports for Universal, left the past week for Bucyrus, Ohio, to join the colors.

H. H. Stansbury, of the Washington staff of Universal, has been transferred to New York.

Max Lieberman, of Brooklyn, has become a member of the New York staff.

John L. Balderston, who has had many important foreign assignments, is now writing special London cable stories for Universal.

Newspapers Audited by A. B. C.

The Audit Bureau of Accounts reports audits of the following newspapers: Campaign (Ill.) Daily Gazette, Champaign (Ill.) Daily News, Fargo (N. D.) Courier News, Fargo (N. D.) Forum and Daily Republican, Iola (Kan.) Daily Register, Jacksonville (Ill.) Daily Journal, Jacksonville (Ill.) Courier, Kansas City (Mo.) Journal, Kansas City (Mo.) Post, Kansas City (Mo.) Star and Times, San Diego (Cal.) Sun, San Diego (Cal.) Union-Tribune, Staunton (Va.) Daily Leader, Coshoc-ton (O.) Tribune and Times-Age, Win-nipeg (Manitoba) Telegram, Delaware (O.) Gazette, Shreveport (La.) Journal, Shreveport (La.) Times, Ottawa (Kan.) Herald, Salt Lake City Deseret News, Salt Lake City, Salt Lake Tribune, Worcester (Mass.) Telegram.

It's billions for defence or billions for indemnity.

224,004,159,000,000 cubic feet!



Say it!

Put it into WORDS!

Realize that it represents West Virginia's production of NATURAL GAS for 1915—official figures, and twice as much as any other State produced.

This gas is piped as far west as Cincinnati and Toledo, Ohio. Just think it!

Only the fortieth state in the Union in area, but the richest for its size in natural resources, it leads in many things, is second in others, **THIRD** in the value of its mineral production with only TWO States ahead.

Naturally so large a PRODUCER is also a BIG BUYER in about the same average dimensions; **THRIFTY** but a broad spender. And popularity for goods of merit can be economically attained by advertising in these papers, where a comparatively small expenditure makes a **BIG ADVERTISER** in West Virginia.

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

*Government statement March 31st, 1918.
‡A. B. C. statement March 31st, 1918.
‡Publishers' statement.

File the Facts for Reference

READING MATTER IN SUNDAY PAPERS

THE reading matter carried by the New York Sunday papers has not yet been brought down to the requirements of the War Industries Board, as the following tabulation of the contents of the first three Sundays in September shows:

	Aver. cols. of reading, Reduction		Conser- vation size.	Columns reading.		
	1st 6 mos., 1918.	ordered.		Sept. 1.	Sept. 8.	Sept. 15.
Times	371	97½	273½	297¾	292½	304½
Tribune	392½	110½	282	300¾	287	290¼
Herald	357	89	268	253	316	316
American	443½	141	302½	365½	383½	362½
Sun	430	133	297	312½	331	339¾
World	336½	78¼	258¼	259¼	290½	269¼
Telegram	72½	7¼	65¼	73¼	71	84

TEUTON PAPERS DENY POST-INTELLIGENCER THEY ARE FREE

Declare That Conditions Imposed by German and Austrian Government Are Intolerable—Official Bureaus Send Nothing of Importance

WASHINGTON, September 19.—The statement of Admiral von Hintze to Vienna editors last week, that the German and Austrian newspapers, "in an atmosphere of liberty and independence unknown to the Entente press," are willingly fighting for their Governments and their countries, was contradicted sharply by papers of both nations, according to advices received here from Berne through diplomatic channels.

The Berne dispatch stated "The Frankfurter Zeitung, in protesting, declared that the French and English press enjoyed at least as much liberty as the German.

"The Gazette said: 'A responsible statesman ought to show himself more cautious when speaking for the public and not make such indefensible affirmations, likely to make the people wonder if game is being made of them.'

"The Münchner Post asserted that the conditions imposed on the German press are intolerable. 'Our official telegraphic agencies,' it declared, 'do not mention events of importance, and, perhaps, deceive Germany, but they give us with full particulars the Kaiser's private talk with the Czar of Bulgaria or even with a Skoropadki, who is nothing more than a German satrap in the Ukraine, as if such babbling could really affect the state policy on questions that really interest Germany. Wolff either says nothing, or gives information so exaggerated or false that it awakens among the people foolish hopes, followed by disillusionment and crises of distrust.'"

vance first-class rates about 16 cents and second-class rates 12 cents per 100 pounds.

Asks Express Rate Increase

WASHINGTON, September 18.—Application for another 10 per cent. increase in express rates has been made by the American Railway Express Company to Director-General McAdoo, who now has the proposal under consideration. The company specifically asks to apply a flat increase of 10 cents per 100 pounds to existing commodity rates and to ad-

CHANGES HANDS

Clark M. Nettleton, Prominent Lumberman, Buys Newspaper on Which He Once Worked as Reporter—James A. Wood Editor-in-Chief

(Special to THE EDITOR AND PUBLISHER.)

SEATTLE, September 17.—The Seattle Post-Intelligencer has been sold by A. S. Taylor, publisher, and his associates, to Clark M. Nettleton, a prominent lumberman and capitalist in the Pacific Northwest. The new management assumed control immediately.

James A. Wood, for years editor of the Town Crier, a Seattle weekly, who was formerly in an executive position on the Post-Intelligencer, has succeeded Scott C. Bone as editor-in-chief. Mr. Bone's plans for the future are yet undecided, but he is expected to return to Washington, D. C. No other changes in the personnel of the paper have been made. Joseph Gilbert remains as managing editor, T. J. Dillon as associate editor, and Frank P. Goss as city editor.

Mr. Nettleton was a member of the reportorial staff of the paper he now owns many years ago. While he is the chief owner of the paper, it is said he is backed by many other prominent Seattle business men.

Mr. Taylor, it is thought, will retire permanently from newspaper work.

Dominion Has Official Record

MONTREAL, September 18.—The Dominion Government is taking another leaf from Uncle Sam's book, and is going to publish a weekly paper entitled "The Canadian Official Record." The paper will be issued under the direction of M. E. Nichols, Director of Public Information. The object of the publication will be to keep its readers fully informed of the actions and decisions of the Government and the various departments having to do with war work.

Urges Newspapers in Schools

STEVENS POINT, Wis., September 18.—Declaring that the daily paper is one of the best mediums to keep them informed on current events, Miss Marian Banach, County Superintendent of Schools, has advised every district school in the county to subscribe for a daily.

"Come across" or the Kaiser will. Liberty Bonds or German taxes.

UNCLE SAM'S SUGGESTIONS INTERPRETED AS ORDERS

ON July 15 Thomas E. Donnelly, the news print controller, requested all newspaper publishers to put into effect at once the following "preliminary economies":

- Discontinue the acceptance of the return of unsold copies.
- 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.
- Discontinue giving free copies to advertisers, except not more than one copy each for checking purposes.
- Discontinue the arbitrary forcing of copies on news dealers (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 or commissions to agents, dealers, or newsboys for the purpose of securing the equivalent of return privileges.
- Discontinue all free exchanges.

HAVE YOU COMPLIED WITH THESE REQUESTS?

If not, do it now and help usher in the day of standardization in the newspaper business.

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 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, has 5 times the circulation of its only evening competitor and 2½ times that of the local morning paper.
- 3rd** The Flint Journal, Bay City Times-Tribune, Lansing State Journal, Saginaw News-Courier, Pt. Huron Times-Herald, Kalamazoo Gazette-Telegraph, Pontiac Press-Gazette, Muskegon Chronicle, Adrian Telegram, Ann Arbor News are ten splendid modern newspapers without any local competition. Each covers its field with practically 100% thoroughness.
- 4th** The Jackson Citizen-Patriot is the only evening paper in Jackson and has three times the circulation of the morning paper.
- 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	17,515	.035
Detroit News	215,000	.23
Flint Journal	25,947	.05
Grand Rapids Press	84,435	.10
Jackson Citizen-Patriot	23,260	.05
Kalamazoo Gazette-Telegraph	22,171	.04
Lansing State Journal	24,115	.05
Muskegon Chronicle	13,574	.025
Pontiac Press-Gazette	10,751	.025
Pt. Huron Times-Herald	11,057	.025
Saginaw News Courier	22,000	.05

EVALUATION OF PAPER'S CONTENTS WILL TEND TO IMPROVEMENT

Expert Exemplifies Simple Method by Which Every Managing Editor Can Keep Close Watch of the Merit of His Production

By H. L. W.

A CERTAIN managing editor of analytical bent and fond of figures, tabulates periodically the news of all the newspapers in his field, comparatively, in a more comprehensive and elaborate way than is usually done. He does so to make concrete and visible to himself and his publisher the quantitative and qualitative elements of excellence of his paper, compared with those with which it is in competition, as a safeguard against errors of impressionistic judgment and natural prejudicial bias in favor of his own handiwork.

While his tabulation ignores, from necessity, some important factors and so is not entirely scientific, it serves to minimize guesswork and mental approximation in the appraisal of his product in relation to its appeal to the public. This is the theory upon which it is based and his explanation as to how it may be applied:

Basic Analysis Is Paper's Excellence

The excellence of a newspaper, which is the basis of its success from a practical standpoint, is proportionate to the satisfaction it gives to its readers, the degree being controlled, in broad aspect, by—

The amount and quality of the current news it prints;

The amount and quality of its recreatory and pleasurable reading matter;

The presentation of the news—writing, editing, printing, make-up, illustrations—which is the craftsmanship with which it is put together, to which the average reader is consciously indifferent, but which has a powerful subjective effect upon him.

Institutional character, the combined product of the paper's history, ownership, attitude upon public questions, activities in public services and similar things, is an extremely powerful factor in the public's attitude toward it, which, however, eludes mathematical analysis, and so must be ignored. Likewise, the volume and diversity of advertising which is an integral part of the modern newspaper value to the public, is ignored, because, while not negligible, it is foreign to the main purpose of the analysis.

News and Features

From a general qualitative standpoint, news is of two kinds—routine and feature.

The occurrences of the day in war, industry, society, and sports are, for the most part, routine news. They are current intelligence, the foundation of the newspaper, for which the public primarily buys it.

Features are a gratuity, or surplus, to broaden and intensify the appeal of the paper, to relieve it of dryness and heaviness, which routine news reports alone produce, to contribute human interest in response to the general appetite for recreatory and pleasurable reading matter.

Some routine news, such as reports of battles, has large human interest values inherently even greater in degree than is possible in any feature. A story of a sensational political convention or election has a dramatic appeal only slightly affected by the technical method by which it is handled.

Other routine news, such as market and baseball statistics, are devoid of human interest values per se. Still, they are highly interesting to large classes of readers, and so are important and indispensable.

But when a novelist of international fame reports a prize fight with a highly individualistic point of view and with unique treatment, when a police re-

porter makes a "sob story" out of a trivial criminal court incident, when an illustrator shows a German aeroplane falling in flames with an American ace the victor, a routine news event is made into a feature story by the injection through technical treatment of the human interest element, and has a value superior to that of the news facts upon which it is based.

The efficiency and skill of a news staff is tested in large measure by its ability to make the newspaper interesting as well as informative. The struggle in nearly all newspaper offices is to inject the human interest element into as large a proportion of the news as possible, so as to have as small a proportion of the news as possible, so as to have as small a proportion devoid of it as is practically possible. The extent to which this policy is carried determines in large degree whether the paper is "sensational" or "conservative." It constitutes one of the most important phases of the "art" of newspaper making.

Qualitative Analysis

So, in appraising a newspaper by present day standards it is necessary to determine not only the quantity of various classes of news that are printed, but its qualitative value from this standpoint. Qualitative values are to some extent matters of individual personal judgment, but the principles are so well understood and the practice so general that well trained newspaper men do not differ about many items except those that are just on the border line between routine news and feature, which are negligible in number.

The subjoined tabulation is an analysis, by the method described, of a recent issue, taken at random, of the Chicago Tribune. If other Chicago newspapers were paralleled with it, the quantitative and qualitative differences between them would appear.

To intensify the qualitative element, the features have been graded into two classes. More could be employed. Such features as Briggs, Ring Lardner, Dr. Evans, and B. L. T. obviously fall in the first class. Others, such as "Fashions," and "Friend of the Soldier," have a narrower appeal, are less popular, and for that reason are second class.

Practically all the war news is classified as routine. In this particular issue all the matter from the Tribune staff men at the front was straight report of army activities. Much of the matter from these men in other issues is featured.

Each separate item or each section of a running story carrying a sub-head and a dash is counted as an item. Large

heads are counted in as part of the lead item. In sports and markets each complete story carrying a head and a dash is counted as an item. In the society column each separate paragraph covering a society event or a personal is counted similarly.

Number of Items

The number of items, while less so than the other statistics, has value in determining the average length of stories, and is an index to condensation, conservation of headline space, etc. It is indicative also of comprehensiveness.

The classifications and the arrangement are not arbitrary. They should be made to fit the newspapers to be compared, and to develop any special information desired.

The classification for Sunday papers would need to be greater in number.

Six consecutive week-day issues should be aggregated. Single issues vary too much day by day to furnish a safe comparative criticism. At least two consecutive Sunday issues should be aggregated for the same reason.

Analysis should be made about once in every three months. It could be done day by day progressively. Nearly all papers keep a record of display and classified advertising by classifications in agate lines and number of advertisements, but none does so for the news, the most important thing about a newspaper.

Not Difficult to Do

It is simple to do. The classifications are numbered. The managing editor marks the items himself by the number. Any clerk can count the items, measure them, and tabulate them. Mental computation of the length of items is accurate enough. When six issues are aggregated.

(Continued on page 25)

LOWDEN TO ADDRESS ILLINOIS EDITORS

Liberty Loan Campaign to Be Chief Subject for Discussion at East St. Louis Convention on September 27

Governor Frank O. Lowden, of Illinois, will be the principal speaker at the regular annual meeting of the Southern Illinois Republican Editors' Association, which will be held in the Elks' clubrooms, East St. Louis, September 27. The meeting was called by President A. T. Spivey, editor of the East St. Louis Journal, for the day before the Liberty Loan campaign, opens. The campaign will be the principal topic of discussion.

Invitations to speak have been accepted by William E. Mason, Representative at Large; Representative Medill McCormick, Republican nominee for United States Senate; Representatives W. A. Rodenberg, J. G. Cannon, W. B. McKinley, Loren E. Wheeler, Tom Williams, and E. E. Denison.

The business meetings will be held in the afternoon, and at night there will be a banquet, at which it is expected 700 persons will be present.

An Accidental Test of Stability

During the recent removal of the Salt Lake Herald-Republican's plant to a new location, one of the linotypes fell two floors to the basement, when being hoisted to the present location. It hit twice on the way down, and the only damage done was a bent cam roller and broken glass.



Ludlow Twin Slugs—Note Six Separate Walls Supporting Face

Why the LUDLOW TYPOGRAPH Pays Equally Well in Both Large and Small Offices

The actual money value of the economies effected by the Ludlow Typograph All-Slug System for Display Composition will naturally vary in direct ratio with the volume of work handled. But the proportion of savings remains about the same on both a great and small volume of work, first, because the initial investment is small; and second, because the operating and maintenance cost is exceedingly low.

The Ludlow Typograph belongs in every composing room—large or small. Investigate its advantages and economies. Write for Ludlow Typograph 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

EVALUATING A PAPER

(Continued from page 24)

gregated it will facilitate the study if the figures are converted from inches, the easier unit to use in the computation, into columns.

The four chief factors in newspaper craftsmanship within the scope of the analysis are writing and editing, make-up, typography and printing. It is need-

less to go into detail as to just how to make the appraisal of these factors.

Every managing editor will have his own way. Standards will vary considerably with individual men and the type of the newspaper produced. To minimize the predominance of purely personal opinions, several members of the staff can grade the papers on these points and the concensus be used.

Analysis of a Week-Day Issue of The Chicago Tribune.

Classifications.	Routine.		Feature.			
	Items.	Inches.	1st quality.		2d quality.	
General News:						
1. War	64	378	4	39	1	2
2. National	18	117	2	35
3. State	4	29
	86	524	6	74	1	2
Local News:						
4. General	61	297	3	10
	61	297	3	10
Sports:						
5. General	5	8	1	8
6. Baseball	18	72	5	42
7. Golf	2	5
8. Horse racing	4	17
9. Automobile	1	13
10. Boxing	6	22
	36	137	6	50
Markets:						
11. Financial	17	51
12. Stocks and bonds	12	114
13. Live stock	9	23
14. Grain	6	72
15. Produce	2	12
16. Provisions	1	4
	47	276
Theatres:						
17. General	1	4
	1	4
Women:						
18. Fashions	1	5
19. Society	19	44
20. Beauty, domestic science, and household	1	5	2	25	3	18
	20	49	2	25	4	23
Editorial:						
21. Editorials	5	46
22. Editorial miscellany	1	8
	5	46	1	8
Illustrations:						
23. War	1	21	1	45
24. General	2	21
25. Local	3	33	1	16
	6	75	2	61
General Features:						
26. Cartoons (serious)	2	22	2	18
27. Cartoons (comic)	3	54	2	27
28. Health, People's Forum, and similar topics	1	22	3	42
29. Literature and art	2	31	5	68
30. Music
31. Humor	2	42	2	2
	10	171	14	157
			Quality.			
			First.	Second.		
Technique:						
Writing and editing	x
Makeup	x
Typography	x
Printing	x

Recapitulation

	Routine.		Feature.			
	Items.	Inches.	1st quality.		2d quality.	
General news	86	524	6	74	1	2
Local news	61	297	3	10
Sports	36	137	6	50
Markets	47	276
Theatres	1	4
Women	20	49	2	25	4	23
Editorial	5	46	1	8
Illustrations	6	75	2	61
General features	10	171	14	157
	257	1,362	25	377	29	250

Summary of news only:

	Items.	Per cent.	Inches.	Per cent.
Routine news	257	83.0	1,362	70.0
First quality feature	25	8.0	377	14.0
Second quality feature	29	9.0	250	16.0
	311	100.0	1,989	100.0

Average length of items:

General news	7 inches
Local news	5 inches
Sports	4 inches
Women	2 inches
Editorials	9 inches
Illustrations	12 inches
General features	17 inches

Learn to Know

Wisconsin

"where ideas have cash value"

Fancy Goods!

That is Wisconsin's specialty.

By ideals and ideas it has raised itself from 19th position among the states to 8th by the VALUE of its manufactured products.

For example, it was Wisconsin that discovered how to utilize the last remaining dairy waste—the *buttermilk*. Already a leader in dairy products, its published directions for making *buttermilk cheese* created a value of several hundred thousand dollars.

And in Wisconsin they make practically every variety of cheese known to commerce, and EXPORT it.

American cheese is famous, and Wisconsin made it so.

Made rich in the last quarter of a century by IDEAS, the people are ever on the alert for whatever may be had in goods and advices of merit, and look for them in their daily papers, which cover the state.

	Circulation	Rate for 5,000 lines
Beloit News (E)	6,274	.02
Eau Clair Leader-Telegram (M&E&S)	8,338	.027
Fond du Lac Commonwealth (E)	5,592	.02
Green Bay Press Gazette (E)	10,096	.02
Kenosha News (E)	4,100	.0143
La Cross Tribune-Leader Press (E&S)	13,307	.03
Madison, Wisconsin, State Journal (E)	13,711	.03
Madison, Wisconsin, State Journal (S)	10,531	.03
Milwaukee Evening Wisconsin (E)	39,898	.06
Milwaukee Journal (E)	116,607	.14
Milwaukee Journal (S)	99,154	.14
Milwaukee Sentinel (M&E)	81,616	.11
Milwaukee Sentinel (S)	72,780	.11
Racine Journal News (E)	7,415	.02143
Sheboygan Press (E)	5,714	.0143
Superior Telegram (E)	15,095	.035
Wausau Record-Herald (E)	4,780	.0178

Government Statements, April 1st, 1918.

The papers delight to help prospective advertisers with information. Ask them for what you want to know.

EDITORIAL

MR. LAWSON SPEAKS

VICTOR F. LAWSON, as chairman of the Publishers' War Committee for the conservation of news print, in a telegraphic communication to the members of this Committee—the full text of which EDITOR & PUBLISHER prints in this issue—analyzes in his accustomed incisive manner the situation confronting the Government in its relations to the newspapers in the matter of free publicity for the Fourth Liberty Loan campaign.

As everybody knows, the War Industries Board has curtailed the space to be used in printing news matter. With newspapers which have always run tight this has served to make space for reading matter a very precious thing. The war news, now that our American forces are making world history, has first call on this space—and the call is big and not to be denied. In the face of these conditions the local committees of the Liberty Loan in the various cities are requesting that their newspapers allot a great volume of news space to the publication of publicity matter for promoting the Fourth Loan.

Mr. Lawson emphasizes the obvious fact that these requests cannot be granted; while the men in charge of the publicity campaign contend that unless they are granted the success of the loan will be endangered.

Mr. Lawson sees a sensible and practicable solution for the problem in a policy of paid advertising by the Government, enabling the Treasury Department to get the selling appeal for the bonds home to every American in an economical and effective way. He cites the policy of the Government in buying other commodities and products in a business-like way, and asks why an exception should be made in the case of the newspapers—which are already carrying special burdens of both taxation and service?

No loyal American, whether an official of the Government or a private citizen, would willingly permit any handicap to be imposed upon the Government in marketing the great Fourth Loan. If that handicap happens to be the present advertising policy of the Government, all good citizens will demand that the policy shall be changed.

That the demands of the Government, on the one hand, that paper shall be conserved to the utmost limit, even to the point of curtailing drastically the news space in the newspapers, and, on the other hand, that the newspapers must still contribute this space on a large scale for the publication of Liberty Loan matter, which could be presented with far better effect in display advertising, impose upon the newspapers conditions impossible to meet, must be apparent.

Is it not plain that the existing situation does carry in it a real menace to the fullest success of the great Loan? To ask the impossible of any citizen, no matter how great his desire may be to meet every demand for patriotic service, is surely an unwise governmental policy.

Long before the United States entered the war, EDITOR & PUBLISHER took up the fight for a paid advertising policy for the Government—in the interests of the national welfare. This fight has been kept up in the face of an apparent determination at Washington to ignore the experiences of our Allies in the war and to persist in a policy which, through the three Liberty Loan campaigns, has achieved the desired results only through the most lavish expenditure of effort and money on the part of generous and patriotic citizens.

After an experience with previous Loan campaigns, and confronted with new and more difficult publishing conditions, newspaper makers have, with few exceptions, come to regard the present advertising policy of the Government as fundamentally unsound, wasteful, and in a great measure ineffective. Unsound—because it delegates a governmental task to private individuals; wasteful—because of wide duplication of effort; ineffective—in the sense that the results desired, and greater ones, could be achieved through a wisely coordinated advertising campaign, with its direct appeal, at a minimum cost for advertising. Great Britain pays for advertising her war bonds, and the cost is about 1-38th of 1 per



cent. of the amounts of the issues. That minimum could not be immediately reached here, but it would serve as the goal in our own campaigns.

What stands in the way of a right policy in governmental advertising? EDITOR & PUBLISHER has repeatedly presented to Secretary McAdoo, and in its columns, facts and estimates showing that an advertising campaign, providing for ample use of space in every daily and weekly newspaper in the country, in publications of every class, and employing in addition every other recognized channel of advertising—billboards, car cards, etc.—would cost the Government about \$2,700,000. Such a campaign would assure the sale of any issue of Liberty Bonds, and would be far less expensive than the campaigns as now conducted, and which are paid for chiefly through the donations of citizens. These considerations have been brought also to the attention of the President. Yet Secretary McAdoo adheres to his established policy, ignoring the shining examples presented to us by Great Britain and Canada, where the soundness of the paid advertising policy has been abundantly demonstrated through four years of war.

If Secretary McAdoo desires to adopt a paid-advertising policy there should be no difficulties in his way. The Secretaries of War and the Navy, when confronted with the need to spend money for military necessities, have shown no disposition to postpone action pending the development of a public sentiment which would force the Congress to provide appropriations. They act, and they get the money that is needed. Is there any good reason why this policy of action in emergencies should not extend to the Treasury Department?

WASHINGTON newspaper correspondents are unanimous in praising the work of Marlen E. Pew in the news division of the War Department. What they appreciate most is his spirit of cordial cooperation with them and the fact that he continues to hold the viewpoint of the newspaper man. His associates on EDITOR & PUBLISHER knew from the first that Marlen Pew would make good in a big way in Washington—for he had been doing that all his life.

THE three-cent price for daily newspapers is on its way. The "ice has been broken" already in some cities—and the process will go on.

THE League to Enforce Peace is a militant body whose plans for "blocking future wars" include the winning of the present conflict by the Allies. Unfortunately head-line writers, unable to use the full title of the organization, often write it: "Peace League." This title arouses the ire of all loyal Americans, as it smacks of pacifism and "the German whisper." The League is sending to editors an S. O. S. call, asking them to find some way to stop the practice of the head-line writers, and to get over to the people the fact that the aim of the League is to ENFORCE future peace by strengthening the partnership of the free nations now engaged in beating the Hun.

NATIONAL SERVICE

THE lure of a false dawn was held out to the peoples of the free nations of the world this week in the diabolically clever phrases of the Austrian "peace note."

The publication of this proposal for a secret conference, in which was held out an illusive prospect for a possible agreement on terms of peace between the warring nations, was a test of the morale of our people—and the test was met in glorious fashion. President Wilson's prompt declination to walk into the trap spoke the unalterable purpose of America to fight the good fight and to keep the faith.

The newspapers, as usual, were practically unanimous in condemnation of any yielding, on the part of America, to the honeyed offer of Baron Burian. The editorial pages of Monday's papers voiced perfectly the American mood and will. Thus the Huns have lost the first battle in their threatened "peace offensive." They have been routed—and the further efforts which may be contemplated, aimed to preserve to outlaws the loot they have taken, are doomed to quick defeat.

Perhaps no greater service to the nation and to our Allies has been rendered, thus far, by the press of America than this uncompromising stand for the ideals of our people. Having served greatly in the process of transmuting American purpose into American performance in the war, our newspapers have now aided mightily in preventing a beaten enemy from bringing about a "discussion" of terms for an abortive and shameful "peace."

The spirit and real purport of the Austrian note, obscured through plausible phrases, needed translation to the American people—and the newspapers have made that translation into terms which all may understand.

CHRISTMAS ADVERTISING

THE old slogan, "Do your Christmas Shopping Early," has this year a new meaning for merchants, for newspapers carrying their advertisements and for the buying public.

The National Council of Defence rules that gift-buying shall be spread over a period of three months, instead of being concentrated within a few weeks; that useful articles shall be purchased instead of luxuries or non-essential things; that shipments of gifts to distant points shall be made far in advance of Christmas, and that merchants shall not utilize extra help, as has been customary, for the accommodation of those who neglect to buy until the last moment.

That a complete revolution in the gift-buying habits of the people shall be accomplished through these rulings at once is hardly to be hoped; but that great economic advantages will result from a loyal cooperation in this movement of all parties concerned is certain.

Merchants will start their Christmas advertising campaigns in October, rather than in early December. They will use educational copy, setting forth the need for advance buying. They will thus build for their stores an asset of enduring value—the habit among their customers of forethought in buying.

Everybody knows that in the old-fashioned last-hour rushes of gift-buyers little discrimination has been shown in selecting merchandise. Choice has been a matter of necessity, emphasized by a time-limit. Non-advertising merchants have been the real beneficiaries under the old order—for buyers have been compelled to trade at stores which, under normal conditions, would not attract them at all.

Under the new plan there will be no lessening of the volume of Christmas advertising—but it will cover a wider period than formerly. Newspapers should cooperate with their local merchants in making popular this new and better programme of gift-buying. It is a common-sense programme, and is in the national interest.

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THE EDITOR AND PUBLISHER CO.

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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.

Washington: Robert T. Barry.

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

Lucien H. Parlin, who, a few months ago, left the Sioux City (Iowa) Journal to cover reportorial assignments for the St. Paul Pioneer Press, has joined the Students' Army Training Corps of the University of Missouri.

Irving N. Brant, associate editor for the Des Moines Register and Tribune for the past three years, has resigned to take work with the St. Louis Star. His newspaper experience was gained at Iowa City and Clinton, Iowa.

O. R. Rowley, auditor for the Register and Tribune, has returned to his desk after a brief visit to Swea City, where it is reported he sold three farms and bought one.

Mrs. Frances E. Sutherland, editor and publisher of the Smithville (Tex.) Times, has gone to San Antonio to take charge of the women's department of the United States Employment Service.

J. Z. Black has been made assistant city editor of the Dallas (Tex.) Morning News, succeeding Chauncey C. Brown, who resigned to enter Y. M. C. A. work for overseas service.

Ray Haun, of the service department of the Oklahoma City Oklahoman and Times, has entered an officers' training camp at Camp Zachary Taylor, Louisville, Ky., to train for a commission in the artillery.

Clarence Roberts, of the editorial staff of the Oklahoma Farmer-Stockman, is in an officers' training camp at Camp Pike, Ark. He is preparing for a commission in the infantry.

A. P. Cook, telegraph editor of the Oklahoma City Times, has gone to Camp Dodge, Iowa, for limited service. Ed. Bean, night editor of the Oklahoman, has also entered limited service at Saratoga, N. Y. He was succeeded by E. W. Radcliffe, until recently on the sports desk of the Oklahoman. Eugene Denham, of Nogales, Ariz., and San Diego, Cal., is a new man on the Oklahoman copy desk. He was at Nogales at the time of the recent border battle there, and helped handle that story for the Associated Press.

R. W. Purdom, former telegraph editor of the Dallas Morning News, has resigned to become telegraph editor of the Albuquerque (N. M.) Evening Journal.

Albert Boswell, who resigned from the editorial staff of the New York Evening World several weeks ago and went West for the benefit of Mrs. Boswell's health, has been appointed manager of the Press Bureau and Acting Director of Publicity for the War Savings Committee of Illinois.

Charles Cassidy, the Providence representative of the Pawtucket (R. I.) Times, has become a member of the Intelligence Bureau and is stationed at New Haven. William Fallon, sporting editor of that paper, takes Mr. Cassidy's place.

Grover Reese, St. Louis and Cleveland newspaper man, who left the Cleveland Leader editorial staff three years ago to become secretary of the Akron, O., Automobile Club, has returned to the editorial staff of the Cleveland News and Sunday News-Leader.

Milton Kelly, formerly managing editor of the Milwaukee Evening Wisconsin, has been made assistant managing editor of the Milwaukee Journal.

Frank W. Kingston and George J. Callahan, the famous "twins" of the real estate advertising staff of the New York Herald, have gone to the New York American in a similar capacity.

Ernest E. Colvin, formerly St. Louis correspondent for the Associated Press

"ACTS may be forgiven; not even God can forgive the hanger-back".—Stevenson.

A PRAYER

By EDGAR A. GUEST,

Lord God on High, teach me to see
My duty in these days of woe,
Teach me, who stay at home, to be
As brave as are the boys who go.
Grant me the strength to keep my post.
And toil where I am needed most.

Lord God above, when sick and faint
And weary of the task that's mine

Teach me to rise above complaint
As do the boys who hold the line.
Open my eyes that I may see
My share in freedom's victory.

Lord God of all, heed now my prayer

Endow me with a soldier's will,
That I may stand through doubt
and care

Undaunted and devoted still.
Teach me to play my humble part
A soldier of the line at heart.

and more recently with the Republic, is now with the Star in that city.

Willis E. Johnson, who left a sports desk on the St. Louis Globe-Democrat in 1914 to become business agent for the St. Louis Federal League team, and then went with the Browns in a similar capacity, has gone back to newspaper work, now that baseball has been set aside for the duration of the war, and has joined the sport news staff of the Republic.

Miss Rose Converse, formerly of Columbus, is now doing general reportorial work on the Cleveland Plain Dealer's local staff. She was employed in the city office department before becoming a reporter.

Samuel F. Head, city editor of the Buffalo Enquirer, is to assist Lloyd S. Graham, editor of the Buffalo News edition of Trench and Camp, in preparing the matter for this war publication.

John B. Wish, of Albany, editorial writer on the Schenectady Union-Star, has resigned. Mrs. Wish is seriously ill and until her health improves he will not return to the newspaper field.

William B. Osborne, political reporter for the Schenectady Gazette, has resigned to accept the position of press agent for the Schenectady County Republican Committee.

Echo June Zahl, formerly of the Seattle (Wash.) Star and later of the Portland (Ore.) News, is covering courts for the Portland (Ore.) Evening Telegram. This is the first time a Portland paper has assigned a woman to this beat.

Paul Chamberlin, news editor of the Portland (Ore.) Evening Telegram, has resigned to become news editor of the St. Louis Star. He is succeeded by R. D. Cannon, the city editor, whose place is taken by Arthur L. Crookum, of the copy desk.

Louise B. Thompson, for several years society editor and feature writer for the Haverhill (Mass.) Sunday Record, begins her duties in the Massachusetts Food Administration office in Boston next Monday. She will have charge of the flour division.

Scholz in Liberty Loan Work

Emil M. Scholz, publisher of the New York Evening Post, has been appointed chairman of the newspaper division of the publishing, printing, advertising, and

allied materials committee for the fourth Liberty Loan in New York.

GIVE WATCH TO J. PULITZER

Post-Dispatch Staff Makes Usual Service Present to Editor

ST. LOUIS, September 14.—The employees of the editorial department of the Post-Dispatch have a fund from which a remembrance is bought for all members of the staff who enter the service. That remembrance is a wrist watch. It is a standard gift purchased at a standard price.

When Joseph Pulitzer, editor of the Post-Dispatch, enlisted in the ground-service branch of the Aviation Corps, and shortly before he was sent to the Massachusetts Institute of Technology for Training, he received one of these watches, the same kind as presented to any reporter who joined the colors. The watch was presented without any ceremonies, and he accepted it in the same thankful spirit as any reporter would. And he is wearing that wrist watch.

Puckette Heads City News

Charles McDonald Puckette, managing editor of the New York Evening Post, was elected president of the New York City News Association Wednesday. Mr. Puckette succeeds Herbert B. Swope, of the New York World, who is in Washington as secretary to Bernard Baruch, of the War Industries Board. George T. Hughes, city editor of the Globe, and W. A. Willis, of the Herald, were elected to the executive committee.

Swiss Journalists Coming Here

PARIS, September 12.—A party of Swiss journalists en route to America were entertained at luncheon to-day by James Kerney, director of the Franco-American Committee on Public Information. Ambassador Sharp was the principal speaker. He assured the Swiss editors of a warm reception in the United States.

Liberty Bonds or German bondage.

PERSHING THANKS FLOYD GIBBONS


Confident Wounded Correspondent Will Still Aid in Victory—"You Have Played the Game Squarely and with Courage," Says General

The measure of appreciation in which Gen. Pershing holds Floyd Gibbons, the war correspondent of the Chicago Tribune, who was wounded at Château-Thierry, is indicated in a letter written to Mr. Gibbons by the chief of the American Expeditionary Forces. Before Mr. Gibbons left France, where he won the Croix de Guerre, Marshal Foch wrote him, delegating him to echo the opinion of the French people that the Americans deserve much of the credit for stopping the Germans and saving Paris. Gen. Pershing wrote:

"At this time, when you are returning to America, I wish to express to you my appreciation of the cordial cooperation and assistance you have always given us in your important work as correspondent of the Chicago Tribune in France. I also wish to congratulate you on the honor which the French Government has done you in giving you the Croix de Guerre, which is but a just reward for the consistent devotion to your duty and personal bravery that you have exhibited.

"My personal regrets that you are leaving us at this time are lessened by the knowledge of the great opportunity you will have of giving to our people in America a true picture of the work of the American soldier in France, and of impressing on them the necessity of carrying on this work to the end, which can be accomplished only by victory for the Allied arms. You have a great opportunity, and I am confident that you will grasp it, as you have grasped your past opportunities, with success. You have always played the game squarely and with courage, and I wish to thank you."

Through a classified ad in EDITOR & PUBLISHER, you may get in touch with a man fully capable of filling that vacant place on your staff. If the opportunity is right, the right man may be found.






The Detroit Journal

has signed a contract

for the Haskin Service

for One Year

AD FIELD PERSONALS

EDWIN J. ANDERSON has resigned from the Boston Traveler to go to the sales force of L. C. Page & Co., Boston, book publishers.

F. P. DAVIOR has resigned as manager of automobile advertising for the Portland Oregonian to engage in theatrical publicity work. He is succeeded by H. L. Mumford, recently of Detroit, but formerly of Portland, Ore.

GEORGE F. BRYANT, previously connected with the Russell M. Seeds Advertising Agency, of Indianapolis, has become sales manager for the Hide Leather & Belting Company, of Indianapolis.

WILL G. BRYAN, of the advertising department of the Buffalo Express, has been appointed to assist in arranging for advertising for the next Liberty Loan in the country section of up-State New York. He acted in a similar capacity during the last Red Cross drive and was very successful.

THE BOARD OF DIRECTORS of the Chicago Advertising Club has postponed the annual election to October 7.

EDMUND J. RYAN, lately with Lord & Taylor, has resigned to become advertising director of the securities firm of Jones & Baker, New York.

WILLARD KIRCHBAUM is back with the advertising staff of the St. Paul Dispatch-Pioneer Press after a sojourn in Idaho.

MRS. M. R. HOOD and a MRS. ROOT have joined the advertising force of the St. Paul Dispatch-Pioneer Press as solicitors. Mrs. Hood is at work on special stuff, and Mrs. Root is busy on the annual with Charles Harrington.

BENJAMIN WILK, heretofore advertising manager for the Chicago Apparel Gazette and Men's Wear, and director of the Fairchild Co. Sales and Advertising Management Service, has enlisted as a private in the clothing and equipage division of the quartermaster-general's office, stationed at New York. He has been placed in the administrative section.

A. L. GALE, chief of the plan department of Critchfield & Co., advertising agents, Chicago, has returned from a business trip to New York city. B. F. Sawin, sales manager for the Critchfield house, accompanied him on the trip.

WALTER H. WOOD, of the Press Club of Chicago, formerly publisher of Child Betterment, Chicago, has just been appointed sales manager for the H. N. Fowler Motor Truck Co., distributors of Truxton truck units, Chicago.

WALLACE MEYER, hitherto connected with the copy department of the Chas. F. W. Nichols Co., Chicago, has gone into United States army service. He was ordered to Camp Dodge, but now has gone to Washington, pending further orders. He has been replaced in the Nichols agency by George Nolan.

LON POLK, formerly advertising manager of the E. H. Close Realty Company, of Toledo, O., has joined the Arkenberg-Machen-Dowd Advertising Agency of that city.

ARTHUR F. THURNEAU has been appointed Western manager for Paul Block, Inc. He has been associated with Mr. Block for more than ten years.

O. C. MOSLEY has resigned as advertising manager for the American Sugar Refinery Company, of New York, and joined the New York office of the Curtis Publishing Company.

HEADS FOUR-MINUTE MEN

W. H. Ingersoll, Former President of N. Y. Advertising Club, Made Director

William H. Ingersoll, former president of the New York Advertising Club, is the new director of the Division of Four-Minute Men, Committee on Public Information, at Washington.

Mr. Ingersoll was prominent in establishing the Advertising Club ten years ago. He is market manager for Robert H. Ingersoll & Bro., and is the author of several books on merchandising and advertising subjects. He was the first member of the National Advisory Council of the Four-Minute Men, and has written a number of bulletins that have been sent out from national headquarters.

BEINKAMP WINS PRIZE

Cartoonist Furnished Best Poster for St. Louis Safety Week

ST. LOUIS, September 18.—John A. Beinkamp, cartoonist for the Globe-Democrat, won the first prize for the best poster offered by the Safety Council, Chamber of Commerce, for Safety Week, which will be held in connection with the seventh annual conference of the National Safety Council this week.

Beinkamp's poster represents a huge octopus reaching down over the buildings of a city into the street, gathering people into its clutches. The octopus is labeled "Accidents," and the words of the slogan of the Congress, "Help Win the War by Stopping Accidents," appear at the bottom.

The second prize was won by Albert Sparks, of the Republic. Eddie Eks, of the Globe-Democrat, received the third prize.

First Writes from Front

CINCINNATI, September 18.—Ralph Vivian First, son of Harry E. First, circulation manager of the Western Christian Advocate, says in a recent letter from "somewhere" in France, that no pen or book or screen will ever be able to give adequate description of the daily scenes the soldiers witness as they move nearer and nearer to the front. He does not state whether he has participated in battle, but remarks that he has heard cannonading and the bombing of the big guns; that he has seen the flash and flare and heard the rattle of the machine-gun batteries, and that he has witnessed air raids, and all that.

Lieut. Doremus Weds

Lieut. Robert Child Doremus and Miss Christine Hazel Bell were married at Oneida, N. Y., on August 25. Lieut. Doremus is the son of H. W. Doremus, and was formerly connected with the Doremus & Morse Advertising Agency. He has been stationed at Detroit for the past year in connection with engineering work of the Ordnance Department.

To Dissolve Old Post Company

The New York Evening Post Company, which sold its holdings in the Post to Thomas W. Lamont, has called a stockholders' meeting for September 24 at 20 Vesey Street, the Post Building, for the purpose of voting upon a proposition that the company be dissolved.

Bull Durham Ads Run Again

The Government has released part of the product of the Bull Durham concern, and advertising of the product has already made its appearance.

AD MAN HAS GOOD TIP FOR KAISER FROM THE AIR



LIEUT. BYRON H. ROBERT.

Byron H. Robert, formerly on the advertising staff of the New York Evening Mail, is now in the Royal Air Force of Great Britain. Last January Robert got the "aviation bug and went to it," as he expresses it. He received his training in Canada and Texas, where he was a member of Vernon Castle's famous 84th Squadron. He was commissioned as a flight lieutenant on July 4, and since then has been at the aeronautical school at Toronto, from which place he is soon to be sent as an instructor.

This work will keep him in Canada until December, and then, he declares, he is going over to "tip the Kaiser off to himself."

"I have been an advertising salesman all my life," he says, "and now I guess I'll go over and sell Fritz the idea of democracy and honesty."

AD CLUB ON MILITARY BASIS

Baltimore Organization Will Have a Colonel, Major, Captains, Etc.

To perform efficiently any war work to which they may be called, members of the Advertising Club of Baltimore have decided to form the entire membership into a semi-military organization. A colonel, majors, captains, lieutenants, etc., will be named, and future activities of the Club will be conducted with full military discipline.

The first work which will be undertaken after the organization is completed will be on behalf of the Liberty Loan, as former Gov. Goldsborough has informed the Club that he has definite work for it to perform.

Starts War Page

The Schenectady Union-Star has started a new page, known as the "Schenectady War Page," on which is printed the pictures and letters from the boys at the front and in camp. On it no advertising is carried, and the entire space is devoted to this purpose. The feature has proven one of the most popular tried in Schenectady in some time.

Man-shortage has become a serious problem with many publishers. Editor & PUBLISHER classified ads are read by newspaper men who are looking for the right sort of openings.

JAMES O'FLAHERTY DIES

Publisher of Suburban List Succumbs After Major Operation in Hospital

James O'Flaherty, owner and publisher of the New York Suburban List, died Tuesday in Long Island College Hospital, Brooklyn, after a major operation.

He was born in Ireland seventy years ago and served with the Union forces during the Civil War. He was advertising manager for the old dry-goods firm of Journeay & Burnham before he took a like position with the Adams Company, of Sixth Avenue. He was a member of the Knights of Columbus and the Sphinx Club. He leaves two daughters and a son, James O'Flaherty, jr., publisher of the Bronx Home News.

Mark Hollingshead Dies

ST. LOUIS, September 17.—Mark Hollingshead, fifty-five years old, for sixteen years in the circulation department of the Globe-Democrat, is dead. He had been in bad health for some time, and died from a complication of diseases. He is survived by his widow, Mrs. Cecil Hollingshead, and two brothers, T. M. Hollingshead, business manager of the Globe-Democrat, and Murdoch Hollingshead, of the auditing department of that paper.

OBITUARY NOTES

ALBERT AUGUSTUS MARLETTE, formerly owner and publisher of the Schenectady (N. Y.) Evening Star, died Sunday, September 8, at his daughter's home, in Richmondville, Schoharie County, N. Y. Mr. Marlette was born June 1, 1847, at Hoffmans, and was a son of the late James J. and Elizabeth Susan Marlette. The family moved to Schenectady when he was about two years old.

Mrs. William E. Knox, mother of Major Frank Knox, president of the Manchester (N. H.) Union-Leader Company, died at her home in Grand Rapids, Mich. Major Knox is with the American Expeditionary Forces in France.

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

TIPS FOR THE AD MANAGER

F. WALLIS ARMSTRONG AGENCY, Philadelphia, placing fall schedules of Henry Sonnenborn & Co., with same list of newspapers as received their spring schedule.

N. W. AYER & SON, Philadelphia, placing 23-time orders with some Western newspapers for Jordan Motor Car Company, Cleveland; 1-inch 8-time and 20-inch 1-time orders for Winship-Boit & Co., Wakefield, Mass.; again placing orders with newspapers in selected sections for Atlantic Refining Company, Philadelphia, for Rayo Oil Heaters.

BERRIEN-DURSTINE, INC., 25 West 45th Street. Again placing orders with newspapers in selected sections for Klearflax Linen Rug Company, Duluth.

BROWN ADVERTISING AGENCY, 110 West 40th Street. Placing 1-inch 20-time orders with newspapers in selected sections for Lister Bros., medical.

BLOSSER COMPANY, medicines, Atlanta, Ga. Placing 1,500 to 2,000 1-time contracts with some Texas newspapers and asking rates in other sections.

CHARLES ADVERTISING SERVICE, 23 East 26th Street. Reported will make up their lists during the next few months for J. J. H. Gregory & Sons, Marblehead, Mass., seeds. Will use newspapers as well as other mediums.

CHAS. F. W. NICHOLS Co., Chicago, making up list of prominent metropolitan dailies for H. W. Gossard Co., Gossard corsets, Chicago.

CHESMAN, NELSON & Co., St. Louis. Usually make up newspaper lists in November for Paris Medicine Co., St. Louis.

CORMAN-CHELTENHAM Co., 19 West 44th Street. Placing 3-t. orders with newspapers generally for Triangle Film Corporation, New York.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street. Will handle advertising of Federal Snap Fastener Co., N. Y.

CHAS. H. FULLER Co., Chicago. Placing orders with some large city newspapers for People's Popular Monthly, Des Moines.

MURRAY, HOWE & Co., 30 East 42d Street. Again placing orders with newspapers in selected sections for Prestolite Co., Headlight Auto Lens, Indianapolis.

H. E. JAMES ADVERTISING AGENCY, 110 West 19th Street. Again placing orders for fall advertising for Wm. R. Warner & Co., Sloan's Llniment.

MORSE INTERNATIONAL AGENCY, 449 Fourth Avenue. Reported will make up list of newspapers during November for Little Brown & Co., Boston, books.

WM. H. RANKIN Co., Chicago. Placing orders with some Pennsylvania newspapers for Campagne Panzen.

STEWART-DAVIS ADVERTISING AGENCY, Chicago. Again making 5,000-line contracts with newspapers for Wm. Wrigley, Jr., Co., Chicago, gum.

STREET & FINNEY, 171 Madison Avenue. Again placing orders with newspapers in selected sections for Rice & Hutchins, Boston, Mass., shoes.

J. WALTER THOMPSON, Co., 242 Madison Avenue. Again placing special schedules with selected list of newspapers for Andrew Jergens Co., Cincinnati, Woodbury soap.

VANDERHOOF & Co., Chicago. Placing the advertising of Stolp Co., Chicago, automobile accessories, and will use

newspapers in Central West. Will probably use newspaper space in Middle West for Adams & Eltinge Co., Chicago.

BOTSFORD, CONSTANTINE & TAYLOR, INC., Portland, Ore., contemplate making up lists of newspapers and farm papers for Chas. K. Spalding Co., logging, Salem, Ore.

GEORGE CHAHOON IN WAR WORK

Laurentide President Places His Services at Disposal of U. S. Government

MONTREAL, September 17.—George Chahoon, jr., president of the Laurentide Co., Ltd., has gone to Baltimore, where he becomes associated with the chemical branch of the war warfare work of the United States Government. His services are loaned to the Government by the Laurentide Co. for the duration of the war. During his absence Vice-President C. R. Hosmer will look after the executive affairs of the company, while F. A. Sabbaton, one of the company's directors, will supervise affairs at the mill.

MEAD BLAMES PRICE-FIXING

Says Mills Producing Only News Print Are Injured by It

TORONTO, September 16.—The fixing of news print prices by the Governments of the United States and Canada is blamed by George H. Mead, president of the Spanish River Pulp & Paper Mills, for the comparatively poor showing made by his company during its last fiscal year. The net surplus for the year ended June 30, 1918, was \$577,575, or only about one-half the surplus earned in the preceding year.

The fixing of prices, according to Mr. Mead, affected the Spanish River Company to a greater extent than most of the Canadian pulp and paper mills, since the output up to the present time has been almost exclusively news print paper. Nearly all the other mills, he points out, produce diversified products. Such products have benefited from unrestricted prices, resulting in greatly increased profits to those companies not producing chiefly news print. With a view to overcoming this handicap, the production of other products is contemplated.

Texans Endorse Paper Rules

GREENVILLE, Tex., Sept. 16. — At a meeting of the Hunt County Publishers Association resolutions approving the action of the Pulp and Paper Division of the War Industries Board, requiring all newspapers to observe certain rules to conserve paper, both by curtailing the size of the newspaper and also by cutting off the subscription lists those whose subscriptions have expired and certain complimentary and deadhead papers, were adopted. The Association includes in its membership the editors and publishers of all the small newspapers in Hunt County.

Sun Man Advances Rapidly

Frank Chester Kingsland, of the Twenty-seventh Engineers, formerly of the New York Sun, holds a record for rapid promotion. He has gone from private to captain in five months and now is on duty in the censor's office in Washington, where he was sent when his regiment of miners left Camp Meade for service overseas.

A bond slacker is the Kaiser's backer.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA

Birmingham NEWS
Average circulation for June, 1918, Daily 48,396; Sunday, 53,795. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.

CALIFORNIA

Los Angeles EXAMINER
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

GEORGIA

Atlanta DAILY GEORGIAN AND SUNDAY AMERICAN.
Circulation daily 82,537; Sunday 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.

ILLINOIS

Joliet (Circulation 18,100) HERALD-NEWS

IOWA

Des Moines SUCCESSFUL FARMING
More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.

LOUISIANA

New Orleans TIMES PICAYUNE

MINNESOTA

Minneapolis TRIBUNE
Morning and Evening.

MONTANA

Butte MINER
Average daily, 14,995; Sunday, 23,676, for 6 months ending April 1, 1918.

MISSOURI

St. Louis POST-DISPATCH
Daily Evening and Sunday Morning.
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city. Circulation for entire year 1917: Sunday average 361,263 Daily and Sunday 194,598

NEW JERSEY

Elizabeth JOURNAL
Paterson PRESS-CHRONICLE
Plainfield COURIER NEWS

NEW YORK

Buffalo COURIER & ENQUIRER
New York City IL PROGRESSO ITALO-AMERICANO.

New York City DAY
The National Jewish Daily that no general advertiser should overlook.

OHIO

Youngstown VINDICATOR

PENNSYLVANIA

Erie TIMES
Wilkes-Barre TIMES-LEADER

TENNESSEE

Nashville BANNER

TEXAS

Houston CHRONICLE
The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.

VIRGINIA

Harrisonburg DAILY NEWS-RECORD
Largest circulation of any daily paper in the famous valley of Virginia.

WASHINGTON

Seattle POST-INTELLIGENCER

ROLL OF HONOR

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

ILLINOIS

Chicago SKANDINAVEN

KENTUCKY

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.

GEORGIA

Athens BANNER
A gilt-edge subscription—not a mere circulation claim.

NEBRASKA

Lincoln (Cir. 128,381) FREIE PRESSE

PENNSYLVANIA

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.

Explains Ruling Governing "Guaranteed Circulation"

Donnelley also Adds to Regulations Covering Methods of Stimulating Circulation—Defines Legitimate Ways for Increasing Number of Readers

Following his interpretation of the regulations governing "guaranteed circulation," Thomas E. Donnelley, Chief of the Pulp and Paper Section of the War Industries Board, has issued new regulations defining acceptable and non-acceptable methods of stimulating circulation.

Mr. Donnelley's statement, covering the prohibition against selling of advertisements with a rebate, follows:

"To advertising agents and agencies:

"There has been considerable misunderstanding concerning the following ruling to all newspapers and periodicals:

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

"The purpose of this ruling is to prevent the printing of copies of newspapers and periodicals which are not called for by the legitimate circulation, but are printed by the publisher and circulated by forced means in order to make good the guarantee and save this rebate. Such circulation is, of course, a waste of paper and during the war must be stopped.

"There is nothing in our regulations which prevents the publisher from making a sworn statement of past circulation, but hereafter publishers cannot guarantee future circulation. Advertisers must buy their advertisement upon the reputation of the newspaper or periodical and their belief that the circulation is a bona-fide one and will be maintained. This is a positive order and must not be evaded."

Draws a Distinction

Mr. Donnelley followed this announcement with a statement intended to draw a clear distinction between acceptable and non-acceptable methods of stimulating circulation.

"The regulations governing daily and Sunday newspapers, dated August 5," Mr. Donnelley said, "placed no restrictions upon the natural growth of circulation, because it would be obviously unfair to cut down circulation to the six months' period of January to June, 1918, in communities where there has been an unusual increase in population due to war activities. But to allow newspapers to artificially stimulate circulation would defeat the purposes of the regulations of August 5, which were designed to reduce the total tonnage used by the newspaper industry 15 per cent. in daily editions and 20 per cent. in Sunday editions.

Adds to Regulations

"It is therefore necessary to add the following regulations:

"No publisher shall sell his paper at retail less than his published price.

"No publisher shall use premiums, contests, or similar means to stimulate his circulation.

"No publisher shall issue holiday, industrial, or similar special numbers.

"The following have been ruled as legitimate methods of stimulating circulation:

"(1.) Advertising the newspaper on billboards.

"(2.) Advertising the newspaper on dead walls.

"(3.) Making poster announcements of forthcoming features.

"(4.) Buying space in contemporary

papers announcing special features.

"(5.) Making announcements in its Sunday or daily editions of special features to come.

"(6.) Canvassing without premiums."

OF INTEREST TO CIRCULATORS

Effective September 11, all agents, all dealers, and all newsboys will handle and sell all five daily newspapers in St. Louis. This consolidation was effected on the suggestion of the War Industries Board as a measure for conserving man power.

Miss Emilie Blackmore Stapp, book and literary editor for the Des Moines (Iowa) Capital, is enjoying a needed vacation in Chicago.

The Los Angeles Examiner has issued their first copy of a carrier paper in a four-page form. The paper has a very live make-up, and the publisher believes it will stimulate the interest between the carrier agents and the Examiner.

H. H. Allen, formerly connected with Missouri newspapers, has taken charge of southern Iowa for the circulation department of the Des Moines Register and Tribune, and will look after the handling of all papers through their local carriers. He succeeds Charles Genische, formerly with the St. Louis Post-Dispatch. Mr. Genische was drafted through a local board in St. Louis, and his leaving adds the seventieth star to the Register and Tribune service flag.

F. W. Birdseye and W. J. McNichols have just completed the audit for the A. B. C. on the two daily newspapers in Des Moines—the Register and Tribune and the Daily Capital. They will now audit the farm papers.

Robert R. Cleland, for the past year circulation manager of the New York Evening Post, has entered Camp Grant at Rockford, Ill., Mr. Cleland is a native of Chicago, and had extensive experience on the circulation staffs of the newspapers of that city. Prior to the change of ownership of the Evening Post he was also circulation manager of the Nation and the Nautical Gazette.

Sydney D. Long, business and circulation manager of the Wichita Eagle, was host to several scores of carriers, agents, and solicitors at a shop convention held by the Wichita Eagle.

Fall River Herald Entertains

The Fall River Evening Herald last week entertained its carriers at the Southern New England fair. Special cars conveyed the boys to the show grounds, where practically everything was provided free for them, through the generosity of the publisher, Edward Gans.

Cut Out Special Positions

Colorado Springs daily newspapers, to conserve paper, have adopted a rule to decline hereafter to grant any special positions to either local or foreign advertisers, even if payment of a surcharge is offered. They have also notified advertisers having contracts calling for special positions that they will no longer make the extra charge for these positions, and will not give them.

There's a market for used presses, linotypes, and all sorts of mechanical equipment for newspapers and printers. Use EDITOR & PUBLISHER'S classified columns.

AUGUST ADVERTISING IN N. Y. FALLS OFF

Only Five Papers Showed an Increase During the Month—Total Figures for January 1 to August 1, Inclusive Lower Than Last Year

Total advertising in the newspapers of Greater New York for the month of August this year showed a decline of 212,231 lines. Five of the newspapers scored gains as follows: Evening Sun, 1,311; Evening Telegram, 38,830; Standard Union, 120; New York Times, 60,055; World, 87,081.

The total number of lines carried by all the papers was 6,599,835, a loss of 212,231 from the amount carried during the same month last year, and 254,535 less than the same papers carried in August, 1916.

For the period from January 7 to August 31, inclusive, the figures show a decrease of 1,985,931. The following are the papers that had increases: American, 118,741; Commercial, 8,668; Evening Telegram, 35,423; New York Times, 641,299; World, 552,921.

The total number of lines carried by all the papers was 67,362,240, a decrease of 1,958,931 from the same period last year, but an increase of 1,403,406 over the same period in 1916.

Be one of the millions to lend the billions.

COLLEGE COURSE IN WRITING

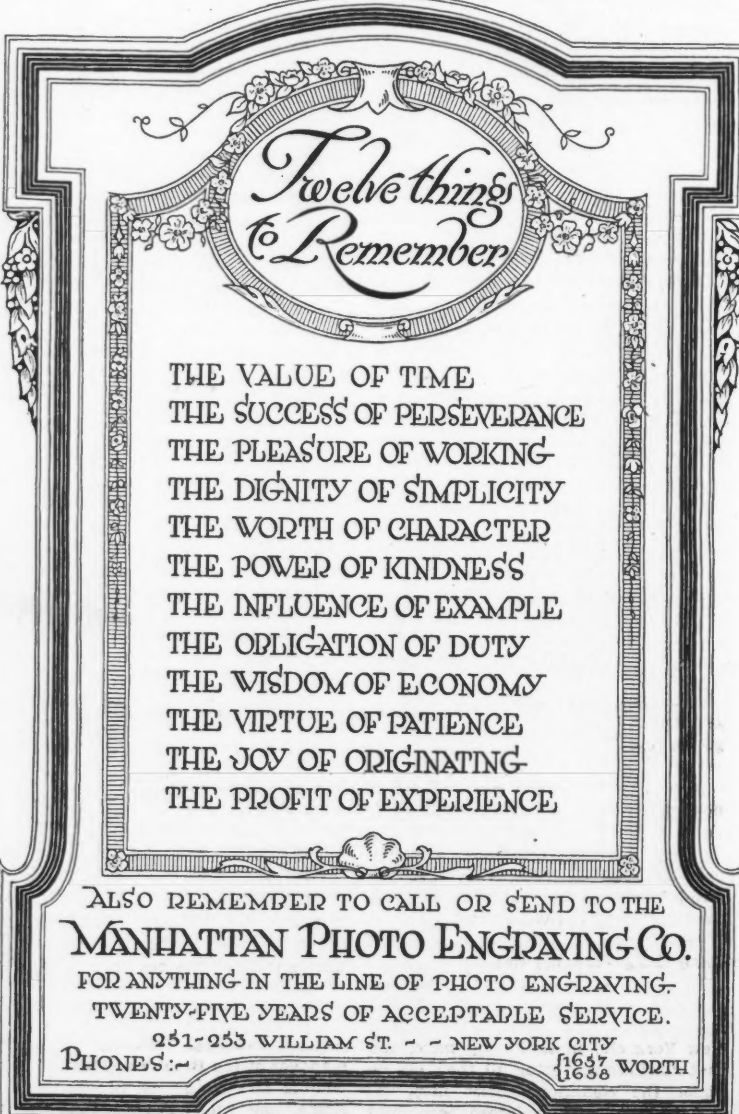
Columbia University Offers Opportunity for Practical Study

Columbia University, in New York city, through its department of extension teaching, is offering this year a two-year series of courses for the training of persons who wish to fit themselves for magazine writing and allied fields. The first year of the series lays the foundation for the technical work of the second year which includes the writing of magazine articles, the short story, dramatic composition, and the writing of juvenile literature.

One course will be "a study of all forms of writing to be found in the magazines, exclusive of fiction, drama, and poetry. The course is designed for the training of professional writers, but other students of ability may elect it with profit." In the beginning of the course in dramatic composition each student "will be required to submit a scenario of a play to be written during the year."

The entire course includes fourteen courses, many of which are elective. Officers of instruction include Dr. William Haller, Miss Helen Rose Hull, Prof. Frank Allen Patterson, Dr. J. H. Lyon, Prof. Blanche C. Williams, Dr. Dorothy Scarborough, Dr. Brewster, Miss Fannie M. McLane, and others.

A man who won't lend is the Kaiser's friend.



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

WILL NOT RETRENCH IN RETAIL ADS

Merchants Intend to Spend More Money Than Ever Before in Newspaper Space to Attract Buying Public to Stores

By H. R. DRUMMOND.

If New York city retail merchants are to be considered a criterion (and it is an admitted fact that, in the majority of cities throughout the country, New York retail merchants are considered criterions by their fellow-merchants) the retail advertising field is to feel none of the retrenchment that seems to be dominating the wholesale and manufacturing branches of commerce.

There is a spirit of optimism in the very air throughout the New York city retail districts. Business is good, decidedly good, but not so good that advertising can be dispensed with. In fact, owing to changed conditions, advertising is more of a factor than ever before in the work of "carrying on."

Jos H. Appel, advertising director of Wanamaker's, says his firm is going to do more advertising than last year. He explains that prices are away up; that people have to be educated in the paying of more for their merchandise, and that newspaper advertising is the logical way to educate the buying public. Money is easy, but people naturally balk at paying a dollar for an article they have bought for years for sixty cents.

Christmas Advertising Big

He went on to say that the Christmas advertising this season will be on a more extensive scale than heretofore, and that there are other plans now in work for big merchandising movements, although, naturally, he did not care to tell just what they are.

He reports that, while the number of sales checks drawn daily is somewhat smaller than in the past, the amounts are larger, and the sales are nicely ahead.

Arthur C. Freeman, advertising director for Gimbel Brothers, is another full-fledged optimist.

"Business is great with us," he said. "We are going way ahead of our expectations, and our advertising is going to continue vigorous and full of pep and ginger. This is no time for any one to rest."

H. P. Redman, advertising manager for Saks & Co., is another one who is going strong on advertising. His appropriation this year, so far, is far in excess of last year's figures, and he says his people are satisfied to spend more money, as they are doing the business to warrant it. People respond readily, and the sales are satisfactorily heavy. Business is good, and the people are fast becoming accustomed to the raise in prices, and are demanding the better grades of goods, regardless of the price they command.

Lord & Taylor, after four months of non-comparative price advertising, are going ahead nicely. They are more than satisfied with the condition of things, and, under the vigorous leadership of Ralph Peck, the chief merchandise manager, who, by the way, is one of the best advertising men in the country, they are doing things in a big way.

A prominent merchandising man, who, for personal reasons, requested that his name be not used, says that business in New York city is at the top wave, and that retailers are doing all they can do under the conditions—short help, restricted service, and forced economies that must be endured.

He says that much of the alleged shortage of merchandise is bosh, that there is plenty of merchandise, although it commands more money, and advertising is the one way to keep the average up where it should be.

Throughout the entire retail part of New York the same spirit seems to prevail. The style of advertising has changed radically, the "price" appeal is now practically a thing of the past, but advertising is well ahead of itself and is doing its work splendidly.

LOAN ADS WILL COST CANADA \$250,000

Dominion Government to Spend \$200,000 of Appropriation in Newspaper Display—Newspaper Men Meet Officials to Discuss Campaign

MONTREAL, September 17.—Some seventy-five or eighty newspaper men from the province of Quebec met Sir Thomas White, Minister of Finance and the heads of the various Victory Loan Committees in Montreal a few days ago. The object of the conference was to outline to the newspaper men the publicity and editorial campaigns which are to be carried on in connection with the forthcoming Victory Loan, to receive suggestions from the publishers and generally adopt a "get-together" attitude.

It was announced that \$250,000 is to be spent by the Government in paid advertising in connection with the Victory Loan. Of this sum \$200,000 is to be spent in the newspapers. The balance will be distributed among bill posters, direct mail propositions, and other forms of publicity. The actual selling of the Victory Loan does not start until near the end of October; the intervening time being consumed in the publicity work.

OLD TIMERS TO HAVE OUTING

Texas Newspaper Workers Will Enjoy Three Days at Corpus Christi

The Texas Editorial Association, whose membership is limited to men and women of Texas who have been engaged for thirty years continuously in newspaper work, will hold its annual meeting and outing for three days, beginning December 5, according to announcement by Will A. Bowen, of Arlington, president and chairman of the committee of arrangements.

Corpus Christi has been selected as the place for this year's outing, and the old-time newspaper men are planning a great time on the Gulf Coast. Every person in Texas with the required number of years in newspaper work to his credit automatically becomes a member of the Texas Editorial Association and is expected to attend and take part in the Association's outings.

Take Eastern Field

The Cheyenne (Wyo.) State Leader, which has been represented in the Western field by J. P. McKinney & Son through their Chicago office, will also be represented in the Eastern field by the New York office beginning October 1.

Nutting Goes with Y. M. C. A.

F. L. Nutting, formerly circulation manager of the Brockton (Mass.) Times, who is now with the Brooklyn Daily Eagle, has joined the secretarial force for overseas service in the Y. M. C. A.

WANTS BRUCE HALDEMAN'S AID

Donnelley Asks Former Courier-Journal President to Industries Board

LOUISVILLE, Ky., September 18.—A request to undertake work with the War Industries Board was made on Bruce Haldeman to-day by Thomas E. Donnelley, chairman of the Pulp and Paper Section of the Board. Mr. Haldeman immediately wired Chairman Donnelley that he was desirous of undertaking the work and would gladly accept the place, which pays \$1 dollar a year, if he can arrange his business affairs.

Mr. Haldeman was formerly president of the Louisville Courier-Journal Company, but was let out when a disagreement arose between Gen. W. E. Haldeman, a brother, and himself a few months prior to the sale of the Courier-Journal to Judge Robert Worth Bingham.

SUES PAPERS FOR \$2,000,000

Mayor Thompson, of Chicago, Brings Actions Against Six Publications

The claims of Mayor Thompson, of Chicago, for damages against newspapers were figured at \$2,000,000 by his attorney, David H. Jackson, to-day on the eve of the Republican senatorial primary. The suits are directed against four Chicago papers and two down-state publications, which the mayor says, have by innuendo or insinuation charged him with disloyalty.

Schroeder Enters Politics

ST. PAUL, Minn., September 17.—R. C. Schroeder has resigned as general assignment man of the Pioneer Press and gone to Chicago to take up publicity work for a Congressional candidate.

Los Angeles, fourth City in U. S. In volume of advertising published

(See N. Y. Evening Post report for July.)

The importance of Los Angeles as a "National Market" has been definitely established. No City on the face of the globe presents a more promising field to the wide-awake merchant. Probably the greatest single factor in educating 600,000 Angelenos in the use of Nationally advertised products has been the Los Angeles Evening Herald, the largest daily newspaper in the Western half of the United States.

Member Audit Bureau of Circulations.



Des Moines
REGISTER
and
TRIBUNE
Circulation
Is Now
Over
115,000
Net Paid

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

Buys Vancouver Columbian

VANCOUVER, Wash., September 17.—E. E. Beard, for many years publisher of the Daily Columbian of this city, has sold the property to George M. Hyland, of Portland, Ore. Mr. Hyland plans to enlarge the plant, and to increase the size of the Columbian as soon as practicable.

Iowa Papers Combine

MASON CITY, Ia., September 18.—The first edition of the consolidated Mason City Globe-Gazette and Mason City Times appeared. The Times was founded in 1883, and has been published as a morning paper for the last four years. The Globe-Gazette, an afternoon paper, takes its equipment and lists.

The Rocky Mtn. News

Every Morning

The Denver Times

Evening except Sunday

Two up-to-the-minute Newspapers covering thoroughly the representative Homes and the REAL BUYING POWER of Denver and vicinity.

Published in the same plant, but duplicating circulation LESS THAN FOUR per cent.

In no city in America is the distinction so sharply drawn between dailies catering to the best and the worst elements in the community. The News and The Times appeal to the best and are typical of the true spirit of the Great West.

They are the Rotary, Kiwanis, Lions and Optimist club papers of Denver.

The News—established 1850—is one of the country's best known dailies. The Times carries more advertising than many of the largest metropolitan papers. Both among the nation's leaders in automobile advertising.

The News and The Times reach the responsive classes and the wealth of the Rocky Mountain region—a region rich in agriculture, stock-raising, mining, oil and other natural resources—where money is more plentiful today than ever before.

The Only Paper in Baltimore to Gain Circulation Faster than THE NEWS (Daily) is

THE SUNDAY NEWS

Baltimore's Only Sunday Afternoon Paper

113,331 Aug., 1918, Aver. Net Paid

74,204 Aug., 1917, Aver. Net Paid

39,127 Gain 53%

For Rates, Additional Information, Etc., Address

Frank W. Webb
Advertising Manager

DAN A. CARROLL
Eastern Representative
Tribune Bldg.
New York

J. E. LUTZ
Western Representative
First Nat. Bk.
Bldg., Chicago

In
VIRGINIA, MINNESOTA,
you get over 100% more circulation by using

The Daily Enterprise

Representative

ROBERT E. WARD

225 Fifth Ave. New York
5 S. Wabash Ave. Chicago

POST-WAR BUSINESS THEIR SUBJECT

Advertising Affiliation Will Convene in Buffalo Oct. 25 and 26 to Plan Advertising Drive When Peace Comes.

Business conditions after the war is to be the theme of the next meeting of the Advertising Affiliation, to be held at Buffalo, N. Y., October 25 and 26.

The Affiliation consists of a group of advertising clubs, which includes Cleveland, Rochester, Syracuse, Canton, and Columbus, with the probable addition of Cincinnati, Toledo, and Pittsburgh, at the next meeting of the directors. It is expected that more than 1,200 advertising men will be in Buffalo for the convention.

President E. D. Anderson, who has completed the preliminary work of organization, believes the programme will attract ad. men to Buffalo by reason of its timeliness. Everyone is interested in conditions after the war, each has his own ideas on the subject, but all we know definitely is that there will be drastic changes. It is the intention to give these coming conditions the place of first importance at the convention.

It is to be a workers' convention, as the following programme indicates:

Friday, October 25—10:00 to 12:00 A. M.—Registration at convention headquarters, Lafayette Hotel. 1:00 to 5:30 P. M.—Delegates leave on special cars for Niagara Falls. Trips will include sightseeing tour around the Gorge. Thence to convention headquarters, Buffalo. 7:15 to 10:45 P. M.—Dinner and sales meeting, ballroom, Lafayette Hotel; J. George Frederick, chairman. Three or four of the following speakers will present addresses: Herbert N. Casson, Bourmand Alexander, C. H. Woodbridge, general manager Kellogg Products Co.; C. C. Parlin, Curtis Publishing Co.; Dr. H. S. Hollingworth, Harry Tipper; foreign trade, Frank E. Sisson, Guaranty Trust Co.; Mr. O'Reilly, Irving National Bank, New York.

Saturday, October 26—9:00 to 11:10 A. M.—Window display departmental, Carl G. Percy, vice-president Displays Co., New York, chairman; speakers, Clement Kieffer, Buffalo, subject, "The Art of Window Dressing";

Frederick C. Kuhn, Cleveland, subject, "Window Display Advertising from the Manufacturers' Viewpoint."

Plan of departmental: There will be a prearranged window display contest in the windows of prominent stores on Main Street, Buffalo, about fifteen windows in competition. From 9 to 10 A. M. will be devoted by those taking part in the session to an inspection of these windows. After the speeches and questionnaire, a display of stereopticon slides showing competing window displays will be given. The entire audience will vote on prize windows and prizes will be awarded. 11:20 to 12:30 noon—Copy departmental, H. G. Stokes, New York, chairman. Speakers, James Wallen, Buffalo; Maurice Switzer, New York. 12:30 to 2:00 P. M.—Luncheon at Lafayette Hotel; address by Lewellyn E. Pratt. 2:15 to 3:45 P. M.—Patriotic advertising departmental, Finlay Greene, Buffalo, chairman. Speakers, Guy Emerson, New York; Frank A. Vanderlip. 4:00 to 5:30 P. M.—Business letter departmental; speakers to be announced later. 7:00 P. M.—After the war business banquet, Lafayette Hotel. Speakers, Chancellor Cassidy, Fall River; W. C. D'Arcy, Irvin S. Cobb.

A. H. Messing Resting

A. H. Messing, publisher of the Chicago Herald and Examiner, is away from his desk recuperating from a series of operations on his jaw. The operations have not been serious in themselves, the EDITOR & PUBLISHER is informed, but have drained the nervous energy of Mr. Messing, and necessitated his absence from his work. It is understood that he has been urged by Mr. Hearst to free himself from all business cares connected with the Herald and Examiner until he has made complete recovery.

New A. N. P. A. Member

The Chicago Daily Drivers Journal, of Chicago, has been elected to active membership in the A. N. P. A.

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

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.

SHOULD NOT PRINT DISLOYAL MATTER

Postmaster-General Asks Newspapers to Refrain from Reproducing Literally Speeches or Writings of a Seditious Nature

WASHINGTON, September 18.—The Post Office Department has asked newspapers not to publish speeches or writings of a disloyal nature. The following statement has been issued:

"One of the New York papers this morning contains a statement from Mr. Villard relative to the objections which have been raised to the last issue of the Nation, which in the form in which it appears is misleading. The Postmaster-General is now considering complaints against several articles in that issue of the paper in addition to the editorial entitled 'The One Thing Needful.'"

"The Department is in receipt of a telegram from one of the leading New York daily papers the substance of which is as follows:

"In handling such news as the speech by John Reed, for which he was arrested the next day, or that of Debs some weeks ago, or that of Scott Nearing's recurring offences, or of anti-war utterances, or of Socialistic party or German propaganda still circulating in library books, or of the Nation being barred from the mails there arises this problem: How shall we give the news of disloyalty without giving still further circulation to the words of sedition in our campaign against enemies within?"

"That it was necessary to reproduce examples of sedition literally in order

to make loyal people aware of the acts of disloyalty and reconcile public sentiment to restraints upon free speech in war time, our feeling is that the necessity has passed. Therefore we believe that in future it will be better to avoid literal treatment of seditious utterances and simply say in such cases as Reed and Nearing and the Nation that they attacked our allies or denounced the draft, or disparaged the war, adding at the end a foot-note that the text of the matter has been forwarded to the Government authorities."

"The Postmaster-General coincides with the view expressed in the foregoing telegram and suggests that it will be in the interest of the country at the present time for publishers generally to pursue the course suggested."

Knickerbocker Press Has New Branch

The Knickerbocker Press, of Albany, N. Y., has opened an uptown branch office in Albany in the new Ten Eyck Hotel building.

Autum Books

Fall Book Number of The New York Times' Review of Books, October 13. Best books of the season listed and described and latest news of literary movements in American and European centres.

In eight months of 1918 The New York Times published 384,545 lines of publishers' advertisements, more than 112,000 more than all other morning newspapers combined.

Average net paid circulation, 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.



MERIDEN Connecticut
is a
MORNING
Paper City.

THE RECORD
has made it so.
ONLY 2-cent Paper
in Meriden.

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

THROUGH THE CLASSIFIED COLUMNS

of EDITOR & PUBLISHER you may find the man you need in your organization—get in touch with the opportunity you seek—sell a newspaper or any part of a newspaper plant—in short, you may make these classified columns serve you just as profitably as your own classified columns serve your readers.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Newspaper Pressman

wants position with small newspaper, vicinity of New York city. First-class reference in regards to ability and character. Address I, 903, care of Editor and Publisher.

Circulation Manager

Draft exempt. Fifteen years' experience. Receipts doubled in present position over last year. Familiar with all circulation schemes. Reference if requested. Open for position October 1st. Minimum salary fifty dollars, or salary and commission. South preferred. Address I, 914, care of Editor & Publisher.

Circulation Man

good experience. At present employed as an all around assistant on an A-1 Eastern Daily. Can furnish best of references. Would like to make a change. Capable of taking charge of entire circulation department. Quote salary. Will be glad to communicate. Address I, 910, care of Editor and Publisher.

Editorial Man

Thoroughly trained newspaper executive experienced in both editorial and business departments, now filling responsible position near New York, desires to make change. Editorial end preferred. Address I, 902, care of Editor and Publisher.

Circulation Manager

Position wanted as circulation manager. Prefer Illinois or Indiana. Address I, 907, care of Editor and Publisher.

Cartoonist

Young, snappy cartoonist with several years' experience on weekly and daily papers wishes position. Sober, unmarried. Can handle both serious and humorous work. Small city job preferred, or will contribute. Address I, 908, care of Editor and Publisher.

Advertising Manager

wants position on daily in city of 40,000 to 100,000. Can fill position as General or Business Manager. Having handled all departments. Now on prosperous daily in city of over 40,000. Forty-six, married, references. Address I, 918, care of Editor & Publisher.

Desk Man

An experienced desk man, now employed, wishes to make change of position. Thirty years' experience in all departments of daily newspaper work, from composing room to managing editor. Can handle all kinds of copy; skilled at exchange work. Would take subordinate position. Address I, 904, care of Editor and Publisher.

Washington Correspondent

High-grade newspaper man, above draft age, long experience in Washington and wide acquaintance among public men, is open to engagement as Washington correspondent. Holding good position now but desire change for personal reasons. Highest references. Address I, 909, care of Editor and Publisher.

News Service Man

experienced, wants to leave New York. Capable of handling telegraph or sporting desk but would prefer outside work. Married, sober, and reliable. H. 836, care Editor and Publisher.

Editorial Executive

and writer, now assistant editor largest 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-Publisher.

Managing Editor

I have just been discharged from the Field Artillery Central Officers' School for physical disability, which in no way hampers me in civil life. Have had ten years' experience in all branches of newspaper work, including owning and managing my own weekly paper. Have worked on daily papers in Minneapolis, St. Paul, and Chicago, and three years with the Associated Press as reporter and desk man. Was for one year managing editor of morning, afternoon, and Sunday paper in Middle West, and also editor and manager of a similar paper (morning only), just prior to going into the army last spring. Have a thorough knowledge of all departments, including mechanical end, and am capable of taking full charge. Am 31 years old, married, sober and not afraid of any job. Address I, 905, 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

Abie 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.

Advertising Solicitor

Experienced and competent advertising solicitor and copy writer, with good record as newspaper manager desires permanent position. On recent Thrift Liberty Loan drive I sold over \$2,000,000 worth 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 hlock of stock for building it up. Address H. 821, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Reporter

All round newspaper reporter, who can take Associated Press phone service. Permanent position. Night work. The Observer, Washington, Pa.

Circulation Manager

capable of conducting contest on large daily newspaper and willing to put on one immediately on salary basis. References. Address H. 833, care of Editor and Publisher.

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.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

A Circulation Manager

for a large daily newspaper in the Middle West. This is an exceptional opportunity for a man who is capable of reorganizing a department and handling all detail. Good salary will be paid as soon as applicant shows results. Please state fully in first letter your experience, age, and what you expect to start with. Address I, 913, care of Editor & Publisher.

Advertising Solicitor

who has had small city experience, by rapidly growing daily paper. Address I, 912, care of Editor and Publisher.

Reporter

Austin American largest circulation central Texas, only morning newspaper, only Austin member A. B. C. Official newspaper, city of Austin, full leased wire Associated Press, has opening for first-class capable reporter, and advertising solicitor who thoroughly understands writing copy and making lay-outs, etc. Write at once giving full information and lowest salary. Expenses to Austin not paid. Austin American, Austin, 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.

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.

Goss Four Deck Single Width Press

for sale. Two folders. 4 to 32 pages. Equipped with Kohler system. Address I, 915, care of Editor & Publisher.

Linotype

model 5, good condition. Can be seen running. Address I, 916, care of Editor & Publisher.

Linotype

model 3, two letter, good condition. Now running. Address I, 917, care of Editor & Publisher.

MISCELLANEOUS

Advertisements under this classification, twenty cents per line. Count six words to the line.

Four Turtles

large enough to take eight columns. Address I, 911, care of Editor and Publisher.

Daily Wanted

small daily wanted by two experienced newspapermen. Low price and easy terms. Full or controlling interest. Williams, 1061 East Jersey Street, Elizabeth, N. J.

\$100,000 for Investment

in a daily newspaper property located near New York City. Offering must interest a practical newspaper publisher. Proposition R. P.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue, New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

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.

ADS MAKE WAR SHOW BEAT WORLD'S FAIR

Paid Space in Newspapers Brought Record Attendance During Weeks of Exposition—Campaign Was Brief and Cost Only \$25,000

Chicago has just put over a notable demonstration of the power of advertising. It was in connection with the War Show, conducted under the auspices of the Committee on Public Information.

W. H. Rankin, the "vital spark" of the Chicago advertising fraternity, reports to EDITOR & PUBLISHER the salient facts of the big advertising triumph. Mr. Rankin says that when it was put up to Chicago to back the show the city was asked to guarantee 600,000 paid admissions and to put up \$125,000 cash as a guarantee fund and \$25,000 for advertising. Chicago accepted the proposition.

The War Exposition was thoroughly advertised. During the first week there was an attendance of 663,000 people, and for the second week over 1,200,000. On Thursday of last week 271,000 people attended.

Mr. Rankin says: "The influence of the newspapers brought more people to Chicago than any other two weeks since the World's Fair, even breaking the World's Fair record, as the daily attendance of the War Exposition was 138,000, and that of the World's Fair 116,000. We had to work this matter up quickly, having only ten days for the advertising campaign before the opening of the gates."

GRANT PRAISES BULLETIN

New Book Speaks Highly of Paper on Which Author Worked

Hamil Grant, in his new book, "Two Sides of the Atlantic—Notes of an American Newspaperman," published in London, praises the Philadelphia Evening Bulletin, on which he spent some time as a reporter.

He says that the Evening Bulletin has deservedly won the reputation of being among the very best edited and sub-edited papers in the United States," and that "this newspaper, the offices of which are the most luxurious we have yet seen, has one of the most complete equipments and staffings in the States."

In "General Notes," the concluding chapter, the writer says: "Sir Hugh Graham (now Lord Atholstan of Huntingdon), proprietor of the Montreal Star, told us at Claridge's, in the spring of 1912, that, journalisticly speaking, things were then looking up in Canada. The Star is undoubtedly the brightest and most enterprising English paper in the Dominion, and its offices must be included among beautifully housed publications like the New York Herald, La Presno, of Buenos Aires, and the Evening Bulletin, of Philadelphia."

Boston Globe Boosts Salaries

The Boston Globe established a precedent in the history of New England newspapers last Saturday when it announced a 25 per cent. increase in salary to all members of the editorial and reportorial staffs. The advance was voluntary on the part of the publishers.

Montreal Gazette at 3 Cents

The Montreal Gazette announces that on September 23 the paper will sell at three cents a copy, or \$8 a year. For some twenty years the Gazette has been selling for two cents a copy, but the increased cost of white paper, printing, labor, etc., has necessitated an increase.

Worcester Gazette in Line

WORCESTER, Mass., September 18.—The Worcester Gazette has increased its sale price from one to two cents.

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

U. S. P. O. REPORT
For the period ending April 1, 1918
The New Orleans Item
Daily62,141
Sunday80,288
Average64,733
Foreign representatives
THE JOHN BUDD COMPANY
New York Chicago St. Louis

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.

To Reach the Rich Trade of Kansas

Topeka Daily Capital

Net Circulation
(latest Government report)
34,487

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper
Publisher

Member A. B. C.

We Have With Us This Evening

Some small, short cloud-pushers to "pep" up your readers. The order to cut has come. The big stuff is under the ban of the War Industries Board.

The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

STANDARDIZE BY GETTING TOGETHER LOCALLY

THE following resolutions have been accepted by all of the publishers of daily newspapers in a big Middle States city. This action on their part means simply the elimination of all wasteful practices and the recognition of the commodity value of a subscription to a newspaper:

Whereas, it is the purpose of this organization, in the interest of mutual economy and conservation, to limit, restrict, abolish, and forbid certain circulation practices that have in substance resulted in rebates on or lessening of subscription prices;

Be it resolved, That the following practices shall be discontinued, abolished, and prohibited:

(1.) Premiums: The use of so-called circulation premiums such as clocks, books, magazines, dishes, etc., money, or any article of value whatsoever, when given away, sold or traded, when used in connection with canvassing in house-to-house solicitations, given direct from the office or distributed in any other manner, for the purpose of obtaining subscriptions or orders for subscriptions.

(2.) Trading Stamps: The publication or distribution of trading stamps, saving checks, or of coupons or anything whatsoever exchangeable for trading stamps, saving checks, or fractions thereof; and the publication or distribution of any coupon, ticket, or anything of similar character which has, or which the reader may be led to believe has monetary value or an equivalent, thereby, in effect, granting the purchaser of the paper a rebate.

(3.) Prizes and Contests: Conducting contests through the columns of the paper or otherwise for the purpose of obtaining subscribers or renewals of subscriptions, including voting contests, subscription-getting contests, or any other contest whatsoever in which prizes in money, commissions, automobiles, watches, bicycles, real estate, or any other thing of value whatsoever is awarded.

(4.) Prizes, Gifts, etc.: The offering or awarding of prizes, gifts, tickets, money, commissions, or anything of value whatsoever to the reader as a reward for having a copy of the paper in hand or in his home, or to boys and girls, men or women, for securing subscriptions or renewal of subscriptions. This does not prohibit any paper from making a straight canvas on the merits of the paper, said canvas must be made by regular employees of said paper.

(5.) Clubbing: The clubbing and combination subscription arrangements with other publications such as magazines, trade papers, journals, or any other publications whatsoever, when used in connection with or for canvassing purposes; provided, however, that clubbing and combination subscription arrangements with other publications shall be permitted if confined exclusively to the mails and to mail orders, as in the past, and provided the paper so clubbing shall receive not less than 80 per cent. net of the regular mail subscription price.

(6.) The selling of subscription in bulk to any fraternal or other organization, or individual, on any basis involving a reciprocal subscription or donation by the newspaper to such organization or individual is prohibited.

(7.) All trade arrangements for part of or the entire wholesale or subscription prices are prohibited.

There is nothing nonsensical or foolish about this resolution. It meets a real need in the newspaper publishing business—a need for standard practice.

After all is said, it is really surprising how humane and common sense like the "other fellow" appears when met in the spirit of mutual helpfulness and cooperation.

On that basis, all "dog-in-the-manger" practices and the "dog-eat-dog" attitude in the bidding up of service and features immediately disappear and the newspaper cash box profits by the elimination of "insane competition."

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

FOR SALE

A Scott Press with stereotype equipment; 5 linotype models, 2, 4 and 5. The property was owned by the Lynn News Company, recently taken over by the Lynn Telegram. Also Keystone Type Equipment and many fonts of the latest display type. Apply,

LYNN TELEGRAM-NEWS
LYNN, MASS.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

The 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

with its dominating influence brings advertisers paying results.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

THE NEW YORK TIMES INDEX

What it is—

A record of every article that has appeared during the last five years in the newspaper whose accuracy and scope of news earned for it the Pulitzer medal—The New York Times.

A reference book of news, giving the subject, and the dates, page and column of publication in The Times.

The only American work of its kind.

What it does—

The New York Times Index tells you what articles have appeared on your subject, when they appeared and just where you can find them. It saves clipping and classifying of papers and facilitates reference. It increases the effectiveness of a newspaper's biographical department and is a master key to all newspapers, including your own.

24 VOLUMES

Includes 1913, 1914, 1915, 1916, 1917, and 1918 as the quarterly volumes are issued.

List price - \$48.00

Our price - \$30.00

The
Editor and Publisher

Suite 1117, World Building

63 Park Row

New York City

EDITOR AND PUBLISHER

1117 World Building

New York

Please send complete set of The New York Times Index,
24 volumes, including the four volumes for 1918 to

.....
.....
.....

\$30.00 enclosed.

SHOW
OUR
POWER

Let the Newspapers Make a Demonstration.

MAKE
PEOPLE
INVEST

Regardless of all efforts by others, let us dedicate our undivided services to make a huge over-subscription for the Fourth Liberty Loan---Sept. 28 to Oct. 19.

Make the call for . . . \$6,000,000,000
Produce \$10,000,000,000
Or maybe **\$20,000,000,000**

To prove to the kaiser and the German people that the 100,000,000 Americans are in this drive in a larger and more sincere way than anything on record, let the call for \$6,000,000,000 (the biggest enterprise of the kind in all history) be over-subscribed in a week and then pile up the over-subscription.

\$2 a week from
100,000,000
people would
produce
\$10,000,000,000

IT CAN BE DONE
AND SHOULD BE DONE

\$4 a week from
100,000,000
people would
produce
\$20,000,000,000

Such an achievement would do more to quickly end the war and save the lives of thousands and thousands of our boys than anything else. We have been called a commercial people. Let's prove that we are the most thrifty and efficient people the world has ever seen.

Let everybody make up his mind to work a little harder, a little longer and a bit more effectively, and the trick is done.

Let us make up our budgets, skimmed to the bone, figure out what we can invest, and then double or quadruple that figure. If we don't quite make good, the banks can carry the trifling percentage that any of us fall short.

Let the newspapers dedicate all their spare space, all their purpose and all their influence to quickly win the war.

JASON ROGERS

New York, Sept. 18, 1918.

Publisher New York Globe

