

APR 29 1919

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EDITOR & PUBLISHER

The Oldest Publishers and Advertisers Journal in America

1919



NEW YORK
THURSDAY,
APRIL, 24,
1919
10c PER COPY
\$3.00 a YEAR

A.N.P.A.

Get
These
Answers
Right—and
get all of them

Any advertiser can attain the highest degree of success in Chicago if the newspaper he uses can answer *all* of the following six questions in the affirmative:

1. Has the newspaper a large circulation in the advertiser's trade territory?
2. Is this circulation representative of the buying power of that territory?
3. Do the newspaper's readers want what the advertiser has to sell?
4. If they do, are they able to buy what the advertiser has to sell?
5. Will the advertiser's message be read by them in the evening—the most favorable time for consideration?
6. Is this newspaper the most effective means of reaching a vast majority of possible buyers of the advertiser's product?

The Daily News is the *only* newspaper in Chicago that can answer *all six* of these questions with a positive, provable "YES."

THE DAILY NEWS

First in Chicago



America's Greatest Special Agency



THOS F FLYNN



J. T. BECKWITH



R. W. BECKWITH



J. W. COOPER



FRANK E. FORSHAW



P. L. HENRIQUEZ



SAM W. DU BOIS



J. CARR GAMBLE

THE S. C. BECKWITH SPECIAL AGENCY

*Publishers' Representatives, No Rivals in the Field—
Foremost in the World—An Admitted Fact.*

Established 1880

For 39 years our methods of development have been along the self-chosen routes of SYSTEM, ENERGY and PERSEVERANCE with DEPENDABILITY the dominant thought always.

Ask anybody in the American advertising field about Beckwith. Character and standards the foundation stones of our forward direction—we never lag. We deliver because we organize every plan of effort upon lines of proven principles, apply them right—and go on. Distance nor cost stand in our way on the roads after business. 25 men in 25 cities over night when required.

NEW YORK CHICAGO DETROIT ST. LOUIS KANSAS CITY



W. M. THOMPSON



ANTHONY GROSS



J. J. FARRELL



A. W. PINNELL



GEORGE J. NOE



J. L. MANDABLE



CHARLES T. LOGAN



AL. SEIFFER



GREGORY CINQUE



E. M. ROSHER



H. B. RAYMOND



C. O. LANGLOIS

Since 1817—CONNECTICUT'S GREATEST NEWSPAPER

The Hartford Times

WHEN YOU BUY THE TIMES YOU BUY HARTFORD

And when you buy Hartford you buy the best city on earth.

To be more explicit. When you place your advertising in THE TIMES you actually get your story before twice as many Hartford readers as you would if you used the two other Hartford dailies and omitted The Times. You might buy the two other Hartford papers for less than you must pay for The Times, but would it be good business to keep your story out of the homes of two-thirds of Hartford's most prosperous people?

In no other important city can you strike a responsive chord with your advertising more quickly than you can by using THE TIMES —Hartford's big three-cent home newspaper.

DON'T BUY MERE SPACE. BUY RESULTS

Net paid circulation for six months
ending April 1, 1919

36,055

KELLY-SMITH COMPANY

REPRESENTATIVES

NEW YORK
MARBRIDGE BLDG.

CHICAGO
LYTTON BLDG.

Philadelphia

The Third Largest Market in the United States

You Can Solve The Philadelphia Advertising Problem With *Known Quantities*

When you have a problem of any kind to solve, you must reach your conclusion through the operation of known quantities.

Just so the advertising problem is difficult of profitable solution, unless it is figured with known quantities.

Known Market

The population of metropolitan Philadelphia exceeds 3,000,000. In Philadelphia there are 392,000 separate dwellings, over 16,000 manufacturing places, employing nearly 700,000 male and 350,000 female workers. 48,000 storekeepers provide distribution through the wholesale and retail channels.

Known Circulation

The advertiser who uses the columns of The Philadelphia Bulletin deals absolutely in known quantities. All damaged, unsold and returned copies are omitted from the circulation figures of The Bulletin. The net paid daily average circulation of The Philadelphia Bulletin for March was 448,979 copies.

Dominate Philadelphia

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

The Bulletin

Net Paid Average
for March

448,979

Copies
a Day

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



EDITOR & PUBLISHER



Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 51

NEW YORK, THURSDAY, APRIL 24, 1919

No. 46

STONE CALLS ASSOCIATED PRESS MIGHTIEST FORCE IN PROMOTING PAN-AMERICANISM

Annual Luncheon Featured by General Manager's Intimate Talk on Peace Conference Conditions and Significance of the Extension of the Service to South America—Interesting Addresses by Representatives of Leading Newspapers of Chili and Argentina

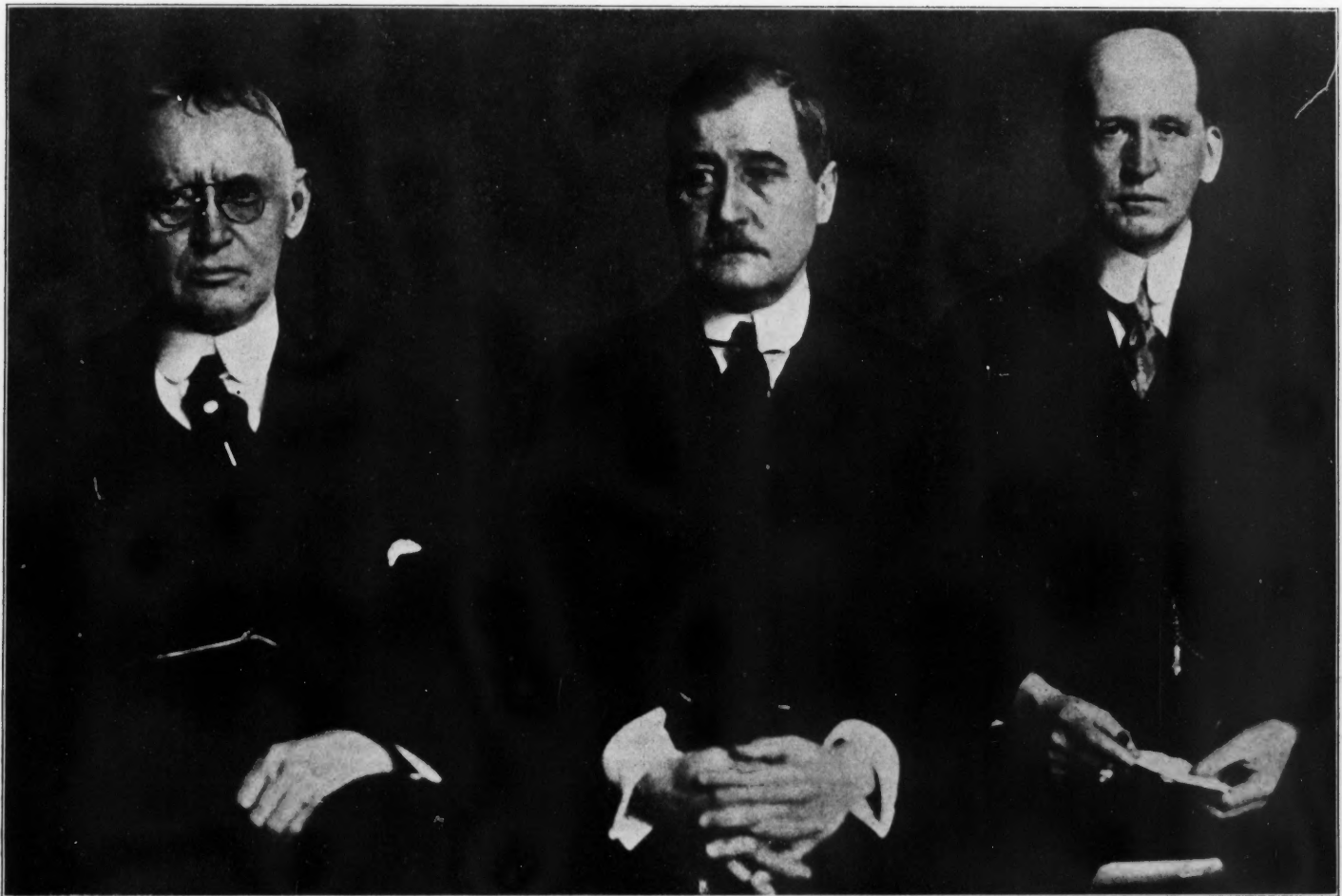


Photo by Curtis—Posed especially for EDITOR & PUBLISHER.

"BIG THREE" OF THE ASSOCIATED PRESS

Left to right—Melville E. Stone, secretary and general manager; Frank B. Noyes of the Washington Star, president; Frederick Roy Martin, assistant general manager.

MORE than 350 members of the Associated Press greeted Melville E. Stone with cheers at the annual luncheon of the association on Tuesday afternoon, in recognition of his services at Paris, where, until two weeks ago, he directed the preparation of the news reports of the Peace Conference.

President Frank B. Noyes paid an ardent tribute to the working staff of the A. P. throughout the war, men who had endured the hard fortunes of soldiers on the battlefields and had pursued world news in desolate lands and under

most precarious circumstances, and in referring to Mr. Stone he said that it had been most fitting that the "veteran of the veterans" of the Associated Press forces had been present to supervise the writing and transmission of the story of the greatest event in modern history.

Mr. Stone's speech concerning conditions at Paris, comprehending his views of the stupendously important negotiations, giving his observations of the characteristics of world-renowned statesmen and military leaders figuring in the news at Paris, and finally appealing for

American aid for economically stricken France, was the striking feature of the luncheon.

A conspicuously new element of interest in the event this year was the introduction to the membership of recently added South American members and the speeches took on a distinctly Pan-American flavor. Mr. Noyes struck a note of "hands across the isthmus" when he told of the A. P. membership development in South America, and introduced as speakers Hon. Augustin Edwards, Chilean Minister to England and

publisher of Mercurio of Santiago, Chili; W. W. Davies, representing the publisher of La Nacion, Buenos Aires, and R. R. Ronconi, of La Prensa, Buenos Aires, each of whom made graceful speeches.

The annual luncheon was much more like a family reunion than a formal affair. The members and guests were in sprightly humor and responded in lively fashion to the patriotic orchestral music and were liberal in applause. The decorations of the grand ballroom were sim-

(Continued on page 13)

WARNING AGAINST MENACE OF BOLSHEVISM IS SOUNDED IN LABOR COMMITTEE REPORT

Chairman H. N. Kellogg Reviews a Year of Unrest, Strikes and Broken Agreements—Unionism Sound at Heart and Keeps Faith, But Is Engaged in Constant Struggle with Agitators Who Would Disregard Contracts—Serious Problems Arising All the Time

E. & P. EXTRA

At the close of the A. N. P. A. annual convention on Friday, "Editor & Publisher" will issue an extra supplement completely reporting the final sessions and presenting the full text of reports to be issued by the committees.

THE report of the Special Standing Committee on Labor of the A. N. P. A., was presented by Chairman H. N. Kellogg. After referring to the unusually strenuous year in labor matters, the report says:

"There were 19 strikes in newspaper offices in fourteen cities, and two general strikes which interfered to a considerable degree with the business of members of the Association. Of the nineteen strikes, ten were typographical as follows: two in Calgary, one each in Charleston, S. C.; Charleston, W. Va.; Erie, Pa.; in the Hebrew offices in New York City, Omaha, Neb.; Rochester, N. Y.; Springfield, Ill., and Tulsa, Okla. Three were stereotypers, the cities being Knoxville and Nashville, Tenn., and Rochester, N. Y. The pressmen struck in four cities, viz.: Kansas City, Mo.; New York City; Rochester, N. Y., and Scranton, Pa. The Mailers struck in Atlanta, Ga., and the Photo Engravers in San Antonio, Texas. The two general strikes were in the cities of Seattle and Tacoma, Wash., where I. W. W. agitators prevailed upon members of various unions to strike in sympathy with the shipyard workers. The March number of the Typographical Journal referring to this matter says:

"They (the shipyard workers) were working under an agreement arranged with the full sanction and underwritten by their duly constituted representatives. This agreement would have expired on the last day of the present month, but they violated all the ethics of legitimate unionism, made a scrap of paper of their pledged covenant, laid down their tools, and then demanded that all the other unions in the vicinity strike in sympathy. In Seattle all but twenty of the 130 union organizations affiliated with the central labor council voted as they were requested to do, but to the everlasting credit of the printing trades it can be said that the conservative element among them was convinced that the better course to pursue was to keep inviolate signed agreements with the employers. That this course was the wise one, later events fully proved.

"The statement is absolutely correct but the conservative element did not control the stereotypers as that Union did vote to join the general strike. Two Seattle papers issued on each day of the strike under protection furnished by the authorities, and their sane utterances had a great deal to do with restoring order in the community. In Tacoma the printing trade unions refused to join the sympathetic movement but the newsboys became involved and the circulation of the Tacoma papers was seriously hampered.

Unwarranted Strikes

"The strikes in Calgary, Charleston, S. C.; Erie, Pa.; the Jewish newspaper

offices in New York City and Tulsa, Okla., were to enforce demands for extra pay or war bonuses not provided for in contracts, and were utterly unwarranted and illegal. In each city, excepting Charleston, S. C., the men obtained practically all they demanded and in every instance these matters were brought to the attention of the President of the I. T. U. with suitable protest and request that the unwarranted strikes be disavowed and previous status restored.

"The Omaha strike was for an increase in the war bonus. The publishers were paying bonuses of from 50 cents to 75 cents per day to their men based upon merit. The demand was for a flat bonus of \$1.75 per day to all men. The scale provided in the contract was \$25.50 for day work and \$28.50 for night work. The International President telegraphed the men they must resume work. This was done by nearly all who went out and their demands were not complied with.

"The Rochester situation was very serious and emphasizes the danger of having contracts with the several printing trade unions expire on the same date. All newspaper and commercial shop agreements in Rochester expired on October 31, 1918. Some time before this the officers of the various unions agreed to co-operate in negotiations for a new agreement. Buttons were passed among the members containing the word '36-40 or Fight,' meaning they proposed to have \$36.00 for day work and \$40.00 for night work, or to strike if it was not paid. These buttons were worn by large numbers of union men several weeks prior to October 31st. The Association had but one member in Rochester, and that newspaper had an arbitration contract for its composing room.

Balked on Awards

"An agreement was finally reached to submit the claims of all unions to arbitration under the contract of that newspaper, the various organizations to accept the decision made in the typographical case, the increases allowed floormen to be given to men of other unions in the newspapers and in the job shops (with a few exceptions covering apprentices and others in minor capacities). After this agreement was signed by authorized representatives of all concerned and before the arbitration had been held, the pressmen disregarding the arrangement made by their officers refused to continue work unless the new scale was paid them. They were, however, persuaded to return and await the outcome of the arbitration after having been out less than 24 hours. The local arbitration board gave floormen an increase of \$5.50 a week for day work and \$7.50 for night work, making the scale \$28.00 a week for day work and \$31.00 for night work. The various unions united in refusing to accept the award and demanding \$33.00 and \$36.00 as a compromise of their original de-

mand for \$36.00 and \$40.00, but all the employers refused to be bulldozed, with the result that their plants were completely tied up.

"President Free immediately proceeded to Rochester and President Scott and First Vice-President Barrett met there. Urgent messages were sent to President Berry of the I. P. P. and A. U. The stereotypers were ready to resume work within 24 hours and the printers after 48 hours. The pressmen, because no definite instructions were received from International headquarters still held out but finally after publication had been suspended for three days they were induced to return to work. All papers resumed operations with the agreement that the typographical union would appeal against the local arbitration decision and if any increase was made by the International Arbitration Board, the same increase should be given members of other printing trades employed by the Rochester newspapers and commercial employers.

Came Into A. N. P. A.

"After the difficulty was all over, one of the members of the Association wrote the Chairman of the Special Standing Committee as follows:

I want to take this opportunity to express to you not only my appreciation but that of all the publishers and commercial printers of Rochester for the work that you have done in connection with the strike. So far as the newspaper end of it is concerned, peace was declared at 6 o'clock last evening and the job printing difficulties were settled this morning. The morning papers appeared as usual this morning and evening papers this afternoon, and present indications are that there will be no further trouble. I think that as a result of this experience, the other three papers in Rochester will become members of the A. N. P. A. and you may rest assured that I will do everything possible to bring it about. (Three newspapers in Rochester are now members of the A. N. P. A.)

The Globe Strike

"The strike of the pressmen in New York City was in the office of the Globe. On Saturday, March 8th, two men, one of whom was in charge of a press, failed to return to work after the luncheon period and were absent from the pressroom several hours. On their return to the office the foreman discharged them. The union demanded reinstatement and the question was referred to a local conciliation committee of six representatives of the New York City Publishers' Association and of the Web Pressmen's Union. The Acting President of the International Pressmen's Union, Wm. H. McHugh, was in New York and advised the foreman of the pressroom that under international rules he had the right to appeal from the action of the local union and an appeal was filed, McHugh's position being that when contracts between local parties contain no provision for local committee's settling cases regarding discharged men, members of the local pressmen's Unions retain their right to appeal as provided in the International Constitution.

"The local conciliation committee ruled that the men should be reinstated. The Globe management immediately advised the officers of the union the names

of the men had been replaced upon the Globe's pay roll and they were, therefore, pending final decision in the appeal case in the employ of that newspaper, but they would not be required or permitted to resume work in the pressroom.

Strike Illegal and Unjustified

"This was not satisfactory to the union and on March 31st its representatives demanded that the men in question, besides being given their pay, be restored to duty. This being refused the president of the union called a chapel meeting in which he advised cessation of work. His advise was immediately complied with by all except the foreman and four loyal journeymen. The strike was absolutely illegal and unwarranted as the rules of both the local and International Unions provide that meetings of local organizations must be held under such circumstances and the sanction of the board of directors of the International Union secured before the men can cease work. Acting President McHugh advised the Globe employees who remained at work that they would be supported to the limit by the International and induced two other members of the local union to leave their positions and go to work in the Globe pressroom and brought in web pressmen from other cities to help print the paper. About one-half the regular edition was printed on Monday and nearly all of it was gotten out in the four days following by less than one-fourth the usual complement of men.

"Your Chairman was requested to go to New York and spent four days and nights in conjunction with Acting President McHugh, the publisher of the Globe and representatives of the local union in efforts to straighten matters out.

Better Relations Assured

"The men returned to work on Saturday morning, April 5th. The officers of the organization who had first contended the foreman of pressroom had no right to appeal and that the decision of the local conference committee was final, withdrew that claim and consented to the prosecution of the appeal and agreed to accept the decision of the directors of the International Union. They also withdrew demands that the two discharged men be put to work and accepted the restoration to the pay roll as reinstatement. They further bound themselves to hereafter respect international rules and guaranteed to call no illegal strikes. A special meeting of the union was held on the night of Friday April 4th and this action of its officers ratified.

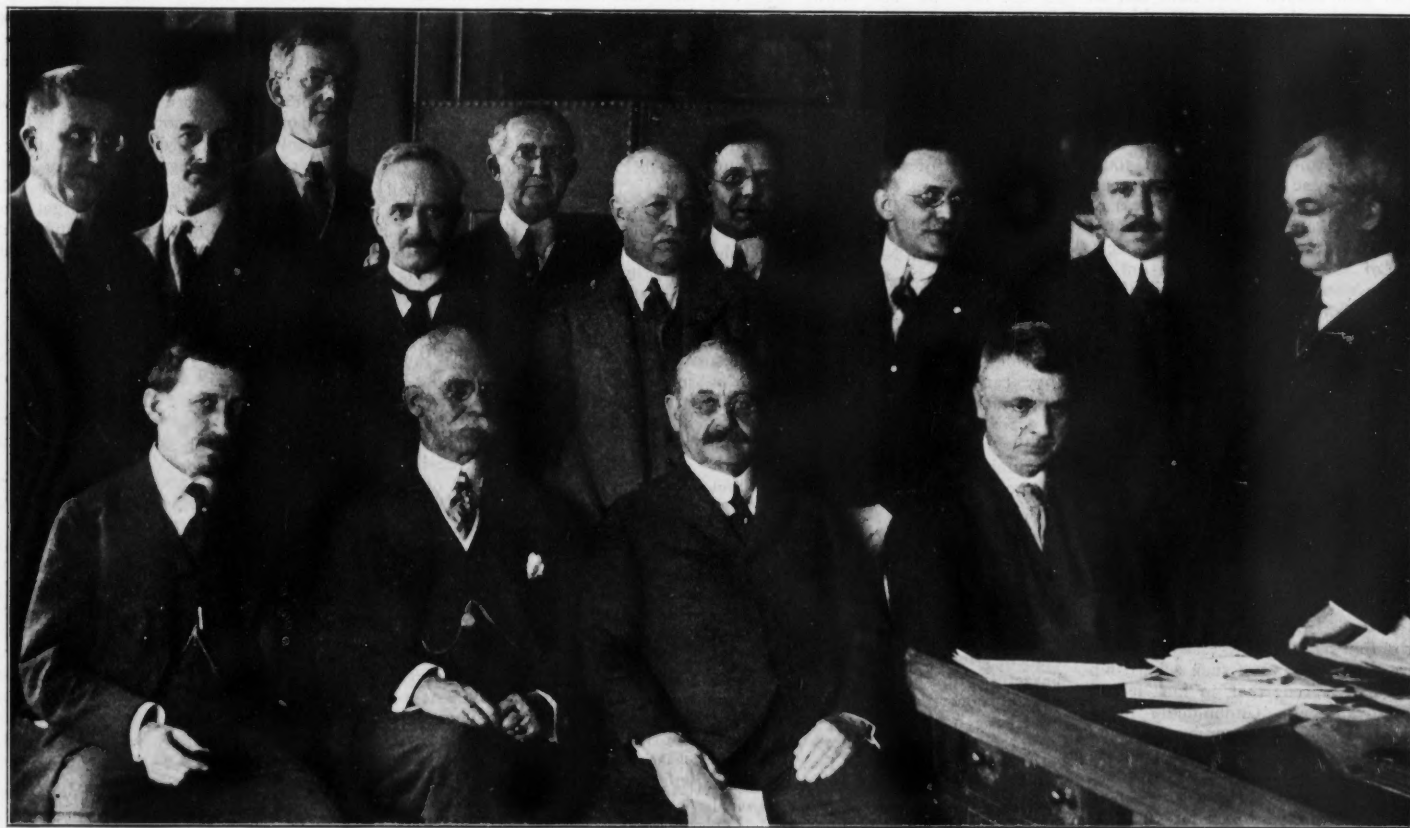
Some Near-Strikes Averted

"While the incidents connected with the strikes in the other cities that have been referred to are interesting, it is not deemed best to attempt to go into details respecting them because of the necessity for limiting the length of this report. Besides the strikes al-

(Continued on page 9.)

A. N. P. A. CONVENTION OPENS WITH ELOQUENT ADDRESS BY PRESIDENT FRANK P. GLASS

Thirty-Third Annual Meeting of Great Organization Eclipses in Attendance and Enthusiasm All Previous Gatherings—Publishers Confident of Unprecedented Prosperity and Expansion in Industry, Despite Serious Economic Problems



OFFICERS AND DIRECTORS OF THE A. N. P. A. IN ANNUAL SESSION

Sitting (left to right)—George McAneny, New York Times; Frank P. Glass, Birmingham News; Elbert H. Baker, Cleveland Plain Dealer; Don C. Seitz, New York World. Standing (left to right)—Charles H. Taylor, Jr., Boston Globe; Hopewell Rogers, Chicago Daily News; John Stewart Bryan, Richmond News-Leader; Benjamin H. Anthony, New Bedford Mercury and Standard; M. F. Hanson, Philadelphia Record; Herbert F. Gunnison, Brooklyn Daily Eagle; T. R. Williams, Pittsburg Press; George M. Rogers, Cleveland Plain Dealer; Lincoln B. Palmer; D. D. Moore, New Orleans Times-Picayune.

IN an atmosphere of satisfaction, due to rapidly restoring general prosperity and a prospect of a record-breaking advertising year, the 33rd annual meeting of the American Newspaper Publishers' Association was called to order by President Frank P. Glass, of Birmingham, Ala., at 10 o'clock on Wednesday morning with every chair in the gilded Astor gallery filled—significant of the largest attendance in the long and useful history of this co-operative society of newspaper publishers.

The buoyant mood of the delegates seemed contagious and their eagerness to reach the important business of the occasion was indicated, not only by the generous representation of nearly every city of the nation, but by the early arrivals in the convention room which, for an hour before the chairman's gavel fell, buzzed with news and views from all quarters, redolent with signs of rapidly stabilizing industry, remarkable multiplicity of trade and a consequent fresh flow of space advertising on both national and local accounts.

If there was a pessimist present, he was peculiarly silent. One could make

up a symposium of interviews with men from States, East or West, North or South, and find in each the same note of satisfaction over present conditions and lively anticipation of future prosperity. No one was found who did not believe that EDITOR & PUBLISHER'S forecast, published April 17, of a record year, with more than \$130,000,000 in "foreign" advertising and proportionate local advertising for the newspapers of the country, was rather an underestimate than a too sanguine prediction, assuming a satisfactory termination of peace negotiations at Paris and no unlooked for national misfortune. The delegates told specifically of new and enlarging industry and local trade development in many cities, with consequent flush of advertising; and the keynote of the convention was "an invigorated and better country, an eager and ambitious people, a period of reconstruction which will put the United States higher than ever in the scale of nations as the seat of human contentment and ambitious development."

Adequately to meet the intensified production, to provide properly for the

press industry, and to meet the problems incident to the heavily increased cost of newspaper making, with such items as news print up in price 100 per cent and labor and postage charges enhanced from 35 to 50 per cent, were chief topics of discussion among the publishers.

A Year of Severe Tests

President Glass declared that the fiscal year just ended has been the most strenuous period in the experience of the oldest publisher, and he urgently called the attention of the membership to a future promising new and complex difficulties which would tax the united strength of the membership. He called strict attention to the opportunity offered to the press for public service, specifically citing the promotion of the Victory Liberty Bond sale, and urged greater co-operation looking to achievements of individual and collective value to American newspaper publishers. He declared the A. N. P. A. to be one of the "greatest dynamic forces in the country." President Glass's address was enthusiastically received. The full text of his statement follows:

"Gentlemen of the American Newspaper Publishers' Association:

"You assemble on this occasion after having passed through the most strenuous year in the experience of even the oldest among you. You have taken an important part in events which have constituted an evolution in the world's affairs, an epoch in those of your own country.

"That part has been one of distinct service and to a large extent of unselfish devotion to your country and its conspicuous undertakings for the safety of humanity and the preservation of the liberty of the world.

"In April, 1918, your Government had just gotten into a swinging gait in its march to the rescue of civilization. Every one was then sobered, weighted down with the knowledge that the situation across the seas was critical, and that every American had to put his shoulder to the wheel both here and there with an unprecedented sacrifice and co-operation.

"It cannot be denied that your papers furnished a vast deal of the driving force that marshalled the American peo-

ple for their great task. Not only have your army and civil leaders acknowledged that fact, but it has been emphasized by the statesmen of Great Britain, France, and Italy. You preached team-work and you taught team-work in all your communities and States. The record of the press of the United States in that period of stress and obligation is one that all can be proud of.

"The war period has borne heavily upon the publishers of this country, forcing upon them extraordinary problems. They have had to pay 100 per cent more for print paper, 25 to 50 per cent more for labor and for postage, together with varying increases on all the factors of cost of your output. You have had all sorts of new and complex difficulties to face and to surmount.

Strength Through Struggle

"Never was better illustrated the truth that strength comes only through struggle. In teaching your countrymen self-denial and team-work you taught yourselves the same fundamental lessons. Publishers everywhere set aside most of their local differences and co-operated in meeting their common problems. Many of the mistakes arising out of fierce or even ill-tempered competition were abandoned. Economics were effected. Abnormally low subscription and sales prices were set aside and fair rates inaugurated. Instead of circulation being diminished as was apprehended, in most cases it was retained or quickly regained; by many instances it was increased. Advertising rates were advanced and readily obtained. The public responded cheerfully in co-operation with the newspapers for their own welfare in accord with the lessons which they had already taught the public in all sorts of public co-operating undertakings. You even responded with more or less grace to Government restriction of your output as a war necessity and discovered that it was not such a hardship as you had feared; that, in fact, it had some advantages. Undoubtedly many of these lessons in economy and efficiency will never be forgotten. The surprising thing that came out of all these unprecedented trials and conditions may be frankly admitted to be an unexampled prosperity among newspapers. The country has absolutely mastered the science of advertising. Everybody appreciates its force and its value and this appreciation will never pass away. This doubtless is the greatest compensation to newspapers of the country as the result of the war.

All Records Broken

"As your advertisements in the trade papers have been showing, you have broken all advertising records. As you have compared notes with each other here in the last few days, you have invariably found smiles on each other's faces and have heard boasts on all sides of satisfactory profits. Most of you have had the privilege and honor of paying into your country's treasury taxes which you would not have dreamed of as possible two years ago. And today all of you are cheerfully making liberal subscriptions to the Victory Loan which is to help Uncle Sam pay his large outstanding bills.

"So, gentlemen, you have stood admirably the strain of the war with its uncertainties, perplexities and new difficulties. Now you are to face the greatest test, the acid test, of prosperity. This new situation has its disturbing features. The difficulties of reconstruction and readjustment throughout the country, the tendencies to extravagance and waste in your own offices. The Government itself has changed in many respects. Politically, economical and so-

cial conditions have undergone more or less radical transformations. The United States will never be the same again, nor will any type of business in our country be quite the same. The newspaper business certainly will never return altogether to pre-war conditions. How are these new conditions and problems to be met?

"Clearly, with the same faith and vision and steady purpose which you have drilled yourselves into in the last few years. You have had ground into the very fiber of your brains in the lifeblood of your hearts the two vital principles of service and co-operation. Most of us for years have talked glibly of service, but now we have borne the yoke of service as never before. Most of us have preached co-operation to the other fellow as part of a formal creed, but latterly we have vitalized that creed into action for our own protection and guidance. You have found by deep experience that practice of your principles is the best form of preaching service and team-work.

Power in Union

"The American Newspapers Publishers' Association is actually one of the greatest dynamic forces in our country. But potentially this force is inestimable. Its members control and direct 500 of the chief dailies in the United States. They can make of this association a vastly more efficient machine, not only for their own benefit, but also far more effective agency for use in guiding their communities and in co-operating with the governments of their cities and States and nation.

"It has frequently seemed to some of the active forces in your organization that all should be cemented into a stronger union with more power to control and greater capacity to lead its members and to serve them. It has been frequently termed a rope of sand. That characterization has been inaccurate and unjust; nevertheless, this association could have its powers broadened, deepened, strengthened. There has been some distinct evolution in that direction. Your labor bureau has been doing increasingly better work. Your several committees on paper in the last decade have undertaken some big things and have proved their usefulness. Your general managers' offices have become far more efficient.

"All of these achievements are stimulants to an increase of faith, a vision of resolution to go forward. The association has in the past few years increased in membership because it has undertaken more service and has demonstrated a greater efficiency. The bulk of associate members received in the last few years have been so satisfied they have taken on the privileges of full membership. The active membership is larger today than ever before.

Income Should be Larger

"It is an axiom that nothing is worth having which does not cost heavily, in outlay either of brain or work or of both. The common measure in outlay for both is usually represented by money. Your association has had a steadily increasing income in the last few years, but that income should have been larger and it should be increased.

"Unfortunately, its income has not been altogether fixed, sure and steady. Special assessments have been frequently resorted to. This is unbusinesslike, inconvenient, hampering and at times embarrassing. The 500 most important dailies of the United States should not be cramped at any time for funds with which to assume any collective responsibility and to undertake any project

that its large and representative body of directors judges to be serviceable. The association's income should be greater and it should be more dependable. There should, it seems to me, be some new basis of dues that would work hardship on no one and yet would yield ample resources and afford a reasonable surplus for an emergency. Your board has not attempted to work out any such a program and your president is expressing only his personal views of the matter, the result of his long observation of the workings of the association and of his own experiences in executive positions in the recent years. It might be well for this body to consider this situation and either to authorize a special committee or to direct the board to make a study of it and a report at some future date.

Committee's Busy Year

"Your president will not attempt to make any synopsis of the work of your several leading committees for the past year. Their able chairmen will give you those facts in a fuller and more satisfactory way at the appointed hours. It should be said in justice to those committees that they have had a very busy year; that they have devoted unselfishly a larger part of their thought and time than ever before to the association's new problems. If the results in every case have not been what you had expected or what these committees hoped, that outcome has not been due to their lack of capacity or of devotion, but to causes outside of their control. This may be said specially of your Paper Committee and of your Postal Committee, both of which have had to face extraordinary situations and to meet imposing obstacles.

"The Paper Committee still has important work in hand, of which you will be informed. I am sure you will be gratified to learn that our friendly enemies, the paper manufacturers, are showing a spirit of willingness to get closer to their patrons. There have been informal discussions of some sort of a peace arrangement in the print paper world through representatives on both sides who have acted on their own initiative and with no desire for authority.

"In this connection you can serve yourselves as well as the country at large by helping in two important undertakings at Washington; the one is the passing of the water-power bill which so narrowly failed at the recent session of Congress; the other is to assist a new project put forward by the Forestry Service Bureau of the Department of Agriculture.

Timber Survey

"A movement has been inaugurated to ask Congress for an appropriation and authorization to make a complete survey and inventory of the timber resources of the United States. The importance of such a survey in connection with pulp-wood timber resources of the country would be of enormous value in connection with stabilizing newspaper prices, and, therefore, the proposed survey and inventory is of special interest, as it should furnish a definite base for determining future pulp-wood costs.

"At the present time accurate data as to the amount of pulp-wood timber in the United States is lacking. There is also ground to believe that the estimates of Canadian pulp-wood stands heretofore published are much greater than really exist. In view of the importance of such a survey and inventory of the timber resources of the country to all members of the association, I would suggest that the convention pass appropriate resolutions urging that the Gov-

ernment undertake a census and survey of the timber resources of the country and that Congress make a suitable appropriation therefor.

Larger Attendance

"There is an unusual attendance upon the convention this year and the conditions at the present juncture demand a closer attention to the problems of the association than its members have heretofore given. Your officers have prepared an abundance of material in the shape of reports for your consideration and of topics for your discussion. Every man will get out of this convention just as much as he puts into it of time and thought, and no more. You can help your fellow members and yourselves by prompt assemblage at the various sessions, by active participation in the discussions and by an expenditure of your thought and an exchange of experiences upon the common problems. This organization affords on this floor the greatest kindergarten, I may term it, for the training of American publishers. I think some of us forget too frequently that many of the younger members come here to learn and that the more experienced men should be willing to give more freely of their experiences and advice and discussion of the various topics.

"This interest in the world of the association will be the very best method also of showing your appreciation of the efforts of your board of directors and of your officers to do their duty in your interest.

"I now declare the convention to be in order for the consideration of its business."

Following the annual address of the president the convention organized and reports were received from the Treasurer, Special Standing Committee of the Advertising Bureau, Committee on Cost System, and the Paper Committee. There was no discussion on these reports, due to the fact that the session was limited to a two and a half hour period, the annual luncheon of the Bureau of Advertising having been scheduled at 12:30.

Reports of Standing Committees

A full report of this interesting event will be found on another page of this issue of EDITOR & PUBLISHER.

General Manager Palmer's report showed that the membership had increased from 483 to 492 within the past year. Thirty-eight active members were elected and several applications are still pending. Inquiries answered by the office numbered 4,800, an increase of 1,274 over the previous year.

Fleming Newbold, of the Washington Star, presented the report of the Advertising Bureau Committee as its chairman, which is given in full on another page of this issue.

George Rogers, of the Cleveland Plain Dealer, reported for the Committee on Cost Systems.

Elbert H. Baker, of the Cleveland Plain Dealer, reported for the News Print Paper Committee as its chairman.

The certified report of Treasurer Edward P. Call, New York Journal of Commerce, showed a balance on hand, December 31, 1918, of \$24,438, an increase of nearly \$14,000 over January 1 of the same year. The total cash receipts charged in the books, including the balances on hand January 1, 1918, amounted to \$258,739.31. The total disbursements amounted to \$233,570.12. The balances on hand December 31, 1918, amounted to \$25,169.19, represented by \$24,438.00 in the treasurer's cash and \$731.19 in the manager's cash.

The report of the Postal Committee, of which George McAneny, of the New York Times, is chairman, was postponed until Thursday morning.

Henry N. Kellogg, chairman of the Special Standing Committee on Labor, reported on the year's work of that body.

The Committee on Credentials was composed of Hopewell Rogers, of the Chicago Daily News, and T. R. Williams, of the Pittsburgh Press.

The convention was reassembled late Wednesday afternoon.

The Thursday morning session of the convention will concern the reports of the special standing committees and there will be a discussion of labor and other topics probably, including the print paper report. On Thursday afternoon the program calls for addresses of the president of the International Typographical Union, the Bureau of Advertising report and a general discussion of trade topics. Friday morning further reports of special committees will be received, unfinished business will be dealt with and there will be a further discussion of the prescribed topics. The election of officers and directors of the association will be reached on Friday afternoon, when it is expected the convention will have completed its labors.

When the delegates assembled they received from the hands of ushers an official program prescribing the elemental topics to be discussed, many of them significant of leading trade matters in dispute, subject to united action for adjustment, and leading to what is conceived to be more ideal working conditions.

These topics were subdivided as follows:

Labor

How many publishers have profit-sharing arrangements and have they proved beneficial?

Is there any member who has not increased any union wage scale or advanced wages since April, 1917?

Have any publishers discontinued war bonuses and with what result?

How many members have had demands for increases coupled with strike threats?

How many illegal strikes have been called during the year just passed?

Have any publishers ceased relations with any union?

Have any publishers unionized any department during the past year?

Have the publishers made combination contracts or received propositions for them?

How many publishers have had demands made by typographical unions for overtime pay for men working on a seventh day in any week or for working a second shift (after a first shift in another office) because of the union's inability to furnish enough help?

How many publishers installed addressing machines and are they operated by union men?

Mechanical

What is the best method of ascertaining the number of copies spoiled in printing? By weighing the printed waste and calculating its equivalent in complete copies or by making physical count of spoiled copies, or is there a better method?

Is the best method of calculating the number of spoiled copies to deduct from the gross press run on account of breaks in the web?

How many papers use 6 pt. on 7 pt. slug as body type? Do they receive many complaints because type is small? How much paper could be saved if it was the usual size? Would the average reader be satisfied if this was the usual type?

Is there any advantage in using more than one register? What make of register is the most accurate?

Is it more accurate for statistical purposes to have the press register record the number of press sheets run or the number of papers?

How successful and satisfactory is the Polhamus Hydrocarbon Gas System now being introduced for heating metal and steam tables in the stereotype department?

How many publishers installed the Halvorsen Stuffing Machine and is it satisfactory?

Have members had any information about or any experience with the Boedicker Photo-Litho Machine?

What newspapers are still selling at one cent on the streets, and why? Is there a city in the United States, in addition to Des Moines, that is selling evening and Sunday at 10 cents a week by carrier?

What is the best method of holding circulation gains made during the war?

As a means of competition should publishers pay wages to wholesale dealers?

Does it pay to maintain your own automobile delivery?

Second Class Mail

What can be done to better the postal and wire service? To what extent do delays of the service affect the receipt and dissemination of news and the ordinary transactions of the publishing business?

Now that the war is over should there not be a united effort to improve the broken-down postal system?

What steps can be taken to eliminate the inefficient space system now in vogue by the Railway Mail? Should not steps be taken to investigate and correct the late running of mail trains?

Should not the Post Office Department inaugurate a plan of insurance similar to parcels post insurance, on payment of a slight premium, to insure publishers against the late arrival and non-receipt of dealers' bundles?

Should not the Government reimburse publishers for the heavy credits necessarily allowed to out-of-town dealers for unsold copies because of late delivery, loss of sales and discontinuance of subscriptions?

Should not the Post Office Department permit the use of mail bags for outside mail delivered to newsdealers? This would result in large saving of credits now allowed for damaged papers.

Advertising

Should newspapers refuse service to advertising agents, when it is known that magazines, billboards and other mediums make it much more easy to do business with agents than newspapers do?

Are there not legitimate means of co-operation, such as trade investigations, securing window displays, the use of letters and personal influence with jobbers and dealers that is perfectly proper for newspapers to extend to agents and advertisers? Isn't it generally recognized that magazines do much more in the way of co-operation than newspapers? Isn't it especially admissible that competing mediums are better salesmen of their product than are newspapers?

Co-operation between newspapers and advertisers or agents. Of what may it properly consist? What are its limitations from the publishers' viewpoint?

The elimination of combinations of local and foreign advertising orders, or soliciting contracts involving split charges for one advertisement. The objectionable features are: 1. The agency agrees to the payment of one-half the

bill providing the newspaper obtains approval from the local dealer for the payment of the other half. This involves two advertising rates and two charges. 2. Through the local dealer not having a contract, his agreement being obtained by the newspaper direct, an agency sometimes claims that it should have a commission on the entire charge for the advertising instead of upon the half placed by the agency's order. 3. When contracts are partially completed under this plan, through delinquencies on the part of the local dealer, the collection of short rates is difficult.

Is it not advisable for publishers to insist on automobile business, which is usually placed on a 50-50 basis, being placed with them either as local or as foreign business in each case?

Is there not a demand for a standard system of advertising accounting for newspapers and advertising agents?

If publishers send out letters for advertisers or agents, how should the expense be borne or divided? What is the general practice in such matters?

Financial Advertising

Should not the over-revision of proofs which is equivalent to a cut of rate, be discouraged?

Fake financial advertising. What members, if any, do not use discrimination in accepting advertising for their financial or other columns?

Should not the price of State, country and town legals be advanced? What plan could be adopted to secure legislation favorable to that end?

The American Association of Advertising Agents desires to put into operation a uniform commission of 15 per cent plus cash discount. Should that be adopted or should the rate be standardized at 10 per cent with cash commission of 2 per cent on ten-day payment?

Should commission be allowed only to bona-fide agencies, that is, those engaged in the promotion of general advertising, or should it also be allowed to advertising departments of advertisers, or to fictitious agencies operated by advertisers?

Should this association collaborate with the American Association of Advertising Agents in formulating a standard contract blank for advertising which would tend to eliminate unfair and objectionable clauses now being used by some agencies, and also very much reduce the work of the office?

How many newspapers charge a different rate for foreign and for local business? Do those using it recommend its adoption by other publishers?

Is the standard rate card adopted by the American Association of Advertising Agents worthy of adoption by all publishers?

What newspapers guarantee circulation in advertising contracts with the result that they are called upon for rebate should circulation not equal the guarantee, yet are not paid for circulation in excess of the guarantee? Is it not a poor rule that does not work both ways?

What is the ratio of advertising rates to circulation?

Miscellaneous

Should the A. N. P. A. furnish to its members the service now supplied to newspaper members of the A. B. C., thus making it unnecessary for A. N. P. A. members to belong to the A. B. C.?

Why should newspapers be required to maintain the A. B. C.?

Has the Department of Internal Revenue made any ruling covering good will in connection with newspaper assets in making up excess profit reports?

What steps should be taken to discourage the planting by employment

agencies of news stories alleging demand for workers in special lines?

In view of the well-known attitude of baseball club owners and managers against newspaper advertising, should the newspapers continue to feature baseball matters?

On what holidays do afternoon papers which are members of the A. N. P. A. not print? On what holidays is business absolutely suspended in your city?

How tight can a newspaper be run without affecting its value?

A rule of the convention was: "No resolution or vote involving the policy of the association or the expenditure of money shall be voted by the convention unless presented at a prior session and posted on the bulletin board."

A. N. P. A. LABOR REPORT

(Continued from Page 6.)

ready referred to, there were near strikes by printers in Chicago, Denver, Rockford, Ill., and Vancouver, B. C.; by pressmen in Louisville, Memphis, New York, Paterson and Pittsburgh; by stereotypers in Sacramento and by Mailers in Chicago. The demonstrations in Chicago, Rockford and Vancouver by printers and mailers and the threat by the pressmen in Pittsburgh, were to obtain war bonuses. The Denver threat was to enforce the acceptance by the publishers of a decision rendered by the Colorado Industrial Commission in a controversy respecting a new scale. In each of these cases the unions were successful. The pressmen in Louisville, Memphis and Paterson threatened cessation of work to secure wages demanded in new scale propositions but peaceful settlements were afterward arranged.

"In New York the pressmen demanded an increase of \$9.00 per week and declared they would discontinue work at the end of twenty-four hours if their terms were not accepted. This matter was immediately reported to the Acting President of the I. P. P. and A. U., Wm. H. McHugh, who took the matter up vigorously and disavowed the proposed action by the union, advised the officers of the organization if the men struck of the organization if the men struck their places would be filled by the International, with the result that the local organization agreed to submit differences to arbitration. The arbitration board gave the men an increase.

Proposes New Arbitration Agreement

"Following the very prompt and commendable action of Acting President Wm. H. McHugh of the I. P. P. and A. U. when the New York pressmen threatened to strike to enforce the demand for an increase of \$9.00 a week, there was a conference between Mr. McHugh and your Chairman which resulted in a proposal that the Association and the Union make another arbitration contract. No doubt most of the members know that there has been no arbitration agreement between the two organizations since the strike of the pressmen in Chicago in May, 1912. Owing to the unrest in labor circles and the probability, if not the certainty, that the future will bring many serious problems to all employers of labor, including publishers of newspapers, your Committee believes members of the Association should have all the protection against illegal and unwarranted interference with their busi-

ness that can be assured. At the suggestion of your Chairman, Mr. McHugh addressed a communication to President Glass proposing the making of an arbitration agreement. That communication was submitted to the directors at their meeting on April 21st.

The Syracuse Difficulty

"The printers in Syracuse, N. Y., were given a war bonus of 75 cents a week in August, 1917, making the scale \$24 for day work and \$27 for night work. In April, 1918, they asked the publishers for an additional bonus to bring the scale to \$29.25 for day work and \$32.25 for night work. The publishers refused. The union at a meeting voted to abrogate the local and arbitration contracts on June 1 unless its demands were complied with. This proposition to repudiate agreements was brought to the attention of the International President who prevented the action contemplated. The union then voted funds to pay for advertisements in *The Industrial Weekly*, a labor paper in Syracuse. Three advertisements were published which contained denunciations of the publishers and claimed they were unpatriotic and had been deceiving their readers. Matters were finally settled by the granting of a bonus of \$2 a week for the current year with an addition of 75 cents on January 1, 1919.

"The unrest among members of labor unions has resulted in a very much larger number of differences and questions of all kinds than ever before in the offices of members of the Association beside the strikes and other matters already reported. Some of these questions have been very serious but the great majority of them have been settled though not always in accordance with the wishes of members concerned. It is impossible to give detailed reports on all these matters.

War Labor Board Is Mediator

"There have been eight instances reported during the year in which unions have sought to have differences taken up by the National War Labor Board. Five of the cases were referred to the Board by the consent of both sides. They were a stereotypers' and a mailers' case in San Francisco, one in Chicago and two in New York. In the San Francisco cases it was unnecessary to finally appeal to the Board as a ruling by a Federal Mediator or Commissioner was accepted in both instances. Both sides in Chicago agreed to submit to the War Labor Board a typographical proposition for a war bonus, the publishers having offered to make an advance in the wages if the union would consent to the discontinuance of resetting borrowed and exchanged matter. The officers of the union afterward refused to go on with the presentation to the War Labor Board as originally agreed and made an *ex parte* appeal to which the publishers objected.

"The Board finally dismissed the case. The first New York case was on a demand by newspaper machinists for an increase in pay from \$36.00 to \$48.00 a week as a war bonus. The Board granted an increase of \$7.20 a week. In the second New York case the publishers and Photo Engravers appealed to the War Labor Board by agreement on a war bonus proposition by the union. The decision granted an advance of \$1.00 per day and night. The publishers considered the decision unfair and appealed against it. Action on the appeal has not yet been reported.

"The other three cases were from Denver, Indianapolis and Louisville. In Denver differences were very serious on a new scale contract, the issues first being referred to the Colorado State

Industrial Board for decision which granted a very large increase. Both sides were dissatisfied with the decision but the union finally agreed to accept it. Before this was done an appeal was made to the War Labor Board. A Commissioner or Mediator offered compromise propositions to both sides but no agreement was concluded and the State Board's decision was finally accepted.

"The pressmen in Indianapolis appealed to the War Labor Board after a decision by a local arbitration board which provided an increase of \$6.00 per week. The contract specifically stated that decisions by local boards must be accepted as final and binding by both sides. Regardless of this the organization appealed to Washington. After investigation the appeal was dismissed. The Louisville pressmen did their utmost to get their claim for a new scale taken up by the War Labor Board and finally reached the point where the publishers were about to consent to that course. A representative of the Louisville Publishers' Association was in Washington to protect the interests of the newspapers, but before the Board took action a settlement by conciliation was effected.

To Settle Differences in Manner Provided

"About the first of the year, 1919, the National War Labor Board issued an official notice saying that 'its authority and powers are to continue unabated until the President has officially proclaimed the ratification of the peace treaties.' The Board's proclamation said:

"All complaints filed after December 5, 1918, settling forth industrial controversies will, therefore, be referred to the Labor Department for action by its mediation and conciliation bureau. Falling settlement in such cases the Secretary of Labor will refer back to the War Labor Board only the cases in which both parties voluntarily submit the issue to the jurisdiction of the National War Labor Board and agree to abide by its decision. All cases now before the Board will be handled as they have been in the past.

"Members are advised to avoid so far as possible having any issues submitted to the War Labor Board because of our arrangements with the various International Unions for settling differences by arbitration. If unions propose appeals to the United States Department of Labor or the War Labor Board, the Chairman of the Special Standing Committee should be advised at once so that steps may be taken to prevent having the settlement of differences diverted from the regular channels. Bulletins Nos. 1670 and 1721 contain correspondence between the Chairman of the War Labor Board and your Committee and a more complete statement of the Labor Board's proclamation just referred to.

For More Effective Agreements

"There have been several strikes in commercial shops in New York and Chicago. The press feeders' unions in these cities though operating under contracts, discontinued work and demanded large increases in pay. The first strike in each city proved successful because for some reason the employers surrendered, which resulted in the feeders striking again in a few months utterly without warrant. Finally matters were maneuvered so that all the printing trades in commercial shops became involved and differences were referred to the National War Labor Board and the pay was very largely increased.

"Commercial shop employers feeling that they must have some better protection against unwarranted interference with their business, suggested a conference with the Board of Governors of the International Allied Printing Trades Association. A meeting was held in Washington, D. C., on February 3 and 4, 1919. General discussion ensued and

arrangements were made for another meeting in Cincinnati on March 10. At this meeting it was agreed that a board of five representatives of the employers' associations and five representatives of the International Unions of the printing trades should constitute a board to work out some system for joint arbitration agreement which would be guaranteed by all International Printing Trades Unions.

At the Cincinnati meeting after extended discussion the various matters considered were referred to a Committee. The report of this Committee, which was adopted at the meeting, contained a form of constitution to govern the International Joint Conference Board, the said constitution to provide the Board should propose policies and regulations for the printing industry which when approved would become binding on all parties accepting the constitution and the Board should devise means by which its rules should be administered, interpreted and enforced.

Price Fixing By Photo-Engravers

The Committee also suggested that all local agreements thereafter be underwritten by International Unions having jurisdiction and that contracts for wage scales in any community be made at the same time and collectively. That forms of contracts and shop rules be uniform throughout the United States and Canada as far as possible. Before adjournment arrangements were made for a meeting of the International Joint Conference Board in Chicago during this week to take further steps to carry out the plans of the conferees as above explained. This program if carried out as planned will really result so far as commercial shops are concerned, in closer affiliation of International Unions of the printing trades which they have been aiming at for years but heretofore been unable to accomplish.

"Your Committee's reports for 1916, 1917 and 1918 contained references to the Photo Engravers' combination with employers to raise prices and wage scales. This was accomplished by a section in contracts which has become known as 'Clause 10.' The courts of New York State were appealed to and a decision handed down to the effect that the said clause is not in violation of any law. In March, 1918, the Federal Trade Commission charged the Chicago Employing Photo Engravers with action in restraint of trade in carrying out the provisions of 'Clause 10.' The Commission has not reached a conclusion. In November the New York Photo Engravers' Union took another step in their combination program by fixing rates for which photo engravings made by their members must be sold. This has been termed a usurpation of the rights of employers and certainly is an interference with the management of their business which amounts almost to control. This action was reported quite fully in Bulletin No. 1735 issued on February 21, 1919.

Negotiations Now Pending

"There have been three I. T. U. Arbitration Board meetings at which fourteen cases were considered. There were no meetings of the I. S. and E. U. and I. P. E. U. International Boards.

"During the calendar year, 1918, there were 165 local contracts executed by members of the Association as compared with 195 during the preceding year. There are now 13 local agreements in process of negotiation and seven local arbitration proceedings to settle scale differences as follows:

"Typographical: Conciliation, 6; Arbitration, 5. Press: Conciliation, 4, Ar-

bitration, 1. Stereotypers: Conciliation, 2, Arbitration, 1. Photo Engravers: Conciliation, 1.

"There are now 249 arbitration contracts in effect for composing rooms, 50 for mailing departments, 155 for stereotyping departments and 27 for photo engraving rooms. Last year there were 224 for composing rooms, 43 for mailing departments, 137 for stereotyping departments and 25 for photo engraving rooms the total being in 1918, 428 and 481 at present.

"Mailers' Unions secured recognition in Dallas, Texas, and in the offices of the *Kansas City Journal*, *Star* and *Times* and *Drovers' Telegram*, the organization having had a contract with the *Kansas City Post* for several years.

Troubles With Newsboys

"The Typographical Union had a gain in membership of 1,887 and spent \$53,304.46 for strikes; pressmen's union a gain of 2,266 and spent \$8,790.00 for strikes; the stereotypers gained 138 in membership and spent nothing for strikes and the photo engravers report no gain and spent \$18,305.55 for strikes.

"In July, 1918, a very serious situation developed in Minneapolis owing to the demand by newsboys for a decrease in wholesale rates. The boys were egged on by professional agitators and encouraged by the action of the Mayor of the city who covertly, if not openly, supported the boys in their lawless proceedings. Under date of July 6th, four days after the strike began, a member of the Association in Minneapolis wrote:

"There is no special change in the newsboys situation except that rioting and the assaulting of the public has stopped in the downtown district, but the papers are destroyed when dropped at various points throughout the city for the carriers. A very large number of the carriers have been intimidated and threatened to such an extent that very many of them do not dare take out the papers. The burning and destruction of loads of papers still continues in the outlying districts.

"The governor notified the mayor last night that order must be immediately restored or that he would be suspended. This is not a strike of the newsboys, but a boycott being handled by the Socialists, members of the Non-partisan League and I. W. W.'s. Daily meetings are being held and sabotage is being taught the hundreds of young men by urging the destruction of property and assault on citizens. A newsboys' strike should be a trivial matter, but the situation is far more serious than the outside public can realize.

Warns of Bolshevism

"In conclusion your Committee deems it necessary to warn you that the danger of Bolshevism is by no means past. While the American Federation of Labor and the officers of the International Unions of the Printing Trades have taken a firm stand against these odious doctrines there are, nevertheless, a large number of members of all labor unions, including those of the printing trades, that support the principles of I. W. W.'ism, which are identical with those of the Bolsheviki. At a public meeting in New York City on February 29th, the president of one of the local pressmen's union, said:

"It might be a good thing for us to have prohibition. The moment the Government took liquor away from the people of Russia the people took the Government in their own hands. Presses will be smashed and windows broken on July 1st. What happened in Russia will happen here. We ought to be men enough to say, 'Take beer away from us and we will take the Government away from you.'

"We have waited long about calling a general strike. It is time we went back to our organizations and told them to stop work now. Or, if later we are told to starve to death, we will starve, but starving, we will break into the

(Continued on page 81.)

BIGGEST ADVERTISING YEAR IN PRESS HISTORY PREDICTED BY A. N. P. A. BUREAU COMMITTEE

Annual Report, Herewith Published in Full, an Inspiring Document—National Advertisers Have Better Appreciation of Newspapers Now—Report Praises Editor & Publisher's Statistics Service as of "Inestimable Value"

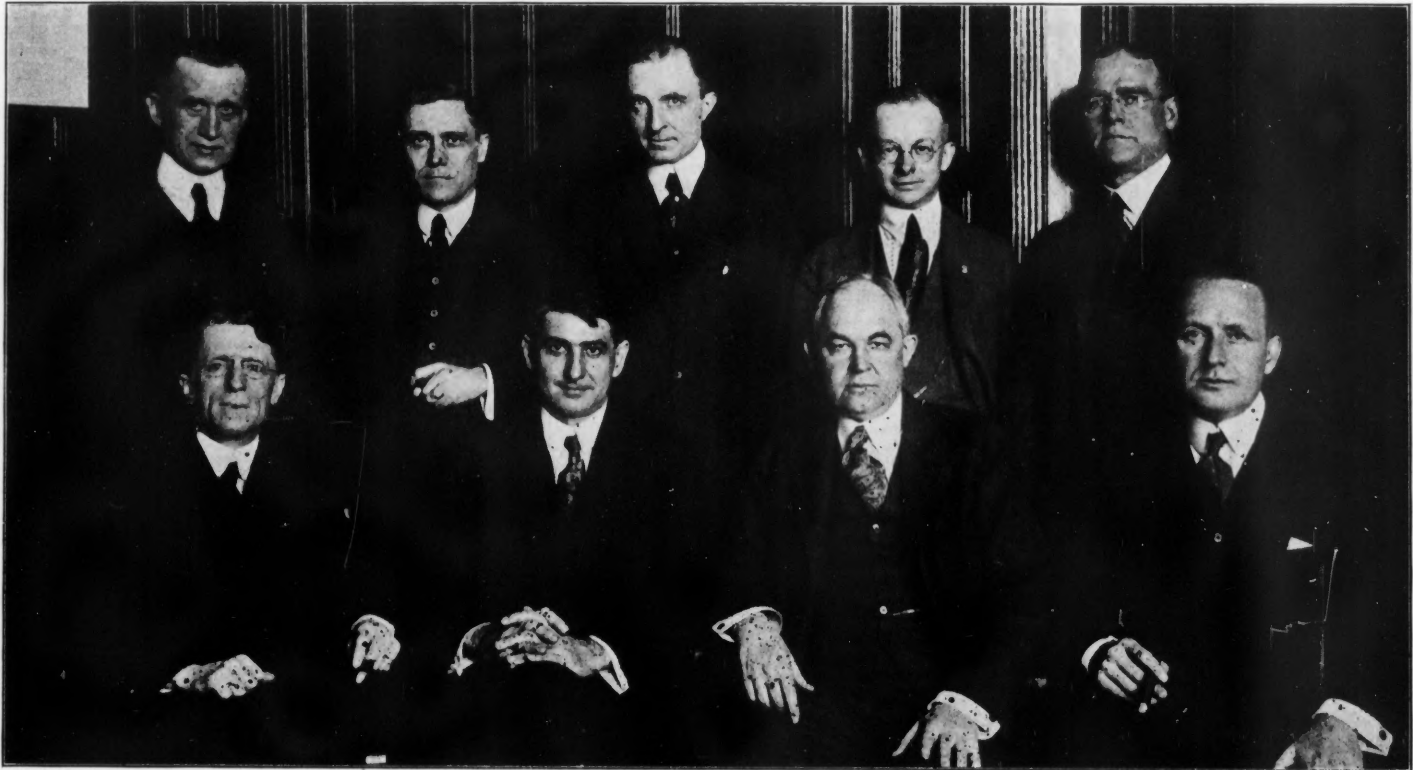


Photo by Curtis—Posed especially for EDITOR & PUBLISHER.

A. N. P. A. ADVERTISING BUREAU COMMITTEE IN ANNUAL MEETING

Sitting (left to right)—John B. Woodward, Chicago Daily News; Lafayette Young, Jr., Des Moines Capital; Fleming Newbold, Washington Star, chairman; William A. Thomson, director. Standing (left to right)—Thomas H. Moore, associate director; Hugh A. O'Donnell, New York Times; Dan A. Carroll, representing Six-Point League; J. E. Lutz, representing Chicago Newspaper Representatives Association; W. F. Rogers, Boston Transcript.

THE text of the sixth annual report of the Committee in Charge of the Bureau of Advertising, A. N. P. A., published herewith, reveals an almost magical transformation in the economic conditions of the country when advertising volume of today is compared with that of one year ago, the committee fully confirming EDITOR & PUBLISHER's prediction of the greatest space advertising year in history.

Of the fiscal year 1918-19 the committee says: "Its beginning found advertising at low ebb and surrounded by obstacles and uncertainties. Its close finds an unprecedented volume of business with prospects for a record-breaking year ahead."

Here is the report in full:

To the President and Members of the American Newspaper Publishers' Association:

Gentlemen:

Your Committee in charge of the Bureau of Advertising submits herewith its sixth annual report covering the work of the bureau for the year just ended.

The rapid movement of world events brought unusual opportunities to the Bureau of Advertising for useful service in war, peace and reconstruction during the period covered by this report. Its beginning found advertising at low ebb, and surrounded by

obstacles and uncertainties. Its close finds an unprecedented volume of business with prospects for a record-breaking year ahead.

It is evident that the economic developments of the past year have given the national advertiser a better appreciation of newspaper advertising and have disclosed new and larger uses for the medium. Gratifying as this situation is it also points to the need of continuing in a more comprehensive way the educational and constructive work which the bureau is conducting among national advertisers.

Meeting New Conditions

In laying out a program for solicitation after the 1918 convention, the bureau reckoned with the difficulties under which national advertisers were operating. The rising cost of doing business, the restrictions and embargoes incident to the war, freight congestion and shortage of help were embarrassing advertisers, who at the same time were desirous of keeping alive their good-will through advertising.

Using its trade surveys, which now form the basis for most of its solicitations, circular letters, advertising literature, the trade press and personal visits, the bureau indicated to national advertisers the wisdom of using news-

paper space in logical and convenient markets, rather than scattering their publicity at widely separated points.

The bureau had the co-operation of most of its members who published a series of strong advertisements prepared by the bureau's staff promoting this idea.

Work along these lines was continued during the war period. There was no lessening of activity in spite of the fact that the bureau's revenues dwindled somewhat due to a loss in membership. This loss was afterwards made up, as the membership figures presently to be submitted will show.

New trade surveys were made and used to good advantage throughout the war to further the cause of newspaper advertising and the "logical market" idea.

Anticipated Peace

When peace seemed to be in sight, the bureau anticipated the trend of business by laying out a new program based upon its investigations of advertising possibilities immediately after the war.

In its bulletin of November 9, 1918, the bureau said:

"Facts gathered by the bureau within the last six weeks and supplemented within the last ten days by personal talks with large business in-

terests and agents between New York and St. Louis lead the bureau to predict that within the next few months an unprecedented volume of national advertising will appear.

"Nearly every agency reports an increased number of clients and an almost feverish anxiety to 'start something' on the part of advertisers whose business has been suspended or curtailed. Some accounts with products which may still be limited in supply, may of course be slow in starting, but even these are showing a disposition to re-establish good-will as rapidly as possible."

This bulletin, together with a statement issued by the chairman of the Committee in Charge, was given wide publicity by the trade press. It also formed a basis for promotional matter sent to advertisers. A further series of promotional advertisements was issued and is being published by more than two hundred newspapers as this report is being prepared. An aggressive campaign of personal solicitation also was conducted among manufacturers in many parts of the country.

Railroad Advertising

The bureau's part in assisting the Railroad Administration to develop an advertising plan is of particular interest.

Railroad advertising aggregating \$7,500,000 annually was cancelled by the Government when the railroads were taken under Federal control.

Several publishers at that time urged the bureau to take this matter up with the Director General, but an investigation showed that it would be inadvisable to do so.

Immediately after the signing of the armistice the bureau renewed its inquiries at Washington and in January it was formally invited by the Railroad Administration to discuss with it the possibilities of resuming advertising.

It was necessary to work out a plan that would assure the Railroad Administration that the advertising could be placed on a strictly business basis and removed from any suggestion of politics. The bureau made many suggestions as to the details of the plan subsequently adopted and pledged support toward making it a success.

From January 7 until the advertising campaign was officially announced on March 22, the bureau was in touch with Washington, and on several occasions its representatives acted as intermediaries with other interests that were being consulted.

Market Surveys

The railroad campaign is also of interest because there is a belief that its success and its demonstration that Government advertising can be placed on a strictly business basis may change the present official attitude toward the use of advertising.

As already indicated, the bureau's market survey work was continued during the year. These surveys have proved to be the most effective method of focusing the attention of advertisers upon our medium yet developed by the bureau.

Important as are the facts about newspaper advertising, the bureau has found that these facts take on a new significance when they are presented to an advertiser in connection with facts about his own industry. In addition to being in constant demand by the advertising departments of concerns interested in advertising and advertising agencies handling the accounts, the surveys have brought representatives of the bureau in close contact with the executive officers of the firms visited, inasmuch as they bear upon each company's merchandising policy.

The reports have given the bureau's members an unusual opportunity to lay the facts about their own markets before the leading concerns in each industry investigated.

Indeed, while the bureau is working in behalf of all newspapers and adheres strictly to the policy of never recommending any individual publication or group of publications, it is becoming more and more evident that the newspapers contributing data for the surveys are reaping a direct benefit from them. It has been apparent to the bureau on more than one occasion that advertisers have referred to the surveys for guidance in making up lists of newspapers for a campaign.

Many Trade Inquiries

During the year trade investigations of the following industries were undertaken by the bureau: Butter substitutes, aluminum ware, men's underwear, canned milk, laundry soap, pork and beans, tobacco, and rubber overshoes. Minor investigations, some of which grew out of the original surveys, were made for individual advertisers from time to time.

Summaries of the trade surveys have gone to about three hundred prospects, while the complete surveys have been placed in the hands of more

HIGH LIGHTS OF ADVERTISING BUREAU REPORT.

THE fiscal year closes with an unprecedented volume of business, with prospects for a record-breaking year ahead.

Economic developments have given the national advertiser a better appreciation of the newspaper and disclosed new and larger uses for the medium.

Recovery of railroad advertising, of which \$7,500,000 was cancelled when the roads fell to Federal control, is an outstanding achievement.

Many newspapers benefited by the trade investigations of the bureau during the year.

More money than usual was spent on promotion work, three campaigns having wide circulation.

Bureau gives special thanks to EDITOR & PUBLISHER and Justin F. Barbour for "their remarkable work in compiling statistics of newspaper rates and circulations by states and zones." The reports adds: "These compilations have been of inestimable value to the bureau in its work."

than one hundred advertisers or prospects and advertising agencies. A great many newspapers have borrowed copies of surveys from time to time, although the bureau's facilities have not permitted a large enough production of the reports for general distribution among its membership. Copies, however, are always available at the bureau's offices, or can be duplicated upon special request.

Enlargement Demanded

From all sides comes the demand that the work of the bureau be enlarged during 1919.

Publishers and advertising men in the far West urge that a branch office of the bureau be opened on the Pacific Coast.

Newspaper special representatives and advertising agencies assert that the immediate opening of an office in Chicago is necessary.

The demands of national advertisers for information and advice have taxed the bureau's present resources beyond the limit.

Your committee submits that the participation of the members of the A. N. P. A. who are now subscribing to the Bureau of Advertising would make these enlargements immediately possible.

It is evident that there never was a more propitious time than the present for the development of newspaper advertising in the national field. As has been frequently pointed out it is necessary to establish the value of a medium of advertising in the mind of the advertiser before advertising space in that medium can be actually sold to him. It is necessary to establish the value of newspaper advertising as a policy of merchandising with many manufacturers who are now using other forms of advertising or who are not yet advertisers.

Pave the Way for Business

The bureau does not sell space or take orders, but it does the work that must be done before space can be sold when it gives to the advertiser a clear understanding of our medium as the most economical and effective force in general merchandising.

The bureau competes with mediums whose advocates are well prepared and much better financed. Surely there never before was such enormous opportunity for development work offered to the newspapers, and in the judgment of your committee the Bureau of Advertising should be adequately financed to do that development work.

The mere production of statistical information for which advertisers are asking every day has been one of the bureau's most difficult problems owing

to lack of sufficient capital.

The bureau needs money for a statistical and promotional department. Such a department will make it possible to gather more frequently and comprehensively facts and figures about its members, markets for presentation by the bureau's solicitors to national advertisers. The bureau should have funds to increase its force of solicitors and to open the branch offices named above.

Members of the A. N. P. A. are strongly urged to support plans for the enlargement of the bureau's work which will be submitted during 1919.

Solicitation

Representatives of the bureau spent 157 days in traveling during the year just ended.

All parts of the country were visited and manufacturers in many lines were solicited personally, in addition to advertising agents. The cities visited included the following:

Boston and Watertown, Mass., Providence, R. I., Philadelphia, Pa., Washington, D. C., New London, Conn., Hudson and Binghamton, N. Y., Jacksonville and Tampa, Fla., New Orleans, La., Beaumont, Houston and Fort Worth, Tex., St. Louis, Mo., Cincinnati and Cleveland, O., Chicago, Ill., Milwaukee, Wis., Omaha, Neb., Salt Lake City, Utah, Los Angeles, Long Beach, Fresno, San Jose and San Francisco, Cal., Portland, Ore., Seattle, Wash., Vancouver, B. C., St. Paul, Minn.

Your committee appointed at the 1918 convention by President Glass consisted of the following: Fleming Newbold, Harry Chandler, John F. Mackay, David B. Plum, Louis Wiley, G. Edward Buxton, jr., William H. Field, Lafayette Young, Jr., William F. Rogers, John B. Woodward.

The committee organized on April 25, electing Mr. Newbold chairman, Mr. Young vice-chairman and Mr. Plum as chairman of the Finance Committee acting with Mr. Wiley. During the year Major Buxton of the committee has not actively participated in its affairs because of his service abroad.

Organization

On July 17 J. F. McKay resigned as a member because of his retirement from the newspaper business. It was under Mr. McKay's direction as chairman that the bureau was founded and brought forward to a strong position of usefulness and his retirement is a matter of great regret to his colleagues on the committee.

Dan A. Carroll of New York continued to represent the Six-Point League on our Advisory Committee, and during the year the Newspaper Repre-

sentatives' Association of Chicago had as their succeeding advisory members Robert J. Virtue, John Glass and John E. Lutz.

Your committee has kept in close touch with the work of the bureau through a system of semi-monthly reports and personal visits.

At the close of the quarter on February 28, 1919, the bureau had on its books 321 members as against 283 on the same date last year. Of this membership 201 are members of the American Newspaper Publishers' Association.

Finances

The bureau's books have been audited for the fiscal year ended February 28, 1919, and show a cash balance of \$1,006.70, against a cash balance of \$4,836.62 one year ago, and a surplus of \$3,617.90, against a surplus of \$6,443.44 one year ago.

As will be seen from the detailed report attached, the bureau was forced to draw on its surplus to maintain itself during the year. Since the signing of the armistice its financial condition has improved and the indicated income for 1919 seems to be equal to the indicated expenditures.

Printed Matter

During the year the bureau issued less printed matter than usual, but spent a larger amount on direct mail solicitation and in connection with its trade investigations.

The expenses of the trade investigation work are constantly increasing as these books of reference become more and more in demand.

More money was spent on promotional advertising than in the previous years. Including the series used in connection with Window Display Week three campaigns of promotional advertisements were issued to newspapers and were given wide circulation.

International window display week was held during the week of October 7-12, 1918, and notwithstanding the obstacles presented by the Liberty Loan campaign running at the same time and the influenza epidemic prevailing in many parts of the country it was reasonably successful and our records show that 508 newspapers in 333 cities participated.

A. A. C. of W. Convention

The bureau co-operated with the Newspaper Department at the San Francisco convention of the Associated Advertising Clubs, making the visit incidental to a regular soliciting trip on the Pacific Coast.

Fourth Annual Luncheon

The fourth annual luncheon of the bureau was held in the ball room of the Waldorf-Astoria, Wednesday, April 24, 1918, with a record-breaking attendance of 511. Mr. Newbold presided and the speakers were:

Sir John Foster Fraser, chairman War Lectures Committee of Great Britain; H. C. Hawk, chairman Executive Committee of the C. W. Post interests; Samuel W. Keyburn, president Lord & Taylor, New York; George W. Hopkins, general sales manager Columbia Graphophone Company; Lafayette Young, Jr., vice-chairman Committee in Charge; William A. Thomson, director Bureau of Advertising.

Your committee feels that thanks are due to the officers of the American Newspaper Publishers' Association, to the Six-Point League of New York, to the Newspaper Representatives' Association of Chicago and to newspaper special representatives generally for co-operation and courtesies extended during the year.

(Continued on page 66)

THE A. P. LUNCHEON

(Continued from Page 5.)

ple, the centerpiece being a gigantic American flag surrounded by clusters of the flags of allied nations.

Twenty-four men distinguished in press affairs sat at the guests' table, at right and left of Mr. Noyes, as follows:

Elbert H. Baker, Cleveland Plain Dealer; R. H. Booth, Muskegon Chronicle; Charles Hopkins Clark, Hartford Courant; W. H. Cowles, Spokane Spokesman Review; W. W. Davies, La Nacion; Hon. Augustus Edwards, Santiago Mercurio; Henri Delmas, Agence Havas; Frank P. Glass, president, A. N. P. A.; Clark Howell, Atlanta Constitution; F. B. Jennings; Col. R. M. Johnson, Houston Post; S. Levy Lawson, Reuter's; V. S. McClatchy, Sacramento Bee; William L. McLean, Philadelphia Bulletin; F. R. Martin, Associated Press; Adolph S. Ochs, New York Times; John R. Rathom, Providence Journal; R. R. Ronconi, La Prensa; Charles A. Rook, Pittsburgh Dispatch; Mr. Stone; David E. Towne, Louisville Herald; Senor Vildasola, Sr., Valparaiso (Chili) Mercurio, and A. C. Weiss, of the Duluth Herald.

Following the luncheon Mr. Noyes in a solemn address called upon the membership for divine guidance of the men at Paris in whose hands the destinies of the civilized world are now held and, after the custom of the A. P. luncheon, but a single toast was proposed—the health of the President of the United States. Mr. Noyes said:

Mr. Noyes' Address

"With nations, as with individuals," he said, "it seems both unfortunate and inevitable that succeeding a period of moral exaltation comes a reaction in which our less admirable traits come momentarily, at least, to the surface and appear to dominate.

"So, after the spirit of heroic determination that freedom should not perish from the earth and that spirit had won an unexampled victory, followed a period of fretful criticism, not at all confined to the limits of this country.

"Whatever was wrong. Whatever might be done was surely going to be wrong.

"If we must believe our own misgivings the winning of the war was in itself a calamity.

"I have the conviction, the very firm conviction that this feeling of pessimism will be very evanescent and indeed that it is already passing and that we will face her destinies with firm and cheerful hearts.

"We are not a people prone to counsels of despair.

"The armistice came as a result of the virtual surrender of the enemy and was based on the agreement of our country and our associates, the Allies, that we would grant Germany and her allies a peace within certain definite limitations.

"I have supreme confidence that when the peace terms are made public it will be found that despite all the clashes of national interests and aspirations we will have made good our word.

Greatest Decisions In History

"Those who are conferring in Paris are facing the greatest decisions that have confronted mankind since the beginning of recorded time.

"They are marking out the path the nations must follow in order that war may be outlawed, that the world may be made a decent place to live in and that we, our children and children's children shall never again go through the awful agony, the ghastly welter of blood in which we have been wallowing since August of 1914.

"May these deliberations be divinely guided and give to a waiting world that peace of God which passeth all understanding, putting our hearts and minds at rest and remaining with us evermore.

"On this annual occasion it is our custom to drink but one toast.

"I give you the health of the President of the United States, Woodrow Wilson."

Tribute to A. P. Staff

Mr. Noyes, before introducing Mr. Stone, paid tribute to the working staff of the Associated Press in Europe as "among the heroes of the world war."

"Wherever the fighting was the fiercest, the devastation greatest, the danger most imminent, on the battleline itself, with the advance or with the retreat, in revolution-torn cities, in sections black with anarchy, in freezing



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AUGUSTIN EDWARDS.

Archangel, the wastes of Siberia or in desolated Serbia—wherever history was being made, there were members of this devoted band, working unceasingly, sacrificing life and limb and health in order that an anxious world might have tidings of the day's events."

Better Than Propaganda

Mr. Noyes then feelingly referred to the presence at the luncheon of the representatives of the Associated Press in South America. He said that in as much as the safety of nations depended upon informed public opinion the exchange of the news between the great cities of this Hemisphere should be regarded as better than any propaganda which might be issued from any source to protect the North and the South continents from suffering through misunderstanding. He said the A. P. might now be recognized as a Pan-American service.

Mr. Noyes explained that owing to disarranged transportation facilities several South American publishers who had expected to attend the Associated Press meeting had been unable to do so. He also deplored the absence of Kent Cooper of the Associated Press, who, he said, had very satisfactorily established the South American service and had expected to return for the annual meeting, but had found it impossible to engage passage.

Greetings From Chilean Journalist

Augustin Edwards, editor of El Mercurio of Santiago, Valparaiso and Antofagasta, Chili, and Chilean Minister to England, who is stopping in New York City en route to his post, was then in-

duced by President Noyes and spoke as follows:

"Yesterday associated pressure was brought to bear on me to say a few words at this gathering. I was alarmed at first, but on second thought I felt that I would be not in the presence of stern critics who would weigh the literary poverty of my words and measure the shallowness of my thoughts, but among friends and fellow workers who would only consider the warmth and sincerity of my feelings.

"I have said friends and fellow workers, believing I am right whether you consider me a journalist or a diplomat. To my satisfaction as a journalist I have found that diplomacy, if it wants to achieve something, needs the aid of the press, and to my gratification as a diplomat I have invariably found that one can and one ought to take the journalist into one's confidence. Many times have I wondered, comparing the two professions, whether the diplomat has not a great and perhaps undue advantage over the journalist.

"If the diplomat commits a blunder the journalist is asked in the name of many great and sacred things not to say a word about it. If the journalist makes a mistake the diplomat is the first one to denounce him and perhaps to abuse him. When a bad diplomat dies his misdeeds are buried with him, but when the wicked journalist dies his wrongdoings and indiscretions outlive him. I have concluded, therefore, that it is safer to be a diplomat, though it is more thrilling to be a journalist and being in doubts as to the merits of each profession I have adopted both. That is why I am here today.

"We are living in wonderful times. The people at large have taken into their own hands, not the details of diplomatic negotiations, because that would be utterly impossible and most certainly detrimental to their own interests and to the reassurance of the whole world, but the broad lines of the policy they consider best suited to their national purposes; and the press constitutes really and truly today the channel of communication which conveys to those above the impressions from below and to those below the difficulties encountered by and the patriotic warnings of those above.

Mission of the Press

"As long as that channel of communication is kept clear and clean the press is using nobly the power that destiny has thrown into its hands."

"The Associated Press has done perhaps more than any other human agency to keep it clean and clear. The news it spreads throughout the world is unbiased; it flows in every direction as crystalline waters springing from the purest fountain. This institution, the Associated Press, has, to my mind, raised the profession of journalism to a high moral level in which it begins to lose the appearance of a trade and to shine with the light of a priesthood.

"The Associated Press has just come through a test, perhaps the most severe that it is ever to undergo, in these four and a half years in which the quality of every institution and perhaps the quality of every single individual has been tested. Ancient Empires have fallen, crowns and thrones have crumbled, systems of government have disappeared, showing their dangers and immoralities, and even the machinery of international intercourse has had to go under repair. Yet the Associated Press has stood the test and stood it well. It has today as it had before the war, the respect of the whole world. It is easy to understand it. There are things which cannot die: the worship of truth is one of them.

"And from the standpoint of Chilean journalism, let me say that it has joined the Associated Press because it embodies its own ideals and above all, because they feel that a new tie and a very powerful one, has been created in the ever-growing friendship of the Chilean and American people."

Minister Edwards was followed by W. W. Davies and R. R. Ronconi, the New York representatives, respectively, of La Nacion and La Prensa, Buenos Aires, who spoke in high praise of the Associated Press service. Mr. Davies read a message from Mr. Mitre, the famous publisher of La Nacion, expressive of confidence and felicitating the Associated Press publishers.

That the Truth Might Be Known

As a prelude to Mr. Stone's speech, Mr. Noyes paid a high compliment to the men of the working staff of the Associated Press.

"Among the heroes of the world's war are our own men, who have stood at the battle front throughout more than four years," he said, "that the people of the world might know the truth concerning those tremendous events. Associated Press men have encountered all of the dangers of the war, many of the hardships incident to it and in the pursuit of news they have been carried to the most difficult regions, far off Archangel, forsaken Siberia, desolated Serbia, often to places where wild anarchy reigned and threatened, where the heat of the sun and the bitter cold of winter tested human endurance, and wherever history was being made, this noble band of reporters have cheerfully gone to supply the rightful need of the people for accurate information of these world events.

"Let us now honor and thank the working staff of the Associated Press for the valued service rendered.

"When the end of the war came and interest centered at Paris, it was appropriate that the veteran of the Associated Press, Mr. Stone, should be there to supervise the reports of that event. He is back with us today and I am going to ask him to tell us something of Paris as he saw it, and give us his views concerning this most momentous event in history."

Mr. Stone's Address

Mr. Stone spoke of the Peace Conference leaders, many of whom, he said, it had been his privilege to meet. He described some of the characteristics of Premiers Lloyd George, Clemenceau, Venizelos and Hughes. Of Clemenceau, whom he had known for 40 years, he said:

"When I went over there first in June I went up to see him one day, and said: 'Well, you speak English as well as you did 40 years ago.' He said, 'I don't speak English; I speak American.'

"When I was in Italy, the Italian Government was very anxious to have some American troops as reserves, and they felt that it was a very serious condition. If the Caporetto debacle were repeated and the Austrians got through to Milan and Turin, Italy would be out of the war, and General Diaz was most anxious about the situation. He went up to see Foch and Pershing, and they could not see their way clear to give him any American troops. Then he went to see Clemenceau, and said, 'Now, the situation is very serious down there. It is a great mistake to imagine that the Austrians are not good soldiers. They are veritable lions. They have more artillery than we have, and we are in grave danger of their breaking through.' Clemenceau, in his sententious way, said, 'That is a military question I can't answer. You will have to see Foch.' He had already seen Foch, and he would not

do it. About three weeks after, the French captured 3,000 Austrians on the French front, and Clemenceau telegraphed: 'My dear Diaz: We have taken 3,000 of your Austrian lions as prisoners. What shall we do with them? Yours affectionately.—The Tiger.'

Réferring to the Peace Conference and to affairs in Europe, Mr. Stone said:

"It is a mistake to imagine that there has been on the part of the five great powers represented at the conference an angry or an unpleasant situation. I think I may say—because I have known well those who have participated in it—that they have brought to this work a sincere, earnest desire to solve a great problem. They feel that after all the worst offense of the Germans was not the killing of something like 7,000,000 young men, fine young men of Europe and America, including those of Germany and Austria itself; nor the wanton murder of innocent women and children by aeroplane and submarine.

As to the Peace Conference

"At least the dead are at peace. The worst offense of the Germans was in creating a world in which it is almost impossible for the living to survive. And that being the case the conferees had to address themselves not to any solace or comfort for the dead, for whom they could do nothing, but to some sort of an organization, if possible, that should give some guarantee that in the future there would be no recurrence of this terrible catastrophe, because they knew that by the processes of war, by its scientific and mechanical development, war had now reached the point where any future conflict might well mean human annihilation.

"The Germans hoped that the associated powers would differ. It was the dream of the Germans that they could not agree. In principle they have agreed. In principle, as Clemenceau, who is the Tiger of the place, told me: 'We are at one in all this business.'

"Now I do not know whether a League of Nations will work or not. I doubt if anybody knows. Plato, who was the first apostle of a principle of the sort, says in his book on 'The Republic,' that the republic can only exist when men are superior to themselves. You know it is a book of question and answer, and he is asked the question, 'What do you mean by superior to themselves?' And he said, 'In every man's makeup there is a superior side and an inferior side, and unless he can rise above the inferior level, it is useless to try anything of the sort.'

One Attempt That Failed

"One hundred years ago, almost to a month, 100 years ago in June, five sovereigns of Europe sought to create a League of Nations. It was called the Holy Alliance. They met and adopted a treaty in the city of Vienna, and after three years of struggle over the problem it failed. It failed for the same reason that Plato and Sully and all the men who had striven to this end, even all the way down from Dante, had had in their minds.

"There is one thing that in this hour gives a little promise that their failure may be succeeded by something like success, and that is inter-communication. That was a day when the limit of man's vision was ten or twelve miles, and certainly it was limited to his own country. Today by the processes of inter-communication of one sort and another the world is necessarily brought together, and, my dear friends, the very introduction of The Associated Press service into South America, the very alliance that is there, gives the very best assur-

COUNTING THE VOTES FOR A. P. DIRECTORS



Photo by Curtis—for EDITOR & PUBLISHER.

Left to right—Joseph Blethen, L. W. Ellingham, M. F. Moran, J. R. Youatt, B. H. Anthony.

ance in my judgment of the amity of the whole western hemisphere.

"I am very proud of The Associated Press, and one of the things that seems to me of enormous value is this: In 1893 there were five or six so-called Associated Press organizations in the United States. There were the New England Associated Press, the Southern Associated Press and the Western Associated Press, all working within their own fields and at arms' length with each other. We went at it. The first principle that we adopted was that there should be no alliance with local organizations; that it should be a national co-operative association, in which there should be members individually representing newspapers.

Helped to Eliminate Sectionalism

"Now the consequence of that was this, that men like Clark Howell from Atlanta, like my dear friend Stahlman from Nashville, who had been rebels of the most rebellious kind, and men like Charley Clark, of Hartford, who had been an abolitionist, got together and saw that neither of them wore horns, and they became friends, and we by that act united this country as it had never been united by any other process. The North and South became one, and we went into the Spanish war, thirty-two years after the close of the sectional struggle, as a compact nation having one heart and one soul. And I believe that the activities of this organization in a large measure brought to this country the spirit of 1917, which made it possible for us to go into this war with our whole soul.

"Now one word as to France. Mr. Clark suggested that I enter upon some description of the scenes. You have been told of them over and over again, and I shall not detain you. But France is riven and torn, not by war, but by the most malign and outrageous savagery the world has ever known. From

their factories the Germans took the bobbins and destroyed the machinery, not because the bobbins or the machinery had any war value, but because it was a settled purpose to destroy the industrial life of France.

Systematic Destruction

"I have in my possession the report of the German commission which in 1916 was sent to the occupied territory of France. The commission took industry by industry and outlined, after a careful survey, what the destruction had been, and wound up by saying: 'If they ever want to restore these it will take them two or three years to do it, and then they have got to come, whether they like it or not, to Germany to buy the machinery!'

"Now that I have been through that country I have not the eloquence to give you the impression it made on my soul as I rode along the road between the Belleau Woods and Rheims, where the fields were dotted with little pine crosses and on them a phrase, 'Soldier of France'—with no identification mark but, 'A Soldier of France,' who had given his life. It was heart-rending to see a cart with a horse and a family, a mother and two or three children and the father, driving along the road, and a few little articles of furniture of the cheapest kind, going back to their war-torn town; to go through a village that had once been peaceful and quiet, that had done no harm to anyone, and to look out and see the facade of a little two-story building torn away, and up on a shelf representing all that remained of the second floor, a baby's cradle, or a chair or a table, all that was left by these savages.

"I am not going into this any farther, but I am going to make one suggestion to you in closing. I have read a good deal of criticism in the United States over the action of France in declining to import American machinery and certain other products. They cannot do it

now. It would ruin their exchanges. The cost of living would go up so high that they could not stand it. The only hope, the only solution for the condition of France, lies in long time credit by American manufacturers.

Deplores Criticism of France

"But you say, 'How can that be done? That involves millions of money, which our manufacturers cannot stand.' The answer is this: They can give short time bills of exchange for it, renewable, and they can be renewed for two or three years, and if the pressure upon the banks grows to be too great, then the Federal Reserve Bank can rediscount these bills of exchange, and you can carry it. And that, I believe to be the hope of France."

Those Present

The guests were:
E. P. Adler, Davenport Times; H. C. Adler, Chattanooga Times; Gen. Felix Agnus, Baltimore American; Herrman Alexander, New Yorker Herald; J. H. Allison, Nashville Tennessean; W. T. Anderson, Macon Telegraph; C. N. Andrew, Easton (Pa.) Free Press; R. F. Andrews, Hartford Times; Benj. H. Anthony, New Bedford Standard; Joseph Arbuckle, Altoona Tribune.
Frentiss Bailey, Utica Observer; E. H. Baker, Cleveland Plaindealer; Frank S. Baker, Taconon Ledger; Joseph Bancroft, Wilmington (Del.) Evening; Arthur S. Barnes, Bristol (Conn.) Press; J. D. Barnum, Syracuse Post-Standard; E. W. Barrett, Birmingham Age-Herald; Walter Irving Bates, Mendville Tribune-Republican; C. G. Bell, Savannah News; C. F. Bleknell, Fort Wayne News and Sentinel.
R. W. Bingham, Louisville Courier Journal; E. F. Birmingham, Fourth Estate; E. K. Bixby, Muskogee Times-Democrat; Tans Bixby, Muskogee Phoenix; Floyd Bixler, Dover Reporter; H. C. Black, Baltimore Sun; N. H. Black, Fargo Forum; C. K. Blandin, St. Paul Dispatch-Pioneer Press; Joseph Blithen, Seattle Times; Theodore Bodenweil, New London Day; George F. Booth, Worcester Gazette; R. H. Booth, Muskegon Chronicle; W. A. Bower, Anacosta Standard; O. D. Brandenburg, Madison (Wis.) Democrat; A. E. Braun, Pittsburgh (Pa.) Post-Desha; Breckenridge, Lexington (Ky.) Herald; John F. Brennan, Hudson Register; Wm. L. Brice, Wheeling Register; E. A. Bristol, Passaic Herald; Ernest Bros, Terre Haute Star; Hilton U. Brown, Indianapolis News; J. W. Brown, Editor & Publisher; Rome G. Brown, Minneapolis Evening Tribune; W. O. Brown, Youngstown Vindicator; G. P. Browne, Anderson (S. C.) Daily Mail; John Stewart Bryan, Richmond News Leader; W. B. Bryant, Paterson Press-Guardian; Geo. Buder, St. Louis Westliche

(Continued on page 26)

A. P. DIRECTORS ARE RE-ELECTED; MacLENNAN SUCCEEDS VILLARD

Rook and McClatchy Win Back Old Places After Being Nominated From the Floor—Greetings Sent to Victor F. Lawson, Who Was Unable to Come.

THE Associated Press held its annual business meeting Tuesday, at the Waldorf-Astoria, and the principal and practically the only important business transacted was the election of directors. But this was enough to keep the largest number of delegates who had ever attended an annual meeting in session from rather early in the morning until away past the dinner hour at night, save for a reasonable respite for luncheon—and there was no lack of interest in the proceedings for lack of variety.

There was plenty of controversy on the floor throughout the meeting, but when the smoke cleared away and the tellers had reported their count of the ballots, it was found that the five directors whose terms expired this year had been re-elected.

Frank P. MacLennan Succeeds O. G. Villard

They are: Charles A. Rook, Pittsburgh Dispatch; Charles Hopkins Clark, Hartford Courant; Clark Howell, Atlanta Constitution; V. S. McClatchy, Sacramento Bee; Elbert H. Baker, Cleveland Plain Dealer.

There was also an election to fill the unexpired term of Oswald Garrison Villard, resigned, and the choice of the delegates for this position was Frank P. MacLennan of the Topeka State Journal, who was not one of the candidates favored by the official nominating committee.

It will be recalled that when the nominating committee met in Chicago last January it decided to adopt the "rotation in office" plan and began it by dropping the names of Mr. Rook and Mr. McClatchy.

This was followed by a circular, addressed to members of the Associated Press, signed by George S. Oliver of the Pittsburgh Gazette-Times, Alexander P. Moore of the Pittsburgh Leader, A. E. Braun of the Pittsburgh Post, and Augustus K. Oliver of the Pittsburgh Chronicle-Telegraph, protesting against the elimination of the name of Col. Rook from its list of ten candidates.

These candidates were: Charles Hopkins Clark, Hartford (Conn.) Courant; William H. Dow, Portland (Me.) Express and Advertiser; Elbert H. Baker, Cleveland (Ohio) Plain Dealer; E. Lansing Ray, St. Louis (Mo.) Globe-Democrat; C. D. Morris, St. Joseph (Mo.) Gazette; J. L. Sturtevant, Wausau (Wis.) Record-Herald; Clark Howell, Atlanta (Ga.) Constitution; D. D. Moore, New Orleans (La.) Times-Picayune; R. A. Crothers, San Francisco (Cal.) Bulletin; and A. N. McKay, Salt Lake City (Utah) Tribune.

For the place of Mr. Villard the nominating committee named Herbert F. Gunnison, Brooklyn Daily Eagle, and A. E. Braun, Pittsburgh Post.

Differed on "Rotation"

Mr. McClatchy also issued a circular in which he contended that the nominating committee, in dropping his name as a candidate, had misunderstood the accepted plan of "rotation in office," his idea and that of his supporters being that the directors in office should be re-nominated by the committee and that nominations from the floor would provide for a reasonable degree of "rotation."

This was also the contention of the friends of Col. Rook and they and the supporters of Mr. McClatchy won their point in the election of their candidates after the latter had been nominated from the floor. Mr. Rook was nominated by A. E. Braun of the Pittsburgh Post and

Mr. McClatchy by J. E. Wheeler of the Portland Telegram.

In a postscript to the circular issued in behalf of the candidacy of Col. Rook, Mr. Braun, who had been nominated by the official nominating committee to succeed Mr. Villard, declined the nomination and asked that his friends give their support to Col. Rook.

Braun Eliminates Himself

With Mr. Braun eliminated in this way as a candidate to succeed Mr. Villard the contest to succeed the latter was between the alternate candidate named by the official nominating committee, Herbert F. Gunnison of the Brooklyn Daily Eagle and Frank P. MacLennan of the Topeka State Journal.

A circular signed by sixteen well known Western newspaper editors had previously been sent to all the members of the A. P. in behalf of Mr. MacLennan's candidacy. It urged that there was no member of the board of directors located north of Houston and west of the Mississippi River to the Pacific Coast States and called attention to the fact that at the annual meeting of the A. P. two years ago Mr. MacLennan had received a majority of the individual ballots of the members and would have been elected a director except for the established rule of the bond vote.

In the election to succeed Mr. Villard Tuesday, Mr. MacLennan, nominated from the floor, won by the bond vote over Mr. Gunnison by 2,236 to 2,001.

The following was the result of the voting for the advisory boards:

Advisory Boards Eastern Division

ADVISORY BOARD: Alexander P. Moore, Pittsburgh Leader, chairman; Jerome D. Barnum, Syracuse (N. Y.) Post-Standard, secretary.

DIRECTORS: Richard Hooker, Springfield (Mass.) Republican; Arthur J. Staples, Lewiston (Me.) Journal; Joseph Bancroft, Wilmington (Del.) Every Evening.

NOMINATING COMMITTEE: E. H. Butler, Buffalo (N. Y.) News; William J. Pape, Waterbury (Conn.) Republican.

AUDITING COMMITTEE: William B. Bryant, Paterson (N. J.) Press-Guardian.

Central Division

ADVISORY BOARD: Ralph H. Booth, Saginaw (Mich.) News-Courier, chairman; Eugene Lorton, Tulsa (Okla.) World, secretary.

DIRECTORS: P. E. Burton, Joplin (Mo.) News Herald; Robert F. Wolfe, Columbus (O.) State Journal; P. S. McGlynn, Moline (Ill.) Dispatch.

NOMINATING COMMITTEE: Victor Rosewater, Omaha (Neb.) Evening Bee; H. W. Brown, Cincinnati (O.) Commercial Tribune.

AUDITING COMMITTEE: C. C. Marquis, Bloomington (Ill.) Pantagraph.

Southern Division

ADVISORY BOARD: H. C. Adler, Chattanooga (Tenn.) Times, chairman; J. N. Heiskell, Little Rock (Ark.) Gazette, secretary.

DIRECTORS: J. L. Horne, Jr., Rocky Mount (N. C.) Telegram; John S. Cohen, Atlanta Journal; L. J. Wortham, Fort Worth (Tex.) Star-Telegram.

AUDITING COMMITTEE: Frederick I. Thompson, Mobile (Ala.) Register.

NOMINATING COMMITTEE: E. B. Stahlman, Nashville (Tenn.) Banner; F. G. Bell Savannah (Ga.) News.

Western Division

ADVISORY BOARD: J. R. Knowland, Oakland (Cal.) Tribune, chairman; J. K. Heslet, Butte (Mont.) Miner, secretary.

DIRECTORS: I. N. Stevens, Pueblo (Colo.) Chieftain; A. N. McKay, Salt Lake (Utah) Tribune; C. B. Blethen, Seattle (Wash.) Times.

AUDITING COMMITTEE: W. A. Bower, Anaconda (Mont.) Standard.

NOMINATING COMMITTEE: Calvin Cobb, Boise (Idaho) Statesman; Clark Nettleton, Seattle (Wash.) Post-Intelligencer.

Thanks to Directors

The following resolution, presented by Gen. Felix Agnus of the Baltimore American, was unanimously adopted:

"RESOLVED, That the thanks of the members of the Associated Press be extended to the directors and officers of the Associated Press for their efficient work during the past year under most trying circumstances without additional assessment to the members."

Greeting to Lawson

By a rising vote the members adopted the following resolution:

"RESOLVED, That the Associated Press in convention assembled sends its greeting to Victor F. Lawson of the Chicago Daily News, a member of the board of directors, and its best wishes for his early and complete recovery from the accident which happened to him in the performance of his duty as a member of this association. His absence from the meeting is deeply regretted by all the members present."

A telegram, signed by Melville E. Stone, general manager of the Associated Press, and embodying this resolution, was sent to Mr. Lawson.

Boardman for Governor of Wisconsin

"Badger State" People Idolize Him for Soldier-Work in France—Refuses to Hear Call

Warm hands were extended from all sides at the Waldorf-Astoria in greeting the distinguished soldier-publisher from Wisconsin, Brig.-Gen. Charles R. Boardman, vice-president of the Northwestern, of Oshkosh, and the man who organized and directed the famous 32nd Division, which saw gallant service on the bloody field of Chateau-Thierry.

Gen. Boardman was the second oldest officer of high rank in the American Army in France. For many years he had been commander of the militia of his State as Adjutant-General, but had retired prior to the war. When, however, the great emergency presented a demand for the skill of American arms, Gen. Boardman immediately re-entered the service, and in June, 1917, he organized the 32nd Division at Waco, Tex.

These troops arrived in France the following January. Gen. Boardman continued the command, rendering dis-

tinguished service in the field, and gaining the reputation of a "first line" officer. The Division covered itself with glory in the Meuse-Argonne battle.

Owing to heart trouble, Gen. Boardman was relieved of duty just about a month before the signing of the armistice. After the fashion of the bravest of the brave, he declined to tell of his experiences, but he said that "things look fine out our way," in reference to business conditions.

Other publishers from Wisconsin informed EDITOR & PUBLISHER that there was a demand from the people of Wisconsin that Gen. Boardman consent to a candidacy for Governor. "But he declines to hear the call," they added.

Great Forward Movement Is "On" In the Northwest

People's Buying Capacity Seems Undiminished by War Sacrifices, Says Frank Baker, of Tacoma

"Pre-war prosperity has returned to the Northwest and the outlook is very encouraging," said Frank S. Baker, publisher of the Tacoma Ledger and the News-Tribune, at the Waldorf. "The recent labor trouble has been entirely dissipated and industry is taking on definite stability. We are expecting a great port development and the shipbuilding industry promises to be highly beneficial and also holds a promise of broadened trade relations with the Orient.

"The prices are high, but wages are correspondingly high. Advertising is coming out in excellent volume and the people's buying capacity is seemingly undiminished by war sacrifices. There has been some hesitation in the timber industry owing to a price condition, but this promises to be relieved in the near future.

"We look for a great year in 1919. The six-day Morning Ledger and the News-Tribune have an increasing circulation at 3 cents and the Sunday Ledger is going ahead rapidly at 7 cents. The people of the Northwest are happy over the successful termination of the war and are rapidly settling down to a determined effort to make of the reconstruction period a real forward movement."

California Believes in Highways

It would hardly seem like an A. P. or an A. N. P. A. meeting without the presence of M. H. de Young, proprietor and publisher of the San Francisco Chronicle, who is at the Ritz-Carleton.

Mr. de Young reports that conditions on the Pacific Coast are more prosperous than they have ever been. He has recently caused considerable stir by strongly advocating a \$40,000,000 bond issue in California for additional state highways. During the past few years California has voted two bond issues of \$18,000,000 and \$15,000,000, respectively, and another \$15,000,000 has been spent by the various counties of California on highways.

If Mr. de Young's plan is adopted by the people of California the Federal Government allots to California another \$20,000,000, making a total road expenditure of \$60,000,000 for fine concrete highways.

When in New York for the conventions last year Mr. de Young spent about \$150,000 for new equipment for the Chronicle; and still further investments in equipment again have been found necessary. A new Double Junior Autoplate has just been installed and the Chronicle's new octuple press is being made ready by R. Hoe & Co. for exhibition to visiting publishers.

MANY NOVEL EXHIBITS WIN ATTENTION

**Men Who do Business With Publishers
Display Their Wares Attractively and
Find an Encouraging Demand
For Whatever Is Useful**

A fellow did not need own a newspaper to be convinced that he should immediately become the possessor of a plant at the Waldorf-Astoria Hotel this week. It took a pretty strong mind to resist signing some kind of a contract, and the men who sell features were active around the corridors leading from the main room in which the convention was held.

Why is it that a man who prints no paper and has no place to put a plant but out in the orchard will wander around and nod a tentative "yes"? Is it because all people are interested in newspapers and the good things they offer and do? It is reported, not authoritatively—of course—that one very prosperous-looking gentleman made his way up from Peacock Alley and took the trip down exhibitors' row. The maze of features held him. He looked them all over with care and listened to all arguments. He mentioned his paper, but it later developed that he was only a subscriber and what he was looking for was three comics to frame.

Clicking Machines Missing

The exhibits of men who have things to sell to newspapermen were revolutionary in comparison with offerings at conventions of other years. The habit of years was broken and a wonderful lesson in the power of the printed page was presented to the first publishers of America. There were no clicking type setting machines and very little other machinery in operation on the second floor of the Waldorf-Astoria this year. Mid surroundings of worldly satisfaction and comfort—easy chairs, flowers, sunlight—men talked of the merits of their wares, and to clinch all arguments ended by passing out printed pages that talked to the point. Firms dealing in features confined themselves with but one exception to printed displays of their own offerings as an unconscious tribute to the power of the business of the men they appealed to.

Plenty of "Smokes"

"Smokes" in the form of cigarettes and cigars are being distributed freely, but there are no pipes, regardless of the fact that a burned black briar is commonly supposed to be the solace of a troubled editor. After looking over the array of "smokes" offered it was a surprise that they did not close the Waldorf-Astoria cigar stand while the editors were in town.

All of the men connected with the exhibits seem happy and satisfied with their work and the results that it brings. They smile easily, meet you with a smile, leave you alone if you show an inclination to browse alone among their printed matter on the technical matters of "How to Save" and "What the People Want to Read," and their cigars—well, one man is known to have smoked seven Tuesday and again started on the rounds early Wednesday.

In wandering down the main corridor from Astor Gallery the reception room of the Intertype Corporation is first on the left. They will make you glad you started your trip. H. R. Swartz, president of the company; H. W. Cozzens, general sales manager; Frank R. Atwood, Chicago manager, and C. D. Montgomery, New Orleans manager, have been spending all their time,

since the convention opened, in the headquarters making new acquaintances. The following salesmen of the company are also in attendance: R. O. Van Horn, Eugene Manifold, O. J. Houck, G. B. McElhone, A. Osborne and R. E. Johnson. The company kept two automobiles in constant attendance to carry visitors to the factory of the company in Brooklyn.

The McClure Newspaper Syndicate occupies the room next to the Intertype and has on display the various appealing features of that organization. Clinton T. Brainard, president of the syndicate, is spending most of his time there this week and is being assisted by P. C. Eastment, the vice-president, and E. J. Parker and E. S. Spargo.

Mergenthaler Company Receives Friends

An attractively arranged writing room, separated from the main reception room, is one of the features of the exhibit of the Mergenthaler Company. Their display includes several full-page ads set on a Linotype.

Norman Dodge, general manager of the company, and J. T. Mackey, treasurer, are there a good deal of the time. Walter H. Savory, sales manager of the New York Agency, is at the head of the company's reception committee. He is assisted by W. C. Bloch, manager of the Chicago agency; F. W. Bott, manager of the New Orleans agency; and the following members of his sales force: H. C. Cuny, Fred P. Grumann, Thomas P. Quinn, M. J. Kennis, A. W. Channing, C. C. Rhame, J. E. McKay, C. W. Reed, and W. J. Thomas. The exhibit is in charge of E. G. Myers, of the publicity department, assisted by W. G. Lownds and other members of the staff.

The display of the International Feature Service is located in two large rooms opening directly off the East Foyer. The works of all the artists of that organization are on display. S. S. Paquin, business manager of the company, is in charge, and is assisted by Miss Agatha Brown, who has charge of the fiction department.

The Lanston Monotype Machine Company is well represented at the conventions. They are located across from Astor Gallery. Representatives of the company present are H. D. Best, assistant to the president; Richard Beresford, New York manager; H. H. Morley, New England manager; S. E. Haig, Philadelphia manager, and G. W. Lieb, William Kirby and W. Montague.

Features

The Benjamin Corporation, of Syracuse, is represented in the East Foyer by L. Benjamin, president of the company; C. A. Bostwick, and C. D. Pratt. The company has a display of material used in their various advertising campaigns.

The International Syndicate, of Baltimore, is represented at the convention by Howard E. Miller, the president. In room 141 he is showing all the features of his company. Incidentally the International Syndicate is celebrating its twentieth year in the feature field.

Frederic J. Haskin is busy meeting his many friends and has established an office just off the East Foyer. He also has a conference room where he is meeting with many of the subscribers to his service. Capt. William A. DuPuy, W. J. Cobb, Miss Fannie Work and Miss Emily Davis, of Mr. Haskin's Washington staff, are also in attendance at the convention.

There are two surprises on exhibitors' row this year. One is a real theater in which heroes of the comic page perform every "little while." The other, and it is right next door, is the slogan: "Pictures by telegram."

The little theater is located in suite 114, where the King Features Service and the Newspaper Feature Service are showing all the things they have to offer to the newspaper publisher. Cliff Sterrett's "Polly and Her Pals," are the attraction. Polly, Pa, Ma, Ashur Url and Neewah all appear at every performance. The performers are the famous marionettes of Tony Sarg. The representatives of the famous services on hand are M. Koenigsberg, J. D. Gortatowsky, Dr. Alexander Black, I. F. Alopis, Homer George, Roy D. Moore, R. E. Moyer, Frank Margeson, William Seabrook.

Pictures by Wire

"Today's pictures today," and anywhere by telegraph, is the announcement over the door to the reception room of the Leishman Telegraphed Picture Service. The inventor and President of the company, Le Roy J. Leishman and E. T. Richards of Salt Lake City, are present to explain the working of the new invention and promise a practical demonstration of the results that can be obtained before the end of the week.

President Scott at the Helm

I. K. Scott, president of the Duplex Printing Press Company, who made the trip from Battle Creek for the two conventions, seems to be enjoying himself every minute in the east foyer, where one unit of a tubular plate press is on exhibit. Other representatives of the company present are John Griffith, secretary of the company; I. C. Squier, the eastern manager, and Wesley Dammes, a salesman in the eastern territory.

Manufacturers of addressing and mailing machines are among the exhibitors who have their wares on hand to show. The exhibition of the Cox Multi-Mailer Company is located at the right as you start down "show row." William Ayers McKinney, vice-president and general manager of the company, is in charge and is being assisted by F. M. Simmons, the sales manager, and H. M. Pierce, of Chicago, and R. J. Shoup.

Down the hall a short distance on the left and just off the east foyer is located the large exhibition room of the Pollard-Alling Manufacturing Company. They have a whole battery of mailing and addressing machines on display. William M. Stretch, secretary treasurer of the company, is in charge, and F. H. Alling, the president, is spending a part of each day at the demonstration. Miss Louise De Muth and F. Dominick are in charge of the machines.

Showing Stereotyping Machinery

The exhibit of R. Hoe & Company occupies the large State room facing the corner of Fifth avenue and Thirty-third street. They are making the largest display of stereotyping room machinery since their representatives have been attending shows. Oscar Roesen, vice-president of the company, is in charge. Other representatives of the company present are A. J. Gallinen, H. S. Mount, Chicago; Edgar R. Rodd, Chicago; Howard Reynolds, New Orleans; O. L. Crain, Boston; A. M. Carneiro, Havana, Cuba; Oscar Roesen, Jr., and W. F. Smart, Boston.

The New York Tribune Syndicate have a display of all their numerous features, including art work and editorials, in room 124. W. H. Johnson and C. V. McAdam are in charge.

The Goss Printing Press Company is unusually well represented on exhibitors' row. They have no mechanical display this year. They are located next door to EDITOR & PUBLISHER. The representatives of the company who are mingling with the delegates are G. A.

Eddy, president and general manager of the company; M. L. Redfield, vice-president and sales manager; Harvey D. Bell, Pennsylvania and seaboard states representative; Harry F. Shildon, Central States representative; Paul F. Cox, Comet representative; J. W. Spencer, Western and Southern representative; Ralph Seymour, New York manager, and R. P. Thomas, Eastern representative.

The Thompson Feature Service has a large display of its features on the main corridor just off the East Foyer. The representatives of the service in attendance are Ralph S. Thompson, A. L. Fowle and C. F. King.

Francis Lawton, Jr., president of Graphic Newspapers, Inc., is in charge of the display of his company in room 100. He has as assistants, Russell Gomez, eastern manager, and John J. Mehlem, Jr., western manager.

The Picture Press Service, makers of rotogravure supplements, have a large display in room 101. Frank W. Hyman, the president of the company, is in charge and is assisted by Frank M. Walsh.

The World Color Printing Press and the American Newspaper Service Corporation are located in room 144 and "Slim Jim" is much in evidence. R. S. Grable is present as the representative of the former company and W. J. Heine the latter company, of which he is president. The J. M. Huber Inc. has a display in the same room.

"Liquid Gold" Floods Texas From New Oil Wells

**Wonderful Fact-Stories of New Found
Prosperity Told by Publishers from
Lone Star State**

Stories about Texas oil development that made Aladdin's lamp look like a worn-out magic worker were told by publishers from the Lone Star State. A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, especially, had facts and figures at the tip of his tongue which startled imagination. He told of an oil belt more than 200 miles long and from 25 to 50 miles wide within a radius of 100 miles of Fort Worth which presents an almost inexhaustible store of wealth.

"This is on land which was formerly considered of practically no value," said Mr. Shuman. "An old farmer, named Fowler, discovered the oil on his land. He had difficulty in raising \$15,000 to sink a shaft. It will amaze you to know that that old man's property was recently sold for \$3,500,000. This is but an incident in a story that runs like a fairy tale. Pipe-lines are running into Fort Worth and a great industry is rapidly taking form. The population of the city has increased 35,000 in six months and there are 484 new concerns there doing business."

Mr. Shuman said that despite the fact that Camp Bowie, at Fort Worth, has been turned into a demobilization camp, turning out into civil life thousands of soldiers every week, there is no unemployment problem in his district and there is every sign of stable prosperity.

Louis J. Wortham, president and editor of the Star-Telegram, and A. G. Carter, the vice-president and general manager of the newspaper, representing the newspaper at the A. P. and A. N. P. A. meetings, told EDITOR & PUBLISHER of the new Star-Telegram building, a fine concrete structure, 100 feet square, four stories, to be used exclusively as a newspaper plant. Both are optimistic as to the business prospect.

AD-BUREAU LUNCHEON BRIGHT AND JOYOUS SIGNIFICANT OF THE NEW PROSPERITY

More Than 500 Representative Men Respond to Fleming's Toast to Country, Allies and Distinguished Guests—Praise Advertising's Part in Winning War—Bumper Lineage Forecast the Keynote of Jollification

HAPPY in the victory of the nation over the foe now prostrate, but one year ago terribly menacing, pledging again their faith in newspaper advertising which played so conspicuous a part in winning the war and which is now a leading factor in the great reconstruction movement; firm in their determination to make of advertising an ever more

"The mere presence of this great audience testifies to the importance of our work, and the presence of our distinguished guests adds to the dignity of the occasion and emphasizes the position that the newspapers now hold in the national field of advertising.

"As toastmaster I will be brief, as I want to present to you a little later on some gentlemen whom I commend to your attention.

"There is a thought, however, that I might touch upon.

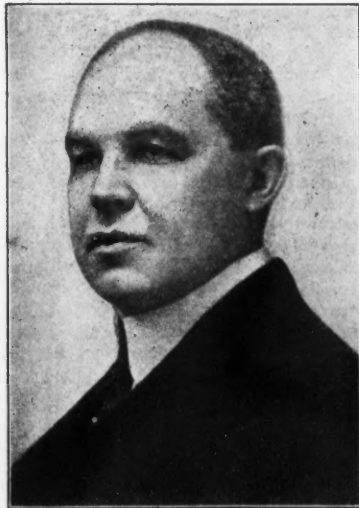
Power of Advertising Known

"Newspaper advertising played an important part in this past year of strenuous endeavor. The Government having failed to appropriate the neces-

We have come hundreds—some of us thousands—of miles to confer upon a subject that a generation ago was looked upon with more or less suspicion. Within the memory of many of us, Advertising was at its best an evil endured only because of necessity. Publishers of newspapers and magazines alike became mildly apologetic when advertising was mentioned. And when we look back upon some of the crimes committed in the name of Advertising in elder days, some of the abortive monstrosities produced—we can't wonder at the apologetic attitude.

"But we have changed all that. To be sure, Advertising has not yet fully come into its own. Certain departments of the national government—or at least the gentlemen who happen for the

"The second thing that has made possible the great growth of advertising both in volume and in efficiency, has been the application to advertising of the analytic, critical, scientific methods that more and more maintain in other departments of business. The high-brow in advertising has been ridiculed and laughed at; and the ridicule was good for his soul. It helped to keep him—



FLEMING NEWBOLD,

efficient instrument of industry and trade; joyous at the prospect of bumper lineage crops during 1919, and all deeply conscious of the efficacy and wholesome discipline of their association's co-operative plan of promoting the staple newspaper commodity, paid space, the members of the Advertising Bureau of the American Newspaper Publishers' Association and their distinguished guests assembled at a brilliant luncheon in the grand ballroom of the Waldorf-Astoria at 12:30 o'clock on Wednesday.

Opening Toast

More than 500 men, representative of almost the entire newspaper press of the country, responded gayly to the proposal of Fleming Newbold, of the Washington Star, and toastmaster of the luncheon: "I ask you to toast our country, our allies and our guests."

The beautiful room was appropriately appointed for the occasion, the decorations having been found in the flags of the Allies.

The "Star Spangled Banner," from the pipes of the mighty ball room organ, brought the assemblage to its feet, equal recognition being given to the national anthems of the allied nations.

Ranged at the speakers' table were the officers of the Bureau of Advertising and their guests of honor, more than 30 in number. The diners sat at tables accommodating eight or nine covers.

Chairman Newbold opened festivities with the following appropriate address:

"It is with the greatest pleasure that I again welcome you to our luncheon.



HON. ARTHUR CAPPER.

sary funds, local financial and business men were forced by circumstances to handle the great war drives in every city in the country and were brought face to face with the power of newspaper advertising. They now have practical knowledge of what they thought was an abstract matter.

"Men who had taken little or no interest in advertising are now its enthusiastic advocates. Local committees became newspaper solicitors and placed pages of advertising, day after day, in the newspapers and although the system was somewhat wasteful I think that it can be conservatively estimated that the cost was less than one-tenth of one percent of the money that was raised.

"Nothing could be more convincing of the economic value of newspaper display advertising and insure its universal use in the present Victory Loan and in subsequent Government propaganda.

"I ask you to toast our country, our Allies and our guests."

Senator Arthur Capper said:

"Something of more than ordinary importance is required in these busy times to bring together as many busy men, from so many parts of the country, as are gathered around these tables today.



Copyright Press Illustrating Service.
CAPT. PAUL PERIGORD.

moment to be in high places—still view Advertising with alarm and regard it with horror. But they are exceptional. The world of business is beginning to realize the function of Advertising, and to appreciate the part it can be made to perform in human activities. We have come a long way since the time when we thought it necessary to apologize for Advertising.

Clean, Honest Business

"In my opinion, this change, this progress, may be largely attributed to two things: First, the application to advertising of the ordinary principles of decency and honesty—the elimination of fraud and uncleanness. The importance of this needs no discussion. Advertising rests entirely upon the creation of confidence, and anything that tends to undermine the confidence of the public in Advertising, is not only doomed to failure itself, but what is more important, is certain to react deleteriously upon all Advertising. In self-protection publishers must police their own industry, and guard its reputation as they would the reputation of their family. It must be kept clean and above suspicion.



WILLIAM A. THOMSON.

and us—in the path of sanity. But his theories, so far as they were deduced from facts, have helped us to get down to the grass-roots, as we say in the Kansas language. On them we are laying a broad and deep and solid foundation for our merchandising structure.

"Modern Advertising is scientific in-as-far as it is systematic. It is scientific in-as-far as it discards the hit-or-miss, try-out, rule-of-thumb method. And the promotion of Advertising—which after all is only the advertising of Advertising, the merchandising of Advertising—must likewise be scientific—systematic.

Condemns Old Fallacies

"It must be confessed that newspaper publishers were not pioneers in the effort to place Advertising upon a scientific basis. The most of us were too long content to pin our faith blindly to the slogan, 'It pays to advertise,' and let it go at that without thought as to Why and How. For years we made no systematic effort to develop Advertising; other than in a purely local and individual way. And we paid the penalty by a retarded growth of Advertising in newspapers, as compared with other media. It was only when the periodical press threatened to run away with the big bulk of national advertising that we at last woke up and saw the absolute necessity of some such organization as this Bureau of Advertising.

"Now, personally, I happen to be a periodical publisher as well as a newspaper publisher. When a discussion arises as to relative merits of the two classes of media, I can afford to be a

neutral, if not a pacifist. I can take a Go-it-Betsy-go-it-bear attitude. And, indeed, in this case I am a pacifist. There are no grounds for controversy; each class of media has its place, its field and its mission.

"But I have watched the work of this Bureau with the keenest interest. I have seen its growth with much gratification. And I know I have profited from it. So far as I can remember it represents the first attempt ever made by newspapers as a class to present to the business world in an organized, systematic manner, the claims of the daily press as a promoter of business—I mean the first co-operative attempt that newspapers have made to get away from glittering generalities, and to meet the advertiser upon a 'Show Me' basis, with a survey of his field, an analysis of conditions and

onstrated, as never before, the value of newspaper display in creating public sentiment, in propaganda. Good business men will be quick to take advantage of what is to them a new method of trade promotion and it seems to me that it is clearly up to us to see to it that they use our medium to the fullest possible extent.

"I am glad to be able to attend this luncheon and to speak a good word in behalf of the Bureau and the work which Mr. Thomson and his efficient staff are doing. But I imagine it is not commendations and compliments that the Bureau needs so much as further support. The best thing that we as publishers can do is to lend our assistance to the building up of the membership of the Bureau of Advertising. There isn't a newspaper in the country which ought not help in the work it is doing."



JAMES O'SHAUGHNESSY.

the outlines of a plan of campaign. It is performing a service that no other agency can possibly perform; it is doing a work that is imperatively needed; and it deserves the fullest support and the heartiest co-operation of every newspaper publisher.

Look for Increased Volume

"I think unquestionably advertising as an essential factor in business is better understood and more thoroughly appreciated today than ever before. Business knows its power, and the consuming public understands as never before, its economic value, its value to the consumer. We have every reason, therefore, to look for a permanently increased volume of advertising. There will be new advertisers, and old advertisers will increase their expenditures. Naturally and as a matter of course the daily press will benefit by this tendency. But we will not get our full share of this increased business unless we ourselves sell the daily newspaper as an institution to advertisers.

"The average business man looks upon the daily newspaper as a local institution. He readily sees its value to the retailer. He knows the local merchant cannot do without it; but he does not so readily visualize the newspaper as a national medium and when he thinks of a campaign to cover the entire country he is very apt to turn instinctively to the so-called national mediums. Well, then, it is our business to sell him the daily press as a national institution. We cannot do this individually. It can only be done by and through a national organization.

"I look for an immense growth of institution, community, co-operative advertising by various industries. The newspapers during the war have dem-

Advertising Best Force In National Progress O'Shaughnessy Declares

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, said:

"The creation of the Bureau of Advertising in the American Newspaper Publishers' Association as a practical effort along constructive lines is more than a service to publishing interests and to advertising agencies. It puts an additional development force in the field of commerce, and in that splendid degree it is a better influence for the general welfare.

"Advertising is the best dynamic force in our national progress. As its lineage



GERRIT FORT.

grows our commercial and social well-being advances.

"The splendid thought back of the Bureau of Advertising was an added inspiration to the formation of the American Association of Advertising Agencies. Our association and your bureau have a common purpose. Its achievement will reflect itself in the higher standards of business and social life, with greater returns to business effort and greater economies to the consuming public.

"Our association is composed of 116 organizations, representing every substantial advertising market in the country, handling an annual volume of about \$100,000,000. More than 90 per cent of the national advertising tonnage passes through the hands of our members.

"Our association today gives to every publisher one or more established, responsible, skilled organizations in every advertising market representing him as a creative and sales force. We are the only nation-wide association of organiza-

tions devoted solely to the creation and development of advertising and the improvement of its conditions.

"To attain best to these objects we are improving our own efficiency. We are giving to our membership the best to be found in each. In this practical way we already raised to a magnificent degree the fine efficiency of every member of the association for the development of good advertising and the maintenance of its volume.

Standardizing Methods

"We are laboring with patience and modesty to improve every relation of publishers wherever that is possible. We are standardizing our methods and adjusting them to harmonize at every point of contact. This is essential, that advertising may be more economically, ef-



W. A. McDERMID.

fectively and satisfactorily handled and more easily made to grow.

"We are assured by the progress we have made that our efforts will enhance the net profits of every publisher.

"We have offered to publishers the standard rate card, so that the space in their publications may be more easily sold.

"We are now preparing in co-operation with publishers, a standard order blank, so that when the publisher receives an order blank from one of our members, he will know that it is an open-faced, fair and honest contract; that it contains no hidden clause and no burdensome conditions, and he will also know that it comes from a sound, established and proved, responsible agency.

"At the present moment we have a large amount of work in hand to make more practical and more economical the sale of advertising space and the creation of new advertisers and the enlargement of existing schedules.

"Our association has been in existence only a little more than a year. Before another year has passed we hope to lay before the publishers the completed results of many of the tasks we now have in process, all of which are directed toward increasing the net profit of the publisher. We must produce for the publishers before we can produce for ourselves. Out of every dollar we develop in advertising the publisher receives 85 cents. We receive only 15 cents and out of that we pay about 12 cents for creative and service work.

No Demands or Requests

"We have no demands or requests to make of the publishers. We prefer to let our work speak for us.

"When our association was formed it was complimented by the most kindly spirit of welcome by publishers general-

ly. As our work has continued we have been more and more favored by sympathetic co-operation. We have proceeded without a single instance of friction or disagreement anywhere. There is no reason why there ever should be any but the kindest sympathy of the publishing interests toward our association and naturally we are very proud of this fact. You and we are each engaged in doing our part of a single thing, the more complete the spirit of harmony the better that thing will be done and the more it will profit us both.

"Advertising is a gigantic factor in the world's progress today. It needs all the good honest brains it can enlist."

Thomson Says Advertisers Are Thinking in Terms of Preferable Markets

William A. Thomson, director of the Bureau of Advertising, in his address said:

"It is unnecessary for me again to tell you in detail the functions of the Bureau of Advertising; how it serves as a point of contact between newspaper advertising as a national medium, and national advertisers; how it gathers and disseminates data on newspaper advertising and merchandising; how its representatives call upon advertisers, and those who ought to be advertisers; the various ways it strives to create more advertising for newspapers by helping advertisers use newspaper space intelligently and profitably; how it is enabled to do these things by the contributions of some 330 live newspapers, although its efforts are in behalf of the entire industry.

"But I would like to say a word about one phase of our work, because it has so pertinent a bearing upon economic tendencies of the day, and because it is of specific interest to every newspaper in this country and Canada.

Markets, Not General Publicity

"National advertisers to-day are thinking in terms of markets rather than in terms of general publicity. They have seen that it is to their advantage to apply their advertising at the places where selling opportunities are best. No matter what form of advertising they may use, they are more and more demanding information as to how closely the medium they employ parallels and covers their logical channels of distribution.

"Selling cost has been another factor in turning the minds of manufacturers to the thought of logical markets and adequate advertising to cover these markets.

"A manufacturer told me recently that he did not use newspaper advertising because it 'cost too much to cover the country that way.' He found out after some analysis of his position, that he was doing comparatively little to influence business in communities where his opportunities were big, and that he was actually losing money on a line of business in one section which the nature of his advertising had obligated him to enter.

"He now knows that he wants to cover his opportunities before he thinks about covering the country, but that if he is ever ready to cover the country, he can do it through newspaper advertising more economically than in any other way, and that newspaper advertising offers the only means of covering the country adequately.

"It was with these things in mind, that the Bureau established its trade survey work. We wanted to be able to talk to manufacturers about the conditions sur-

rounding the sale of products like their own in various parts of the country and to help them see their merchandising opportunities, city by city.

"This at the same time was an automatic solicitation for newspaper advertising because we were able to show them that in no other way could they cover their favorable markets completely.

"The newspapers that are supporting this Bureau work with us all the time in making these trade surveys. They do this primarily for the benefit of newspaper advertising as a whole, but they see clearly the opportunity which it gives them to lay the facts about their markets before advertisers. And while the Bureau works broadly in behalf of all newspapers and adheres strictly to its policy of never recommending a list of publications to an advertiser, it is plain to be seen that the newspapers contributing to its trade survey work must benefit directly by that work. The trade survey is an exceptionally good medium of advertising for our members since it goes with the name and individual report of the newspapers that made it before the leading manufacturers in each of the lines covered and to advertising agencies handling the accounts when the manufacturers happen to be advertisers.

"I believe the many newspapers that have joined the Bureau since January 1, have been actuated by a desire to take part in these trade surveys, and I believe that many more newspapers will be giving us their support in the near future for the same reason.

Meeting Banner Year

"Advertising is passing through its banner year and the newspapers are maintaining their supremacy as the leading national as well as the leading local medium. I note EDITOR & PUBLISHER estimates the volume of national advertising to be run in the dailies this year at \$130,000,000, and I think the estimate is conservative.

"Newspaper advertising is a success because it is in line with common sense. Even our friends in the magazine field who also sell advertising, turn to the newspaper when they want to buy advertising for themselves. This is not the least hopeful sign of the times when we consider there is still some missionary work for us newspaper men to do.

"We have often spoken to you about enlarging the Bureau of Advertising but I think the time for that enlargement is here, because the Bureau's biggest opportunity for service is at hand. This looks like the time of all times to open offices in Chicago and San Francisco, to increase our soliciting and promotion forces and to show our belief in advertising by advertising adequately the medium we have for sale.

"I think it can be done this year, because, as I have said before, the Bureau is offering to every newspaper a direct opportunity to advertise itself and its markets by joining the Bureau's larger plan of advertising newspaper advertising and helping advertisers make profitable use of it.

"It is up to you and I believe you will see the opportunity, and respond."

National Advertisers Favor Expansion of Work By Bureau of Advertising

W. A. McDermid, president of the Association of National Advertisers, said:

"It is with more than the perfunctory courtesy of a guest to his hosts that I endeavor to express on behalf

of the Association of National Advertisers its appreciation of what the Bureau of Advertising has done and the things for which it stands in newspaper business in its relations to the National advertiser. I do not know if you men who are closest to it actually realize its full potential.

"The A. N. A. is a great believer in co-operative association effort, and we have demonstrated, we believe, quite conclusively the benefit not only to individual members, but to the entire business of advertising, of such co-operative work. Our primary function is education, and our great service is the benefit which we can confer upon our own members by the exchange of method and opinion, which will enable us to advertise more intelligently and economically.

"You have probably all suffered from the whims and idiosyncrasies, unfairness, and in some instances the actual bad faith of advertisers. The method and spirit of the A. N. A. are for the elimination of such practices. These are for the most part based on misunderstandings and on the lack of a reasonable degree of uniformity in policy and viewpoint among both advertisers and newspapers.

Free Publicity a "Curse"

"Such things as the curse of free publicity, from which advertisers suffer quite as much as the newspapers, merely require the education of both parties to the principles involved. There is a real necessity for a central body with the necessary equipment, intelligence and broad, impersonal viewpoint, through which the advertiser and the advertising agent can deal and arrive at a better understanding of the newspaper as a medium and as a business agency. Anyone who knows anything whatever of what the Bureau of Advertising has accomplished cannot question the very great value of its services. The necessity was never greater than it is now.

"You are, of course, fed up on the word 'reconstruction' until it has ceased to have a specific meaning—if, indeed, it ever could have been defined. We are now in the midst of it, and so close to it that we cannot see the forest because of the trees. In this period in which every business is facing a new state of conditions, you will begin to find that you will have to deal in the near future with new and different types of sales and advertising managers. They are becoming, as they never were before, students of labor conditions, of economics, of legislation and of many things which were a few years ago supposed not to concern the selling end of the business.

"If it is true, as you stated at one of your previous luncheons, that we are a nation of economic illiterates, it is equally true that a good many business men have already passed their high school course and are getting their higher education very rapidly.

"It is fair to ask you what type of sales service you will offer to these men who are facing these new unprecedented and uncharted conditions. Certainly, I think you must eliminate, or have eliminated for you by the survival of the fittest, the 'me-too boys' and the copy-chasers.

No Body Better Fitted for Work

"You will probably change radically some of your ideas as to what legitimately comes under the head of co-operation. You will study and present, as it has never been presented before, the daily newspaper as an ad-

vertising medium, not only from the standpoint of the newspaper itself, but from the viewpoint of the manufacturer and its relations to his problems, and in so interesting and sympathetic a way that everything that you have thus far accomplished, fine as it has been, will be insignificant.

"If our experience with the Association of National Advertisers goes for anything after seven years of continued growth, you will find no agency better fitted to accomplish a great service for the newspapers in general than the Bureau of Advertising of the A. N. P. A."

Capt. Paul Perigord Tells What France Expects of American People

Captain Paul Perigord, member of the French Military Mission to the United States, was frequently interrupted by applause during a short address on what France expects of America. He said in part:

"America, you are facing new problems. You, America, have inspired the world. Your frontiers are no longer the Atlantic or the Pacific, but they are the world's frontiers of freedom.

"I was told of two American soldiers quartered in the village where Joan of Arc was born and who laughed skeptically as they discussed the story of the super-natural voices that summoned her to save France. 'Are these voices still heard?' they asked a French officer who approached them. As they spoke there sounded across the fields a bugle call, by an American bugler. 'Yes, they are still heard,' replied the officer.

"That is the way France looks upon you—as the liberator of the world—and France looks to you to give to the whole world the blessings of freedom you enjoy here, whether this is accomplished by what is termed a League of Nations or any other means that will make certain that the brave 3,000,000 men who died in freedom's cause in this war shall not have died uselessly.

"You have big problems to face now, but you must and you will show that you are not afraid of big problems."

Today's Job Is to Sell America To Americans, Says Fort U. S. Railway Official

Gerrit Fort, assistant director of traffic of the U. S. Railway Administration, said:

"One day in the late summer of 1915 I was so unfortunate as to be on the veranda of a hotel in Ranier National Park, on the way to the three mile summit of that noble mountain for which the Park is named. Its snow-covered peak had been obscured all day by a bank of clouds. Suddenly, as though by magic, these clouds disappeared and the mountain loomed before the little group gathered on the veranda. I felt, paradoxically, that I had but to stretch out my hand to reach it, and yet that it was a thousand miles away.

"For a few moments everyone was silent, awed by the tremendous dignity and beauty of what we saw. Finally my neighbor, who had traveled the world over, said 'The view of the Jungfrau from Interlachen is the only thing comparable with this and compared with this is insignificant. I have never heard or seen language spoken or written which adequately describes scenery and

I am not trying to qualify as a word painter.

"My definite purpose in opening my remarks in this way is to point to the fact that although this incident occurred in 1915, when the Panama-Pacific Exposition was attracting thousands of visitors to the Pacific Coast, there were not more than 25 people at the hotel to which I refer and, to the best of my belief, all but three or four of this number were residents of Tacoma or Seattle, who had Mt. Ranier in their own back yards, so to speak, every clear day of the year.

"At the same moment a handful of privileged people were visiting Yosemite, Crater Lake, Yellowstone Park, the Grand Canyon of the Colorado, or Glacier National Park, and if the moment had been in 1913, 10 to 20 per cent of them would have borne Teutonic, Slavic or Latin names and have registered from some European city.

Neglecting a Tremendous Asset

"Gentlemen, I want to say to you with such emphasis as I may command that we are neglecting a tremendous national asset in paying but scant attention to our National Parks and the wonderful scenic attractions of this continent. For one hundred years or more the thrifty Swiss have capitalized their Alps and thousands of Americans have crossed the seas and spent uncounted millions in Europe, although knowing little or nothing of their own country.

"I hold no brief for or against the propriety and desirability of government advertising (except that I believe if the government advertises, it should pay for its advertising), but I am a most earnest advocate of using every avenue of publicity to interest our own people in their own country and I rejoice in the decision of the Railroad Administration to engage in a newspaper advertising campaign for the purpose of stimulating travel to our National Parks and other health and pleasure resorts. There are many other reasons which seem to justify railroad advertising, but they can't be dealt with in five minutes.

"I have heard the present campaign termed an experiment. Backed by the influence which you gentlemen can exert it will be no experiment, but an enduring institution, profitable alike to all concerned—to the publishers, to the railroads, to those whose business it is to serve the tourist and most of all to the American people who will thus learn to know and love their own country better. Fortunately, we have a secretary of the interior and a director on National Parks who have vision, enthusiasm and ability, and they have done and are doing big things, but they need the powerful help of the newspaper press.

Let the World Know

"Travel, with the broadening of views and added knowledge which are its inevitable accompaniments, is an important factor, perhaps the most important factor, in the development of homogeneity and patriotism. It is the duty of those responsible for the management of the National Parks and of the railroads whether they be officers of the government or of private corporations, to let the people of the United States and of the whole world know of our wonderful scenic resources. Let us all get on this job and sell America to Americans."

Official Guests

Among the official guests of the Bureau were:

- L. B. Palmer, manager A. N. P. A.
- E. P. Call, treasurer A. N. P. A.

H. N. Kellogg, chairman standing committee on labor A. N. P. A. Col. Mortimer L. Bryant of 107th Infantry.

James W. Brown, EDITOR & PUBLISHER. George McAneny, vice-president A. N. P. A.

Hopewell L. Rogers, Chicago Daily News.

Melville E. Stone, Associated Press. Frank P. Glass, president A. N. P. A. John B. Woodward, Chicago Daily News.

Hon. Arthur Capper, Topeka Capitol. David B. Plum, Troy Record.

James O'Shaughnessy, executive secretary A. A. A.

Lafayette Young, Jr., Des Moines Capital.

Capt. Paul Perigord, French Army. Fleming Newbold, chairman committee in charge.

William A. Thomson, director Bureau of Advertising.

W. A. McDermid, president A. N. A. Louis Wiley, New York Times.

Gerrit Fort, assistant director U. S. Railroad Administration.

William F. Rogers, Boston Transcript. William H. Field, Chicago Tribune.

Henry Chandler, Los Angeles Times. Gen. Felix Agnus, Baltimore American and Star.

Frank B. Noyes, president Associated Press.

John F. MacKay, Toronto. John M. Imrie, secretary Canadian Press Association.

W. W. Hawkins, vice-president United Press.

William H. Johns, president A. A. A.

Stanley Clague, Audit Bureau of Circulations.

Francis H. Sisson, Guaranty Trust Company.

Thomas H. Moore, associate director Bureau of Advertising.

BROWN ONLY ONE ABSENT

A. N. P. A. Directors at Pre-Convention Meeting Elect Two Members

A meeting of the directors of the American Newspaper Publishers' Association was held Monday morning and afternoon in the office of the Boston Globe in the World Building.

Those present were Frank P. Glass, Birmingham News, president; George McAneny, New York Times, vice-president; John Stewart Bryan, Richmond News-Leader, secretary; Edward P. Call, New York Journal of Commerce, treasurer; Elbert H. Baker, Cleveland Plaindealer; Harry Chandler, Los Angeles Tribune; D. D. Moore, New Orleans Times-Picayune; Hopewell Rogers, Chicago Daily News; Charles H. Taylor, Jr., Boston Globe, and T. R. Williams, Pittsburgh Press.

Hilton U. Brown, of the Indianapolis News, was the only member of the board of directors who did not attend.

The Allentown (Pa.) Chronicle-News and the Sault Ste. Marie (Mich.) Evening News were admitted to membership. Applications from a number of other newspapers were considered.

Gen. Agnus Adds 8-Story Annex

"Baltimore has had no trouble in finding employment for all its soldier boys who have returned from service abroad," said Gen. Felix Agnus of the Baltimore American, "and labor conditions there are excellent. All the stores are doing good business. Yes, the American is prospering, also. We have just built an eight-story annex and taken possession of it."

GUESTS AT ANNUAL LUNCHEON OF BUREAU OF ADVERTISING

The Fifth Annual Luncheon of the Bureau of Advertising of the A. N. P. A., held in the Grand Ball Room of the Waldorf-Astoria, Wednesday, April 23, was attended by the following newspaper and advertising men:

E. P. Adler, General Felix Agnus, A. J. Agran, H. A. Abern, F. P. Alcorn, E. M. Alexander, H. W. Allen, V. R. Anderson, O. G. Andrews, R. F. Andrews, E. W. Andrews, C. N. Andrews, Herbert S. Ardell, Collin Armstrong, C. J. Atkinson, Chas. D. Atkinson, George Auer, Prentiss Bailey, W. A. Baker, E. M. Baker, John W. Baker, Philip W. Baldwin, John S. Barlow, Justin F. Barbour, Wm. McK. Barbour, J. D. Baroun, J. H. Barry, E. W. Barrett, J. Barton & Dunsford (guests), F. B. Beath, C. F. Becknell, J. T. Beckwith, F. W. Bell, I. J. Benjamin, R. Bewinger, C. F. Bicknell, M. Binheim, Ernest Birmingham, James Bixby, E. K. Bixby, Herman Black, N. B. Black, Frank LeRoy Blanchard, C. K. Blandin.

Fred Blauvelt, Wayne Bleasley, Joseph Blethen, Paul Block, Theo. Bodenwein, George F. Booth, Rodney E. Boone, W. A. Bower, E. N. Boyne, J. E. Bradley, John M. Branham, A. E. Braun, William B. Bray, Desha Breckinridge, J. F. Bresnahan, B. Brewer, F. R. Bromfield, W. O. Brown, James W. Brown, Burton Brown, S. S. Brown, G. P. Browne, Louis H. Brush, Col. Mortimer L. Bryant, Wm. B. Bryant, John Stewart Bryan, S. A. Buchanan, John Budd, G. J. Burns, R. E. Burns, E. M. Burke, Hugh Burke, Frank M. Burnham, V. W. Burnside, F. H. Burgess, F. W. Bush, Benj. T. Butterworth.

C. B. Cabines, Edward P. Call, J. Callahan, George T. Cameron, Charles Capeheart, Hon. Arthur Capper, Amon G. Carler, P. Caruthers, Dan A. Carroll, B. Caterson, Edward Cave, C. P. Chamberlin, W. G. Chandler, Harry Chandler, B. L. Chapman, R. S. Chapman, W. W. Chew, J. D. Chew, A. E. Christoffers, Miss Ida Clarke, Elmer E. Clarke, H. H. Clarke.

Wm. H. Clark, Stanley Clague, A. E. Clayden, R. P. Clayberger, W. T. Cleveland, J. L. Clevenger, Major John S. Cohn, P. R. Coldren, R. A. Collins, E. W. Conklin, Thos. E. Conklin, E. C. Conlin, Charles H. Congdon, Mrs. C. H. Congdon, Henry H. Conland, J. C. Cook, J. J. Corkery, E. D. Corson, W. H. Cowles, Frank L. Craft, August S. Crane, Thomas I. Crinlet, Wm. J. Crompton, W. B. Curtis, Joseph Cushman, E. Evan Dalrymple, Albert H. Daunon, H. C. Dare, Mrs. H. Craig Dare, George B. David, Howard Davis, E. W. Davis, Mrs. Zell Hart Deming, J. J. Devlue, Urban Dice, Robert Disque, W. H. Dodge, Harry Dooley, W. L. Dotts, William H. Dow, Fenton Dowling, C. L. Drake, J. Frank Dreher, F. H. Dulkwater, H. R. Drummond, M. K. Duerson, John G. Duff, J. Frank Duff, Harry Durkin, Edwin D. Duryen, G. W. DuBois, L. de Lissier, M. H. de Young, E. D. DeWitt.

Charles H. Eddy, C. P. Eddy, L. G. Ellinghaus, J. D. Ellsworth, H. F. Emerson, Fred'k W. Enwright, David Evans. E. W. Farrell, J. C. Feeley, Frank E. Fehlman, J. W. Ferguson, R. A. Field, Wm. H. Field, W. Findlay, Hal Fluk, I. Fitzgibbon, John F. Fitzgerald, M. G. Fitzpatrick, K. A. Fletcher, Ed. E. Flicker, T. F. Flynn, Gerrit Fort, M. E. Foster, W. W. Frazer, Douglas S. Freeman, W. C. Freeman, Cornell H. Freudenthal, Edwin S. Friendly, Israel Friedkin, Wilfred W. Fry.

L. S. Galvin, J. W. Gannon, H. E. Gaston, E. K. Gaylor, H. Giannoli, A. J. Gibney, J. M. Gidding, Louis Gilman, R. E. Giffen, J. W. Gilt, John L. Given, Frank P. Glass, E. N. Gordon, T. Gorman, J. R. Gray, Harry J. Grant, F. C. Grandin, Harry Griffiths, G. S. Griswold, A. J. Gruber, R. N. Gunnison, H. A. Hallett, John P. Hallman, J. Hamilton, A. K. Hammond, M. F. Hanson, Louis Hancock, James A. Hardman, Orville Harrington, Frank W. Harold, Kenneth Hardon, G. Howard Harmon, C. E. Hasbrook, C. P. Hasbrook, C. H. Hastings, John H. Hawley, W. W. Hawkins, E. J. Haynes, Arthur D. Hecox, F. Hillson, J. C. Hindle, G. T. Hodges, H. H. Hoffman, W. C. Holland, J. Lawrence Home, Jr., J. M. Hopkins, George T. Hopewell, George E. Hooper, Wm. M. Horner, Louis Horstend, Elmer S. Horton, C. L. Houser, W. B. Howe, A. H. Howland, R. C. Hoyles, P. L. Huber, A. H. Hulscher, N. Lester Huelsch, Henry B. Humphrey, F. G. Huntress, Jr., M. D. Hulton, N. A. Huse, E. V. Hutchison. John M. Imrie, Wm. H. Ingersoll, Arthur P. Irving.

W. G. Jaffray, E. B. Jeffress, H. Simpson Jennings, H. S. Jewell, W. E. Jewett, Wm. H. Johns, Curtis B. Johnston, Charles I. Johnson, H. G. Jones, W. S. Jones, W. V. Jones, C. W. Jones, Merton Joyce.

C. C. Kahert, J. A. Kantz, E. Katz Special Agency (guests). C. F. Kelly, J. F. Kelly, H. N. Kellogg, E. R. Kemble, B. L. Kennedy, W. H. Kentnor, W. P.

Kentnor, A. C. Kessinger, A. R. Kessinger, Gilbert Kinney, F. A. Kimball, J. Lyle Kinmonth, Bert F. Kline, H. H. Knickerbocker, C. F. Knill, Kokomo Tribune, George M. Kohn, C. George Krogness, J. H. Kyle.

W. T. Laing, Adolph R. Landau, Frank E. Langley, Charles Lansdown, W. W. Laughlin, Russell Law, W. H. Lawrence, George P. Lefler, Charles Lehmann, S. E. Leth, P. W. Leshering, L. H. Lent, W. O. Lettick, M. Levy, A. M. Lewis.

H. B. Le Quatte, Austin N. Lecty, M. P. Linn, J. M. Linton, J. M. Litsch, Charles B. Long, Elias S. Longstreet, Lee S. Loomis, Col. A. F. Lorenzen, Eugene Lorton, A. B. Lukens, John E. Lutz, J. J. Lynch, E. J. Lynett. N. Y. Evening Mail (guests), Geo. E. Malnardy, A. L. Malkenson, Martin L. Marsh, W. S. Marson, Miss Helen Martin, Jane J. Martin, C. C. Marquis, Julius Mathews, Ernest Mayglothing, A. D. Mayo, Lee Maxwell, R. B. Mead, John J. Mead, Marvin Megginson, F. A. Merriam, E. B. Merritt, Wm. F. Metten.

W. H. Meyer, A. L. Miller, R. E. Miller, J. L. Miller, John A. Miller, A. L. Miller, D. A. Miller, D. H. Miller, Walter Miller, J. W. Milligan, B. C. Milliholland, E. H. Mills, Lewis H. Miner, Thomas H. Moore, D. D. Moore, V. C. Moore, H. G. More, W. Pitman Morse, Wm. J. Morton, Leon Morrill, Marco Morrow, C. H. Motz, Fred P. Motz, Wm. T. Mullally, Ralph R. Mulligan, J. T. Murray, I. B. Myers. George McAneny, Edward McCabe, John S. McCarens, W. A. McDermid, G. D. McDonough, Samuel G. McClure, Thos. A. McElwee, Mr. McEmory, Kenneth MacIntyre, J. E. Mackay, James P. McKinney, R. H. McKinney, C. L. McKinstry, W. R. McLain, F. McLaughlin, Miss Anna McLean, Robert S. McLean, Frank P. MacLennon, Frank L. McShane.

John J. Nell, Jr., E. A. Neutzenholzer, Fleming Newbold, Daniel Nicoll, Charles B. Nichols, L. K. Nicholson, Frank B. Noyes. W. F. Oakley, D. L. Ogilvie, Oil City, Pa., Derrick (guests), N. S. Oida, D. P. Oimasted, Malcolm H. Ormsbee, Gny S. Osborn, E. J. Oitaway, James O'Shaughnessy, P. F. O'Keefe, John E. O'Mara, Hugh O'Donnell.

L. B. Palmer, Herman Paley, Wm. J. Pape, Arthur A. Parks, Col. R. F. Parkinson, Wm. J. Peck, Captain Paul Perigord, Samuel J. Perry, A. W. Peterson, A. W. Peterson (guest), Marten E. Pew, Gerald Pierce, Frank Pita, Henry M. Pindell, David B. Plum, J. D. Plummer, Fred J. Pochmann, Charles I. Pope, Wm. C. Powers, J. H. Powers, Blanchard M. Preble, Clarence J. Pyle, Public Ledger (guests), C. I. Putnam.

W. J. Rankin, John R. Rathom, E. Lausing Ray, Thomas Rees, George H. Reichard, L. C. Reich, Mrs. Ogden Reid, C. H. Rembold, Stanley Resor, Harry D. Reynolds, Howard C. Rice, F. St. John Richards, Miss Edith V. Righter, H. A. Robert, George M. Rogers, F. L. Rogers, Hopewell Rogers, Wm. P. Rogers, G. V. Rogers, J. F. Rolfe, J. Irving Romer, Emil Ross, Louis C. Rosenberg, C. C. Rosewater, C. A. Rowley, A. G. Ruthman.

Sacramento, Cal., Bee (guests), F. B. Salmon, L. W. Sammis, Arnold Sanchez, F. E. Sands, James Schermerhorn, C. E. T. Scharps, J. K. R. Schrapps, W. M. Scott, J. C. Seacreat, J. C. Seacreat (guest), Nathan H. Seidman, G. Selxas, Justin Seubert, Francis P. Sherwood, W. D. Showalter, A. L. Shuman, Miss M. H. Simmons, Francis H. Sisson, Wayne C. Smith, I. R. Smith, Courtland Smith, Vernon J. Smith. E. R. Vernon J. Smith (guest), V. L. Smith, E. E. Smith, A. M. Snook, R. C. Snyder, F. N. Sommer, James A. Spalding, H. G. Spaulding, E. L. Sparks, L. G. Spelding, J. M. Stephenson, T. B. Spencer, J. David Stern, Rowe Stewart, Charles I. Stewart, John L. Stewart, Allison Stone, Melville E. Stone, Elmer E. Stonlon, J. P. Storm, J. P. Storm (guest), Miss Charlotte Stuhr, Arthur H. Sulzberger, John R. Sullivan, John Sundine, L. G. Suscepl, E. A. Suthpin. J. G. Tanner, Harry E. Taylor, Frank C. Taylor, L. R. Thies, C. L. Thomson, William A. Thomson, S. F. Thomson, J. E. Rain Thompson, M. R. Thompson, Harold Thresher, Frank D. Throop, George S. Thurlie, Walter A. Tice, Frank Tobey, L. B. Tobin, P. E. Tripp, C. H. Tryon, John W. Turnbull, L. W. Turck, Wm. P. Tuttle. E. S. Underhill, Wilfred B. Utter, George B. Ulter. L. J. Van Laey, E. C. Van Loan, I. A. Van Patten, Robert J. Virtue, Max von Schlegel, John K. Walbridge, Geo. C. Waldo, Jr., W. B. Walker, P. M. Walker, F. Ernest Wallace, Thomas J. Walsh, Fred H. Walsh, M. C. Watson, B. E. Walberg, Robt. E. Ward, F. B. Washburn, Benjamin Waxelbaum, Frank D. Webb, Morris Weinberg, Miss Charlotte M. Weimann, F. S. G. Welsh, E. A. Westfall. S. F. Whipple, S. F. Whipple (guest), Milo Whittaker, Joseph Wilmerding, Louis Wiley, W. F. Wiley, Ezra M. Wilkema, T. R. Williams, G. B. Williams, Captain Percival Wilson, E. C. Willson, F. C. Withers, Louis I. Wortham, J. E. Woodman, C. R. Woodward, John B. Woodward, Allen C. West, Robert L. Wright, R. Charlton Wright, C. G. Wright, W. H. Wulfeff. J. W. Yorna, Lefe Young, Jr., H. R. Young, Captain Zerley, J. B. Zerhey.

Elected to A. N. P. A.

The Pottsville (Pa.) Daily Republican and L'Opinion, of Philadelphia, have been elected to active membership in the A. N. P. A. and the Lewiston (Me.) Daily Sun to associate membership.

Bolshevik Paper in France

PARIS, April 18.—The first Bolshevik newspaper in France appeared today under the name of Le Titre Censure (The Title Censored), as the title Le Bolshevik had been prohibited. The paper is a weekly.

"All right, But I Couldn't Keep the Covers On."

WHEN Melville E. Stone returned to this country from Paris to attend the annual meeting of the Associated Press he was compelled to travel on the army transport von Steuben, and as there were several thousand Missouri-bound soldiers on the big ship "things got a bit crowded." Mr. Stone slept on an army cot in the dining saloon throughout the entire trip from Brest. On an adjoining cot each night reposed the Hon. Thomas W. Gregory, former U. S. Attorney General, who had been in Paris with the President. Mr. Stone, bearing his years as lightly as usual, came down the gang-plank smiling. "Why, that wasn't such a bad bed," said he, "except that I couldn't seem to manage to keep the covers on."

AD BUREAU OFFICES WANTED IN WEST

Chicago and Pacific Coast Newspaper Representatives Say Great Opportunities Are Being Lost and Urge Immediate Action

The need for the immediate establishment of branches in Chicago and San Francisco was urged upon the committee in charge of the American Newspaper Publishers Association's Bureau of Advertising at its annual meeting Monday by the Chicago Newspaper Representatives' Association and representatives of fourteen of the largest newspapers on the Pacific Coast.

Those who presented the Chicagoan's case were W. H. Kentnor, of Benjamin & Kentnor; E. M. Burke, of Knill-Burke, Inc., and S. L. Katz, of the Katz Special Agency. J. E. Lutz, president of the Chicago organization and an advisory member of the bureau committee, acted ex-officio as a member of the committee, also.

The sentiment among the members of the Bureau Committee was unanimous in favor of the establishment of the two new branches and there is every likelihood that they will be opened as soon as the expense of maintaining them has been provided for. This, William A. Thomson, director of the bureau, said would be no small item. Tentative plans are that each office shall have a manager and an assistant manager and, of course, an adequate corps of clerical workers.

Must Rely on New Members

"The men in charge of these offices at Chicago and San Francisco, provided such offices are established, will be chosen for their broad knowledge of national advertising. They will be men who are able to help effectively in landing national advertising for newspapers that heretofore has not been obtainable. They will also be men who can initiate plans in connection with national campaigns in newspapers that will help the local dealers.

"The present plan is to finance the new offices by a new membership drive for the Bureau of Advertising. This should be particularly resultful in the districts where it is proposed to establish the new offices."

As director of the bureau Mr. Thomson would have supervision of the work in the new offices and would spend a part of his time each year at them.

(Continued on Page 76.)

THE TRIBUNE IS NEW YORK'S FASTEST GROWING MORNING PAPER

Fastest Growing

March figures show that the New York Tribune's position among the six leading morning newspapers is this:

Advertising

First in percentage of gain (65%)
 Second in volume of gain (234,504 lines)
 (Evening Post Figures)

Advertising Lineage

March Gains—In the Morning Newspaper Field

| | Gain | Loss | Per cent |
|-------------|---------|--------|----------|
| 1. Tribune | 234,504 | | 65 |
| 2. Sun | 146,790 | | 44 |
| 3. Times | 283,144 | | 23½ |
| 4. Herald | 110,132 | | 17½ |
| 5. World | 83,630 | | 6¼ |
| 6. American | | 56,725 | 6¼ Loss |

Circulation

First in percentage of gain (20¾%)
 Third in volume of gain (18,533)
 (Post Office Statements of Newspapers)

P. O. Statement—Morning Papers

(Daily and Sunday Combined Averages)

| | Gain | Loss | Per cent |
|-----------|--------|-------|----------|
| *Tribune | 18,533 | | 20¾ |
| *Times | 24,686 | | 6¾ |
| World | 22,006 | | 6½ |
| *American | 12,546 | | 3¼ |
| *Sun | | 393 | ¼ |
| Herald | | 1,330 | 1¼ |

News

First in volume published (4,966 columns of news printed in March—111 more pages than the Times and 164 more pages than the World).

(Evening Post Figures)

Pages of News in March

(Weekdays and Sundays)

| | | | |
|---------------|-----|----------------|-----|
| Tribune | 620 | American | 483 |
| Sun | 600 | World | 456 |
| Times | 509 | Herald | 442 |

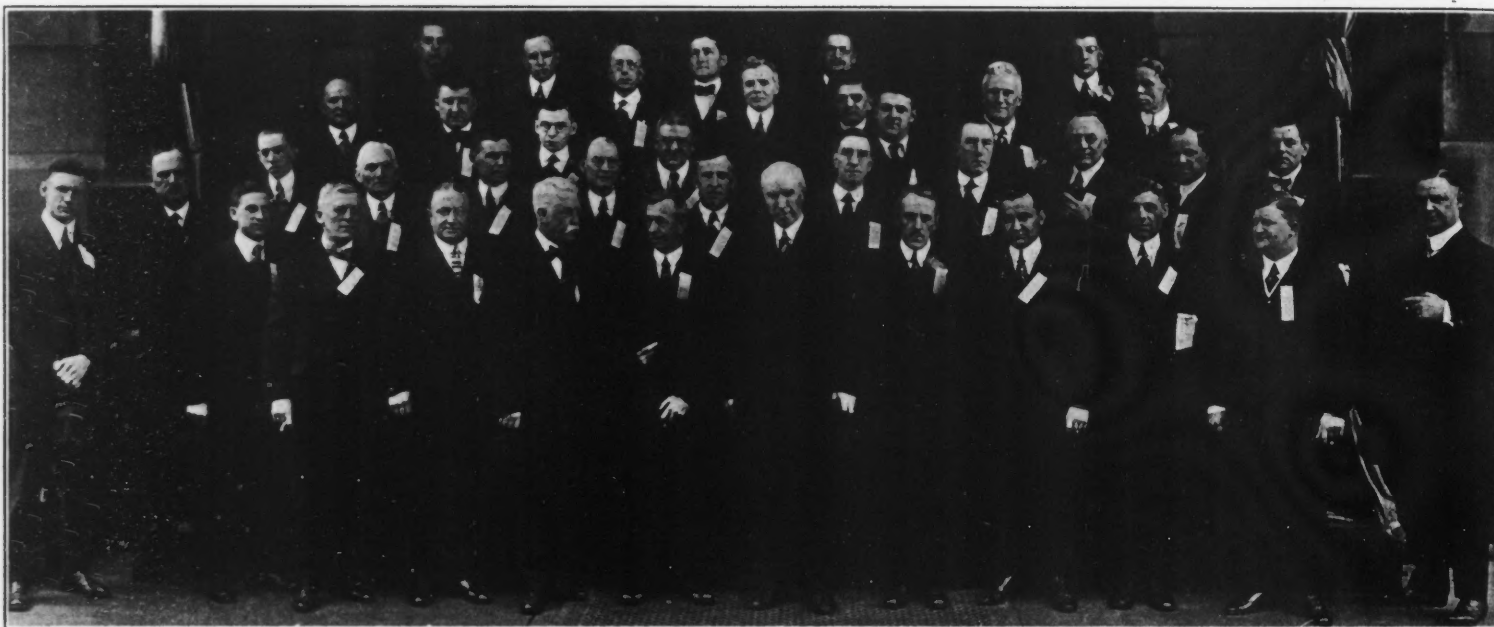
The Tribune is the fastest growing morning paper in New York, whether you Judge it by its News, by its Circulation or by its Advertising.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements

THE TRIBUNE PRINTS MORE NEWS THAN ANY OTHER NEW YORK MORNING PAPER

HERE ARE "THE CRUSADERS," ONE HUNDRED PER CENT AMERICANS



MEMBERS of the New York State Circulation Managers Association, meeting in Utica last week, organized to combat the circulation of un-American literature, particularly that which is handled on news-stands. Those in the picture are:

Front Row—Left to right: A. W. Cookerill, Utica Press; M. J. Burke, Brooklyn Eagle; James McKernan, New York World; T. F. Clarke, Utica Observer; J. W. Fulmer, Utica Herald-Dispatch; M. F. Sammons, Utica Observer; W. V. Jones, Utica Press; J. M. Annenberg, Albany Knickerbocker-Press; F. A. Roberts, Rochester Times-Union; M. D. Treble, Buffalo Times; William Henry, New York American.

Second Row—Left to right: M. A. Miner, Utica Observer; G. E. Dunham, Utica Press; V. S. Batty, Gloversville Leader; W. T. Bradley, Gloversville Herald; C. H. Congdon, Watertown Times; Fenton Dowling, EDITOR & PUBLISHER; R. B. Goble, Lockport Union-Sun and Journal; J. D. Hardy, Chief Clerk R. M. S. District No. 9; W. B. Sutherland, Auburn Advertiser; P. J. Kirkwood, Schenectady Union-Star; A. E. McKinnon, Philadelphia North American; W. C. Hixson, Syracuse Post-Standard.

Third Row—Left to right: W. S. Russell, Olean Herald; William Hoffman, New York Staats-Zeitung; Ernest Hinckley, Gloversville Herald; E. J. Fonda, Rochester Democrat and Chronicle; Prentiss Bailey, Utica Observer; J. R. Sinisgalli, Utica Observer; H. R. Agne, Utica Herald-Dispatch; E. S. O'Connor, Superintendent of Mail, Utica Post Office; Richard Barrett, New York World.

Back Row—Left to right: F. E. Kessinger, Rome Sentinel; W. A. Underwood, Corning Leader; D. W. Tanner, Utica Herald-Dispatch; G. S. England, Johnstown Leader-Republican; Claude Briggs, Utica Herald-Dispatch; H. D. Feldman, Utica Press.

"CRUSADERS" TO FIGHT BOLSHEVISM HERE

New York State Circulation Managers' Association Forms Organization Planned to Be National in Scope—No Quarter to Be Given

Representatives of thirty-seven daily newspapers of the state of New York, in attendance at the convention of the circulators at Utica last week, launched an organization to be known as "The Crusaders."

The purpose of the organization is to fight the spread of Bolshevism in this country by attacking the agencies through which the dangerous propaganda is carried on.

The direct inspiration for the movement was found in an impressive address on the menace of Bolshevism to American institutions delivered to the circulators by District Attorney William Ross Lee, of Utica. Mr. Lee pointed out to the circulators the possibilities for effective work open to them through preventing the circulation, through news-stands and otherwise, of Bolshevik publications and general propaganda.

It is the purpose of The Crusaders to extend the organization to every part of the country, and to thus create an association of militant and uncompromising Americans, ready to defend Americanism and all that it means from the insidious attacks of fanatical political doctrines.

Mr. Lee was elected temporary chairman of the organization. A. E. McKinnon is vice-chairman, James McKernan of the New York World is secretary and

Fenton Dowling, of EDITOR & PUBLISHER, is assistant secretary.

In a statement to the public Mr. McKinnon says: "We have heard the repeated warning against Bolshevism from all sources, but until we heard Mr. Lee, nothing had been done in the way of active and organized effort to check the spread of this insidious propaganda that is threatening our very national life. We have launched what we hope and expect to be a nation-wide movement. This is only the beginning. We expect to bring the matter before the Associated Press and A. N. P. A. conventions. We expect to enlist the support of the big men of the state and nation, to secure as officers and committees of the permanent organization those who appreciate the impending evil and will be ready to combat it."

It is planned to secure very wide publication of the creed of The Crusaders. "Endless chain" pledges will be sent out through the medium of inserts in the papers of the state. J. M. Annenberg, of the Albany Knickerbocker-Press, will have charge of this work.

CIRCULATION NOTES

The St. Paul Dispatch and Pioneer Press are running a cooking and home-making school, where the virtues of various foods are being tested.

Newsboys who have been barred from selling their papers in trains and on the station platforms of the Interborough Rapid Transit subway in New York have combined in protest against the company's order. They declare that persons riding on subway trains late at night look for newsboys, from whom they can

purchase the first editions of the morning papers.

The I. R. T. Company says its order is to prevent annoyance to passengers.

The Jacksonville (Fla.) Times-Union has again improved its circulation facilities by issuing an early morning edition for dispatch on the Seaboard Airline train leaving Jacksonville at 1 o'clock and for delivery to all towns on that line from Jacksonville to Tallahassee before breakfast.

The New Orleans Item has organized a Circulation Builders Association among the members of its circulation force. Theatrical, baseball and other entertainment, as well as educational advantages are offered. Baseball prizes are being offered carriers for every five new subscribers obtained.

The Des Moines Register and Tribune entertained their city carriers at a dinner April 16 in reward for their faithful work and for securing an increase of five new subscribers on each city route. Speakers of the evening were Mr. Cordingley, circulation manager, and Mr. Evans, member of the local school board.

After a continuous service of twenty-five years in the Brooklyn Eagle circulation and advertising departments, Frank J. Rinisland, in charge of the cash advertising department, has left the company's employ to go to his 80-acre farm in South Westerlo, N. Y., recently purchased by him. His office associates joined in bidding him a hearty farewell and extending wishes for success in his new venture. On behalf of the office force Edwin G. Martin presented him with a carpenter's workbench and a

complete set of tools, while Herbert F. Gunnison, representing the management of the Eagle, gave him a substantial gift.

The St. Louis Republic has started a labor department under the head of "News of the St. Louis Labor World," two columns of space being devoted to the department. It is edited by Sewell M. Johnson.

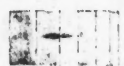
What is said to be the first aeroplane newspaper delivery service in America has been started by the Great Lakes Naval Training Station. A hydroairplane with a supply of Bulletins, the official paper of the station, makes the thirty-five-mile trip to Chicago each morning. The service was started, the Bulletin says, to "accommodate the 'gobs' who ride in from Chicago each morning and to make their ride a little more pleasant."

The Grafton (W. Va.) Leader has gotten out a one-sheet advertising poster which is being used in street windows. One dollar in advertising space is given for a week's showing. In vacant places the agent of the building gets the space. In pool rooms and other places which do not often advertise in the newspapers this exchange of advertising is hoped to awaken interest.

Took Part in Hardest Fighting

ATLANTA, April 21.—Leonard B. Rogers, a former reporter on the Constitution, has rejoined the paper's staff, after service in France and engagement in three of the biggest battles in which American troops took part—Chateau-Tierry, St. Mihiel sector and the Verdun sector. He was severely wounded.

THE GOSS PRINTING PRESS CO.



has sold the

CHICAGO DAILY TRIBUNE

a battery of

Three High Speed Octuple Presses

THE PHENOMENAL GROWTH OF THE TRIBUNE made it imperative to provide the most efficient pressroom equipment, and after thoroughly investigating the merits of every make of press easily decided in favor of the Goss.

Ask the CHICAGO TRIBUNE why they purchased GOSS presses

THE GOSS PRINTING PRESS CO.

NEW YORK

CHICAGO

LONDON

NICOLL APPOINTED BUSINESS MANAGER

Returns to N. Y. Evening Mail, on Which He Started as a Boy—Retains Ownership in Gilman-Nicoll Special Agency

The appointment of Daniel Nicoll as business manager of the New York Evening Mail has just been announced. He enters into his new duties at once, and at the same time retains his financial interest in the Gilman & Nicoll Special Agency of New York and Chicago, with which he has been associated for the



DANIEL NICOLL

past three years. His successor in charge of the Chicago office is A. G. Ruthman, who was assistant manager for the past three months.

Mr. Nicoll's appointment on the Evening Mail is a return to an "old love." He first went to work on the paper when he was thirteen years old—he is now thirty-four—and with the exception of five years has spent his whole business career with it. Besides three years in the special agency business, Mr. Nicoll was for two years with the New York Commercial as private secretary to E. P. Call when he was its publisher.

From the Commercial, Mr. Nicoll returned to the Evening Mail as circulation manager, and served in that position with highly successful results until he went into business for himself. No other changes are being made in the Evening Mail organization for the time

EVERY EVENING

WILMINGTON, DEL.

The HOME Newspaper in a city of 125,000. Advertising GAINS for the first three months of 1919 totaled 274,672 lines.

"That's Going Some!"

Bryant, Griffith & Brunson
Special Representatives
New York and Chicago

being, according to Mr. Nicoll. Paul Block continues as publisher and Henry L. Stoddard as editor. Recently the paper has had no business manager.

WANTS NAMES PUBLISHED

Canadian M. P. Wants Publicity for Newspapers as in U. S.

TORONTO, April 19.—There is a motion before Parliament calling for legislation to compel the newspapers of Canada to disclose the names of their owners. A similar motion was introduced last year by Hon. Rodolphe Lemieux, but did not carry; this year the same member is trying again. He will endeavor to effect his purpose by having the postal law amended.

Mr. Lemieux charges that before the last election many Liberal newspapers were virtually bought over to the support of the union government, and he believes that such a thing could not happen if they were compelled to publish the names of owners.

Back With War Honors

ATLANTA, April 21.—Malcolm Vaughn, former member of the Journal staff, is back from France with three gold service stripes. He was on a half-dozen fronts in the American ambulance corps attached to the French army.

Smallfield Retires

TORONTO, April 19.—W. E. Smallfield, publisher for many years of the Renfrew (Ont.) Mercury and past president of the Canadian Press Association, is retiring from active newspaper work on account of poor health. He has sold his paper to W. R. Davies, Thamesville (Ont.) Herald, who in turn has disposed of it to Ross McGuire, son of William McGuire, publisher of the Tillsonburg Liberal. Mr. Smallfield's father, the late Albert Smallfield, who founded the Mercury, was for thirteen years night editor of the New York Journal of Commerce.

Stars Contribute to Jackson Sun

Jesse C. Long, manager of the Jackson (Tenn.) Sun, issued recently a tabloid Rotary Edition of that paper which contained original contributions from such stars in the newspaper field as Dorothy Dix, Kin Hubbard, Edmund Vance Cooke, George McManus, E. W. Satterfield and W. R. Allman.

Writer-Soldiers on Tour

A party of 50 American officers and 150 enlisted men, all former newspaper men who are now serving in the American Army, is touring the various battlefields and bridgeheads as the guests of the American Expeditionary Force.

4/5

of all California English Reading Families Take the San Francisco Sunday Examiner or Los Angeles Sunday Examiner

The Proof

U. S. Census Bureau Estimated Population... 2,757,895
Non-English Reading (Foreigners, Illiterates, &c.) 551,579

Equivalent in Families..... 2,206,316
484,947 ←

Last Statements Show:

San Francisco Sunday Examiner Circulation... 257,456
Los Angeles Sunday Examiner Circulation..... 152,452

409,908 ←

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

W. H. WILSON
Western Representative
Hearst Building
Chicago

Greatest Growth in United States

Springfield, Illinois News-Record

Increases Circulation 48% during year

Ending March 31, 1919, —a larger percentage than any other of the 2561 dailies in America.

All other Springfield papers lost circulation during past 6 months

NEWS-RECORD Gained 2214
RegisterLost 2713
JournalLost 180

Steady Growth

Shown by Government Statements. Circulation nearly doubled since the News-Record was formed on Jan. 11, 1915.

| | |
|--------------------|--------|
| From Jan. 11 to | |
| Mar. 31, '15..... | 9,436 |
| 6 months ending | |
| Sept. 30, '15..... | 9,893 |
| 6 months ending | |
| Mar. 31, '16..... | 10,095 |
| 6 months ending | |
| Sept. 30, '16..... | 10,054 |
| 6 months ending | |
| Mar. 31, '17..... | 10,016 |
| 6 months ending | |
| Sept. 30, '17..... | 10,578 |
| 6 months ending | |
| Mar. 31, '18..... | 12,003 |
| 6 months ending | |
| Sept. 30, '18..... | 15,642 |
| 6 months ending | |
| Mar. 31, '19..... | 17,856 |

Springfield, Illinois News-Record

Only evening paper Covers the field

Charles H. Eddy Co.
Foreign Representatives
New York Chicago Boston

First

THE volume of advertisements offered The New York Times is greater than ever in its history. Nearly every day many columns of advertisements are unfortunately crowded out, in order that the space allotted to news may not be encroached upon.

Last Sunday, April 20, The New York Times published 517 columns of advertising—a greater volume than was ever published in a single issue by a New York newspaper. Wednesday, April 23, the New York Times published 167 columns of advertisements—the greatest volume ever printed in a week-day issue of a New York morning newspaper.

In March The New York Times published a greater volume of advertising and showed a greater gain over the corresponding month of 1918 than any other New York morning newspaper.

In three months of this year The New York Times published 3,894,970 agate lines of advertising. No other New York newspaper printed so large a volume of advertising for this period, notwithstanding that all advertisements in The New York Times are censored. Compared with the corresponding period of 1918 the gain of 788,858 agate lines represents the greatest gain of any New York newspaper.

The net paid circulation of the daily edition of The New York Times is more than 350,000, and of the Sunday edition in excess of 500,000.

The New York Times

THE A. P. LUNCHEON

(Continued from page 14)

Post: F. S. Buggle, Detroit Journal; R. E. Burns, Joplin Globe; P. E. Burton, Joplin (Mo.) News Herald; Edward H. Butler, Buffalo Evening News.

Arthur Capper, Topeka Capital; E. T. Carrington, New Haven Journal-Courier; Harry Chandler, Los Angeles Times; Roscoe S. Chapman, Rockford (Ill.) Morning Star; Charles Hopkins Clark, Hartford Courant; William H. Clark, Cortland Standard; J. L. Cleveger, Perth Amboy News; Calvin Cobb, Boise Statesman; Daniel F. Cook, Port Jervis Gazette.

Charles E. Coffin, Muncie Star; Clinton Coffin, Lancaster Examiner; John S. Cohen, Atlanta Journal; H. H. Conrad, Grand Junction News; W. J. Copeland, Elmira Star-Gazette; L. B. Costello, Lewiston Daily Sun; W. H. Cowles, Spokane Spokesman Review; R. A. Crothers, San Francisco Bulletin; Edmund E. Crowe, South Norwalk Evening Sentinel; Cyrus H. K. Curtis, Philadelphia Public Ledger.

R. Damon, Salem (Mass.) News; W. W. Davies, La Nacion; E. C. Davis, El Paso Times; Joseph A. Dear, Jersey City Journal; Henri Delmas, Agencia Havas; Mrs. Zell Hart Deming, Warren (O.) Tribune; J. J. Devine, Clarksburg Telegram; R. de Llano, Mexico El Excelsior; M. H. de Young, San Francisco Chronicle; A. W. Dodsworth, Journal of Commerce; W. H. Dow, Portland Express; O. G. Dunn, New Bern Sun Journal; T. F. Dwyer, Providence Tribune.

Hon. Augustus Edwards, Santiago Chile Mercurio; L. G. Eilichman, Fort Wayne Journal Gazette; J. S. Elliott, The Associated Press; James Elverson, Jr., Philadelphia Inquirer; J. M. Emerson, Ansonia Sentinel; Miss Anna Eustace, Dixon (Ill.) Telegraph.

John H. Fahey, Worcester Evening Post; N. P. Fell, Omaha Evening Bee; Joseph B. Flinn, Cumberland (Md.) Times; J. B. Fishburn, Roanoke World News; E. A. Fitzgerald, Vicksburg Herald; F. Flicker, Bridgeport Post; Geo. B. Fresser, Canton Repository.

W. J. Galvin, Lima Times-Democrat; Frank E. Gannett, Rochester (N. Y.) Times Union; M. Garges, The Associated Press; Joseph Garretson, Dayton News; Herbert E. Gaston, Fargo (N. D.) Courier News; E. K. Gaylord, Oklahoma City Oklahoman; E. F. Giddings, Rochester Post Express; R. K. Gilbert, Chambersburg Public Opinion; H. Giovannoli, Lexington Leader; F. P. Glass, A. N. P. A.; Louis T. Golding, St. Joseph News-Press; I. Goldman, Shreveport Times; George E. Graff, Williamsport (Pa.) Sun; Frank C. Grandin, Battle Creek Enquirer; Thomas Green, Burlington (Ia.) Gazette; James W. Green, Buffalo Morning Express; G. S. Grlawold, Batavia News; Herbert F. Gunnison, Brooklyn Daily Eagle.

Henry M. Hall, Jamestown (N. Y.) Journal; Charles N. Halsted, Lansing State Journal; Eugene Padlock, Ham, Pulaski (Va.) S-W Times; Norman B. Hamilton, Portsmouth (Va.) Star; M. F. Hanson, Philadelphia Record; James A. Hardman, North Adams Transcript; O. J. Hardy, Oshkosh Northwestern; John H. Harrington, Lowell Sun; Charles E. Hasbrook, Richmond Times-Dispatch; Charles H. Hastings, Lynn Item; Edgar L. Haynes, Wilmington (Del.) Morning News; E. G. Heath, Fourth Estate; J. N. Heiskell, Little Rock Gazette; William A. Hendrick, New Haven Times Leader; R. H. Henry, Jackson Clarion Ledger; J. K. Heslet, Butte Miner.

James H. Higgins, Boston Traveler; Isaac E. Hirsch, Pittsburg Volksblatt; J. C. Hoeking, Modesto (Cal.) Herald; R. C. Holles, Alliance (O.) Review; Julius Holz, New York Herald; W. W. Holland, Spartanburg Journal; Richard Hooker, Springfield (Mass.) Republican; J. L. Horne, Jr., Rocky Mount Telegram; H. B. Hoetter, Hanover Sun; George A. Hough, New Bedford Morning Mercury; William B. Howe, Burlington Free Press; Clark, Howell, Atlanta Constitution; F. G. Hutmress, Jr., San Antonio Express; J. F. Hurlley, Salisbury (N. C.) Post.

M. F. Ihmsen, Los Angeles Examiner; Arthur P. Irving, Glens Falls Post-Star; John Day Jackson, New Haven Register; W. H. James, Bakersfield Californian; E. B. Jeffress, Greensboro (N. C.) News; F. B. Jennings, H. S. Jewell, Springfield (Mo.) Leader; Curtis B. Johnson, Knoxville Sentinel; Col. B. M. Johnston, Houston Post; H. V. Jones, Minneapolis Journal; William V. Jones, Utica Press.

John Kaiser, Mariette (O.) Register Leader; J. A. Kantz, Kokomo Tribune; A. C. Kessinger, Rome (N. Y.) Sentinel; A. R. Kimball, Waterbury American; Fred B. King, Gloverville Herald; J. L. Kimmonth, Ashbury Park Press; Irwin Kirkwood, Kansas City Times; Bert F. Kline, Neweast Herald; William J. Kline, Amsterdam Recorder; H. H. Kniekerbocker, Middletown (N. Y.) Times-Press; Richard G. Knott, Louisville Evening Post; J. R. Knowland, Oakland Tribune; A. B. Krock, Louisville Times; Geo. C. Krogness, Minneapolis Morning Tribune.

Dietrick Lamade, Williamsport Grit; L. L. Lamborn, Marlon (O.) Tribune; F. E. Langley, Barre Times; S. Levy Lawson, Renter's; G. R. Leonard, Reporter; M. P. Linn, St. Louis Republic; W. O. Little, Zanesville Times Recorder; G. H. Long, Macon Telegraph; Jesse C. Long, Jackson (Tenn.) Sun; L. P. Loomis, Muscatine Journal; E. Lorton, Tulsa World; J. D. Lorentz, Dallas News.

V. S. McClatchy, Sacramento Bee; Samuel G. McClure, Youngstown Telegram; Robert R. McCormick, Chicago Tribune; John H. McGrath, Easton Express; A. N. McKay, Salt Lake Tribune; R. L. McKenny, Macon (Ga.) News; J. P. McKinney, Phoenix Gazette; William L. McLean, Philadelphia Bulletin; C. H. McMasters,

Galveston Tribune; Frank P. MacLennan, Topeka State Journal. Alden March, Philadelphia Press; Phillip S. Marden, Lowell Morning Courier-Citizen; C. C. Marquis, Bloomington Pantagraph; F. R. Martin, The Associated Press. G. G. Martin, Okmulgee Democrat; Harold Martin, The Associated Press; John C. Martin, Philadelphia Eve. Public Ledger; W. K. Maxwell, Akron Times; R. B. Mead, Springfield (O.) News; George T. Melvin, Annapolis Advertiser; Bradford Merrill, New York American; S. O. Metcalf, Providence Evening Bulletin; L. M. Michelsen, Clinton Herald; Albert L. Miller, Battle Creek Evening News; D. A. Miller, Allentown Morning Call; Dudley H. Miller, Reading Telegram; John L. Miller, Cedar Rapids Gazette; Kelton B. Miller, Pittsfield Berkshire Eagle.

J. W. Milligan, Bradford Era; G. F. Milton, Chattanooga News; L. H. Miner, Springfield (Ill.) State Journal; C. P. J. Mooney, Memphis Commercial-Appal; A. P. Moore, Pittsburg Leader; Daniel D. Moore, New Orleans Times-Picayune; V. C. Moore, Raleigh News and Observer; Julian D. Moran, New London Telegraph; C. A. Morden, Portland (Ore.) Oregonian; H. G. More, Binghamton Republican Herald; John A. Muehling, Manchester Leader and Evening Union; W. A. Myers, Springfield (O.) Daily Sun.

Clark Nettleton, Seattle Post-Intelligencer; Leslie G. Niblack, Guthrie Daily Leader; Frank B. Noyes, Washington Evening Star; Victor J. Obenauer, Kokomo Dispatch; Adolph S. Ochs, New York Times; G. S. Oliver, Pittsburgh Gazette Times; M. Ordricka, Mexico City El Universal; Geo. A. Osborn, Sault Ste. Marie News; W. L. Ostrom, Olean Herald; E. J. Ottaway, Port Huron Times Herald; C. M. Palmer, Saranac Lake Item; L. B. Palmer, A. N. P. A.; W. J. Pape, Waterbury Republican; John A. Park, Raleigh Times; A. H. Parks, Poughkeepsie Star.

Mrs. J. J. Parrshall, Ashtabula Star and Beacon; Grove Patterson, Toledo Blade; W. J. Pattison, Scranton Republican; B. H. Pence, Greenville (S. C.) News; W. H. Pettibone, Detroit Free Press; M. E. Pow, Editor & Publisher; Bowdre Phinley, Augusta (Ga.) Herald; Henry M. Pindell, Peoria Journal; E. B. Piper, Medford Tribune; D. B. Plum, Troy Record; J. D. Plummer, Springfield (Mass.) Evening Union; John Poppendale, Jr., Milwaukee Sentinel; H. J. Powell, Coffeyville Journal; James F. Powell, Ottumwa Daily Courier; L. C. Probert, The Associated Press.

S. E. Ragland, Memphis News-Scimitar; John R. Rathon, Providence Journal; John W. Rauch, Reading Eagle; Lansing E. Ray, St. Louis Globe Democrat; Thomas Rees, Springfield (Ill.) State Register; Albert T. Reid, Leavenworth Post; C. H. Rembold, Cincinnati Times-Star; Henry Rice, Fourth Estate; Bernard H. Ridder, New Yorker Staats-Zeitung; Victor F. Ridder, New Yorker Staats-Zeitung.

Erman J. Ridgway, New York Sun; Frank L. Rogers, Greenville Leader-Republican; Jason Rogers, New York Globe; R. B. Rompage, La Prensa, Buenos Aires; Charles A. Rook, Pittsburg Dispatch; C. C. Rosewater, Kansas City Journal; Victor Rosewater, Omaha Bee (a. m.); F. F. Rowe, Kalamazoo Gazette; L. T. Russell, Newark Morning Ledger.

Fred R. Salmon, Port Jervis Union; A. F. Sanford, Knoxville Journal; J. C. Seacrest, Lincoln Nebraska State Journal; A. F. Seasted, Kansas City Star; J. S. Seymour, New York Evening Post; Carroll Shaffer, Indianapolis Star; J. C. Shaffer, Chicago Post; Kent Shaffer, Rocky Mountain News; M. S. Sherman, Springfield (Mass.) Morn. Union; Samuel S. Sherman, Denver Times; J. B. Sherrill, Concord Tribune; C. D. Simeral, Steubenville Herald-Star; C. P. Slane, Peoria Transcript.

S. L. Slover, Norfolk Ledger-Dispatch; E. E. Smith, Meriden (Conn.) Record; Vernon L. Smith, Tulsa Democrat; A. M. Snook, Anzora Beacon News; H. G. Spaulding, Ardmore Ardmorelle; F. W. Spicer, Fourth Estate; W. P. Spurgeon, Washington (D. C.) Post; E. B. Stahlman, Nashville (Tenn.) Banner; Arthur G. Staples, Lewiston (Me.) Journal; J. M. Stephen-

son, South Bend News-Times; David J. Stern, Springfield (Ill.) News-Record; John L. Stewart, Washington (Pa.) Observer; H. L. Stoddard, New York Evening Mail; M. E. Stone, The Associated Press; J. L. Sturtevant, Wausau Recorder Herald; John Sundine, Moline Dispatch; William G. Surtlive, Savannah Press; W. D. Showalter, Editor & Publisher.

H. S. Talmadge, Newark Star Eagle; Charles H. Taylor, Jr., Boston Globe (p. m.); Harry E. Taylor, Portsmouth (O.) Times; W. E. Thomas, Roanoke (Va.) Times; A. S. Thompson, The Associated Press; Frederiek I. Thompson, Mobile Register; James M. Thompson, New Orleans Item; Frank D. Throop, Davenport Democrat and Leader; L. B. Tobin, Lincoln Star; D. E. Town, Louisville Herald.

George B. Utter, Westerly Sun; Sr. Vildasola, Valparaiso Chill Mercurio; John K. Walbridge, Saratoga Springs Saratogian; George C. Waldo, Jr., Bridgeport Post; Henry Walsler, Hazelton (Pa.) Standard Sentinel; B. E. Warren, Naahua Telegraph; John R. Watts, Boston Christian Science Monitor; A. C. Weiss, Duluth Herald; A. C. West, York Gazette Daily; Richard M. H. Wharton, Harrisburg Patriot; J. E. Wheeler, Portland (Ore.) Telegram.

F. R. White, New York World; Milo W. Whitaker, Altoona Times; H. G. Whitney, Salt Lake Deseret News; R. Williams, Paterson Call; J. C. Wilmarth, El Paso Herald; F. C. Withers, Columbia (S. C.) State; R. F. Wolfe, Columbus State Journal; Frey Woodson, Owensboro Messenger; Louis J. Wortham, Fort Worth Star-Telegram; Charlton R. Wright, Columbia (S. C.) Record; Robt. L. Wright, Haverhill (Mass.) Gazette; J. R. Yonatt, Associated Press; Lafayette Young, Jr., Des Moines Capital; J. H. Zerby, Pottsville Republican.

ACTS ON FLAG INSULT

Sphinx Club to Furnish All Facts to Department of Justice

President Ethridge of the Sphinx Club called a meeting of the executive committee April 18 to take action on the incident which occurred at last week's banquet and to establish the identity of the man who made the seditious remarks against the American flag.

The meeting was attended by E. W. Mitchell, president of the New Dominion Copper Company, who so promptly resented the insult in a manner that met with the hearty approval of members and guests. Mr. Mitchell related all the circumstances leading up to the affair.

The secretary was instructed to furnish to the Department of Justice of the United States a complete record of all the findings of the meeting, giving the name of the offending person, also the name of the member whose guest he was.

It was also resolved to bring charges against the member who invited the offending guest and to notify him to appear before the club at its next regular meeting.

Crater Now in Petersburg

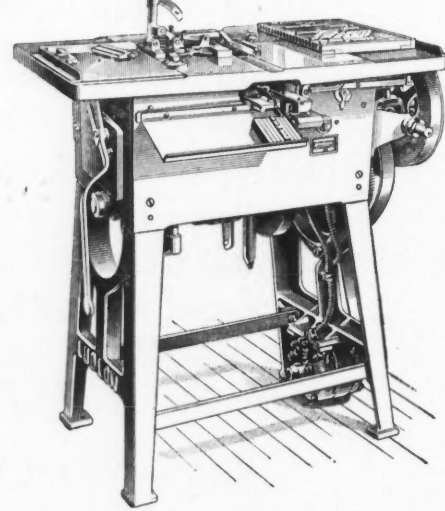
PETERSBURG, Va., April 24.—George Crater, formerly of the Greensboro (N. C.) News and the Charlotte Observer, has been made advertising manager of the Petersburg Evening Progress.

Using 237 Newspapers

An advertising campaign on the Good Housekeeping Magazine, New York, is being conducted in 237 newspapers. It is in charge of Arnold Rosenthal, 119 West 40th street, New York.

William F. Collins, for many years on the editorial staff of the Newark (N. J.) Evening News, has been made secretary of the newly organized Shipping and Marine Bureau of the American Bankers' Association, New York.

LUDLOW TYPOGRAPH



SPEED SIMPLICITY ECONOMY

Makes Other Display Type Methods Look Foolish

A side by side comparison will get this to you.

The solution of your display type worries is in the Ludlow System.

Ludlow Typograph Company

CHICAGO, ILL. 2032 Clybourn Avenue

EASTERN AGENCY 606 World Bldg., NEW YORK

Demonstration every day at 606 World Building

A NEW CIRCULATION FIELD

The Hansard Publishing Co. can place on the markets of Great Britain any American publication or proprietary article desiring an English representation. We have a staff of experts covering Land's End to John O' Groats. Write.

Hansard Publishing Co. Circulation, Publicity and Sales Experts

53-54 Chancery Lane, London, W. C. 2

who will undertake any commission.

SIGNS

For Classified Ad and Circulation Departments

NEW PROCESS SIGN

Looks Like Metal, Wears Like Metal, But Costs Less Than Metal

Send today for samples and quantity prices.

S. BLAKE WILLSDEN

Specialties for the Circulation Department 29 E. Madison St. Chicago

We Want An Ad Taker

A man who can sell space in Nebraska's largest Daily. There's a real job here for a man with experience and ideas. Write stating salary expected, age, married or single, and enclose photo.

THE OMAHA DAILY NEWS.

Mr. P. H. DEARMONT, Advertising Manager, Omaha, Neb.

ONE WINNER

Sworn circulation statements rendered by SAN FRANCISCO newspapers to the United States Government for the six months ending April 1, 1919, as compared with statements rendered October 1, 1918, show:

San Francisco Chronicle

| | |
|---------------------------|------------|
| April 1, 1919 | 101,971 |
| October 1, 1918 | 93,444 |
| Chronicle | 8,527 Gain |

THREE LOSERS

EXAMINER

| | |
|---------------------------|------------|
| April 1, 1919 | 137,611 |
| October 1, 1918 | 144,193 |
| Examiner | 6,582 Loss |

BULLETIN

| | |
|---------------------------|-------------|
| April 1, 1919 | 86,791 |
| October 1, 1918 | 98,515 |
| Bulletin | 11,724 Loss |

CALL-POST

| | |
|---------------------------|------------|
| April 1, 1919 | 95,595 |
| October 1, 1918 | 103,284 |
| Call-Post | 7,689 Loss |

For the month of March The Chronicle gained in advertising approximately—
 —100% more than the only other morning San Francisco paper in local display,
 foreign display and total display—
 —69% more than any San Francisco evening paper in total display.

The San Francisco Chronicle

IS 100% AMERICAN

Member Audit Bureau of Circulations

NEW YORK OFFICE:
 Brunswick Building,
 225 Fifth Avenue.

CHICAGO OFFICE:
 Harris Trust Building,
 111 West Monroe Street.

Representatives

Williams, Lawrence & Cresmer Co.

BUYING AEROPLANES FOR CIRCULATING

Texas Newspaper Believed to Be First to Actually Undertake Such a Venture
—Idea Is to Carry Parcels and Mail Also

EL PASO, Tex., April 23.—The Herald is advertising for bids on aeroplanes for two newspaper and passenger routes out of this city. The climate here is ideal for air flying. The snow is very light in the winter and there is very little rainfall during the summer.

The proposed routes will not only carry the Herald's to southwestern towns, but passengers and parcels, and, no doubt, mail will also be carried. It is expected that these aeroplane routes will be of great benefit in this country, as the distances are long and the train service in most parts is not as good as one would find in the northern and eastern states.

The aeroplanes will be on the order of the Pusher type, bombing machines, with twelve-cylinder Liberty Motors, or something equally as good, which will carry three passengers and about 700 pounds of mail.

If the Herald is successful in establishing an aeroplane newspaper route, this great southwestern newspaper will undoubtedly be the first in the field with air service. This newspaper already has the reputation of having started the first automobile farm and ranch house delivery service in the United States.

The first El Paso Herald auto route was established over ten years ago and it has met with wonderful success from the start. Several auto routes are now in operation and nearly 400 miles are covered daily.

NEWMYER REWARDED

He Is Made Associate Publisher of New Orleans Item

NEW ORLEANS, April 18.—Arthur G. Newmyer, who for the past eight years has been identified with the Item as busi-



ARTHUR G. NEWMYER.

ness manager, will hereafter hold the post of associate publisher of the paper.

Since Mr. Newmyer's connection with the Item it has more than doubled its net paid daily circulation; more than tripled its Sunday circulation, and its advertising revenue has been practically quadrupled.

Carl Acton, assistant Chicago manager for Printers', has resigned to become sales manager for the Hop Service, Inc., Chicago.

IRELAND—

And the newspaper
that dominates that
country—

Ireland—the oldest "small nationality," the best known, best advertised country of its size in the wide, big world—has now taken her place among the really and substantially prosperous communities of our time.

Ireland's trading account in 1915 almost reached **ONE THOUSAND MILLION DOLLARS**. To-day, at the end of the war, her estimated business is at the rate of from \$1,200,000,000 to \$1,500,000,000. And everything points to bigger and better business in the future.

Lord Northcliffe said of Ireland that it is "one of the finest undeveloped business propositions in the world." He ought to know—he was born and reared inside her shores. Development all along the line is the keynote in Ireland right now.

There are other countries in the world where one newspaper out-distances any single competitor in the race for popular favor. But it can be truthfully said without fear of contradiction that **ONE** single Irish owned, Irish edited, daily morning newspaper absolutely dominates the whole newspaper situation in Ireland. One newspaper alone can be said to stand for and speak for the age-old, ever young and virile Irish nation.

That newspaper is the **Irish Independent**. The net daily paid for sales, certified by a leading firm of accountants, Messrs. Craig, Gardner and Co., and periodically published, exceed the net sales of all the other morning daily papers published in Ireland added together.

The **Irish Independent** is read by all sections of the community. It is the favorite advertising medium of British, Irish, and many European and American advertisers.

Ask any of the American Editors who honored our shores with a visit during the war what they thought of the **Irish Independent**.

A Chicago newspaperman recently said, after visiting Ireland, "If you want to tell the whole of Ireland anything, put it into the **Irish Independent**."

Enquiries as to rates, etc., gladly answered by return by Advertisement Manager, T. A. Grehan, "Irish Independent," Carlisle Building, Dublin. London Office: 68 Fleet St., E. C.

Practical Co-operation

Publishers:--

The most practical way in which you can co-operate with the Advertising Agencies of New York in the checking of Advertising is to **INSURE safe DELIVERY** of your checking copies by S & M Insured Agency Delivery Service.

All Advertising Agencies strongly advocate this service—The New York Newspapers have used it for the past five years

Learn the facts about S & M Service. You will then appreciate why other publishers prefer the many benefits of our service to the inefficient service of Second Class Mail.

May we explain in detail?

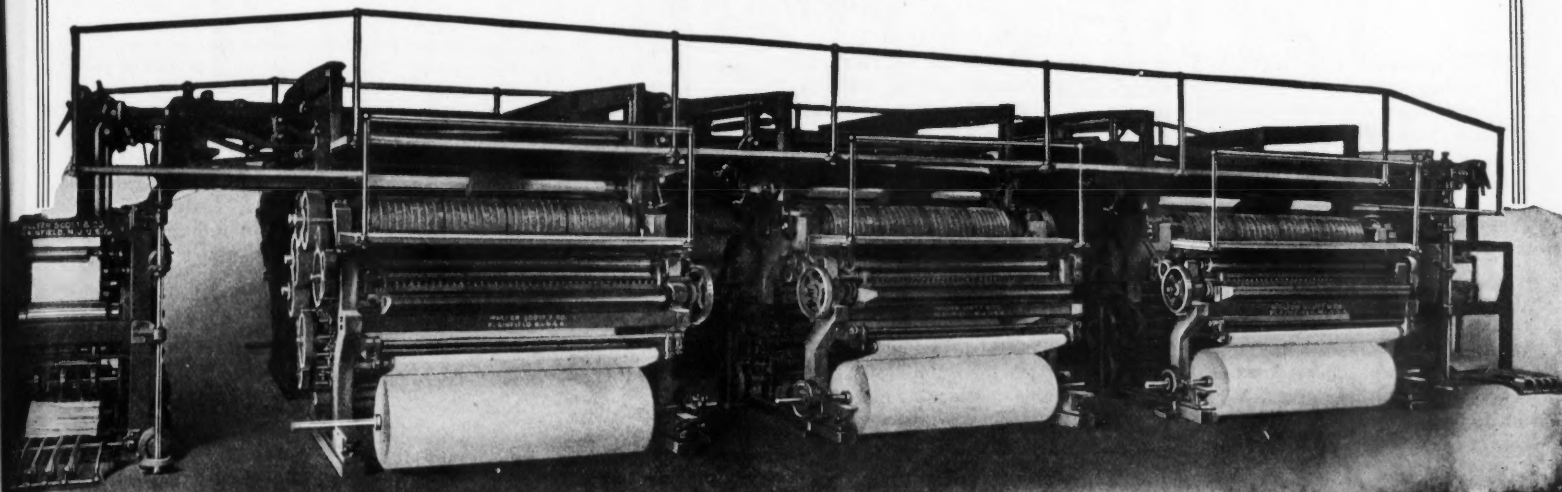
Co-operative
Services of  Schworm &
Mandel Inc
450 Fourth Ave. N.Y. 7205-7206 Mad.Sq.

ENTIRE CONVENTION
WEEK
Special Exhibit Corridor

Our Pamphlet "Reasons Why"
may be secured at Editor &
Publisher, Room 116

Scott "Multi-Unit" Double-Sextuple Combination Triple-Quadruple Press with Six Units, Four Folders and Three Drives—Class V. V. V. M. D..

Running Every Afternoon at Newark, New Jersey, News
20 Minutes from Broadway.



Progressive Publishers Who Have Installed Scott "Multi-Unit" Newspaper Presses

are indeed fortunate these days when so many demands are made upon them requiring running off additional pages and papers. This press not only meets all the requirements of to-day but allows for expansion to meet future conditions as they arise.

It Is The Only Newspaper Press Built

that will last a lifetime and which will never fail you. Each Unit and Folder is independently driven and combinations to meet all conditions are made without any idle units.

Publishers In New York

and throughout the country and in lands across the seas have endorsed this press by ordering them in large numbers, and duplicate orders are coming in daily. Our factory has been enlarged to meet the demand for this press but we would suggest that you place your order in the near future to obtain early delivery.

When You Visit New York

you and your associates are cordially invited to make your headquarters at our office, 1457 Broadway, at 42nd Street, and our representatives are at your service at all times.

WALTER SCOTT & CO.

MAIN OFFICE AND FACTORY: PLAINFIELD, NEW JERSEY, U.S.A.

New York Office: 1457 Broadway, at 42nd Street.

Chicago Office: Monadnock Block

GOVERNMENT'S SCIENTISTS WORK ON PUBLISHERS' PROBLEMS

Experiments at Bureau of Standards Have to Do With Improvements in Manufacture of Paper, Inks and Paste —
Data Available to All

[BY A SPECIAL CORRESPONDENT.]

WASHINGTON, April 22.

THE newspapers are going to draw some dividends from the millions of dollars that Uncle Sam is investing in that greatest seat of research and experiment, the National Bureau of Standards. New varieties of paper, improvements in electroplating, advances in ink making, the betterment of paste and the evolution of new cameras for long-range photography are a few of the boons that have lately been conferred or are about to be conferred from this source, free of charge, upon newspaper interests at large.

Casual observers may have assumed that, for the newspaper industry, even for the mechanical end of it, there could be little of practical benefit in the activities at this, the technical and scientific headquarters of the Government. No greater mistake could be made. To be sure, the Government specialists have not yet taken up as such the problems of press room and mailing room but indirectly they are attacking many of the most baffling perplexities of modern newspaper making. Contact with the newspaper industry will henceforth be all the closer as the Bureau of Standards develops its industrial functions by the special industrial laboratories that have been provided, thanks to war needs.

Uncle Sam Buys Only Test-Proof Wares

If newspaper interests will but realize it, the Bureau of Standards (a most inadequate name, by the way) does not rely solely upon original research work for the friendly tips that it is in a position to pass to printers and publishers. Before it is an experimental laboratory—in the ratio of its responsibilities—the Bureau is a testing station for the analysis and try-out of every class of merchandise that the Government buys

for use in any of its departments or bureaus. Now it goes without saying that Uncle Sam is himself a sizable publisher. In that capacity he buys everything that the publisher in the commercial field requires to outfit his plant. There is the difference, however, that Uncle Sam, as a rule, buys only after the proffered wares or the competitive articles have been rigorously tested at the Standards Bureau. The

results of such tests are not always published, but an interested newspaper executive can usually obtain data as to the Government's findings, upon personal application.

War outfitting has been the means of marshaling at this storehouse of technical knowledge a vast amount of up-to-date information that this newspaper publisher or that might find handy. Are you, for example, considering the advisability of outfitting your carrier boys with bags calculated to get newspapers to subscribers in good condition regardless of weather? If so, maybe you would get some pointers from the war-time probe into the qualities and capabilities of cotton duck. Or, to take an extreme case of newspaper need, is it in your mind to add to the adjuncts of the publishing house a searchlight for use in bulletining election results or other news events? If so, the Bureau of Standards can tell you, out of its war-won knowledge, all about the intensity and distribution of light, obtained via the different types of searchlights, reflectors and carbons.

Vast Information Marshaled

The electrotyping and electroplating investigations at the Bureau of Standards which promise improvements of a kind likely to benefit the newspapers are, in their larger and newer aspects, by-products of the war. To be sure, the clearing house at Washington for technical information had tackled some of these problems prior to the war and it was largely as a result of the work conducted by the Bureau upon the use of American ozokerite that there was placed upon the market a new molding wax which at first appeared to be satis-

factory for electrotyping, but which it has later been revealed may require the introduction of some better substitute for Austrian ozokerite. However, it was the new demands of the war in connection with the use of electroplating as a protection against corrosion in the case of guns, etc., that broadened the whole scope of an investigation that must ultimately redound to the benefit of publishers and advertisers. Now that the war chores have been completed it is hinted that there may be concentration on the electrotyping problems, possibly with a view to the discovery of a cheaper medium that can be used to replace ozokerite.

To Solve Electrotyping Problems

Mailing room executives in the newspaper offices may not derive any immediate benefit from the war-time study of paste made at the Bureau of Standards for the reason that this was inspired largely by the prospect that it might be necessary to conserve wheat flour indefinitely and that it was up to science to ascertain how satisfactorily industry could get along with paste made from potatoes, potato flour, corn flour, starch, etc. And, as a matter of fact, means were developed for making satisfactory paste without the use of wheat flour. The larger significance of this work is, however, that having dipped into the subject thus far, the experts at the Bureau ought to be able to shed some light upon the individual problems that may be perplexing any user of paste. The same applies to mucilage, that indispensable adjunct of every newspaper office. Means have been found to adapt mucilage to variations of climate and temperature changes.

(Continued on page 38)

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

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

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

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

Representative sent anywhere upon request.

JOHN B. GALLAGHER COMPANY

HOME OFFICE, NINTH FLOOR,

DEXTER BUILDING, BOSTON, MASS.



THE HOUSTON POST

Announces

In Addition to Their Regular
Sunday Issue

A NEW ROTOGRAVURE SECTION

The initial number of which will
appear at a very early date

ALL ADVERTISING SPACE

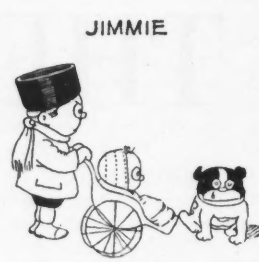
for this new Houston Post feature
has been contracted for to and
including June 29th

REPRESENTATIVES

BENJAMIN AND KENTNOR CO.

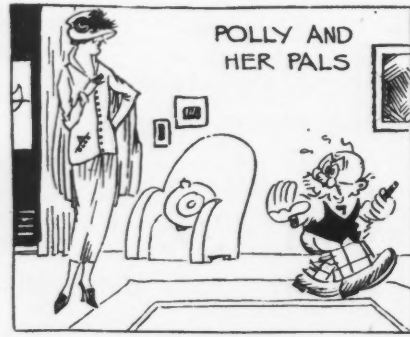
Brunswick Bldg.
New York

Mallers Bldg.
Chicago



All the Stars

The Greatest Characters of the



A glance at the comic characters bordering this double page will convince you that here is something more than an advertisement.

These little sketches constitute a vivid and complete pictorial history of the best newspaper comic art in America.

Here are the comics which for more than a decade have made millions laugh, in every city, town and hamlet in the United States.

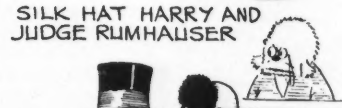
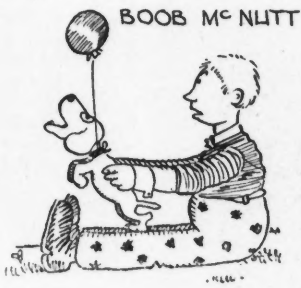
Here are the features which have helped build the great newspaper circulations of yesterday and today, and on which will be built the greater circulations of tomorrow. Here are the artists whose names are household words from coast to coast:

These famous names establish the fact—now thoroughly familiar to the publishers of America—that King Features Syndicate, Inc., is the one source from which come the great standard Sunday comics.

George McManus, Cliff Sterrett, Opper, C. M. Payne, Swinnerton, Goldberg, A. C. Fera, Walter Hoban, Wellington, Outcault, Knerr, "Tad," Jean Knott, Herriman

KING FEATURES SYNDICATE

M. KOENIGSBERG, President



All the Time of the Greatest Comic Artists

In these artists, King Features Syndicate, Inc., presents the all-star line-up of today, just as the syndicates, International Feature Service, Inc., and Newspaper Feature Service, Inc., for which we are the exclusive selling agents, have presented the all-star line-ups of the past.

Scarcely a month passes in which some "marvellous" new colored comic is not announced, usually from the pen of an artist of whom you have never heard. They run their brief day and are gone.

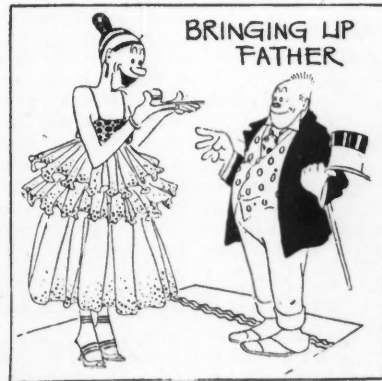
Newspapers experimenting from time to time with untried pages have contributed millions in dollars and space, and in doing so have demonstrated over and over again that the only sure and safe winners are the great standard pages, or new pages drawn by the famous artists whose names have withstood the test of time.

Buy the comics that have the fame, the punch and the HABIT-FORMING quality which GET and HOLD big CIRCULATION.

Write or wire us now for reservation and terms on the all-star comic pages of today.

RE SYNDICATE, Inc.

241 West 58th Street, New York City



LLOYD-GEORGE DARES THE WRATH OF THE OLD "THUNDERER"

Attack on Lord Northcliffe and His Powerful Newspapers May Have Far-Reaching Effect in British Politics—Battle Royal Impends.

By W. E. CARSON,

AUTHOR "NORTHCLIFFE, BRITAIN'S MAN OF POWER."

SINCE the London Times was founded 134 years ago it has received many compliments and some occasional criticism, but even its enemies have had to admit its power. Away back in civil war times, Abraham Lincoln once declared the "Thunderer" to be "the most powerful thing in the world excepting the Mississippi."

Charles Dickens, Thackeray and a number of other great writers have made the Times the subject of eulogy. In a speech in Parliament, Bulwer Lytton said: "If I desired to leave to remote posterity some memorial of existing British civilization, I would prefer not our docks, nor our railways, nor our public buildings, not even the palace in which we hold our sittings—I would prefer a file of the Times."

Twelve Years Under Northcliffe Ownership

Today the venerable daily is stronger and more prosperous than ever, its circulation and advertising having increased amazingly since it passed into the possession of Lord Northcliffe about twelve years ago.

It may be added that although the Daily Mail, the Evening News and other Northcliffe newspapers are occasionally tinged with yellow, the great publisher has been too astute to change the tone of the Times. On the contrary, while he has modernized its appearance and put new life into it, he has maintained its dignity and integrity, its authority and power. From the start he has maintained its conservative policy.

Influence Greater Than Ever

Even Lord Northcliffe's opponents in the newspaper field admit that under his ownership the famous newspaper has not only gained more influence than it possessed in former years, but it is much better managed. With increased energy and resources a remarkable improvement in technique of production and presentation has been effected and with it is combined a wide knowledge of political events at home and abroad, unwavering independence and measured sanity.

Today the foreign service of the Times is unrivalled, its special articles on political and social happenings in all countries are unsurpassed, while its impartiality in throwing open its correspondence columns to arguments on all sides of public questions, makes the paper a national forum. As an illustration of the power of the press the Times still remains unequalled. It speaks for England as no other paper speaks.

Has Same Prestige as of Old

Under the direction of Lord Northcliffe the Times still maintains its precedence in the British newspaper world, and although not an official organ, its representatives are supposed to have the entrée in all departments of the government and to receive the first news of any important political event. It is, moreover, still recognized as the most suitable medium for official announcements.

Bearing these facts in mind, peculiar interest is attached to the recent speech of Lloyd George in the House of Commons, in which the Prime Minister made a bitter attack on Lord Northcliffe, accusing him of employing yellow journal methods, and insinuating that the columns of the Times had been tinged with a deep shade of monochrome.

After asserting that the Northcliffe press had misrepresented the facts re-

garding the proposed terms of peace, Lloyd George said:

"There is still a belief in France that the Times is a serious organ. They do not know that it is a three-penny edition of the Daily Mail. And on the continent of Europe they really have the idea that it is semi-official, which shows how long traditions take to die out.

Multiple Ownership of Newspapers

"I want them to know that I am saying this in the interests of good will. It is my only object in taking notice of the kind of trash with which these papers have been filled for the last weeks."

Lord Northcliffe's friends are not worried over this attack, but the great journalist is said to strongly resent it. It is argued, however, that one of the strongest evidences of the power still possessed by the Times is the fact that the Prime Minister left the Peace Conference and returned to London in order to make a speech that would offset the statements made by the great daily.

In English newspaper circles it is well known that from the time Lord Northcliffe acquired possession of the Times he has kept its editorial and business management entirely apart from that of his other papers. The editorial staff of the Times has no connection with the Daily Mail or any other Northcliffe journal. Therefore, Lloyd George's description of the Times is obviously inaccurate.

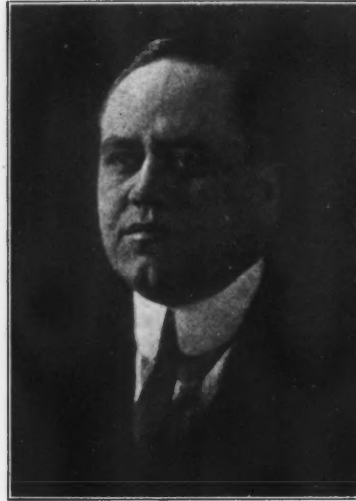
Threatens Parliamentary Action

On the other hand, Lloyd George's supporters insist that unless Northcliffe subsides and remains quiet legislation may be introduced in Parliament with a view to prohibiting the multiple ownership of newspapers, and thus reducing the influence-making power of the press when controlled by one man.

Those who are well informed regarding the British political situation are convinced that the feud now existing between the newspaper owner and politician will eventually result in a victory for Lord Northcliffe. It is realized that in recent times Lloyd George has lost much of his former hold on the Labor Party, with which Northcliffe has allied himself to a great extent. It is quite possible that in the next general election the Prime Minister will fail to get a majority.

Meanwhile the Times shows no signs of having suffered from the Prime Minister's attack. At the present time its owner is taking a well-earned rest in the south of France. When he returns to the fray, with renewed energy, it is predicted that the outcome will not be altogether pleasant for Lloyd George.

IN THE GAME FOR LIFE
THOUGH HE CAN'T
BE A CARTOONIST



BRET H. HAWKINS.

AS a cartoonist the president of the Indiana City Editor's Association is a perfectly good city editor, and he works on the Newcastle Daily Courier.

Bret H. Hawkins had an early ambition to draw pictures. He studied art at the Chicago Art Institute and the Herron Art Institute in Indianapolis while he was pursuing his course at the Indiana University, and became possessed of the idea that he was competent to fill any cartooning job in the country. The trouble was he couldn't get the right people to agree with him. That's why he's city-editing to-day.

Mr. Hawkins got the smell of printers' ink into his nostrils early. He began by folding papers in the office of a small-town weekly when he was so little that he had to stand on a box to reach the table. Later he helped to set type and run the sheet off on a hand press. It was natural, therefore, that when he found editors disagreeing with him.

About eight years ago he got a job, or accepted a position, whichever sounds best, as cub reporter on the Courier. Three years later he went to Battle Creek, Mich., as news editor of the Daily Journal, but after three months, returned to the Hoosier State as telegraph editor and court reporter. Pretty soon, however, there was a change in the management of the Courier, and he went back to his first love. Then, when George A. Elliott, editor of the Courier, was elected Mayor of Newcastle, Mr. Hawkins' name went on the masthead. Now he declares himself in the game for life.

The Leading Evening
Home Newspaper in
the Great Jewish field.

The Day
THE WARHEIT

The Jewish field in New York is rich in buying power and responsive to advertising of any good product at whatever price.

With a home circulation of

104,986

the Day reaches the most intelligent and responsive buying elements in this country.

The Day maintains a completely equipped

ADVERTISERS SERVICE DEPARTMENT

to cooperate with advertisers in preparation of copy, supplying dealer information, furnishing trade lists and making special trade investigations.

Quality Home Circulation

The Day
THE WARHEIT
דער טאג
די נאציאנאלע דאילי

183 East Broadway, New York

The National Jewish Daily



Yes Sir—

RIGHT AT YOUR DOOR

is an undeveloped foreign market of 13,000,000 people. They were born abroad, and they have retained the foreign habits of industry and thrift.

Counting those of foreign parentage, there are 30 million such people *right here*.

They want to be Americans and are willing to spend money to dress and eat and live and act like Americans.

They have been earning high wages; they have saved money. They invested about 1200 million dollars in the 3rd and 4th Liberty Loans. *Yes, Sir, they can buy.*

Some producer of standard goods is going to reach these people first with advertising and capture their trade. He will find it immensely profitable.

The foreigner reads the papers in his own language. About 6 million of the foreigners do not read English.

THE AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS, Inc.

(under entirely new management and ownership)

offers this market for your products.

We know this field, we can tell you *where* and *how* to advertise, and we prepare copy, translations and illustrations that appeal to the readers of each group of racial papers.

Write for our racial market analysis and rates.

Tell them about your product

"IN THE LANGUAGE THEY UNDERSTAND"

American Association of Foreign Language Newspapers, Inc.

WOOLWORTH BUILDING,

NEW YORK

Chicago Office: Peoples Gas Building

American Advertising To Make Americans

WHY are there 1146 foreign language newspapers, (other than German,) in America?

- 1.—6,000,000 foreign born in America do not speak English.
- 2.—America has encouraged colonies and ghettos and racial groups by leaving immigrants to themselves.
- 3.—The love of a mother country with its traditions and customs and history is strong even when men are far away from their native land.

THE SUPPRESSION of the foreign language press would leave many millions of our population without newspapers—a form of repression which some people label "Prussianism."

THE USE of this press for America gives many millions of people participation in American life and makes it the interpreter of American ideals and institutions to races whose sons fought beside Americans to win this war.

To Americanize the foreign language press and its readers is the opportunity of the American business man.

American advertising makes Americans, through inducing the immigrant to eat American foods, wear American clothes and use American standard products.

American advertising makes American homes, by giving foreign born mothers American products—for household use; helps them raise their children; helps them keep their homes by American standards.

American advertising keeps men in America by giving them job stakes and home stakes and progress stakes in the new country.

The Inter-racial Council has on its program the encouragement of the foreign born to learn English and to carry Americanism into every industrial plant in America, but the greatest of its efforts will be helping American advertisers to use this press for American progress and unity, through the use of American goods by the foreign born.

We think this deserves the support of every right thinking American and we invite your suggestions and discussion of our plans.

THE INTER-RACIAL COUNCIL

120 BROADWAY,
NEW YORK CITY



“The Solid South”

ONE war made the South solid politically.

A greater war has made the South solid commercially.

It happened quite naturally.

The South's climate brought troops from every state to Southern camps. The South not long ago was entertaining 600,000 soldiers at a time—not one state but the whole South.

In entertaining these soldiers, the South has learned more about buying and selling than a century of peace could teach.

In supplying the individual

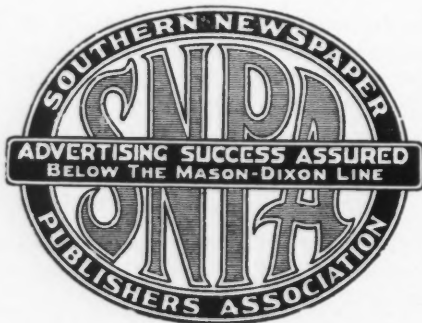
soldiers, the South has learned individual buying and selling.

From the War Department itself, with its bulk requisitions, she has learned production on a large scale. Tremendous crops make production easy for the South. Wealth has poured into her markets.

The South is independent today. She has forgotten the time when she could not have what she wanted. And her demands are greater than ever.

The South prospers. The South is optimistic.

And the South wants to buy things.



The Associated Advertising Clubs of the World Hold Their Next Convention in the South at New Orleans

ALABAMA

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

ARKANSAS

Little Rock Arkansas Gazette

FLORIDA

Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post

FLORIDA—Continued

Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent

Tampa Daily Times

GEORGIA

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian & Sunday American

Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald

Advertising Success Assured Below

—an old phrase with a new meaning

THE South is going to have whatever is good. It is her nature to live luxuriously. She will not be denied.

The South is solid with that economic substantiality which endures.

She has resources; she has agriculture; she has live stock; she has mineral stores. In the western South are vast quantities of oil.

She has the wealth to exploit these resources.

Great arteries—the Atlantic Seaboard and the Mississippi Valley—afford her unequalled facilities

of communication with the markets of the North.

Notice any Southern City—Atlanta, Birmingham, Dallas, Memphis, New Orleans. They are meccas for the products of the Nation. Everything that is sold goes to them. Their warehouses are built for vast stores of merchandise. For the South has learned to live “big.”

If ever a market offered an opportunity—it is the South of today and of tomorrow.

These newspapers reach the rich, responsive people in the prosperous South.

GEORGIA—Continued

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

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal & Times

Louisville Herald

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI

Meridian Star

NORTH CAROLINA

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

SOUTH CAROLINA

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

TENNESSEE

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

TENNESSEE—Continued

Nashville Tennessean-American

TEXAS

Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA

Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

Below the Mason and Dixon Line

SCIENTISTS ARE AT WORK FOR PUBLISHERS

(Continued from Page 30.)

After all, however, probably the greatest single service that the Bureau of Standards is performing for the newspaper business, and indeed for the whole publishing industry is embraced by its varied and extensive work on behalf of paper betterment. With each of the big paper manufacturing companies maintaining its own laboratory it may appear, at first blush, rather presumptuous to say that there is anything left for Uncle Sam to do in this quarter. For the matter of that, the Bureau of Standards has no monopoly, either, of Federal effort in this direction, the U. S. Forest Service having its own corps of experts engaged upon kindred problems. However, with a full-fledged experimental paper making plant to back up its laboratory discoveries with practical demonstrations in manufacture, it is obvious that the Standards Bureau is equipped to blaze new trails, be the goal a cheapening of process, an improvement of the finished product or the drafting of promising new raw materials.

Ideas on Supplements

Just now when newspapers in ever-increasing numbers are turning to the use of photogravure and art supplements in color requiring, for the best results, the use of coated paper there is bound to be a growing interest in the investigations and experiments at the Bureau of Standards dealing with the use of buttermilk casein as a paper-sizing material. In days gone by almost all paper makers have been wont to show strong preference for the French caseins, due perhaps to the supposition that it was impossible to obtain a domestic product of uniform quality. The Bureau will attempt to overcome this prejudice by improvement of the quality and uniformity of the domestic product. At the same time, an investigation is being carried forward to ascertain whether imported clays, which have heretofore been largely used, have any superiority over domestic clays as a coating material for paper—the coating that is bound to the paper base by the casein or adhesive above referred to. It goes without saying that if the ultimate outcome of these investigations is to cheapen the cost of coated paper the exploration work will prove a boon to newspaper makers who use or who may have in prospect the use of coated papers.

Make Paper Salvage More Profitable

Aside from this creative or at least constructive work, the Bureau of Standards represents probably the most potent force now at work in the United States in behalf of better and more universally applied methods of paper testing—testing that will accurately determine the adaptability of a given grade of paper for the specific purpose to which it is to be put. As has been said, the Bureau of Standards comes into possession of much of its information through conducting tests of material submitted for Government purchase. Last year for example, the Standards Bureau tested for the Government Printing Office and for the various Government Departments a total of considerably more than 5,000 samples of paper—nearly twice as many as had been thus scrutinized in any previous year. It had come about that owing to the war-time need for conservation news-print was used for a great number of Government publications that had previously used more expensive grades of paper and the result of this shift in paper policy was

that the Standards Bureau was brought closer to the whole news-print proposition than it had ever been before.

For the newspaper owner who can convince himself that the present prices of paper are not wholly attributable to war-time disturbances of conditions that will in time be alleviated and permit a return to the pre-war normal, there must be interest in the Bureau of Standards study of waste paper recovery methods. We have had during the past few years a number of spasmodic moves for paper conservation including spurts in the systematic salvage of waste paper, particularly old newspapers, but these schemes have each and all been so quickly dropped when the pressing need had passed as to convey to the public the idea that paper salvage is not worth while except under the most acute conditions or is at best a game not worth the candle. Now the Bureau of Standards has set out to ascertain whether there is not some means to reduce the large proportion of salvaged paper that is now lost in the recovery process. If this can be done it is probable that the outcome will be to stimulate the collection of old papers as a regular industry.

National Bureau of Standards

At the present time over 25 per cent of all paper manufactured is collected for remanufacture, but it is held that, in line with the spirit of the age (as exemplified by the establishment within the government of a bureau to promote salvage and recovery) this percentage might well be increased.

Incident to the varied work which entitles the National Bureau of Standards to rank as a sort of general adviser to the publishing industry several new inventions have been perfected which it would seem must prove of more or less value. For example, Mr. Nutting, one of the Bureau experts, has invented a colorimeter for reproducing and measuring color. This instrument will analyze the color components of a given tint or shade and also indicate the mixture of pure white necessary to bring the dominant hue to the color required.

Only recently, in compliance with a demand for a military purpose the Bureau experts devised a process for manufacturing from manila stock the strongest paper ever devised. It is not yet available commercially but when it is it may solve some of the worries of newspaper circulation managers whose bundles break open when thrown from trains because the wrappers will not stand the strain.

New Alloys Developed

Builders of high speed newspaper presses and other printing machinery required to stand severe strains may find use, sooner or later for some of the wonderful new alloys developed at the Bureau of Standards, primarily for war purposes and which surpass in strength anything heretofore produced. A column of this journal might be devoted to the work of the Bureau in nurturing an American industry for the production of photographic lenses and if the day comes when the art department of the enterprising newspaper has its own airplane, the newspaper will have need of the new airplane camera which has been invented at this institution—a film camera with a lens of 37-inch focus and with a capacity for 75 to 100 pictures at one loading.

Major George Wythe, formerly a member of the staff of the Dallas Morning News, has been assigned to the general staff duty as historian of the American Expeditionary Forces at General Pershing's headquarters in France.

THE GREATEST NEWSPAPER ECONOMY OF THE PRESENT CENTURY

THE WOOD DRY MAT

No longer an experiment.

Used by 150 Daily Papers
exclusively.

New users average three per
week.

A godsend to Publishers
changing from a flat-bed to
a stereotype press.

Saves time, labor, operating
expense, space and *two per cent*
of print paper bill.

Improves letterpress and half
tone printing.

Ask any user about it, then
ask us about the inexpensive
equipment required.

WOOD FLONG CORPORATION

25 MADISON AVENUE
TELEPHONE: MADISON SQUARE 3182

A New Record In Sunday Comics

THE McCLURE NEWSPAPER SYNDICATE

Has added during March and April three new pages to their Sunday comics

Betty by C. A. Voight

The Clancy Kids by Percy L. Crosby

Uncle Wiggily's Adventures by Howard R. Garis

Still retaining the old and long established favorites

Hairbreadth Harry by C. W. Kahles

Tom Sawyer and Huckleberry Finn

by C. V. Dwiggin

WITH THE RESULT:—

Over twenty new papers have during the last three months contracted to take from one to four pages of the McClure Newspaper Syndicate Comics; among these papers are:

BOSTON POST

PHILADELPHIA PRESS

PITTSBURGH DISPATCH

ST. LOUIS STAR

LOUISVILLE COURIER JOURNAL

MILWAUKEE JOURNAL

BUFFALO ENQUIRER

DES MOINES CAPITAL

OMAHA NEWS

NEW HAVEN REGISTER

Investigate for yourself these new comics by sending for four-color, two-color and black samples. Supplied also in full color, ready print supplements.

THE McCLURE NEWSPAPER SYNDICATE

373 Fourth Avenue, New York

SAYS VICTORY LOAN MUST APPEAL TO HUMAN SELFISHNESS

Psychological Expert Lough Tells Editors and Advertisers Public Mind Has Reacted From Altruism—Must Show That Long Taxation May Be Avoided

EDITOR'S NOTE—At the suggestion of EDITOR & PUBLISHER Professor James E. Lough, expert psychologist, has prepared the following statement in which he scientifically analyzes the public mind in relation to the Victory-Liberty Loan bond issue. We asked Prof. Lough: "How does the average man react from an appeal for funds for a war that has been fought and won, and just how should advertising writers and editors approach the subject of the bond sale most successfully to meet existing psychological conditions?" His answer is published for the general guidance of EDITOR & PUBLISHER readers.

BY DR. JAMES E. LOUGH,

PROFESSOR OF PSYCHOLOGY, NEW YORK UNIVERSITY.

DURING the campaigns for the First, Second, Third and Fourth Liberty Loans, America was either preparing to participate aggressively in the great war, or she was actually fighting in considerable force. The public mind was readily open to Liberty Loan suggestion. The sons, fathers and husbands of our citizens were in danger of their lives. It was a very poor soul who would be unwilling to sustain them by every human means.

Average Man Wants to Repair Private Fortunes

The end of the war finds a large number of troops in France who must be brought home, and it finds many bills to be paid, unavoidable expenses connected with our victory. But there is in a certain portion of the public mind a selfish disposition. The public has been thinking in altruistic terms but now there is a return to normal conditions and a certain part of the public is voicing to itself thoughts such as these:

"The war is over and won. I have my own private fortunes to repair. I must use capital for this necessity and that. Why should I continue to lend money to the government?"

I believe that during the campaign to come this disposition must be met and vanquished. I believe that the matter should be presented to those who think in terms of self something after this manner:

Buy Bonds or Pay Taxes

"If the expenses of the war are not paid from the proceeds of the Victory Liberty Loan they will have to be met through very heavy and very immediate taxation. Such a burden of taxation would cripple this country's business during the reconstruction period very much. It would defer for a long time a return to the ordinary prosperous conditions of peace.

"Now in the end the expenses of the war will be met by taxation. The Liberty Bond issues must be taken up by the government from its own revenues and its only source of revenues after the Liberty Loans are over are taxes. The holders of Liberty Bonds and notes will be paid in the long run from the taxes. Buy by lending money to the government at the present time, the government is enabled to settle the bills and at the same time defer the taxing. The bonds and notes will be met by the proceeds of taxes over a long period and thus the burden will be lifted from the people and applied so gradually that business

and a return to normal conditions will not be hampered.

"In other words, the situation of the country as a whole may be illustrated by the position of an individual debtor who owes a large sum. If his creditors insist upon immediate payment his entire resources will be taxed but if the payment is spread over a period of years he is better able to bear it."

The mind of those individuals who ask "why should I lend my money to the government?" is set upon selfish things. They are thinking of and planning for their own individual prosperity. Therefore, the appeal to them is one of self preservation. They can be made to see very readily that if the Victory Loan should fail they themselves and the business of the country generally would be swamped by taxes for a considerable period. Their prosperity and that of their associates, as well as that of the country in general, depends upon the popular success of the Victory Liberty Loan.

WILL HEAR OLE HANSON

Pittsburgh Press Club Plans Brilliant Annual Dinner Program

PITTSBURG, April 22.—Ole Hanson, the Bolsheviki-defying mayor of Seattle, Wash., will be the principal orator at the 34th annual banquet of the Press Club, May 5. Other guests expected are L. P. E. Siffroy, official delegate of the Belgian Military Mission to the United States; Admiral Sims, Erasmus Wilson, dean of Pittsburg newspaper men; T. H. Given, publisher of the Pittsburg Post and Sun, and George S. Oliver of the Gazette-Times and Chronicle-Telegraph, who will be toastmaster.

Capt. D. C. McCaleb has returned to Austin to re-enter newspaper work.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET

NEW YORK CITY



This Loving Cup, presented for the largest subscription raised for "Our Boys in France Tobacco Fund"—

WON BY The Providence Journal

Leading Papers in "Our Boys in France" Tobacco Campaign—

| | | | |
|---------------------------------------|-------------|---|------------|
| Providence Journal | \$94,756.92 | Schenectady (N. Y.) Gazette | \$8,100.00 |
| Seattle Star | 47,094.17 | Wilmington (Del.) Evening Journal | 7,471.00 |
| San Francisco Bulletin..... | 33,347.77 | Detroit Free Press..... | 5,854.02 |
| Cleveland News | 18,514.71 | Milwaukee Sentinel..... | 5,647.00 |
| Chicago Tribune | 17,519.96 | Louisville Courier Journal... | 4,862.95 |
| Elizabeth (N. J.) Daily Journal | 16,948.62 | Jersey Journal..... | 2,670.61 |
| Oklahoma Times | 11,318.69 | Richmond (Va.) Times..... | 2,617.09 |
| Hartford Times | 9,517.58 | Toledo (O.) News Bee..... | 2,588.97 |

Of 541 publications, 38 raised \$1,000, or more. The PROVIDENCE JOURNAL led with more than double the amount of the next paper, and approximately one-fourth of the entire amount raised.

Here's proof of the influence and strength of this great newspaper!

Here's convincing evidence of the spending power of its prosperous clientele—and of their confidence in anything which the PROVIDENCE JOURNAL advocates!

The Providence Journal Company

CHAS. H. EDDY CO.

Representatives

New York

Chicago

Boston

MORE THAN 38,000 IN USE



THE MACHINE THAT LASTS

Of Vital Interest to Every Member of the A. N. P. A.

Notable achievements for the benefit of the newspaper composing room mark the past year's work of the Mergenthaler Linotype Company.

Model 20 Display Linotype

Since its initial showing at last year's Convention the Model 20 Display Linotype has proven itself, to be the speediest and most economical means for setting newspaper display composition. Some of the evidence appears on the two following pages.

The Unit Idea

The Unit Idea (that of equipping multiple-magazine Linotypes with one or two magazines, and then adding magazines as required) is a practical expedient long advocated by us, the

advantages of which are now generally recognized. It has brought the versatile multiple-magazine Linotype well within reach of the smaller newspaper—by minimizing the initial investment in a highly flexible equipment that can be adapted, step by step, to the growing demands of the business.

Linotype Typography

Linotype Typography is providing the material for better looking, more readable newspaper display. The selling value of all-round *readability* in composition is well known to progressive publishers—they are employing the resources of Linotype Typography to dress their newspapers to their profit.

True progress always has been associated with the "Linotype"—and an unbroken record of real achievements is the surest guarantee of future performance.

MERGENTHALER LINOTYPE COMPANY

NEW YORK, U. S. A.

| | | |
|---|--------------------|-----------------|
| CHICAGO | SAN FRANCISCO | NEW ORLEANS |
| 1100 So. Wabash Ave. | 646 Sacramento St. | 549 Baronne St. |
| Canadian Linotype Ltd., 68 Temperance St., TORONTO. | | |

"We are thoroughly satisfied with our new Model 20 Linotype. Make quickest possible delivery of the additional one now on order. Then 95% of the Tribune will be composed in slugs."

—H. V. HANSEN, *The New York Tribune.*

MORE THAN 30,000

TRADE

LINOT

THE MACHINE THAT

DEAR SIR:

Replying to your recent inquiry respecting the merits of Model 20 Display Linotype, permit me to first quote what I have previously said concerning the efficiency of this machine:

"Model 20 Display Linotype is the most emphatic stride toward economical production that has been made during the last decade. In the New York Herald office it is a great success. As display matter comes out a finished product, requiring neither distribution or hand-setting, it is naturally a more economical method than any other system."

"Model 20 Display Linotype is a great success. Indeed, it is more than that: it is a mechanical triumph that forever silences the eternal cry for sorts. It will accomplish for ad display what the first linotype achieved for news composition. By this I mean it will put display work on a 'non-hand set' basis."

"The Model 20 Display Linotype is as big an improvement over setting display type by hand as was the original linotype for setting news composition."

The above expressions were made some time ago. To-day, after six months' use, the meritorious work the machine has done justifies stronger commendation. It marks an epoch in printing history. Its range and flexibility make it invaluable either for newspaper or job work. It is plain that it saves floor space, type-casting, distribution and storage. The other benefits that accrue from an all-slug, "non-hand-set" system, are many and much more important. With a Mohr Saw attachment, each line is delivered complete, ready to assemble. In the Herald office many ads are set which require only a little "spacing out." This system facilitates work and leads to efficiency and economy, and insures greater accuracy. In any office where speed and cost reduction are paramount objectives the Model 20 will be an asset. My experience with this display machine has been so satisfactory that I cannot recommend it too highly. Model 20 is the 20th Century way.

Yours truly,

FRANK J. SMITH,

Supt. New York Herald.

FRANK J. SMITH, Superintendent of the New York Herald, answered a number of inquiries concerning the performance of the Herald's Model 20 by setting a general reply and mailing proofs. This letter, as reproduced at the right, was set on the "20" in 20 minutes. Have one of your compositors tackle the job—and time him.

The Proof of the Pudding Is in the Eating.
This letter was set in 20 minutes
on the Herald's Model No. 20

IAN 30,000 IN USE

LINOTYPE MARK 

ACHINE THAT LASTS

“All the matter (a page ad) was finished in an hour. The advertising man says it would have taken three hours to do the work with hand-set type.”

—ROBIN DAMON, Salem (Mass.) Evening News.

Proof of Speed and Economy of the Model 20 Display Linotype

The economy of setting Display, with straight-matter speed, direct from the keyboard of the Model 20 Display Linotype is a certainty which every newspaper publisher must eventually recognize. The endorsement proof on the opposite page is indisputable.

The Model 20 produces display composition up to 30 point, and larger size of condensed faces, the same as straight matter—direct from the keyboard.

A change of face and body takes less than 30 seconds; a change of face only 15 seconds. One operator on a Model 20 Display Linotype can produce as much as three fast hand-compositors.

The Model 20 absolutely eliminates distribution and puts display composition on an all-slug basis that combines the advantages of dispatch, labor-saving, and the means to a higher order of quality.

It saves floor space, typesetting, type storage; investment in type cases, cabinets, type, metal, and storage systems.

Have a Linotype Representative give you complete information or write direct for Model 20 Literature.

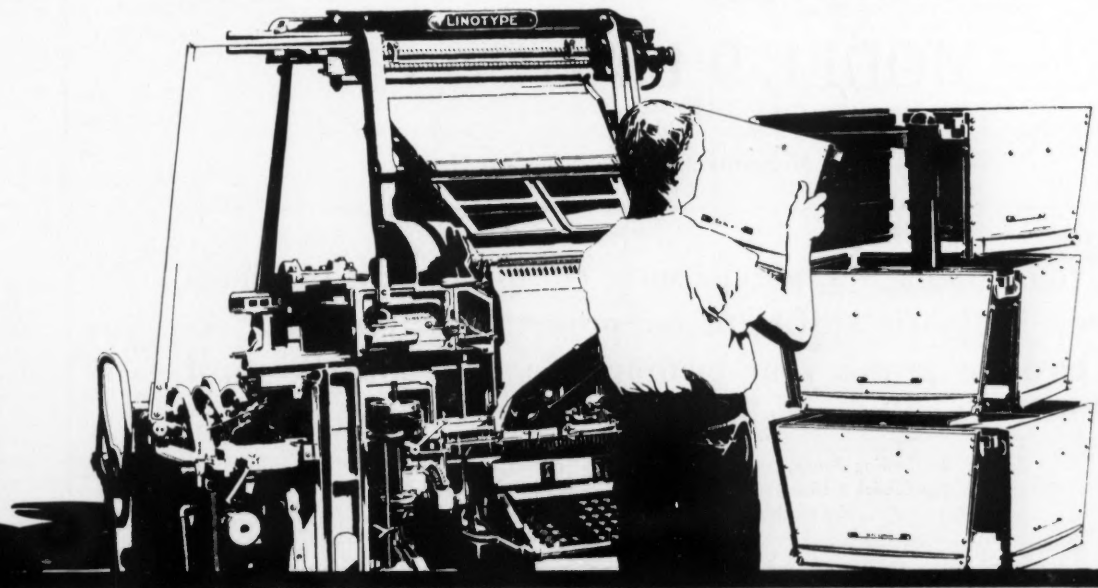
MERGENTHALER LINOTYPE COMPANY, New York, U. S. A.

CHICAGO

SAN FRANCISCO

NEW YORK

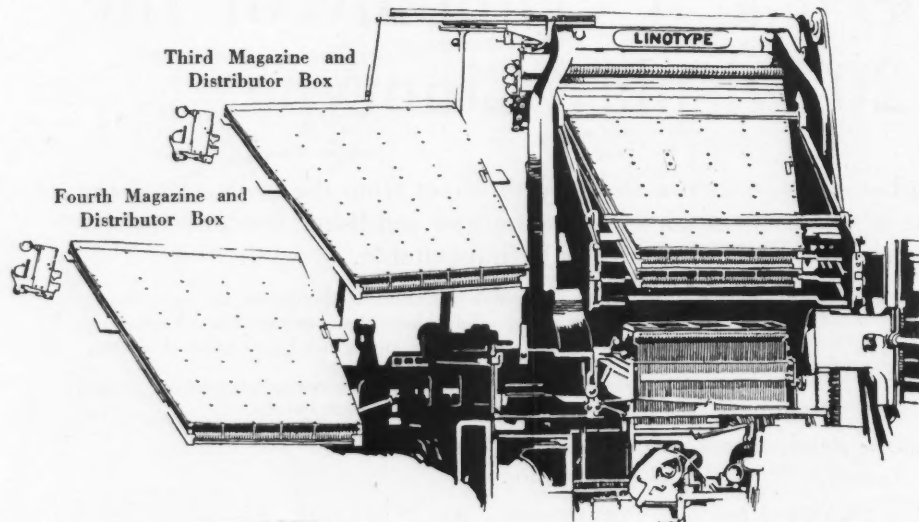
Canadian Linotype, Ltd., TORONTO.



MORE THAN 38,000 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS



MODEL 9 LINOTYPE

*Four Magazines—8 Different Faces—720 Characters—4 Different Body Sizes
Faces from All Magazines may be Mixed in One Line*

Buy your Model 9 Linotype now, equipped with two magazines—if that is sufficient for present requirements. As your business grows, your own operator can add the third and fourth magazines right in your own composing room.

*In Earning Power, Quality of product, and Variety of work,
the Model 9 Linotype is the Master Composing Machine—
the machine you will eventually need.*

MERGENTHALER LINOTYPE COMPANY

NEW YORK, U. S. A.

| | | |
|---|--------------------|-----------------|
| CHICAGO | SAN FRANCISCO | NEW ORLEANS |
| 1100 So. Wabash Ave. | 646 Sacramento St. | 549 Baronne St. |
| Canadian Linotype Ltd., 68 Temperance St., TORONTO. | | |

TIPS FOR THE AD MANAGERS

ATLAS ADVERTISING AGENCY, 450 Fourth ave., New York City. Placing orders with some large city newspapers for Barlow-Cuba Company.

N. W. AYER & SON, 300 Chestnut st., Philadelphia. Placing orders with a large list of newspapers for Joint Coffee Trade Publicity Committee.

BLACKMAN-ROSS COMPANY, 95 Madison ave., New York City. Will handle the advertising for Moorhead Knitting Company.

WALTER H. BLAKER, 110 W. 40th st., New York City. Placing orders with newspapers for Elizabeth Arden.

BRADFIELD AGENCY, 1401 Kresge Bldg., Detroit. Reported to be placing orders with newspapers for Commerce Motor Truck Company.

WITT K. COCHRANE AGENCY, Boyce Bldg., Chicago. Again placing orders with newspapers for American Tobacco Company.

GEORGE L. DYER COMPANY, 42 Broadway, New York City. Making contracts with Middle West newspapers for Northern Insulating Company.

FEDERAL ADVERTISING AGENCY, 6 E. 39th st., New York City. Making 4,000 1-line contracts with Pennsylvania newspapers for E. M. Schwartz & Co.

GREENLEAF COMPANY, 41 Mount Vernon st., Boston. Making contracts with Southern and Western newspapers for Waltham Watch Company.

A. P. HILL COMPANY, People's Gas Bldg., Pittsburgh. Asking rates from newspapers on 15,000 lines.

HOUSE OF QUALITY CHAMPAGNE, Columbia, Pa. Placing orders direct with New York City newspapers.

E. T. HOWARD COMPANY, 432 Fourth ave., New York City. Placing orders with North Carolina newspapers for E. & J. Burke.

JACOBS & Co., Clinton, S. C. Placing copy to run 10 times with Southern newspapers for A. C. Tuxbury Lumber Company.

JOHN M. LEDDY, 41 Park Row, New York City. Again placing orders with newspapers for Manahan's Moth Paper Company.

MAYFLOWER GRAPE WINE COMPANY, 120 Milk st., Boston. Placing orders direct with newspapers.

FRANK PRESBY COMPANY, 456 Fourth ave., New York City. Again placing orders with newspapers for R. & G. Corset Company.

RICHARD S. RAUH COMPANY, 1st National Bank Bldg., Pittsburgh. Reported will shortly place orders with Pennsylvania newspapers for Koppers Products Company.

RICHARD F. REAUME COMPANY, Trussed Concrete Bldg., Detroit. Reported to be placing orders with large city newspapers for Mount Clemens Business Men's Association.

PHILIP RITTER COMPANY, World Bldg., New York City. Placing orders with newspapers for Albany Chemical Company.

JOHN G. ROBEL, Inc., 58 E. Washington st., Chicago. Placing orders with Sunday newspapers for Champion Manufacturing Company.

MORRIS BROTHERS, Portland, Ore., a bond house, is spending \$5,000 advertising the Victory Loan in Oregon newspapers.

BOTSFORD, CONSTANTINE & TYLER, Spalding Bldg., Portland, Ore. Will handle an advertising campaign to promote the use of dairy products financed by the Oregon Dairy Council.

FEDERAL AGENCY, 6 E. 39th st., New

York. Will handle advertising for Pyrex Baking Dishes, made by Corning Glass Works, Corning, N. Y.

STACK AGENCY, Heyworth Bldg., Chicago. Has started an institutional campaign in Western newspapers for the Standard Oil Company of Indiana.

LEES AGENCY, Sloan Bldg., Cleveland. Has obtained account of W. S. Tyler Company, Cleveland, which contemplates a national campaign on memorial tablets; also that of American Motor Truck Company, Newark, Ohio, maker of the new "Ace Motor Truck."

BENSON, CAMPBELL & SLATON, Corn Exchange Bldg., Chicago. Is about to start a national campaign for the Berkeley-Gay Company, Grand Rapids, furniture manufacturer.

FREEMAN AGENCY, Mutual Bldg., Richmond, Va. Starting a wide newspaper campaign on Beaufort Ginger Ale, beginning in the South, Middle West and New York State.

SIDENER-VAN RIPER ADVERTISING COMPANY, Merchants Bank Bldg., Indianapolis. Reported to be placing orders with newspapers for Union Starch & Refining Company.

FRED N. SOMMER, 810 Broad st., Newark. Placing orders with Eastern newspapers for P. Ballantine & Sons.

STERNFIELD, GODLEY & LEWIS, Tribune Bldg., New York City. Placing orders with newspapers for Hoboken Land & Improvement Company.

STREET & FINNEY, 171 Madison ave., New York City. Will handle advertising for Liberty Mutual Insurance Company.

SWIFT SPECIFIC COMPANY, Atlanta, W. S. Akin, advertising manager, is stopping at the Martini Hotel, New York City, where he is renewing some newspaper contracts.

J. WALTER THOMPSON COMPANY, 242 Madison ave., New York City. Will handle the advertising for Lever Brothers soap.

McIntyre on Vacation

A. Gordon McIntyre, until recently special representative of the A. N. P. A. committee on paper, has gone to Hot Springs for a vacation with his family. Mr. McIntyre is now connected with the New York office of the Ironsides Board Company.

Dr. C. H. Chapman, ex-president of the University of Oregon, and for the past ten years an editorial writer on Portland newspapers, will engage in newspaper work in Idaho. For five years past Dr. Chapman has been writing editorials for the Oregon Journal.

The Biggest Serial Story of the year



By

Robert W. Chambers

Wire or Write

INTERNATIONAL FEATURE SERVICE, Inc.

246 West 59th Street, New York

THE TIMES FOR MARCH

(Detail of Circulation—March Average)

| CITY | | SUBURBAN | |
|---------------------------|--------|-------------------------|-------|
| News Dealers, Independent | | In Erie's Shopping Zone | 6,806 |
| Carriers and Sales | 17,649 | Free for Service | 21 |
| Office Carriers | 2,803 | Country | |
| Counter Sales | 15 | Outside Shopping Zone | 1,247 |
| Adv. and Free for Service | 122 | Adv. and Adv. Agents | 82 |
| | 20,589 | Free for Service | 5 |
| | | | 8,161 |

Total in City and Shopping Zone27,416
Total Outside Shopping Zone 1,334

Average Circulation28,750

ERIE NEWSPAPERS' ADVERTISING RECORD FOR MONTH OF MARCH, 1919.

| | Inches Display | No. Want Ads. |
|-------------------|----------------|---------------|
| Times, 26 days | 45,616 | 11,995 |
| Herald, 26 days | 19,942 | 745 |
| Dispatch, 26 days | 16,505 | 1,513 |

Personally appeared before me, John J. Mead, business manager of The Times Publishing Co., who being duly sworn, deposes and says that the number of copies of The Times printed for every week day for the month ending March 31, 1919, was as above.

(Signed) JOHN J. MEAD, Business Manager.

Subscribed and sworn to before me the second day of April, 1919.
P. V. GIFFORD, Notary Public.
Commission expires January 16, 1921.

GOVERNMENT STATEMENT

Of the ownership, management, circulation, etc., of Erie Daily Times, published daily except Sunday, at Erie, Pennsylvania, required by the Government Act of August 24, 1912, for April 1, 1919.

Editor, F. S. Phelps, Erie, Pa.; Managing Editor, F. S. Phelps, Erie, Pa.; Business Manager, John J. Mead, Erie, Pa.; Publisher, Times Publishing Co., Erie, Pa.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock). F. S. Phelps, Times Publishing Co., Erie, Pa.; John J. Mead, Times Publishing Co., Erie, Pa.

Known bondholders, mortgages and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

29,826

JOHN J. MEAD, Business Manager.

Sworn to and subscribed before me this 2nd day of April, 1919.

(Seal) P. V. GIFFORD, Notary Public.
(My commission expires Jan. 16th, 1921.)

THE ERIE DAILY TIMES

ERIE, PA.

Reported to the Audit Bureau of Circulations

For the Six Months ending March 31, 1919.

| | |
|--------------------|-------|
| City Circulation | 21470 |
| Suburban | 7084 |
| Country | 1272 |
| Net Paid | 29826 |
| Unpaid | 229 |
| Total Distribution | 30055 |

Subject to verification by A. B. C. Audit

We will furnish complete analysis of audit issued by Audit Bureau of Circulations, on application.

Government statement of Erie newspapers, October 1st, 1918, to March 31, 1919—6 months:

| | |
|-------------------|-------|
| TIMES, EVENING | 29826 |
| Dispatch, morning | 9874 |
| Herald, evening | 8955 |

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



ENOCH "HARD ONE'S" RETURN!

VIRGIL E. ALFORD, cartoonist, has left Secretary Daniels flat. He is no longer connected with the Navy. Not even as an editor. Nor as an illustrator for the naval publication which he edited.

Alford's service was in the Land Navy, out at Caldwell, New Jersey. The house organ which he created and conducted for the Land Navy died when he went back to his first love—civil life.

Alford's career as a sure-enough newspaper cartoonist, though exciting in a way, does not call for extended review. It is perhaps, better to let him describe it in his own way. As to his future in cartooning, now that he is in a position to think the matter over, who shall assume to set a "thus-far" mark?

"A long time ago," writes Alford, "I saw some of Hogarth's pictures and decided he had talent just like mine. So I dusted east from Chicago to Baltimore, and went to work as a cartoonist for the Star. I was, in fact, a Star cartoonist."

"The managing editor told me I must have come right from Papa's knee. The freckles on my face were not mature then, I must admit. I got so I could draw a cow and excite no comments about the peculiar way I put horns on my horses! When one of the special writers gave me my first pass to a negro burlesque I wished Tom Nast was living so I could ask him to go to the Press Club with me! I felt big—all over. When I got to drawing poor, old T. R.'s big teeth grin I said to my dear, old colleague, Ray Evans, 'Let me die—I have done everything.'

"I worked with no care for fleeting hours. I realized that cartooning may be the slang of art, but you've got to George Ade yourself for that very reason. Ray Evans always said each night he'd 'send my breakfast into me!' I fooled him, though—I had generally had my dinner when I saw him each day! Gradually I was getting acquainted with politicians and chorus girls and I lost track of the number of down and out cartoonists I tipped off to a blow-out at Thompson's. But still I didn't get wise.

"One morning I was summoned, by the Big Boss's flaxen-haired office boy, to appear before his august presence—and this was a chilly day in April, if memory fails me not. As I stood before him while he concealed but crudely his 'emotion,' I instinctively felt I was going to shortly consult a time table. 'Young man,' he gurgled impressively, 'I have decided you have practiced enough on my Star—after you draw your salary you will please to say it has been a great pleasure for you to have been connected with the Star.'

"Here was I, planning to marry several people, and finding my job to let—in April, too! Well, every one has skinned the knuckles trying to make old Doc Opportunity get up out of a warm bed and let him in. The old Doc didn't hear me for the longest time! What would you do if you were a cartoonist out of a job and couldn't find cartooning to do? Well—that's what I did, too. All this time Herr Hohenzollern was raising hell with the children. When he threatened to bombard New York from his subs, I came to Uncle and I said, 'Uncle, I am here.' Just like John Pershing would have said it. Dogged, if he didn't take me!

"I don't purpose to have you know all I did in the Land Division of the Navy. I ate my share of beans. Going back to civil life I was told by editors that nearly all the men in the world had been killed off but cartoonists—that ash men were at a premium and were getting four dollars a day, too. But I fooled 'em, gentle reader. They perhaps were unaware that the Navy teaches you a trade! I am an accomplished and experienced char-man, and I have come to look upon cartooning, not as a necessity—but a luxury!"

Alford lives at 4708 N. Winchester Avenue, Chicago—at present.

OFFER PRIZES FOR AIRMEN

Detroit News and Atlanta Journal Both Patrons of Big Meet

ATLANTIC CITY, April 17.—William E. Scripps, of the Detroit News, has offered a trophy and \$1,750 in prizes for competition during the Pan-American Aeronautic Convention at Atlantic City in May. This is in co-operation with the competitions for the Pulitzer Trophy, the Gen. C. H. Taylor and other awards offered, as is also a prize of \$1,750 offered by the Atlanta Journal in three awards, for flights between Atlanta and Atlantic City, with copies of the Atlanta journal to be distributed on the day of publication.

HONOR TENNANT ON 25TH YEAR

Managing Editor of N. Y. Evening World Gets Gold Watch

Co-workers and friends of John H. Tennant, managing editor of the New York Evening World, were hosts to him at a dinner in the Hotel Commodore last Saturday evening to celebrate his 25th anniversary as an editor of the World. They presented him with a gold watch in honor of his long service.

Among the speakers were Frank I. Cobb, Sophie Irene Loeb, Don C. Seitz and Helen Rowland and nearly everybody else present had something to say. After formalities were over there was an exhibition of motion pictures showing the life of a managing editor, dancing and a show by the theatrical companies now appearing in New York in plays written by Bide Dudley and Will B. Johnston, both World men.

The committee in charge consisted of Martin Green, Hazen Conklin, Will B. Johnston, Charles Darnton, Bide Dudley, Sophie Irene Loeb, Joseph S. Jordan, William Abbott and Henry Tholens.

Colin V. Dymont, head of the department of journalism of the University of Washington, is writing a detailed history of the 91st (Wild West) division of Western newspapers.

"Home Sweet Home" Characterizes Baltimore's "Night Life"—



Looking South on Howard Street From Lexington—Part of Baltimore's "Great White Way"

WHILE not lacking in theatres, motion picture parlors, hotels, restaurants, Baltimore is primarily a "home" city—lacking the conspicuous "night life" of New York, but enjoying her more satisfying even if less metropolitan reputation for home enjoyment and appreciation.

For this reason,—as well as the fact that the morning ride to business is not long enough in Baltimore to digest a full city daily, with special correspondence and news features—Baltimore is primarily an "evening paper town." Glance at the make-up of Baltimore papers and you will see that the great morning dailies of New York and Chicago have their nearest local counterpart in Baltimore's only afternoon Associated Press paper, The Baltimore NEWS.

2 cents straight, seven days a week—over 100,000 net paid daily and Sunday—free from duplication—producing morning and evening combinations—that's WHY the logical paper to cover Baltimore on a one-appropriation, single-paper basis is

The Baltimore News

The News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a watch
Advertising Manager

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

Fort Worth Star-Telegram

In the Heart of the New Texas Oil Fields

A Consistent, Steady Producer for the National Advertiser

Net Paid Average Circulation
(Daily and Sunday)

Six Months Ending March 31, 1919

62,123

OVER 62,000 DAILY

OVER 65,000 SUNDAY

Second Paper in Texas

First Paper in Fort Worth

THE CITY OF FORT WORTH is situated right at the very gateway of the richest section of the great Southwest and presents to the national advertiser a logical selection of a potential territory for a try-out campaign. Added to the wonderful agricultural and livestock resources, which in themselves make this one of the best buying sections of the entire country, there has been developed within a 100 mile radius of the city of Fort Worth and in its natural trading territory, the LARGEST OIL FIELDS OF THE COUNTRY, with production for the three months ending Dec. 31, 1918 of over nineteen million dollars. This new wealth offers unexcelled opportunity to manufacturers of meritorious products and can be reached through the FORT WORTH STAR-TELEGRAM far more completely than through any other medium.

Paid Advertising Carried by the Star-Telegram

| | 1919 | 1918 | Increase over 1918. |
|------------------|---------------------|-------------|------------------------|
| January | 1,063,580 agate li. | 391,218 li. | 672,362 agate lines |
| February | " | 406,392 " | 363,440 " |
| March | 902,772 " | 617,288 " | 285,484 " |
| First 3 months.. | 2,736,184 " | 1,414,898 " | 1,321,286 " |

These increases are but a reflection of the wonderful prosperity everywhere to be found in the territory in which the Fort Worth Star-Telegram holds supremacy.

Post Office statements Fort Worth newspapers
six months ending April 1, 1919—

Star-Telegram 62,123
Record 24,043
Star-Telegram excess 38,080

or, over 2½ times the circulation of any other
Fort Worth paper.

Picture Press Rotogravure Section beginning in
May, as a regular feature of Sunday issue.

Only Rotogravure section in North Texas. Cir-
culation 70,000.

Write us for rate card or see Barbours Rate
Sheets.

Include Us in the List for Your Campaigns

CHARTER MEMBER A. B. C.

LOUIS J. WORTHAM, Pres.

AMON G. CARTER, Vice-Pres. & Gen. Mgr.

SUGGESTS CO-OPERATIVE CAMPAIGN TO ADVERTISE ADVERTISING

E. Katz Special Agency Urges A. N. P. A. to Consider Ambitious Plan for Spending \$250,000 a Year to Sell the Newspaper as a Medium

THE E. Katz Special Advertising Agency has submitted to the A. N. P. A. the outline of a plan for the extensive advertising of the newspaper as the great primary medium for all kinds of advertising.

It is urged that the newspapers should contribute to a fund to pay for \$250,000 worth of special advertising annually, the campaign to be conducted by the association's Bureau of Advertising. The proposition is thus explained in brief:

Supremacy of Daily Newspapers as Advertising Mediums

"In all the world there is no force comparable to daily newspapers. This great force can be at once local, national, world-wide. It can be instantaneous. It can take advantage of changed conditions over night.

"What condition must you recognize? Is it not true that a great many national accounts are running exclusively in magazines, which should be exclusively in newspapers, or should be in newspapers as well as in magazines? The remedy is in advertising. It is in properly merchandising your proposition.

"Your consideration is requested for a plan which cannot fail to cause most national advertisers to consider the newspapers as the backbone of all campaigns, and magazines, if used at all, as supplementary. This covers a national advertising campaign to be handled through a central organization, logically your Bureau of Advertising.

Ready for Imposing Story

"You have witnessed with what evident success other businesses have advertised through their associations. Now, isn't it high time for the newspapers of America properly to present their imposing sales story to everybody, and isn't it logical to handle this proposition under a unified command?

"But do not confine the contribution privilege only to the members of the A. N. P. A. Let all the newspapers, whether members or not, contribute to this advertising fund. Indeed, permit the special representatives of New York and Chicago to contribute their share.

"The two main points of newspaper solicitation are: 1. Admittedly the world's greatest force. 2. Adaptability of that force. That is to say, the incomparable approach and concentrated circulation.

"The argument of influence, the national magazines can approach, but can never parallel, and the second argument of distribution, of adaptability, elasticity, the national magazines can never even approach. Around this basic appeal build your campaign. Merchandise it to consumers, manufacturers, jobbers and retailers through trade papers, newspapers, mailing pieces and personal interviews.

Do Your Readers Realize?

"Start with your own readers. Do they fully appreciate your medium? Do they realize what part the daily newspaper plays in their lives? Do they realize that it is their greatest university, their constant source of information? Do they appreciate the stupendous task of daily mechanical production? Are they inclined to judge the paper by its cost of a few cents?

"A number of very creditable efforts have been and are being made to increase consumer-appreciation for newspapers in general, and for advertising in their columns. Let more publishers utilize their columns to sell their own

mediums to their own readers and merchants.

"Do not confine the advertising, necessarily, to the newspapers. Be a good business man! Use other advertising mediums. Above all, use good copy.

"Sell your great proposition of all newspapers as an institution to the wholesalers and retailers of America through selected papers in the dry goods, grocery, drug, hardware, jewelry, clothing, and other trades. Sell them this great idea of influence and distribution. Make them understand the tremendous power of the daily press, and the logic of concentrated circulation.

The Wholesaler and Retailer

"Such a plan, of course, would be conducted through your Advertising Bureau. Now, dove-tailing with that general work every newspaper in the country, utilizing material prepared by your main organization, should localize this trade paper campaign among 100 per cent of the retailers of all classifications in its locality.

"The retailer is the logical man to influence the manufacturers' salesmen. If the retailer insists upon newspaper advertising, and if you equip him with a generous round of logical ammunition, isn't he going to pass it along to the salesman, and in turn isn't the salesman going to pass it along to the manufacturer, and in time isn't the manufacturer going to spend most of his money with you in your newspaper?

"The third line of attack is direct to the manufacturers, to the advertisers. Your basic appeal is the same—incomparable influence. Develop further your plan to sell the great idea of newspapers, presenting the campaign through the trade journals in the advertising field, in various manufacturing fields, and through selected newspapers in big advertising or manufacturing centers, through direct by mail literature, and personal interviews.

Reaching the Manufacturer

"In other words, give your Advertising Bureau sufficient funds to enlarge upon the plans they have so successfully developed under past financial limitations.

"What a wonderful story you have! You can increase respect for newspapers; you can drive home that big point of treating advertising like salesmen; of assigning advertising to a definite territory as men are assigned.

"Another appeal is that of substitution. Too long have you permitted men to bark up the wrong tree. How many years have you listened with apparent approval to advertisers ranting against the retailer as the cause of the substitution evil?

"Gentlemen, they were dealing with effect! Now tear aside all irrelevancies and see who is the cause of the substit-

tion evil. We submit to you that the indiscriminate magazine advertiser, the advertiser who lets his advertising run wild, we say that he and not the retailer, is the cause of substitution. He creates a big demand, but too scattered to do enough concentrated good to insure adequate distribution.

"Newspaper advertising would, more than anything else, minimize this substitution objection. It would create a sufficient concentrated demand to justify and insure adequate local distribution.

"Isn't it perfectly obvious that you should enlarge the personal scope of the Bureau of Advertising? Give the Bureau the means and the opportunity to advance the great and almost thankless task upon which it has started with such signal success?

"You will achieve efficiency if you conduct this campaign through one organization, centralized authority.

"The logical mediums are trade papers in the various retail, wholesale, manufacturing and advertising fields, newspapers generally for effect upon the consumer and retailer, and sectionally for effect upon the manufacturer, mailing pieces and personal interviews.

Appropriation Should Be Adequate

"You know that nothing can be accomplished without confidence and without money. Now, dig deep and raise the money. Secure an appropriation for the first year of at least \$250,000.

"Let your Bureau of Advertising develop a comprehensive advertising and merchandising plan which will force the recognition of newspapers as the world's greatest advertising medium.

"Do not hope for the elimination of the magazine. Recognize it as an essential part of our national development. Admit that many advertisers with

Bonds Put Capstone to National Credit

Carter Glass, Secretary of the Treasury, in a statement to Editor & Publisher this week, said:

"Four Liberty Loans have gone 'over the top,' and nothing nor anybody can shake my faith in the purpose of the country to put the capstone to the splendid structure of national credit by making the Victory Liberty Loan an abundant success."

complete distribution can use magazines profitably in addition to newspapers.

"For two reasons this plan cannot fail. 1. Because you have the goods. 2. Because you can utilize advertising to sell them.

"Now, get your money. Put the minimum at \$250,000 and we challenge you to go over the top with half a million!"

Pittsburgh Soldiers Return

PITTSBURGH, April 22.—John H. J. Ward, former assistant sporting editor of the Dispatch, has been discharged from the army service and is now "late watch" man on the Dispatch.

Mrs. G. Henrietta Couse has been succeeded as society editor by Miss Madelon Wildberg, of New York.

Harry L. Levine is back as amateur sports editor after service in the army.

Charles P. Ford, a copy editor on the Portland Oregonian, now with the infantry in France, has been cited for bravery in action.

Few Cities Are as Thoroughly Covered By One Newspaper as Duluth By THE HERALD

In its government statement for the six months ending March 31st, 1919, The Herald shows an average daily paid circulation of—

35,283

This is a larger distribution by 13,000 than that of any other other Minnesota newspaper outside of the Twin Cities.

The Herald's editorial, woman, market and sport pages are more frequently quoted in the metropolitan press than those of any other Minnesota newspaper.

For 37 years The Herald has been the supreme leader in a field unequaled for its natural wealth and for the general prosperity of its citizens. By using The Herald exclusively national advertisers

COVER THIS RICH TERRITORY AT ONE COST!

LA COSTE & MAXWELL
PUBLISHERS' REPRESENTATIVES.

Marquette Building,
Chicago

Monolith Building,
New York

The
New York Evening Journal

has the Largest Circulation of
any Daily Newspaper in the
United States—and at 2 cents

675,118

Average Daily Net Paid 6 Months Ending March 31, 1919

As Per Statement Required by the United States Government

The
New York Evening Journal

had the biggest March
in its history

It showed a gain of $259\frac{3}{4}$
columns over March 1918

In the first quarter of 1919 the Evening Journal printed $7,640\frac{3}{4}$ columns of paid Display advertising, or $1,109\frac{1}{2}$ columns more than in any other first quarter in its history—
AND MORE THAN WAS EVER PRINTED BY ANY OTHER NEW YORK EVENING
NEWSPAPER.

MEMBER AUDIT BUREAU OF CIRCULATIONS

PURPOSE A \$1,000,000 TOBACCO CAMPAIGN

New England Growers to Raise Fund to Educate Public as to Product Merits and Break Curious Price Deadlock

Another industrial advertising campaign, involving about \$1,000,000, the point of which would be to educate the tobacco consuming public as to the merits of New England grown tobacco leaf, is being planned by the New England Tobacco Growers' Association, according to information received from Springfield, Mass.

The campaign is being considered along the lines of a three-year run of copy. Joseph W. Alsop, of Avon, Conn., one of the most prominent of the New England tobacco growers and a cousin of the late Col. Theodore Roosevelt, favors the advertising plan and would assess every tobacco grower \$10 a year to meet the cost. This would give the \$1,000,000 fund, he says.

Deadlock on Price

A curious price situation lies behind the planned campaign. A deadlock exists between the growers of Connecticut Valley tobacco and the buyers on price, the result being that many growers have not yet disposed of their 1918 crop. The growers have faith in their tobacco as a quality product and believe an advertising campaign, which would educate the public to demand Connecticut Valley tobacco, would break down the opposition of the cigar manufacturer who now, it is charged, is controlling the price at a level which makes cigars made of New England tobacco sell below their worth.

Neither farmer nor the manufacturer is disposed to accept smaller profits, and while the deadlock continues millions of dollars worth of tobacco is being tied up for the time being and the farmers insist that neither he nor the manufacturer who uses New England leaf is making any money.

PLAN TO ADVERTISE MAINE

Portland Appropriates Money—State-wide Campaign Now Proposed

PORTLAND, Me., April 19.—The city government appropriation bill for 1919, just passed, includes an item for \$8,000, to be spent in advertising the city.

Some 50 newspaper editors from all over the state were here today to hear of the plans of the Maine Agricultural & Industrial League to advertise the state. W. B. Hay said that the first great need of the state is to attract more people here and related how Canada, for example, is already advertising for Maine people to go there and help develop that country. He said the state is doing nothing in this state to counteract propaganda of that sort.

Editor Stabs Judge

RICHMOND, Mo., April 17.—Circuit Judge Divilbiss was attacked by Robert S. Lyon, editor of the Conservator and was stabbed nine times. Relations between Divilbiss and Lyon have been strained ever since the Judge was a candidate for Congress. Lyon surrendered to the sheriff.

Benjamin F. Meyers, formerly city editor of the Mt. Vernon (N. Y.) Argus, has become a member of the staff of the Haberdasher, New York, as assistant to the editor, Fred T. Frazer.

BELIEVES IN GOOD WORK BY ASSOCIATIONS



JAMES F. HURLEY

JAMES F. HURLEY, of the Salisbury (N. C.) Post, believes in the value of press organizations. He is a member

of the North Carolina Press Association, the Southern Newspaper Publishers Association and the Afternoon Press Association of North Carolina.

Mr. Hurley, who is a graduate of the Day's Military School at Lorange, N.C., was born in Concord, that state, in 1870. He established the Concord Tribune in 1900, but sold it to John B. Sherrill ten years later. He bought the Salisbury Evening Post two years after that, and has made it a live newspaper. Its circulation is three times what it was when Mr. Hurley bought it and its power is felt widely. His son, Lieut. J. F. Hurley, Jr., of the National Army, is associated with him in the conduct of the paper, as well as of the Yadkin Valley Herald, a semi-weekly owned by Mr. Hurley's organization.

Sinclair Leaves Y. M. C. A.

Walter A. Sinclair has resigned as associate director of publicity for the war work council of the Y. M. C. A., New York, to become national publicity director of the Methodist Centenary Celebration, a world's exposition to be held at Columbus, O., June 20-July 13. Mr. Sinclair was formerly with the New York Evening Telegram and the Evening World.

J. M. Ritchey has changed from the Kansas City Star to the St. Louis Republic advertising staff.

THE BROOKLYN DAILY EAGLE

(In Its 77th year)

Continues its Policy of making a Newspaper for its Readers

A. B. C. MEMBERSHIP

Preferred by National Advertisers

The Syracuse Daily Post-Standard

During March carried a greater volume of National Display Advertising than either Syracuse evening papers. The month's record, including the national display advertising in The Sunday Post-Standard exceeded the month's record of the Daily and Sunday Herald by more than 18,000 lines.

National advertisers prefer The Post-Standard because of its influence with the buying public of Syracuse as well as with those of Central and Northern New York—a territory which is rapidly expanding the business interests of Syracuse retailers, wholesalers and manufacturers.

During January, February and March the Gravure Section of The Post-Standard carried 20,398 lines, as against 6,867 lines in the Herald.

Lane Clark Inc.

New York Chicago Boston Detroit Buffalo

THE DES MOINES SUNDAY CAPITAL

has a paid circulation of 50,000

The Sunday Capital is only three weeks old, and yet the paid circulation is as stated above. We do not know of a new newspaper in the history of America that has ever started with so large a paid circulation, or with such a substantial advertising patronage.

The first Sunday Capital, issued April 6th, was 110 pages in size, and contained 527 columns of advertising. The second Sunday Capital, on April 13th, was 52 pages in size, and contained 162 columns of advertising.

The great success of the Sunday Capital is due to the popularity of the six day Capital and to the very high grade features of the new Sunday paper.

The Sunday Capital contains four pages of the best rotogravure that can be manufactured on No. 50 calendered paper, four pages of comics headed by Mutt and Jeff and Captain and the Kids; six pages of magazine features; such well known newspaper writers as Frank Simonds, David Lawrence, Philip Gibbs, Dr. Crane, and a very large list of the best features available, including "Fads and Foibles," by Mitchell, and "Among us Mortals," by Hill.

The Des Moines Capital

(EVENING AND SUNDAY)

LAFAYETTE YOUNG, Publisher

New York and Chicago Representatives: O'MARA & ORMSBEE, INC.

PHILIPPINE EDITOR THANKS PRESS OF U. S. FOR AID TO HIS PEOPLE

Feels That Mission's Trip to America in Behalf of Independence Is More Resultful Than Was Expected, Through Co-operation of Newspapers

BY GREGORIO NIEVA,
MEMBER OF PHILIPPINE MISSION.

THERE is nothing more pleasing to ourselves and our country than the visit we are now paying to the United States. The fine spirit we feel everywhere, the warm reception we invariably are given by friends of all parties, and the sincerity the people of this wonderful country is showing us are indeed proving so far beyond our expectations that we are not able fully to express our appreciation.

We are in the States for a two-fold purpose: (1) Political, which took us to Washington, and (2) trade relations, which takes us to cities or places of business.

Philippines on Road to Real Prosperity

As to the first point, the written statement of President Wilson, which the country already knows, was handed over to us by Secretary of War Baker, and the latter's attitude towards us could

quirements of modern life, and these needs will still be greater as time goes on as a result of the country-wide educational effort we are determinedly making. This should result in almost com-



GREGORIO NIEVA

hardly be improved upon under present circumstances.

The Philippines are now on the road to real prosperity. There is actual team work between the people and the Government—in fact, people and Government are one in their wishes and aspirations.

Public sanitation is being given all the necessary impetus as a factor of public welfare; public works and permanent improvements are receiving all the attention that the people can possibly give to secure the greatest facilities for business and public traffic, and the schools are as never in the past provided for with all the funds required to accommodate all children of school age—estimated to number 1,200,000.

Industries—sugar, oil, tobacco, etc.—are being pushed and it can be safely expected that in many lines we can furnish the United States with all the raw material that this country can possibly use.

On the other hand, we need a great deal from American manufacturers to supply the modern needs of over 10,000,000 souls, who are awakened to the re-

plete obliteration of illiteracy within perhaps ten years.

It is for this reason that we have come to this country. There is an immense field in the Islands immediately available for American industries, as well as for the co-operation of American capital and industrial genius, and I feel happy to write for EDITOR & PUBLISHER, for through it I may thus reach the newspaper, advertising and manufacturing industries of the United States.

I am a publisher myself, with two papers in my exclusive ownership, one The Philippine Review in English and Spanish, which reaches the leaders of the people in business, education and politics, and Publicity, which is printed in English, Spanish and Tagalog, and reaches the masses of the country.

The Review is a highly illustrated magazine, fashioned after the World's Work, Review of Reviews, and North American Review. I intend to have issues devoted to New York City, San Francisco, and possibly to Chicago, Philadelphia, Pittsburgh and Detroit. I intend to visit each of these cities, as they are the ones with which we have

most of our trade. All these issues will be purely business ones. We will also have an issue for Washington that will be of a political character, related to our Mission here.

It is a pleasure for me to place myself as well as my papers, at the service of American trade. I am stopping at the Pennsylvania Hotel.

The friendship between the United States and the Philippines is indeed growing closer still more intensified. Just as much as the States are co-operating with us in the political development of our country, we in turn are doing our best to co-operate with America in the best of our loyalty and gratitude to the great people of this country.

During the last four Liberty Bond campaigns that took place in the Islands, we always exceeded our quota and in the fourth one, in which our share was fixed at \$6,000,000, we gave over \$13,000,000.

To Know Each Other Better

We had one complete Division of the National Guard fully trained and ready to go to France to fight side by side with American soldiers. Our failure to go proved an intense disappointment to our own soldiers and officers.

We come with absolutely no grievance, but with all the good will and sincere desire to know each other better. Could we have come with any higher plea?

Thus America can rest assured that Philippine independence would, in no way, mean severance of relations between the two countries. It would mean deeper gratitude, everlasting friendship, and stronger political and business relations and even more, the details of which could be worked as soon as our political status is established definitely.

But what appeals to me most strik-

ingly is the splendid, open-hearted attitude of the press of the United States towards the ideals of my people.

Previous to our visit and for the past years, we practically failed to gain the attention of the newspapers. Our cause seemed to them as being of no importance at all. They were not to blame for it.

However, the Philippine cause now is an object lesson in the Far East, and we are happy to notice the readiness now of the newspapers of the United States to help us.

No doubt they realize the importance of the question today. Their aid should prove of the greatest benefit, both to American public opinion and to ourselves.

There is nothing like such co-operation to solidly cement the ties of friendship between the two peoples. We are deeply grateful for it and feel that our trip to the United States is bearing all the results—and very much more—than we expected when we left the Islands.

Thurston Leaves Providence

PROVIDENCE, R. I., April 19.—Charles R. Thurston, who has been city editor of the Providence Tribune since 1896, has resigned to accept a position as editorial writer on the Pawtucket (R. I.) Times. The Tribune company presented him with a \$200 watch and the reporters gave him a traveling bag.

Marx Kahn, telegraph editor of the Dallas (Tex.) Morning News, has returned to Shreveport. E. T. Donahue, former reporter on the Dallas (Tex.) Times-Herald, is now telegraph editor on the News.

KNOWLEDGE IS POWER

Every advertising solicitor or agency, every newspaper or periodical, every special representative, everyone engaged in any publicity work, media or products, needs some one of the forms of service provided by

THE STANDARD REGISTER OF NATIONAL ADVERTISING

It will give you that information about the national advertising field that is essential to effective salesmanship. It is simply invaluable. Saves time, saves correspondence, makes money.

THE FULL SERVICE COMPRISES

The Standard Register.—A bound volume, containing names of 8,500 national advertisers, classified by lines of business and alphabetically indexed, with information concerning articles advertised, names of men or men controlling advertising appropriation, agency connections, time of year when appropriations are made, and kinds of media used.

Supplement Service.—Issued monthly, showing changes in and additions to national advertising field. It automatically keeps your Register up to date.

Agency List Service.—A separate volume, revised and issued in March, July and November. Lists all advertising agencies with their personnel and clients and indicates those approved by the A. N. P. A., the P. P. A. or who are members of the A. A. of A. A.

Special Bulletin Service.—Guaranteed minimum of 40 copies per year, each containing from 5 to 8 items of exclusive, advance information about plans of national advertisers.

Geographical Index.—Separate pamphlet listing names, addresses and products of all advertisers shown in Register, arranged by cities and states for convenience of traveling solicitors.

YOU CAN BUY

The Register, with current Supplement, for.....\$25
The Supplement Service, one year, for.....\$25
The Agency List Service, one year, for.....\$10
The Special Bulletin Service, one year, for.....\$15
The Geographical Index, for.....\$5

or

The Full Service, including all features named above and the free use of our Service Bureau for special information, at per year.....\$75

P. S.—We will be glad to show this service to publishers who are in the city this week. Call Murray Hill 496.

ORDER NOW

NATIONAL REGISTER PUBLISHING CO.
10 East 43rd Street, New York City

If You Are Coming Into Richmond—

Down in Virginia, Where the Factories Are Working Full-Time and the
Stores Are Crowded—

YOU WILL BE INTERESTED

In This Down-to-the-Minute Record of Total Lineage in All the Richmond
Papers From January 1, 1919, Through April 12, 1919:

| | News Leader | Times-Dispatch | Journal | Virginian |
|---------------------------|------------------|------------------|------------------|----------------|
| January: | | | | |
| 27 Weekdays | 508,448 | 247,816 | 287,044 | 82,574 |
| 4 Sundays | | 241,147 | | 55,035 |
| Totals | 508,448 | 488,963 | 287,044 | 137,609 |
| February: | | | | |
| 24 Weekdays | 485,895 | 249,731 | 259,686 | 81,304 |
| 4 Sundays | | 226,769 | | 61,554 |
| Totals | 485,895 | 476,400 | 259,686 | 142,858 |
| March: | | | | |
| 26 Weekdays | 662,938 | 318,497 | 365,929 | 101,351 |
| 5 Sundays | | 361,450 | | 94,160 |
| Totals | 662,938 | 679,947 | 365,929 | 195,511 |
| April: | | | | |
| 11 Weekdays | 340,102 | 167,566 | 158,200 | 42,140 |
| 1 Sunday | | 76,314 | | 23,016 |
| Totals | 340,102 | 243,880 | 158,200 | 65,156 |
| Grand totals | 1,997,383 | 1,889,190 | 1,070,859 | 541,134 |
| | News Leader | Times-Dispatch | Journal | Virginian |

- In Advertising (1,997,383 Lines January 1-April 12, 1919)
- In Circulation (48,681 net paid, last government report—25 per cent above nearest competitor)
- In Contact (3,000 more copies sold in Richmond than there are houses in Richmond—and 12,775 outside Richmond)
- THE NEWS LEADER LEADS.

*If You Are Coming Into Richmond, The News Leader
Way Is the Best Way*

FOREIGN REPRESENTATIVES

KELLY-SMITH COMPANY

Marbridge Building
New York

Lytton Building
Chicago

VICTORY LIBERTY LOAN APPEALS TO HEART AND CONSCIENCE

People Cannot Lay Aside Their Patriotism With the Cessation of the Sound of the Guns—
Must Pay for Peace

WITH the war at an end, what appeal does the Victory Liberty Loan make to the people of the United States? Its call is to the heart, the conscience, the pride and the business sense of Americans.

There is only one answer to be made in the fifth loan drive to the question raised by Secretary of the Treasury Glass. He said:

Cannot Consider It In Cold Blood

"I wonder if, because we no longer hear the sound of the guns, we feel privileged to lay aside our patriotism, to lay it upon the shelf, to forget the honorable commitments of this Government, and to deal with the matter in cold blood and strictly from a business point of view?"

"It is my deliberate judgment that it would be a profanation of the spirit that has already been exhibited to say that we should consider that matter in cold blood and on a strict business basis."

At a recent conference of Treasury representatives the theme for the fifth loan campaign was shown to have three elements: "Finish the job;" "Peace and Prosperity;" "Investment."

Must Pay for Our Peace

Secretary of War Baker expressed it thus:

"The war demanded 'men, money and morale.' The men are gradually being returned. Money and morale are still needed, and the Victory Liberty Loan is the means at hand. If it was a privilege to lend money to the Government for fighting, it is a high privilege to lend it to the Government for victorious peace."

To pay for the peace for which Americans fought and died; to pay for the freedom they defended with their lives; to pay for the security and protection that victory has brought us; these are the objects of the fifth loan, and the reasons for subscribing are so clear-cut that no oratory is needed.

"I am a citizen of Rome," was the proud boast centuries ago, and to-day there is a resonant echo, without the imperialistic note, in the voice of every American. As American citizens we cannot afford to have our honor impugned abroad, as it will be, without question, if we do not meet our just obligations and commitments.

A great part of the money to be raised through the issue of Victory Notes is to be expended in transporting soldiers to their homes, in providing for the men who constitute our army of occupation, and in caring for the sick and wounded. Before we repudiate the Fifth Liberty Loan we must cancel every debt of gratitude to the men who served for us.

Interested in Europe

We built docks, factories, terminals, railroads and other institutions in France which will pay us well, although they were not made with that thought in mind, but only for the winning of the war. These public works will be turned over to foreign governments, if credit is advanced to them in order that they may pay us. The credit is to be established through the Victory Liberty Loan.

Through our property abroad we have an active interest in reconstruction in Europe. It is no idle rhetorical appeal, then, that is made, when one says that

the Victory Liberty Loan is to help finance reconstruction on the other side. As for reconstruction at home, that means, among other things, the training of our incapacitated soldiers so they not only may become self-supporting, but that they may win success in business.

The war has brought material benefits to the United States which can be clinched by the payment of our war bills. These benefits include world leadership. The support of the Victory Liberty Loan by all the people of this country will be another proof, if any is needed, of America's determination to maintain the standards of freedom.

Would it not be the height of folly for us to sacrifice the advantages that have come to us through participating in the world war, by neglecting to wind up our war responsibilities and obligations and by failing to prepare ourselves for the commercial possibilities of the future?

Terms are Fair

In developing the investment, as distinguished from the patriotic side of this loan, we appeal to the public desire for security. The terms are fair, but not extravagant. The financial rating of the United States Government makes it unnecessary to have to offer terms in connection with any nation or any business enterprise which needs capital.

We appeal also to love of home. In providing for the future of the home by purchasing Victory Notes, we do more than put our money into the safest of bonds for the benefit of those we love. We set an example of patriotism and thrift which is of great value to our children, since it is a direct contribution to their future comfort.

"Opportunity" spells another appeal. Through the purchase of Victory Notes, a man will have something laid aside so that when his big chance in life has arrived, he is ready to take advantage of it. It also should be remembered that the money invested now will have a greater purchasing power the longer peace continues.

Strengthens Former Issues

Successful flotation of the Victory Liberty Loan strengthens the position of the bonds issued by this Government during the war. Thus the appeal is made directly to thirty million persons who subscribed to the first four issues. This appeal will be answered in a way not to be mistaken.

Here, perhaps, is the most compelling appeal of all, as voiced by Secretary Glass:

"The foremost obligation of which I can think is the duty of every American citizen, of humble station or high, to guard jealously the honor of the nation; to regard its commitments as his own, and willingly to pledge his labor and his substance to a complete payment of the debt. The guns have ceased to fire? Yes! Yet, but for the commit-

ments of the Government at Washington, their dreadful crash might to-night be disturbing the peace of the world, and with poignant grief, be wringing the hearts of a million American mothers. The guns have ceased to fire? Yes, but should we requite this grace of God by haggling over the debt incurred to silence eternally the artillery's frightful roar?"

Creation of New Desires Is a Patriotic Duty

Importance of Advertising for New Post-War Conditions Is Outlined by
W. R. Hotchkiss

BOSTON, April 19.—"It is the patriotic duty of every advertiser and salesman in America to create new desires for merchandise," declared W. R. Hotchkiss, advertising counsel for the New York Evening Journal, in speaking recently before the Retail Trade Board of the Chamber of Commerce.

"National prosperity offers the only cure for unrest in the country," the speaker said. "It is the patriotic duty of every advertiser and salesman in America to create new desires for merchandise, for in the satisfaction of those desires you will give employment to workers at good salaries and thereby save the country from the menace of Bolshevism."

Speaking of advertising as a means of creating desires, Mr. Hotchkiss said, "Do you know there are only 10,000,000 people in the United States who clean their teeth, and that the average woman wears a corset for 18 months? O, I guess we need tooth paste factories. And I guess

we need to tell the average woman of the country how much better figure Mrs. Smith, who buys four pairs of corsets a year, cuts than does she."

He deplored the practice of many storekeepers in keeping merchandise on their shelves for 30 days before they give it a line of advertising. "Sell while it's new," Mr. Hotchkiss said. "Some merchants think they can't sell anything until it's ready for a bankrupt sale."

He pointed out that one possible sale is lost in every dry goods store in the country every day it would mean that ten or a dozen factories would have to close up.

DINE SERVICE MEN SATURDAY

Associates Who Were Unable to Go Will Be Hosts

Newspaper men of New York who stayed at home during the war will give a dinner in honor of their comrades called into service at midnight Saturday, in the Hotel Commodore. The committee in charge consists of Frank T. Pope, Journal of Commerce, chairman; Charles A. Dailey, Sun, vice-president; Peter L. Campbell, American, secretary; John J. O'Connell, Times, treasurer.

Irvin S. Cobb will act as toastmaster, and there will be a vaudeville entertainment. The principal guests will include Major General Shanks, Brigadier General Wingate and Debevoise, Colonel William Hayward, for the army, all of whom have accepted. For the navy Rear Admiral Sims and Rear Admiral Rodman are among the invited. Governor Smith, Deputy Police Commissioner John A. Harriss and Colonel Jacob Ruppert also will attend. The dinner committee's headquarters is at 511 Fifth Avenue.

The Superior Telegram

averaged more than two pages
a week of food advertising in
housewives' market department
during 1918

THE SUPERIOR TELEGRAM is the
only daily in Wisconsin's second city
with population nearly 60,000 and is
the only large daily newspaper published
in all of upper Wisconsin

If you don't use THE SUPERIOR TELEGRAM
you don't cover upper Wisconsin

Superior Telegram

Superior, Wisconsin

Reconstruction—

Authorities agree on one basic, portentous fact—

That Reconstruction work finds its most fertile field among those who are most successfully solving Reconstruction problems of their own.

Bridgeport is pushing Reconstruction work rapidly—

Its factories are rapidly adjusting their organizations to pre-War levels—

And with Bridgeport pre-War level means definite and assured prosperity, and a diversity of manufacturing that is the solid bed-rock of industrial success.

If your Reconstruction message is worth while, you cannot overlook the advantage of placing it in the most favorable way before a quarter of a million busy people of the Bridgeport district—

They're here—they're prosperous—they're daily buyers of advertised goods—

And you can get their attention by using—

**THE BRIDGEPORT POST AND
STANDARD-TELEGRAM**

BRIDGEPORT SUNDAY POST

THE JULIUS MATHEWS SPECIAL AGENCY—BOSTON—NEW YORK—CHICAGO

"WEST COAST" WINNING BY ADVERTISING

Recent Boom of Almost Forgotten Florida Resorts Due to Use of Newspaper Space—Woman Started It and Seeing It Through

Three years ago the poor little West Coast of Florida was putting up the well-known Macedonian cry for somebody—anybody—to come over, or down,



MRS. MAUDE L. BAILLARD.
Copyright Underwood & Underwood.

or up and help it,—but nobody was paying the slightest attention.

People interested in Florida at all, including inmates of society blue books who leave the North flat in the winter

and hike Southward along the Atlantic, thought only of the East Coast. As far as most of them knew, anybody who strayed very far west from the East Coast, might fall into space and never be heard of again.

And we may be sure that the wise and thrifty souls who kept big, little and medium sized hotels and boarding houses in winter resort towns along the East Coast did not go very far out of their way to disabuse migrating Northerners of this idea—in fact, they fostered and promoted it in every way possible—principally by organized and systematic newspaper advertising—which proves that they were indeed wise.

This was a pretty how-do-you-do for the hotel and boarding house keepers and the resort towns along the West Coast, and they were becoming frantic about it when one momentous day, there stepped off the train at the pretty town of Belleair on the West Coast, a woman with a VISION.

Woman With a Vision

That is something no woman who starts out to make a good living for herself in the world should be without and Mrs. Maude Littlefield Baillard, having given up society and club life in New York City to earn her own way in the world thereafter, had it already spelled in capitals, just as here indicated.

Mrs. Baillard is quite a vision herself, which is not a detriment to a woman in business, and Belleair and everybody who was anybody in Belleair soon discovered that she was not speechless by any means. In truth, when Mrs. Baillard exclaimed, as she frequently did:

"WHAT A BEAUTIFUL PLACE!" the mayor and the council and all the hotel keepers who had begun to have

their doubts about it, because nobody ever came to see them, all gave three cheers and brightened up wonderfully.

It was not long before Mrs. Baillard had discovered other beautiful resort towns along the West Coast, such as Tarpon Springs, Sarasota, Bradentown, Winter Haven, Fort Myers, and St. Petersburg, and you may be sure that she did not neglect to tell them that they were beautiful. Then she explained the VISION. She said to all of them:

What's the Use, if Nobody Knows?

"What's the use of being beautiful if nobody knows about it? There are thousands and thousands of Northerners who would be overjoyed to come down to the West Coast instead of the East Coast if you'd only let them know how delightful it is here. Now there's only one way to do it. You must ADVERTISE!"

They asked Mrs. Baillard what magazines she thought they ought to use. "Magazines!" exclaimed Mrs. Baillard. "You don't want to use magazines. What you need is space—half-page space in the big metropolitan Sunday dailies."

So the resort town along the West Coast took her word for it and got together on a community advertising plan that she outlined to them, with "FLORIDA WEST COAST" as the big top line of every ad she wrote for them, and attractive illustrations of the different kinds of sport and pastime in store for Northern visitors to that region.

What Newspapers Can Do

It went BIG! That year Mrs. Baillard used only seven Northern newspapers, but these showed what could be done. The advertising, as each year following, was done in November, December,

and January. The hotels and boarding houses along the West Coast quit posing and got busy.

The next year Mrs. Baillard increased the number of newspapers in which she used half-page space and business was still better. The next year—last season—she added to her list of papers and the West Coast hotels and boarding houses were crowded.

The papers in which she used half-pages last season were the New York Times, Tribune, Herald, Sun, and Post, Brooklyn Eagle, Boston Transcript, Philadelphia Public Ledger, Pittsburgh Dispatch, Detroit Sunday News, Cincinnati Enquirer, Chicago Daily News, Cleveland Plain Dealer, and St. Louis Globe-Democrat. Along with the advertising, she established a reputation for interesting correspondence from West Coast resort towns.

She is just now preparing a similar advertising campaign for summer resort towns along the New England coast.

"I believe that newspaper advertising is the best buy for anybody who wants business!" declared Mrs. Baillard to EDITOR & PUBLISHER, striking the palm of one kid-gloved hand with the fist of the other.

Val Fisher Recuperating

Val Fisher, editor of Advertising World, London, is recovering satisfactorily from the operation for appendicitis and complications, which he underwent two weeks ago in the Orange Hospital, Orange, N. J. Just as soon as possible, however, another operation must be performed, but his doctors anticipate that he will be able to be around and talk business in about two weeks' time. In the meantime, the condition of his nervous system is making it necessary to keep him just as quiet as possible.

More Than THREE Times the Combined Gain of All Other Boston Sunday Newspapers **BOSTON SUNDAY ADVERTISER**

and American

365,660

Government statement for six months ending April 1st.

A gain in circulation of 38,088 for the BOSTON SUNDAY ADVERTISER in six months should have striking significance to space buyers or advertisers seeking widespread distribution and quick response to sales campaigns in New England.

Because figures talk better than words in analysis, consider these facts.

The Boston Sunday newspaper showing the second greatest increase in six months gained only 9,386. The BOSTON SUNDAY ADVERTISER gained OVER FOUR TIMES AS MUCH.

The Sunday newspaper showing the third greatest increase, gained only 1,786. The BOSTON SUNDAY ADVERTISER gained over TWENTY-ONE TIMES AS MUCH.

The Fourth Sunday newspaper LOST 1,651. The combined gain in circulation of the two papers which gained is 11,172, less 1,651 of the paper which lost, leaves 9,521 new circulation for the three other papers, as compared with 38,088 gain for the BOSTON SUNDAY ADVERTISER.

The Great New England Market Is Covered Thoroughly by the
365,660 Circulation of the BOSTON SUNDAY ADVERTISER



When Your Salesmen and Your Goods Go into Canada

They go into a country whose language, currency, credits, and economical practices are governed by almost the identical ethics and standards as prevail in the United States.

They go to a country larger in area than that of the United States, containing an increasing population of progressive, forward-looking, prosperous people with a higher than average per capita wealth.

When the United States Manufacturer thinks of Canada, he need not worry about nor make allowances for the uncertainties of an over-seas market for his export goods.

Canada as a trading territory is one of the really worth

while territories of the world. Canadians and men of the United States have fought side by side; they have bunked together; they have messed together. Shoulder to shoulder, they have proven that there is more than the ability to speak the same language to account for them being such friendly neighbors.

Manufacturers of the United States can go into Canada with a great big "sentimental market" already created—and, while taking advantage of the reconstruction period, still more firmly cement the tie that is already unbreakable.

The following daily newspapers are the proven mediums that will put an advertiser "over the top" in Canada.

| PROVINCE OF ONTARIO | | | | | | | | | |
|--------------------------------------|-------------|-------|--------|-------------------------------|---------------|-------|--------|--|--|
| Population 2,523,274 | | | | | | | | | |
| Lines | | | | | Lines | | | | |
| | Circulation | 2,500 | 10,000 | | Circulation | 2,500 | 10,000 | | |
| Border Cities Star (Windsor) | 10,373 | .03 | .03 | Kingston British Whig | (E) 6,237 | .02 | .015 | | |
| *Brantford Expositor | (E) 10,200 | .025 | .025 | London Free Press | (MN&E) 39,973 | .07 | .06 | | |
| *Brockville Recorder-Times | (E) 4,300 | .025 | .015 | Peterborough Examiner | (E) 5,800 | .017 | .0128 | | |
| *Chatham Daily News | (E) 2,419 | .01 | .0071 | St. Catharines Standard | (E) 8,004 | .025 | .015 | | |
| *Galt Reporter | (E) 3,999 | .0157 | .01 | Toronto Globe | (M) 87,112 | .15 | .11 | | |
| Guelph Mercury | (E) 3,315 | .015 | .01 | Toronto Star | (E) 85,077 | .14 | .11 | | |
| Hamilton Spectator | (E) 30,357 | .0550 | .05 | Toronto Star | (S) 65,763 | .105 | .09 | | |
| *Hamilton Times | (E) 14,000 | .035 | .03 | Toronto World | (M) 41,214 | .095 | .06 | | |
| | | | | Toronto World | (S) 89,614 | .11 | .08 | | |
| PROVINCE OF QUEBEC | | | | | | | | | |
| Population 2,002,731—English 397,392 | | | | | | | | | |
| French 1,605,339 | | | | | | | | | |
| Lines | | | | | Lines | | | | |
| | Circulation | 2,500 | 10,000 | | Circulation | 2,500 | 10,000 | | |
| Montreal Gazette (3c.-\$8 yr.)..... | (M) 36,973 | .085 | .07 | Montreal Star | (E) 110,820 | .12 | .1050 | | |
| Montreal La Presse (2c. per copy).. | (E) 154,905 | .12 | .10 | Quebec Le Soleil | (E) 35,275 | .06 | .06 | | |

"SERVICE" WILL WIN "FOREIGN" ADS

Lack of National Business in Newspapers
Can be Overcome by Publishers Co-
operating With Customers,
Says F. T. Carroll

INDIANAPOLIS, Ind., April 22.—Lack of local service to help national advertisers is the reason why newspapers are not getting as much "foreign" advertising as the magazines, in the opinion of Frank T. Carroll, advertising manager of the Indianapolis News, as expressed in an interview today with EDITOR & PUBLISHER.

Mr. Carroll disagrees, in particular, with the idea that the newspapers' 15 per cent commission is too low for advertising agents, as expressed by Jason Rogers of the New York Globe in his article in EDITOR & PUBLISHER on March 29, and that raising the commission to 20 per cent and allowing it on local as well as foreign advertising, will remedy the situation.

Mr. Carroll maintains that adequate service departments to aid national advertisers in selling their goods locally and realizing on money spent in newspaper advertising will solve the problem and he contends that any newspaper can give such service as the size of its field will require.

Difference in Rate Cards

Mr. Carroll said:

"Agencies and newspapers have gone through the same period of uncertain methods as has every other line of business, and today these businesses are, as a whole, conducted as honestly and with as high a regard for ethics as any other business.

"Mr. Rogers would have all newspapers allow commission to advertising agencies on any account handled. This viewpoint can be understood because it is the custom of most New York papers to allow commission to anyone who calls himself an agency, regardless of the actual source of the business. This may be all right for New York and the custom may work no injustice to any advertiser.

"But Mr. Rogers will be unable to get many publishers outside of his city to take this viewpoint.

"Ninety-five per cent of the newspapers sell foreign and local advertising today on a different card. Many papers are coming to the flat rate in the foreign field, while still holding to the sliding scale locally. And the dif-

ference between the foreign card and local card is usually the 15 per cent agency commission.

"If, as Mr. Rogers has acknowledged, the advertiser pays the agent's commission, there is no reason why the foreign rate should not be higher than the local rate to the extent of at least 15 per cent.

"Very few papers object to allowing commission on business placed and paid for by agencies on the foreign card, regardless of the nature of the advertising. And fewer papers refuse to allow commission on foreign advertising because it happens to carry a local dealer's name.

"Most papers object rightly to paying 100 per cent commission on 50-50 business, when the agency and advertiser is responsible for only 50 per cent of the amount, while the newspaper has to sell the advertising to the local dealer and collect the dealer's 50 per cent, generally on a local card basis.

"But you will find the majority of publishers perfectly willing to allow commission on the 50 per cent paid by the agency. This is especially true with automobile advertising. When the agency pays the entire bill, it is customary to allow full commission even though the local dealer may pay half the cost direct through an arrangement with his factory.

Commissions Not Figuring

"No—newspapers are not being passed up by national advertisers because of lack of co-operation on the part of the newspapers with the advertising agency so far as 15 per cent commission is concerned. Every large city has its score of service agencies handling nothing but local accounts on which they secure no commission from papers.

"They are paid entirely by the advertiser on a service fee basis. But the advertiser is sold space on a local card basis, and the arrangement is satisfactory to both parties.

"The failure of a comparatively few newspapers to allow full commission on some national business has no bearing on the placing of advertising and no one will resent the imputation that it does quicker than the advertising agency.

"Street cars have been able to get a fair share of national business without allowing any commission, and the outdoor people allow commission to but few agencies. The latter are coming around to the commission basis for agencies, but would be just as well off if they abolished the commission entirely.

"The real trouble lies jointly with the manufacturer or general advertiser, and the newspaper.

"Newspaper advertising represents the most intensive localized publicity.

"It must produce results in the territory in which the paper has circulation or it is a failure; consequently, newspaper advertising cannot be used successfully unless the manufacturer has distribution in the territory covered by the paper's circulation, and is in position to follow up and develop business in that territory.

Service Is the Solution

"Many general advertisers do not have sales organizations equipped to back up localized advertising, consequently, newspapers cannot be used profitably by such concerns, although they may be logical users of magazine space.

"However, natural conditions and competition are forcing national advertisers to equip their sales department so as to take advantage of newspaper advertising, but many publishers are overlooking the great force in the logical development of more general business—that is, a service department which can co-operate with the national advertiser so that the newspaper advertising will produce maximum results.

"The Chicago Tribune has blazed the trail for newspaper service departments, and should get a great deal of credit for having shown the rest of the newspapers the manner in which new general accounts may be developed.

"The Tribune service is, of course, too elaborate for the average publisher to consider, but there is a great need for intelligent co-operation on the part of the newspaper with the national advertiser, and every paper in the country can maintain a service department without undue expense.

"The Indianapolis News has developed a merchandise service department within its own organization and is successfully co-operating with national advertisers and agencies without loading the advertising department with any noticeable expense. And what can be done by the News in Indianapolis can be duplicated by every other newspaper in every other city of the country.

"This, then, is the real need on the part of newspapers for the development of more national advertising, and this must be the next step in the direction of the development of more national business."

Sergt. Kent Watson, formerly with the Associated Press at Dallas, has just returned from overseas and is now telegraph editor of the Fort Worth Star-Telegram.

Name "Stevens" Is Popular in Bridgeport

Six Brothers Have Held Important Post
Positions—News Business Manager
Also a "Stevens"

BRIDGEPORT, Conn. April 17.—Departure of Burr E. Stevens yesterday to assume active charge, with Elmer S. Hubbell, of the Middletown Press, which they recently purchased, has resulted in the appointment of Howard H. Stevens, his brother, to be mechanical superintendent of the Post (evening and Sunday) and the Standard-Telegram (morning). He was one of three brothers eligible for the position.

The two brothers who will be members of Superintendent Stevens' organization are William J. Stevens as day foreman of the Post composing room and Charles F. Stevens, advertising foreman. Still another brother, Frank S. Stevens, is to be superintendent of the press room, where he has been for a number of years. A fifth brother, Daniel, for 25 years with the Post, is to go to Middletown with Burr Stevens as plant superintendent of the Press.

G. Winfield Stevens, who recently succeeded Elmer S. Hubbell as business manager of the Post Publishing Company, has no family connection with the six brothers of the mechanical field.

Though new to the newspaper business he has had considerable business experience. He is a graduate of Hobart College, Geneva, N. Y., in the class of 1911. For two years he was assistant traffic manager of Sargent & Co., in New Haven, Conn., and for five years more representative for R. G. Dun & Co. He entered the business office of the Post in April a year ago and his promotion from assistant to manager is his reward for active and understanding application.

Wiley Will Address "Juniors"

Louis Wiley, business manager of the New York Times, will address the Junior Advertising Club of New York at their next regular meeting, to be held at the Advertising Club, Friday evening, May 2, on "Censorship of Advertisements." The meeting is open to all young men engaged in advertising work.

Lieut. Robert W. Reed has joined the Kansas City Star editorial staff after service with the 13th Division as personnel adjutant at Camp Lewis, Wash.

NEW LONDON, CONN.

- HAS INCREASED IN POPULATION more than 50% in two years.
- HAS INCREASED IN NUMBER OF PRIVATE RESIDENCES nearly 40%.
- HAS INCREASED IN PURCHASING POWER at least 100%.
- HAS INCREASED IN WEALTH fully 75%.

THE NEW LONDON TELEGRAPH

is the ONLY morning newspaper completely covering this prosperous corner of Connecticut.
The New London Telegraph has grown in circulation, popularity and advertising in proportion to its field.

90% of the buying in New London is done
between 9:30 a. m. and 3:30 p. m.

Shopping lists are completed at the breakfast table—with The New London Telegraph as a guide.

Advertise your goods at dawn,
and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
PAYNE-BURNS & SMITH

The Dayton News

(Evening and Sunday)
Carried in March

1,163,610

Lines of Advertising

Population of City.... 145,000

Net Paid Circulation:
Daily 37,000—Sunday 29,000

People of Dayton and Springfield read and respond to the advertising of good things—when appearing in their favorite home newspaper.

NEWS LEAGUE OF OHIO

Home Office—Dayton, Ohio

MEMBERS A. B. C.

New York—I. A. Klein, Metropolitan Tower
Chicago—John Glass, Peoples Gas Building

The Springfield News

(Evening and Sunday)
Carried in March

769,454

Lines of Advertising

Population of City.... 60,000

Net Paid Circulation:
Daily 14,000—Sunday 11,000

—barking up the wrong tree

How many years have you listened with approval to some advertiser ranting against the *retailer* as the *cause* of the substitution evil?

This indignant complainant was dealing with *effect*.

Now tear aside irrelevancies and see who is the *cause* of this substitution evil.

The indiscriminate magazine advertiser, the advertiser who lets his advertising run wild—*he* and not the retailer, is the *cause* of substitution!

Newspaper advertising, more than anything else, minimizes this substitution objection. It creates a sufficient concentrated demand to *justify* and *insure* adequate local distribution.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

From Printers' Ink, issue of April 17, 1919.

For the Good of Newspapers

Above is reproduced one of a series of educational advertisements published weekly in Printers' Ink by the E. Katz Special Advertising Agency. The very obvious purpose is to create new business for all newspapers.

This is part of our service to publishers—a plan to get across the idea of newspapers as a great institution, a formidable unit, so elastic as to be at once world-wide or sectional.

We should be very glad to discuss with any publisher this and other development work in detail—plans and ideas which you may be able profitably to apply locally and through your own representatives.

Representation

Of course, with your permission, we want to talk representation. We have no desire to disturb efficient relations. But we do seek an opportunity to explain to you why the Katz progressive methods are different and signally successful. Give us that opportunity.

Talk with our publishers. Ask the leading advertisers and agents about us. Come to see us. Make a memo of our 'phone and address now.

Phone Madison Square 8660

E. Katz Special Advertising Agency

15 East 26th Street,

New York City.

ADVERTISE U. S. GOODS TO FOREIGN-BORN

Inter-Racial Council Starts Campaign to Induce Spending of Hoarded \$1,500,000,000 in This Country for American-Made Products

The members of the Inter-racial Council of New York, composed of prominent manufacturers and men of affairs in America, who bought control of a large advertising agency dealing with the foreign language press and the American Association of Foreign Language Newspapers, will conduct from now on an extensive campaign of publicity and advertising to acquaint foreigners here with the merits of American products, which many of the foreigners do not even know by name.

In an announcement of these plans, the Inter-Racial Council, of which Coleman du Pont is chairman, Philip T. Dodge, vice-chairman, and Alexander J. Hemphill, treasurer, says:

"While American manufacturers are straining every nerve to build up a foreign trade for their goods, there is a foreign market at our doors which has hardly been touched. No doubt, just because it is so near at hand, it has been ignored, and its possibilities overlooked.

A Paying Investment

"If it is profitable to spend hundreds of thousands of dollars and to send skilled 'trade missionaries' to the Old World in order to educate the natives to American ways and American products, why would it not be quite as profitable to teach the thrifty foreigners in America to demand standard American goods and to live in American style? There is but one answer, it would pay—and pay well.

"There are in America fifteen million foreign-born, or, including those of foreign parentage, there are thirty-three million buyers of American goods. But a large proportion of them are not buying more than they have to, because they prefer the familiar wares from their own countries.

"Many of them do not know about American goods or how to use them. Another reason that they are not buying more is that they have the habit of hoarding their savings to send abroad, denying themselves every comfort while in America so that they can live in grand style later on in the Old World. It has been stated that \$1,500,000,000 are held by foreigners at present, awaiting transmission to Europe as soon as the bars are let down.

Education Is Needed

"There are 1,146 American papers printed in foreign languages in the United States (excluding the German, which number 483) and 85 magazines, many of them of wide circulation, attractive appearance and tremendous influence. They can become 'trade missionaries' of the best sort when used to promote Americanism instead of European traditions.

"Through articles in his own language addressed to the foreigner describing American ways and standards of living, a desire will be created for the good things America has to offer, and we can expect, therefore, an indefinite expansion of this most profitable market.

"Foreigners are making good wages, but have little inclination to spend them. The time is ripe for an educational campaign to encourage them to live in American style, to teach them about American goods, in short to

make these thrifty and prosperous people good customers for our products.

"How can it be done? Largely through the foreign language press, because three million of their readers did not speak English when the war began, and twice that number were quite un-Americanized."

AN AD CLUB THAT IS GIVING SERVICE

A CLEVER idea intended to curtail the enormous waste of the funds of advertisers through the purchase of space in advertising media which cannot possibly effect satisfactory results is being worked out by A. A. C. W. in several cities.

These clubs have bureaus to pass on advertising mediums which attempt to sell space to local advertisers. In furtherance of this plan the club in Portland, Ore., of which Charles W. English is secretary, published the following advertisement in the Oregon Journal:

"Don't Waste Your Money!"

"Do you advertise (?) on the back of restaurant bills of fare? Do you put a card in the book for the benefit of the 'Little Children of the Poor?' Does the society program catch you? Are you susceptible to the beautiful charts in all the railway stations? Do you take 'space—the only one left—in the hundred and one schemes?'"

"Money spent for space in such publications should be considered donations and not charged to the advertising account."

"Did you stop to realize how many dollars are actually wasted annually in 'schemes' that might be spent in profitable advertising?"

"The next time you are approached by one of these solicitors, get a report from the Better Business Bureau before you consider the proposition."

"The Bureau is maintained by the merchants of the city to promote better business, and its services are without charge."

"Better Business Bureau."

"308 Oregon Building."

"Of the Portland Ad Club."

CHURCH AD DOUBLED QUOTA

Two-Page Spread in Newspaper Proves What Can Be Done

The Boone (Ia.) News-Republican on April 12 published a double truck advertisement for the Methodist Episcopal Church Centenary. The advertisement was contributed by "laymen of the First Methodist Episcopal Church." The purpose of the advertisement was to aid a Sunday drive for funds for the Centenary movement.

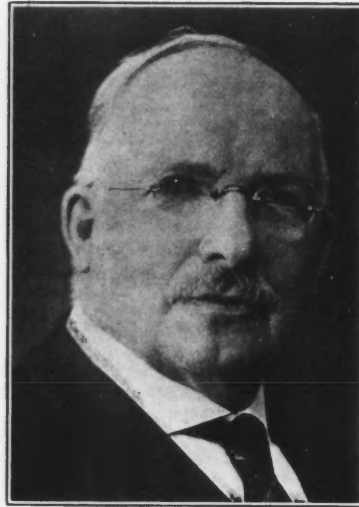
George Brunton, managing editor of the News-Republican is authority for the statement that the quota figured on for Sunday's drive was more than doubled through the instrumentality of this advertisement. "Church advertising is becoming as necessary as advertisement of any business," he says.

Buxton Is Organizing

PROVIDENCE, April 19.—Alfred H. Gurney, writing from Paris to the Providence (R. I.) Journal, says that Lieut.-Col. G. Edward Buxton, Jr., treasurer of the paper, and Capt. Charles S. Coulter, formerly employed by the same newspaper, were largely instrumental in the recent formation in Paris of the American Legion, the first official society of the veterans of the recent war.

GIVES HIS HOME CITY A CIVIC GARDEN FOR ROSES

TO mark the completion of forty years in the printing and publishing business in St. Catharines, Ont., W. B. Burgoyne, editor and publisher of the Stand-



W. B. BURGOPYNE.

ard, has presented his home city with a civic rose garden.

Roses have been this newspaperman's hobby, and, thanks very largely to his enthusiasm and leadership, St. Catharines has become a veritable Rose City. It was like him, now that he is advancing in years, to endeavor to perpetuate

this laudable distinction through the establishment of a civic garden that would be both nucleus and inspiration for individual effort in the future.

Mr. Burgoyne has been a leader among the publishers of small city dailies in Canada for some years back. His paper, the Standard, takes rank as one of the liveliest and most successful papers of its class in the Dominion, and is housed and equipped in a style that few papers in cities the size of St. Catharines can equal.

All this, Mr. Burgoyne has accomplished in the comparatively short period of twenty-seven years. When he acquired the property back in 1892, the paper was all but moribund; in fact, its valedictory had been written and put in type. He took the sickly infant over for \$100, and after a stiff fight, succeeded in pulling it round. Since then progress has been unbroken.

Apart from his interest in horticulture, Mr. Burgoyne has taken an active part in municipal affairs, and has served as alderman and mayor of St. Catharines. He is an ex-chairman of the Daily Section of the Canadian Press Association. His son, Major H. B. Burgoyne, who has seen active service in France, is business manager of the Standard.

Lewis Made Staff Officer

Tracy H. Lewis, associate editor of the New York Morning Telegraph who was first lieutenant in the Aviation Corps and range officer and machine gun instructor at Fort Omaha, Neb., has been commissioned a major on the staff of Gen. O'Ryan of the New York State Guard. He is also a member of the staff of Gov. Smith. Major Lewis has been assigned to the inspection of small arms practice of the New York State Guard.

Boston Evening Transcript

The *Transcript's* large three-cent circulation has been substantially increased by the general price-rise in one-cent dailies.

The *Transcript* wields a unique influence in a field of extraordinary buying-power.

The *Transcript* printed a larger total of advertising in 1918 than any other Boston evening paper.

The *Transcript* in common with other papers is making good gains for 1919—63% in national advertising.

National Representatives

CHAS. H. EDDY CO.
NEW YORK CHICAGO BOSTON

An Invitation and An Opportunity for all Visiting Members of the A. N. P. A.

You newspaper builders, who have come from all parts of America to the city of cities, know that you are heartily welcome!

You have come to garner ideas and inspiration that will help you to make your newspapers better, stronger, more influential.

Let us offer a suggestion. Steal away an hour from the Convention, visit the New York Evening Post and ask its Syndicate Department how it can help you in newspaper building.

Find out on what terms you can secure these nationally known features:

DAVID LAWRENCE'S daily Washington dispatches, which are published simultaneously in 32 other newspapers.

DAILY FINANCIAL ARTICLE, by Alexander Dana Noyes, a leading financial feature of prominent newspapers.

WILLIAM G. SHEPHERD'S stories from abroad—informing, gripping, human-interest accounts, of conditions as he finds them.

WEEKLY FINANCIAL REVIEW, for Saturday, Sunday or Monday.

PRUDENCE BRADISH'S articles on Home-making, for Saturday or Sunday.

FRANCES JENKINS OLCOTT'S Once-More-Told Tales, for Saturday or Sunday.

The Evening Post is at 20-24 Vesey Street. Take the east side subway to Fulton Street or the West Side to Park Place. You will be cordially welcomed.

The New York Evening Post

PAPERS CAN DISPLAY ADVERTISED GOODS

**Their Windows Can Show National Ad-
vertised Wares Represented in Their
Columns—Plan Tried Out Suc-
cessfully in Several Cities**

By EMIL G. MYERS.

Farseeing newspaper publishers in several instances have come to recognize the advantage of co-operating with the national advertiser. They are assisting him to bring the goods more prominently before the public. This is co-operation of the kind that will pay, and pay big.

Some years ago the Boston Herald adopted the plan of devoting its display window to the exploitation of various nationally advertised commodities. The window was attractively dressed, and but one line of goods shown at a time.

For instance, the National Biscuit Company held sway during one week. In that week all the products of the National Biscuit Company which could be accommodated in the window space at their disposal were displayed in tempting array.

A Tie-Up Point

Much thought and effort were put into making the showing as pleasing as that of a regular store display window. Pertinent window cards, effectively placed, carried out the show window verisimilitude.

Usually there was a sign calling attention to the fact that these goods were advertised in the Herald, and that advertised goods were always most reliable for the money.

It has occurred to the writer that some such addendum as, "The Company Herald Advertisers Keep," or "These Are the Companions You Would Have If You Advertised In the Herald," or "Advertising, Combined With the Goodness of the Goods, Made National Biscuit Company Products Famous the World Over," would be good sales arguments which would couple the attributes of newspaper advertising and meritorious goods—a tie-up with a point for advertisers who were not using the Herald.

The Rochester (N. Y.) Herald offers its national advertisers intense cooperation through these attractive displays of their products in the large window of its Main Street, East, office. That is to say, a showing of their products in the center of the shopping district, where the traffic of the city's busiest thoroughfares reaches its height. Seventy-five thousand pedestrians pass the window daily. The novelty of these displays and their great variety have made the Herald's window the most popular, and the most valuable in Rochester.

Co-operative Usefulness

That these displays attract attention is shown by a brochure, "Catching the Crowd," which carries many illustrations of various exhibits made by the Rochester Herald in the past year. Crowds are congregated about these windows almost every hour in the day. Need any more be said by the way of arguing that such displays can do more than help the advertiser?

This tie-up of medium and advertiser represents an expedient of real co-operative usefulness. It presents great possibilities. Few stunts worthy the name can compare with it for results.

It helps the newspaper secure more local advertising—it shows the public that a good newspaper believes in advertised goods—it helps the National advertiser, because most everything that

is recommended by a good newspaper will find the consumer receptive.

Here is a big field for the progressive newspaper. More should take advantage of this opening—to advertise not only the paper's prestige, but its genuine advertising value to the advertiser as well. "Catching the Crowd" should not be confined to Boston or Rochester or a few of the other cities where this method of co-operation has been adopted.

It should be employed by newspapers the country over. Nearly all of them have splendid display windows. They are well situated, and it gives an otherwise unattractive expanse of window space a very good setting; newspaper windows seldom being used for any particular purpose.

DEvised "ETHICAL" AD COPY FOR DENTISTS

WHEN "ethical" dentists of Indianapolis objected to the fact that Indianapolis newspapers were carrying advertisements of "advertising dentists," O. T. Roberts and Ed Hunter of the Indiana Daily Times began to cast about for some plan by which the "ethical" dentists could have an opportunity to use some advertising space in the Times and thereby give the reading public "their side" of the story.

Messrs. Roberts and Hunter prepared a series of uncommonly interesting advertisements, then, with the aid of one dentist who was friendly to the idea, they "sold," with very little effort, a campaign to occupy 600 lines each insertion, one advertisement running each week for six months.

Following the preparation of the advertising "copy," which was written with the aid of and under the supervision of a friendly dentist who knew what it would be possible to "sell" the "ethical" dentists, the sale of this space—something like \$1,000 of business, which was entirely created and which could not have existed otherwise—proved a very simple matter, Mr. Roberts reports.

In addition to the dentists who participated in paying for the advertising—and the expense was distributed so that each paid a very small sum—a large dental supply house was also "permitted to contribute."

TO KILL OPPOSITION PRESS

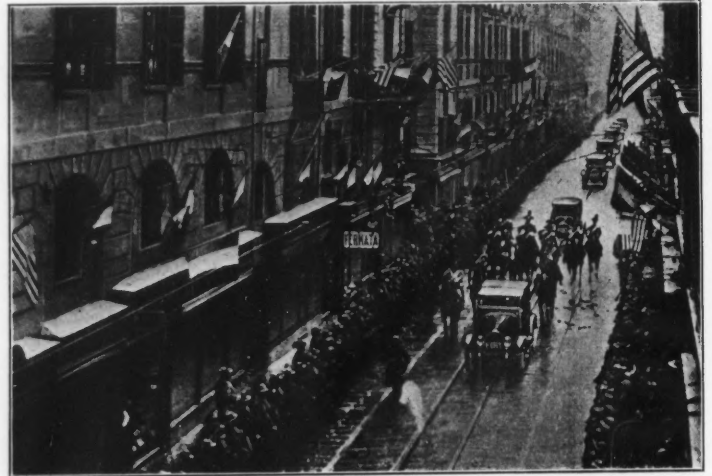
**Fight Starts to Set Aside North Dakota
Law Framed by Non-Partisans**

J. F. Bacon, general manager of the Grand Forks (N. D.) Herald, is leading a fight to have set aside through a referendum a law passed by the state legislature providing for a state printing commission and for the publication of all legal notices in newspapers designated by the members of the commission.

Mr. Bacon sees in the law a menace to the independent press of the state. The Non-Partisan League, which is in the saddle in North Dakota, owns and controls, it is said, about fifty newspapers. By throwing to these papers the official printing of the state, Mr. Bacon contends, the newspapers representing opposing political parties may be effectually starved out. A petition for a referendum vote on the law calls for an election July 8, 1919.

J. A. Worley, former Kansas City Journal reporter, has been chosen publicity director for the 10th Federal Reserve District for the Fifth Victory Loan. Mr. Worley has served in this capacity for five loans.

PRESIDENT WILSON'S WELCOME IN TURIN



TURIN hailed President Wilson, on his visit to Italy, as the man who had helped that nation immensely toward the realization of her great aim, complete unity. The weather was unfavorable, but the flag-decorated streets through which the escorting cortege passed were thronged with Italians who had braved the elements to do honor to the Chief Magistrate of the United States and Commander-in-Chief of its armies.

Urge Ohio Journalism School

COLUMBUS, Ohio, April 17.—Unanimous indorsement of the Senate Parrett bill for the erection of a building for the College of Commerce and Journalism at Ohio State University, to cost \$200,000, was given by the Advertising Club. An ovation was given Capt. Jerome T. Page, advertising manager of the Central Ohio Paper Company, recently returned from military service.

Sigma Delta Chi 10 Years Old

The tenth anniversary of the founding of Sigma Delta Chi, professional journalistic fraternity, was celebrated April 17 at 28 universities and colleges where journalism is a part of the regular curriculum.

J. W. Weldon has rejoined the Kansas City Post staff after seeing service with the S. A. T. C.

Important Patent Allowed

Announcing the issuance to Frank E. Ellis, of Revere, Mass., on March 11th, 1919, of Patent No. 1,296,782 for Printer's Blanket. This patent covers

The Automatic Blanket

We have acquired the SOLE RIGHT to manufacture and sell this blanket, which is recognized as the greatest improvement in newspaper printing practice in the history of the art.

R. Hoe & Co.; The Goss Printing Press Co.; Walter Scott & Co., and The Duplex Printing Press Co., are authorized Agents and they will equip your NEW PRESSES with the AUTOMATIC BLANKET at your request.

The AUTOMATIC BLANKET is in use in all Newspaper Pressrooms in New York City.

Manufactured and Exclusively Controlled by

The New England Newspaper Supply Co.
WORCESTER, MASS.

REJOICE OVER 'PHONE STRIKE END

New England Newspapers Were Hard Hit, But Weathered the Storm at Big Cost—Editorial and Advertising Forces Suffered Alike

Boston, Mass., April 21.—Newspaper employees in the five New England States affected by the strike of telephone operators, from the managing editor down to the newest office boy, have had enough strike, especially as far as the telephone is concerned, to last them for a long while. Of all the sighs of relief that went up when the girls finally returned to their boards at 3 o'clock this afternoon, the longest, loudest and most genuine sighs were those of the newspaper folk.

Except for a few calls which have been passed in extreme emergencies, such as for physicians, hospitals, etc., the telephones of New England have been stilled for seven days. Newspapers were no exception to the rule as far as telephone service was concerned. Every telephone was dead. The "juice" was there, but there was no girl on the other end.

All in Same Plight

The Boston newspaper offices shared the same fate as the country weekly in Maine or New Hampshire. Boston dailies covering the entire New England field were completely isolated. It is the first time since the telephone became recognized as a necessity that its service has been denied, and the experience is one that will not be soon forgotten.

The extra expense entailed by loss of service in some of the larger newspaper offices will run up into four figures for

the seven days. Telegraph lines in all offices were taxed to their limit, and the messenger service expense was doubled and trebled.

But for the special lines running between the respective offices and police headquarters, the Boston dailies would have been completely tied up.

Correspondents all over the district were obliged to travel long distances for their assignments, and still greater distances to cover them and get their copy to the office. Only the most important news items were covered because of this fact.

Only Big News Covered

The Associated Press, United Press and International News Service were also hard hit, but in every case these agencies gave their best efforts to assisting the newspapers, and in that endeavor they were most successful.

The inconvenience was not confined to the editorial departments, either. In the advertising departments, the additional work and expense was equally great. While the loss was not apparent in the advertising columns—the paid space in every edition being well up to normal—the result was only made possible through the more general use of the mails, messenger boys, telegraph and a great deal of extra traveling on the part of solicitors.

In Providence and Springfield

PROVIDENCE, R. I., April 21.—The strike of the telephone operators in this city hampered to a great extent the newspapers' service. While papers were able to handle practically all the big material, they did it more or less under difficulties and with considerable more work attached to it.

Messenger boys were brought into service to get copy in. Police reporters,

instead of spending a portion of their time in their offices as is usually the custom, keeping in touch with conditions by telephone, took up their quarters at central station, where only recently a switchboard was installed connecting with all the stations in the city.

By this arrangement, they were able to cover territory as thoroughly as before. Special wires were installed between the central station and hospitals.

In Springfield, Mass., the union's reporters covered hospital and police news by means of motorcycles.

ONLY WOMAN AT CONVENTIONS

Mrs. Deming Is a Progressive Business and Social Leader

Mrs. Zell Hart Deming was the only woman publisher in attendance at the A. P. meeting, and she is the only active woman member of that association. She is publisher of the



Warren (O.) Tribune, and is a progressive leader of the social and business life of the beautiful and thriving little city on the banks of the lazy Mahoning River.

Mrs. Deming attended all sessions, modestly attired as a business woman, and received the courtesy of the entire membership. She posed especially for this photograph for EDITOR & PUBLISHER.

GEORGIANS MEET JULY 15-16

Executive Committee Fixes Details at Meeting in Atlanta

ATLANTA, April 21.—Plans for the annual meeting of the Georgia Press Association, to be held in Monroe, July 15 and 16, were discussed Saturday at a meeting in the State capitol. Paul Harber, president, announced that this looks like the biggest year in the history of the association.

Two speakers from outside the State will be on the program, one speaking on journalism and the other on advertising. The editors attending the session were: Paul T. Harber, Commerce; C. E. Bennis, Butler; H. H. Stanley, Atlanta; W. Trox Bankston, West Point; Ralph Meeks, Carrollton; Ernest Camp, Monroe, all members of the executive committee; and Jack L. Patterson, Covington; P. T. McCutcheon, Franklin, and G. S. Chapman, Sandersville.

Printers Will Convene

ATLANTA, April 21.—More than 1,000 printers are expected here May 5 and 6 to attend the annual convention of the United Typothete of America.

DOROTHY DARNIT BY CHARLES McMANUS

Brother of the Famous GEORGE McMANUS.

Here is a sample of the style and humor:

Dorothy Darnit The Dog was evidently a poor matchmaker By Charles McManus



We class this new comic as a second MUTT AND JEFF for popularity and as a circulation maker.

Now Appearing in the Following Papers:

- | | | | |
|--------------------------------|--------------------|--------------------|-----------------|
| NEW YORK EVENING WORLD | CHICAGO DAILY NEWS | BALTIMORE AMERICAN | BUFFALO COURIER |
| PHILADELPHIA EVENING LEDGER | CLEVELAND PRESS | TOLEDO NEWS-BEE | DES MOINES NEWS |
| PITTSBURGH CHRONICLE-TELEGRAPH | CINCINNATI POST | COLUMBUS CITIZEN | OKLAHOMA NEWS |
| AKRON PRESS | | ZANESVILLE SIGNAL | |

Mats Six times a week, six columns.

Wire for terms your territory.

Exclusively controlled by:

THE BELL SYNDICATE, Inc. World Building, 63 Park Row, New York

John N. Wheeler, Pres.

BULK OF ESTATE LEFT TO W. R. HEARST

Will of Mrs. Phoebe A. Hearst Also Provides for Generous Gifts to Relatives—Gave Away More Than Twenty Millions in Lifetime

By the will of Mrs. Phoebe A. Hearst, filed in San Francisco April 17, the greater part of her fortune is left to her son, William Randolph Hearst. The value of the estate is estimated at from \$5,000,000 to \$10,000,000.

The bequests in her will, ranging from \$250,000 to \$1,000, were chiefly to relatives and friends. To the sons of William R. Hearst—George R., William R., Jr., John R., Randolph A. and Wilson W. Hearst—she bequeathed the Hearst Building in San Francisco and the home and estate at Pleasanton.

The University of California received \$60,000 in trust for the continuation of scholarships which Mrs. Hearst supported during her lifetime. The largest personal bequest was that of \$250,000 to a niece, Anne D. Apperson Flint, of New Haven, Conn. Edward H. Clark, for many years manager of the Hearst estate, receives \$100,000. The executors named in the will are: W. R. Hearst, Edward H. Clark and W. A. Magee.

In her lifetime Mrs. Hearst had distributed in charities, educational and philanthropic enterprises a fortune estimated at more than twenty millions of dollars. Famous paintings and other valuable works of art were left to the University of California Museum.

As a tribute of respect to the memory of Mrs. Hearst, on April 16, the day of her funeral, all machinery and all work of every kind in every establishment owned by William Randolph Hearst, from the Atlantic to the Pacific, came to a complete stop at the same moment for a period of five minutes during the services at Pleasanton.

Deaths of R. S. McCormick and H. N. Higinbotham

Well Known Chicagoans Were Related to Owners of Chicago Tribune—Former Aided Associated Press

Robert S. McCormick and Harlow N. Higinbotham, aged and famous Chicagoans and both connected with the families that have owned and guided the destinies of the Chicago Tribune from its founding, died within two days of each other during the past week.

Mr. McCormick, noted as a diplomat and for his success in having the Associated Press service admitted into Russia, was the father of Senator Medill McCormick and of Col. Robert R. McCormick, one of the editors of the Tribune. His death on April 16 at his home in Hinsdale, near Chicago, was caused by pneumonia. He would have been 70 years old next July.

In 1876, Mr. McCormick married Miss Katherine Medill, the daughter of Joseph Medill, owner of the Tribune. In 1889, the President named him first secretary of the United States legation in London, and in the spring of 1901, President McKinley appointed him Minister to Austria. A year later the rank of the American representative there was raised to ambassador.

In 1903 he was transferred by President Roosevelt to be ambassador to Russia, a post which he held with great distinction. He was a warm friend of the

Czar and because of this and the goodwill of the Russian government he was able to obtain admission for the Associated Press into Russia, thus breaking down a barrier that had kept events throughout the vast empire hidden from the rest of the world. In 1905 he was made ambassador to France, but two years later ill health, which continued until his death, forced his retirement.

Harlow N. Higinbotham, who was the father-in-law of Capt. Joseph Medill Patterson, associated with Col. McCormick in the ownership and editorship of the Tribune, was struck by an army ambulance while crossing a street in New York City on April 18, and died the same day. He had stopped in New York City on his way to his home in Chicago from Florida. He was 81 years old.

Mr. Higinbotham was a former member of the firm of Marshall Field & Co., and was president of the World's Columbian Exposition, held at Chicago in 1892-1893. He devoted much of his time to charitable and philanthropic work, being especially interested in the Chicago Home for Incurables, which he founded. From 1897 to 1909 he served as head of the Field Museum of Natural History.

He was a director of the Northern Trust Company and at one time head of the National Portland Cement Company and the National Grocery Company.

MANY MOURN FOR LYNN WRIGHT

Worked Way Through College and Up Ladder of Success

Lynn G. Wright, managing editor of Printers' Ink, who died last week, had been connected with that publication for ten years, having previously been on the editorial staff of Outing. Even in his college days at Cornell, he showed a natural bent for clear and concise writing and earned his tuition money by writing special articles for metropolitan newspapers.

When he began work for Printers' Ink he was first given the investigation of advertising campaigns and displayed unusual capability in this for keen analysis and lucid description. After he was chosen managing editor, he had little time for the kind of writing he enjoyed but his personality was displayed constantly in clever headlines and editorial notes.

He believed in "family spirit," in business and was successful in promoting it among his associates, choosing workers who not only were capable but who could work with others in harmony. His unfailing friendliness was known to many who had never met him but with whom he had corresponded, his skill at intimate letter writing being extraordinary. He leaves a widow and one child.

JOHN E. POWERS PASSES AWAY.

Had Long Held First Place Among Writers of Effective Copy.

John E. Powers, for many years the most famous writer of advertising in the country, died Sunday at his home at Hartsdale, N. Y., at the age of 82. He was born on a farm in Central New York in 1837, and had a varied business experience until 1880, when he became advertising manager for John Wanamaker.

Mr. Powers was a writer of simple, virile English, and was the pioneer in the development of candid and convincing advertising copy. His work for Macbeth, the lamp chimney manufacturer, was a distinctive feature in all newspapers of a quarter of a century ago. John O. Powers of the Powers Advertising Agency is his son.

OBITUARY NOTES

DR. WILLIAM HILT, for many years a reporter for Philadelphia newspapers, died recently in Pensauken, N. J. He became an expert stenographer and began his career as a reporter for the Evening Bulletin, covering many big assignments, including the Centennial Exposition. While he was a reporter, Dr. Hilt studied medicine and practiced for several years, but preferred newspaper work, and in the early eighties returned to his old profession on the staff of the Public Ledger, where he remained until he retired about ten years ago. The late Hugh A. Mullen, who published the old Philadelphia Sunday World, was his brother-in-law.

MRS. MAE DURELL FRAZER, for many years a special writer for the Boston Globe, died in Cambridge, Mass., April 17.

PROF. HENRY MORSE STEPHENS, for many years an editor of the American Historical Review, died in San Francisco April 16 after attending the funeral of Mrs. Phoebe A. Hearst. He was head of the department of history in the University of California.

CARL FLORIAN ZITTEL, JR., nineteen-year-old son of the dramatic editor of the New York Evening Journal, died April 16.

A. S. CRISP, for 25 years editor and publisher of the Cuero (Tex.) Daily Star, died April 6, aged 52.

HUBERT M. JOHNSTON, of the Mallory, Mitchell & Faust Agency staff, in Chicago, died April 6.

JAMES H. GOODCELL, for many years a prominent figure in the New York newspaper and magazine field, died April 14 of pneumonia in his 77th year. He was one of the founders of the Daily Graphic, in 1873, and afterwards connected with the publications of Harper & Brothers in an editorial capacity and was owner of an insurance publication called Fire and Water. He retired from active work some time ago.

J. CHARLES DAVIS, formerly a well known circus press agent, died recently.

FLOYD C. PALMER, advertising man of the Palmer Boat Company, Lake Geneva, Wis., is dead.

WILLIAM FOUT, for sixteen years business manager of the Frederick (Md.) News-Post, died April 2.

PUBLISHERS

We Would Like to
Shake Hands with You
Again

But it is Somewhat Doubtful that we will see
you at this Convention

WHY?

We are Directing at this Time Four
Salesmanship Clubs

IN PHILADELPHIA, PA. (*Fourth Campaign*)
WASHINGTON, D. C. (*Second Campaign*)
SYRACUSE, N. Y., and BINGHAMTON, N. Y.

What Is a Salesmanship Club?

Why does a subscription obtained on the merits of the paper appeal to some publishers?

We can give you this information, but we would rather you would get it from the publishers for whom we have worked during the past few years.

Why Not Write to Us for the List?

BLAIR & AUSTIN

721 Paul Jones Bldg.

Louisville, Ky.

NOTE—Our commission charge only a little higher than those conducting contests.

"PICK-UPS" ON "PEACOCK ALLEY"

While the volume of advertising is unprecedented all through the middle West there are certain lines of manufacturing that are not doing as much advertising as they probably will later because they are waiting to see whether they will be able to hold prices up, according to J. E. Lutz, president of the Newspaper Representatives' Association of Chicago. "Prices of raw material in their lines are still up and they are trying to maintain war prices without knowing whether the buying public will stand for it," he said.

Best in Twenty-five Years

"The outlook for advertising is better than I have ever seen it before in twenty-five years," said John B. Woodward of the Chicago Daily News. "The business offered is something tremendous and papers that never before left out advertising are doing it now for lack of space. The Daily News has been compelled to omit from five to twenty-five columns a day and sometimes has limited local advertisers on the space they could use. The business of most retail dealers in Chicago, including clothiers, dry goods merchants and merchant tailors, has been extraordinary, and it looks like this was going to keep up."

Argument for Higher Rates

"All the newspapers in Boston are doing a good business in advertising and I see no present indication of its letting up," said William F. Rogers of the Boston Transcript. "High wages will make business good for some time to come. All the retail and department stores in Boston are flourishing. I never saw so many people in the streets and the explanation is that more people are shopping. Prices don't seem to affect sales. Newspapers put up rates, and the higher the rates the more business for the papers."

Astounding Wealth in Iowa

"Conditions in Iowa preclude the possibility of a slump," said Lafayette Young, Jr., of the Des Moines Capital. The state is now producing one billion and a half of agricultural wealth alone annually and could take over the Victory Loan by itself from this production in three years without touching its capital stock. Iowa farmers are too uniformly successful to be affected by the doctrines of the Bolsheviks or the Non-Partisan League. The new Sunday edition of the Capital was started April 6 and every issue has been a money-maker."

Helped Safeguard Minnesota

A. C. Weiss of the Duluth Herald, who is here attending the annual meetings of the Associated Press and the American Newspaper Publishers' Association, is not only a director of the former organization and publisher of the Duluth Herald, but during the last two years he has been a member of the Minnesota Public Safety Commission. This commission has had wider powers than almost any other similar organization in the country, and it has not hesitated to use them wherever it was necessary to suppress forces of disloyalty and sedition.

The result has been that though Minnesota has far more than the average proportion of inhabitants whom racial ties inclined to lean toward the cause

of the Central Powers no state surpassed it in any branch of patriotic work, from volunteering for military service to the knitting of socks for soldiers.

An Authority on the Orient

V. S. McClatchy of the Sacramento Bee returned only recently from the Orient, and an interesting result of his trip is a series of articles now appearing under his name in the Bee, descriptive of conditions in the Far East. Mr. McClatchy had exceptional advantages for securing information from authoritative sources and subordinated sight-seeing to an investigation of economic and political conditions. One of Mr. McClatchy's articles is headed "The Germany of Asia—How Japan Has Imbued Prussian Methods and What She Is Doing With Them."

New A. P. Members in Jackson

James Frank, president, and William R. Spencer, treasurer, of the Jackson (Mich.) News, were in New York City during the week and were elected to membership in the Associated Press. After the Jackson Citizen absorbed the Patriot the old Patriot organization organized the News, the first issue of which appeared January 27.

Lawson Couldn't Come

Victor F. Lawson, publisher of the Chicago Daily News, was unable to come to New York City to attend the meetings, being still incapacitated by an injury he received while in New York City last October at a meeting of the directors. At that time, while passing out of the building at 51 Chambers street, where the Associated Press has headquarters, a piece of stone fell from the front of the building, striking one of his feet. For months the injured foot was in a plaster cast and Mr. Lawson now walks with difficulty. His physician advised against his making the trip East.

Loans Aided Advertising

"Advertising done in the interest of the various Liberty Loans has taught a good many people the value of advertising—those never appreciated its power before," according to Fleming Newbold of the Washington Star and chairman of the Committee of the Bureau of Advertising of the A. N. P. A. "I refer particularly to the members of local committees in charge of advertising for the loans and the people who, through them, helped to defray the cost of such advertising," said Mr. Newbold.

"To many such persons advertising previously had been an abstract proposition, but their activities in connection with Liberty Loan advertising made them see it in a new light. In fact, it made them advertising solicitors and they 'sold' themselves on it. They were made to realize the effectiveness of newspaper advertising through handling it themselves and witnessing results at close hand."

Predicts Unprecedented Business

The war period concentration of advertising in the strong newspapers probably will be done away with now and business will spread to the smaller ones because the big papers have about reached their capacity, is the belief of

Hugh A. O'Donnell of the New York Times.

"When labor conditions are adjusted the manufacturer, jobber and retailer are going to appeal to the consumer with all the extra force in advertising that they had to keep in check during the war," said Mr. O'Donnell. "I believe that advertising is to have an unprecedented period of prosperity."

Texas' Champion Bond Seller

The sale of 15,000 Liberty Bonds in the four campaigns thus far is the war service record set by Marcellus E. Foster, publisher of the Houston (Tex.) Chronicle—and he expects to exceed all past accomplishments in course of the Victory Loan.

Mr. Foster has sold bonds to all corners at \$1 a week and at times as many as 12,000 people did business through his office within a week. "Business in Houston is the best in the history of the city, as is indicated by the Chronicle's record of having printed 1,097,616 lines of advertising in the month of March, and breaking all advertising volume records for the state of Texas in the first three months of 1919," said Mr. Foster.

"Newly discovered oil wells (liquid gold) in the vicinity of Houston are bringing thousands of people and vast sums of money into the city. Since 1910 Houston has practically doubled in population, growing from 80,000 to 160,000. Today we have so many residents that we have to build bungalows all through the city to house them."

Incidentally Mr. Foster is building 100 bungalows on his own property as a safe investment.

Plenty of Money in Canada

"We are prospering in Canada," said Col. R. F. Parkinson, managing director of the Ottawa Journal. Col. Parkinson returned not long ago from service abroad with the 38th Royal Ottawa Regiment, and was in the hottest fighting on the front during four years. He received the Distinguished Service Order.

"All during the war, Canadians have been obeying the injunction of government to economize and now that the war is over and they have plenty of money they are spending it in repairs to houses they have let go without paint and without furniture that was needed, and so on, and business is having a boom," he said. "The labor market has been stabilized."

What Paper Is Chandler With?

"The Los Angeles Times is the biggest paper in the world," confided Harry Chandler, who is connected with a certain newspaper in a Pacific Coast city. "We have more advertising nowadays than we know what to do with. The papers on the Pacific Coast are being favored now in the price of white paper. We are paying from \$5 to \$10 less a ton than the Eastern publishers. This is because of the large amount of timber we have on the Coast."

Emil Scholz in Far-Off Japan

For the first time in ten years Emil M. Scholz, former publisher of the New York Evening Post, was not seen at the publishers' convention, but EDITOR & PUBLISHER received a letter from him dated Tokio, Japan, March 27, presenting by this proxy his greetings to many friends.

The letter read: "I have been in Yokohama since my arrival and came here yesterday. I ex-

pect to be here until April 18, and then go to Osaka, Kobe and Kyoto. I expect to be in Peking about April 26, and will be there until the middle of May. A letter in care of the Embassy will reach me.

"Am having dinner tonight with the American Ambassador, Roland Morris, here at the Embassy.

"This will be the first A. N. P. A. meeting I will miss for over ten years. Give my regards to our mutual friends."

South at "Full Speed Ahead"

Advertising conditions have improved greatly since the armistice was signed and are continuing to improve in the South, according to Maj. E. B. Stahlman, owner of the Nashville Banner.

"We have enjoyed a steady increase of business throughout the winter. This increase can be generally noted throughout the South. We are preparing for increased prosperity and a lasting period of growth and development. All uneasiness over what might happen during the readjustment has been wiped away entirely and we are going ahead at full speed."

Booming Along in Ohio

"Labor conditions are somewhat unsettled in our section," said R. C. Patterson, president of the Toledo Times. "There is now under consideration an adjustment of the wage scale of the street railway employes and the workmen of the Overland Automobile Company and 25,000 men are affected. However, advertising has increased 40 per cent in volume with us this year and circulation has increased, also."

Has no Labor Troubles

"The outlook for business looks very favorable and it is mighty good right now," said William A. Hendricks, general manager of the New Haven (Conn.) Times-Leader. "We have no labor problem to contend with. Our munition factories are finding other things to do. Our foreign advertising last month was 40 per cent ahead of the same month last year."

Weeklies Prospering Too

"Business is good!" said W. S. Livengood, editor of the Meyersdale (Pa.) Republican, a weekly paper. "Last week we ran sixteen columns of news and forty of advertising. We are remodeling our old building and putting up a two-story addition."

Plenty of Work in Galveston

"We haven't any labor problem in Galveston," said T. E. Gaffney, business manager of the Galveston Tribune. "We look for a continuation of the good business we are having now. There is plenty of work for everybody and we expect prosperity to continue indefinitely."

Beat 1918 by 40 Per Cent

"National advertising during the last three months has never been as big in the same period before," said J. T. Beckwith of the Beckwith Agency. "We did a net business of \$250,000 in March, which was 40 per cent more than in March last year."

Four Words by Chamberlain

"Oh, I never talk for publication, but business is fine everywhere, I hear," said Clayton P. Chamberlain, general manager of the Hartford Times.

BIGGEST ADVERTISING YEAR PREDICTED

(Continued from page 12)

It also believes that special thanks are due to "Editor & Publisher" and to Justin F. Barbour, of Chicago, for their remarkable work in compiling statistics of newspaper rates and circulations by States and zones. These compilations have been of inestimable value to the bureau in its work.

Your committee also wishes to express appreciation of the enthusiastic support given to the bureau by the newspapers subscribing to it.

Financial Report

Statement of assets and liabilities as of February 28, 1919.

| | |
|--|-------------------|
| ASSETS | |
| Cash in bank..... | \$1,006.70 |
| Petty cash | 95.21 |
| Liberty Loan investment | 1,000.00 |
| Due from members.. | 961.00 |
| Furniture and fixtures | 429.54 |
| Bureau luncheon 1919 account | 124.75 |
| Total assets | \$3,617.20 |
| LIABILITIES | |
| Dues paid in advance | 172.00 |
| Unpaid expenses ... | 327.30 |
| Total liabilities ... | 499.30 |
| Balance being surplus at February 28, 1919 | \$3,117.90 |

We hereby certify that in our opinion the above statement of assets and liabilities correctly shows the condition of the Bureau of Advertising at February 28, 1919, and that the attached income account correctly shows the operation of the Bureau of Advertising for the period from March 1, 1918, to February 28, 1919.

A detailed report of our examinations of the accounts of the Bureau of Advertising has been rendered under this date to William A. Thomson, Director, New York, April 9, 1919.

SQUIRES & GREENMAN,
Certified Public Accountants.

Income Account—March 1, 1918, to February 28, 1919

| | |
|---|--------------------|
| GROSS INCOME | |
| Members' dues, less amount written off as uncollectible | \$28,614.00 |
| Sale of newspapers, as collected | 2.55 |
| Sale of binders as collected | 5.10 |
| Interest on bank deposits.... | 68.61 |
| Credit balance in 1918 bureau luncheon account.... | 1.16 |
| Total gross income..... | \$28,691.42 |

| | |
|--|-------------|
| Expenses | |
| Salaries | \$20,476.67 |
| Traveling expense.. | 3,100.76 |
| Printing | 1,705.22 |
| Rent | 2,121.00 |
| Postage | 1,485.95 |
| Telegrams | 255.85 |
| Telephone | 272.10 |
| Miscellaneous expense | 255.75 |
| A. N. P. A. convention | 92.50 |
| Stationery and supplies | 647.79 |
| Accounting | 100.00 |
| Audit bureau of circulation membership | 190.00 |
| Statistical Service | |
| Evening Post.... | 260.00 |

| | |
|--------------------------------------|--------------------|
| Committee expense. | 10.00 |
| Legal expense..... | 8.12 |
| Muligraphing | 403.72 |
| Total expenses, as paid | \$31,385.43 |

| | |
|---|--------------------|
| Add: Depreciation on furniture and fixtures | 429.55 |
| Total | \$31,814.98 |

| | |
|---|--------|
| Add: Excess of unpaid expenses at February 28, 1919, over February 28, 1918 | 201.98 |
|---|--------|

| | |
|--------------------------------|-------------------|
| Total expenses... | 32,016.96 |
| Net loss.....(See note) | \$3,325.54 |

NOTE—While the bureau was obliged in 1918 to spend part of its surplus, owing to a temporary shrinkage and increased expenses its estimated receipts for 1919, based upon new membership since January 1, will be sufficient to cover expenditures without further use of surplus.

Additional funds must necessarily be obtained if the branch office projects referred to in the report are adopted.

Signed on behalf of the Committee in Charge,

FLEMING NEWBOLD,
Chairman.

BOOM FOR FOREIGN TRADE

Further Modification of Cable Censorship Announced by Government

The return of American foreign trade to normal will, it is expected, be hastened by the abolition on April 17 of the United States cable censorship on messages between this country and Central, South America and the West Indies, including Mexico and Cuba. This covers commercial code cablegrams as well as those written in plain language. The same applies to messages between points in United States territory and the Far East, except messages destined to or passing through Vladivostok.

Cablegrams to points in Europe, Africa and Asia Minor which are not within British, French or Italian territory, will be censored by the United States as formerly.

British, French and Italian censorships are still in operation and the fact that the United States has stopped censoring certain cablegrams does not mean that such cablegrams will not be subjected to censorship by Great Britain, France or Italy, as the case may be.

The Navy Department announced April 21 through the chief cable censor that the British censorship has modified its rulings so as to permit the use of private codes in cablegrams passing through London between United States territory and South America.

Gets "Consolation" Award

PROVIDENCE, R. I., April 19.—A special auditor, appointed to hear evidence in the case of James F. Driscoll against the Fall River Daily Globe Publishing Company, for \$7,800 salary for three years at \$50 per week, has allowed Mr. Driscoll \$495. Driscoll claimed he had a contract as business manager.

Most Wasteful Advertising

ST. LOUIS, Mo., April 17.—"I know of no other field in which there is so much waste as in mail advertising," declared Homer J. Buckley in an address before the sales managers' bureau of the St. Louis Chamber of Commerce today.

Schermerhorn Tells Ideals of Detroit Times

New Style and Policy Aimed to Reach Cultured Classes—City Booming As Never Before

James Schermerhorn, editor of the Detroit Times, said to EDITOR & PUBLISHER: "I am glad to be able to tell you that the Detroit Times is making excellent progress under the new policy adopted on the first of April, which comprehended an increase in price from 2 to 3 cents per copy and an editorial policy which will lead it into the class of American large city newspapers with distinctly quality circulation.

"Detroit has grown to be a city of more than 1,000,000 people and there is room in such a great city for a newspaper which not only accurately presents the day's news, but is representative of the cultural instinct of the most enlightened and progressive elements of society. The Times has taken on a new dress, which is dignified and interesting, somewhat after the style of the New York Times, and is rapidly developing.

"We believe that the Detroit Times has come into its field and this feeling is justified by the fact that the first increase in price from 2 to 3 cents, of a paper which formerly sold at one cent, knocked off less than 2,000 circulation. By various means, such as letters and personal solicitation, our paper is taking

on a higher class circulation than it has heretofore enjoyed.

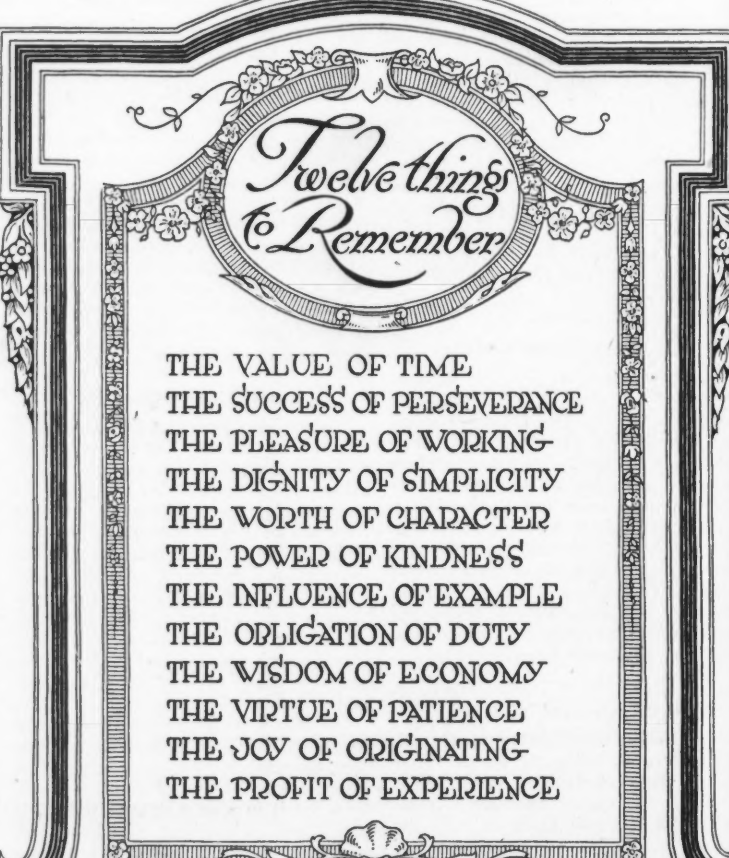
"Detroit is booming" as perhaps never before. The General Motors Company recently announced that it would immediately spend between twelve and thirteen million dollars in building construction in Detroit, and there are numerous other automobile developments. New industries are coming into the city rapidly, the people are well paid for their work, merchants are prospering, and Detroit threatens to heavily oversubscribe the Victory Liberty Loan."

Mr. Schermerhorn said the story that Henry Ford purposes to produce a \$250 automobile is not a jest. He said that this low-price machine might not be expected immediately, but that it is surely on the way, waterpower to reduce the cost of construction being one of the economies contemplated. He believes there is no truth in the report that Henry Ford contemplates selling out his automobile interests to the General Motors Corporation.

Fall River Views Styles

PROVIDENCE, R. I., April 19.—The Fall River Herald issued a special 40-page Easter Fashion Edition last Saturday. It was unique in that the fashion news was presented, not from a viewpoint of New York or Paris, but from Fall River.

William Allen has been named rewrite man of the Albany (N. Y.) Times-Union, leaving the Knickerbocker Press.



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

Upper
Corner-stones
of the
United
States

New England towns all stand on a parity, a small town of only a few hundreds having the same legislative representation as the largest cities. In the spreading population they retain their identity though they "border on."

**SELECT LIST of
NEW ENGLAND
NEWSPAPERS**

MASSACHUSETTS—Population, 3,605,522

| | Net Paid Circulation | 2,500 lines | 10,000 lines |
|------------------------------|-------------------------|----------------|-----------------|
| Boston Advertiser and | | | |
| American(S) | 327,575 | .35 | .35 |
| Boston American(E) | 358,544 | .40 | .40 |
| Boston Globe(ME) | 288,216 | .30 | .30 |
| Boston Globe(S) | 320,060 | .35 | .35 |
| Boston Post(M) | 540,606 | .45 | .45 |
| Boston Post(S) | 365,287 | .35 | .35 |
| Boston Record(E) | 50,650 | .15 | .15 |
| Boston Transcript(E) | 44,170 | .18 | .18 |
| Fall River Herald(E) | 8,653 | .025 | .025 |
| Fitchburg Daily News (E) | 6,140 | .025 | .025 |
| Fitchburg Sentinel ... (E) | 6,029 | .025 | .02015 |
| Haverhill Gazette(E) | 13,072 | .0285 | .0214 |
| Lynn Item(E) | 13,562 | .050 | .042 |
| Lynn Telegram- | | | |
| News(E&S) | 15,000 | .04 | .04 |
| Lowell Courier- | | | |
| Citizen(ME) | 17,242 | .035 | .035 |
| New Bedford Standard- | | | |
| Mercury(ME) | 25,307 | .05 | .05 |
| Salem News(E) | 19,443 | .055 | .04 |
| Worcester Gazette(E) | 29,625 | .07 | .05 |

MAINE—Population, 762,787.

| | | | |
|---|--------|---------|---------|
| Portland Express(E) | 26,283 | .06 | .045 |
| Portland Telegram ... (S) | 21,626 | .045 | .035 |
| RHODE ISLAND—Population, 591,215 | | | |
| Pawtucket Times(E) | 23,146 | .06 | .04 |
| Providence Bulletin ..(E) | 54,208 | .12 | .12 |
| Providence Journal (M*S) | 34,299 | .075*10 | .075*10 |
| Providence Tribune ..(E) | 28,156 | .07 | .07 |
| Westerly Sun(E) | 4,252 | .021 | .021 |
| Woonsocket Call- | | | |
| Reporter(E) | 10,876 | .043 | .029 |

VERMONT—Population, 361,205.

| | | | |
|---------------------------|--------|------|-------|
| Barre Times(E) | 6,613 | .017 | .0143 |
| Burlington Daily News (E) | 8,750 | .025 | .02 |
| Burlington Free | | | |
| Press(M) | 11,226 | .025 | .025 |

CONNECTICUT—Population, 1,114,756

| | | | |
|---------------------------|--------|-------|-------|
| Bridgeport Post- | | | |
| Telegram(M&E) | 43,434 | .0850 | .07 |
| Bridgeport Post(S) | 11,092 | .04 | .025 |
| Hartford Courant ... (MS) | 24,745 | .06 | .05 |
| Hartford Times(E) | 34,759 | .06 | .06 |
| New Haven Register (ES) | 26,959 | .06† | .045 |
| New London Day(E) | 11,064 | .03 | .025 |
| New London | | | |
| Telegraph(M) | 4,830 | .0128 | .0128 |
| Waterbury | | | |
| Republican(MS) | 12,405 | .035* | .025 |

†Rate on 2,800 lines. *Rate on 3,500 lines.
Government Statements October 1st, 1918.

Thus the
New England town
meeting has politi-
cal as well as social
importance.

NEWS travels fast here, where the daily news-
papers are read in every community and
news and advertising are talked over freely.
National Business using the dailies gets its
greatest impetus in New England!

These
Community
Units of
New England

JASON ROGERS REPLIES TO A. R. ELLIOTT

Answers Points Brought Up in Last
Week's Editor & Publisher, and Pays
Tribute to "Men of Elliott Type"
—Aims for Better Relations

"My old friend in the advertising business, A. R. Elliott, in his letter of April 17, to Editor & Publisher, induced by a statement of mine regarding the broad view of inter-relations in newspaper advertising, has been read by me with much interest," said Jason Rogers to a representative of Editor & Publisher. Mr. Rogers continued:

"If Mr. Elliott had read my statement in the same spirit I wrote it, he would have been that I sought to indicate certain points of friction along the line and to show how, through the gradual elimination of these sore spots, so to speak, traffic was becoming more satisfactory and effective to all factors.

"When Mr. Elliott says 'when a daily newspaper publisher sells his paper for two cents a copy and charges from 50 cents to \$2 a line for his space, the advertiser comes pretty near paying for the circulation of his own advertisement and in too many cases the publisher is the sole winner,' he is venturing beyond the life lines.

Question of Costs

"Under normal conditions (which must be the base of any long hand estimate), it costs us about 2.8 cents to produce and distribute every copy of the Globe, for which we get \$1.40 per hundred from the news dealer on the 2 cent retail basis, or as nearly a fifty-fifty break as I can figure it.

"The point I sought to make was that advertising lessened the cost of the newspaper to the reader, while the advertiser likewise bought his space for less than it would cost him if it were not for the reader buying the sheet for less than the cost of production.

"Now as for Mr. Elliott's remark about advertising rates from 50 cents to \$2 a line, he has shot far afield—for the few lines of reading notices at \$2.50 per line gross in the Globe would not pay the expenses of one top-hole editor, while the average rate of all business is now approximately 25 cents per line.

"Large users of space buy it more economically than smaller ones, and those demanding special positions and show-window display are compelled to pay for it. But out of the traffic as a whole, the newspaper, citing the Globe as an example, nets a lower profit on its annual turn-over than probably Mr. Elliott does.

Aim to Better Relations

"I do not say these things for the purpose of giving offense, but in order to disprove the erroneous idea reflected by Mr. Elliott that newspapers are mints, simply coining money extracted from the advertiser.

"Mr. Elliott, in referring to my hit at directory practices of years ago as a mistake because I used the past tense, is again unjustified, for as I see it, the directory evil has passed out as a serious menace. Barbour's Rate Sheets, The A. B. C., and the trade papers have relegated the so-called newspaper directory into the discard.

"According to my light, as stated in my article, both early agents and incompetent old-time newspaper publishers were responsible for the conditions of the early days. The world moves forward, and Mr. Elliott knows as well as I do that our present up-to-date service agencies are, if anything, a bit ahead of the publishers in meeting new conditions.

"It is in the interest of closer and more cordial relations between the newspaper publishers and the advertising agents, for better and more effective service to the advertiser that I am working in a broad constructive way.

"I purposely dug into old sore spots in past relations to provide background for those new in the business, so as to enable them to act intelligently in the light of broad experience reaching farther back than their own.

"My hat is off to A. R. Elliott and men of his type. He has labored for 43 years in the business of advertising, two years longer than I have, in close proximity to printer's ink. If a larger percentage of the agents of thirty years ago had had the sincerity and staunchness of Brother Elliott, more of them would have been in the game today, hearty, forceful and successful, and would have in their possession priceless experience for the use of clients."

THIS AD CLUB PRESIDENT STARTED AS LAWYER

JAMES A. WOOD

THOUGH he started out to be a lawyer, and was actually admitted to practice in the State of Washington, James A. Wood found the best scope for his efforts in newspaper work. His admission to the bar came in 1894, when he was 23 years old, and his entry into journalism two years later, when he became a reporter on the Seattle Post-Intelligencer. Clark Nettleton, now owner of the paper, was then city editor, and gave Mr. Wood his first assignment. He was there but a year, however, and then went to the Spokane Chronicle as news editor and editorial writer; but he came back again in 1900 as assistant city editor, with E. L. Reber occupying the city desk. That lasted him for another three years or so, and in 1904 he took the city desk of the Seattle Times, the same E. L. Reber being his assistant most of the time until 1907.

Since they made a pretty good team, they thought they would capitalize their unity, so they organized Wood & Reber, Inc., an advertising agency that is still in existence. Their old love for journalism had to find a subject, however, and after a couple of years they bought the Town Crier, a Seattle weekly, of which Mr. Wood took editorial charge, leaving the business end to Mr. Reber.

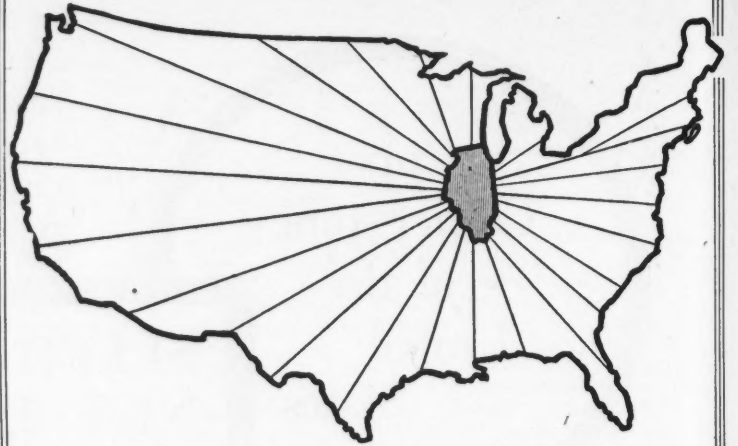
By and by, that is, in 1918, Clark Nettleton bought the Post-Intelligencer and Mr. Wood became its editor-in-chief, where he is today. Meantime, he had become the chairman of the Publicity Bureau of the Seattle Chamber of Commerce and Commercial Club, and the president of the Seattle Ad Club, positions he still holds, though he is trying to be relieved of both to give his entire attention to his paper.

A. B. C. Reports Issued

CHICAGO, April 17.—Audit Bureau of Circulations reports have been issued to the following newspapers: Beloit (Wis.) Daily News, Canton (Ohio) Repository, Danville (Ill.) Commercial-News, Fairmont (W. Va.) West Virginian, St. Paul Daily News, St. Paul Pioneer Press and Dispatch.

Boston Advertiser Gains

The Boston Sunday Advertiser has made great strides in circulation during the last six months, its official statement of April 1 showing a gain of 38,088 since last October to a present circulation of 365,660.



"Right in the Heart of Things"

Illinois offers unexcelled facilities for the transportation and movement of merchandise, which is one of the big problems that confront the National Advertiser.

Illinois is famed for her network of transportation facilities. All leading trans-continental railroads lead to and through Illinois. She has excellent lake ports and her river transportation connects directly with Southern waterways.

And Illinois people are prosperous and willing to buy the merchandise which unparalleled transportation facilities will bring to their stores and their doors.

Plan NOW to sell more goods in Illinois. The market is here ready and waiting. The following newspapers will take your sales message to the HOMES of Illinois. A heavy harvest of sales awaits the wise National Advertiser who goes after this market NOW.

| | Paid Circulation | 2,500 Lines | 10,000 Lines |
|------------------------------------|---------------------|-------------------------------|-----------------|
| Aurora Beacon News (E)..... | 16,021 | .04 | .04 |
| Bloomington Pantagraph (M)..... | 16,870 | .035 | .035 |
| Champaign Daily Gazette (E)..... | 4,338 | .0129 | .0129 |
| Chicago American (E)..... | 326,998 | .40 | .40 |
| *Chicago Herald-Examiner (M)..... | 305,230 | .32 | .28 |
| *Chicago Herald-Examiner (S)..... | 542,216 | .53 | .46 |
| Chicago Daily News (E)..... | 373,112 | .43 | .43 |
| Chicago Journal (E)..... | 112,668 | .24 | .21 |
| Chicago Post (E)..... | 55,477 | .25 | .12 |
| Danville Commercial News (E)..... | 13,966 | .0325 | .03 |
| Elgin Courier (E)..... | 8,193 | .02 | .02 |
| Moline Dispatch (E)..... | 10,213 | .03 | .03 |
| Peoria Star (E)..... | 22,738 | .045 | .04 |
| Quincy Journal (E)..... | 8,572 | .025 | .025 |
| Rockford Register-Gazette (E)..... | 12,514 | .03 | .03 |
| Sterling Daily Gazette (E)..... | 5,195 | .017 | .017 |
| Total Circulation 1,834,658 | | Rate per line \$2.1749 | |

INTERNATIONAL NUMBER EDITOR & PUBLISHER

Thursday, May 22, 1919

THE Great War drew together the newspapers of the Allied nations in a fellowship of eager service in the defense of the world's democracy. A common cause, for the first time in the history of these great nations, brought the newspapers shoulder to shoulder, fighting as comrades for the preservation of those ideals for which individually they had always battled.

Far-seeing men have discerned the world-need for a LEAGUE OF NEWSPAPERS which shall serve at once as guard and monitor for the LEAGUE OF NATIONS. Such a League may not come into flower in the guise of a formal organization whose members are committed to common policies. That, indeed, would be an impossi-

ble expectation. But it may have a very real identity and definite aims. The great majority of the newspapers of the free nations are crusaders for democratic ideals. In the new times the editors and publishers of the countries united in the League of Nations Covenant will discuss international political problems with the same zeal for the public interest which they now bring to the discussion of national and local problems. We are coming to see the larger vista of world-welfare as opposed to the old, contracted outlook. The peoples of the world are not living unto themselves. They are interdependent. The newspapers must not merely keep the pace the new days are setting—they must act as road-builders and sentinels.

To signalize the return of peace and to further international press solidarity EDITOR & PUBLISHER conceived, many months ago, the plan of publishing a notable INTERNATIONAL NUMBER, aimed to commemorate the supreme service of the press of the Allied nations to the cause of world democracy, and to establish closer relations of friendship between the newspapers and newspaper makers of the world.

Charles Capehart, representing EDITOR & PUBLISHER, went abroad in December and spent several months in studying newspaper and advertising conditions in Great Britain and France. He was cordially received by the dominant men in these allied professions in both countries, and was favored with their active cooperation in gathering material for the

International Number of Editor & Publisher

Through the news columns of EDITOR & PUBLISHER Mr. Capehart has already told of the cordiality of our friends of the British and French press—such men as Lord Burnham, owner of the London Daily Telegraph; Sir George Riddell, of the News of the World; Wareham Smith, of the London Daily Mail; Stephen Lauzanne, of the Paris Le Matin, and many others who extended to him effective aid in arousing a real interest in the effort that promises to be notable.

The greatest newspapers and the leading advertising agencies of Great Britain will be represented in this INTERNATIONAL NUMBER by striking and interesting advertisements. Lord Northcliffe's great newspapers will be fully represented—The Times by a double-page display and the Daily Mail and Evening News by impressive illustrated advertisements in colors. Among other large British advertisers in the number are: Glasgow Evening News, London Morning Post, Punch, The Spectator, African World, Bolton News, C. Arthur Pearson's Publications, The Irish Independent, the Leicester Post, Fryotype, W. S. Crawford, C. F. Higham Advertising Agency, Paul Derrick Advertising Agency, the Dorland Advertising Agency, and a score of others.

The purpose of the advertising in this International

Number by the newspapers and advertising agencies of Great Britain is to familiarize American advertisers with the rare opportunities offered in these days of reconstruction for the introduction of American products to British Markets. The newspaper and advertising agencies of the United States will have equal opportunity to present to British advertisers through this International Number the opportunities advertising offers to them for the greater development of the American markets.

The International Number, to be issued Thursday, May 22, next, will have a world-wide distribution through journalistic and advertising channels of more than 10,000 copies and should play an important part in inaugurating more intimate trade relations between the people of the Allied nations.

American newspapers and advertising agencies should realize, as their overseas contemporaries have done, the timeliness and significance of this International Number and co-operate in the effort to make it as fully representative of American as of Allied newspaper and advertising interests.

Copy should be planned and space reserved without delay.

EDITOR & PUBLISHER

1117 World Building

New York

Convention Headquarters, Room 116, Waldorf-Astoria—Telephone, Beekman 4330.

BRIEFS

B. B. BURBANK, NIGHT EDITOR OF THE Galveston (Tex.) Daily News, has resigned and has returned to New Orleans.

LIEUT. J. H. HALE HAS RE-ENTERED newspaper work as telegraph editor the Dallas Evening Journal, succeeding Oswin K. King, who becomes feature writer.

W. N. WILKINSON HAS BECOME GENERAL manager of the Halifax (N. S.) Herald. He is a former managing editor of the Toronto World.

TERRE HAUTE (IND.) ADVERTISING Company has elected Herman C. Ohm president and Frederick Grant, secretary-treasurer.

FRANK HALL HAS RESIGNED AS SPORTING editor on the Dallas (Tex.) Morning News to become city editor of the Waco Morning News.

ELMER CROCKETT, PRESIDENT OF THE South Bend (Ind.) Tribune Company, and Mrs. Crockett are visiting their daughter in Chattanooga. C. N. Fassett is ill. Miss Madge Grand has returned to her duties after an illness.

JESSE A. LEASON, FORMER STATE EDITOR of the Milwaukee Journal, is now at the copy desk of the St. Paul Pioneer Press.

LEE A. WHITE, EDITORIAL SECRETARY of the Detroit News, delivered a series of lectures to the students in journalism at the State University of Iowa April 17 and 18. He discussed "Editorial Writing" and "Free Lancing for the Magazines."

JACKSON D. HAAG, MANY YEARS WITH the Pittsburgh Post as dramatic critic and editorial writer and now with the Detroit News, will be married on May 10 to Mrs. Louise Alvord Gawne of Sandusky, Ohio.

ANNA R. STRATTON, FOR SOME YEARS club editor of the Pittsburgh Gazette-Times, and Allan Davis, lawyer and author of several dramas, will have a play published by Alfred A. Knop of New York, "The Inward Light."

FRANZ MARQUARDT, FORMER REAL ESTATE editor of the New York Staats-Zeitung, is now a real estate trader in New York. He put over his first big transaction this week.

H. H. PERRY, CARTOONIST FOR THE Sioux City (Ia.) Journal, has gone West to join the Portland Oregonian, succeeding E. S. Reynolds, who went to the Tacoma Ledger.

W. E. MARION HAS RESIGNED AS ASSISTANT city editor of the Portland Oregonian to become secretary of the Portland civil service board.

S. M. DEL TORO, B. DE ALCALA AND F. L. Jakubik have established a Mexican newspaper in Houston, Tex., known as El Revista Obrera.

OLD AUSTRIAN SEMI-OFFICIAL PAPER, Vienna Fremden-Blatt, has been succeeded by Der Neue Tag (The New Day) after more than 70 years' continuous publication.

EUGENE MCGUCKIN COMPANY, PHILADELPHIA, has moved to 1211 Chestnut street, Philadelphia.

GOOD MORNING, A NEW SATIRICAL paper, will appear in New York May 1 with Art Young and Ellis O. Jones editors.

CLINE ELECTRIC MANUFACTURING COMPANY'S New York office has moved uptown to the Marbridge Building.

A. B. C. REPORT ON PORTLAND (ORE.) Journal has been issued.

MAX LUCKE, FORMER EDITOR OF THE Portland (Ore.) Deutsche Zeitung, has been released from internment as an alien enemy.

H. G. BALL, CITY EDITOR OF THE

Hood River (Ore.) News, has bought out E. L. Boardman, the joint owner with him being C. P. Sonnichsen.

OKLAHOMA STATE PRESS ASSOCIATION will hold annual meeting at its Home for Editors, Medicine Park, near Lawton, May 23 and 24.

CROSS-SIMMONS, INC., HAS SUCCEEDED J. H. Cross Advertising Agency, Chicago. H. H. Simmons is new member of firm.

CLASSEY ADVERTISING AGENCY HAS moved from Cincinnati to Chicago.

TECHNICAL PUBLICITY ASSOCIATION of New York has elected W. H. Easton, of Western Electric Manufacturing Company, president.

Simple Spellers Enlarge Their Word Lists

More Words Will Be Announced Soon
—Claim 500 Newspaper Followers
—New Board Member Elected

The Simplified Spelling Board, 1 Madison ave., New York, has announced the names of seven new members elected to fill vacancies caused by the death of Colonel Theodore Roosevelt, Andrew D. White, E. Benjamin Andrews and others. Also it intends to concentrate its efforts on a new list of thirty words. The new list will be announced shortly through Henry Gallup Paine of 39 Charles st., secretary of the board.

In 1906 the new orthography was inaugurated and today, according to the board, the simpler spelling of the National Education Association's list of twelve words has been adopted by 500 newspapers and periodicals with a combined circulation of more than 18,000,000.

In addition nineteen State universities and more than 150 other universities, colleges and normal schools have taken up the shorter spelling.

The National Education Association's list of twelve is: Tho, altho, thru, thruout, thoro, thoroly, thoro fare, program, prolog, catalog, pedagog and decalog.

The new members of the board are Frank W. Taussig, chairman of the United States Tariff Commission; Elmer E. Brown, chancellor of New York University; Dr. William Williams Keen of Philadelphia, past president of the American Philosophical Society; Edward O. Sisson, president of the University of Montana; John S. P. Tatlock, professor of English in Stanford University; Henry M. Belden, professor of English in the University of Missouri, and Hermann Collitz, professor of Germanic philology, Johns Hopkins University.

Andrew Carnegie, a charter member of the board, was made an honorary member.

Finishing Y. M. C. A. War Work

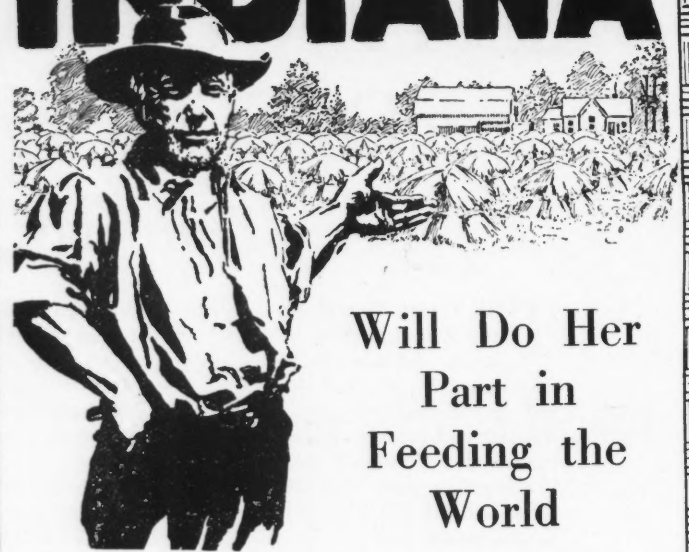
I. C. Chamberlayne, who was formerly editor of the Schenectady (N. Y.) Union Star and for the past five months secretary at Y. M. C. A. building 32 at Camp Travis, Texas, has resumed his work as a Chautauqua lecturer.

W. W. Wilcox, formerly editor and publisher of the Walden (N. Y.) Citizen-Herald, is now Camp General Secretary of Camp Stanley.

F. W. Ayer Marries Miss Lawson

The marriage of F. Wayland Ayer, head of N. W. Ayer & Son, Philadelphia, and Miss Martha K. Lawson, of New York, was celebrated in this city April 21. Mr. Ayer is 71 years old and his bride is 40.

INDIANA



Will Do Her Part in Feeding the World

The American continent must feed Europe. Even Germany must be fed—dead Germans cannot rehabilitate Belgium and Northern France.

Indiana's potentiality for food production is enormous.

As a crop-producing and stock-raising state, Indiana stands among the leaders of the United States. She has a great, prosperous farm population of 1,131,375 people. Her 215,485 farms, averaging 100 acres each, are operated by 67 per cent. owners, 30 per cent. tenants and 3 per cent. by farm managers.

From these facts and figures it is plainly evident that the farmers of Indiana constitute an enormous money-making and BUYING public. They want the best and they have the money to pay for it. The Indiana farmers and their families are desirable customers for YOUR goods.

The leading Indiana papers listed below are welcome visitors in the best homes of Indiana. They have earned the confidence and good-will of Indiana's thousands of well-to-do, able-to-buy people.

Circulation 5,000-line rate

| | | | |
|----------------------------------|-----|---------|--------|
| Anderson Herald | (E) | 5,797 | .0125 |
| Elkhart Truth | (E) | 8,205 | .0215 |
| Evansville Courier | (M) | 23,893 | .04 |
| Evansville Courier | (S) | 20,978 | .04 |
| Fort Wayne Journal-Gazette..... | (M) | 29,000 | .05 |
| Fort Wayne Journal-Gazette..... | (S) | 24,000 | .05 |
| Frankfort Times | (M) | 5,025 | .015 |
| Indianapolis News | (E) | 123,437 | .15 |
| Indianapolis Star | (M) | 99,065 | .11 |
| Indianapolis Star | (S) | 113,129 | .14 |
| Kokomo Dispatch | (M) | 4,889 | .0179 |
| Lafayette Courier | (E) | 8,435 | .02 |
| Lafayette Journal | (M) | 10,476 | .02143 |
| Logansport Pharos-Reporter | (E) | 6,335 | .015 |
| Muncie Press | (E) | 9,646 | .01786 |
| Muncie Star | (M) | 26,203 | .0425 |
| Muncie Star | (S) | 16,006 | .0425 |
| Richmond Item | (M) | 8,221 | .02 |
| Richmond Palladium..... | (E) | 11,093 | .03 |
| South Bend Tribune | (E) | 17,138 | .035 |
| Terre Haute Star | (M) | 26,212 | .04 |
| Terre Haute Star | (S) | 18,388 | .04 |
| Terre Haute Tribune | (E) | 25,412 | .04 |
| Terre Haute Tribune | (S) | 18,870 | .04 |
| Vincennes Capital | (E) | 3,210 | .01071 |

Total Daily Circulation and Rate..... 448,914 .70440
Total Sunday Circulation and Rate.... 209,108 .3525



EDITOR & PUBLISHER
Q & A
Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—Will you kindly give me your opinion on this matter: I quoted a prominent financial man in our city in a news story and he complained to the editor that I had violated newspaper ethics because I had not explained to him that I wanted his expression for publication, and he had believed it to be a private conversation. I had no interest in the matter, except as a reporter. My city editor sides with the banker. Do you think I should have explained during the interview that I proposed to publish it?

Reporter H. V. L.

A.—If we know all of the circumstances you have not violated accepted ethics. It is presumed that a newspaper reporter has no personal interest in an interview, and that what is said to him is for publication, unless a contrary request is made by the interviewed person, and even then it is usually the correct method to make no promise, except to refer the matter to the city editor.

Q.—Kindly give address of firms publishing ready-print or magazine matter to be included with local.
Sam Rud Cook, Woodstock, Ill.

A.—There are several such. See advertising columns of Editor & Publisher. Western Newspaper Union furnishes ready print.

Q.—How are photographs made by the Government obtained for publication?
K. D. B.

A.—Official photographs of the War Department are served to the press through the War Department News Bureau, 290 State War and Navy Building, Edwin Newdick, Director. There are nearly half a million subjects to select from, and these are in the custody of the Signal Corps. The price is 15 cents per print, which covers actual cost. Ten "news photographs" are issued daily and these may be ordered for regular service. Each day the captions of these pictures are published by the War Department News Bureau. If you wish Navy pictures address Navy Press Bureau, New Navy Building, Washington, D. C., John Wilbur Jenkins, director. Other Government photographs are served on request to the head of the Department interested.

Q.—Who is placing Liggett & Myers Tobacco Co. business?
H. L.

A.—Address R. A. Foley Agency, Terminal Building, Philadelphia, Pa.

Q.—Please give me name of an American woman who has been a success as a daily newspaper publisher.
Mrs. A. R. L.

A.—There are a number such—we think of Mrs. Zell Hart Deming, of the Warren (O.) Tribune, who is a member of the Associated Press.

Q.—Is there any enamel paste in use to give glossy finish to newspaper mats?
Howard H. Mortimer, New York.

A.—Not in common use in this country. There is an enamel paste used in London of the sort you describe. It is a pink substance which is brushed on the flog, and when baked gives it a glass finish. Some London publishers claim that they get better printing from it. It has been tried by some publishers in this country, but the delay and cost entailed seemed not to be compensated by the slightly better cast obtained.

Q.—I desire to get in touch with parties having a small city daily for sale, something in the middle west and requiring a first payment not to exceed \$5,000. Do you know of anything of the sort?
"Anonymous."

A.—Just state your want briefly in an Editor & Publisher advertisement and doubtless you will get the information you desire.

Q.—What is the word capacity of a press leased wire?

A.—It depends upon the speed of the sending and receiving operators and the nature of the copy. On ordinary A. P., U. P., or I. N. S. copy, with weather conditions fair, 15,000 words can be transmitted on one wire, but this is a fairly high average for a working newspaper day.

Q.—What is the standard of proportion of news matter and advertising matter in American newspapers?
Martin H.

A.—There is no "standard," but 40 per cent of news and 60 per cent of advertising, on a paper of ten or more pages, is not at all exaggerated. Many publishers of morning newspapers try to hold the "50-50" balance, but on prosperous evening newspapers, 30 per cent news and 70 per cent advertising is not uncommon. Large Sunday practice is nearer 40-60 than 50-50.

Q.—What do you consider the best appliance for binding a couple of weeks' issues of a newspaper, for reference room and advertising office?
F. De H. Y.

A.—There are a number such. The one most commonly seen is made of two strips of wood, hinged and locking, the papers being held by spikes. A metal contrivance of the sort is manufactured by Mr. Scott, of the Detroit News.

Q.—Who was it that stated these as newspaper rules: (1) That news should have first place, (2) That it should be truthful news, or there should be readiness by the editor to correct or retract it, (3) That business and editorial departments should be absolutely divorced, (4) That the advertising columns were open to legitimate trade, same as a store open to customers.
H. H. Bond, Philadelphia.

A.—Melville E. Stone, of the A. P., said this at the University of Kansas press conference in 1914, referring to the old rules of the Chicago Daily News.

Iowa

Government reports that Iowa stands first in the value of plow lands, its average being \$169 per acre.

Plow lands all over the U. S. jumped from about \$58, three years ago, to about \$74 per acre.

HAPPY is the state that can average \$169 for its plow lands and not blow-up in subdivisions.

The plow lands of Iowa produce enough to warrant their average price. Iowa farmers feed their own stock, the value of which was three-quarters of a billion dollars by last reports.

All of which marks Iowa as good territory to cultivate for business through advertising in its Daily News-Papers.

| | Circulation. | Rate for 5,000 lines. |
|--|--------------|-----------------------|
| Boone News-Republican (E) | 3,795 | .0121 |
| Burlington Hawkeye (M) | 11,385 | .025 |
| Burlington Hawkeye (S) | 12,648 | .025 |
| Clinton Herald (E) | 7,827 | .02 |
| Council Bluffs Nonpareil (E & S) | 16,645 | .03 |
| Davenport Times (E) | 25,927 | .05 |
| Des Moines Capital (E) | 64,552 | .08 |
| Des Moines Register & Tribune (M & E) | 118,180 | .14 |
| Des Moines Sunday Register (S) | 68,861 | .12 |
| Dubuque Telegraph-Herald (M & E) | 16,033 | .04 |
| Dubuque Telegraph-Herald (S) | 16,103 | .04 |
| Fort Dodge Messenger & Chronicle (E) | 9,711 | .025 |
| After July 1st, 1919, rate 3c. per line. | | |
| Marshalltown Times-Republican (E) | 14,000 | .0215 |
| Mason City Globe-Gazette Times (E) | 9,428 | .03 |
| Muscatine Journal & News-Tribune (E) | 8,298 | .02 |
| Ottumwa Courier (E) | 13,530 | .025 |
| Sioux City Tribune (E) | 51,342 | .08 |
| Waterloo Evening Courier (E) | 14,898 | .03 |
| Government Statements, 6 months' period, Oct. 1st, 1918. | | |

EDITORIAL

THE FABLED FOUNTAIN

PONCE DE LEON was no idle visionary. He acted upon a sound hunch. He searched for his fountain of youth in the land where it is never necessary to grow old. He failed in his quest, but millions who came after him have not failed.

At the Waldorf-Astoria this week the youth of the land are represented by the delegates to two great conventions of newspaper makers. Some of these boys have white hair—yet they are boys still, holding in heart and mind and pulse the priceless heritage. They have come from the ardent South, with its new endowment of wealth and industrial greatness; from the far coasts of the great western sea, where life is lived under kindly skies; from the states of the middle West, where men and women are working out the problems of life with the fervor of zealots, dedicated to a cause; from the North, where the doors of opportunity swing wide to all who have the spirit to achieve.

They have come, for counsel together, to the city by the gate of the great Republic—the city of youth and of warm hearts, bathed by the spiritual wine of a benedictional April sun.

These men have found the fabled fountain—found it in the work entrusted to their hands. This work is itself an elixir. It is work possible only to youth—although sometimes better done by a youth of seventy than by a youth of twenty-five.

It is fortunate that newspaper work—labor for the common good—affords to its votaries free access to the waters of the fabled fountain; that these men who mould opinion and shape the course of public policies are not indifferent to "those incantations of the Spring, which make the heart a center of miracles."

It is the age of Youth, the era of Youth, the day and the hour of Youth. Not youth measured by a calendar—but Youth springing to new life in the service of ideals and high aims.

EDITOR DOTY, OF ALABAMA

THE Birmingham Age-Herald has discovered an editor who is eliminating advertising matter from his news columns. Edward Doty, editor of the Tuscaloosa News, it is asserted, is actually putting into practice the policy which, in the abstract, all newspaper men favor.

While the Age-Herald's correspondent was discussing the matter with Mr. Doty a prominent citizen entered and requested the publication as news matter of the text of a call for a mass meeting. The call had been signed by seventy-five prominent citizens.

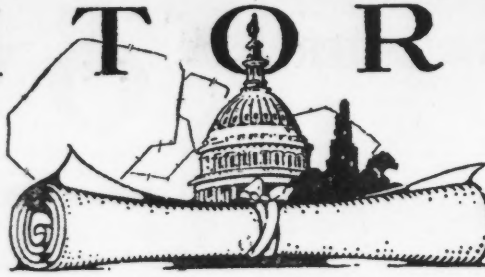
Mr. Doty agreed to print the news of the proposed meeting, but not the editorialization as to its objects which the call carried. "All except the meat," he said, "is advertising. I am willing to do my part in all public matters, but it is not quite equitable that I should be called upon to bear the great bulk of the initial expense."

This Alabama editor objects to the popular pastime of "riding the press." He believes that advertising should be paid for—even though it is Government advertising.

Happily, through its campaign of paid advertising for the railroads, the Government has given evidence of inclining toward a sound policy in this matter. The initial effort to break away from old policies should bring such gratifying results as to assure for the future businesslike methods of selling whatever the Government has to sell to the American people.

Meanwhile, Editor Doty's policy of diverting advertising to the advertising columns has great possibilities for thousands of less courageous publishers.

THE officers of the Sphinx Club have turned over to the Department of Justice the name of the guest at the recent dinner of the club who uttered an insult to the flag. The culprit was soundly punished on the spot, and forcibly ejected from the banquet room. But it is proper that the matter should not end there. It will serve a high purpose if men who are hostile to the form of government symbolized by the Stars and Stripes should learn that this is an inhospitable land for their breed.



THE "SHAKEUP" POLICY

EDITOR & PUBLISHER has recently printed several news dispatches dealing with shakeups and complete shifts in the news and editorial departments of daily newspapers in various sections of the country.

Newspaper executives, impatient to achieve quick results, often adopt this plan of "making new brooms of old ones." They argue that the average staff man loves a rut, and will dig in deeper and deeper day by day unless he is halted by either demotion or a promotion.

The cold fact of the matter is, however, that this plan never yet has resulted in the building up of a coherent, dependable and fully efficient organization. When an editor or a news writer becomes convinced that his employer regards him as a mere pawn, to be shifted about at will in the process of experimenting, he loses that sense of place and purpose and identity in the organization which means so much to him.

The "shifted" man feels that the next shakeup may mean his dismissal. Particularly is this true if he has made good—and a newspaper man usually knows when he has done that—and when that fact has not seemed to have any weight with his chief.

There was a period in newspaper making in New York when the periodical shakeup was a matter of course. In the offices where that policy prevailed it is true that ruts were avoided—but it is also true that such newspaper made slow progress in the way of holding a clientele against competition. A consistent program of development was an impossibility—for every shakeup gave birth to an entirely new program, this in turn to be abandoned, before it could be realized, through the operation of still another shifting of men.

The editor or news writer who cannot be kept out of a rut by any other means than that of a frequent enforced change of status and of duties does not belong to a progressive organization at all, and should be dispensed with. On the other hand, the man who is accomplishing things should be made to feel secure in his position and should have that peace of mind which every loyal and competent craftsman craves.

NOBODY will begrudge to "Bud" Fisher the \$200,000 a year which the newspapers pay him for picturizing for their readers the current adventures of "Mutt and Jeff." These worthies carry a note of cheer and a smile-ration every day to millions of people who refuse to accept a wholly cynical appraisal of life. Fisher makes us forget the things that should not be remembered through the simple expedient of coaxing us to laugh. And the price he charges for such a service is, in the final analysis, but nominal.

THE New York handclasp of comradeship and good will is extended this week to the newspaper makers who are our guests. They do not come often enough, nor stay long enough!

FRIENDLY ADMONITION TO OUR KIN

THE British Foreign Office announced on January 15 there there would be no British censorship of Peace Conference news dispatches. The assurance was welcomed by American newspaper men covering the Paris conference. They had already found in the men of the British press the same spirit of rebellion against a policy of news suppression which they themselves felt in the face of reactionary efforts to further intrench "secret diplomacy."

Thus the representatives of the English-language press of the world found themselves fighting together for a common ideal—actual, not qualified, freedom of the press. That fight has not yet been won. The world's statesmen—the leaders of the world's democracies—all profess unswerving belief in the principle of press freedom. But they insist upon convenient definitions of the principle—and upon such limitations in its application as may seem to best serve the immediate interests at stake.

This was all very well during the period of actual fighting. Newspapers observed a patriotic self-imposed censorship in the interests of the great cause. When the time arrived for discussion, for making covenants openly, the welfare of mankind, now and for long centuries to come, demanded the fullest knowledge of what was happening at the Paris conference. So the announced lifting of the British censorship of news dispatches was received as another proof of the essential unity of sentiment among English-speaking peoples.

The pledge has not been observed. The New York World offered evidence of this fact a few days ago. A dispatch from Herbert Bayard Swope, the World's star man at Paris, outlining the reparations program of the conference, was held up for five days by the British censorship. Meanwhile the text, it is said, was shown to President Wilson by Premier Lloyd-George, with a request for its suppression. The British leader, it seems, did not wish the reparations program to be made public in advance of his address to the House of Commons. The text of the dispatch, as a matter of record, did not reach the World until after that event.

Sir George Riddell, dean of the British press representatives at Paris, has expressed his regret for the incident to Mr. Swope. That regret, we are sure, is shared by every worth-while newspaper man of England. For in England, as in America, there is a firmly grounded faith that *the people may be safely trusted with information as to public policies.*

EDITOR & PUBLISHER believes in the strength and potency of the new bonds of friendship and understanding which the great war has created between our allies and ourselves. That these bonds may not be weakened by arbitrary policies of governments, it is urged that our friends of the British press should hold to accountability those who have thus violated the pledges of the British Foreign Office.

HUNDREDS of newspapers throughout the country have carried eloquent editorial appreciations of the great achievements and matchless public spirit of the late Mrs. Phoebe Apperson Hearst, the great American woman whose wealth was transmuted into the gold of service to her generation and to those who shall come after. To all of her countrymen the memory of Mrs. Hearst will always act as a spur to worthy accomplishment. She kept the faith over the long trail of arduous years and won the Great Peace which has crowned a noble life.

EDITOR & PUBLISHER carried, in the issue for April 17, a page advertisement of a country daily—the Beloit (Wis.) News. It is an exceptional advertisement, bringing to national advertisers such an attractive picture of Beloit as a market for their products that it should put that city "on" in any campaign intended to cover Wisconsin. There are many similar markets, the keys to which are held by local daily newspapers. Other publishers may profit through following the lead of Editor D. B. Worthington, who has, through this advertisement, interpreted the trade opportunities of his field to those who seek expanded markets.

April 24, 1919. Volume 51, No. 46.
 EDITOR & PUBLISHER
 Published weekly by
 THE EDITOR & PUBLISHER CO.
 1117 World Building, 63 Park Row, New York.
 James Wright Brown, publisher; Marlen E. Pew,
 editor; W. D. Showalter, managing editor and John F.
 Rodmont, News.
 London: H. C. Riland.
 Paris: F. B. Grundy.
 Toronto: W. A. Craick.
 Chicago: D. F. Cass.
 San Francisco: Geo. R. De Vore.
 Boston: M. J. Staples.
 Washington: Robert T. Barry.
 10 cents a copy; \$3 a year; foreign postage, \$1.00;
 Canadian, 50c.

PERSONALS

IN THE EDITORIAL ROOM

Edgar B. Piper, editor of the Portland Oregonian, has issued in book form the letters he wrote to his newspaper while he was in England and France as one of the American editors who were guests of the British ministry of information. It is entitled "Somewhere Near the War."

Edward Danforth, just back from several months' naval service, chasing German submarines, has been made editor of the Atlanta Georgian sport's department.

Joseph A. Ermatinger, sporting editor of the Milwaukee Journal has become managing editor of the Wisconsin Motorist, a monthly publication.

Daniel H. Latus, who served as chief clerk of the draft board during the war at Reading, Pa., has resumed his work with the Reading Eagle. The Eagle had over a dozen of the newsroom staff in the service.

John Gilbert Rankin, editor and publisher of the Brenham (Tex.) People's Messenger, celebrated the 78th anniversary of his birth last week. He was editor and publisher of the Brenham Banner for 46 years.

Capt. Walter G. Long, who was a reporter on the Philadelphia Evening Bulletin and more recently on the North American, was married on March 11 in Liverpool to Miss Annie Neilsen Humphrey.

A. B. Hamlin, former managing editor of the Parsons Republican, is now city editor of the Independence (Kan.) Free Press.

Miss Anna Ladd Dingley, state editor of the Lewiston (Me.) Journal, has received from Gov. Milliken the penholder which he used in signing the act giving women of Maine the right to vote for Presidential electors.

Capt. Ferd W. Parker, former city editor of the Portland Daily Press, has attained his desire to reach Berlin. He is a member of the Army of Occupation and was recently appointed special courier to Berlin.

Carl Dixon, formerly with the Des Moines Capital, is very ill at the Methodist hospital, Des Moines, suffering from laryngitis and influenza.

H. B. Crozier, former city editor of the Galveston Daily News and recently in charge of the Fort Worth Bureau of the Dallas News, has been transferred to the Dallas office as a special writer on the Evening Journal.

Robert W. Egan, former news editor of the Pittsburg Dispatch, is now in Knights of Columbus work with the Army of Occupation. Another former Dispatch man overseas is Andrew S. McSwigan, also a K. of C. worker. He was city editor a decade ago.

Fred Turbyville has been made sports editor of the Newspaper Enterprise Association, Cleveland. Recently he was editor and manager of the Hopewell (Va.) Evening Record and with the San Antonio News.

Sue McNamara, Sunday editor of the Des Moines Register, will leave soon for the East to write a series of articles for the Government on the work being done for wounded soldiers in the big reconstruction hospitals of New York, Washington and elsewhere.

Jack Norembersky, better known as "Jack North," sports editor for the Des Moines (Ia.) Tribune, was wedded at Dubuque last Thursday.

R. L. Richardson, M. P., editor of the Winnipeg Tribune, is in the forefront of the Parliamentary fight against the conferring of titles in Canada.

J. V. MacNaulty, formerly editor of the Lindsay (Ont.) Post, has taken over the Pacific Coast Lumberman, a new trade journal established two years ago in Vancouver, B. C.

E. Perrin Schwartz, night editor of the Grand Rapids Press, has resigned to go with the editorial department of the Milwaukee Journal.

IN THE BUSINESS OFFICE

Edmund W. Booth, editor and manager of the Grand Rapids Press, has lately returned to his desk after a sojourn in the South of three months. His son, "Ted" Booth, of the Naval Aviation Service, who met with an accident in a practice flight several months ago, is still in the hospital at Pensacola, but is progressing toward complete recovery.

Harry R. Cook, publisher of the Pensacola (Fla.) Journal, is still in the hospital as the result of pneumonia and an operation for abscesses. In his absence W. Allen Kendall, business manager, is running the paper.

H. I. McGill has been made general manager of Advertising and Selling (Advertising News), New York.

William Cox has been appointed business manager of the Williamsport (Pa.) Sun. He has been with Pennsylvania Grit, of the same city, as circulation manager for a number of years.

Miss Laura B. Carpenter now has charge of the day end of the copy control system in the New York Tribune's advertising department.

John F. Downey, late of the Chicago Elevated Advertising Company, has joined the advertising staff of the Chicago Herald and Examiner.

David W. How is now with the advertising staff of the New York Tribune.

J. T. Hunter is now with the advertising staff of the Capper Publications, Topeka. Prof. Hunter has made a study of agricultural advertising.

W. Y. Morgan, publisher of the Hutchinson (Kan.) News, now with the 35th Division in France doing "Y" Work, will remain in Gondrecourt, where he will have 75 secretaries and 75,000 men to look after.

Benjamin LaBree, Jr., has become vice-president of American Paper Exports, Inc., New York. He has been sales promotion director of the Parsons Trading Company.

Emil M. Scholz, former publisher of the New York Evening Post, sends word to EDITOR AND PUBLISHER that he arrived in Tokio March 19. He intended to spend two weeks there before going to Osaka, Kyoto, Kobe, Korea and Peking, where he expects to arrive the middle of May.

L. H. Schenek, for the last year and a half connected with the War Department, Bureau of Engineers, in Washington, D. C., has rejoined the Capper publications, Topeka, as office manager of the advertising department.

L. R. Booth, assistant advertising director of the Capper Publications, Topeka, has just returned from ten months' foreign service with the American Red Cross. While in Serbia his party was honored by a special audience with the King.

Martin H. Glynn, publisher of the Albany (N. Y.) Times-Union, has returned from a visit to Havana.

Misses Ellen O'Hara, Loretta Mostert, Catherine Griffin, Elva Riley and Vera Walsh and Messrs. Elmer W. Fruetel and William J. Krugmeier are recent additions to the classified adver-

tising staff of the St. Paul Dispatch Pioneer Press.

J. E. Atkinson, publisher of the Toronto Daily Star, is holidaying at present at Old Point Comfort, Va.

N. T. Bowman, advertising manager of the Toronto Evening Telegram, is on a trip to New York and other United States points.

P. D. Ross, publisher of the Ottawa (Ont.) Journal, has been putting in several weeks at Virginia Hot Springs.

WITH THE AD FOLKS

A. B. Colville and Paul H. Harris are new additions to the staff of Mallory, Mitchell & Faust, Chicago. Mr. Colville becomes director of service, succeeding the late H. M. Johnston.

J. O. Ball, late of Sidney Blumenthal & Co., has been made advertising manager of the DeLaval Separator Company, New York, succeeding G. B. Sharpe.

W. B. Littel, late of Doubleday, Page & Co., and Country Life, is now with Roy Barnhill, the New York newspaper representative.

L. G. Dennison has been made advertising manager of Jabez Burns & Sons, New York.

Louis E. Rappaport is now advertising and sales manager of the M. Martin & Co., New York, making "Plume Brand" undergarments.

Frederick J. Pease is now assistant advertising manager of the Lyon Metallic Manufacturing Company, Aurora, Ill.

David M. Puerer, advertising manager of the Great Lakes Recruit, a publication issued at the Great Lakes Naval Training station, has received his discharge from the navy and has resumed his work with Ellis B. Usher, Milwaukee advertising agent.

D. R. Davis and Fred G. Harris are new additions to the Remington Agency's staff, Buffalo, N. Y. Mr. Davis will be production manager.

Albert H. Kent has joined the staff of the George B. David Special Agency, New York.

Robert J. Weeks of New York has joined the copy staff of the Martin V. Kelley Company, Toledo.

Fred M. Wörden has resigned as advertising manager of the Hirsch Brothers Dry Goods Company, St. Joseph, Mo., and moved to Lincoln, Neb.

Walter P. Hanson is now assistant advertising manager of the Haynes Automobile Company, Kokomo, Ind. During the war he was an ensign in the Navy.

I. G. Kennedy has been made advertising manager of the Computing-Tabulating-Recording Company, New York, with Drew Dress as assistant.

Charles H. Henkels is the new art director for the Eugene McGuckin Company, Philadelphia.

Gordon L. Lemon, late of the Hamilton Advertisers' Service, has joined the copy staff of the Norris-Patterson Agency, Toronto.

H. W. H. Powel, formerly with Harper's Bazaar, is now with the Morse International Agency, New York.

E. H. Morrissey is back on the copy staff of the William H. Rankin Agency, Chicago, after service in the Navy as an ensign.

Harry T. Emslie is now with the Thomas M. Bowers Agency, Chicago.

W. A. Withers, advertising manager for Kling Brothers & Co., Chicago, is confined by Spanish influenza.

Frederic H. Stoneburn, agricultural expert, has joined the staff of Hanff-Metzger, Inc., New York.

Felix Orman, advertising writer and author of "A Vital Need of the Times," has joined the advertising staff of Leslie's Weekly, New York.

L. E. Vallandigham, formerly advertising manager of Wilkin Department Store and the Coolidge Advertising Service, Des Moines, has entered the advertising business for himself. D. L. Dungan has been appointed as his successor.

W. C. D'Arcy, president of Associated Advertising Clubs of the World, is one of 26 district chairmen for St. Louis downtown districts in the Victory Loan campaign.

F. S. Coddling, of the Chapelow Advertising Company, and Louis H. Budke, of Nelson Chesman & Co., were associate editors for April of "P-E-P," official publication of the Advertising Club of St. Louis.

Lieut. F. M. Willson, whose active advertising campaign placed St. Louis next to New York and Chicago in the enlistment of recruits to the navy, has received orders to report for duty aboard the U. S. transport Sierra. His work was recognized by the Advertising Club of St. Louis, which elected him an honorary member of the club.

**The Indianapolis Star
Has Signed a Contract
For the Haskin Service
For One Year**

SAYS FLAT RATE IS FAIR TO BOTH PUBLISHER AND ADVERTISER

Case Viewed in Light of 15 Years' Experience by J. L. Sturtevant—Element of a "Square Deal" a Real Asset and Flat Rate Is Practicable, He Says

By J. L. STURTEVANT,
PUBLISHER WAUSAU (WIS.) RECORD-HERALD.

IN a recent interview in the EDITOR & PUBLISHER Thomas Rees of the Springfield (Ill.) Register defends the sliding scale of advertising rates in his usual forceful manner.

He lays particular stress upon the advantage to the newspaper of having contracts which call for the use of a certain space upon certain days, whether the advertiser needs the advertising on those days or not.

Flat Rate Fair to Publisher and Client

There used to be an adage, "Caviat Emptor," in vogue in the newspaper business as in other walks of life, but it has long since been cast in the discard. The seller, not the buyer, must beware, if he looks to the future at all.

An experience of fifteen years with a flat rate for all local advertisers has convinced me that it is the most equitable, the most satisfactory to the advertiser, and perfectly fair to the publisher.

Certain advertisers need much more space than others. As an instance, a department store, with a stock of \$100,000. Why penalize the druggist by ought to use? Or a bank; no one would space than a drug store with a stock of \$15,000 and a yearly turnover of \$30,000 and a yearly turnover of \$200,000, charging him a higher rate than the department store if he is using all that he ought to use and usually does use more argue, for a moment, that it should use as much space as a clothing store; why, therefore, charge it any more for the space which it needs than the clothier?

Rendering a Quid Pro Quo

After all isn't the service rendered, the returns received by the advertiser from the advertising, the thing which counts? Does Mr. Rees want money for advertising which does not pay the advertiser? Certainly not. Everyone desires to render a quid pro quo. If his advertising pays, the banker, the department store proprietor or the druggist is going to continue advertising; if it does not, he stops. And if he knows that he is paying more per line or inch than some one else, it is an added reason for his conclusion that advertising does not pay.

Another thing, certain lines of business can only advertise to advantage at certain seasons of the year. Should they be made to pay a higher rate because of that fact?

The advertiser who uses large space is usually the only one who complains about the flat rate, and when he is told that if a sliding scale were adopted his rate would remain the same, and the rate advanced only to those who use less space, he is usually satisfied.

Make-Up Slight Objection

Objection has been made to the flat rate that the newspaper never knows just how much advertising he is going to have each day. What difference does that make? In these modern days of newspaper work it is not very much extra expense to enlarge or cut down an issue two or four pages, as the amount of reading matter does not vary very much. This has been the slightest of our troubles, as there is usually enough transient advertising to take up the slack.

From the standpoint of the publisher there is nothing quite so satisfactory as having a flat rate. It saves a yearly

fight over contracts, it saves any charge of discrimination. The two rocks upon which newspaper enterprises have been so frequently wrecked are:

1. Cutting rates for advertising. 2. Allowing advertisers and others to keep news out of the paper, in other words, to run your business for you. With a flat rate the first rock can be avoided, and if a man has the nerve to keep in effect a flat rate he generally has the nerve necessary to run his own business. There is an element of the "square deal" about a flat rate that I have found to be a valuable asset.

Many a small advertiser has been converted into a large advertiser by the flat rate, and no large advertiser is going to cut down his space because he cannot get a lower rate than some one else if his rate is reasonable. And, after all, isn't the proof of the pudding the eating thereof?

"AIR PLANE DELIVERY SURE"

So J. A. Stuart Tells Indiana Intercollegiate Press Association

INDIANAPOLIS, April 22.—Newspaper distribution in the future will find the airplane an important factor in speeding up delivery, declared James A. Stuart, assistant managing editor of the Indianapolis Star, speaking before the annual convention of the Indiana Intercollegiate Press Association at Hanover College, Franklin, Ind. The handicaps of poor railroad facilities will eventually be overcome, Mr. Stuart predicted. Among other speakers were Thomas S. Elrod, editorial writer for the Indianapolis News; Edward Zeigener, of the Indianapolis News, and John W. Head, sports editor of the Indianapolis Star.

The convention voted to hold its 1920 meeting at Purdue University. Officers elected are Paul E. Reed, Purdue University, president; James A. Saunders, Wabash College, vice-president; R. S. Bundy, Purdue University, secretary; Deforest Odell, Butler College, treasurer, and Yandell C. Cline, Franklin College, publicity manager.

The new constitution admits women to the organization, and Theta Sigma Phi at Indiana University was voted a charter membership.

Vicente Balbás Freed

SAN JUAN, P. R., April 12.—According to cable, the Court of Appeals at Boston has reversed the decision in the Espionage case against Vicente Balbás for lack of evidence of guilt. In 1917 he, editor of the now defunct Herald de las Antillas, was found guilty under the Espionage Act of the publication of certain articles against the draft law and was sentenced to eight years' imprisonment and a fine of \$4,000. The case was appealed and Balbás has bail.

ADVERTISEMENT NO. 10

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other

National Advertisers

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Advertising Dept.,
Packard Motor Car Co.,
Detroit, Michigan

Scott & Browne,
Bloomfield, New Jersey

Joseph Campbell,
Campbell's Soups,
Camden, New Jersey

Arthur J. Palmer,
Thomas A. Edison, Inc.,
Orange, New Jersey

M. L. Hart,
Women's Wear,
New York City

C. C. Horn,
National Lead Co.,
New York City

Hudson Trading Co.,
18 East 41st St.,
New York City

Carnation Milk Products Co.,
Seattle,
Washington

James Manufacturing Co.,
Fort Atkinson,
Wisconsin

Sarah Jelleffe,
S. C. Johnson & Son,
Racine, Wisconsin

George H. Morrill Co.,
Chicago,
Illinois

Arthur Cummings,
Timken-Roller Bearing Co.,
Canton, Ohio

C. H. Schabach,
Hygienic Products Co.,
Canton, Ohio

Philip L. Boutillier,
Best & Co.,
New York City

Luther B. Little,
Metropolitan Life Ins. Co.,
New York City

Preston P. Lynn,
John Wanamaker,
New York City

Thos. G. Plant Co.,
Boston, Mass.

E. W. Rollins,
Potter Drug Chemical Corp.,
Boston, Mass.

S. W. Van Ness,
Dennison Mfg. Co.,
Framingham, Mass.

American Writing Paper Co.,
Holyoke, Mass.

William B. Hay,
A. S. Hines,
Portland, Maine

H. M. Railsback,
Derre & Co.,
Moline,
Illinois

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

**In His New Book "Building Newspaper Advertising"
Jason Rogers Has Packed a Rare Cargo of
Common Sense About Publishing**

"**B**UILDING NEWSPAPER ADVERTISING" is the title of Jason Rogers' most ambitious undertaking in authorship, just from the press of Harper & Bros. It contains 550 pages and sells for ten dollars a copy.

It would be difficult to find a live newspaper man who would not feel that he had received his ten dollars' worth of entertainment and new ideas before he had absorbed half a dozen chapters of this exceptional book. For it is at once a record of the origin and development of newspaper advertising, in which the factors and men concerned in that record are reviewed and judged; and the story of the author's unusual experiences over a long period of years as a salesman of advertising and as a newspaper maker.

It may well be admitted that Mr. Rogers has tackled—and covered with characteristic force and thoroughness—a pretty large assignment. For the story of newspaper advertising is the story of not merely the American press but of American business development within the past fifty years.

Mr. Rogers is the most candid of authors. He is quite as frank in his excoriations of men who have followed false doctrines as in his praise of men who have carried the torch of progress in our calling. He condemns policies of wastefulness, of double-dealing, of strong-arm methods of solicitation of advertising, of exploitation of the readers of newspapers, while approving "stunts" and the blazing of new paths when the essential object is service to both reader and advertiser.

Many of his own experiences in selling advertising—some of these dating back to the days when he was a cub solicitor on the New York Sun, and by infinite patience and persistence restored a lost account to that paper—are told for the purpose of illustrating some point in the argument he is presenting.

All through his book there runs the thread of his creed—that advertising is a by-product in the making of a newspaper, yet necessarily the chief source of revenue; hence the quality of this by-product must be one hundred per cent. right and its service-value actual, not conjectural.

Mr. Rogers reproduces some interesting examples of advertising by Robert Bonner and P. T. Barnum; samples of early-day department store advertising in New York, in which the store ads occupied about the space of present-day classified liners; office ads of the New York Sun of 1869-70, etc. He gives the late Joseph Pulitzer credit for putting new life into newspaper advertising in New York and for bringing about the era of large display space.

Of Adolph S. Ochs he says: "He came from Chattanooga with a sounder kind of journalism than New York had ever known."

The book contains appreciations of the work of scores of men who have figured strongly in the creation of an independent press in America and in the development of advertising on sound lines. He reproduces rate cards of successful newspapers, outlines convenient forms for advertising records, discusses the organization of advertising staffs, the legitimate and illegitimate methods of promotion in vogue, traces the origin of the movement toward honest advertising salesmanship which resulted in the creation of the Audit Bureau of Circulations and tells the methods followed in making of his own New York Globe one of the notable evening newspapers of the country.

The book will prove a rare treat to any man who has to do with newspaper making or newspaper advertising.

**TO TAKE DR. RUMELY
TESTIMONY ABROAD**

U. S. Will Invite Dr. Albert Into Switzerland to Tell of Evening Mail Purchase or May Go Into Germany and Get Story There

Dr. Edward A. Rumely, former owner of the New York Evening Mail, will not be tried for violation of the Trading-with-the-Enemy Act, under any of the several Federal indictments returned against him until the United States Government has had an opportunity to take testimony abroad affecting his purchase of that newspaper.

It is the contention of the government that Dr. Rumely bought the Mail with money supplied by the German government, this money being drawn from accounts standing in the names of Bernstorff, the former Ambassador of Germany at Washington, and of Dr. Heinrich Albert, who was known as the Commercial Attache of the German Embassy.

In the prosecution of Rumely, the government is particularly desirous of obtaining testimony from Albert, who is now Under-Secretary of State of Germany. The present plan, according to Assistant U. S. District Attorney Harold Harper, who is in charge of the prosecution of Rumely and others indicted with him in the Southern District of New York, is to "invite" Dr. Albert to come into Switzerland, with other prospective witnesses whose identities are not disclosed, and give his testimony there.

Kaufmann has been indicted previously, but Lindheim has not been brought into the case heretofore by the government. The law firm of which both are members was counsel for the German Embassy before the United States entered the war.

The United States Supreme Court on April 16 was to have heard the appeal of Dr. Rumely against extradition to the District of Columbia for trial on the indictment found there against him, before his trial in New York, but it decided to take testimony by brief instead of in person.

**Tell Your Story
To the Home Folks**

**In
New Jersey**

You shouldn't expect to reach the people of such a state at long range. You might shout at them from across the Hudson or from across the Delaware, but that wouldn't impress them.

You have to go right into the state, into the residential towns and the teeming cities where the masses live and work and talk to them through their home newspapers if you want to gain their confidence and sell them your service or your product.

New Jersey is a market for anything you have to sell—if it's good—if it appeals to intelligent folk.

Stocks, Bonds, Musical Instruments, Automobiles, Furs, Jewelry, Home Furnishings, Food Stuffs—anything, everything is marketable in New Jersey.

**Bulletin Your Product in These New
Jersey Newspapers:**

| | Circulation. | Rate 5,000 lines |
|--|--------------|------------------|
| Asbury Park Press (E) | 7,360 | .0225 |
| Atlantic City Press (M) Union (E)..... | 14,793 | .0350 |
| Elizabeth Journal (E) (A.B.C.)..... | 17,528 | .04 |
| Hackensack Record | 5,072 | .0178 |
| Hudson Observer (Hoboken) | 43,400 | .07 |
| Passaic Herald (E) | 8,535 | .0357 |
| Passaic News (E) | 8,009 | .0215 |
| Paterson Press-Guardian (E) | 12,500 | .03 |
| Perth Amboy Evening News (E)..... | 8,025 | .0214 |
| Plainfield Courier-News (E) | 7,495 | .0215 |

WANT A. N. P. A. AD BUREAU IN THE WEST

(Continued from Page 20.)

"An office of the bureau at Chicago certainly would help newspaper advertising in that territory," said Mr. Kentnor in discussing the committee's application "Chicago is so centrally located that it needs such an office badly. We have an organization there—The Chicago Newspaper Representatives' Association, which we believe has accomplished some mighty important things in the last few years and which could do a great many more big things if it had the co-operation such a branch bureau office could afford it.

"The Chicago association has been doing some effective pioneer work for a long time past in competition with the magazine, mainly through its promotion and publicity departments. For instance, we recently took a man who was 'sold' on exclusive magazine advertising—because he had been taught to believe that magazines are the only media that can get him results—through our promotion department and demonstrated that he could use newspapers to immensely greater advantage; and we also enabled him to put his goods wherever he wanted to put them.

Chicago Needs Office Badly

"This man is now a strong believer in newspaper advertising.

"Two years ago we sent E. S. Wells, manager of the foreign advertising department of the Chicago Tribune, to the Pacific Coast to interest big fruit packing interests there in newspaper advertising in the Chicago territory. He was preceded and followed there by William A. Thomson, director of the Bureau of Advertising, and Mr. Thomson was impressed with the good work that Mr. Wells had done. War conditions made it impossible to get the results we would have obtained otherwise, but the work done then will bring results later."

Prospective Newspaper Advertisers

Mr. Burke said that with the establishment of an office of the bureau in Chicago a good deal of "propaganda" advertising in that territory which is now going exclusively to magazines could be obtained for newspapers.

"There is much prospective newspaper advertising of that kind that has not been developed because we have not been in close contact with the bureau and could not cover the ground quickly," he explained.

"One fact that would favor our getting a lot of business from national advertisers for newspapers is that some of the big magazines really have about all they can handle.

Losing Business on Coast

"One account that probably will be worked up for newspapers at Chicago in co-operation with a bureau office there, if one were established, is that of the building brick manufacturers. There is a likely campaign that belongs legitimately to newspapers. Nothing has been done as yet, but there will be a campaign on it, I am certain.

"There ought to be good newspaper campaign also in the Chicago territory for condensed milk, fabricated steel, and I could mention a great many others."

Application for the establishment of an office of the Bureau of Advertising of the American Newspaper Publishers' Association on the Pacific Coast was made to the Bureau of Advertising Committee by a committee composed of Joseph Blethen, of the Seattle Times; W. W. Chapin, of the Oakland Enquirer, and I. R. Smith, of the Los Angeles Times.

They said representatives of eighteen of the largest newspapers on the Coast held a three-day session at San Francisco, beginning March 27, to discuss the need of an office of the bureau in their territory. The decision was unanimous that there was urgent need of such an office and the committee of three then was appointed to present arguments in favor of it before the Bureau Committee. I. R. Smith said to EDITOR & PUBLISHER:

"There has been over a million dollars spent in magazines by national advertisers on the Pacific Coast during the past year which newspapers should have shared in. In fact, if their claims had been presented effectively they should have gotten most of the money spent in advertising. We need an office of the bureau in that territory to co-operate with us in this work hereafter.

"The magazines heretofore have had things pretty much their own way in dealing with national advertisers. They have hypnotized their prospects. There are many instances, in fact, where manufacturers have started advertising in the magazines when their goods were not on sale and could not be put on sale for quite a while. Other manufacturers have been induced to spend so much money in magazines that they had no money left to make the products they were advertising.

"It is a difficult thing for the representative of an individual newspaper to gain a hearing from a prospective advertiser. We have experienced that difficulty on the Pacific Coast.

Bureau Could Get Hearing

"But if an office of the bureau were established there the man in charge of that office could get a hearing, say, from a board of directors, right when an appropriation was being made because he would be talking of something that sounded big enough to be given thoughtful consideration—namely, newspaper advertising; not advertising in a single newspaper.

"While this probably would not result in every newspaper interested in the campaign getting a slice of the appropriation some would benefit from the start in many instances, and once the effectiveness of newspaper advertising was demonstrated others would benefit, too."

Roberts Goes to Auto Field

ATLANTA, Ga., April 21.—D. K. Roberts has transferred his headquarters from Newspaper Row to the Automobile Row. There is in all probability not a better known or better liked man in automobile circles than Mr. Roberts, and in leaving the Georgian and American he takes with him the best wishes of his associates in the advertising department.

J. Lynn Fredenburg, head of the copy desk of the Milwaukee Wisconsin News, has gone "on the street" and is doing general assignments. Hubert Reading is now head of the desk.



The Detroit News
furnishes advertisers thorough, regular and voluntary reader attention in almost all English speaking homes of Detroit and suburbs.
Member Audit Bureau of Circulations.

A. P. ELECTS OFFICERS

President Noyes Again Honored with Re-election—Messrs. Stone and Martin Continue in Management

The election of officers of the A. P., by the new Board of Directors, was announced Wednesday forenoon as follows:

President, Frank B. Noyes, Washington (D. C.) Star, reelected.

First vice-president, A. N. McKay, Salt Lake City (Utah) Tribune.

Second vice-president, J. L. Sturtevant, Wausau (Wis.) Record-Herald.

Secretary and general manager, Melville E. Stone.

Assistant secretary and general manager, Frederick Roy Martin.

Treasurer, J. R. Youatt.

Executive committee: Frank B. Noyes, Charles Hopkins Clark, Charles A. Rook, W. L. McLean, J. R. Rathom, Victor F. Lawson, Adolph S. Ochs.

A. B. C. CONVENTION IN CHICAGO

Date Fixed for June 19-20—Bureau Charter Prevents Selection of New York

The annual convention of the Audit Bureau of the Circulations, which the Board of Directors had decided should be held in New York this year, is to be held in Chicago instead, June 19-20. This was decided at a meeting of the directors in Chicago on April 18.

It was found that the charter of the A. B. C. prohibits the holding of the annual meeting outside of the State of Illinois. This fact was overlooked by the directors at their meeting in New York March 14, when they decided upon New York as the next convention city.

Wrote Four War Histories

ATLANTA, April 21.—Ward Green, the Journal's staff correspondent in France for the past several months, is back home again, tanned and somewhat heavier than when he left. Among the features of his work are his history of the 82nd Division, a history of the 17th Engineers, a history of the 151st Machine Gun Battalion, a history of the Emory Unit, and numerous other stories.

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

The
Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.

A "WINGED VICTORY" EDITION

Chicago Herald and Examiner Dropped From Clouds as Loan Opens

CHICAGO, April 21.—Today, the opening day of the Victory Loan drive, army aviators circled above the downtown district for more than an hour, bombing the city with copies of the first edition of a newspaper ever struck off with the purpose of being dropped from the clouds. The paper was a "Winged Victory" edition of the Chicago Herald and Examiner, printed especially in commemoration of the opening of the drive.

The editing of the edition was done by the Italian Chamber of Commerce, inasmuch as on that night the Chamber was celebrating the natal day of Rome. Henry I. Hazelton, of the Italian-American News Bureau, prepared the copy. Each copy was bound separately with a rubber band.

HAVE HIGH IDEALS

"Print Only Fit News" Is Policy of Iowa College Editors

DES MOINES, Ia., April 21.—"Newspaper men have the highest ideals of any professional folk—not excepting the ministerial profession," declared C. D. Mitchell, president of the Iowa Press Association, to the Iowa College Paper Editors' convention, which has decided that the policy of "printing only the news that is fit to print" is the correct one to follow.

New officers elected are: President, S. M. Russell, Ames, Ia.; vice-president, R. E. Overholser; secretary, Ed. Drummond, Cornell.

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

54%

Of All Foreign Advertising printed in Cleveland last year appeared in

THE PLAIN DEALER

First Newspaper, Cleveland—Sixth City.

Experienced advertisers know that THE PLAIN DEALER is the only needed medium for reaching the solid, worth-while people in the PLAIN DEALER'S territory of 2,500,000 buyers.

BUFFALO NEWS

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

BURLESON'S ATTACK ON WORLD MET BY SEITZ'S HOT REPLY

Says Postmaster General Has Demonstrated Stupidity—Has Shattered Public Confidence and Deserves Ride Out of Office—Burluson Charges Deep-laid Plots.

(FROM OUR OWN CORRESPONDENT)

WASHINGTON, D. C., April 23.—Postmaster General Burluson tonight fired a broadside at newspapers that have been attacking his conduct of the postal department and telegraph and telephone systems.

In replying to the attacks against his management of those institutions he charges "organized propaganda" against him. He says that it is not due to "any desire for improvement of the postal or wire service, but is intended to aid in accomplishing a reduction of the rates of postage on second class (newspapers and magazines) mail matter."

Alleges Intrigue Against Him

Mr. Burluson said that a virulent attack, "founded upon falsehood," was made on him by the "advertising manager" of the New York World, which he now charges is "the principal newspaper in the present intrigue" against him, at the time the increase was pending in Congress.

The Postmaster General declared it to be the belief of his opponents that zone rates cannot be repealed unless "Burluson is gotten rid of." He said that the "principal lobbyist of this selfish combination," which he accuses of fighting him, is responsible for the personal attacks on him as Postmaster General.

Don C. Seitz, business manager of the New York World, was interviewed at his home in Brooklyn last night by Editor & Publisher in reference to Mr. Burluson's charges.

"I do not know what the man is talking about, and furthermore he does not either," exclaimed Mr. Seitz when the Washington despatch was read to him.

"The newspapers have done nothing in regard to postal rates for two years, but the magazines have been active enough. I suppose Mr. Burluson is shooting at me. I have never 'lobbied' for postal legislation and two years ago when Mr. Burluson shrewdly made the post-office bill a revenue measure and tied it up to the war situation, I dropped out of the matter entirely and have done nothing in the matter since. George McAneny, of the New York Times, chairman of the A. N. P. A. postal committee, has tried to get some relief for all American newspapers, but he told me recently he had never spent such a dreary time in his life as he did in Washington trying to get the postmaster general to respond to simple justice.

"More than two years ago, at Washington, I made a statement regarding Mr. Burluson's inefficiency, his utter stupidity, and he has been bitter since and I am proud of it, because what I

said then has been demonstrated as true. Mr. Burluson, on the pretext of war emergency has simply ridden roughshod over the common rights of the press and people until public confidence is shattered. His object is to inflict his mediaeval autocratic notions on the press and to further his half-cocked scheme of public ownership on a country not at all prepared to accept it. His seizure of the telegraphs was without actual warrant, for the war was over before he had acted.

"Public opinion is gathering to give Mr. Burluson a ride out of office, and he well deserves it. So far as the World is concerned, it is not a lobbyist and it is not tied to lobbying."

That a news story from Washington, by Louis Seibold, New York World correspondent, attacking the political record and official competency of Post Master General Burluson was "gagged" by the federalized wire service when it was offered to a list of newspapers by the World's News Bureau, is a charge made in a leading article in that newspaper of Wednesday.

The World has been fighting Mr. Burluson's official conduct both in its news and editorial columns, recently condemning him as the millstone around the neck of the Wilson administration.

The facts concerning the alleged suppression of news by the wire service, as stated by the World, are as follows:

"In the issue of The World of Monday last there was printed a fairly

complete and comprehensive analysis of the conduct of the Post Office Department by the Postmaster General, the Hon. Albert Sidney Burluson.

"In accordance with the terms of existing contracts, The World offered to transmit by telegraph the article, dealing with the administration of the Post Office Department under Mr. Burluson, to the following newspapers:

"The Springfield (Mass.) Republican, the News of Dallas, Tex.; the Enquirer of Cincinnati, O.; the Express of Buffalo, N. Y.; the Star of Indianapolis, Ind.; the Tribune of Minneapolis, Minn.; the Telegraph of Macon, Ga.; the Knickerbocker Press, Albany, N. Y.; the Spokesman-Review, Spokane; the Herald, Rochester, N. Y.; the Commercial-Appeal, Memphis, Tenn.; the Mail and Empire, Toronto, Ont.; the Herald, Halifax, N. S., and the Times, Toledo, O.

"A schedule paraphrasing the headlines that The World used over the article and giving a brief outline of the character and scope of it was prepared by the night manager of The World News Bureau and addressed to the newspapers named.

A Seathing Arraignment

"The schedule read as follows:

"3—Washington—Seibold—Burluson pictured as snoop, trouble-maker, disorganizer, autocrat and arch-politician—Post Office employees call their chief slavedriver, convict laborers having been whipped on his farm—Misgovernment of mail system alleged—He is credited with having put national Prohibition through—5,000 (words)."

"The representatives of the two telegraph companies in The World office submitted the Burluson schedule to their respective chiefs, Night Manager Coney of the Postal and Leipmann of the Western Union.

"Those officials said last night that they had passed on the matter and decided against sending it over the wires operated by their companies. The reason advanced by them was the same—that the article described by the schedule 'appeared to be improper.'"

"Under authority of Congress and through Executive designation by the President the telegraph and cable systems of the country are under the control of the Postmaster General."

In the same issue The World charged that Mr. Burluson, through his representative, has suppressed the monthly house organ of the Postal Telegraph Company, called "Postal Telegraph," which had been circulated among employees for ten years. It is also alleged that the same order prohibited further distribution of all literature concerning the telegraph situation.

Among the publishers at the Waldorf there was free and often bitter criticism of Postmaster-General Burluson's administration of the postal service, and great interest hinged on the report of the Postal Committee, A. N. P. A.

Senator Arthur Capper said: "Mr. Burluson's wire and postal service is getting worse each day in the Middle West. He has surely made a bad job of it."

S. L. Slover, Ledger-Dispatch, of Norfolk, Va., said: "The administration of the postal service is inefficient."

J. N. Branham, Arkansas Democrat, Little Rock, Ark., said: "Both the wires and mails are in sad shape."

E. K. Gaylord, Daily Oklahoman, Oklahoma City, Okla., said:

"Mr. Burluson's policies are bad and he has almost wrecked the public communication service."

"He's a watchmaker trying to run a locomotive," said A. N. McKay, Salt Lake City Tribune.

"A plutocrat who as a public official is out of place," was the characterization by E. H. Butler, Buffalo News.

B. Brewer, business manager Cleveland Press: "I personally believe Mr. Burluson has sincerely tried to give public service."

Mrs. Zell Hart Deming, Warren, O., Tribune: "Perhaps he has not had a fair trial."

Frederick Roy Martin, assistant general manager of the Associated Press, was host at a dinner given to the members of the board of directors of the Associated Press at the University Club Sunday night. Melville E. Stone was guest of honor.

* * * * *

THE ELLIS SERVICE

- - - Swarthmore, Pa.

Offering Two Weekly Features

1. A "Different" Sunday School Lesson
2. The Religious Rambler

* * * * *

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

WE SPEND MORE THAN \$500,000

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News

FIRST

Always—Accurately

International News Service
World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

AN A. B. C. IS NEEDED ON FOREIGN PRESS

American Exporters Want to Know Definite Facts About Publications in All Parts of the World—Present Reports Not Adequate

The need of an organization or bureau to inform American exporters on the status of advertising mediums in all parts of the world, so that they can intelligently place their advertising in the way that will best link up with their sales work, was pointed out by Ernest Briggs in his address before last week's meeting of the League of Advertising Women of New York. He said:

"Every country in the world has its Saturday Evening Post, its Cosmopolitan, its New York Times.

"What are they?"

"What are they worth?"

"A domestic advertising man asked me this morning which of the five papers he believed to be published in Argentina is the best advertising medium. There are 202 publications in Buenos Aires alone. How do they compare?"

"Generally speaking, one cannot rely on local opinion on the one hand, nor official sources on the other. A local selling agent is not usually an advertising man.

"There are not any advertising men in the world outside the United States," somebody said, with half a truth. Apart from that, the local man often has an ax to grind, sometimes subconsciously.

Official Reports Not Enough

"As to official opinion, you may recall the brochure issued some time ago by the Bureau of Foreign and Domestic Commerce at Washington. It gave a lot of information on the foreign press gathered through the mails, but wasn't the least bit comparative.

"The gentlemen who have done such splendid work abroad for the Committee of Public Information amassed a wealth of information on publications and publishers, but what I want to know is this: Is La Nacion a better advertising medium than La Razon in Buenos Aires for me—an exporting manufacturer of soap—say?"

"Should I use the Melborune Age or the Melbourne Argus?"

"What is the Saturday Evening Post of Portugal and the New York Times of Trinidad? And why?"

"And can I be sure of the rate and circulation?"

"Let us hope that the A. B. C. develops the wanderlust. Then we shall know more of foreign advertising values. Never forget, though, that many a publishing man abroad doesn't know advertising—doesn't derive his livelihood from the advertising columns of his paper. He sells it at a profit.

"A great many foreign publishers may not be up-to-date, but a great many

are very much alive. Press associations are all-powerful in a number of countries. In Australia it is the association that makes you pay for news items, and charges you 2 d. a square inch for incoming printing surfaces of any kind.

"It is an association in South Africa that has thirty of the best papers from Rhodesia to the Cape 'trusted,' and which couldn't exist under a Sherman Law. The British technical journals have had their own little Webb-Pomerehne method of getting export business by combine for years."

HOYT SERVICE 10 YEARS OLD

Board of Directors Are Hosts of Staff on Occasion

On the invitation of the board of directors of Hoyt's Service, Inc., sixty members of the organization celebrated the tenth anniversary of the founding of the business at a dinner held April 15 at the New York Advertising Club. Charles W. Hoyt, president, made the principal address, announcing that during the past year, despite the problems caused by the war, the agency has more than doubled its volume of business.

Other speakers were Ralph L. Talley, vice-president; Chester J. Pike, manager of the Boston office, and Gail Murphy, manager of the Cleveland office. The business was founded by Mr. Hoyt at New Haven, Conn., in 1909, and was removed to New York several years ago.

Miss Meek Marries Lieut. Brown

RICHMOND, Va., April 23.—The marriage of Miss Mary Cabeen Meek, daughter of the late Samuel W. Meek, who was assistant treasurer of the New York Times up to the time of his death last January, and Lieut. James Dorsey Brown was celebrated here tonight in St. James Church. Mr. and Mrs. Brown will live in Baltimore.

Mrs. Brown's father was well known through his connection with newspapers in Richmond and Philadelphia before coming to New York. He was in charge of the A. N. P. A. information bureau during last year's convention.

Rhode Made City Editor

CHICAGO, April 18.—Robert Rhode, formerly of the New York Tribune and the Chicago Herald & Examiner, has become city editor of the Chicago Evening Post. Ronald Miller has returned to the reportorial staff. Putney Haight has left the Tribune copy desk to become a rewrite man for the Post.

50 Years on Belfast Telegraph

R. H. H. Baird, J. P., managing director of the Belfast Telegraph and allied newspapers, completed fifty years of active connection with the firm on March 31 and, in celebration of the event, gave a dinner to the other directors, the heads of the departments, and the staff.

Makers of Magnetos Agree on Educational Plan

Will Combine to Acquaint Public With Merits of Their Ignition System by Advertising Campaign

A comprehensive and far-reaching plan for a co-operative educational advertising campaign was recently agreed upon between five of the leading American magneto manufacturers, at a meeting arranged by the Wales Advertising Co.

Solely for the purpose of acquainting car users generally with the merits of the magneto for ignition purposes, the American Bosch Magneto Corporation, the Eisemann Magneto Company, the Ericson Manufacturing Company, the Splittdorf Electrical Company and the Simms Magneto Company, have combined to carry out this particular educational plan. There is no organization or amalgamation of interests otherwise, nor will this arrangement interfere in any way with the regular advertising or general business of each individual company.

Many of the interesting stories of returning soldiers, sailors and airmen will show how the magneto helped to win the war and how no other form of ignition was possible in instances where not only many lives were at stake but ultimate victory or defeat depended upon its unflinching reliability. This is forcibly brought out in double-page spread and full-page advertisements prepared by the Wales Advertising Company and placed by them in some of the weeklies of national circulation.

The copy reads "To Meet the Supreme Test—Magneto Ignition—Everywhere." Regiments rushing in motor transports to join the attack, ammunition and food in an endless stream of trucks, giant guns behind great tractors, the invincible tanks, motorcycle dispatch riders and staff-cars, ambulances and the vigilant airplanes will all be featured in the advertising.

THE 1918 RECORD OF The Indianapolis News

ADVERTISING
Display.....29,047.40 columns
Classified.....8,114.85 columns
Total.....37,162.25
Daily average columns, 118.72.

CIRCULATION
Total net paid daily
average.....123,816
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report
for Six Months ending Apr. 1, 1919

35,247

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper
Member A. B. C. Publisher.

USED DAYLIGHT SAVING ADS.

Canadian Railroads Bought Extensive Newspaper Space to Inform Public

MONTREAL, April 23.—A new use for newspaper publicity was found in connection with a confusion arising over daylight saving, or the lack of it, in Canada.

As daylight saving had been put into force in the United States, the railroads and other bodies doing business with the neighboring Republic advocated similar measure in Canada, but the members of Parliament from the rural constituencies voted down the project.

The railroads, however, were determined to put daylight saving into effect, and advertised extensively in the daily papers. It was somewhat difficult to explain, but the railroads used big space in an endeavor to make clear to the traveling public how they intended to operate their trains under the new dual system of old and new time.

Eddie Eks, long with the St. Louis Globe-Democrat as a cartoonist, has joined the staff of the Republic and will specialize on sports. His payroll name is Edward Eksgerian.

Reaching the MOST Buyers
at the LEAST Cost

BOSTON AMERICAN

Govt. Statement For Six
Months Ending April 1st.

301,270

The LARGEST Homecoming
Circulation in New England. Can
produce for YOU as it has for
others.

The Pittsburg Dispatch

has always been a big factor
in the successful exploiting
of good merchandise.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

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.

Beloit News

There is not a city in the middle west where a paper so thoroughly dominates the field. There is no richer territory to cover in the middle west than the Beloit field.

G. LOGAN PAYNE COMPANY
Manager, Foreign Advertising
Chicago, New York, Boston,
Detroit

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6
Months Ending Oct. 1, 1918

44,968 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

CHICAGO DAILY JOURNAL PUBLISHES ITS DIAMOND JUBILEE NUMBER

Is the Oldest Daily of the Northwest, Having Been Founded When Chicago Had 8,000 Inhabitants—John C. Eastman Receives Congratulations

By ROBERT B. BUCHANAN

CHICAGO, April 22.—The Chicago Daily Journal observed today its seventy-fifth anniversary by publishing an edition which it believes to establish a record for evening newspapers in America. It comprises five sections of a total of 96 pages of 672 columns and carries 353 columns of advertising. The editorial matter features the development of Chicago and its region. The publishers having been working on special matter for one year it is lavishly illustrated and printed on a special grade of book paper.

In the edition are printed a special cable of congratulations from President Wilson, and greetings from four cabinet members—Secretaries Lansing, Baker, Daniels and Lane,—from Ex-President Taft, Generals Pershing, March and Crowder and Admiral Badger; from the governors of twelve states and from all three living ex-governors of Illinois. There are numerous letters and telegrams of felicitation from members of both Houses of Congress, from church dignitaries, heads of the leading western universities, from newspapers throughout the Union and from leaders in the arts and professions.

Chicago Had 8,000 People Then

The Chicago Daily Journal is the oldest daily paper in the Northwest.

It was founded when Chicago was a frontier town of 8,000 inhabitants and the great Northwest was a wilderness. Two other dailies had tried to get a footing in the town, but without success; the plant of one of these was purchased April 20, 1844, by a group of enterprising citizens, and two days later the first number of The Journal appeared.

The paper met with public favor from the outset, and it has continued publication since without interruption, even the great fire of 1871 failing to cause a break in its series. The incorporators of the original Journal company were G. A. O. Beaumont, Buckner S. Morris, J. M. Adsit, Ashley Gilbert and Hiram Mallory, who long ago passed from scenes of activity. One of their first moves was to take an active part in supporting Henry Clay in the presidential campaign of 1844.

Champion of Local Progress

The diamond jubilee number of The Journal is of wide interest, covering the principal events in the history of Chicago and the great West. A most interesting period of the paper's career is that from its first issue until 1850, or a little later, for those were the real pioneer days in what is now the Middle West.

It was the period of prairie schooners, stage coaches, plank roads, slow travel and slow mails; not until 1852 did the first through railroad from the east enter Chicago; the first telegraph line to reach the city was constructed in 1848, and the first railway locomotive was brought in by boat the same year. It was the period that saw the completion

of the Illinois and Michigan canal, which people then thought more important than any railroad yet built.

Within the city itself, during those early years, the board of trade was organized; the first water works was built, and illuminating gas was first introduced; river ferries were replaced by bridges; the foundation of the public school system was laid, and in that period, too, Chicago was visited by a terrible scourge of Asiatic cholera.

The Journal was the champion of every local improvement, of every measure for the public weal; and none can tell how much of all that makes Chicago really great may be traced to its progressive and clear-sighted policy during the city's incipient years.

In the Early Fifties

As it grew in circulation and prestige, the sphere of its influence widened. During the early '50s it advocated the annexation of Hawaii, and denounced the legislative act prohibiting the emigration of free negroes to the state of Illinois. It espoused the cause of the newly born republican party, and took a firm stand for protection and civil liberty.

Through the initiative of The Journal's editorial influence the Illinois Republican state convention passed a resolution declaring Abraham Lincoln its first, last and only choice for United States senator in place of Stephen A. Douglas. The famous Lincoln-Douglas debates were first suggested in the columns of The Journal, which subsequently exerted a powerful influence in inducing William H. Seward to come west and aid in the election of Lincoln to the presidency. Chicago and the West received their first intimations of

the approaching civil war through The Journal.

In 1861 President Lincoln appointed Charles L. Wilson, then editor of The Journal, secretary of the American legation in London. Benjamin F. Taylor, poet and literateur, became the paper's chief war correspondent at the front; his literary productions, first printed in its columns, gave him wide fame. During those years no paper west of the Alleghenies was closer to the hearts and homes of the western people than this pioneer of western journalism.

Gave Fame to Taylor

Among the noted journalists connected with it during its earlier period were Col. J. K. C. Forrest, Andre Matteson, Horace White, George P. Upton, Prof. Nathan Sheppard, Paul Selby, Frank Gilbert, Dr. F. W. Reilly, James H. Field, H. M. Hugunin, F. F. Browne, Oliver H. Perry, E. E. Wood, Col. E. A. Calkins and John St. Clair Cleveland.

While the great fire of 1871 was still burning, The Journal office having been reduced to ashes, the publishers rented a printing shop on the west side, and on the fateful evening of October 9, The Journal was the only paper to come out. Another fire, on December 1, 1883, left the establishment temporarily without a home, but again the paper appeared in regular sequence, without outside help, though friendly aid was offered by contemporaries.

By April, 1872, about six months after the big fire, The Journal was installed in its six-story marble-front building at 159-161 Dearborn street, which was its home for nearly a quarter century.

Wilson Property for 40 Years

For more than forty years, dating from 1851, the paper was owned and published under the editorial control of the Wilson family, embracing the brothers, Richard L., Charles L. and John L. Wilson, and their heirs. Upon the death of Charles L. Wilson, in 1878, his nephew, J. R. Wilson, became the publisher and principal owner, with Andrew Shuman, former lieutenant-governor of Illinois, as editor in chief; W. K. Sullivan as managing editor, and Col. Henry W. Farrar as business manager.

As long as men must eat and rest
Monmouth County must
please and prosper.

The Asbury Park Press

IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.

Evening and Sunday Editions.
Associated Press, A. N. P. A. and
A. B. C. Membership.

As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems.

J. LYLE KINMONTH, Publisher
Asbury Park New Jersey

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

Col. Farrar, who had been a member of Gen. Phil Sheridan's staff in Chicago, was the son-in-law of John L. Wilson. Mr. Shuman retired in 1888, and shortly after Mr. Sullivan resigned to become U. S. consul to the Bermuda Islands, by appointment of President Harrison.

In 1895 The Journal was purchased from the Wilson heirs by the Evening Press company, composed of George G. Booth, James E. Scripps and Ralph H. Booth, of Detroit, and the following year a new and larger building was occupied at 160-162 Washington street.

W. H. Turner, who had been appointed general manager, continued in that capacity until 1900, when James E. Scripps was elected president of the company, and Ralph H. Booth secretary-treasurer, the latter taking active charge as publisher.

Enter John C. Eastman

John C. Eastman, the present owner of the Journal, acquired the property in 1904, and owing to the need of larger and better quarters, moved the offices to a six-story and basement building at 15-21 South Market street. This move was a bold but sagacious venture, which re-

(Continued on Page 80)

U. S. P. O. Report

For the period ending April 1, 1919,
Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys largest net paid circulation of any newspaper published in the entire South.

The Circulation

of

The Des Moines

Register and Tribune

(Morning and Evening)
for 1918 averaged

116,223

net paid daily, exceeding that of any two other Iowa newspapers.

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation
139374

The Clarksburg Telegram

West Virginia's
Leading Newspaper

MARCH ADVERTISING*

561,260 agate
lines

A gain of 16.8% over high record of
March, 1918.

Rate, 2c. to Feb. 1, 1920; 2 1/2c. line
thereafter.

Perth Amboy, N. J.

Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in
Field.

Evening News

Member A. N. P. A., A. B. C., A. P.

Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

The Pittsburg Press

Has the LARGEST

Daily and Sunday

CIRCULATION
IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

JOURNAL 75 YEARS OLD

(Continued from Page 79)

sulted in a new newspaper row in Chicago; all the dailies, except The Tribune, have since settled or arranged to move to this locality. The Daily News will erect a building on the corner diagonally across from The Journal office. The Evening Post is directly opposite on Market street, and the Hearst papers occupy a building at the northeast corner of Market and Madison.

The immediate vicinity has since witnessed many notable improvements, among which may be mentioned the Northwestern railway terminal, just across the river, which cost \$20,000,000; the \$60,000,000 Union railway terminal, now under construction, and the new Monroe street bridge, which greatly facilitates traffic between the west and south sides.

Rise of Gifted Reporter

When Mr. Eastman purchased The Journal, it was publishing eight to twelve pages; its circulation increased rapidly under his ownership, and the size of the paper soon expanded to sixteen pages, and at times to twenty-four pages, and even more. Its success in recent years has been notable, and it never was more popular and influential than at the present time.

An Ohio man by birth, John C. Eastman, has the characteristics which have distinguished the energetic Buckeyes wherever they have settled. He was born at Eaton, Preble County, and his father, an officer in the Union army, was killed at Kenesaw Mountain. His mother was a teacher of history in Cooper Female Seminary, at Dayton, Ohio. Mr. Eastman was tutored by his mother and educated at the Ohio State University, where he took a course to become a civil engineer. Before he was 21 years old he was chosen to survey 300 miles of a western railroad, but did not accept the position.

Instead, he began a newspaper career as a reporter for the Ohio State Journal, at Columbus; from there he went to Wabash, Ind., as editor of the Weekly Times, and became one of the Indiana correspondents of the Chicago Herald.

Discovered by H. W. Seymour

H. W. Seymour invited him to come to Chicago and join the Herald staff, and he was a reporter on that paper from 1890 to 1895, when he became the first business manager of the newly established Chicago Chronicle, remaining in that position for three years.

In 1898 he joined the Hearst organization in New York as one of the advertising managers, and returned to Chicago in 1900 with S. S. Carvalho to start the Chicago American, and later the Examiner, being business manager of both papers, as well as president and treasurer of both companies. Those positions he resigned in 1904 and became owner of the old-established Chicago Daily Journal.

Mr. Eastman has never sought nor accepted a political office. He is a member of a number of patriotic organizations, among which are the Mayflower

Society, Alden Kindred of America, Society of Colonial Wars, Society of Founders and Patriots, Sons of the American Revolution, and Loyal Legion. He is also a member of several golf clubs.

He lives on a farm near Crown Point, Ind., and has a Chicago home on South Michigan avenue.

JAMES J. SMITH RETIRES

No Successor Decided Upon Yet As Birmingham Ledger Publisher

(BY TELEGRAPH TO EDITOR & PUBLISHER)

BIRMINGHAM, Ala., April 24.—The details of rearranging Ledger organization because of the recent retirement of James J. Smith, its publisher, are still unsettled. Though giving up the management, Mr. Smith retains a substantial interest in the Ledger and will continue as a director of the company.

For 20 years Mr. Smith has controlled the destiny of the paper and under his management it grew from a four-page paper with 2,500 subscribers to a city paper with more than 40,000 subscribers. With his associates on the paper he has built one of the institutions of the city and of Alabama. In his farewell statement to the Ledger readers, Mr. Smith said:

"To George M. Cruikshank, who recently retired as editor, after serving as such for 20 years, must be given much of the credit for building up the Ledger."

Sent \$575,000 Tobacco to France

MONTREAL, April 23.—During its Tobacco Fund Campaign for Canadian soldiers in France, just closed after covering a period of 195 weeks, the Montreal Gazette purchased and shipped to France tobacco and cigarettes worth, at Montreal retail prices, approximately \$575,000 sent 25,000,000 cigarettes, 500,000 packages of smoking tobacco, 550,000 plugs of chewing tobacco, 125,000 plugs of smoking tobacco, 6,674 pipes, and 4,122 pouches and lighters, and collected \$193,406.22, or almost \$1,000.00 a week.

Newspaper Ads Pay Big

KANSAS CITY, Mo., April 20.—W. H. Shoemaker, proprietor of a grocery and meat market in the residence district here, gives newspaper advertising credit for building up his business. Although not in the downtown district, Mr. Shoemaker since opening his store several years ago, has advertised in the papers. "Newspaper advertising," he said "is the cheapest and best method of building up trade. Every dollar spent for such advertising has brought results tenfold."

Bidwell Opens Seattle Office

SAN FRANCISCO, April 21.—The R. J. Bidwell Special Agency of this city has established a Seattle office in charge of C. A. Briggs.

Capt. E. J. D. Larson, formerly of the editorial staff of the St. Paul Pioneer Press, is writing the history of the Eighty-eighth division.

EQUIPMENT FOR SALE

For Sale

Installing 20-page Hoe. First reasonable offer takes 10-page Goss Semi-Rotary. Bought new five years ago. The Daily World, Wenatchee, Wash.

ALL PROUD OF GEN. MORRISON

Man from the Ranks Writes About Ottawa Citizens Editor

OTTAWA, Ont., April 16.—A tribute to the popularity of Major-General E. W. B. Morrison, who before going overseas was managing editor of the Ottawa Citizen, is contained in a letter recently received by friends from Gunner Nairn Grant, of the 21st Battery, C. E. F.

Referring to General Morrison as the most popular general and one of the best soldiers among the Canadians in France, the writer says: "The General, who is known all over France as 'Dinkey,' not only is recognized as one of the best soldiers, but also is the best liked, and one under whom we are all proud to serve. Perhaps you folks at home do not understand what 'shining' means. It is one thing that 'Dinkey' Morrison is strictly against; he has never wasted time nor effort on appearance, but has always been out to win the war."

C. H. Browne Returns as Major

HORTON, Kan., April 22.—Major Charles H. Browne, owner and editor of the Commercial-Headlight, has returned from army service in France and resumed his newspaper duties. Major Browne went to France with the 35th Division a captain, after 15 years' service with the National Guard. For a time, at least, he will have charge of the recreation work at Camp Funston until the 35th Division has been demobilized.

Taking Its Work Seriously

ST. PAUL, April 23.—The title of "Innur Wurks," adopted for the house organ of the St. Paul Dispatch-Pioneer Press, was dropped after one issue and the publication, which is a monthly, is now called the House Magazine of the, etc. It is in magazine shape and less frivolous than its predecessor. The April number contains an article, "We Advertising Men Have a Contract with the World," by A. J. McFaul, the director of advertising of these papers.

Please the Buyer First

ROCHESTER, N. Y., April 21.—Herbert W. Bramley, advertising manager of the Sibley, Lindsay & Curr Company, in addressing the Rochester Ad Club recently on "Fitting the Sales Plan to the Customer," placed the wishes of the customer ahead of those of the dealer, declaring that the effect should be to please the buyer, even though the customer's taste should be below the average.

Bernard V. Fitzpatrick, recently returned from France, has joined the staff of the Knickerbocker Press, Albany, N. Y.

GENERAL EQUIPMENT

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters
American Typefounders' Products

Printers and Bookbinders
Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St., New York City

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 |

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

Miss Neil Engaged

TOPEKA, Kan., April 22.—Miss Daisy Neil, society editor of the Topeka State Journal, in a modest item on the society page has announced her engagement to Tinkham Veale, of this city, the marriage to take place in June. Miss Neil has been society editor since Miss Bertha Hempstead left last year to do war work in France. Mrs. Myra Williams Jarrell succeeds Miss Neil until Miss Hempstead returns.

Met "26th Boys" in Aeroplane

Boston, April 21.—Lieut. Martin S. Bowman, of the editorial staff of the Record, and Lieut. Theodore Hedlund, aviation editor of the Post, welcomed the vanguard of the 26th Division in Boston recently in a great naval seaplane. They met the Mt. Vernon several hours before she docked at Commonwealth Pier.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of **EDITOR & PUBLISHER** you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

FOR SALE

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

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.

SITUATIONS WANTED

Newspaperman

15 years' experience, desires to take charge live daily's editorial-magazine or women's and financial pages. Can give them the "something different" touch. Well educated, traveled, reliable and enthusiastic. Have had city editor's and other desk experience. Salary moderate. Letters confidential. O. F. Flanders 243 Foster St., Lowell, Mass.

Editorial Writer

Editorial writer and paragrapher of unusual talent and long experience, about to return from year's service in A. E. F., will be ready to accept high-class staff job June 1. Address "Field Artillery" in care of Editor and Publisher.

Baseball Writer

With seven years' experience on South's largest papers desires position. Recently discharged as Lieutenant from army. Must be in city of over 50,000 population, and permanent. No summer jobs considered. Have had considerable experience as reporter and desk man. Best references. State absolutely top salary. Address M. B. C., care of Editor & Publisher.

Circulation Manager

Experienced circulation manager, successful in promotion, organization and distribution, is now open for position on real live daily (afternoon publication preferred.) Has successful record in circulation, advertising, and business management. Address A-689, care of Editor and Publisher.

Contest Manager

Strong, aggressive contest manager of ten years successful experience on largest dailies, age 37, good producer, desires connection with first class contest company. Highest references. Address A-688, care of Editor and Publisher.

Foreman

Ten years on present job; married; union; competent in all departments, will consider change. Have been successful handling men. Can furnish references from present employers. Address A-683, care of Editor and Publisher.

HELP WANTED

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

Circulation Manager

Circulation manager for Southern city of 35,000 just installing independent carrier system. Salary and commission. Address A-702, care of Editor and Publisher.

Experienced Advertising Man

Experienced advertising man to handle schemes and special pages on salary and commission basis. Address A-701, care of Editor and Publisher.

Reporter

Reporter wanted for general reporting on afternoon paper, city of 22,000. Write or wire stating newsgathering experience. The Leader-Republican, Gloversville, N. Y.

Experienced Managing Editor

An experienced managing editor for daily newspaper in eastern city of 100,000. Must be capable writer and thoroughly familiar with every angle of newspaper production. Address A-686, care of Editor & Publisher.

Newspaper Road Men Wanted

Men covering eastern territory can add materially to their earnings by doing a little spare time work among newsdealers for a New York publication, salary and commissions. Address A-692, care of Editor and Publisher.

High-Class Editorial Writer

The Daily Oklahoman wants a high class editorial writer. One with red blood in his writing. Prefer young man of democratic training and independent tendencies. No place for a hack writer. Address Walter M. Harrison, Managing Editor, The Oklahoman, Oklahoma City, Okla.

For Sale

Daily newspaper without competitor, serving population of more than 200,000 in a prosperous growing community. Owners cannot give paper necessary attention because of other business interests. Circulation less than one-half of what it should be. Improved management would make it a splendid property. Terms will be given to responsible purchaser. Address A-685, care of Editor & Publisher.

For Sale

Daily doing annual business of \$65,000 (no job dept.) is for sale because of unusual circumstances. Pay better than 10 per cent. on purchase price. No brokers. Address A-698, care of Editor and Publisher.

BUSINESS OPPORTUNITY

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

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

A. N. P. A. LABOR REPORT

(Continued from page 10.)

grocery stores. The world is ripe for revolution and the sooner we get it the better.

"Remarks of that character have been made at labor union meetings.

"No doubt all present are familiar with the agitation for a new trial in the Mooney case and the proceedings of the Mooney meeting in Chicago at which many delegates uttered sentiments that were almost treason. A meeting of what is known as the Western Labor Conference was held in Calgary, Canada, March 13 to 15, delegates being present from all sections of the Canadian northwest. The following resolution was adopted:

"Resolved that this convention recommend to its affiliated memberships the severance of this affiliation with their international organs, and that steps be taken to form an industrial organization of all workers, and be it further resolved, that a circular letter outlining a probable plan of organization be sent out to the various organizations and that a referendum on the question be taken at the same time, and that the question be submitted to the entire Canadian membership, ballot returns to be segregated from Port Arthur as the dividing line between east and west.

Future Full of Uncertainty

"This is now being submitted to referendum vote of labor union members throughout Canada. Samuel Gompers was condemned for not helping the movement for 'one big union' which as you know is one of the platforms of the I. W. W. Fraternal greetings were sent to the Bolsheviks in Russia and Spartans in Germany. A member of the Association referring to the conference, wrote as follows:

"One of the Edmonton delegates to the Calgary conference was a Journal operator, who is also Treasurer of the Edmonton branch of the Dominion labor party. He tells me that he protested at the time against the ultra radical resolutions, but could not get a hearing.

"The action of the conference has been repudiated by the Trades and Labor conference of Edmonton, as well as by one or two other unions not included in the local council. I am advised, however, that so far as Alberta and British Columbia are concerned that the referendum will undoubtedly support the resolutions, although I question if a single member of the I. T. U. will vote in favor.

"The Calgary convention was very effectively packed. This is explained by the largely predominating membership of the Longshore Men's Union and Lumbermen's Union of B. C., and Miner's Union of Alberta, the latter alone has some 17,000 members. One surprising resolution was that all not voting for any cause whatever were to be counted in the affirmative.

"While it is believed conservatism will remain in control of Union Labor in the United States and Canada, that is by no means certain. There is no

ROCKY Mountain or Pacific Coast daily or weekly wanted which can be bought with a first payment of \$5,000, balance deferred.

Proposition S. Q.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue, New York

Big Weekly Opportunity

Owner desiring to retire from business after many years of uninterrupted success, we have for sale one of the very best weekly papers in the East, dominant in its section. Unusually equipped, much new, splendidly housed, low rent. Loyal, efficient force, open shop. Important job business, abundance high class work without solicitation, ably supervised. Circulation newspaper large, advertising volume and rates excellent. Beautiful, healthful town. Will bear closest investigation. \$15,000 cash necessary, balance terms. Liberal concession if all cash. Best weekly opportunity we have had for high class man.

HARWELL & CANNON,
Newspaper & Magazine Properties
Times Building, New York, N. Y.

FINE OPPORTUNITY

for

Live-Wire Newspaper Man

to become half owner in valuable newspaper property.

Fully equipped plant established in prosperous New England manufacturing city of 40,000 population.

Only one newspaper in competition. For details address A-695, Editor and Publisher, 1116 World Bldg., New York City.

doubt that the majority of members of labor unions in Seattle were not in favor of the I. W. W., yet those agitators succeeded in securing the support of all but 10 out of 130 local unions in the community. Members of the association should lose no opportunity to both publicly and privately call attention to the danger and fallacy of the radical theories and in every possible way assist conservative officers and members of labor unions to maintain their supremacy. It is vitally important that all questions raised by officers or members of local unions be given prompt attention and in instances where any unfairness or injustice has prevailed, remedies be applied without delay.

"It is possible that employers generally may help to stabilize conditions and quiet the unrest among employes by adopting some form of profit sharing. On March 29 a bulletin was issued asking members who have such plans in operation to send reports to the Chairman of the Special Standing Committee. In that bulletin a short but vivid description of conditions abroad as reported by a member of the Association was published and attention called to the demand of union labor that employes be on boards of directors. In this connection the Massachusetts Legislature has recently passed a bill authorizing the election of directors by vote of a majority of employes of any establishment. Apparently there are very few members of the Association now conducting any form of profit sharing, as only one report has been sent in. If any members present have such systems, they are urgently requested to send full statements respecting them to the Chairman of your Committee."

ADOPTS DISTINCTIVE MAIL WRAPPERS

New England Circulators Association Acts on Suggestion of Supt. Rising—Potter's Service Department Idea Also Interests

(FROM A SPECIAL CORRESPONDENT)

BOSTON, April 17.—The New England Association of Circulation Managers held its regular spring meeting at the City Club, Boston, yesterday. In the absence of President H. M. Wheeler of the Hartford Times because of the death of his mother, Vice-president W. E. Potter of the Manchester (N. H.) Union-Leader, presided.

Owing to the telephone strike, which was called in nearly every city in New England the day previous to the meeting, a large number of the members did not attend, no doubt feeling it their duty to stay close to their work during the trouble. But what the meeting lacked in numbers, it made up in enthusiasm. From the latter viewpoint it was one of the best conferences ever held by the N. E. A. C. M.

The speaker of the day was Superintendent Rising of the Railway Mail Service in New England. Mr. Rising, who was attending a convention of mail superintendents in Washington, made the trip to Boston for the sole purpose of addressing the New England Circulation Managers on the important matter of mail service. After explaining in detail some of the causes for delay in daily papers reaching their destination, Mr. Rising said:

To Improve Second Class Service

"I have been appointed by the convention in Washington to take up the matter of daily newspaper distribution and recommend a plan for improving the service. One of the causes for delay in daily newspapers reaching their destination is the fact that sometimes trains miss connections. The mail is then picked up by a following train, and in a great many cases there is not time enough to work all mail between stations. In this way some of the mail is carried past and sent back on another train.

"Now, if all daily papers were wrapped in a distinctive wrapper so the railway mail clerks could tell at a glance that they were daily papers, this class of mail would be given preference over other matter and in this way the distribution would be greatly expedited. My suggestion is that all daily papers be either wrapped in a pink wrapper or else have a pink address label on the wrapper.

"We would then issue instructions to our clerks to handle all mail of this kind as rapidly as possible and whenever there was not enough time to work all mail, the matter having these distinctive wrappers or labels to be given the preference. "Another thing which would greatly

help the service would be for all papers which are pouched in the mailing rooms of the newspapers to use pink slips on the mail sacks. In this way the clerks and porters at stations would be able to tell at a glance that the sack contained daily papers and would also give preference to this class of mail."

Mr. Rising said in conclusion that the matter of daily newspaper mail was considered of such importance that the convention at Washington had been called especially to devise ways and means to improve the service.

Will Use Distinctive Wrappers

At the conclusion of Mr. Rising's address the association adopted resolutions endorsing his suggestion of distinctive wrappers or address labels and the use of the pink slips on mail sacks.

Of the many new ideas and schemes introduced by the various members, a new plan being tried by Mr. Potter of the Manchester (N. H.) Union-Leader, will be closely watched by his brother circulation managers.

Mr. Potter in introducing his plan, explained how he had been to a store with his wife while she was making a purchase of a waist. After Mrs. Potter had bought the waist, a lady stepped up to her and said: "Now Mrs. Potter, if, after you get this waist home and you are not perfectly satisfied with it, for any reason whatever, please return it to us. We want you to know that we are not only interested in selling you this waist, but we are interested in seeing that you are satisfied with it after you have it."

Here is where Mr. Potter got his idea. A circulation manager, as he says, is after all a sales manager. Why not find out if his customers are satisfied with his merchandise after they buy it. If they are not completely satisfied, then there is room for improvement in the product.

Starts Service Department

Mr. Potter's first move was to hire the girl who gave him the idea. Then he established a service department. Next he introduced this young lady to the heads of all the departments on his paper. "This young lady is working for you," he said in effect. "She is not a member of the circulation department, but she belongs to every department on the paper."

Mr. Potter then explained his plan and started to put it in operation. First he had cards printed, with the young lady's name, representing the service department of the Union-Leader. The young lady starts out, not as a canvasser calling at every house on one street in a day, but taking a few houses on one street, then going to another and another, so that the people would not get the idea that she is a canvasser.

After introducing herself, she explains her mission. It is her business to find out whether or not the people in that house read her paper. If they do, she finds out what they read and why. If there is anything in the paper they do not read, she finds out why. If they do

not read her paper she gets at the reason.

She keeps a record of all of her calls and each day makes a detailed report. This report is made complete on one sheet and turned over to the circulation department. This department goes over the report and takes from it whatever concerns that department. The complete report is then turned over to the next department, and so on until each department has had an opportunity to go over the complete report and to take from it such items as it was directly interested in.

In this manner if there is a report that directly concerns the editorial department, the editor cannot say:

"There is nothing to this. This complaint comes from the circulation department. What do they know about news, or editorials?" For this young lady works for the editorial department as much as she does for any other department.

Acts For All Departments

The plan has not been in operation long enough for Mr. Potter to check up on results, but he said it has started out as though it will be a success. The young lady is equipped to take new subscriptions should the opportunity present itself, but she does not solicit subscriptions. In her talks she suggests different articles in the paper that are interesting and which she may find the people she calls on have not been reading.

It was generally agreed that, as Mr. Potter said: "Circulation managers are really sales-managers. They sell an article that is perishable and part of their duties is to educate the buyers and to see that they are satisfied with the article after it is bought. A morning paper printed at four o'clock is, as a rule, dead by seven, a matter of 3 hours. The same holds good for most evening papers, so that unless the product is moved promptly it cannot be moved at all. One way to keep on selling your goods is to find out if they satisfy, the buyers. If they do not satisfy, find out what is wrong and make it right."

Next Meeting in Springfield

It was decided to hold the next regular meeting, the third Wednesday in October at Springfield, Mass. A telegram inviting the members to a joint meeting at that time was sent to the New York State Association in session at Utica.

Plans were also put under way to hold an outing some time in August at Portland, Me. Vice-president Potter appointed George H. Reynolds of the New Bedford Standard, chairman of the entertainment committee, with instructions to prepare an entertainment program.

New members elected to the association are: E. L. Cohan, Bridgeport Standard-Telegram and Post; W. T. Jackson, Waterbury (Conn.) Republican; L. L. Foss, Fitchburg (Mass.) Sentinel; G. Wadsworth, Lawrence, (Mass.) Eagle-Tribune; L. K. Carr, Newport (R. I.) Herald; John Hodgson, Newport (R. I.) News.

Charles H. Hasting, publisher of the Lynn Item, opened a discussion devoted to the better interests of the circulation men, with a talk on "How Has the Circulation of Newspapers Been Affected by After-the-war Conditions?"

He was followed by L. M. Hammond, Jr., of the Boston Transcript, who spoke briefly on "The Signing of the Armistice."

Discusses City Canvassers

Wain C. Smith of the Meriden Record told of methods adopted by the Record in handling city canvassers, discussing the pay they should receive, and methods of putting ginger into them for new business.

O. G. Andrews, representing the New London Day, told briefly of the effect on circulation from the discontinuance of small town items in the news columns.

Other speakers included F. S. Hoy, Lewiston Sun; John H. Hodson, Newport News; J. W. Duffy, Fall River Herald; D. T. Williams, North Adams Transcript; L. L. Foss, Fitchburg Sentinel; Edward Gans, Fall River Herald; and G. H. Reynolds, New Bedford Standard.

Carson Is Day City Editor

CHICAGO, April 18.—Ralph Ellis, hitherto news writer on the Chicago Tribune staff, has succeeded Frank Carson as day city editor.

ADVERTISING AGENTS

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

Publishers Representatives

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

We can increase your business—
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

**R. J. BIDWELL
CO.**

Pacific Coast Representative of

**Daily
Newspapers**

SAN FRANCISCO OFFICE
of the

Editor & Publisher
742 Market Street
SAN FRANCISCO

Food Medium
of
New Jersey
Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

**The Dominion Press
Clipping Agency**

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

**Hemstreet's
PRESS
CLIPPINGS**

Tenth Avenue at 45th Street
New York

A Proper Introduction

TO

PENNSYLVANIA

IT is all very well to gather together a well chosen assortment of words, to tell about your merchandise—modestly admitting that your goods are far superior to any and all other kinds.

It is pleasing, too, to have your message elaborately embellished with a beautiful specimen of “art”, engraved on a 133-screen plate and printed in scored and super-calendered book paper. It is, perhaps, good advice for you to tell that all first class dealers handle your goods and intimate that any dealer who fails to stock up with your particular brand is a profiteer and a substituter, but it does not always work.

However, if you send your message via a home newspaper and tell just where people can get your goods—after a fashion, getting a “personal acquaintance” to introduce you or vouch for you as it were—you stand a much better chance to get into the homes.

Advertising men are learning this, because they are beginning to realize that “advertising” is not a big stick to hold over the heads of dealers; neither is it a fairy wand to wave indiscriminately—it is a real, down to the ground selling proposition. Daily newspapers are being linked up more and more with the selling plan and are becoming a part of real advertising campaigns.

The daily newspapers listed here go a long way in covering Pennsylvania, one of the greatest States in the Union—a State offering every possible advantage and worthy of the most intensive cultivation.

Try the scheme. Give Pennsylvania home newspapers a chance to properly introduce you. Put your merchandise in these cities, tell the people of these communities about your goods and about the stores that handle your goods—then watch your sales go ahead.

| | Net Paid | 2,500 | 10,000 | | Net Paid | 2,500 | 10,000 |
|---|-------------|-------|--------|-------------------------------------|-------------|-------|--------|
| | Circulation | lines | lines | | Circulation | lines | lines |
| Allentown Call (M) | 22,175 | .03 | .03 | New Castle News (E) | 12,503 | .025 | .025 |
| Altoona Mirror (E) | 22,265 | .04 | .04 | Oil City Derrick (M) | 6,135 | .023 | .018 |
| Altoona Times (M) | 14,940 | .025 | .02 | Philadelphia Record (M) | 123,277 | .25 | .25 |
| Bethlehem Globe (E) | 6,175 | .025 | .025 | Philadelphia Record (S) | 133,680 | .25 | .25 |
| Chester Times & Republican (M&E) .. | 13,174 | .04 | .03 | Pittsburgh Dispatch (M) | 63,285 | .12 | .08 |
| Connellsville Courier (E) | 6,996 | .015 | .025 | Pittsburgh Dispatch (S) | | .19 | .14 |
| Easton Express (E) | 11,718 | .02 | .02 | Pottsville Republican (E) | 11,533 | .0329 | .0329 |
| Easton Free Press (E) | 15,835 | .025 | .025 | Scranton Republican (M) | 28,534 | .08 | .07 |
| Erie Herald (E) | 8,632 | .02 | .02 | Scranton Times (E) | 35,344 | .08 | .07 |
| Erie Herald (S) | 8,491 | .02 | .02 | West Chester Local News (E) | 11,962 | .03 | .03 |
| Harrisburg Telegraph (E) | 26,451 | .045 | .045 | Wilkes-Barre Times-Leader (E) | 20,292 | .05 | .035 |
| Johnstown Democrat (M) | 9,841 | .03 | .025 | York Gazette (M) | 15,026 | .03 | .03 |
| Johnstown Leader (E) | 8,039 | .015 | .015 | | | | |
| Lancaster Intelligencer and News-Jour- nal (M&E) | 21,098 | .05 | .05 | | | | |

Government statement October 1st, 1918.

Local Department Store Advertising Always Tells the Story

In New York City the eighteen leading better grade shops give first preference to The Globe

Lines of Dry Goods Advertising in New York Newspapers

DURING MONTH OF MARCH, 1919

Evening Newspapers

| | World | Journal | Globe | Mail | Sun | Telegram | Post | Total |
|--------------------------|----------------|----------------|----------------|---------------|----------------|----------------|---------------|------------------|
| Altman..... | 16,634 | 16,828 | 16,782 | 16,834 | 16,886 | 16,491 | 16,786 | 117,241 |
| Arnold, Constable..... | — | — | 9,619 | 9,506 | 8,345 | — | 7,685 | 35,155 |
| Best..... | 12,063 | 11,215 | 10,168 | — | 11,341 | — | — | 44,787 |
| Bloomingdale..... | 3,073 | 25,686 | 19,802 | — | — | — | — | 48,561 |
| Bonwit, Teller..... | 5,930 | 5,881 | 5,981 | 4,715 | 5,953 | — | 450 | 28,910 |
| Gidding..... | — | 220 | 1,528 | 718 | 3,988 | 146 | 1,628 | 8,228 |
| Gimbel..... | 4,200 | 44,510 | 41,160 | — | 42,966 | — | — | 132,836 |
| Hearn..... | 23,840 | 23,918 | 17,953 | 18,464 | 19,020 | 16,090 | 180 | 119,465 |
| Lord & Taylor..... | 25,628 | — | 19,471 | 1,179 | 23,530 | — | 940 | 70,748 |
| McCreery..... | 24,449 | — | 19,349 | 15,944 | 23,697 | — | 1,398 | 86,312 |
| Macy..... | 17,740 | 36,686 | 37,910 | 12,129 | — | 34,104 | 8,692 | 147,261 |
| Oppenheim, Collins..... | 17,152 | 17,377 | 17,357 | — | 11,070 | — | 887 | 63,843 |
| Franklin Simon..... | 11,830 | 11,925 | 3,426 | 4,323 | 11,803 | — | 2,331 | 45,638 |
| Stanley & MacGibbon..... | 1,416 | 525 | 9,552 | — | — | — | — | 11,493 |
| Stern..... | 18,369 | 420 | 16,826 | 13,978 | 15,921 | — | 618 | 72,898 |
| Stewart..... | — | 4,194 | 8,089 | — | — | — | — | 12,283 |
| Worth..... | 16,438 | 16,496 | 16,592 | — | — | 9,976 | — | 59,502 |
| Wanamaker..... | 24,958 | 30,327 | 33,420 | — | 36,000 | 29,008 | — | 153,713 |
| Total..... | 223,720 | 246,208 | 304,985 | 97,790 | 230,520 | 107,831 | 47,820 | 1,258,874 |

Morning Newspapers—Six Days, Excluding Sundays

| | World | American | Herald | Times | Sun | Tribune | Total |
|--------------------------|---------------|--------------|---------------|---------------|---------------|---------------|----------------|
| Altman..... | 4,272 | 5,483 | 2,517 | 6,140 | 2,033 | 2,837 | 23,282 |
| Arnold, Constable..... | — | 280 | — | — | — | 6,555 | 6,835 |
| Best..... | 4,106 | — | — | 4,669 | — | — | 8,775 |
| Bloomingdale..... | — | — | — | 740 | — | — | 740 |
| Bonwit, Teller..... | 562 | — | — | 1,676 | — | 1,646 | 3,884 |
| Gidding..... | 112 | 1,088 | 4,202 | 4,870 | — | 3,754 | 14,026 |
| Gimbel..... | 10,227 | 2,323 | — | 16,649 | — | 9,927 | 39,126 |
| Hearn..... | 100 | 90 | 100 | — | 96 | 100 | 486 |
| Lord & Taylor..... | 886 | — | 192 | 4,783 | 196 | — | 6,057 |
| McCreery..... | 416 | — | — | 2,475 | 1,805 | — | 4,696 |
| Macy..... | 5,304 | — | 10,952 | 5,346 | 10,618 | 11,238 | 43,458 |
| Oppenheim, Collins..... | — | — | — | — | — | — | — |
| Franklin Simon..... | 8,990 | — | 10,315 | 11,322 | 1,830 | 3,543 | 36,000 |
| Stanley & MacGibbon..... | — | — | — | — | — | — | — |
| Stern..... | 7,408 | — | 1,220 | 7,350 | 1,024 | — | 17,002 |
| Stewart..... | — | — | — | — | — | — | — |
| Worth..... | — | — | — | — | — | 2,500 | 2,500 |
| Wanamaker..... | 1,400 | — | 28,654 | — | 26,456 | 29,556 | 86,066 |
| Total..... | 43,783 | 9,264 | 58,152 | 66,020 | 44,058 | 71,656 | 292,933 |

Sunday Newspapers

| | World | American | Herald | Times | Sun | Tribune | Total |
|--------------------------|----------------|---------------|----------------|----------------|---------------|---------------|----------------|
| Altman..... | 8,400 | 8,400 | 8,820 | 8,880 | 9,000 | 8,850 | 52,350 |
| Arnold, Constable..... | — | 8,360 | 8,490 | — | 8,940 | — | 25,790 |
| Best..... | 442 | — | — | 8,563 | — | — | 9,005 |
| Bloomingdale..... | 5,527 | 12,221 | — | 7,400 | — | — | 25,148 |
| Bonwit, Teller..... | 1,713 | — | 7,253 | 9,474 | 2,319 | 7,647 | 28,406 |
| Gidding..... | 1,514 | 1,696 | 2,302 | 2,216 | 1,814 | 1,810 | 11,352 |
| Gimbel..... | 14,845 | 20,537 | — | 22,442 | — | 15,990 | 73,814 |
| Hearn..... | 9,980 | 10,940 | 7,149 | 1,360 | — | 10,000 | 39,429 |
| Lord & Taylor..... | 9,800 | — | 9,778 | 7,025 | 4,920 | — | 31,523 |
| McCreery..... | 18,427 | — | 13,496 | 18,157 | 10,424 | — | 60,504 |
| Macy..... | 12,624 | 12,922 | 11,634 | — | 13,436 | 12,475 | 63,091 |
| Oppenheim, Collins..... | 6,450 | 6,353 | 5,250 | 6,612 | — | — | 24,665 |
| Franklin Simon..... | 5,995 | — | 14,056 | 19,485 | 6,719 | 14,500 | 60,755 |
| Stanley & MacGibbon..... | 2,493 | — | — | 1,020 | — | — | 3,513 |
| Stern..... | 8,820 | 1,020 | 8,526 | 9,304 | 7,930 | — | 35,600 |
| Stewart..... | 750 | 1,470 | 7,229 | 925 | — | — | 10,374 |
| Worth..... | 7,476 | 5,970 | — | — | — | 4,964 | 18,410 |
| Wanamaker..... | — | — | — | — | — | — | — |
| Total..... | 115,256 | 89,889 | 103,983 | 122,863 | 65,502 | 76,236 | 573,729 |

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