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EDITOR & PUBLISHER

The Oldest Publishers and Advertisers' Journal in America



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NEW YORK, THURSDAY, DEC. 25, 1919

Vol. 52. No. 30

THE NEWS

New York's newest daily paper, announces that its net paid circulation has now reached and exceeds

100,000

Starting from nothing on June 26th last, this tabloid, illustrated, daily newspaper has already passed in circulation five of the great dailies of New York and Brooklyn.

Read it and you'll see why.

On all news stands, 2 cents.

To Our Friends



THE National Advertisers and National Advertising Agents, whose splendid patronage has made this a wonderfully successful year for us, we send from our Southern home in New Orleans our most cordial Christmas greetings and every wish for health, wealth and happiness during the New Year.

1919 has been a wonderful year for The Times-Picayune in National Advertising. *We thank you.*

By keeping The Times-Picayune the "South's Greatest Newspaper", even a better paper in 1920 than it was in 1919, we hope to merit from our National Advertising friends a larger patronage during 1920 than we did in 1919.

THE TIMES-PICAYUNE,

New Orleans, La.

D. D. MOORE, *General Manager.*

START
the
New
Year
Right

!



WRITE OR WIRE

Newspaper Enterprise Association
A SERVICE NOT A SYNDICATE.
CLEVELAND, O.

Philadelphia

**is the third largest market in the U. S.
for Automobiles and Accessories**

E. J. Cattell, Chief Statistician of the City of Philadelphia, reports that there are, within the city limits of Philadelphia, approximately 6,000 private and 1,000 public garages. To this may be added the many thousands of private and public garages in the suburban and country districts in the Philadelphia trading territory.

It is also reported that there are in use in the city limits of Philadelphia about 55,000 passenger automobiles and 16,000 trucks.

Your own knowledge of the Automobile and Supply business can quickly visualize this concentrated market as a field in which your article may be exploited and sold.

Dominate Philadelphia

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

The Bulletin

The daily circulation of The Bulletin is the **SECOND LARGEST** in the United States.

November
Circulation

450,509

Copies
a
day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.
No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.



EDITOR & PUBLISHER



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Vol. 52.

NEW YORK, THURSDAY, DECEMBER 25, 1919

No. 30

REPRESENTATIVE AMERICAN EDITORS WRITE MESSAGES OF GOOD WILL TO PRESIDENT

Birthday Greetings and New Year Good Wishes to the Patient Convalescent in the White House from Republican and Democratic Editors, United in Appreciation of His Unselfish Service to America and the World.

WOODROW WILSON, Virginian, of Scotch-Irish ancestry, celebrates his 63d birthday anniversary December 28.

Fighting his way back to health after a season in the Valley of the Shadow, secure in the affections of Americans and of the peoples of the world, the President must look with serene confidence to the New Year—and to the unfolding years—to bear witness to the high and selfless service which he has rendered to mankind.

When the great test came—when the frontiers of civilization were slowly but steadily contracting in northern France, when the armies of the Allies were losing hope, and the free peoples had begun to look with dread at the creeping shadow of the Blond Beast—America answered the call to arms, voiced in the President's historic war message to the Congress in a manner that thrilled humanity.

Leader of Public Opinion

From that hour Woodrow Wilson became the leader of public opinion in the world—and that leadership was destined not only to crush autoeracy but to establish a new and better political and social order among the nations.

He gave himself utterly to the great adventure. He kept the faith, holding high the flaming torch of Liberty and Equality, of Freedom and Order. In a time when the emotions and aspirations of men were struggling for fitting expression he voiced them in phrases of power and of enduring beauty. He electrified the embattled nations with a new will to achieve the victory of righteousness.

His Vision

It was his vision that the great war should serve to end wars and to establish the reign of peace on earth and good will toward men. As the instrumentality through which this crowning consummation should be achieved he wrought out, in wisdom, the structure of a League of Nations—a brotherhood of free peoples—the answer to age-old hopes.

The free nations gave glad assent. It remained for a reactionary minority, represented by a political majority in our own land, to summon in opposition to the beneficent plan the unyielding hostility of partisanship. The events at Washington have disappointed the hopes of America's friends throughout the world.

But mankind awaits, with confidence, the swing of the pendulum, the final verdict of the American people. When this shall come the work of Woodrow

Wilson will be vindicated—and the nations will resume their march toward the clearer light.

EDITOR & PUBLISHER is privileged to offer to the President, through this issue, some messages of good will and good cheer from a number of leaders of American journalism—timely expressions of appreciation from men who both create and promulgate public opinion. To these EDITOR & PUBLISHER would add its own tribute of affectionate admiration for the foremost figure in the public life of our generation. It is fitting, as the thoughts of Americans turn at this season of gladness to the patient convalescent in the White House, that all petty considerations of politics should be forgotten and that we

should be conscious of our pride in his sterling Americanism and world-enriching idealism.

Frank B. Noyes, President Associated Press:

I am very glad indeed to join in a seasonable expression of cordial and affectionate good will to the President, just emerging, as he is, from so serious an illness.

J. K. Ohl, Editor, New York Herald:

The Herald gladly takes advantage of the opportunity presented by EDITOR & PUBLISHER to join with other newspapers in wishing for President Wilson an early return to health and of all the blessings that go with it. In ex-

pressing sympathy with him in his illness and sincere hope for his early and complete recovery the newspapers of the land undoubtedly reflect the sentiments of the whole of the American people. This is as true of those who differ with him upon some matters of policy as it is of those who agree in respect to those public questions. All Americans wish for the President a Happy New Year, and the wish comes from the heart.

A. E. Braun, President, Pittsburgh Post:

May the New Year bring to Woodrow Wilson a refreshed spirit for the idealist, a reinvigorated body for the crusader and a heart warmed by the universal affection of his fellow countrymen for their President. He has conceived nobly. May it be God's will that he shall see his labors achieve their certain triumph for justice and humanity. It is especially appropriate at this season that the American people should invoke, as they do, a divine blessing upon their envisioned builder who, more than any other today, strives for realization of the Christ-dream of peace and good will.

R. A. Crothers, San Francisco Bulletin:

To President Wilson: Christmas greetings from the West. Never again can the world repeat the words "Peace on earth and good will toward men" without some grateful thought of one who has done so much to promote both. It was written of old, "Behold I give unto Him My covenant of peace," and now it is written, "and the covenant of peace given unto him he gave unto all peoples."

C. P. J. Mooney, Editor, Memphis Commercial Appeal:

The Commercial Appeal hopes that during the coming year the President will regain his health and will see those things which he has struggled for written in the books of the laws of all civilized nations.

W. F. Wiley, The Cincinnati Enquirer:

Regardless of political differences, every red-blooded American publisher hopes wholeheartedly and sincerely that the convalescence of President Wilson may be rapid. While there always have been, and always will be, differences of opinion as to



Copyright by Earl Harding

WOODROW WILSON

This is a reproduction of the famous portrait of the President painted from life by Samuel Cahan. It is a favorite of the Chief Executive. The original has just been returned from France, where it was taken during the Peace Conference, and is being framed for presentation to President Wilson.

AMERICAN EDITORS WRITE MESSAGES OF GOOD WILL TO PRESIDENT

(Continued from Page 5)

methods of procedure in American life, there never have been, nor will there ever be, differences of opinion as to the integrity of purpose and the courage of men like President Wilson, who have fought for the great essentials. America admires a fighter, and whether he be right or wrong in the eyes of the majority, obedience is always made to the man who has the courage of his convictions. President Wilson pre-eminently is such a fighter. And in this holiday season every real American extends to him best wishes for early and complete restoration to health and vigor.

Henry M. Pindell, Editor, Peoria Journal-Transcript:

To a degree approximated only by Lincoln, President Wilson has given to his country, and to the world with which he associates its future, the largest measure of patriotic service. His martyrdom exceeds that of Lincoln not only in the duration of the stress imposed, but in the perplexity of problems grappled and overcome and personal abuse suffered when least able to bear it.

Woodrow Wilson's eminence as a prophet of the new times is best evidenced by the fact that his most powerful opponents are as futile in their efforts to discredit him as they are mentally sluggish in their efforts to comprehend his masterful genius. His successful negotiation of the coal strike, after others had failed, is not the least impressive of official acts which have enabled us to glimpse the inexhaustible resources of this remarkable man.

To have won the confidence of President Wilson and to have been permitted to witness his heroic struggle against tremendous odds in the most critical period of history is a sentimental asset which I always shall treasure with miserly care.

Frank E. Gannett, Editor, Rochester Times-Union:

Surely the people of today in all lands where there is liberty must appreciate his splendid fight for freedom, for it has been as heroic as if he had jeopardized his life on the battlefield.

Elmer E. Clarke, Publisher Little Rock (Ark.) Democrat:

As he lies on his sick bed during the holiday season, bravely fighting his way back to health and strength, Woodrow Wilson, indomitable even when confined to his sick room, under the stress of unprecedented burdens, must feel that the great heart of the American people and American nation is with him.

The country, the world, knows how he came to that sick bed, under the crushing load of years of untiring service in the most trying periods of our national history. The world knows and recognizes that it was the battle, sometimes apparently almost unaided, for the oppressed, for the over-burdened peoples, that caused his physical strength to break, temporarily, under the strain.

But, bowing temporarily, as I said, to the burden, we find his mental and moral strength, his determination to do and not to be discouraged

or brow-beaten still as vigorous as ever.

Until the President may leave his sick room to again face the American people, he can rest assured that there has been no cooling of the heart of our appreciative people, which is with and will continue to be with the well-loved leader of pure American democracy.

A. C. Weiss, Editor, The Duluth Herald:

I would extend the season's most heartfelt greetings to Woodrow Wilson, President of the United States, who has given the name of America a new and finer glory by his clear-visioned and enlightened leadership of humanity's deepest longing for freedom and the richer life of liberty in the lasting peace of justice; who, in the high cause to which he has given all his strength of body, mind and soul, has spent himself as unsiftedly as any soldier ever did on the field of martial glory.

Though I am of his political faith, and his supporter from the beginning, I do not speak as a partisan, for this is an occasion and his a cause that should be freed from partisanship, but as an American proud to have had a part, however humble, in the fight he has led even from the sick bed to which his self-sacrificing devotion brought him. The season's warmest greetings, too, to that loyal and devoted helpmeet, whose steadfast courage has been such a bulwark to him in his hour of physical adversity. Health, happiness and the fruition of their highest hopes to them in this season of "peace on earth, good will toward men."

E. J. Keist, President, Dallas Times-Herald:

The problems that confront us will neither dismay nor overwhelm the courageous, law-abiding Americans who constitute the backbone of the nation. Representative government will be maintained. The Constitution will endure. America lives because the overwhelming majority love and respect their glorious flag. This is the happiest thought I can express to the President during this Christmas season.

A. W. Peterson, President, Inland Daily Press Association:

The newspaper men, the so-called politicians, and all America can afford to answer the real feelings of their heart at this, the Christmas time, and as the new year comes on, we feel like sending a cordial greeting to our President, Woodrow Wilson.

The office of President of the United States comes closer to the American heart than any other office. While we may occasionally differ from the occupant who leads temporarily, we believe in him, and believe in the splendid service as a whole he has given this great country.

We sympathize with him in his period of illness, and hope that it may entirely disappear with the coming of the new year, and that it may be a happy twelve months for him.

J. L. Sturtevant, Editor, Wausau (Wis.) Record Herald:

I presume there is no newspaper man in the United States who more

thoroughly disagrees with President Wilson as to public policies, or who more greatly admires him for his sincerity of purpose, than I, and it is a pleasure to be able to join with others in the profession in wishing him a speedy recovery.

C. S. Jackson, Editor, Portland (Ore.) Journal:

Hearty greetings through EDITOR & PUBLISHER to President of the United States. The common people of the world, as far as I can interpret, are sending up silent prayers in his behalf. To my mind the world's work performed by Woodrow Wilson in behalf of mankind has the same force and character as that performed by Jesus Christ, Oliver Cromwell and Abraham Lincoln, and his name will stand through the coming centuries in the minds of all justice-loving, God-fearing people, particularly among those who try to follow the Golden Rule. May God and men in their hearts preserve this man for all he has done and is doing!

James M. Thomson, New Orleans Item:

Everyone in America is hoping that the President will soon be up and about and restored to health. No one can fail to sympathize with him, because of his immense responsibility or fail to realize the great strain he has been under, or the work he has accomplished by personal, physical and mental effort.

The war was fought to a quick and successful conclusion by the Allies, largely because of the weight of American men and money thrown into the field by President Wilson, and his personal labors at the Peace Conference were prodigious.

It is my belief that the document which he brought back represented for the most part the best settlement obtainable under the conditions. The President is a strong, virile man, seemingly animated by the sincere conviction that the League of Nations should not be changed or amended or explained so that it will meet with the approval of the majority of the Senate. Among his opponents in the Senate are men equally strong-minded and equally patriotic.

As this is written the Senate and the President seem to have reached an impasse. It is my own hope that they will compromise their differences, for I believe the whole world needs peace, and that a foundation should be laid now for a League of Nations, and I am fearful of the result of the project if it is thrown into a political campaign.

E. W. Barrett, Editor, Birmingham Age-Herald:

Wherever mankind cherishes dreams above the sordid things of life, and ideals apart from self-interest, President Wilson is regarded as a friend to humanity. He wrought nobly in Paris, not for one nation alone, but for all; broke down prejudices that had existed for centuries and ushered in a new order of things, only to return home and have his plans, temporarily, at any rate, frustrated by partisanship and political trickery in the United States Senate. Literally worn out by his exertions at home and abroad, bowed beneath such burdens as never before rested on the shoulders of an American president, Mr. Wilson succumbed to physical weakness, though his great mind and heart would not acknowledge defeat. May the

President soon recover the full measure of his health and strength. The world owes much to him. It will not prove ungrateful.

J. T. Murphy, Editor, Superior Telegram:

In behalf of the people of Upper Wisconsin, the Superior Telegram desires to express to President Wilson the assurance of its sincere congratulations on the evident return of the President's good health. Every American, irrespective of party, should join in this expression of good will for Woodrow Wilson, the man, and to express the hope that he will be with us many years to give us the benefit of the best impulse from his great mind and patriotic heart. "Here's to his good health and his family's, and may they all live long and be happy."

Marcellus E. Foster, Editor, The Houston Chronicle:

To Hon. Woodrow Wilson: Texas sends you heartfelt greetings. During your recent sickness, the hearts of our people have all beaten in sympathy with you, and we wish for you continued rapid improvement and hope the new year will see the many perplexing problems that are confronting this nation solved to your satisfaction, for that will be to the satisfaction of all true patriots.

Louis J. Wortham, Editor, Ft. Worth Star-Telegram:

Here is my greeting to the President: The hearts of the people of this section of the country have been with you during your affliction. Their faith and support have never wavered and their sympathy has been sincere and constant. In sending you a word of cheer at this season, and in expressing the fervent hope for your complete recovery, I am not only conveying my own feelings, but those of the great mass of the people of Texas.

Harvey Ingham, Editor, Des Moines Register:

Time and chance determined that President Wilson should do his great work at the Paris Conference on the eve of a Presidential campaign. Had the conference been held before the last Congressional election, or after the coming Presidential election, the United States would not only have accepted the covenant, but would have aggressively urged it. On such slender threads the destinies of nations hang. The President's leadership at Paris gave meaning to the war, and this period will be esteemed in history in the measure that the world accepts or rejects that leadership.

Robert W. Bingham, Publisher, the Louisville Courier-Journal:

In this holiday season all Americans should bring their messages of good-will to the President of the United States from all parts of the country; and from all sorts and conditions of men should go greetings and best wishes. A grand chorus of Merry Christmases and Happy New Years, and for his birthday on the twenty-eighth let us unite in wishing, for the American people whom he has served so ably and faithfully, many happy returns of the day.

(Continued on Page 40)

SMALLER NEWSPAPERS WITH SMALLER ADS AT HIGHER RATES URGED

Federal Trade Commissioner Analyzes Present-Day Advertising and Publishing Problems and Trends—Volume of Business to Grow Steadily, With Newsprint Prices Tending Upward—Restricted Space and Better Copy the Remedy.

BY WILLIAM B. COLVER
Member Federal Trade Commission

PRESENT day advertising is recognized as one of the mainsprings of business: first, to sell goods; second, to build up good-will; third, to create consumer demand; fourth, to make business for salesmen to sell goods quickly and in larger volume; fifth, to standardize and keep the quality of the product advertised up to the standard; sixth, to nationalize (and even to internationalize) the advertiser's business and enable the consumer to buy the same high quality of product whether he is in Portland, Me., or Portland, Ore.; whether he is in St. Augustine or St. Paul; whether he is in Peoria or Peking.

The development of advertising during the past four years has been extremely interesting. The war brought a great many good things into the advertisers' camp.

All the things I have named above as being the product of good advertising have had a practical demonstration and worked out successfully for the United States Government during the war: first, in the sale of Liberty Bonds; second, in the sale of Red Cross memberships; third, the Smileage campaign, by which necessary and wholesome relaxation and diversion was literally placed in the hands of our soldiers through advertising at a minimum of cost; fourth, the 18-45 draft, in which General Crowder registered over 13,000 civilians as a volunteer army to back the boys "over there" and to back our allies; and, lastly, through steady, consistent hammering with clear-cut ad-copy to cement the morale and give common direction to "America Aroused."

Advertising Met the Great Test

Before the war we had heard a great deal of the wonderful things that advertising did nationally, but the war brought home to the United States Government itself and to official Washington the value of consistent and intelligent advertising when the thing advertised was a thing of real merit.

Advertisers and manufacturers from Maine to California demonstrated their faith in advertising by going down into their own pockets and paying for more than \$10,000,000 worth of newspaper advertising to be published for the Government to speed up the various activities and co-ordinate the mighty forces that put the punch behind the boys who won the war. This exhibition of faith on the part of advertisers and the demonstration that came in the way of practical results seems to me to entitle advertising and advertising men to their Distinguished Service Medal.

No wonder advertising is looked upon as an investment. There was no greater investment. There was no greater cohesive force used and none that could have been used more effectively to bring our people to-

gether, to nationalize their beliefs, to instill into our people's minds their individual responsibility during the war. I believe that if the advertising had not actually sold billions of dollars of Liberty Bonds and had not done the other concrete things, things that it did do, it would have been well worth while for the single reason that the printed word in those fine advertisements preached practical patriotism and pointed the way for 110,000,000 people to show what they could do—what each could do in his own community or in his own best way.

Promotion of Good Will

During the war I took occasion to urge advertisers not to discontinue their advertising, but to keep it up in spite of the dislocations of manufacturing and merchandising caused by the war. My point was that even

if goods could not be made, transported and delivered during those months, that the keeping up of contact with the buying public—which is good-will—was good business.

Those manufacturers who did continue their advertising—and those with nerve and vision did—are now reaping a harvest and will continue to reap for years. "Bull Durham" is an example. The results they received have given them assurance and faith to do even larger advertising now in these times when their goods can be made to move freely and when the currents of trade have been or are being rapidly restored.

Why Ad Volume Is Growing

Those who did let go their advertising contact during the war are now under a handicap and they cannot begin too soon nor plan their campaigns too carefully and consist-

ently to make up for their lost opportunity.

Since the scientific way to advertise is to apply to the advertising appropriation a definite percentage of turnover, and since sales are increasing 25, 50 and 100 and 200 per cent., it follows that bigger appropriations are making more comprehensive advertising campaigns possible. Manufacturers whose sales have increased and are increasing, are settling their permanent advertising policy on a bigger scale than pre-war and, more scientifically, if by the same percentage that their present volume of business is greater than their pre-war volume of business. This is logical and practical, and must be right. That is why we have larger advertising appropriations today than ever before and results show at a smaller percentage of actual cost.

Mobilized People's Good Intentions

At the risk of repetition I am bound to say that if I were asked for the reasons for the present day favor in which real advertising is held, one of the greatest would be that advertising was proved out thoroughly and completely to the men who manufacture goods by the results shown by the space donated to the Government by patriotic advertisers in the Liberty Loan, Red Cross, Draft and other campaigns.

Something new was put on the market and it had to be moved at once. It was moved. Printer's ink in advertising pages focused the patriotism and the good intention of a nation of individuals and achieved a very definite and desired result. It seems reasonable to believe that if there were another occasion to sell Liberty Bonds there would be found a way for the Government itself to pay for the advertising as a straight-out investment and as the simplest and one of the cheapest factors necessary in placing the loan.

Publicity could place a new Liberty Loan and save ten times the cost of the publicity campaign in the reduction in the rate of interest that would be made possible by a scientific publicity campaign—say one fourth of one per cent.

The Washington Campaign

I remember reading in the Washington Star one of the most wonderful illustrations of how advertising was used to help sell Liberty Bonds in Washington. I quote below from this article, which appeared in the Washington Star of November 2, 1917:

Only 65-1000 of 1 per cent. was the percentage of cost of advertising.

\$23,050,550 worth of bonds were sold.

\$20,000,000 was Washington's maximum allotment.

\$3,050,550 amount Washington exceeded its maximum allotment.

84,388 were individual subscribers.



WILLIAM B. COLVER

(Continued on Page 38)

LAW TO COMPEL PAPER-CUT WANTED BY SMALL CITY PUBLISHERS

Congress Will Be Pushed Hard at End of Holiday Recess for Substitute to Steenerson Appeal.

WASHINGTON, DEC. 24.

MEMBERS of Congress from the small towns and the rural districts are not at all satisfied with the outcome of the newsprint conservation agitation which centered around the hearing on the Anthony bill before the House committee on post offices and post roads. They doubt the efficacy of the Steenerson appeal and the publishers' pledge for a 10 per cent cut in the use of newsprint. They would prefer to have conservation measures written into law through the Congressional power over the second-class mailing privilege.

Skeptical of Voluntary Reduction

This obvious discontent is likely to find expression in suggestions of various types, most of them very radical in their relation to the larger newspapers, upon the return of members from two weeks' holiday recess terminating on January 5. It is the general thought about the Capitol that the small town publishers will demand of their members some more definite promise of relief from the paper famine than the proposal for a voluntary cut of 10 per cent in tonnage.

Before leaving Washington, these members indicated their early opposition to the Steenerson proposal by stating their support of the Hoch bill which proposes to restrict all newspapers during the first six months of 1920 to use of newsprint in an amount equivalent to the tonnage consumed in the first six months of 1919, with allowances made for increased circulation and provision for new papers.

Favors Hoch Bill

Mr. Anthony needed nothing more than the hearings on his bill to convince him that it had absolutely no chance of passage and he announced his acceptance of the Hoch bill as a substitute for his own measure. Mr. Hoch is from Marion, Kansas, and he identifies himself in the congressional directory as an editor and lawyer. He is the publisher of the Marion Record and is a member of the House committee on post offices and post roads.

In explanation of his bill, Mr. Hoch said:

"The print-paper shortage, which has reached a critical condition in the last two weeks, threatens the existence of thousands of small dailies and weekly papers all over the country. Hearings were held by the Post Office Committee of the House on the Anthony bill which sought to limit the size of metropolitan newspapers. Practical objections developed as to the form of the Anthony bill.

A Different Principle

"In an effort to accomplish the purpose sought by the Anthony bill and to meet the objections urged against that measure the Hoch bill has been introduced. It is framed upon a different principle. It would restrict all newspapers and periodicals large and small alike, using print paper, from using more print paper during the first six months of 1920 than they used during the first six months of 1919. The restriction would not apply to any excess due solely to increased circulation. The bill also has provision to take care of new papers not published during the first six months of 1919.

"Under the bill no publisher would be given second-class postage rates during

this temporary emergency until he had filed a pledge to observe the limitation, and sworn statements are called for at the end of the emergency which would disclose violations. Violators would have to pay third-class postage rates, which are of course, much higher than the second-class rates at which newspapers are carried, for the whole six-months emergency period."

Steenerson Has New Bill

Representative Steenerson, chairman of the Post Office and Post Roads Committee of the House, has introduced a resolution asking that the following information be submitted to the House by the Postmaster General by February 10:

"The daily weight of each edition of each newspaper enjoying second class privileges mailed and at first and second class post offices from December 18, 1919, to February 1, 1920, and thereafter from month to month, like data for the period from February 1, 1920, to June 19, 1920, and also like data for the period from June 30, 1919, to December 19, 1920."

Mr. Steenerson also introduced a resolution requiring department heads of the Government to furnish information as to the amount of print paper used in each department and as to whether a 10 per cent reduction of consumption could be effected without injury to the public service. He also asked whether the large amount of printed matter sent to newspapers could not be discontinued without injury to the public service.

PUBLISHERS STRIVING TO CONSERVE

Reports to Editor & Publisher from A. N. P. A. Special Committee and Individual Newspapers Show Some More Saving

The virtual order of the House Committee on Post Offices and Post Roads to begin at once a 6-months' period of 10% saving in newsprint paper, or face Government intervention in the newsprint situation, has already had the effect of spurring publishers of all sizes of newspapers to more serious conservation efforts, judging by reports received from all over the country during the past week. Reports of A. N. P. A. conservation committee members follow:

E. B. Jeffers, publisher of the Greensboro (N. C.) Daily News and chairman for North and South Carolina, sees the situation as follows:

Most of daily papers North and South Carolina are protected by some sort of contract for next year, but only a few

have full requirements covered. Small daily papers and weekly publications are depending on jobbers and are mostly in open market. The Congressional committee appeal would indicate an intention on the part of Congress to serve notice that unless papers conserve newsprint, Congress will take matter in hand. It is to be hoped that voluntary methods will succeed, because Government control of paper distribution would be especially unwise in a political year. I am trying to get every daily newspaper in two States to omit their Christmas Day issues to conserve paper and labor, both essentials.

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

I have called a meeting of Iowa publishers for Des Moines on December 27 to discuss the print paper situation. Several Iowa dailies have not been able to place contracts for next year. I believe most publishers will make every effort to cut down on use of print paper next year by raising both advertising and subscription rates and curtailing reading matter, as they will primarily have to do this in self defense on account of paper shortage. Some few papers will pay no attention to Congressional appeal, but most of them will support it.

W. H. Dodge, president of the Scripps-McRae League, and chairman for Ohio and Lower Michigan, said:

"I see no relief from present newsprint shortage for 1920 unless publishers practice most rigid economy, limiting their circulation output to the normal reader demand and restricting advertising volume. Unless competitive publishers voluntarily co-operate in eliminating wasteful practices, Congressional regulation is inevitable. Voluntary regulation of newsprint consumption adapted to local conditions will forestall Federal legislation that will inflict great hardships on larger publications."

Charles I. Stewart, publisher of the Lexington (Ky.) Herald and chairman for Kentucky and Tennessee, said:

"Newspapers in Kentucky and Tennessee are assured of eighty per cent. of full requirements for next year at four to five cents f.o.b. mill. There will be little spot purchases from this territory. Unless publishers are able to show actual conservation six months hence drastic action by Congress may be expected and there will be no reasonable ground upon which to oppose it."

Elmer E. Clarke, publisher of the Little Rock (Ark.) Democrat, chairman for Louisiana and Arkansas, said:

"Prospects in newsprint conditions are a decrease of from 10 to 15 per cent. in size of newspapers. With no relief in sight in the near future, I believe the Congressional committee's appeal should receive the support of all newspapers, and if 10 per cent reduction proves insufficient, a further reduction should be made."

Louis J. Wortham, publisher of the Fort Worth (Tex.) Star-Telegram, and chairman for Oklahoma and Texas, said:

"Newspapers in our territory almost without exception are cutting newsprint consumption to the bone. No Congressional committee appeal is necessary to make publishers in this territory appreciate the acuteness of the newsprint situation."

William Simpson, business manager of the Philadelphia Bulletin, said:

"The Bulletin is continuing its rigor-

ous economies in the use of white paper. The amount of space devoted to news and features is being held down to war limits and notwithstanding the pressure for advertising, justifying a 36-40 page paper, no issue is allowed to exceed 32 pages. To do this it has been necessary to decline a great amount of business, as well as to cut down the amount of space allowed to local advertisers."

A. C. Weiss, publisher of the Duluth (Minn.) Herald, said:

"As regional chairman of the committee on cooperation and conservation on print paper for Upper Michigan, Wisconsin and Minnesota, I am extremely gratified at the assurances received in the earnest endeavor to conserve newsprint by the daily newspapers in this territory. Reading matter is being curtailed to a minimum and subscription and advertising rates advanced where justifiable and without exception the appeal of the Congressional committee to leave it to the newspaper publishers themselves for the substantial curtailment of print paper for six months before any Congressional action is taken is just and proper and I am sure will bring about the desired results on the part of the larger dailies, thereby relieving the strain on the smaller daily newspapers who of necessity are compelled to buy in the open market from time to time.

"The news print situation in this territory I should consider favorable, but it requires the most rigid economy and conservation. During this period of the load those publishers not owning mills have closed contracts for the first three and, in many instances, six months, at from 4½ to 5 cents per pound at mills. Most mills in this section have increased their capacity to some extent and are producing greater quantity, due to the excessive demand, than ever before in their history."

KANSAS CITY, Dec. 23.—Mid-west newspapers, both large and small, are devoting their editorial and news columns these days to an explanation of the serious conditions which face them, in order that their readers may know exact conditions.

The Topeka State Journal—edited by F. P. MacLennan—took three-quarters of a column on the first page to explain the situation to its readers. The Tulsa Tribune-Democrat, on the day it appeared in its new "dress" with the "Tribune" added, in a 2-column wide editorial of more than a column and a quarter in length, explained the situation for the Oklahoma readers of that paper.

The State Journal announced an increase to its subscribers of 2½ cents per week, but at the same time announced it would not increase advertising rates. Of that it said:

"Although many papers are announcing increases in all advertising, the State Journal will resist any increase in regular display advertising rates and, if possible, refrain from such increase. We know this is an unusual stand to take, but it is time to call a halt and stop what is known as the 'vicious circle,' rather do we wish to encourage our advertisers to reduce their prices and reduce the cost of living. Some of these prices have been reduced; more should be."

In Missouri the Kansas City Star has repeatedly explained the serious situation that its readers in both states may know of the "whys and wherefores" for increased subscriptions, increased advertising rates and smaller newspapers.

(Continued on Page 43)

SPACE BUYERS' CHART OF DAILY NEWSPAPER CIRCULATIONS AND RATES BY STATES

Editor & Publisher's Summary of the Circulation and Rate Data Prepared by Barbour's Advertising Rate Sheets, Inc., and Presented in Special Supplement for November 27, 1919

STATE	Latest Population Estimate	Number of English Language Dailies			Combined Morning	Average Net Circulations per day	Paid Circulation Total	Combined 5,000 Agate Line Advertising Rate as of November 1, 1919		Foreign Ad-Total	No. of Sunday Papers	Comb. Net Paid Sun. Circulation	Comb. Sun-day Space Rate
		Morn'g	Eve'g	Total				Morning	Evening				
Alabama	2,395,270	3	21	24	73,669	150,259	223,928	\$.15	\$.528	\$.678	11	159,119	\$.495
Arizona	272,034	8	12	20	26,469	24,345	50,814	.197	.261	.458	8	27,897	.197
Arkansas	1,792,965	4	25	29	55,333	58,191	113,524	.144	.349	.493	6	79,574	.207
California	3,119,412	36	98	134	510,897	753,278	1,264,175	1.405	2.616	4.021	38	684,383	1.927
Colorado	1,014,581	8	28	36	58,687	204,976	263,663	.21	.653	.863	10	212,433	.488
Connecticut	1,286,268	7	28	35	86,188	243,805	329,993	.236	.725	.961	5	85,737	.235
Delaware	216,941	1	2	3	9,274	30,310	39,584	.03	.065	.095
District of Columbia	374,584	2	2	4	97,006	152,652	249,658	.24	.32	.56	4	228,505	.54
Florida	938,877	11	15	26	61,892	60,296	122,188	.279	.281	.56	10	72,540	.29
Georgia	2,935,617	8	21	29	109,731	183,020	292,751	.277	.546	.823	16	308,582	.675
Idaho	461,766	6	8	14	24,301	24,358	48,659	.17	.152	.322	8	38,504	.222
Illinois	6,317,734	18	103	121	846,904	1,296,512	2,143,416	1.1705	2.9015	4.072	24	1,470,398	1.69
Indiana	2,854,167	25	109	134	272,410	509,150	781,560	.6085	1.7785	2.387	19	281,198	.654
Iowa	2,224,771	9	43	52	141,891	453,933	595,824	.2635	1.1495	1.413	12	200,031	.604
Kansas	1,874,195	10	54	64	112,031	185,411	297,442	.325	.849	1.174	11	123,953	.35
Kentucky	2,408,574	9	22	31	124,296	149,628	273,924	.302	.516	.818	9	152,216	.357
Louisiana	1,884,778	2	15	17	91,737	145,552	237,289	.155	.409	.564	5	249,830	.45
Maine	782,191	6	6	12	61,998	57,003	119,001	.162	.178	.34	2	21,942	.08
Maryland	1,384,539	5	11	16	169,080	232,109	401,189	.279	.552	.831	3	303,921	.61
Massachusetts	3,832,790	11	59	70	844,983	1,031,807	1,876,790	1.6325	2.4585	4.091	11	1,277,075	1.733
Michigan	3,133,678	6	53	59	205,853	725,317	931,170	.3505	1.6645	2.015	11	293,827	.813
Minnesota	2,343,287	5	31	36	144,919	449,755	594,674	.223	.928	1.151	6	363,655	.584
Mississippi	2,001,466	4	11	15	13,939	28,624	42,563	.083	.202	.285	6	25,232	.133
Missouri	3,448,498	10	60	70	551,899	811,456	1,363,355	.911	1.664	2.575	17	1,049,509	1.576
Montana	486,376	11	9	20	62,035	39,718	101,753	.29	.253	.543	10	81,671	.373
Nebraska	1,291,877	7	17	24	112,136	211,538	323,674	.181	.499	.68	8	237,215	.44
Nevada	114,742	3	4	7	7,003	5,944	12,947	.05	.093	.143	3	7,003	.005
New Hampshire	446,352	4	10	14	17,370	39,365	56,735	.0655	.1775	.243
New Jersey	3,080,371	7	28	35	89,121	437,361	526,482	.2555	1.0365	1.292	6	66,136	.243
New Mexico	437,015	1	5	6	7,036	9,514	16,550	.078	.078	.103	1	7,036	.025
New York	10,646,989	33	102	135	1,857,532	2,810,881	4,668,413	4.212	6.471	10.683	24	3,037,422	5.57
North Carolina	2,466,025	10	26	36	87,809	69,590	157,399	.264	.421	.685	14	114,048	.364
North Dakota	791,437	2	11	13	23,059	35,316	58,375	.065	.206	.271	2	25,649	.09
Ohio	5,273,814	20	119	139	457,063	1,556,579	2,013,642	.838	3.054	3.892	25	795,847	1.704
Oklahoma	2,377,629	8	43	51	47,770	136,142	183,912	.194	.76	.954	19	105,646	.456
Oregon	888,243	6	23	29	83,024	180,320	263,344	.224	.573	.797	10	174,234	.434
Pennsylvania	8,798,067	41	141	182	1,020,752	1,623,686	2,644,438	2.1085	3.6995	5.808	14	1,352,812	2.23
Rhode Island	637,415	2	8	10	33,113	147,359	180,472	.091	.382	.473	3	56,569	.195
South Carolina	1,660,934	7	10	17	51,929	50,111	102,040	.193	.211	.404	9	69,172	.268
South Dakota	735,434	7	13	20	17,507	36,679	54,186	.127	.191	.318	8	25,788	.172
Tennessee	2,321,253	4	13	17	149,526	181,007	330,533	.275	.496	.771	6	229,039	.455
Texas	4,601,279	27	76	103	251,108	387,982	639,090	.9435	1.6345	2.578	44	562,692	1.697
Utah	453,648	3	4	7	66,420	51,013	117,433	.151	.154	.305	3	104,133	.181
Vermont	366,192	2	8	10	18,180	32,601	50,781	.05	.122	.172
Virginia	2,234,030	12	18	30	126,449	160,388	286,837	.3425	.4925	.835	11	145,768	.43
Washington	1,660,578	10	22	32	124,375	270,655	395,030	.343	.819	1.162	15	284,319	.697
West Virginia	1,439,165	9	22	31	75,096	67,424	142,520	.226	.345	.571	10	93,648	.294
Wisconsin	2,553,983	4	46	50	57,098	379,398	436,496	*.1085	1.1335	1.242	7	187,617	.402
Wyoming	190,380	3	6	9	9,345	13,790	23,135	.063	.115	.178	2	9,345	.045
Newspaper totals	105,252,211	457	1,621	2,078	9,547,243	16,896,108	26,443,351	\$21.4895	\$45.1635	\$66.653	506	15,482,870	\$31.73
Business Dailies		49	41	90	77,532	193,718	271,250	\$2.8695	\$1.8965	\$4.766	3	3,154	\$3.86
Grand Total Dailies		506	1,662	2,168	9,624,775	17,089,826	26,754,601	\$24.359	\$47.06	\$71.419	509	15,486,024	\$32.116

THE tabulation printed herewith will prove to be a "ready-reckoner" for space-buyers. Packed into the smallest possible space are facts covering ad rates and circulations of the Morning, Evening and Sunday newspapers of the United States, so segregated that it is easy to obtain from this compilation a wide range of information.

We find, for example, that 457 English-language Morning papers are listed; that there are Morning papers in every state in the Union; that the largest number, 41, listed for any state are credited to Pennsylvania; that California, with 36, stands second; that New York, with 33, is third among the states in the number of Morning papers issued. Two states, Delaware and New Mexico, have but

one Morning paper each. The states which lead in the number of Evening papers listed are: Pennsylvania, 141; Ohio, 119; Indiana, 109; Illinois, 103; New York, 102. The total number of Evening papers listed is 1,621.

The Sunday issues number 506. Texas leads with 44; California is second with 38.

We find that 457 Morning newspapers have a combined circulation of 9,547,243 and a combined advertising rate, on 5,000-line contracts, of 21.48 an agate line; that 1,621 Evening papers have a combined circulation of 16,896,108 and a combined advertising rate of \$45.16 an agate line; that 506 Sunday papers have a combined circulation of 15,482,870 and a combined advertising rate of \$31.73 an agate line.

The combined circulation of the Morning, Evening and Sunday papers listed is 41,926,221; and the combined advertising rate is \$98.48 an agate line.

Two states show Morning newspaper circulations totaling more than a million copies. These are, New York, 1,857,532 and Pennsylvania, 1,020,752.

Five states show totals of Evening circulation above the million mark—New York, 2,810,881; Pennsylvania, 1,623,686; Ohio, 1,556,579; Illinois, 1,296,512, and Massachusetts, 1,031,807.

Five states show total Sunday circulations in excess of a million copies—New York, 3,037,422; Illinois, 1,470,398; Pennsylvania, 1,352,812; Massachusetts, 1,277,075, and Missouri, 1,049,509.

Space-buyers who desire circulation

and rate information, at a glance, covering particular states, and for either Morning, Evening or Sunday papers in such states, find the figures ready to hand. For example, Massachusetts has 11 Morning papers, with a combined circulation of 844,983 and a combined advertising rate of \$15.3. Thus for \$8,150 an advertiser may use 5,000 lines of space in all of these Massachusetts Morning papers. This would provide for 100-line ads in fifty issues.

With the aid of the data given the costs of campaigns of any character, applying to any class of daily papers in any state of the Union, may be estimated.

There are 93 dailies of a class character—financial, commercial, real es-

(Continued on Page 41)

NEWSPAPER INDUSTRIES BLAZE WAY IN SOUTH AMERICAN TRADE

Angel Bohigas, of La Nacion, Buenos Aires, Says American Methods Are Being Adopted as Result of Proper Advertising and Selling—Example for Others.

AMERICAN methods of newspaper-making and American machinery that makes newspapers have found favor in South America, and other American goods will find an equally warm welcome if they are properly advertised, sold and shipped. Such is the testimony of Angel Bohigas, city editor of La Nacion, one of the great dailies of Buenos Aires.

Let it be stated at the start that "city editor," as Mr. Bohigas understood it before his arrival in New York a few days ago, meant the man on La Nacion's staff who had absolute charge of the gathering, editing and presentation of all the news, both local and foreign, that went into every edition—in the United States, the managing editor. Such are his privileges and duties in Buenos Aires.

American Make-up and News Treatment

But whatever his title signifies it doesn't affect the fact that Mr. Bohigas is here for the purpose of learning how La Nacion may be improved by the adoption of the best methods of news-gathering and presentation in vogue on the best American newspapers.

Many American ideas are already in force on La Nacion, the front page of which compares favorably with that of many leading American newspapers, with a strong leaning toward the New York Times style of headline architecture.

"We run daily issues ranging from 22-28 pages," Mr. Bohigas said, "and before the European war we occasionally ran as high as 36 pages. Since August, 1914, however, 28 pages has been the largest issue we have run."

Paper Cost Half of Total

In reply to a question as to the cost of newsprint paper and the quantity available, Mr. Bohigas said:

"We have plenty of paper, all imported from North America. During 1919 it has cost us \$3.75 f. o. b. New York or Montreal, which means that it costs about \$10 a hundredweight delivered in Buenos Aires. It is very expensive—in fact, I think the cost of white paper is about 50 per cent. of our total operating expense.

"When you examine our paper you will see the 'cloven hoof' of North American ideas throughout. In our headings we have tried to follow your best practices, and we have also adopted the single-column box for news of striking importance, making it up at the top of a front-page story dealing with that kind of news in detail.

"Our machinery, too, is now all American, as we found that the American press, which we have had several years, did more satisfactory work than the European machines, and we have displaced them with four Goss double-sex-tuple presses, which were being erected when I left the city. We have also a battery of both Linotype and Intertype machines and have found them very satisfactory.

Cabled in English

"We maintain our own offices in New York, London, Paris, Rome and Madrid, have the Associated Press, New York World and New York Times news services in New York and the exclusive Buenos Aires rights to the London Times news dispatches. We have two men in the London Times office and they cable their news direct to Buenos Aires.

"Practically all of our news from New York is filed in English. It is received at the Associated Press office in Buenos Aires and, as our offices adjoin, the

news is delivered to us by hand. We keep a large force of translators busy and the copy is read and edited during translation, so that there is little delay. Dispatches have been filed in New York as late as 2.30 a. m., New York time, which is 3.15 a. m. Buenos Aires time, and we have printed them in our edition which goes to press at 4 a. m."

"Have you no 'tickers' in your office?" Mr. Bohigas was asked.

"There are no 'tickers' which print the news as it is received in South America," he replied. "They will no doubt come in time, but there is a big field for them and for many other North American conveniences.

"We maintain advertising offices in New York and Chicago, and when I left Buenos Aires advertising was beginning to arrive in considerable quantity from firms in the United States. It seemed to me an excellent index to the growth of North American trade in my country, as most of it was concerned

with motor cars, automobile tires and agricultural and industrial machinery."

"What are the essential factors to be observed at present by United States manufacturers who are 'breaking into' the South American field?" Mr. Bohigas was asked.

Credits and Care

"Your export business is young," he replied. "The same advice applies now as has been given many times—American manufacturers and merchants must give more liberal credit terms than they are now willing to extend, and they must show more accuracy in filling and shipping our orders than they have in the past. Great Britain now extends more liberal terms than your exporters do, and her merchants learned long ago that substitution must not be practiced on articles for export trade."

Another aspect of La Nacion's endeavor to promote stronger international relations is more or less American in its idea.

"We make our offices in the United States and Europe unofficial outposts of Argentina abroad," he said, "where anybody may secure any information desired about our country. The Government has nothing to do with the operations of the offices, but looks with favor upon anything that will make Argentina better known in other lands."

Outposts of Argentina

Asked as to publications in Buenos Aires, other than dailies, Mr. Bohigas mentioned as preeminent *El Revista del Mundo*, the American pages of which are printed by *World's Work* in New York and shipped flat to Buenos Aires, where *La Nacion* finishes the publication by the addition of equally well printed news and advertising of the Argentine field.

Mr. Bohigas left on December 17 for Montreal, where he will start a tour of inspection of Canadian newspapers. He expects to visit Europe on a similar mission in the near future.



ANGEL BOHIGAS

SUIT OVER PAPER STOCK

**H. L. Pittock's Will Bars Sale Desired
By Son-in-Law**

PORTLAND, ORE., Dec. 22.—With a contest already under way to break the will of the late H. L. Pittock, publisher of the *Oregonian*, who left an \$8,000,000 estate, another suit has been filed against the estate, this time for the recovery of stock. The proceedings are instituted by F. W. Leadbetter, son-in-law of Mr. Pittock. It was Mrs. Leadbetter that brought the will contest, Mr. Pittock's four other children not being parties to it.

Mr. Leadbetter is suing for the recovery of 8,592 shares of stock in the Crown-Williamette Paper Company and 4,400 shares of the Crown-Columbia Pulp & Paper Company, sold by him to Mr. Pittock in 1910. He asserts that there was a verbal agreement that he could repurchase the stock at any time and now seeks its transfer to him for \$755,000, which is about the amount of the original purchase price. He asks one year's time to make payment. It was expressly stipulated in the Pittock will that the trustees, O. L. Price and C. A. Morden, should not sell any of the stocks or bonds of the Crown-Williamette Company during the 20-year period of the trust which Mr. Pittock created. An answer to the Leadbetter suit has not been filed.

CHURCH ADS IN PHILADELPHIA

**Fund of \$200,000 to Reach People
Through Newspapers**

PHILADELPHIA, Dec. 23.—Local churches have decided to adopt business methods of newspaper advertising to increase membership, and will work to raise \$200,000 in a campaign soon to start to pay for the displays, according to Rev. Dr. S. W. Steckel, president of the Church Advertising Association, and W. Hancock Payne, chairman of the religious advertising committee of the Poor Richard Club.

A mass meeting of clergy and laymen is to be held this week and an executive committee of clergymen appointed, one for each denomination in the city. A laymen's committee also will be formed. Every church in the city is to be allowed its share of the campaign fund. One full-page advertisement is to be published every Saturday, containing practical talks on why both men and women should go to church. All the advertisements are to be under the scrutiny of business and advertising experts, and are not to consist of preachments.

Form Better Business Bureau

PHILADELPHIA, Dec. 19.—The nucleus of an organization to assure truth in advertising was formed here today by prominent local and national advertisers. To support the work and form a committee here, \$10,000 for the next three years is required. Pledges of \$3,000 for the first year have been made. David Kirshbaum, president of the A. B. Kirshbaum Company, who called the meeting, said the remainder was in sight.

Press Names Another Ship

PHILADELPHIA, Dec. 23.—The loyal support and aid of newspapers of the United States in the world war received recognition today when Hog Island launched its newest cargo vessel. The ship was christened by Miss Elizabeth C. Stone, of New York City, daughter of Melville E. Stone, general manager of the Associated Press. The ship is named "The American Press."

GLOBE-DEMOCRAT'S GIFT FROM "LITTLE MACK" IS BIG THINGS WELL DONE

Late Joseph McCullagh Coined Many Words and Was Father of the American Interview—Built Several Powerful Newspapers in Middle West Before the Consolidation of the Globe and Democrat

BY REMSEN CRAWFORD

(The absorbing of the St. Louis Republic, oldest newspaper west of the Mississippi River, by the Globe-Democrat, leaving that journal alone in the morning field, has been a leading topic of conversation among newspapermen for several weeks. It is therefore with pleasure that EDITOR & PUBLISHER prints the following story of the maker of the Globe-Democrat in another day. The Globe-Democrat has always been a trail blazer on the highways of journalism.—EDITORIAL NOTE.)

WITH more or less truth and accuracy it has been said by somebody that newspaper workers are too busy all the time "making the other fellow great" to become great men themselves. The only shade of inaccuracy about the statement, perhaps, lies in the fact that the terms "greatness" and "fame" are here confused, a very common error of diction. Let it go at this: newspaper men do spend their lives making others famous—or infamous, according to their deserts—and die, themselves, great men with obscure personalities.

Personality

Nothing is known to the general public about the man John Campbell, editor of the first newspaper in North America, except, perhaps, that he was postmaster at Boston. Little is remembered and less handed down by tradition of the personality of Horace Greeley, other than that he was an engaging conversationalist and wrote a very bad hand.

Charles A. Dana's remarkable personality is somewhat more vividly recalled because he was a satirist and his individuality shone forth in the Sun with a withering and enduring ray. But it can be truthfully said of all great American editors that they shrink from fame during their lifetime, and after death their personalities are but feebly remembered by the public, even though the powerful journals, established by their genius, grow stronger with the rapid advance of civilization and make imperishable their names from one generation to another.

Modest and Retiring

When the St. Louis Globe-Democrat reaches its hundreds of thousands of readers every day, in whatever quarter of the globe they may be—perhaps there are still many who remember it as the handiwork of Joseph B. McCullagh, and, yet, who among them knows what type of man was Joe McCullagh? He was a staunch Republican, a man of intense patriotism, a great captain in the field of news-gathering—oh, yes, everybody who knows anything about the history of the St. Louis Globe-Democrat knows these things about McCullagh.

But what about his characteristics, his habits, his temperament? Like so many of the truly great American editors, his modesty and total confinement to his task in life have de-

nied an admiring public the enjoyment of his personality in the memory that lives after him.

Twenty-five years ago if you should have chanced to be standing in an alley which then led mystically from the city's tumult to the editorial offices of the St. Louis Globe-Democrat any day at exactly 11 o'clock, you would see a short, stocky, little man approaching. With head slightly declined to one side, his smooth-shaven face turned seriously towards the ground as though his alert eyes were looking for something that was lost, this little man would pass into the building unobserving and apparently unobserved.

Came and Went by Schedule

If you should see an employe of the newspaper begin to set his watch you might know then that the little man was Joseph B. McCullagh, known as "Little Mack," the maker of the St. Louis Globe-Democrat of yesteryear. Incidentally, too, you might also know that it was exactly 11 o'clock, for rare, indeed, was the occasion that

"Little Mack" turned up a moment late or a moment early.

To those about him he was known as the most methodical of men. He came and went by fixed schedules. He had just one route from his office to the Southern Hotel, and when he started for his dinner in the evening precisely at his scheduled hour for leaving the office, the men in the "shop" used to jestfully calculate the time it would take him to turn a certain corner, what time he would reach the hotel, how long he would take to eat, and, to the minute, what time he would be coming into the alley again.

And, yet, with all this method, with all this precision of going and coming, McCullagh had little regard for system in the arrangement of his office.

Never Mingled With Employes

A visitor might find him sitting at his desk surrounded by several chairs, but there would be no chair for the visitor because they would all be piled high with dusty old newspapers, or half-completed manuscripts, or maga-

zines. Often his desk would be so massed with newspapers, clippings, manuscripts and what not, that the great editor would have to pull out a sliding board on one side upon which to write his "copy," or telegrams, or letters.

In many respects his office was truly a den. Although it was on the same floor as the city editor's office, and the main workroom where the news of the day was shaped and sent to the composing room, he rarely ever mingled with the men he had gathered around him to execute his ideas.

It was one of his peculiarities to want to send all telegrams ordering news, and he usually wrote them upon whatever space was left him on his crowded, disheveled desk. Just why it was that Mr. McCullagh preferred to write all the telegrams ordering news from correspondents has never been quite fully understood by those who were closest to him in the making of his famous newspaper.

Printed the News

One of these men, a former news editor, expresses the opinion that McCullagh preferred to deal with the correspondents in a direct way so that he could regulate the telegraph tolls each month. One of his strictest rules was to hold the telegraph bills to close around a certain sum every month, no matter how big might be preponderance of the cable and telegraphic news for a certain period above the local.

For instance, if he wanted a verbatim report of a certain debate in congress, or the President's message in full, he would not hesitate to order it by wire, no matter if it should run 30,000 words in length, but he would check his subsequent orders during that same month so that the bill would come to about his regular fixed total.

At one time, it is well known among newspaper men of McCullagh's day, the St. Louis Globe-Democrat carried the heaviest and costliest telegraphic news service of all the newspapers of the world.

Followed No Rules

McCullagh was always strong on domestic news. He believed in making the St. Louis Globe-Democrat a home newspaper for Americans. He used to carry two solid pages of brief telegrams from the principal towns and cities of the United States, and, even the villages, every day. This made the newspaper very popular among traveling men. No matter where one lived in the United States, one might find every day a brief telegram from his home town in the Globe-Democrat, giving the most important happening within the last twenty-four hours.

He explained this once by saying that the city of St. Louis had grown populous in so short a time that few

(Continued on Page 30)



JOSEPH B. McCULLAGH

CLASSIFIED ADS RENDER ECONOMIC SERVICE AS GREAT AS ANY PUBLIC UTILITY

J. B. WOODWARD of the Chicago Daily news is quoted as saying that classified advertising rates are too low, generally speaking. Mr. Woodward not only states a fact, but states a fact for which there is no valid reason and which can and should be changed.

Among the public utilities are telephones, gas and electric lighting systems, street railways and want ads. Each of these render a service to their communities.

In any city the want ad pages of the daily newspapers are the means of bringing work and worker together—they are the great employment agency that insures industrial production. The want ad pages solve the housing problem—they are the greatest rental and real estate agency in every city. The want ad pages are the only method thousands of people have through which to satisfy many of their wants.

The little want ads render a distinct and valuable economic service—a service just as great as that given by any public or semi-public utility. To stop the publishing of classified advertising

CREATING CLASSIFIED IN MILWAUKEE



HARRY GWALTNEY

CLASSIFIED advertising in the Milwaukee Journal is under the supervision of Harry Gwaltney. For several years he was classified manager of the State Journal, Springfield, Illinois—came to his present position about a year and a half ago, and now the classified in the Milwaukee Journal is gaining 60 per cent. over last year. When asked to write a few words about himself, he produced the following:

"Farmed for a time, taught school, obtained my master accountant degree, then, without designs, happened on advertising. Caught the infection and chose the classified field, because nobody else seemed to care for it. This was some five years ago. Well-intending friends said I was 'loco.' Now they say I am lucky. I claim it was merely a right start in a right direction. The field is interesting enough, big enough, not only for me but for the attention of the biggest brains in the newspaper world."

Being Necessary to Business and Home Life They Should Show a Profit to Publishers—Public Will Pay a Fair Price

By C. L. PERKINS

ARTICLE IX

in any of the large cities would be just as disastrous as eliminating telephones or electric lights. And since they render this service, it is right and proper that the public pay a price for them that will give the publisher a fair profit.

Newspaper executives have a vague idea that want ads have a certain value in building circulation and that in other indefinite ways they render a service to the newspapers which makes it worth while to publish them regardless of the profit or loss entailed. Publishers, as a rule, however, do not realize the service want ads render to the public and until they think of them more in this light and treat classified advertising as a business proposition they will not receive from them the possible profit.

When gas, light or street car rates do not return a fair profit above costs, the companies owning them, with the aid of proper public commissions, increase the rates to a point that will give a legitimate return on the capital invested. But this is not so in the newspaper field.

Groundless Fears

To begin with, many publishers do not know the actual cost of publishing want ads. Therefore they do not know whether they make or lose money on their classified pages. Most publishers actually lose money on their classified. If some newspaper owners ever discover by keeping accurate records the loss sustained through want ads, they will be tempted to stop printing them, regardless of the service to the public and the paper.

The second reason for classified advertising rates being too low is fear of competition and fear that the public will not pay a higher price for them. Both fears are groundless. The public will pay a fair price for any service as great as that rendered by the want ad. The fear of competition can and should be eliminated by concerted action of all the papers of a city when raising rates. Even where this is impossible or impractical rates should be raised.

To show that the public is not so much interested in cost as in results from want ads, the following is related: A certain very strong classified medium desired to raise its want ad rates five cents per line. Fear, however, prevented the inauguration of the increase. Finally, the classified advertising manager, in an effort to sell his superiors on the possibilities of higher rates, instructed his counter clerks and telephone ad-takers to advise every voluntary advertiser of the total cost of his advertisement based on the proposed rate, to see what effect the quotation of the higher rate had on the advertiser, and then to say that a mistake had been made and give the correct price according to the rate actually in effect. The result was that in the three days of the test, during which some thousand advertisers were waited upon, only a very few—a couple of dozen—objected to the high rate and only two refused to pay the proposed increase.

However, rates cannot be raised too

rapidly nor indiscriminately, nor too much at one time. In making a new rate card which will increase classified revenue without decreasing volume, it must be remembered that advertisers under some classifications can and will pay more than those under other classifications. A person can afford to spend more money to sell a hundred dollar article than to dispose of a dollar article. Another fact to be considered in raising rates is that transient advertisers object less to price increases than the professional space user.

Therefore raise classified rate to a point that returns a fair profit based on accurate costs, but do it in a manner that will not decrease volume, since volume or variety of want ads creates reader interest, which means results to the advertisers.

PUT YOUR LITTLE ADS ON DRESS PARADE

Wider Reader Attention Can Be Won for Classified Through Better Type Treatment, Says a Leader in Field.

By L. J. BOUGHNER

CLASSIFIED MANAGER, CHICAGO DAILY NEWS.

BEFORE beginning a discussion of type faces in classified advertising, it is necessary to understand what is meant by classified advertising. The term has a different meaning in every newspaper office.

On one factor, perhaps, there is no disagreement. Classified advertisements have as a purpose the satisfying of wants that already exist. A man may stumble upon a display advertisement on the second page, but he rarely finds himself on the twentieth page without a more or less definite reason for being there. He wants a job, an automobile, a house or a piano.

Now, having in mind only the reader, a newspaper should make it as easy as possible for him to find what he wants. If he wants a Ford automobile, he should be able to find the Ford advertisements as quickly as possible. If a paper has only a few ads it will be no hardship for him to read up and down the whole classification. If the ads are numerous, the Fords ought to be by themselves—and the alphabetical arrangement of such ads according to the name of the car is logical. It is conceivable that if the number of Fords ran into the hundreds it might be a kindness to have them still further subdivided into roadsters and touring cars, and again listed by the year of the model.

So, from the viewpoint of the reader, a strict alphabetical arrangement of ads, with some fixed arrangement of classifications, is ideal, a close approach to this ideal is made by nearly every newspaper. Lost and found ads, room cards, male help wanted ads and a few others are classified alphabetically even by many papers that go no further; and it is rare that a newspaper makes

up its classifications in other than a fairly conventional order.

What is in the interest of the reader is in the long run in the interest of the advertiser. If the reader finds ads in a certain paper easy of access he will answer those ads more quickly than the ones in a paper that challenges him to find them. So far, then, there is no problem.

If there were none, there would be no discussion of type faces. With regularity in classification and ads there should be regularity of type. It makes no difference whether it is agate or pica. If the readers are satisfied with agate, set the ads in agate; if they demand pica, give it to them, making the charge to the advertiser adequate for the space used.

Make Ads Easy of Access

But the publisher of a newspaper, having got thus far on an open road, suddenly finds himself confronted by advertisements that defy classifying so strictly.

Getting back to the Fords: Suppose a dealer in used cars has on hand a Ford roadster of the 1915 model, far superior, in condition and terms, to the others offered, and is in such need of making an immediate sale that he wants to call especial attention of every seeker after Fords to his car. How is he to do it? If he is confined to agate type, nothing else, he must make his language so forcible that no reader could overlook the bargain.

But hasn't he other means of attracting attention? Ought he not to have other means? How about the dealer who has as great a bargain, but lacks the vocabulary to describe it? Would not fairness carry the alphabetical arrangement and uniformity of type to their logical limit, and make every ad follow a fixed model—name, year, type, accessories, price, address?

The problem arises, you see, from the fact that want ads, while they may be printed directory style, do not, and never can, form a directory. You can list rooms by the street addresses, but there the uniformity ends. One room has furnishings that all others lack; one room, in a bad location, has advantages that compensate; one room, high in price, offers so much in return that it is relatively cheap. To list these enumerations demands salesmanship, and salesmanship on paper has a time-honored right to avail itself of white space, striking type and broken lines fully as much as of grandiloquent words.

Can Never Form Directory

If plasterers are plentiful a man can get all he wants by using only a line: "Plasterers wanted; call at 15 Jones Street." But if plasterers are scarce, and all employed, such an ad will not be read at all. The contractor must tell why his job is to be preferred to those of the others. Must emphasize the short hours and high pay, and he has a right, within the limits set by the paper in its understanding of good taste, to use white space, striking type and broken lines.

In other words a great number of want ads published by a daily newspaper are merchandising ads. The reader wants an automobile, that is true; but he is divided between a Dodge and a Ford, in doubt as to whether he wants a roadster or a touring car, willing to pay \$500, but hopeful of getting a bargain at \$300.

(Continued on Page 46)

Facts From Mexico

"By United Press"



¶ United States Consular Agent, W. O. Jenkins, first told the American people his own story of his arrest and imprisonment by Mexican authorities in an interview from his prison cell at Puebla given to Ralph H. Turner, United Press staff correspondent in Mexico City.

¶ Turner's excellent work as Tokio and Washington staff correspondent for the United Press won him the assignment of covering the Mexican capital for 760 United Press newspapers.

¶ The coming change in the Mexican presidency is certain to create an international situation of the greatest news interest. United Press papers look forward to this period with every confidence of getting the facts and getting them first.

UNITED PRESS ASSOCIATIONS
WORLD BUILDING NEW YORK CITY

CERTAIN BASIC QUALITIES ARE NECESSARY TO NEWSPAPER SUCCESS

A STUDY of newspaper successes in many cities reveals the presence of certain basic qualities regarding service and institutional purposes which may be accepted as almost fundamentally necessary to secure similar results in any other community or territory.

I am forced to admit in advance that not a single one of the newspapers so studied combines in its production and conduct within 60 per cent of the standard adopted as the test applied to one hundred of our greatest successes.

Newspapers being the product of men, reflect individuality of the men who make them, and therefore in exact accordance with the limitations regarding vision and conception reflect the superior ability of their makers or fall short of the highest ideals, as mankind taken in separate units does.

Big City Newspapers

In my honest opinion, and only considering the newspapers of the larger cities of the country, for the smaller city products seldom arise to proportions entitling them to such comparison, the Kansas City Star stands first as a newspaper, a local and sectional institution, and a constructive power for usefulness.

I must be pardoned for thus singling out a newspaper for such distinctive place, for there are many others equally honest and sincere which have won great success, which they deserve, but, as I will explain as we go along, fail to score up in a percentage chart with the Star.

My consideration in the application of fifteen tests to each of the prominent papers in the country:

Many Fell by Wayside

1. General appearance first page.
2. General make-up of the entire paper.
3. Editorial Freedom, Independence and Sanity.
4. News merit.
5. Loyalty.
6. Human interest.
7. Information departments.
8. Construction Initiation.
9. Household grip.
10. Children Departments.
11. Business and financial interest.
12. Policy toward advertisers.
13. Service to advertisers.
14. Promotional advertising.
15. Willingness to honestly cooperate with other newspapers.

Applying the tests to each newspaper as fairly as I could, and making a check mark opposite the name of each newspaper whenever it reached the standard for each of the 15 tests, I produced a result which seems to confirm the view that success comes through achievement rather than from luck.

My standard in every case was the highest, for example, in the case of test No. 11, I applied comparison with the New York Times; on test No. 14, that of the Chicago Tribune, and in the case of No. 1, for example, the standard of the Chicago Daily News to evening papers and New York Times to morning papers.

Perhaps my standards were too high, for I found at a glance that many generally considered great newspapers fell by the wayside and were eliminated from competition for place among the leaders. In every case I sought to

Achievement Counts and Not Luck in Winning Place Among Leaders—Cost of Giving Real News Service Is Enormous.

BY JASON ROGERS

qualify my basic test with that of sincerity of purpose as differing from the purely commercial.

In order to make the calculation applicable both to the newspapers as newspapers as separated from the distinctly advertising tests covered in the last four specifications, I reached two separate totals for each of the newspapers, which operated more largely against the New York Globe and Chicago Tribune than any other newspapers.

As the result of the analysis, the Kansas City Star leads all the evening newspapers with a score of 11 out of a possible 15 points, with the Chicago Daily News and New York Globe tied for second place. Eliminating the last four tests, the Kansas City Star and Chicago Daily News tie for first place with eight out of a possible eleven points; with the New York Evening World and St. Louis Post Dispatch tied for third and fourth places.

Among the Leaders

Among the morning newspapers, the New York World and Chicago Tribune reach first place, with 10 out of 15 possible points, with the St. Louis Globe Democrat and Philadelphia Ledger tied for third and fourth places. Eliminating the last four counts, the New York Times leads with 9½ out of a possible 11 points, with the New York World second, half a point behind.

Of course, this is my individual point of view, but the test I have applied provides interesting suggestions for others to measure up their own newspapers in comparison with others. It is only through some such process that we can improve the quality of our product.

It is obvious that our smaller city newspapers can hardly expect to approach the standards and manner of treating various phases of newspaper interest like the big metropolitan journals, but they can briefly cover each of the departments on a more moderate scale in order to provide the highest degree of service for their readers.

We must also admit that the evening and morning newspapers are of necessity generally entirely different products, and yet they must for highest achievements cover substantially the same ground.

The evening newspaper covers 75 per cent of the days news on the day it happens, in more or less bulletin shape, with the morning papers of the next day summarizing and expanding it with twelve hours' more time to do it in.

The evening newspaper covering the vast fundamental and commercial markets and the news for the men, has developed a group of features and departments appealing to women and the household, which, in combination with the heavy advertising of the big retail shops gives it an entirely different hold on its constituency.

The morning paper, primarily a newspaper, has, with few exceptions, been forced to take on various features of interest to women, in the hope of securing part of the local retail advertising. The New York Times has never done this, and yet carries more of the local retail advertising than any other New York morning newspaper.

The Chicago Tribune has gradually built up a line of features of broadest possible human interest appeal, equal to that of our most successful evening newspapers, and won large circulation and a larger portion of the local retail advertising than any other large city morning newspaper in the country.

The Big Things Count

In my study of the newspapers for the purpose of this article and during the past 20 years for application in my daily work, I have been impressed with the overwhelming importance of doing big things in a big way and rising out of the just-get-it-over class.

If we only had the ability to judge the psychological result of such wonderful feats as have been performed by the New York Times and the Chicago Daily News in printing in full the peace

treaty and League of Nations covenant, the full verbatim report of the President's appearance before the foreign relations committee of the Senate, etc., there would be better newspaper men.

"Letting George do it" is a custom which permits George to get away with the appreciation and confidence of the public which eventually makes a newspaper. This policy, "Let George do it," on the part of other newspapers permitted Mr. Ochs to do what he has done, ever since he assumed charge of the New York Times in 1896.

The big war service organized by Victor F. Lawson for the Chicago Daily News was a great conception courageously and wonderfully carried out, which has probably done more to give the Daily News recognition than anything else in its forty years of previous great achievement.

National Fame in Morning Field

In some way or other the people of a town seem to give greater recognition to the morning newspaper, wholly ignoring the fact that the evening newspaper of the previous day gave them probably 75 per cent of the news reprinted and expanded in today's morning newspaper.

For example, in Providence, R. I., the Journal, with 20,000 circulation, is known throughout the country, while its afternoon edition, the Bulletin, with 50,000, is scarcely heard of outside of its city. By the same token, the Atlanta Constitution, the Cincinnati Enquirer, the Springfield Republican, the Philadelphia Ledger, the Detroit Free Press, the Los Angeles Times, the Portland Oregonian, the Seattle Post-Intelligencer, and others, are in some cases more widely known than more successful and purposeful evening newspapers in the same cities.

It was this element that was largely overcome by the Chicago Daily News in publishing the great special war service. In important quarters business men who had previously just looked upon it as an evening newspaper, were made to recognize it as an important and great newspaper. As soon as I grasped the meaning of Mr. Lawson's big idea, I secured his war service for the New York Globe, and it did much for us.

Enormous Cost of Service

The enormous cost of this great service, something between \$200,000 and \$300,000 a year, carried on for four years and still in operation to give American readers intimate view of conditions in the war-wrecked countries of Europe, has been worth all it cost in creating prestige and good will for the Daily News, and other newspapers fortunate enough to get it.

As I said before, it is not to be expected that the smaller newspapers can cover news and departments like the big metropolitan journals. No newspaper in a smaller town could afford to give as complete and copious covering of real estate, finance, the courts, and other business topics, as does the New York Times, with wonderful results.

Nevertheless, there is no earthly reason aside from laziness why the smallest newspaper in the land should not give its readers the best service it can buy or secure by scissors and paste pot, covering every and all topics of interest to intelligent people in its community.

HARRISON'S PLAN BEST FOR SAVING PAPER, SAYS PUBLISHER WHO USES IT

(BY TELEGRAPH)

WATERLOO, IA., Dec. 24.

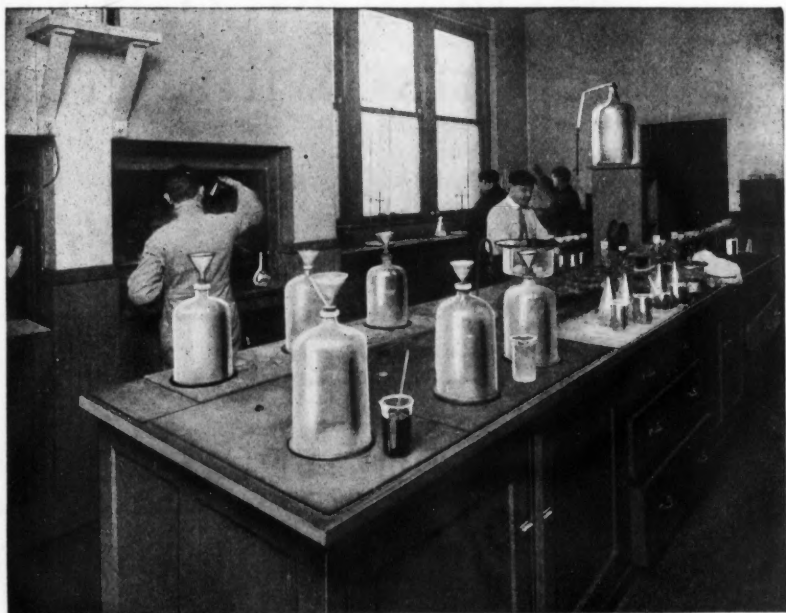
A. W. PETERSON, general manager of the Evening Courier, in the course of an interview with EDITOR & PUBLISHER, said: Concerning methods for conservation of newsprint, I think more of Walter M. Harrison's plan as presented in EDITOR & PUBLISHER of December 4 than I do of the meetings of press associations. Every publisher should read Harrison's article and study his chart and then follow the plan laid down. The Waterloo Evening Courier has been even better than most of the best behaved papers named in the chart."

Copies of the Courier reaching the office of EDITOR & PUBLISHER show that the news type has been reduced from eight to seven point, and paid readers and theatres notices have been reduced from eight to six point. Binder heads have been omitted on the first page and two-column feature headings have been reduced to one-column bold-face boxes. The Courier management estimates that its reduction in the size of headings is saving two columns a day.

GREAT WESTERN SUPERIOR TYPE METALS



Eternal Vigilance is the price of a High Standard of Quality in Type Metals



Our Laboratory where the GREAT WESTERN standard of Quality in Type Metals was developed and is being maintained

Our Covenant with You

Experience, personal care and skill are embodied in every detail of the manufacture of SUPERIOR type metals.

Every batch of type metal is tested in our modern, completely equipped laboratory. If it does not pass the tests it is rejected and given the treatment necessary to reach the high standards we have set for GREAT WESTERN SUPERIOR type metals. Our chemist is in effect your representative at our plant. He is alert to see that we keep our covenant with you—to give you the best in type metals that science and industry can deliver.



Great Western Smelting & Refining Co.

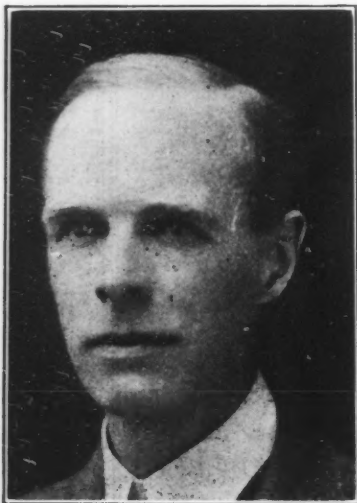
Home Office: Forty-First and Wallace Streets and Lowe Avenue

CHICAGO

CHANGES ON TORONTO MAIL & EMPIRE

J. S. Douglas, G. E. Scroggie, W. J. Darby and G. H. McTaggart Promoted in Reorganization of Directorate

TORONTO, Dec. 22.—Reorganization of the board of directors with promotion for some of the Mail & Empire's executives has been effected following the death of W. J. Douglas, for many years general manager of that paper. James S. Douglas, formerly treasurer and business manager, has been appointed general manager, succeeding his father, George E. Scroggie, advertising manager, has been appointed a director and also secretary of the company, and



JAMES S. DOUGLAS

W. J. Darby, circulation manager, has been appointed treasurer. George H. McTaggart has been promoted from assistant circulation manager to circulation manager.

Mr. Douglas has been connected with the Mail & Empire for thirty years, having occupied practically every desk in the business office, working his way



GEORGE E. SCROGGIE

upward till 1909, when he was made a director and elected business manager and treasurer of the company.

Mr. Scroggie has been advertising manager for over thirteen years, and still retains the directorship of that department. He was for seven years connected with the Empire. The Empire was consolidated with the Mail in 1895

and Mr. Scroggie became advertising manager of the Toronto Evening News, a position which he occupied for four and a half years, leaving that paper in 1900 to take the advertising management of the Dodds Medicine Company in Buffalo. In 1904 he returned to Toronto in charge of the head office of the J. J. Gibbons, Ltd., Advertising Agency, and after two and a half years was in 1906 appointed advertising manager of the Mail-Empire. He has been always actively connected with the activities of the Canadian Press Association, for several years treasurer and chairman of the advertising committee. He was recently elected treasurer of the new Canadian Daily Newspaper Association and chairman of its advertising committee.

Mr. Darby is well known among the circulation managers of the United States and Canada, having at one time occupied the position of president of the International Circulation Managers' Association. He is still active in its affairs and is a prominent figure at every annual convention and in the work of its directors and committees.



W. J. DARBY

JERSEY PAPERS CONSERVE

Spirit of Co-operation and Good Will at Meeting

PATERSON, N. J., Dec. 18.—W. B. Bryant of the Paterson Press-Guardian, member of the A. N. P. A. Committee on Newsprint Conservation for New Jersey, made the following statement to EDITOR & PUBLISHER today:

"The daily publishers of the southern part of New Jersey met at Camden last week and a fine spirit of co-operation and good will developed. Several newspapers now selling at 1 cent practically agreed to raise prices to 2 cents at once.

"Every newspaper represented was protected on newsprint supply for 1920, but at very high prices. All papers are complying with War Industries Board restrictions and have been for the past year for economic reasons.

"Resolutions to adhere strictly to restrictions were passed. Alfred Cooper of the Cape May Gazette, president of the New Jersey Press Association, and John W. Clift of the Summit Herald, secretary, were present at the conference and agreed to take up with all weekly papers in the association the question of advancing both subscriptions and ad rates at once.

"Walter L. Tuslingham, business manager of the Camden Courier, who was recently appointed on the New Jersey States Committee on Conservation, with Augustus Crain, publisher of the Elizabeth Journal, and W. B. Bryant of the Paterson Press-Guardian, will call a meeting of publishers of the southern section once a month."

LORENZEN QUILTS COLONELCY

Fighting "Special" Now Gives All His Time to Advertising

CHICAGO, Dec. 24.—Colonel Anthony F. Lorenzen, whose notable work in the recent race riots here has been chronicled in EDITOR & PUBLISHER, has resigned his command in the Illinois Guard in order to devote his full time to the business of Cone, Lorenzen & Woodman and the publishers whose interests they represent.

"It is all advertising for me from now on," he informs EDITOR & PUBLISHER.

Dinner for Mayor-Elect

PHILADELPHIA, Dec. 24.—The Veteran Newspapermen's Association, composed of Philadelphians who did street, desk and editorial work with

J. Hampton Moore here thirty years ago, will give the Mayor-elect a dinner December 29 in the Hotel Walton. The association was formed about five months ago when Moore got his old friends together in the Bellevue-Stratford and gave them a dinner. James Campbell was chosen chairman and Edmond Sterling secretary and treasurer.

Times Plans Big Contract

MONTREAL, QUE., Dec. 22.—Negotiations are in progress between the New York Times and the Canadian Export Paper Company by which the Times may get the entire output of the two new machines which the Laurentide Company is installing. The machines, which will have a daily capacity of 110 tons, are being built by the Dominion Bridge Company and it is not expected that they will be in operation much before next December. The projected contract with the Times is said to run five years from January 1, 1921, at the current contract price.

Strong Heads Portland Admen

PORTLAND, ORE., Dec. 22.—The annual meeting of the Portland Ad Club, just held, closes a prosperous year under the presidency of Marshal N. Dana, special writer for the Oregon Journal. These are the officers selected for the coming year: President, E. N. Strong; vice-

presidents, W. S. Kirkpatrick and George Rauch; secretary and treasurer, W. J. Pieperbrink; directors, H. B. Ainsworth, W. H. Chatten, W. E. Conklin, Milton R. Klepper, Frank Nau, Miles Standish and D. T. Short.

Blizzard Didn't Stop 'Em

PORTLAND, ORE., Dec. 22.—An unusual storm for Oregon, with 14 inches of drifting snow and the mercury hovering near the zero mark, have put a big burden on the circulation departments of Portland newspapers. Although nearly all street cars were stalled for two days and many lines longer than that, most of the papers reached subscribers. Improved sleighs carried the bundles about the cities and the carriers did the rest.

"Gridiron" for Omaha Staff.

OMAHA, NEB., Dec. 19.—More than 300 members of the World-Herald family were given a banquet at the Hotel Fontenelle by Senator Gilbert M. Hitchcock, owner of the paper, on his return from Washington recently.

New Tulsa Paper

TULSA, OKLA., Dec. 23.—The Tribune-Democrat, successor to the Democrat, has unexpectedly made its appearance. The Tribune-Democrat was recently purchased by Richard Lloyd Jones.

Alert advertisers and agents read "A. B. C." reports with great care.

Read your Brooklyn reports again.

Find out the Brooklyn circulation of Brooklyn papers.

The Standard Union does not cover the wide, wide world.

The Beetle in the Amber

There is always something to prevent the newspaper publisher from being altogether happy. Today, with a large volume of national business, confronted by a still further increase, he finds himself short of paper; or with an adequate supply of paper, his costs have mounted so rapidly that part of this great volume of advertising is carried at a loss, because it was contracted for at a price based on past costs. The future, however, is bound to find the right solution for this problem.

While there may not be all the newsprint that every publisher covets, there will be, we are sure, sufficient for the practical needs of most. And while costs have mounted far more rapidly than increase in rates could care for them, we believe they have gotten about as high as they will get, and from now on the newspaper publisher should derive a reasonable profit from all advertising contracts that he writes, local or national.

In the stress of the times, most of our publishers have consulted

with us as to ways to solve the pressing problems of the day, and we have frequently been of assistance in arriving at a solution of some of the difficulties that beset them.

The E. Katz Special Advertising Agency is an organization that acts not only as salesmen of space to national advertisers, but, as well, consultant and adviser in matters pertaining not only to national advertising, but to the many phases of newspaper making. Our experience of more than thirty years has perhaps given us a knowledge of newspaper making that our publishers have found is not wanting in benefit to them.

To all publishers seeking an increase in national advertising, or intelligent co-operation in matters of rate-making and other problems of the publishing business as presently operated, we offer our services. Ours is a proposition that we are certain will be of great interest to such publishers, and they may have it without obligation by addressing our New York office.

E. Katz Special Advertising Agency

Publishers' Representatives

Established 1888

15 East 26th St.
New York

Harris Trust Bldg.
Chicago

Waldheim Bldg.
Kansas City

Monadnock Bldg.
San Francisco

LONDON STORE GAINS BY ADVERTISING

Harrod's Establishes New Record—Many New Publications—Advertising Agents Open Education Campaign

By HERBERT C. RIDOUT
London Editor, Editor & Publisher

STILL the flood of new publications continues, and they are of every kind and type. Each new party or union of interests that arises must have its organ, and every new idea seems to find expression in a new paper. We have within the last week seen a new popular science paper, Conquest, on the lines of the Scientific American and publications of that type, though well away from the sensational. This newcomer has a powerful financial backing, the proprietors, the Wireless Press, being probably the greatest authorities on wireless telegraphy in the world.

We have the old-established book-publishing house of Hutchinson & Co. emulating the older one of Cassell & Co., Ltd., by the production of first one story monthly at 18 cents, then another at 12 cents, and now a weekly movies newspaper, Picture Plays.

Then the publishers of the Sphere and Tatler (two of our leading illustrated weeklies) are issuing a new paper called Eve. This publication has (as indeed should be the case, if Biblical history be followed) been fashioned from the rib, so to speak, of the Sphere, in which paper for some years has been appearing a weekly feature of gossip social chat conducted by "Eve," who now gives her non-de-plume to a new paper. This, it will be remembered, is what happened in the case of a contemporary of the Sphere, when the By-stander, after a war success with Captain Bruce Bairnsfather's "Fragments from France," recently started a new paper called Fragments. Another house responsible for a distinct journalistic triumph is that of Odhams, Ltd., who have been issuing a brilliant 12-cent satirical weekly in colors called Pan. It is a clever piece of work and quite one of the best and most ambitious productions yet seen.

London Store Makes Million Pounds Extra Trade in Eight Months

IN February last I was told in confidence that Harrods' advertising manager had backed himself to increase the turnover of the store by one million pounds in a year from that date. He achieved his purpose in eight months—a marvelous record. It was done by monumental advertising in the daily press.

It has been no uncommon thing to find a Harrods store announcement on every available page in a newspaper, and not merely in one but in four or six newspapers of the same day. Harrods have set a pace in advertising that has shown every other store a lead in the use of newspaper space.

The Harrods advertising has been bold and generous, daring and vigorous, and London is very proud that one of its "old-fashioned stores" should be able to produce by advertising not merely a million pounds increase in eight months but therein an achievement without parallel in

the retail-trading history of the world.

It is certain that this record will not be allowed to remain unbeaten. If newspaper advertising, based upon metropolitan media with a few additions in the shape of country papers in larger centres, can accomplish this, it only remains for extended operations to show a proportionately bigger return, and no doubt the U. S. A. will produce both the opportunity and the man.

The "Business" League of Nations

THE American Chamber of Commerce in London says that Great Britain is interested in the decision of the International Trade Conference at Atlantic City to set up a business league of nations with a central body composed of representatives from the National Chamber of Commerce of each country.

Interest among British Chambers and some of the large Chambers in the United States had already been stimulated by the new card of business introduction recently devised by the American Chamber of Commerce in London and looked upon as the natural precursor to a Union of Chambers throughout the world.

The card of introduction is in duplicate. One half is carried by the member. The other half, containing his identifying signature, his banking reference, and confirmed by his bank and local Chamber, is posted by his Chamber to the organization to which he is being introduced.

The general use of this method of accrediting a member in any part of the world naturally suggested a co-operative plan of unifying the services of Chambers of Commerce throughout the world so that they would be the first place to which the traveler would go to be accredited to the business and banking interests of any community.

When it is remembered that the Chambers of Commerce all over the world are likely to become our greatest ambassadors in the cause of advertising, it becomes certain that the greater and more rapid their co-ordination the more speedy and effective will be their influence for good upon advertising.

National Union of Journalists and Unemployment

THE National Union of Journalists reports that like other organized callings in England it is suffering from serious unemployment. It has about 60 men on its books drawing weekly unemployment pay, and naturally causing a drain upon its funds.

This is due largely to demobilized men not having been reinstated in the offices they left to enter the fighting forces and other national service. This, says the Union, does not reflect credit on some newspapers that stood out for patriotism at any cost when the nation was in danger.

Another grave side to the situation pointed out is the fact that controllers of newspapers have in some instances not merely kept working soldier-journalists out by finding posts for demobilized officers and others who had held official appointments during the war, but by this action have weakened the position of staff men.

At its forthcoming meeting the Executive of the Union will deal with this development. It cannot be expected that the N. U. J. avers, that even journalists—long-suffering individuals in the past—

can take quietly a condition in which after risking life and limb for the country, find themselves without their customary means of existence, through "foreign" introductions to newspaper offices. Without the protection which the Union has already afforded its members in this respect, it is difficult to say how serious the situation confronting trained and legitimate journalists would have been.

Advertising Volume Increases

SEEING that none of the older publications are less prosperous in their advertising bulk than they have been, and that the new issues come out well supported by well-known advertisers, it would seem that the volume of publicity now flowing is on the increase. It is, of course, the fact that the present time is one that always sees an influx of new advertising and an increase of the old, for English advertisers have not yet got into the "All-the-year-round" idea.

Apart from this, there is unquestionably a revival and many births in advertising, the fruit of the famous Government vindication of publicity as a means of "telling the people" being now seen. But, if the chain of new publications grows much longer, it is going to be difficult for some of them to find advertisers unless something is done to create new believers in press publicity—something more than is done at present.

Topeka Marriages

TOPEKA, KAN., Dec. 19.—The marriage of Morris D. Milam, circulation manager of the State Journal, to Miss Grace Emily Crow, is announced. Arthur A. Greene, formerly with the Topeka Herald, and later the Topeka Capital, was married to Miss Gretchen Falke, of Honolulu, H. I., formerly of Topeka. He is now engaged in newspaper work in Honolulu, after work in Portland, Ore.

"America's Foremost Industrial Advertising Agency"

Over a quarter of a million dollars—714,285 lines—of special advertising secured in two and one-half years for one of Boston's leading newspapers.

No Special Editions—all in the regular run of the paper and entirely among non-regular advertisers, many of whom have since become regular advertisers.

The Advertising Director of this newspaper says this of our work—

"I want to take this opportunity to thank you for the wonderful co-operation you have rendered us for the past two and one-half years in our industrial department. I cannot conceive of an industrial department handled more effectively, or in a more clean-cut manner than your own."

Mr. Publisher, if you are publishing a good live daily newspaper in one of the larger cities we can do as well for you. Let us take up the matter of a "Weekly Industrial Review" page with you to run on either of your light days, Monday or Saturday. Our representative will call on request.

John B. Gallagher Company
Home Office
Ninth Floor, Dexter Building
Boston

The
**VITAL
SPOT**
TO START
SOUTHERN
CAMPAIGNS

The
**VITAL
NEWSPAPER**
IS THE

WRITE 
ADVERTISING DIRECTOR

New Orleans
STATES
EVENING SUNDAY

BRITON URGES ANGLO UNDERSTANDING

English Editor Says Friendship Between Great Britain and U. S. Rests With Editors—New News Service Ready

Hannen Swaffer, editor-in-chief of Cross-Atlantic Newspaper Service, has arrived in New York with an object to complete the necessary arrangements for starting the new Great Britain-American service February 1.

Mr. Swaffer addressed the members of the Dutch Street Club at Browne's Chop House last Tuesday night on the



HANNEN SWAFFER

urgent need for a more complete recognition by Britishers of the true qualities of Americans and of a more accurate understanding of British qualities by the citizens of the United States. Among those present were: Ray Long, editor of the Hearst magazines; Rutgers Jewett, of Appleton's; J. O. Cosgrave, Sunday editor of the New York World; Rupert Hughes, the author, and George Mallon, former city editor of the New York Sun.

They were frankly told by the speaker that something has got to be done to counteract the terrible effect of many American films upon the minds of the millions of people in the British Empire. "The films," said Mr. Swaffer, "show Americans in their worst light; they hold you up to ridicule."

Mr. Swaffer, who was 17 years with Lord Northcliffe, and throughout the war edited the Weekly Dispatch, informs the EDITOR & PUBLISHER that on the other side of the Atlantic few editors understand the importance of paying detailed attention to stories, the publication of which in a careless way might lead to a further misunderstanding between the two English-speaking races. He illustrates this by telling of a memorandum sent him by Lord Northcliffe on the eve of his departure for America to take charge of the American mission.

"I am leaving to take over Mr. Balfour's American mission," said Lord Northcliffe, "and it is essential that not one line of criticism of the United States, men, books or anything else, should appear in the Weekly Dispatch. There was a sneering reference to American journalism in one paper, not the Weekly Dispatch, the other day, which, had I been in the United States, as I hope to be next week, and had I been working on the other side, I should have cabled to the pro-German newspapers.

"On my last visit to the United States a comparatively innocuous sentence from the paper above-mentioned was cabled and inserted in a frame in a number of American newspapers.

"Only those who know the attitude of Fenians, pro-Germans and anti-Englishmen in America can realize the minute efforts they make to discover material for anti-British attack."

Lord Northcliffe's genius had discovered what few journalists understood.

"Newspaper men work where opinions are first made," commented Mr. Swaffer, "where all views are first formed, and if newspaper men on both sides of the Atlantic will only be more just, careful not to annoy each other's nation by little silly pinpricks, a more complete understanding between the two countries will be made nearer by many years."

A New Year Baby

AMARILLO, TEX., Dec. 23.—The Daily Tribune, which will begin publication here shortly after January 1, is being founded by a stock company recently formed by Eugene Thompson of Dallas, who had been traveling man for the Southwestern Paper Company for twelve years; R. H. Nichols, well known newspaper man of Vernon, and Ed E. Talmage of Bryan, formerly night editor of the Galveston News. Mr. Thompson will be business manager, Mr. Nichols editor and Mr. Talmage news editor.

To Hear Hearst Suit Monday

The criminal libel action brought by Mrs. William R. Hearst against the New York Times Company, Adolph S. Ochs, publisher, and John H. Paine, night city editor; and the New York Tribune Company, Ogden M. Reid, publisher, and Errol Hart, night city editor, was called for trial December 23 before Judge William H. Wadhams in the Court of General Sessions, but on motion of counsel for the defense an adjournment until Monday was granted.

Charter For Okmulgee Times

OKLAHOMA CITY, Dec. 23.—A charter has been granted to the Times Publishing Company of Okmulgee by the Secretary of State. L. N. Houston, L. H. D. Cook and Sanford C. Cox were the incorporators. The capital is \$60,000. The company will publish the Morning Times, which was formerly published by the Chieftain Publishing Company.

Water Destroys Paper

OKMULGEE, OKLA., Dec. 24.—The plant of the Democrat was damaged by fire of an unknown origin, the main loss suffered being the water damage to paper by water.

The Boss Says:

"Merry Christmas" to all our ad-friends and to all we hope to add as friends. Tell them that we will change our agency discount from 15% to

17%

on all new business received as of January, 1920.

The West Virginian

The Evening Newspaper
Published at Fairmont, W. Va.

Population 25,000 — November
A. B. C. Circulation 5,560.

Represented by Robert E. Ward
New York & Chicago

ANOTHER CARRINGTON MAKES GOOD



EDWARD T. CARRINGTON

UP IN NEW HAVEN, the Carrington Family and Journal-Courier, in the minds of many people, mean one and the same thing. It is one of the rare instances where a family from generation to generation has maintained its connections with a newspaper of long life that has played a prominent part in the affairs of a commonwealth.

Founded in 1766, the Connecticut Journal was early merged with the Daily Herald, the first daily newspaper in the state. The Daily Herald was founded by Thomas Green Woodward in whose employ, first as apprentice, then as printer, was John B. Carrington, the elder, who soon became a partner in the business. From that time until the present there has always been at least one member of the Carrington family connected with the paper now bearing the name Journal-Courier, and each Carrington, in turn, has been required to work his way up from the foot of the ladder.

Edward T. Carrington, the elder, served in almost every position in the business, as did also John B. Carrington, the younger, who is now president of the Carrington Publishing Company which publishes the Journal-Courier.

The business manager and secretary at the present time is Edward T. Carrington the younger, who, in his turn has been no exception to the traditional rule that capability must be proven before responsibility is entrusted. Having attained, in early life, a responsible position and a salary of gratifying size, in a different line of business, he was content to lay these aside and enter the service of the old family newspaper upon the usual plan.

He, in his turn, began at the foot of the ladder and worked his way upward until, in March, 1915, his ability was recognized by placing in his hands, as business manager, the financial destiny of the paper.

Photo-Engravers Upheld

The Appellate Division of the Supreme Court refused December 22 to interfere with the decision of General Sessions Judge Mulqueen in dismissing the indictments obtained by District Attorney Swann against Photo-Engravers Board of Trade for violation of the Donnelly anti-trust law.

Now Exclusively With Condon

BOULDER, COLO., Dec. 23.—Arthur B. Condon, advertising manager of the Daily Camera, has become associated with the Condon Advertising Company, Denver. Mr. Condon has been connected with the Denver firm for practically a year, but has continued his work here.

Keeping Up With The Times

A FACT A WEEK

Stripped of all non-essentials, the Washington newspaper situation in the evening field, is this:

No one paper covers the field. If it did there wouldn't be a second paper.

The Washington Times covers so large a proportion of the field that it cannot be ignored by any advertiser who wants to sell his product in the Washington market.

Washington is a two-paper town and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

The Atlanta Journal
Atlanta, Ga.

**Advertising in
The Journal
Sells the Goods**

**The Journal Covers
Dixie Like the Dew**

EDITOR & PUBLISHER'S Space-Buyers' Chart and Market Survey of the STATE OF MAINE

PAGES 21 TO 29 INCLUSIVE

MAINE HAS LONG BEEN A FAVORITE STATE FOR TRY-OUT ADVERTISING CAMPAIGNS

Three-Quarters of a Million Busy, Prosperous People, Able to Buy the Best of Everything,
Quick to Appreciate Desirable Goods—Industries Contribute Vast Volume
of New Wealth Every Year—Exhaustless Natural Resources

“AS goes Maine, so goes the Union!” That was a popular political axiom for many years, growing out of the fact that Maine holds her elections earlier than other states and their results often indicate with substantial accuracy the verdict to be returned later by the American people on national questions.

The significance of this is plain: Maine affords a reliable measure of Americanism. It is a testing ground of public opinion. What Maine wants, what Maine approves, forty-seven other states are more than likely to want and to approve.

This gives to Maine a special interest as a try-out market for advertised goods. If a product wins in Maine, “so goes the Union!”

Maine is our outpost state in the northeast. It has for neighbors both New Brunswick and Quebec—and no state could ask for more agreeable and friendly ones.

Maine's seacoast is famous for the scenic splendors disclosed every mile of the long way from Kittery Point to Eastport. The state is dotted with lakes, each set in a frame of primeval forest. These, and its beautiful rivers, allure fishermen from every part of the land. A vacation, with rod and reel, spent in matching wits with Maine pickerel and trout (yes! these speckled beauties have wits) is an experience never to be forgotten.

Then there are the great woods,

Daily Newspapers of Maine	
Augusta— Kennebec Journal(M)	Lewiston— Journal(E) Saturday Journal.....(Sat.) Sun(M)
Bangor— Commercial(E) News(M)	Portland— Eastern Argus.....(M) Express and Advertiser.....(E) Telegram (Sunday edition of Express) Press(M) Sunday Press.....(S)
Bath— Times(E)	Waterville— Sentinel(M)
Biddeford— Journal(E) Record(E)	
INDEX TO SPACE BUYERS' CHARTS	
AugustaPage 29	Portland, Part 1.....Page 23
Bangor“ 27	Portland, Part 2.....“ 25
Lewiston-Auburn“ 26	

calling the camper, the hunter, the city-tired folks who follow the forest trails that lead “out of the world!” Is it any wonder that summer visitors spend each year about fifteen millions of dollars in the state? And that those who go vacationing in Maine once almost always go again and again, refusing to believe that any other section could afford the variety of delights found in this land of natural marvels?

Maine has a gross area of 33,040 square miles, 29,895 of which represent land surface. It ranks thirty-

eighth in size among the states. Its population in 1914 was 762,787, placing it thirty-fourth among the states, while in density of population (24.8 inhabitants to the square mile), it stands thirtieth. Its extreme length is 382 miles; its greatest width, 285 miles.

It is an agricultural state of importance, its annual crops being valued at more than forty million dollars, the potato yield alone representing more than a fourth of this great sum. Hay and forage are big items, also.

Maine's urban population is about

51 per cent of the total. The drift to the cities is steady, brought about by the growing manufacturing interests centered in them. In 1914 eight cities had each an estimated population above ten thousand. These were: Auburn, Augusta, Bangor, Biddeford, Lewiston, Portland, Sanford and Waterville. These cities have an aggregate population equal to about one-fourth of the state's total, and they manufacture 34 per cent of the total products of the state.

Maine has 2,770 miles of steam railways and 500 miles of electric. Water transportation is a tremendous factor in the travel and commerce of the state. There are many fine harbors, that of Portland ranking among the best in the world.

The two great rivers—the Kennebec and Penobscot—are navigable as far as Augusta and Bangor, respectively.

Maine's fishery interests are extensive. In the value of the annual haul the state ranks seventh. In lobster fishing the state leads all others.

As a manufacturing state Maine ranks twenty-seventh in value of products and nineteenth in average number of wage earners. In 1914 there were 3,378 manufacturing establishments, employing 90,758 people, the average number of wage earners being 82,149. Salaries and wages totaled in that year \$50,522,961, and \$43-

(Continued on Page 22)



SECTION OF PORTLAND, AS SEEN FROM AEROPLANE



COWAN MILL AND FALLS AT LEWISTON

MARKET SURVEY STATE OF MAINE

(Continued from Page 21)

253,703 represented the payroll for wage earners.

The total value of manufactured products in 1914 was \$200,450,118; and the value added by manufacture was \$82,795,209.

Paper and wood pulp lead all other industries in Maine, with an annual product (in 1914) amounting to \$40,179,744; the amount added by manufacture being \$14,721,777 and the average number of wage earners being 10,033. The value of the product of this one industry represents one-fifth of the total value of the state's manufactured products.

The lumber and timber industry, ranking second in importance, em-



Falls of the Androscoggin at Lewiston

employs 15,452 wage earners; the value of the product in 1914 was \$27,503,121 and the value added by manufacture was \$14,488,786.

The manufacture of boots and shoes ranked third among the industries in 1914, the product being valued at \$23,330,101 and the amount added by manufacture being \$8,206,340. In this industry there were employed 8,986 wage earners.

The fourth industry of the state is the manufacture of cotton goods, employing 13,834 wage earners and having an annual product of \$22,121,711 in 1914.

The fifth industry in importance is the manufacture of woolen and worsted goods, in which 7,998 wage earners were engaged, the value of the 1914 product being \$17,531,470.

The five industries next in importance are: Canning and preserving, foundry and machine shop products, flour mill products, printing and publishing and bakery products.

There were six industries reporting products in 1914 valued at more than \$10,000,000 each and fourteen whose products ranged in value from \$1,000,000 to \$10,000,000.

Wealth in Pulp and Paper

In 1914 the Maine mills manufactured 12.1 per cent of all the paper and wood pulp produced in the United States. At prices prevailing at present the value of this product has at least doubled; so that the figures for 1919 will perhaps be in the neighborhood of \$80,000,000. From these facts it will be seen what a vital part Maine plays in the newsprint situation.

Shipbuilding, including iron, steel and wooden vessels, is an industry of growing importance. The war needs afforded a great impetus toward larger production, and peace time needs serve to sustain the industry. Figures on production have not been forthcoming, as the Census Bureau follows a policy of refusing to disclose the operations of individual concerns—and statistics as to the Maine shipbuilding industry would



Retail Trading Territories of Principal Maine Cities

necessarily violate that policy.

In Maine industries of all classes there are employed 78.3 per cent of male wage earners and 21.7 per cent of women. In but one line, that of clothing, do the women workers outnumber the men. In this they represent 78.9 per cent of the total.

The maximum number of wage earners are employed in September, the minimum in December. The minimum figures represent 88.4 per cent of the maximum, which would indicate a satisfactory condition as to stability of employment. Seasonal industries, such as canning and pre-

serving, account for a major part of the fluctuation in employment.

In 1914 there were 39,681 wage earners whose hours of labor were between 54 and 60 per week; 13,268 worked on the 54-hour week schedule and 5,556 worked 48 hours or less. There has been a marked movement toward lessening the working hours, as shown by the fact that in 1909 there were 41,696 wage earners with a 60-hour week while in 1914 this number had been reduced to 16,345.

Maine's Manufacturing Centers

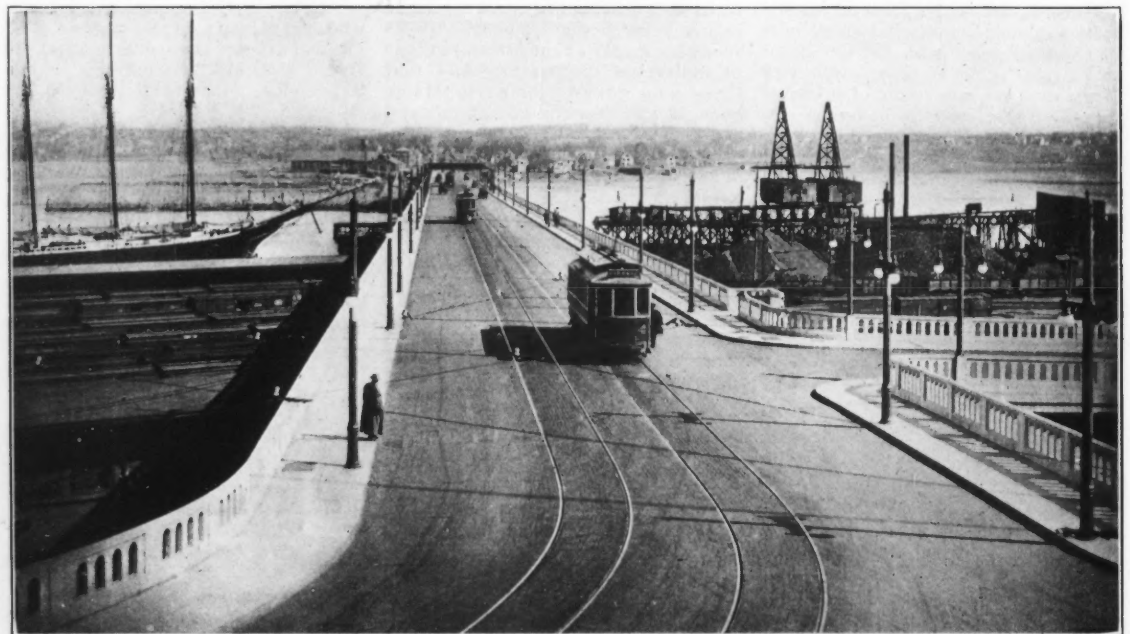
Portland ranked first in 1914 in the value of manufactured products among the Maine cities. The total was \$14,704,879, and 5,197 wage earners were employed. Auburn held second place, with products valued at \$13,839,604; the number of wage earners being 4,811. Auburn leads in the manufacture of boots and shoes, which industry has had a very rapid growth in that city for several years past. Auburn stands fourth among the shoe cities of New England and seventh in the United States. Seventy per cent of all canvas shoes in the world are made here. The city is also important as a manufacturing center in other lines, such as meat products, butter, wooden packing boxes, lumber and bakery products.

Present Values Much Greater

As an evidence of the growth of manufacturing since 1914—the Census Bureau statistics covering that year being the latest official figures available—Auburn now employs 6,000 people in the shoe industry. So great an advance has been made, since 1914, in the value of products that the shoes manufactured in Auburn in 1918, according to unofficial estimates, were worth \$26,000,000, or about twice the total of products of all industries for that city in 1914, as reported by the Census Bureau. One concern, the Turner Center Creamery of Auburn, now does an annual business of \$7,000,000.

It is safe to say that, owing to the great increase in commodity prices since 1914, other lines of industry would now show total values of products approximately double those re-

(Continued on Page 24)



BRIDGE CONNECTING PORTLAND AND SOUTH PORTLAND



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Two Parts.....PART 1

Portland, Me.

Population

1910 Census	58,571
A. B. C.	62,000
A. B. C. City and Suburban.....	182,242
Chamber of Commerce Estimate, City.....	72,000
Chamber of Commerce, City and Suburban.....	97,000

Native Whites	95½%	Industrial Workers	15%
Foreign Born	4½%	English Reading	98%
Negroes	less than 200	Home Owners	5,000
Students	None	Summer Residents.....	65,000

Suburban and Farm Residents

Within a 25-mile radius are Kennebunkport, 2,130; Kennebunk, 3,099; Biddeford, 18,000; Saco, 8,000; Scarborough, 1,945; Cape Elizabeth, 1,857; South Portland, 7,471; Gorham, 2,822; Buxton, 1,675; Dayton, 395; Hollis, 1,284; Lyman, 615; Waterboro, 997; Standish, 1,637; Freeport, 2,460; Yarmouth, 2,358; Cumberland, 1,483; Westbrook, 8,281; Brunswick, 6,621, and other smaller villages.

The shore resorts and lake colonies in the summer bring about 65,000 summer residents to this territory.

There are many prosperous farms and orchards. Also large dairies and thriving mill settlements in this area.

City Classed As

Seaport, fishing center and business heart of one of the nation's greatest summer resort states.

Location

Eastern and Western Divisions, and Worcester, Nashua & Portland Branch of B. & M. R. R. Three divisions of Maine Central and a division of Grand Trunk System.

Cumberland County Power & Light Co.'s trolley lines throughout city and suburban territory. Lewiston-Portland interurban trolley and Brunswick-Portland electric line. Following steamship lines—Eastern S.S., New York-Portland Line, Boston-Portland S.S. Line, Boston-Portland-St. John's, and lines to Boothbay and other points along coast of state.

Banks

Savings	2	Resources.....	\$29,170,000
State Banks and Trust Co.'s.....	5	Resources.....	29,577,514
National	4	Resources.....	24,493,574

Schools

Public Grade	37	Pupils.....	8,473
High	2	Pupils.....	2,161

The trade school is connected with the high. There are two business schools, the Westbrook Seminary with 400 students, and a school for boys and one for girls. In the ten Parochial schools there are about 1,500 pupils.

Theatres

1 stock house, 2 moving picture and vaudeville, 4 moving picture exclusively, 1 tabloid and moving picture. Total seating capacity 10,400, largest seats 2,200.

Churches

Baptist, 7; Catholic, 7; Christian Science, 2; Congregational, 16; Episcopal, 6; Methodist, 16; Universalist, 4; Friends, 2; Lutheran, 3; Presbyterian, 1; Advent Christian, 3; Unitarian, 2, and 15 other religious organizations.

Principal Industries

Art glass work, artificial stone, automobile windshields, auto tops, asphalt and gravel roofing, awnings, billiard tables, foodstuffs, bedding, brooms, boats, boilers, stationery, brick, butter, canned goods, house finishings, carriages, chewing gum, cigars, clothing, confectionery, sewer pipe, electrical appliances, elevators, extracts, fur goods, fish (smoked and salted), furniture, gas engines, glue, hair goods, harness, hats, jewelry, leather, lumber, marine engines, machinery, marine hardware, metal cans, motors, overalls, paints, medicines, paper boxes, printers' machinery, rugs, ships, shoes, surgical appliances, sleighs, silverware, office fittings, stoves, furnaces, structural iron, tents, toilet articles, toys, underwear.

Special Information

Annual volume of imports nearly \$20,000,000. Largest city in Maine and attracts business from distant points.

One of the finest ports on Atlantic coast. 18,645,000 pounds of fish last year from bank fishermen, not including small smacks operating from this port. High wage scale. Small foreign population. 1,800 shipbuilders, 500 in shoe industry, an 1,400 in lumber business.

City has grown to such limits that Chamber of Commerce has started a home building project. Industries on normal basis. Not affected by war work.

NOTE: Sources from which the above figures and facts and those of PART 2 were secured: Col. Frank B. Cummings, Publicity Secretary of Chamber of Commerce; superintendent of schools, bank statements, A. B. C. reports, merchants, and other reliable sources.

Portland Evening Express

*Largest and Most Influential Newspaper in
Maine's Largest City!*

Portland—The Wholesale and Jobbing Center of the State

LEADS IN CIRCULATION

The Evening Express has a larger net paid daily circulation than all other Portland daily papers combined.

LEADS IN ADVERTISING

The Evening Express carries more Local--- Foreign---Classified Advertising by thousands of lines than any other Portland paper.

Best Co-operative Service to Advertisers

"The 'Big Fellow' of Maine Journalism"—H. C. Dare

PORTLAND SUNDAY TELEGRAM

Our Sunday Edition---The Sunday Telegram---Has Largest Maine Sunday Circulation.
[LEADING AUTOMOBILE MEDIUM OF MAINE.]

Foreign Advertising Representative { THE JULIUS MATHEWS SPECIAL AGENCY
Boston New York Chicago



ONE OF THE GREAT CREAMERIES AT AUBURN



"POWER"—ON THE KENNEBEC, AT WATERVILLE

MARKET SURVEY STATE OF MAINE

(Continued from Page 22)

ported in that year. Certainly this would be true of paper and wood pulp. Lewiston, Auburn's big neighboring city, ranked third in the value of manufactured products, these totaling \$10,619,045, and wage earners numbering 6,222—the largest number reported in that year by any Maine city. Thus it will be seen that Lewiston and Auburn combined—and they are essentially one community—lead the cities of the state in the value of products and in the number of wage earners.

Lewiston and Biddeford together reported over 60 per cent of the total cotton goods products of the state in 1914. Lewiston products are varied, including clothing, woolen goods, dyeing and finishing of textiles and flour mill products.

In two cities, Augusta and Bangor, printing and publishing ranked as the leading industry.

In Maine, as throughout the country, the tendency for manufacturing to concentrate in large establishments is seen. In 1914, of the 3,378 establishments in the state, 319 each reported products exceeding \$100,000 in value, the total representing 80.3 per cent of the state's grand total; and these concerns employed 75.3 per cent of the total wage earners of the state.

There were 33 establishments in the state whose annual products were valued at more than \$1,000,000 each.

About 100,000 persons in the state of Maine are engaged in agricultural pursuits. About 640,000 are engaged

in manufacturing, seafaring, professional and commercial lines. Generally speaking there is little

industrial unrest in the state. The city of Portland is the trading center for a great summer popu-

lution drawn to the hundreds of islands of Casco Bay each year. Portland is a city of culture, wealth and

The twin cities of the Androscoggin, Lewiston-Auburn, proudly claim for themselves the title of "The Industrial Heart of Maine." They have every natural advantage as business and industrial centers, and support in comfort and contentment an army of well paid wage earners. These cities, one in interests and in everything except municipal government, are surrounded by farming districts of great richness. There exists between the business men of the twin cities a thorough co-operation in everything tending to promote mutual interests and growth.

Bangor, called "the Queen City of the East," holds a dominating influence over eastern Maine. It is the only city of considerable size in the counties of Aroostook, Penobscot, Washington, Hancock, Waldo and Piscataquis, which had, according to the 1910 census, an aggregate population of 281,699. Bangor is situated in the geographical center of the state, at the head of tide water on the Penobscot. The territory to which it is the key extends all the way to the Canadian border, and includes, besides the rich agricultural sections to the north and east, the great favorable labor conditions are cited as one of the prime reasons for the rapid and steady growth of manufacturing. The second factor of importance may be said to be the abundance of water power available for every industrial center. And for many lines of industry the bountiful supply of raw materials, right at hand, figures largely in the expansion of production.

All visitors to the eastern coast (Continued on Page 28)

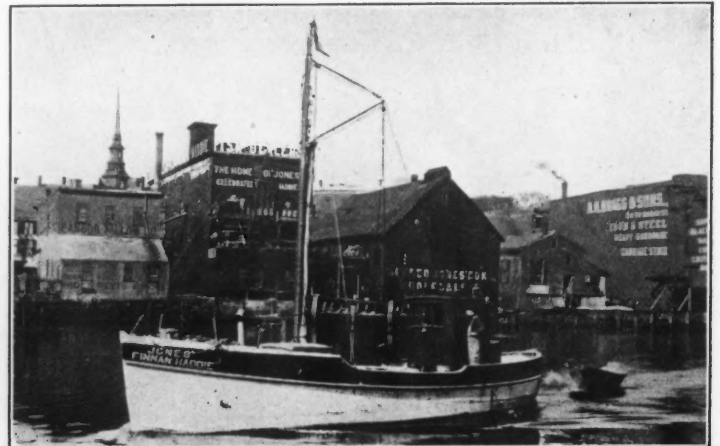
MAINE'S MANUFACTURING INTERESTS

CENSUS OF 1914

INDUSTRY	Number of establishments	Average number of wage earners		Value of products	Value added by manufacture
		Number	Value		
All industries	3,378	82,149	\$200,450,118	\$82,795,209	
Paper and wood pulp.....	38	10,033	40,179,744	14,721,777	
Lumber and timber products.....	952	15,452	27,593,121	14,448,786	
Boots and shoes, including cut stock and findings	59	8,986	23,330,101	8,296,340	
Cotton goods	15	13,834	22,121,711	9,088,742	
Woolen and worsted goods.....	57	7,998	17,531,470	6,708,354	
Canning and preserving.....	194	3,913	10,742,738	3,338,824	
Foundry and machine-shop products.....	189	2,874	5,798,830	3,155,957	
Flour mill and gristmill products.....	148	217	4,425,824	466,644	
Printing and publishing.....	204	1,772	3,716,855	2,506,462	
Bread and other bakery products.....	202	729	2,636,106	1,069,198	
Marble and stone work.....	137	1,833	2,528,845	1,941,709	
Leather, tanned, curried and finished. Wood, turned and carved.....	10	358	2,419,005	358,429	
Clothing, men's including shirts.....	59	1,659	2,208,464	1,241,173	
Cars and general shop construction and repairs by steam-railroad companies	27	1,047	2,173,125	972,521	
.....	13	1,344	2,075,637	1,069,521	
Copper, tin, and sheet iron products..	26	288	1,601,826	710,752	
Fertilizers	8	155	1,583,481	387,994	
Butter	17	90	1,426,448	187,135	
Slaughtering and meat packing.....	26	126	1,370,472	235,730	
Cooperage and wooden goods, not elsewhere specified	74	476	1,022,445	463,761	
Lime	5	369	923,032	366,250	
Carriages and wagons and materials..	129	343	851,288	447,766	
Gas, illuminating and heating.....	17	220	768,854	477,157	
Brick, tile and other clay products...	37	467	740,683	425,056	
Confectionery	40	215	715,486	243,502	
Glucose and starch.....	51	114	628,644	144,005	
Leather goods	36	259	577,160	248,735	
Tobacco manufactures	74	242	473,410	283,607	
Clothing, women's	7	315	471,696	242,251	
Patent medicines and compounds, and druggists' preparations.....	30	113	467,742	266,208	
Stoves and ranges.....	4	214	361,435	250,356	
Boxes and cartons, paper.....	12	288	358,167	190,553	
Mineral and soda waters.....	53	102	327,825	144,353	
Furniture	10	111	275,660	148,709	
All other industries.....	418	5,593	16,032,788	7,546,892	



MERRILL TRUST COMPANY, BANGOR



WHOLESALE HOUSES ON THE PENOBSCOT AT BANGOR

EDITOR & PUBLISHER
SPACE BUYERS CHART

SURVEY IN TWO PARTS.....PART 2

Portland, Me.

Wholesale Houses

Beef	9
Groceries	15
Butter, Eggs and Cheese.....	1
Druggists' Supplies	6
Tobacco	1
Confectionery	1
Fish	6
Hardware	5
Baked Goods	6
Dry Goods	2
Harness	2
Electrical Supplies	5
Millinery	1
Men's Furnishings	2
Coal	5

Supply Portland territory and as far as Portsmouth, Dover, Lewiston and Bath. Some serve more distant points through branch houses.

Retail Section

The principal shopping section is appealing in appearance and the center of fine stores of every description. This section is about two miles long on Congress, Middle, Free and Federal Streets and a small part of eight or ten side streets. In the Woodfords District is a small neighborhood section on Forest Avenue about ¼ mile long. At Morrill's Corner in an industrial section there is another neighborhood section about ¼ mile long. At Deering Center there is a shopping district of several blocks.

Residential Section

Most of the buildings are one and two-family structures. They are well built and plainly indicate a prosperous condition of their owners. There is a shortage of available homes at present due to the rapid growth of the city, and the Chamber of Commerce is launching a housing project for the city that will cost several hundred thousands of dollars. There is no slum section or mill settlements. There are eight or ten modern apartment houses. At the nearby beaches are hundreds of fine cottages, spacious estates and impressive mansions. Elaborate hotels house thousands of regular summer residents.

Trading Area

Because Portland is the largest city in the state, it naturally attracts trade from an unusually large area. All the year around business comes from as far south as Kennebunk and during the summer months while the beaches are full of activity and tourists are motoring through the state, Portland gets trade from points as far distant as Long Beach and York Harbor. Biddeford, Saco and Sanford are prosperous towns that contribute much to Portland's retail trade. Going north the trading area extends along the state line and because of good train service the boundaries can be extended into New Hampshire as far as Berlin and Gorham. To the north, Rumford marks the trading area limits and from this point to Lewiston business is shared with the latter city. Although Portland stores attract no small amount of trade from Lewiston and Auburn, due to a fine electric service. Lewiston also shares some of the business between there and Brunswick, which marks the eastern limits of the Portland area. Within these boundaries are numerous large villages and thriving manufacturing communities, which contribute thousands of dollars to Portland business. Portland newspapers circulate throughout the area and in some instances far beyond this territory, thus carrying the national advertiser's message to localities where there are no local publications but often a thriving trading center for farmers and industrial workers. There are many dairy farms, produce farms and apple orchards in this section. The many lakes and shore resorts attract thousands of summer visitors, who make Portland their trading center for luxuries and necessities.

Retail Outlet for Nationally Advertised Product

Automobile (Passenger) Agencies... 36	Delicatessen	4	Garages	13	Millinery	43	
Automobile (Truck) Agencies..... 25	Dressmakers	133	Grocers	218	Opticians	19	
Automobile (Tire) Agencies..... 43	Druggists	54	Hardware	16	Photographers	22	
Automobile (Parts) Agencies..... 37	Dry Goods	25	Hats and Caps.....	8	Pianos	11	
Bakers	44	Department Stores	5	Jewelers	27	Plumbers	43
Cigar Stores	51	Electrical Supplies	6	Ladies' Tailors	3	Restaurants and lunch rooms.....	93
Cloaks and Suits	5	Florists	20	Meat Markets	44	Shoe Dealers	31
Clothiers	55	Furniture	23	Men's Furnishings	6	Sporting Goods	4
Confectioners	34	Furriers	5	Merchant Tailors	26	Stationers	9

Morning Newspapers

Portland Daily Press
Eastern Argus

Evening Newspapers

Express and Advertiser

Sunday Newspapers

Sunday Telegram
(Sunday edition of
Express and Advertiser)
Sunday Press and Times

Weeklies

Maine State Press
Turf, Farm and Home

**PORTLAND
MAINE**

City population, 62,000

Trading territory (30-mile radius) 182,242

Financial and trade center of Maine

The Portland Daily Press

Circulation 14,000

A. B. C. MEMBER

Line Rate, 3c Flat

If your plans call for only one newspaper in Portland, give consideration to the following facts:

The Portland PRESS has the largest A. B. C. Morning circulation in Maine.

The Portland PRESS is the second largest A. B. C. paper in Maine.

The City of Portland is rich in itself and controls wide jobbing trade. It is impossible to do justice to this territory without the use of the Portland Daily PRESS, founded over half a century ago in 1862.

E. Katz Special Advertising Agency

ESTABLISHED 1888

New York

Chicago

Publishers' Representatives

Kansas City

San Francisco



EDITOR & PUBLISHER

SPACE BUYERS CHART



Lewiston and
Auburn Me.
"The Twin Cities"

Population		City Classed as
1910 Census	{ Lewiston 26,247 Auburn 15,964	
A. B. C., City	45,900	
A. B. C., City and Suburban	119,206	
Chamber of Commerce	{ Lewiston... 32,600 Estimate, City { Auburn... 18,000	
Chamber of Commerce, Cities and Suburban	65,000	

Native Whites	80%	Industrial Workers	30%
Foreign Born	20%	English Reading	85%
Negroes	Less than 100	Home Owners	8,500
Students	600	Summer Residents	150

(About 33 1/2% of entire population is of French parentage.)
The cities of Lewiston and Auburn are so closely connected (separated only by a narrow river), that they are combined in this survey.

Banks	
Savings	4 Resources \$11,805,030
Trust Co's.	2 Resources 7,814,093
National	3 Resources 9,277,892

Schools	
Public Grade	16 Pupils 1,942
High	1 Pupils 388
Manual Training	1 Pupils 175

Seven parochial schools with about 2,500 pupils. Two private schools, 2 business schools and Bates College, with about 600 students.

Location
Main line and Rumford Falls Division of Maine Central R. R. Terminal of Grand Trunk Line.
Trolleys: Portland-Lewiston Interurban and Androscoggin & Kennebec Street Railway to Bath, Augusta and Waterville. Also to Mechanic Falls.

Principal Industries
Cotton and woolen goods, bleaching and dyeing, shoes, food stuffs, confectionery, bobbins, steam boilers, wood and paper boxes, brooms, brushes, etc., canned corn, cigars, shirting, dairy products, feldspar, office furniture, fishing rods, harness, lumber, machinery casting, moccasins, monuments, medicines, shoe lasts, shoe patterns, shoe shanks, sleds, carbonated beverages, tanks, towers, leather belting, skewers, carriages, sleighs, cement linings, metal work, bags, lawns, sateens, muslins, shirtings, overalls, shirtwaists, bath robe material, dress goods, cotton warp.

Special Information
Eight large cotton and woolen mills in Lewiston; seven large shoe factories in Auburn. Total employees more than 15,000. Annual payroll nearly \$11,000,000. Seventy per cent of all canvas shoes in the world made in Auburn. Cities growing steadily. Fine water power. Remarkable growth of savings bank deposits. Strategic railroad and trolley center of Maine. Home of Bates Street shirts, and branch of Manhattan Shirt Co.

Suburban and Farm Residents
Within ten-mile radius Durham, 1,625; Green, 1,000; Lisbon, 5,200; Mechanic Falls, 1,800; Minot, 850; Poland, 1,500; Turner, 1,800. Numerous farms and fine apple orchards; sweet corn raised in great quantities. Many big dairy farms shipping to Boston and other distant points.

Wholesalers
Meats 6
Bakery 1
Shoes 1
Tobacco 6
Confectionery 4
Flour 4
Furs 1
Grocers 3
Jewelry 1

Retail Section
Principal shopping center about 1 1/2 miles on Lisbon, Main, Lincoln and Ash Streets in Lewiston. About 1 mile on Court and Main Streets in Auburn. Also French section in New Auburn about mile from center.

Residential Features
One and two-family houses mostly; a few three to six-family structures. Housing project started by city of Auburn.

Supply all Lewiston-Auburn trading area. Portland wholesalers do business here through branch offices.

Theatres
Four theatres with a total of 5,200 seats.

Churches
Lewiston has 14 churches. Auburn and suburbs, 19.

Retail Outlets for Nationally Advertised Products (Lewiston and Auburn Combined)

Auto (Passenger) 10	Delicatessen 2	Garages 10	Millinery 26
Auto (Truck) 6	Dressmakers 72	Grocers 107	Opticians 7
Auto (Tires) 7	Druggists 22	Hardware 12	Photographers 8
Auto (Parts) 8	Dry Goods 24	Hats and Caps 13	Pianos 7
Bakers 16	Department Stores ... 4	Jewelers 18	Plumbers 18
Cigar Stores 20	Electrical Supplies ... 4	Ladies' Tailors 8	Restaurants 32
Cloaks and Suits 9	Florists 3	Meat Markets 63	Shoe Dealers 29
Clothiers 25	Furniture 11	Men's Furnishings ... 24	Sporting Goods 10
Confectioners 54	Furriers 3	Merchant Tailors ... 21	Stationers 8

Trading Area
Because of its location and good trolley and train connections Lewiston and Auburn are the trading centers of a wide area of towns and rich farms.
To the southwest the area extends to Gray and Dry Mills. To the west Oxford, Harrison and Sweden mark the boundaries. On the northwest the area extends to North Bethel and Rumford. To the north Sawyers and Chisholm mark the limits, and to the northeast Marancook and Winthrop.
On the southeast Shilob and Lisbon Falls.

NOTE: Sources from which figures and facts were secured, Roy F. Leach, Secretary Lewiston Chamber of Commerce, latest A. B. C. reports, bank statements, board of education, merchants and other reliable sources.

Newspapers
Lewiston Evening Journal
Lewiston Saturday Journal
Le Messenger (French)
Lewiston Daily Sun (Morning)

Maine's Leading Newspapers

AUBURN

LEWISTON EVENING SATURDAY JOURNAL

LEWISTON

LEWISTON EVENING JOURNAL, established in 1861, covers intensely the twin cities of Lewiston and Auburn with a population of over 50,000, and the many surrounding cities and towns representing Central Maine.

The LEWISTON SATURDAY JOURNAL or Weekly Feature Edition, founded in 1847, is the only Maine newspaper with an all Maine circulation and goes into the best homes of the entire State. It is especially valuable in experimental advertising campaigns as it blankets such a wide territorial area in one of our largest States at a total advertising appropriation that is comparatively small.

EACH ONE OF THESE QUALITY NEWSPAPERS

has a home carrier circulation within city limits of Lewiston and Auburn amounting to **MORE THAN DOUBLE THAT OF** any other newspaper in this field. The out of town home carrier circulations of both newspapers are

THE LARGEST OF ANY NEWSPAPER OF THIS FIELD

Net paid circulation gain of Lewiston Evening Journal during October and November, is over 500, and net paid gain of Lewiston Saturday Journal, over 600.



EDITOR & PUBLISHER

SPACE BUYERS CHART



Bangor, Me.

(and Brewer)

Population		City	
1910 Census	24,803	Classed as	
Chamber of Commerce		Manufacturing and financial and jobbing center for prosperous Eastern and North-eastern Maine.	
Present Estimate—			
Bangor	29,764		
Brewer	6,000		
Chamber of Commerce, City and Suburban	55,000		
Native Whites	88%	English Reading	95%
Foreign Born	12%	Industrial Workers	25%
Negroes	Less than 300	Home Owners	2,800
Students	1,250	Summer Residents	Few

Banks		Resources	
Savings—		Bangor	\$9,226,412
Bangor	2	Brewer	467,000
Trust (Bangor)	2	National (Bangor)	15,401,259
National (Bangor)	2		8,531,091

Schools		Pupils	
Public Grade	28		3,700
High	1		1,112

At Orono is the University of Maine, with 1,200 students, and in the city is located Bangor Theological Seminary with 50. There are also three business schools.

Theatres		Churches	
One motion picture, vaudeville and road shows; three motion picture exclusively. Total seats 4,123; largest, 1,216 seats.		Bangor—3 Baptist, 2 Catholic, 5 Congregational, 3 Methodist and 14 others.	
		Brewer—1 Baptist, 2 Methodist, 1 Catholic, 2 Congregational.	

Location
At head of navigation on Penobscot River. Eastern Steamship line to Boston and Bay points. On main line Maine Central R. R. Terminal for Washington County division. Terminal Bar Harbor division and Bucksport Branch. Terminal Bangor-Aroostook R. R. Suburban trolley to Old Town, Charleston, Hampden and South Brewer.

Principal Industries
Wooden ships, furs, tanning, tile, ship timber, motor boats, dories, etc., foodstuff, office stationery, dairy products, brick, caskets, cant dogs, building materials, garden seats, cigars, confectionery, fertilizer, fishing rods, dental supplies, castings, carriages, fish canning and packing, harness, jewelry, lumber, ice cream, mill supplies, printing, trunks, bags, etc., soda, sails and awnings, steel tapes, spools, couch hammocks, skirts, spring mattresses, stores, furnaces, stoneware, plumbing supplies, pulp mill machinery, paper boxes, paper, meat products, moccasins, monuments.

Special Information
Yearly products valued at more than \$20,000,000. Annual music festival draws people from all eastern Maine.
Bangor Agricultural Fair an annual event.
Average weekly wage, \$20 unskilled; \$35 skilled.
City on normal business basis. Trading center of northern Maine lumber district, where industry is valued at many millions of dollars. Great Northern mills own more than 10,000,000 acres of timber land not far distant. Annual potato crop of Aroostook County greatest in the U. S. A. Bangor the outlet for this area and also the supply and banking center for this rich territory. Thousands of tourists and hunters stop here annually.

Suburban and Farm Residents
Within ten miles are Orono, 4,000; Old Town, 6,000; Carmel, 1,000; Hampden, 3,000; Winterport, 2,000, and other smaller villages. Each a mill town or center of rich farming community. Large dairies ship to Boston. Rich apple and corn belt nearby and millions of acres of timber land and potato fields to the north and east. A stopping place for thousands of tourists and hunters, who spend great sums each year for supplies and luxuries.

Wholesalers		Retail Section	
Bangor is the wholesale and jobbing center of a large territory. Therefore exceeds in number of wholesalers in any larger cities.		Principal shopping center one mile long on Main, Central, State, Columbia and Hammond streets. A few small stores in outlying districts. Brewer has a small shopping center.	
Boots and shoes	3	Residential Features	
Clothing	2	Bangor is a fine residential city. Second wealthiest city in United States per capita.	
Confectionery	9	Mostly one and two-family houses. No mill settlements. No tenement district. Many rich home owners.	
Druggists	1		
Dry goods	2		
Fancy goods	2		
Meats	8		
Fish	1		
Fruits	6		
Grocers	8		
Hosiery	1		
Gloves	1		
Salt	3		
Stationery	1		
Tea and coffee	5		
Tobacco	4		

Retail Outlets for Nationally Advertised Product (Bangor and Brewer)

Auto (Passenger)	25	Dressmakers	47	Grocers	86	Opticians	4
Auto (Truck)	15	Druggists	21	Hardware	8	Photographers	5
Automobile (Tire)	20	Dry goods	11	Hats and caps	7	Pianos	10
Auto (Parts)	14	Department stores	2	Jewelers	13	Plumbers	12
Bakers	13	Electrical supplies	4	Ladies' tailors	2	Restaurants and lunch rooms	15
Cigar stores	30	Florists	7	Meat markets	41	Shoe dealers	18
Cloaks and suits	12	Furniture	7	Men's furnishings	13	Sporting goods	8
Clothiers	31	Furriers	6	Merchant tailors	9	Stationers	10
Confectioners	26	Garages	19	Millinery	15		

Trading Area
Bangor is the largest city in Eastern Maine. Trade is drawn from points where it is necessary to take an early train to Bangor and return home late in the evening. Summer business with tourists at shore resorts is large. On the east as far distant as Machias; on the south all coast towns including Bar Harbor and numerous beaches; on the west East Troy, Detroit, Newport; on the northwest Webster, Greenville, and towns along direct railroad route to Bangor; on the northeast Houlton marks the limits of trade possibilities.

NOTE: Sources from which figures and facts were secured: Wilfrid A. Hennessy, secretary Chamber of Commerce, bank statements, board of education, merchants, theatres, railroads and other sources.

Newspapers
Bangor Commercial
Weekly Commercial
Farmer and Villager
Bangor Daily News

A Very Promising Field Covered Thoroughly by a Strong Paper at a Low Cost Is Offered Advertisers by the

Bangor Commercial

The Best in its Field and One of the Strongest in MAINE
Average Net Paid, 14,426, for Six Months Ending Sept. 30, 1919,
Minimum Rate, 2 1/2c per line

THE BANGOR COMMERCIAL—Daily and Weekly—covers thoroughly a territory comprising five large counties, having a population of 258,316 and an area of 17,134 square miles. Only Evening Paper in this field and only one other daily here. The circulation of the DAILY COMMERCIAL, combined with that of the Weekly edition, makes

The Strongest Advertising Influence in the State

A Very Promising Field

The City of BANGOR is the wholesale distributing center, the financial and commercial center, and trading center of the five large counties on the eastern and northern end of the State of Maine. Six lines of railroads center here, besides it has three trolley lines to important suburban towns, and steamboat connection with Boston and river and coast towns.
The FIVE COUNTIES referred to are, Penobscot, Piscataquis, Washington, Hancock and Aroostook. The combined area of these five counties is 17,134 square miles, or about three-fifths of the area of the whole state, and the population at the time of the last census was 258,316. The area of Maine is 29,895 square miles.

The enormous AGRICULTURAL products of this field are typified by the farm products of Aroostook County, which for one thing produces and markets outside of the state 20,000,000 bushels of potatoes every year; this represents \$20,000,000 received annually from the Aroostook County potato crops alone. Besides this there are the other large farm products.
MANUFACTURING is also general throughout these five counties. The official reports show that in these five counties 21,814 men and 5,143 women are employed in various manufacturing industries. The lumber mills in these five counties number 293, employing in the mills alone 7,123 men. The pulp and paper mills in these five counties, eleven in number, employ 3,057 men. Ten of these large paper mills are

within a short distance of Bangor. The pulp and paper industry is one of the most important, if not the most important industry, in the State. Eleven thousand men are employed in the mills and the best situated university in the United States—the University of Maine at Orono—for instruction in the art of pulp and paper making is located about eight miles from Bangor, and has over 1,000 students.
Maine has about 10,000,000 acres of forest lands; the annual cut is estimated at 1,000,000,000 feet. The amount of standing timber in Eastern and Northern Maine is estimated at 31,874,112,980 feet, or more than four-fifths of the total in the whole state, showing the much greater natural resources of this part of the state as compared with the other sections of the state.

The Commercial—Bangor's Only Evening Daily—A 3c Paper
Largest city and suburban circulation.
Largest circulation in important railroad towns and accessible territory.

MARKET SURVEY STATE OF MAINE

(Continued from Page 24)

towns of Maine are impressed by the magnitude of the sardine packing industry, which yields an annual value exceeding \$6,000,000. This wealth has its source in the sea, and the supply is unlimited.

Portland, Maine's chief city, is famous for its picturesque location and for its wonderful harbor. It has a very large foreign and coastwise trade, with many lines of steamers for West Indian and European ports. It is a city of commercial as well as

woods country, mecca of hunters, fishermen and adventure-seeking tourists.

This great forest domain contains billions of feet of standing timber, being the source of wood supply for such great newsprint concerns as the Great Northern Paper Company, the Howland Pulp and Paper Company and many others, including the mills of the International at Orono.

Bangor is headquarters for the great lumber companies and its wholesale houses furnish supplies for the camps, employing as high as 10,000 men in season. Five hundred traveling salesmen are employed by Bangor concerns.

Aroostook County, the home of the Maine potato, is as large in area as

the state of Massachusetts. The potato crop of this county is worth about \$20,000,000 a year. Farms have quadrupled in value within a few years. The farmers here are rich, many of them living in homes which would do credit to the best residential sections of cities. They own honest-to-goodness cars, and enjoy every luxury to be bought with money. The assessed value of automobiles in the county in 1918 was \$1,428,653.

Yet only one-fourth of Aroostook county has been cleared of timber. It is estimated that there are 12,450,000 feet of spruce, spruce pulp, fir, fir pulp, pine, hemlock and hardwood standing in the county. The annual growth is estimated at about 5 per cent. The annual cut is much less.

Maine Milkmen May Advertise

BANGOR, ME., Dec. 20.—A campaign of advertising to set forth the value of milk as food was advocated by L. C. Holston of Cornish, Me., in his address as president of the Maine Dairymen's Association at the recent annual meeting of that organization held here. He said he believed in advertising this great product, which, he said, is the best and cheapest food on the market today.

Another Big Job for Fahey

WORCESTER, MASS., Dec. 19.—John H. Fahey, publisher of the Worcester Post, has been appointed chairman of the Massachusetts state campaign of the National Budget Committee to secure the adoption of a national budget system.

Population

1910 Census	9,396
Chamber of Commerce Estimate, City	15,000
Chamber of Commerce Estimate, City and Suburban	36,000
Native Whites	82%
Foreign Born	18%
Negroes	Less than 25
Students	None
Banks	4
Schools	15
Bowdoin College at Brunswick	400
Theatres	2
Churches	13

Classed As

Industrial and Summer Resort

English Reading	90%
Industrial Workers	35%
Home Owners	2,500
Summer Residents	2,000
Resources	\$13,845,100
Pupils	3,400
Seats	2,000

EDITOR & PUBLISHER SPACE BUYERS CHART

Location

Rockland Division of Maine Central R. R., Atlantic Highway Auto Route, Androscroggin & Kennebeck Trolley to Portland, Lewiston and Augusta. Eastern Steamship to Boston and Boothbay Harbor. Boat Line on Kennebeck River and to beaches on coast.

Principal Industries

Steel ships and wooden ships (tankers, battleships, barges, sailing vessels, etc.), shipping accessories.

Special Information

Six thousand industrial workers (ships principally). Now on normal basis. Big demand for labor.

Suburban and Farm Residents

In ten-mile radius Bodenham, 1,400; Georgetown, 600; Phipsburg, 1,100; Richmond, 1,900; Topsham, 2,000; Brunswick, 6,700; Wiscasset, 1,300, and other villages.

Wholesale Houses

Meat 1
Groceries 1
Portland wholesalers maintain excellent service in this territory.

Retail Section

Front and Center Streets, 1/2 mile.

Residential Features
Mostly 1-family houses. Two Government housing projects totaling 140 buildings.

Bath, Me.

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies	12
Auto (Truck) Agencies	5
Auto (Tire) Agencies	12
Auto (Parts) Agencies	5
Bakers	7
Cigar Stores	12
Cloaks and Suits	2
Clothiers	10
Confectioners	10
Deliicatessen	0
Dressmakers	13
Druggists	7
Dry Goods	5
Department Stores	2
Electrical	3
Florists	1
Furniture	5
Furriers	2
Garages	6
Grocers	32
Hardware	3
Hats and Caps	5
Jewelry	4
Ladies' Tailors	2
Meat Markets	12
Men's Furnishings	6
Merchant Tailors	5
Millinery	7
Opticians	2
Photographers	1
Pianos	1
Plumbers	6
Restaurants	22
Shoe Dealers	6
Sporting Goods	3
Stationers	2

Trading Area

North to Richmond, northeast to New Castle and Damariscotta Mills, east to Edgcomb, southeast to Boothbay and south to Small Point, Bay Point and other shore resorts; west to Brunswick and Topsham.

Newspapers

Bath Daily Times (Evg.)
Bath Independent (Wkly.)

NOTE: Data received from L. D. Fuller, secretary Bath Chamber of Commerce.

Population

1919 Census	17,079
Business Men's Association Estimate, City	22,000
Business Men's Association Estimate, City and Suburban	45,000
Native Whites	66 1/2%
Foreign Born	33 1/2%
Negroes	Less than 10
Students	None
Banks (Including those of Saco)	8
Schools (Also 4 Parochial Schools with 2,000 Pupils)	15
Theatres	3
Churches	14

Classed As

Manufacturing city and business center of several nearby shore resorts.

English Reading	85%
Industrial Workers	40%
Home Owners	3,800
Summer Residents	25,900
Resources	\$11,871,609
Pupils	1,730
Seats	3,000

EDITOR & PUBLISHER SPACE BUYERS CHART

Location

Eastern and Western Divisions of B. & M. R. R. Atlantic Shore Line Electric and Biddeford-Saco Ry. Lines. Saco River navigable to Biddeford.

Principal Industries

Lumber, cotton cloth, cotton mill machinery, carbonated beverages, matches, ginghams, loom harness, shoes, wood boxes, snow shovels, rawhide pickers, shirtwaists, cotton mill supplies.

Special Information

One of the largest cotton mills in America. Average wage, unskilled \$22.50; skilled \$35 week.

Suburban and Farm Residents

Within a radius of ten miles, Sanford, 9,000; Saco, 6,583; Kennebunkport, 2,130; Waterboro, 997, and many popular beaches where hundreds own cottages and mammoth hotels accommodate thousands of tourists

Wholesale Houses

Beef 3
Confectionery 2
Flour 1

Retail Section

Alfred, Washington, Elm and Main Streets 1/2 mile.

Residential Features
Most of houses are 1 and 2-family structures. A few 3 to 6-family apartments.

Biddeford, Me

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies	8
Auto (Truck) Agencies	5
Auto (Tires) Agencies	7
Auto (Parts) Agencies	6
Bakers	8
Cigar Stores	11
Cloaks and Suits	2
Clothiers	12
Confectioners	29
Deliicatessen	0
Dress Makers	23
Druggists	10
Dry Goods	13
Department Stores	4
Electrical Supplies	3
Florists	12
Furniture	12
Furriers	1
Garages	6
Grocers	51
Hardware	5
Hats and Caps	10
Jewelers	5
Ladies' Tailors	5
Men's Furnishings	11
Merchant Tailors	8
Milliners	13
Opticians	3
Photographers	5
Pianos	3
Plumbers	9
Restaurants	12
Shoe Dealers	14
Sporting Goods	3
Stationers	4

Trading Area

South to Ogunquit, southwest to North Berwick. West to Sanford, northwest to North Limington, north to Westrook and east to Old Orchard and other popular beaches.

Newspapers

Journal (evening)
Record (evening)

Population

1910 Census, Waterville and Winslow	12,300
Chamber of Commerce Estimate (Waterville and Winslow)	15,000
Chamber of Commerce, City and Suburban	45,000
Native Whites	85%
Foreign Born	15%
Negroes	Less than 50
Students	60
Banks	4
Schools Colby College	10 1 business school
Theatres	4
Churches	14

Classed As

Industrial and educational center

English Reading	95%
Industrial Workers	33 1/2%
Home Owners	1,800
Summer Residents	Few
Resources	\$8,895,161
Pupils	2,100
Seats	1,150

EDITOR & PUBLISHER SPACE BUYERS CHART

Location

Main line of Maine Central R. R. between Portland and Bangor. Also Skowhegan and Somerset branches. Trolleys to Augusta, Lewiston, Oakland and Fairfield.

Principal Industries

Cotton goods, woolen goods, tractors, iron foundry, potato assorter, M. C. R. R. car shops, pulp mill, pie plates, brick, canoes, grist mills, shirts.

Special Information

Fine labor conditions and excellent water power is attracting new industries. Largest manila paper mill in the country. Wage scale \$20 unskilled, \$35.50 skilled.

Suburban and Farm Residents

Oakland, Alhion, China, Vassalboro, Winthrop, Fairfield, Pittsfield, Benton, Madison, Skowhegan and other villages of 500 to 1,500 within a few miles.

Wholesale Houses

Beef 2
Tobacco 1

Retail Section

Principal section 3/4 mile on Main, Silver, Temple and Common Streets. Neighborhood section in Winslow and small section in French quarter.

Residential Features
Mostly 1 and 2-family

Waterville, Me.

and Village of Winslow

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies	15
Auto (Truck) Agencies	6
Auto (Tires) Agencies	20
Auto (Parts) Agencies	8
Bakers	4
Cigar Stores	13
Cloaks and Suits	5
Clothiers	13
Confectioners	14
Deliicatessen	0
Dress Makers	23
Druggists	10
Dry Goods	10
Department Stores	1
Electrical Supplies	1
Florists	3
Furniture	6
Furriers	2
Garages	7
Grocers	39
Hardware	2
Hats and Caps	4
Jewelers	9
Ladies' Tailors	2
Meat Markets	14
Men's Furnishings	17
Merchant Tailors	6
Milliners	8
Opticians	4
Photographers	7
Pianos	2
Plumbers	6
Restaurants	13
Shoe Dealers	17
Sporting Goods	3
Stationers	4

Trading Area

South to Sidney, east to Brooks, Jackson and Dixmont; north to Pittsfield and Skowhegan; west to Rome and North Belgrade.

Newspapers

Waterville Sentinel (A. M. Daily)
Colby Echo.

NOTE: Facts secured from banks, schools and B. A. Ahrens, Manager Chamber of Commerce.



EDITOR & PUBLISHER

SPACE BUYERS CHART



Augusta, Me.

Population		City
1910 Census	13,860	Classed
Present Estimate, City	15,000	as
Present Estimate, City and Sub-urban	18,000	Industrial
Native Whites 66% Foreign Born 33% Negroes Less than 2% Students None		
Banks		English Reading 82% Industrial Workers 30% Home Owners 2,500 Summer Residents Few
Savings	2	Resources \$9,016,117
Trust Co.'s	2	Resources 10,737,140
National	1	Resources 4,000,000
Schools		
Public Grade	7	Pupils 1,382
High	1	Pupils 463
Rural Grade	11	Pupils 197
Two Parochial with 519 pupils and one business school.		
Theatres		Churches
1 motion picture exclusively and 1 motion picture and stock. Total seats 1,850.		2 Baptist, 2 Catholic, 2 Episcopal, 1 Methodist, 1 Universalist, 1 Unitarian, 1 Congregational and 2 other denominations.

Location
On main line of Maine Central Railroad. Androscoggin and Kennebec Street Railway to Lewiston, Waterville and branches to Winthrop and Togus.

Principal Industries
Lumber, medicines, paper, magazine printing, steel chains, ship supplies, forging, boots and shoes, cotton goods, doors, sash, blinds and house finishings, silk shirt factory.

Special Information
Fine waterpower attracts industries and new plants are negotiating to locate at Augusta. There is no labor trouble here and the city has not been affected by any unnatural war boom.
Large dairies nearby ship to Boston and other distant centres.
Average weekly wage scale is \$22.50 for unskilled labor and \$35 for skilled labor. Magazine publishing houses employ large numbers at regular scale of wages for printers, pressmen and other associate branches of the printing industry.

Suburban and Farm Residents
Within ten mile radius are Hallowell, 3,000; Winthrop, 1,500; Gardiner, 5,000; Togus, 2,500 (Government property where is located National Soldiers' Home); Sidney, 500, and several smaller towns and villages.
Many produce farms and large dairies are in the immediate vicinity.

Wholesalers
Beef 3
Grocers 2

Supply immediate territory. Portland and Lewiston wholesalers also ship to this area. Excellent express, freight and motor car service render fine distribution for all nationally advertised products. Increase in foreign advertising in local paper indicates sales possibilities in this field.

Retail Section
Shopping territory is centered entirely on Water and Cony Streets for a distance of about one mile.

Residential Features
Mostly all one and two-family houses. A large percentage of the inhabitants own their own homes. Many are very attractive buildings.

Retail Outlets for Nationally Advertised Products

Auto (Passenger) 16	Delicatessen 0	Garages 7
Auto (Truck) 5	Dressmakers 14	Grocers 37
Auto (Tire) 25	Druggists 11	Hardware 4
Auto (Parts) 7	Dry goods 7	Hats and caps 4
Bakers 5	Department stores .. 1	Jewelers 5
Cigar stores 4	Electrical supplies ... 2	Meat markets 18
Cloaks and suits 2	Florists 4	Men's furnishings ... 8
Clothiers 12	Furniture 4	Merchant tailors 8
Confectioners 11	Furriers 2	Millinery 7
		Opticians 8
		Photographers 2
		Pianos 3
		Plumbers 5
		Restaurants and lunch rooms 8
		Shoe dealers 13
		Sporting goods 3
		Stationers 2

Trading Area
On the south Augusta trading area extends to Bowdoinham and South Dresden. On the east the area extends to South Liberty and Montville. On the north business is attracted from Skowhegan and to the northwest the area reaches Farmington. Some business comes from Waterville on the northeast, but this city has an area of its own also. To the west Augusta trading territory extends beyond Winthrop, Maranacook and North Wayne.

NOTE: Sources from which figures and facts were secured: G. A. F. Tiffin, Deputy City Clerk, bank statements, school board, tax assessors and other reliable sources. | **Newspaper**—Kennebec-Journal (Morn.-Daily)

Get Into the Heart of Maine With Our Vigorous Circulation

The Journal taps every live artery of business activity in Central Maine with a vigorous outstanding paper that would do credit to a city of 50,000.

In Augusta, Hallowell and Gardiner the Journal is the only daily medium of common thought and is the recognized leader at all other points within our territory of a hundred thousand population.

Since 1825 the Journal has been visiting the principal homes in Central Maine. Think of it, ninety-four years of steady, upward growth! Each year hundreds of new friends join its circle of readers and each year sees its sphere of influence expand.

Merit---that's the word. No institution could survive the vicissitudes of nearly a century unless it willingly responded to the public trust committed to it. Thus, by painstaking honesty, the highest regard for the public welfare and an indomitable energy to be first and foremost in every worthy

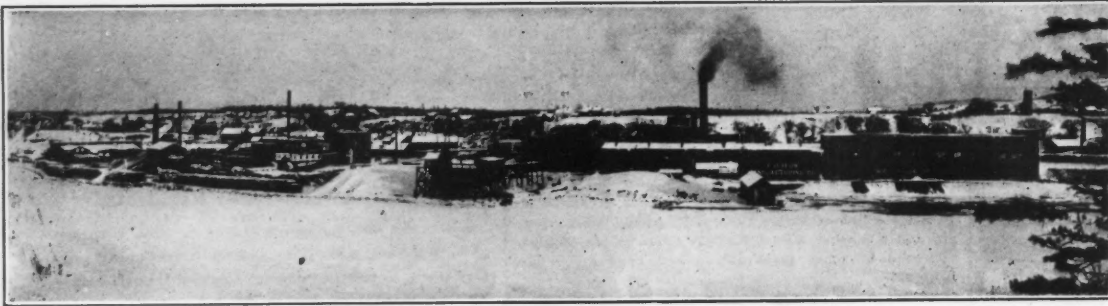
measure, the Journal has and holds the universal respect of its readers. Its news is considered authority, its editorial utterances are highly respected and its advertising columns known to present only worthy merchandise or services.

In spite of adverse publishing conditions, the Journal is printing a better and stronger paper than ever before. It is surpassed by no other paper in the State in standing with its readers.

These are facts not measured by a rate card but worth dollars to every advertiser.

DAILY KENNEBEC JOURNAL

Augusta, Maine



Eastern Manufacturing Company, South Brewer, Maine—This concern employs 2,500 people and produces annually about 40,000 tons of sulphite pulp and 25,000 tons of high-grade writing paper, all of which adds to the buying power of Maine.

GLOBE-DEMOCRAT'S HERITAGE

(Continued from Page 11)

of the people there were but who had associations in some other city or town in the United States.

They were, therefore, concerned to get news from every section of the country as well as from the local field in St. Louis. Besides, he figured, by making the St. Louis Globe-Democrat a general American newspaper so far as the news was concerned he would also be making it a factor in national affairs instead of a mere local organ of a local political group.

So much for the man's systematic way of going about the making of a newspaper. Everybody remembers that he paid little heed to rule so far as his manner of expression was taken into consideration. Intensely original in style of diction, there was nothing of the flaccid copyist about him.

The St. Louis Globe-Democrat did not print such and such a thing because it was the rule of the press at that time, or the editorial style of the day, to print it. If the English language didn't have just exactly the word to express his meaning, or if he must dive into the dictionary to get the word he wanted, Joe McCullagh would often invent a word of his own and go ahead with his writing, for his was a literature of information and not a literature of imagination and of sentiment.

Coiner of Words

The somewhat slangy, though abundantly expressive word, "gabfest," sprang from the creative genius of Joseph B. McCullagh. He coined the word while writing a comment upon an unusually prolonged and empty debate in congress. No other word in the dictionary or out of it seemed to fit the case so well, and as a great percentage of the readers of the Globe-Democrat throughout the Central West were of German birth or origin, "gabfest" was seized upon with hearty zest, and it is today very generally applied to any protracted and particularly loquacious gathering.

McCullagh also discovered the fourth definition of the word "boom," being the first to apply it to a political candidacy, to the sudden growth of a town or city, or to the sensational rise of stocks in the market. Up to that time "to boom," according to the dictionary, meant to make a hollow sound, like a cannon. Today Webster's International Dictionary gives this added definition of the word:

"A strong and extensive advance with more or less noisy excitement

—applied colloquially or humorously to market prices, the demand for stocks, or commodities, and to political chances of aspirants to office, as a boom in the stock market; a boom in coffee. (Colloq. U. S.)"

But the thing for which Joseph McCullagh will be remembered longest for among journalists was that he was the father of the American interview.

This distinction was ascribed to the elder Bennett, of The New York Herald, for a considerable time, but McCullagh seems to have the best title to the decoration, and strange as it may seem today when the ethics of American journalism forbids the publication of a statement in the first person from the President unless he gives it out as a signed statement, the first interview, which is now considered the fore-runner of newspaper interviews, was obtained by Joseph B. McCullagh when he was Washington correspondent for the Cincinnati Commercial from President Andrew Johnson.

The incident is referred to in the obituary of McCullagh in The New York Herald of January 1, 1897, announcing the death of the St. Louis editor, and this, it would seem, relinquishes all claim the Herald may have held to having been the first newspaper to adopt the interview as one of its many and splendid methods of presenting the news of the day.

First Modern Interviewer

McCullagh, however, never claimed any credit for having been the father of the interview. Telling of his experience one day he said:

"The interview, as a means of news-gathering, was discovered by nobody at all. It just happened by accident, that's all."

He then related how he had been sent for by President Johnson to come to the White House; how the President had discussed freely and frankly a matter which was uppermost in the public mind of that day and time, and how he (McCullagh) had started away, and had even reached the door when it occurred to him that what the President had been saying would make mighty good reading if related just as the President had said it in reply to questions which McCullagh had put to him.

"Mr. President, would you mind if I print what you have said?" asked McCullagh, who hadn't taken a word of it down, neither in long hand nor short hand, though he was an expert stenographer at the time.

"If you will print it just exactly as I have said it, I would rather be pleased," answered President Johnson.

"Come, now, let's see what I have said."

McCullagh went over the utterances from memory with that accuracy for which he was always noted, and the President put his O. K. upon the interview which marked an innovation in American journalism, a method of gathering news which is practiced today by the biggest daily and the remotest rural weekly alike.

Born in Ireland

News-gathering was the romance of the life of Joseph Burbridge McCullagh. Born in Ireland, he came to this country when he was but eleven years old and became a printer's "devil" boy in the composing room of Freeman's Weekly, a Catholic publication in New York City.

He later became a printer and went to St. Louis in 1858, soon afterwards taking a position as a reporter when he was but seventeen years old, on the old St. Louis Democrat. He afterwards went to Cincinnati and was engaged as a stenographer by the Cincinnati Commercial, later becoming a reporter and Washington correspondent.

McCullagh's Newspaper

He volunteered on the ironclad, "St. Louis," and was aboard that vessel in several of her historic engagements during the Civil War. He also was with Sherman in Georgia.

He was managing editor of the Cincinnati Enquirer from 1868 to 1870, leaving that newspaper to start with two associates the Chicago Republican, later the Inter-Ocean.

In 1875 the St. Louis Globe and the

St. Louis Democrat were consolidated, with McCullagh at the head of the hyphenated paper, and thus, under his directing genius, the Globe-Democrat came to be known as McCullagh's newspaper, and McCullagh's individuality and force came to be felt wherever the Globe-Democrat was unfolded.

The tragic death of the great editor of the Central West, who had long been named by the American people "Little Mack," occurred on the night before New Year's Day, 1897. He fell from a window in the home of his sister-in-law in St. Louis.

BARRY BACK FROM AMAZON

Has Covered Over 10,000 Miles in South America Since Spring

John F. Barry is back in New York after a journey of over 10,000 miles on the Amazon River and a number of its main tributaries, as well as along the sea coast of Northern Brazil as far as the Oyapock River, which is the boundary between Brazil and the Guianas. The purpose of the expedition was to gather data and first-hand information as to the best means of developing the natural resources of the valley, and Mr. Barry claims to have covered more mileage on those rivers than any living writer, and he says he has about 100,000 words in his diary—of facts about the possibilities of Amazonia—which may be published in book form next Spring.

Until last Spring, when he sailed for Brazil, Mr. Barry was assistant advertising manager of the New York Evening Post, and previous to that was Eastern manager of the Audit Bureau of Circulations. He is now connected with the recently formed industrial department of the port of Para, and his office is at 1 Boadway.

Wyoming Veteran Quits

CHEYENNE, WYO., Dec. 24.—Hayden M. White, dean of northern Wyoming newspaper men, has been compelled by ill health to give up the editorship of the Buffalo (Wyo.) Voice, with which he has been connected for twenty years. The editor of the Voice, after December 1, will be John T. Hawkes, at present editor of the Gillette News. Mr. White established the first daily newspaper in northern Wyoming at Sheridan about seventeen years ago.



LOOKING EAST ON STATE STREET, BANGOR, MAINE

Facts pertaining to the buying power of that state are presented in this number of Editor & Publisher.

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522			
		Circulation	2,500 lines
			10,000 lines
Attleboro Sun(E)	4,512	.025	.0125
Boston Advertiser and American(S)	353,988	.40	.40
Boston American(E)	301,270	.42	.42
Boston Globe(ME)	282,172	.35	.35
Boston Globe(S)	327,924	.45	.45
Boston Post(M)	407,787	.45	.45
Boston Post(S)	342,524	.35	.35
Boston Record(E)	40,392	.15	.15
Boston Transcript ... (E)	32,837	.20	.20
Fall River Herald....(E)	9,439	.025	.025
Fitchburg Daily News (E)	5,525	.01785	.01785
Fitchburg Sentinel... (E)	7,073	.02857	.025
Haverhill Gazette ... (E)	13,791	.035	.025
†Lynn Item(E)	14,855	.05	.0333
Lynn Telegram-News(E&S)	16,015	.04	.04
Lowell Courier-Citizen(M&E)	16,975	.045	.045
New Bedford Standard-Mercury(ME)	26,622	.05	.05
Salem News(E)	18,407	.055	.04
Worcester Telegram(M&S)	34,570	.09†	.07
MAINE—Population, 762,787			
Bangor Daily Commercial(E)	14,426	.035†	.025
Portland Daily Press(M&S)	14,092	.03	.03
Portland Express ... (E)	23,674	.07	.05
Portland Telegram... (S)	21,942	.06	.045
NEW HAMPSHIRE—Population 500,510			
Concord Daily Patriot(M&E)	4,130	.025	.015
†Manchester Union-Leader(M&E)	25,375	.08	.05
RHODE ISLAND—Population 652,335			
Newport Daily News.(E)	6,260	.033571	.029286
Pawtucket Times(E)	23,142	.06	.04
Pawtuxet Valley Daily Times (Arctic).....(E)	2,230	.021429	.021429
Providence Bulletin..(E)	52,274	.135	.135
Providence Journal (M'S)	31,702	.08*.12	.08*.12
Providence Tribune..(E)	25,877	.08	.07
Westerly Sun(E)	4,309	.02	.015
†Woonsocket Call-Reporter(E)	12,158	.04	.03
VERMONT—Population, 361,205			
Barre Times(E)	6,678	.0225*	.0175
Burlington Daily News (E)	7,890	.02	.02
Burlington Free Press (M)	10,921	.025	.025
†Rutland Herald(M)	7,626	.025	.025
St. Johnsbury Caledonian & Newport Record..(E)	2,230	.013	.013
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard-Telegram ..(M&E)	45,294	.095	.09
Bridgeport Post(S)	13,715	.045	.04
Hartford Courant ... (MS)	25,746	.06	.05
†Hartford Times(E)	35,092	.08	.08
New Haven Register(E&S)	27,405	.065	.055
New London Day....(E)	10,493	.0357	.03
New London Telegraph(M)	4,830	.0128	.0128
Norwich Evening Record(E)	3,339	.025	.015
†Norwalk Hour(E)	3,364	.021429	.021429
†Stamford Advocate..(E)	7,552	.03	.0225
Waterbury Republican(M)	10,992	.035*	.025
Waterbury Republican(S)	11,425	.035*	.025
Government Statements, October 1st, 1919.			
†A. B. C. Statement, October 1st, 1919.			
*Rate on 3,500 lines.			
†Rate on 3,000 lines.			

DISTRIBUTION IN NEW ENGLAND

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IS WELL NIGH AS SIMPLE AS THAT!

THE logical probability of developing a huge business profitably through close canvassing and daily newspaper advertising is nowhere greater than in New England. *HERE more than half of the entire population lives in the 36 cities having 30,000 or more inhabitants. And MOST of the other half belongs there.*

Not just a great mass of people living hand-to-mouth in towering sky-scrapers with kitchenette-house-keeping, but a territory of HOMES where people live WELL!

DISTRIBUTION reaches its highest development and efficiency and relative economy under the stimulus of daily newspaper advertising—in *New England.*

MILLS BREAK RECORDS BUT CAN'T KEEP UP

New Average Daily Production Mark Reached by Paper Makers Last Month—Three Days' Stock on Hand

The 39 companies reporting to the Newsprint Service Bureau produced 159,547 tons and shipped 165,943 tons during November. Shipments exceeded production by 6,396 tons or 4 per cent. Production figures include 2,737 tons of hanging, of which 478 tons were made in Canada. The average daily production of newsprint paper by the mills reporting for November amounted to 105.2 per cent. of the average daily output during the three months of greatest production in 1918. The actual production per working day in November was the greatest yet recorded in any month in 1919.

Production by the United States mills during the first eleven months of 1919 was 71,336 tons, or 7 per cent. greater than during the same period in 1918. Canadian production during this period exceeded that of the eleven months in 1918 by 56,422 tons, or nearly 9 per cent., making combined production of the 39 reporting companies 127,758 tons, or 8 per cent. greater than in the first eleven months of 1918.

Stocks during November decreased 1,460 tons at United States mill points and 4,834 tons at Canadian mills. The decrease at Canadian points was due chiefly to greatly increased water shipments from the two British Columbia mills. This made total stocks 6,294 tons less on November 30, 1919, than on October 31.

The total of 20,635 tons on hand at all mills November 30 amounted to slightly more than three days' production.

BOSTON CONSERVATION

Publishers Favor "No Returns" and Cut Reading Matter

BOSTON, DEC. 22.—The publishers of Boston newspapers, although they have taken no concerted action on the conservation of newsprint, are each individually watching closely the size of their papers, and in many instances are following out the restrictions set forth some time ago by the War Industries Board. Until the newsprint shortage is over they favor the continuance of "no returns."

The majority of the papers increased but a few months ago a great many of their advertising classifications, and it was only a year ago they increased their daily and Sunday price. The Boston publishers state they are running in a great many cases a smaller percentage of news matter than during the same period of 1918.

BEVERLY TIMES SOLD

W. E. Hubbard, Former Vermont Editor, Is New Owner

BEVERLY, MASS., DEC. 22.—Albert Vittum, who has been owner and publisher of the Evening Times many years, has sold a controlling interest to Walter E. Hubbard, formerly president of the Brattleboro (Vt.) Publishing Company. Mr. Vittum, who will spend the winter in Southern Pines, N. C., plans to retire from the newspaper business, but to make his home a part of each year in Beverly, where he is a large real estate owner.

Mr. Hubbard was one of the most widely known newspapermen of Ver-

mont many years, and was editor of the Brattleboro Daily Reformer and the Vermont Phoenix, a weekly, in 1918, when he sold out his business interests to join the army. He had also been on the New York World and Boston Herald staffs. During the past year he has handled important publicity work in Springfield, Mass., and Boston, being connected with the Eastern States Exposition in the former city and Community Service, Inc., in the latter.

ABITIBI CO. REORGANIZED

Five New Shares For One Old In New \$31,000,000 Corporation

MONTREAL, DEC. 23.—The Abitibi Power and Paper Company, Ltd., is being reorganized and a new company, known as Abitibi Ltd., with a capitalization of \$31,000,000, is taking its place. The new company will have \$30,000,000 common stock and \$1,000,000 preferred and takes over the present company as a going concern giving the holders of the present common stock five shares in the new company for every one held in the old. Preferred shareholders receive one share for share.

In addition, a dividend of 4½ per cent on the old stock has been declared. A year ago Abitibi common stock sold at \$48 per share. Today it is selling at \$235 per share, a gain in twelve months of 187 points.

WHAT OUR READERS SAY

St. Louis Republic Employees

ST. LOUIS, MO., DEC. 15, 1919.

TO EDITOR & PUBLISHER: I should like very much, with your permission, to supplement the account of the suppression of the St. Louis Republic in your current issue, with the following statement of facts:

The great majority of the employees of the Republic learned for the first time, on the night of Wednesday, December 3, that the next morning's issue would be the final one.

On Friday evening, at a meeting of the St. Louis Association of Journalists, it was decided that in case Ambassador David R. Francis, former owner of the Republic, did not pay the editorial employees extra wages which would be equivalent to a reasonable notice of dismissal, the association would bring suit against him and the Knapp Publishing Co. for two weeks' extra salary for each employee. Our attorney advised us that a suit would lie under what is called "the custom of the trade," which is that newspaper employees should receive reasonable notice when dismissed without cause of their own.

The Republic employees were paid off Saturday afternoon, up to and including that day only. Immediately 32 members of the staff signed instruments conveying to myself, as president of the association, all their claims against the Republic. On Saturday evening the association met at the Republic office. Sam Hellman, the managing editor, informed the Republic people that they had got all the pay they would receive. Gov. Francis and the directors were willing to pay extra salary, he said, but had been advised by their attorney that it would be "illegal." Hellman entreated the Republic men to "die game."

The reply was a motion by the leader of the Republic chapter that the association proceed at once with its proposed action in the courts. This motion was on the point of passing, when Hellman pleaded for delay. This was granted until the following Monday afternoon.

At 7 p. m. Sunday Hellman telephoned me to the effect that he had been in conference with Ambassador Francis and was authorized to announce that Francis would pay out of his own pocket one week's additional salary to every editorial employee of the Republic, except the few who had immediately found work. This was done on Monday and Tuesday, and at the meeting of the association Monday night it was voted to drop the proposed suit. The Republic men in speeches, declared unanimously that without the intercession of the association they would not have received a cent.

RICHARD L. STOKES,
Association of Journalists.

One Letter Made Big Difference

HOUSTON, TEX., DEC. 13, 1919.

TO EDITOR & PUBLISHER: I appreciate the space you gave me in your splendid publication issued December 4, but wish to call attention to a typographical error in the statement that the Chronicle does not print extras and that its editions "are no more limited than at any time in the past ten years." If

you will refer to the letter you will see that I stated its editions are now more limited, etc. It is hardly worth making correction, but you will notice the leaving out of the letter "u" makes quite a difference.

Yours very truly,

M. L. FOSTER,
President Houston Chronicle.

Attitude of Smaller Dailies

WILMINGTON, DEL., DEC. 15, 1919.

TO EDITOR & PUBLISHER: In your issue of December 4th you state that small city dailies resent enormous sizes of Sunday issues, etc., and are convinced that the metropolitan newspapers are the real offenders in the matter of wasting newsprint.

I think you unintentionally do the smaller dailies an injustice in making this statement. From my observation the smaller dailies do not resent the size of the Sunday issues of metropolitan newspapers, but they do object, and rightly so, to the practice of the metropolitan dailies in permitting the obnoxious "return privilege" to continue. The metropolitan publishers claim that "competition" compels them to give returns.

There is just as much competition in some of the smaller towns as in the larger cities, but if you will take the trouble to investigate you will find that the small town publishers, with very few exceptions, have entirely done away with the "return privilege." When the metropolitan publishers, so called, do likewise, their sincerity in the campaign to save newsprint will be the more appreciated.

I believe that many of the larger papers on December 1st again placed the non-return rule into effect, but experience shows that this will continue only until someone breaks it and then the old practice will be resumed.

EVERY EVENING PRINTING COMPANY,

WM. F. METTEN,
Business Manager.

Complaint on Co-operation

Dec. 18, 1919.

TO EDITOR & PUBLISHER: We are enclosing a proof of an advertisement which we have been running in the newspapers of our branch cities in all parts of the United States. We have thought that it would interest you. The writer noticed the other day that Frank D. Webb, advertising manager of the Baltimore News, had been delivering an address on "Advertising and Industrial Unrest." We assume that Mr. Webb and possibly the managers of your own editorial staff hold the opinion that the newspaper is the proper medium by which such advertising should be addressed to the people. If our assumption is correct, you will be interested to know that we have been exceedingly disappointed by the failure of the newspapers to give the enclosed advertising from us good positions. In fact, most of all of them have apparently looked upon this advertisement as excellent material with which to fill up bottom corners.

We are, of course, using the newspapers regularly and we thought that the advertising managers of those papers, when they saw the enclosed piece of copy, would recognize its non-commercial character and be anxious to co-operate with us in printing this message as effectively as possible. The positions which we have received, however, have almost without exception been so exceedingly poor that we have finally added some magazines to the list which was intended to be made up exclusively of newspapers.

The writer is aware that most of the newspaper advertising managers would have two answers which they would make to any complaint which they might receive from us on this subject. The first answer would be to tell us about the shortage of white paper and the second answer would have to do with the congestion of Christmas advertising. In our opinion both answers would be damaging to the cause of the newspapers as mediums for this kind of advertising. The true situation, as the writer sees it, is that the newspapers are much more efficient in soliciting business than they are in giving intelligent and thoughtful service to business already secured.

Many newspapers have undertaken, at what must be considerable expense, merchandising activities and other forms of "co-operation," all of which by a strict construction might be considered somewhat outside of the business of publishing a newspaper. All we desired, however, was a small amount of thoughtful attention which was strictly within the province of newspaper publication. This letter is not written in a sense of pique, for we have been advertising too long to hold any illusions as to the mediums which we employ and the large amount of our appropriation which the newspapers receive every year and will continue to receive in the future is an indication of our abiding faith in newspaper advertising. In this instance, however, we were disappointed because we knew that the newspapers were able to give us the kind of service which we expected and, therefore, their almost unanimous failure to do so attracted our attention.

THE AUTOCAR COMPANY,

ROBERT F. WOOD,
Advertising Department.

[Editorial Note—The advertising to which Mr. Wood refers is a strong argument for work as the only remedy of the present economic situation, as opposed to fruitless talk, conferences, theorizing and striking. "Work, produce and save" is cited as the "only way possible for Americans to do their solemn duty and save the country." It is about 11 inches deep in two columns and is signed by the Autocar Company.]

START DAILY PAPER IN JERUSALEM

Anglo-Americans Establish Highly Interesting Enterprise—The News Is First Venture of Kind in Palestine.

The war that brought about the occupation of Palestine by the British and the departure of the Turks after several centuries of misrule has furnished another highly interesting Anglo-American enterprise. On December 9, there appeared for the first time in the history of Palestine a daily newspaper in the English language, edited and published by Americans with the consent and assistance of the British authorities of Jerusalem.

The new publication is known as the Jerusalem News; it is a twelve page daily and 11½ x 16 inch size. It is being published by the Anglo-American Society, of New York, which last September sent an American committee to Jerusalem to assist the British authorities in the reconstruction work that is being carried forward. Talbot Mundy, novelist and author of works on India, is president of the Anglo-American Society, and is leaving for Jerusalem on January 3 with a complete new printing plant for the News.

Collin Armstrong, Inc., New York, will represent the Jerusalem News until regular representation can be arranged, giving its services as a contribution to the cause.

Public Utility Advertises City

CINCINNATI, OHIO, DEC. 24.—The Union Gas & Electric Company, which has just completed a new \$10,000,000 power plant, is spending \$20,000 for one month's advertising in out-of-town newspapers to attract new industries to Cincinnati. This public utility corporation took upon itself a good deal of the ordinary provinces of a Chamber of Commerce, in securing inquiries (and it has had splendid results) on contemplated changes of location among industries, so that the city itself was primarily benefited by the advertising.

Endorse Poindexter Bill

SEATTLE, DEC. 22.—Newspaper publishers and commercial organizations in the Pacific Northwest vigorously endorse the bill introduced in the United States Senate by Senator Poindexter, providing for a government survey of the pulp paper timber in the Pacific Northwest. The stand is taken locally that it is decidedly ill-timed to attempt to restrict the size of newspapers when there are such vast areas of pulp woods in the Pacific Northwest and Alaska.

Brown Succeeds Spangler

BRADFORD, PA., DEC. 24.—Milton L. Spangler has resigned the city editorship of the Morning Era and is succeeded by Thomas C. Brown, late of the Hartford Courant, Washington Times and Post and other dailies. At a dinner, December 20, John W. Milligan, president, announced a 5 per cent. dividend, based on individual earnings for the year, to all employees of the Morning Era.

Caller Comes Back

CORPUS CHRISTI, TEX., DEC. 22.—The Caller recently issued a "Come-Back" number in which it celebrated its recovery from the damage sustained in the October storm and flood.

PENNSYLVANIA PEOPLE

Pennsylvania people, 8,575,000 of them, comprises 8.3 per cent of the population of the United States.

- 78.7 per cent are native born whites.
- 18.8 per cent are foreign born.
- 2.5 per cent are negroes.
- 54 per cent of these people live in cities of 5,000 or more.
- 46 per cent of them live, either in towns of less than 5,000 or on farms.

Prosperity is permanently planted in Pennsylvania.

Pennsylvania's diversified industries, its tremendous activities and the constant demand for Pennsylvania products, make busy, smoky, hustling communities, where big money is made and spent constantly.

Pennsylvania people, like people of any other state, pay primary attention to their local daily newspapers.

They buy merchandise from Pennsylvania merchants—and national advertising campaigns, run in Pennsylvania daily newspapers, cooper-

ative with Pennsylvania merchants, pay handsomely.

These Pennsylvania daily newspapers are splendidly prepared to render exceptionally efficient service to national advertisers at a very low cost per line per thousand circulation.

	Circulation	2,500 lines	10,000 lines
Allentown Call(M)	23,146	.04	.04
*Altoona Mirror(E)	22,197	.05	.05
Altoona Times(M)	8,026	.03	.03
Bethlehem Globe(E)	6,685	.025	.025
*Chester Times and Republican(M&E)	14,739	.05	.04
Connellsville Courier(E)	6,774	.015	.015
*Easton Express(E)	12,044	.03	.03
Easton Free Press(E)	14,162	.0285	.0285
Erie Herald(E)	8,009	.025	.025
Erie Herald(S)	9,626	.025	.025
*Harrisburg Telegraph(E)	30,998	.055	.055
Johnstown Democrat(M)	10,132	.03	.025
Johnstown Leader(E)	8,224	.015	.015
Lancaster Intelligencer and News-Journal(M&E)	22,183	.06	.06
Lebanon Daily News(E)	8,319	.025	.025
New Castle News(E)	13,014	.025	.025
Oil City Derrick(M)	6,213	.023	.018
Philadelphia Record(M)	113,064	.25	.25
Philadelphia Record(S)	127,370	.25	.25
Pittsburgh Dispatch(M)	55,055	.13	.08
Pittsburgh Dispatch(S)	55,208	.14	.14
Pottsville Republican(E)	10,865	.04	.03
Scranton Republican(M)	30,028	.08	.07
Scranton Times(E)	33,969	.09	.08
West Chester Local News(E)	11,590	.03	.03
Wilkes-Barre Times-Leader(E)	18,237	.05	.04
**Williamsport Sun(E)	15,898	.06	.04
York Gazette(M)	14,310	.03	.03
Total	707,863	\$1.6694	\$1.5394

Government Statement, October 1st, 1919.
 *A. B. C. Report, October 1st, 1919.
 **A. B. C. 12 month report ending June 30, 1919.

NEWS IN BRIEF of the NEWSPAPER AND ADVERTISING WORLD

The Bates Advertising Service has been taken over by the Dry Goods Economist as a part of its economy and merchant services.

"Colonel" A. Samson, for twenty years an employee of the Winnipeg Free Press pressroom, has been appointed to the position of press superintendent of the Winnipeg Telegram.

M. J. Klein prepared a page advertisement for the New York Evening Mail in which the reasons for the present prices of shoes were set forth over the names of a number of retail shoe dealers of the city.

The Pocatello (Idaho) News has appointed the Franklin P. Alcorn Company to represent it in the Eastern and Western advertising fields.

The Kansas City Post has raised a fund of \$5,000, which has been spent on a gold sword and scabbard to be presented to General John J. Pershing when he arrives in his home state in the course of his "swing around the circle." Elaborate plans have been made for the presentation ceremony, over which, it is expected, Dr. Burris A. Jenkins, editor of the Post, will preside. Dr. Jenkins has written the dedication and introduction to the morocco volume of testimonials which will accompany the sword.

The Worcester (Mass.) Telegram has been elected to active membership in the American Newspaper Publishers Association.

The Women's Advertising Club of New Orleans has taken as its principal work during 1920 the organization of a system whereby young women who give promise of successful advertising careers will be enabled to form advantageous business connections with advertisers and advertising agencies. A junior league has been formed to carry out the plan.

Films Incorporated is a new motion picture company in New York, headed by William W. Young, who, during a long newspaper career, was on the staff of the New York World, McClure Syndicate, Chicago Journal and New York Press, Sunday editor of the Chicago Magazine, managing editor of Good Housekeeping, publisher of Golf and the Forum, and now also editor and manager of the National Editorial Service.

The Kingston (Ont.) Daily Standard, which about six weeks ago issued its 110th anniversary number of 48 pages, has published a Christmas Edition of 60 pages, with three color sections and 330 columns of advertisements.

S. C. Pandolfo, organizer and head of the Pan Motor Company, St. Cloud, Minn., has been sentenced to 10 years in the Federal penitentiary and fined \$4,000 for using the mails with intent to defraud. Prosecution in his case was instigated by the National Vigilance Committee of the Associated Advertising Clubs of the World.

Margaret Strickland of the Boston Post staff is fulfilling a new sort of assignment in the Maine Woods. Miss Strickland, a city bred girl, has for the past few weeks been following, alone, the trails in the Dead River region of the Pine Tree State. She is writing her experiences hunting game in the wilds of northern Maine, and the stories appearing from time to time in the Post have proved to be a very interesting feature.

The Chattanooga (Tenn.) News and Dallas (Tex.) Dispatch have been elected to active membership in the American Newspaper Publishers' Association.

The Press Club of Chicago is planning for a dinner entertainment in the Ashland Block clubrooms on New Year's Eve. Ladies will be invited for the first time since the club moved to its present location from the City Hall Square Building. One hundred and sixty-nine new members have been acquired to date in the club's new membership drive under the direction of Clyde P. Morrison.

The Houston (Tex.) Press has been elected to active membership in the American Newspaper Publishers Association.

The Audit Bureau of Circulations has issued reports on the following publications: Austin (Tex.) American, Everett (Wash.) Daily Herald, Hamilton (Ont.) Spectator, Haverhill (Mass.) Evening Gazette, Meridian (Mass.) Star, Montreal (Que.) La Patrie, Norwalk (Conn.) Hour, Stamford (Conn.) Daily Advocate, Wilmington (N. C.) Dispatch.

The "See America First" Magazine, which was formerly published by A. L. Sommers at Tacoma, Wash., will hereafter be published by the Bureau of American Travel, with headquarters in Milwaukee. Gustave W. Buchen is managing editor. Mr. Sommers, who founded the magazine, is president and general manager of the new organization.

The Detroit Abend Post issued a Christmas number of 104 pages.

The first of the addresses arranged by the educational committee of the New York Advertising Club was delivered on December 9 by William Marvin Jackson, director of the personnel of development service of Forbes Magazine. His subject was "A Personnel Plan That Will Increase Production."

A complete course in journalism will be established at the Kansas Wesleyan University of Salina, the classes to begin the next semester.

The Johnstown (Pa.) Democrat will give a bonus to its employees for Christmas in the form of a percentage on their yearly pay. Employees who have been with the paper for five years or more will receive a bonus of 5 per cent. Those who have been with the paper for shorter periods will receive a smaller percentage. Some who have been with it only a few weeks will get only a small testimonial gift in gold.

The Seattle Union Record has been barred in Portland, Ore., by Chief of Police Jenkins.

The Advertising Association of Chicago has made arrangements with the Advertising Council of the Association of Commerce for the use of the facilities of the latter organization free until May 1. All members of the old Advertising Association are now members of the Association of Commerce, without a vote in the election of officers. Clinton P. Lampman, president of the Advertising Association, states that its financial condition has greatly improved and that the association will soon be out of debt and in good financial condition.

The Stinson-Gifford Advertising Company of St. Louis has been organized with Herbert H. Stinson, formerly of the Globe-Democrat, as president, and Henry J. Gifford, formerly of the Associated Trade Press, as vice president. Offices are in the Star Building.

The Tulsa Ad Club, for the first time in its history as an organization, recently entertained the wives and sweethearts of its members with a dinner dance and frolic.

The Adcraft Club of Detroit has established an employment bureau to furnish Detroit business houses with competent advertising men. Miss Dorothy Huegel is in charge.

The Waco Ad. League has been asked by the Texas Associated Ad Clubs to draft a bill dealing with fraudulent advertising in the state which the state league expects to have introduced in the Texas legislature.

Erwin & Wasey, advertising agency, Chicago, have bought the northwest corner of Huron and St. Clair Streets, and plan to erect an eight-story office building there in the near future.

The names of Charles L. Benjamin, Charles B. Cory, Jr., and Charles McMurdy appear officially as staff members of the Technical & Trade Advertising Agency, 608 South Dearborn Street, Chicago. This concern represents a reorganization of the older firm of Gray & Benjamin, same address.

Eugertio Garcia, Francisco Villa's former secretary, has purchased a newspaper plant at San Antonio and will begin publication of a newspaper, which will be favorable to the bandit leader and his cause.

One of the heroes of the recent holocaust at Hays, Kan., which resulted in the death of eight, was J. S. Bird, editor of a Hays newspaper. At the risk of his life, Mr. Bird rescued a woman and received severe burns in so doing.

The Fort Worth (Tex.) Star-Telegram, will conduct a special Texas party of automobile dealers to Chicago for the automobile show there in January. In 1916, the Star-Telegram conducted such a trip with great success, the war preventing other trips in the years of 1917-18.

Chin Lain and Ng Poon Chew, Chinese newspaper men of San Francisco, have been elected president and vice-president, respectively, of the China Mail Steamship Company.

So great has been the demand for membership in the advertising courses conducted by the Detroit Adcraft Club that four sections of 100 members each have been organized.

Business Manager S. E. Thomason of the Chicago Tribune has named the following welfare committee for the paper's organization for the following year: Max Annenberg, chairman; Anna Garrow, Don Swinehart, J. W. Barnhart, and S. W. Stubbings.

Among recent editorial staff resignations in Bridgeport are the following: James Conroy, city editor; Angus S. MacKay, financial editor, and James H. Shay, police reporter of the Bridgeport Telegram, and Joseph H. Shea, feature reporter for the Bridgeport Post. Shay is president of the News Writers' Equity Association.

When the Butte (Mont.) newspaper printers recently struck in imitation of their New York job brethren, the local newspapers suspended and their place was taken by the Butte Daily Upstart, a la Literary Digest, which proclaimed itself to be the "world's first engraved newspaper."

Lester Forman, formerly on the sports department of the St. Louis Post-Dispatch, has been made city editor of the St. Louis Times.

Members of the Ottawa (Ont.) Women's Press Club recently enjoyed an address by Miss Florence Low, an English newspaper woman who is touring Canada and the United States. She is a sister of Sir Sidney Low, of London, and of Maurice Low, of Washington. She has been on the staff of several prominent old country publications.

The Charles Everett Johnson Company, advertising art service, Chicago, are currently using half-page display ads in Chicago newspapers announcing the addition to their local staff of Everett R. Currier, typographical expert of New York, who will have charge of a new department on "authoritative typography."

Mrs. L. A. Hotchkiss has succeeded her husband, the late T. B. Hotchkiss as publisher and owner of the Lake City (Ia.) Graphic.

J. J. Rowland, New England manager of the United Press, is smiling. The baby's name is Corrine.

Charles F. Young, for the past ten years sporting editor of the Albany Knickerbocker Press, has been appointed night manager of the Albany office of the Associated Press, succeeding George R. Cozzens. Mr. Young was given a dinner the other morning by the Knickerbocker Press editorial staff.

GATHERED AT RANDOM

It has often been charged that the members of Congress are not in step with the remainder of the people of America in their march forward into the new era. That's terrible! (Not the charge.)

Last week we had to sit back and listen to Cyrus H. K. Curtis, whose responsibilities include the Philadelphia Public Ledgers, Saturday Evening Post, Ladies' Home Journal and Country Gentleman, tell three different members of that servant body, within the hearing of one another, that his home was in Philadelphia. Overawed spectators before the tribunal that finally sets the price that our post office service is going to spend next year, might be expected to overlook a lack of knowledge about the home town of leading customers, but—

Well, even Mr. Curtis should have shown some offense when, after testifying that the circulation of the S. E. P. is over 2,000,000, a leading member of our representative law-making body asked:
"Is it a monthly?"

* * *

While in Washington we had a long talk with Jim Preston and signed him up as a regular correspondent of this column for 1920. There are also several other things that are going to help make it a happy new year. Roy Moulton, of the Evening Mail, S. Jay Kaufman, of the Globe, and Bide Dudley, of the Evening World, are now busy on early numbers of this column.—Adv.

* * *

The only question upon which opinion was unanimous at the newsprint hearing was that the United States Government is the greatest waster of newsprint in the world.

* * *

However, the new year will hold nothing to be thankful for from that quarter.

* * *

During the hearing Congressman Randall, of Los Angeles, wanted to know if an act of Congress forbidding cigarette and tobacco advertisements to publications admitted to the mails would solve the newsprint problem. A few minutes later L. B. Palmer, secretary of the A. N. P. A., shifted his cigar and moved to the other side of the room.

* * *

The subject was dropped.

* * *

We were sorry that mutual friends had not introduced Congressman Hoch, member of the committee and at home publisher of the Marion (Kan.) Record, and W. S. Jones, business manager of the Minneapolis Journal, before the hearing opened.

* * *

They showed they were not acquainted by the expression on their faces as Mr. Jones gave a word picture of the operation and management of a country newspaper to Editor Hoch.

* * *

The hearing adjourned for one hour immediately after the Supreme Court's decision affirming the end of the world was announced.

* * *

At the National Press Club "eddie" was the new subject under discussion.

* * *

We don't know what Larry Earnist and H. D. Jacobs, of the United Press, were doing while we were away but upon our return we found the follow-

ing contribution of hate from the typewriter of Leo T. Heatley:

There's a guy I've consigned to perdition
A hundred and one different times
He's the duck who puts in bum condition
My brain-child of eight hundred lines.

After working an hour on a good, punchy lead
And a follow that filled me with pride
He used the blue pencil, and—ob, the foul deed
My infinitives split open-wide.

Having scoured the slums for a feature
And got one that I thought a peach
I figured without this dumb creature
With a news sense that's miles out of reach.

With a bright smile I threw him the story
His face was habitually sad
I figured that I'd grab some glory
But he grunted and ordered a "tab."

Full many a hope has he shattered
And many a good yarn he slew
Not of course that it mattered
But it only showed how much he knew.

When Gabriel toots "last edition,"
And the Judgment Day calls the turn,
I'll ask only this one condition
That in Hades forever he'll hurn.

My grey stuff he daily confuses
And tempts fate by rousing my ire,
But then I can't see what the use is:
I know some day he'll singe in the fire.

This hate hymn I'll keep right on singing
And teaching to fellows I know,
Meantime to my job I'll keep clinging
While keeping my eye on this bo.

Now the Golden Rule has an exception;
He's C. E. at the office today;
But tomorrow my fondest conception
Is that he'll have returned to the clay.

* * *

Then we received a telephone call from H. I. Phillips, of the Globe, wanting to know what our increase in circulation was the week he filled this column with pictures clipped from a shoe catalogue, and we here hasten to repeat the note that Bill Nye sent the late Joseph Pulitzer:

"Dear Sir:—I bought a copy of your newspaper at the corner of Forty-second street and Broadway. Did you get the money?"

* * *

Who Steals My Purse, Steals Trash

The same night the name of Aaron Benesch, now with the Parkell-Braun Advertising Company, but until recently with the St. Louis Star, was also ransacked and about \$50 in cash taken.—EDITOR & PUBLISHER, Dec. 18.

* * *

Going out to lunch, we met H. Napier Moore, the alternately erudite and facetious New York correspondent of the Montreal Daily Star, who has decided to change the style of his collars. He's wearing 'em soft now, and here's the reason: Moore was coming to his office at an early hour. While in the subway a man tapped him on the shoulder and asked if he could tell him where the New York office of the Chicago Daily News was located. Moore said he didn't know. The stranger then asked him where the Australian Press office was located.

"Why, I'm going over there now," replied our hero.

"I thought you were," said the stranger.

"And what made you think that?" asked Moore.

"Well, your accent, partly."

"But, my word, old dear, surely my accent could not convey that information."

"Your accent, together with the fact that only an Englishman could wear such a collar, and only a newspaperman would be going to work at this hour, convinced me."

* * *

Moore's entire stock of Piccadillies are now around the necks of the deservng poor.

Oh Look!

They are buying higher grades and more of them than ever before, in

Wisconsin!

More of *everything!*

That is, things that are *now* advertised in the daily newspapers.

Here it's the **DAILY NEWSPAPER ADVERTISING** that **GETS THE BUSINESS!**

Try a few newspapers:

Papers	Circulation	Rate for 5,000 lines
‡Appleton Daily Post.....(E)	4,887	.0143
Beloit News.....(E)	7,029	.025
Eau Claire Leader-Telegram.....(ME&S)	8,776	.03
Fond du Lac Commonwealth..(E)	6,026	.02
‡Green Bay Press Gazette.....(E)	11,011	.025
Kenosha News.....(E)	4,594	.0178572
La Crosse Tribune and Leader-Press.....(E&S)	12,452	.03
‡Madison (Wis.) State Journal (E)	13,729	.035
‡Madison (Wis.) State Journal (S)	10,650	.035
*Milwaukee Wisconsin News..(E)	70,248	.12
Milwaukee Journal.....(E)	101,320	.16
Milwaukee Journal.....(S)	93,847	.16
Milwaukee Sentinel.....(M&E)	75,905	.13
Milwaukee Sentinel.....(S)	60,840	.13
Racine Journal News.....(E)	7,631	.03
Sheboygan Press.....(E)	6,783	.025
*Superior Telegram.....(E)	18,154	.04
Wausau Record-Herald.....(E)	5,286	.02

Government Statements, October 1st, 1919.

‡A. B. C. Statement, October 1st, 1919.

*Publishers' Statement.

EDITORIAL

GREETINGS AND GOOD WISHES

THE first year of the readjustment period has been one of swift-moving events, of realized and deferred hopes. Impossible things have happened with the easy regularity of the routine. We are losing the capacity to feel surprise, or amazement, or incredulity, so ruthlessly has the Moving Finger written the fates of the fates.

Great issues and movements have been misinterpreted and temporarily checked; industrial unrest has at times threatened to overturn the old corner-stones of society; the ugly visage of anarchy has on occasion shown itself in the open; Sovietism has struggled for a foothold on our soil.

But it has been a year of blessings, even if these have sometimes been hidden under cover of chastenings. To all lines of business and industry have come new problems—some of them knotty and baffling. In our own calling we have been faced with tantalizing conditions. In a year when newspaper advertising has, to a greater degree than ever before, come into its own—when the days of fulfillment, toward which so many newspapers have patiently struggled through the years, have seemed to be at hand—a newsprint shortage has intervened to place a veto upon expansion and full realization of plans.

Yet no greater disaster has come. Nor is any in prospect. The business of making newspapers is undergoing the ordeal of change and reconstruction. The practical wisdom which has built good newspapers through all the hurly-burly of events in the past will continue potent to preserve them and to strengthen them.

The outstanding lesson of a disturbed year is the lesson of co-operation. It is being made plain that the individual is no longer a supreme law unto himself; that the individual newspaper is but a link in the great chain. To meet immediate publishing problems unity of action between publishers is imperative. The code and creed of the common welfare must rule.

With optimism unabated, with that faith in the future which is "the substance of things hoped for," EDITOR & PUBLISHER greets its readers on the threshold of a new year with cordial good wishes for their abundant prosperity and full-measured happiness.

FEW men have so richly earned the good-will and good wishes of the entire newspaper fraternity as has the Hon. Frank P. Glass, the tireless, unselfish, long-visioned president of the A. N. P. A. In troubled times he has labored without stint for the general good. He has effectually furthered the spirit of friendly co-operation between newspapers, out of which must grow enduring good for all. When he speaks for the makers of newspapers his message rings true, voicing progressive opinion always. A right happy New Year to the kindly Sage of Birmingham!

THE Supreme Court is the Inner Temple of the structure of American democracy. That its processes should not be profaned by "leaks" of its decisions to intriguing adventurers is the concern of every citizen worthy of the name. Marlen E. Pew, good citizen and good newspaperman, has served well his fellowmen—and has shed new credit on his calling—by his exposure of the latest efforts to traffic in the Court's decisions. This is public service matching the new spirit which is abroad in the world.

THE demand for advertising space will increase during the next five years, according to Hon. W. B. Colver, Federal Trade Commissioner, who is in a position to know. It is a heartening prospect, and should afford a strong incentive to publishers to solve the newsprint problem, in order that the tide of new business may not sweep over and past them.

TO place the postal establishment on a profit-earning basis would be to ignore—and gradually to annul—its fundamental purpose of service to the people.



LEST WE FORGET

MILLIONS of people throughout the world rejoice, at this season of gladness, that the President of the United States—as he observes his 63d birthday anniversary—is far advanced on the road to complete recovery of health.

His illness, coming at an hour in which the need for his clear vision and gifts of logic and eloquence was never more urgent, struck a note of deep anxiety in the minds and hearts of all those concerned with the remaking of the social and political order. To those of humane sensibilities, irrespective of party affiliations or convictions, there seemed to be an element of martyrdom involved in the event. It was plain that Woodrow Wilson had been momentarily broken on the wheel of service—such service to the world as but few of the great characters of history have been privileged to match, and but a small group indeed to surpass.

His labors to establish a pact between peoples which should assure peace on earth were the labors of a crusader, led by that same mystic light which blinded Saul of Tarsus on the road to Damascus. He had no choice but to heed and follow—no alternative but to give "all that he had and all that he was" to the cause for which he had been chosen as leader.

History will deal with the forces of reaction which have placed in his pathway such obstacles and difficulties as political partisanship could create. History will assess the motives of those who pretend to see in Woodrow Wilson merely a Democratic President, actuated, as they contend, by party spirit and personal ambition for power.

That it may be made plain at this hour that the press of America has not, speaking broadly, divided on purely domestic political lines in its appraisal of the service and ideals of the President, and that Republican as well as Democratic and Independent editors hold in common toward him sentiments of affection and deep respect, there are presented in this issue of EDITOR & PUBLISHER good will greetings to Woodrow Wilson from representative moulders of public opinion. These are timely and illuminative. They show a realization on the part of their writers of the world-shaping character of the international policies for which he stands. They rebuke petty hatreds and prejudices.

For the first time in history an American has been acclaimed a leader and guide by the whole family of nations. That leadership has not been discredited by the events at Washington—for those events have discredited only those who have taken part in them. The world awaits the end of the babel and confusion, that the tasks of the new days shall be undertaken and furthered by the united efforts of all who love liberty and justice.

THE ATTITUDE OF THE CONGRESS

AT the close of Mr. Glass' testimony before the Post Office Committee at Washington, he was asked by Homer Hoch of Kansas:

"If the members of your association (the A. N. P. A.) would do what they are trying to get themselves to do, this whole thing would be solved, would it not?" And Mr. Glass answered "yes."

What are the things the members of the A. N. P. A. are "trying to get themselves to do?" In sum, to adopt in common the conservation policies which they admit are necessary to end the newsprint shortage, making equal concessions and sacrifices, thus avoiding the alternative of Federal distribution of the supply.

And why does it appear so difficult to get the publishers to do "what they are trying to get themselves to do?" What considerations control the minds of individual publishers? Do they hesitate to go to the three-cent price because some competitive publisher refuses to take similar action? Do they fear to establish just and reasonable advertising rates because they suspect that some competitor will hold to losing rates and win away from them some part of their volume of business?

Do they see a danger in moderate reductions in sizes of issues, submitting in this, 'too, to the sweet will of some competing newspaper?

Is the majority to permit the blind, selfish and destructive policy of the minority to fix and govern the policy to be followed?

If events of the next few weeks answer in the affirmative, and the dominant publishers fail to save the situation, then the Congress stands ready—and will not hesitate—to do for them what they are unable to "get themselves to do." The statement of Chairman Steenerson serves notice, in a polite way, that the publishers face this alternative.

During the war the newspapers defeated the proposal for an official censorship by adopting a voluntary one—and they observed its provisions with loyal unanimity. It is still open to them to remove the need for Federal control of newsprint by adopting on their own account a voluntary control of consumption. Will they meet the situation with the same accord and the same wisdom shown in dealing with the censorship matter?

ONE of the men who shall inherit the earth—according to the promise of the Beatitudes—is W. A. McDermid, the retiring president of the Association of National Advertisers. His direction of the affairs of the association, in the most difficult of all years, has been wise and fruitful. During his administration it has often happened that EDITOR & PUBLISHER has turned to Mr. McDermid as a source of news and authoritative opinion. On such occasions he has always responded graciously and helpfully, but invariably with the request that he, personally, should not be brought into the spotlight. He is one of those exceptional men who actually prefer not to see their names in print. This is not a pose with him, but a deep-seated sentiment.

AN example of taste so bad that it would shock anybody but an atheist was afforded recently in a display ad of the Grubstake Investment Association, of San Antonio, Texas. The catch-line of the ad, printed in black type, is: "Our Saviour Says." This is followed by a quotation of scripture upon which is based a selling argument for natural gas shares!

OF course, national advertisers will gladly buy newspaper space at a rate of one-fifth of a cent per line per thousand of circulation, just as publishers would be glad to buy paper at two cents a pound. The significant difference is that the advertisers may still obtain the space at the too-low rate, while the paper price is quite another story.

December 25, 1919.

Volume 52, No. 30

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.
W. D. Showalter, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news.James Wright Brown, publisher;
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.

Paris: F. B. Gwyndy.

Toronto: W. A. Craick.

San Francisco: H. C. Bernstein.

Washington: Robert T. Barry.

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

Canadian, 50c.

PERSONALS

HOWARD DAVIS, business manager of the New York Tribune, has been elected treasurer of the Bureau of Advertising of the American Newspaper Publishers' Association.

William E. Perrine, editor-in-chief of the Philadelphia Evening Bulletin, and Edward J. Stackpole, editor and publisher of the Harrisburg Telegraph, are the only two newspaper men chosen by Governor Sproul on the constitutional revision committee. The committee of 125 is composed of men and women prominent in state affairs, and has chosen as its head Attorney General Schaeffer.

William E. Raney, K. C., newly-appointed Attorney-General of Ontario, spent about six years in newspaper work before beginning the practice of law.

John V. Lane has been appointed managing editor of the Augusta (Me.) Kenebec Journal, of which the late Congressman James G. Blaine was once the editor. Mr. Lane is a former postmaster of Augusta.

J. N. Chevrier, who was manager of Le Devoir, Montreal, has organized the Montreal Printing and Publishing Company, Ltd., and has been elected managing director.

F. L. Steenrod has resigned as managing editor of the Tulsa (Okla.) World after two years' service. He is succeeded by Otis Lorton, former editorial writer and brother of Eugene Lorton, publisher. Walter Ahlum, former city editor of the Times, has succeeded Frank Mangan as city editor of the World.

T. W. Chambliss, editor and manager of the Asheville (N. C.) Times for four years, was publicity director of the recent \$75,000,000 campaign for the Baptist Church in North Carolina.

Lieutenant John P. MacCormac, London correspondent of the Montreal Gazette, and formerly of the Ottawa Citizen, was recently invested at Buckingham Palace with the Military Cross, awarded him for conspicuous services while overseas with the artillery.

IN THE EDITORIAL ROOM

Reuben H. Allie, legislative correspondent of the Detroit Journal, and Miss Bettie L. Wallace, executive clerk for the state of Michigan and secretary of the state advisory board of pardons, have been married.

Louis L. Goodnow, temporary Washington correspondent of the Detroit News, has returned to his post as editorial writer of the News.

Robert T. Clayton, former assistant financial editor of the Detroit News, has resigned to join the advertising forces of the S. S. Kresge Five and Ten Cent Stores Company. He will be stationed at the Detroit office.

Lyman Armes, who for five years worked on the Boston Post staff as a reporter before going into the service, and later worked as publicity expert in New York and London, has returned to Boston and joined the Sunday Post staff. Just prior to sailing for England, Mr. Armes married Miss Fritzie Millar Trowbridge, leaving his eight-day bride in America when he departed.

Chester W. Vonier, late associate editor of the Nonpartisan Leader, St. Paul, is on the copy desk of the St. Paul Daily News.

R. S. McCullough, recently in the

advertising business in Omaha, has gone to the St. Paul Pioneer Press.

Morris Selve has resigned as a member of the local force of the St. Paul Daily News.

John Thompson has left the St. Paul Dispatch to go with the St. Paul Daily News.

Arthur Caylor, feature writer and cartoonist of the Winnipeg Tribune, was called to Portland, Ore., for two weeks to testify in a libel suit.

M. W. Manly, formerly political reporter of the Des Moines Register and Tribune, who joined the Winnipeg Tribune News staff a few months ago, has transferred to the advertising staff.

J. P. Ferguson, political reporter on the Winnipeg Tribune, has resigned and has gone to Saskatoon to join the staff of the Star.

F. C. Aldham, formerly day editor of the Canadian Press Limited at Winnipeg, has been transferred to the New York office and will begin his new duties on December 26. Mr. Aldham has been with the Canadian Press for the last five years.

WITH THE AD FOLKS

"Billy" Haughton, one of the founders of the Haughton Brothers Advertising Agency, Dallas, and well known in advertising circles in Texas, has been appointed associate manager of the Continental Savings & Building Association.

Henry M. Hyde has resigned as London correspondent for the Chicago Tribune to go into the advertising business in Chicago with James Keeley, former editor of the Chicago Herald.

George Francis Kess, publicity manager for the Hotel Traymore at Atlantic City since its erection, has been appointed general promotion manager for the Linnard system of hotels.

Robert W. Egan, who for many years was connected with the Pittsburgh Dispatch and who recently returned from overseas' service with the Knights of Columbus, has opened offices in the Farmers' Bank Building, Pittsburgh, to engage in the advertising business.

Charles E. Stone has been named director of advertising of the newly organized Reynolds Motor Truck Company of Mount Clemens, Mich. Mr. Stone is vice-president of the company. He organized the Commercial Motor Vehicle Manufacturers' Association in 1907 and the Motor Truck Association of America in 1910.

Donald R. O'Brien, who has been in charge of the foreign advertising and cooperative service departments of the Springfield (Mass.) Union during the past four years, has joined the advertising organization of Erwin & Wasey of Chicago. Mr. O'Brien established the cooperative merchandising service of the Union, which was one of the first newspapers to offer to national advertisers an organized service for trade development.

Gilbert U. Radoye has been made director of advertising of the Haynes Automobile Company, Kokomo, Ind. In the capacity of advertising manager, Mr. Radoye during the past year conducted a world-wide advertising to merchandise the Haynes car. Walter P. Hanson, a newspaper man, becomes assistant director of advertising.

James Raymond Gibson is now assisting G. F. Frink, advertising manager of the Packard Motor Car Company of Chicago. Previous to serving as an officer in the aviation corps, he was on the editorial staffs of Chicago newspapers.

Ivar C. Lund, formerly with the Critchfield & Co. Agency and Lord & Thomas, of Chicago, having supervision

Winter Sees Value in Market Surveys

W. Rodger Winter, the latest addition to the selling staff of Payne, Burns & Smith, Inc., publishers' representatives in



G. RODGER WINTER

New York, is said to be one of the first advertising men in the United States to recognize the value to the advertiser and space-buyer of definite trade information concerning selling conditions and distributing methods, of the kind that has been presented in EDITOR & PUBLISHER during the past year.

For many years Mr. Winter was associated with George D. Smith on the Newark (N. J.) Morning and Evening Star and on the Star-Eagle, after the merger. Recently he has been advertising manager of the Newark Ledger and prior to his Newark work, he was with the Baltimore News and Washington Herald.

over art, engraving, printing and lithographing matters, has joined the Altnow-Singleton-Held, Inc., advertising agency of Seattle.

Will H. Dilg, formerly of Chicago and for the past year with Gardner & Wells, New York, has become associated with the Liberty Advertising Agency.

Guy C. Core has just been appointed advertising manager for the Jackson Motors Corporation, Jackson, Mich.

James P. Fox, who has been in charge of the Chicago Daily News Resort department, this week joined the western advertising department of Motor.

John G. Robel, Inc., advertising agency, Chicago, this week changed its name to Robel & Bryant, admitting George H. Bryant, formerly of the soliciting staff, to the firm.

Mayor Grafton B. Perkins has joined

the McGraw-Hill Company, New York, as promotion manager. Prior to his service in the army, Mr. Perkins was for five years the advertising manager of the Resinol Chemical Company, Baltimore. He will be assisted by C. L. Funnell, formerly assistant to the editorial director of the McGraw-Hill Company.

J. W. Darr, who has just been discharged from the Navy as a lieutenant, has joined the staff of the Coolidge Advertising Company, Des Moines, Ia., succeeding William F. Blaha, whose resignation was recently noted.

Ralph E. Roeschlaub and O. M. Morris have started the Monroe Advertising Service in the Wight Building, Denver.

Thomas J. Feeny, publicity manager of the New England Telegraph and Telephone Company for the past 12 years, has been appointed assistant to the president, in charge of personnel.

Arthur J. Phillips, formerly associate financial editor of the Boston Evening Transcript, and recently returned after 19 months service overseas, has become associated with Chase & Company, in their publicity and statistical department.

Warren C. Agry has been appointed Western advertising manager of the People's Home Journal. He had been in charge of the Chicago office during the long illness of the late Edwin Balmer.

G. O. Sebree has succeeded Leon F. Hussey as advertising manager of the General Fireproofing Company, Youngstown, Ohio.

L. C. Rockhill of the advertising department of the Goodyear Tire and Rubber Company, who was formerly a Cleveland newspaper advertising man, has been appointed sales manager for the entire Goodyear corporation. The position of sales manager for the entire company is newly created.

Evan Leslie Ellis, former advertising manager of Charles A. Stevens & Bros., Chicago, has been appointed advertising manager of the Stern Brothers' department store, New York.

Fuqua Turner, formerly Sunday editor of the Republic, has been made executive secretary of the Advertising Club of St. Louis. He also will be editor-manager of P-E-P, the official bulletin of the club, relieving Roy M. Edmonds, who has had charge of the publication for the last two years.

Facts about the Haskin Service

The Huntington Herald-Dispatch has signed a contract for the Haskin Service for one year

The Haskin Service offers practical benefit as well as entertainment and instruction to its millions of readers

Frederic J Haskin Washington D C will tell you the price and plan for your paper



RMS

SMALLER NEWSPAPERS AND ADS URGED

(Continued from Page 7)

\$15,000 was the total amount spent for advertising.

Newspaper advertising is the dynamic force that helped the [common folks], the bankers and the business men of Washington make the Second Liberty Loan a tremendous success. This was made possible by the wonderful work done by the Liberty Loan Committee of Washington and the hundred or more volunteer speakers and workers drawn from Washington's splendid citizens.

The Bankers' Association of the District of Columbia appropriated \$5,000.00 to cover the expenses of the campaign—almost this entire amount was spent in newspaper advertising in co-operation with local business men in placing full-page advertisements in the Washington newspapers. The total amount spent in this way in newspaper advertising from October 10th to 25th was about \$15,000.00.

Gardner Johnson of the Gardner-Johnson Advertisers' Service Bureau in the Star Building had charge of the newspaper campaign for the local committee. Large credit is also due the William H. Rankin Advertising Agency of Chicago and New York, for splendid suggestions and co-operation in furnishing designs and material.

The following full pages were used in the Star by some of Washington's progressive and patriotic houses, either at their entire expense or in conjunction with the Bankers' Association. . . .

Many other smaller advertisements were used in the same way.

THE EVENING STAR NEWSPAPER COMPANY, FLEMING NEWBOLD, Business Manager, and this record was duplicated in every Liberty Loan campaign not only in Washington but in practically every city and town in the United States. That appears to me to establish advertising as an investment, or, as I said on a previous occasion, as actual capital.

A Government Subsidy

It is true that many advertisers have gone into the matter of advertising of late because certain reservations from excess profits are claimed for advertising purposes. This made it easier for advertising men to start new advertising accounts, but unless nine out of ten or 99 out of 100 of these campaigns paid and paid good—as they have—they would have harmed rather than helped the establishment of the principle of publicity.

Insofar as these campaigns were paid for more or less directly out of the U. S. treasury, by reason of their reduction of excess profits and a consequent reduction in the amount of excess profit tax to be paid—they were a subsidy. I am against subsidies. Especially I am against subsidies paid by a government when the government doesn't know it is paying them. Also I am against the whole excess profit tax business.

However, those are other questions. Some manufacturers who, before the war, thought that they had not a business that it would pay to advertise, have gone in of late almost solely to create good-will among their own forces, their dealers and their consumers, although their fields were small and their output relatively limited. These, to their surprise, have actually found that their publicity paid, and paid big in creating consumer-demand—which is good-will. Those men are not going to stop now.

They are going on. As William H. Rankin says: "They have tasted the rich, red blood of advertising results, and they want more, and they will want more because it pays—it pays them, it pays the consumer to know what he is buying, and it creates good-will amongst the employes and friends of the advertiser, so that, viewed from any angle, it is well worth the money spent."

"We Are Just Beginning"

From the foregoing it seems fair to argue that during the next five

years there will be an unprecedented gain in advertising. We are just beginning. There are many serious problems in taking care of such an increase in advertising; in reducing advertising to an even more exact science and in working out the theory and practice of steady, consistent and intelligent continuous publicity.

One of the first, and perhaps the most serious, of the results has been an acute newsprint paper famine and very high prices, with further increased prices not improbable. Up to the present time the remedy has been assumed to be to increase the price of the publication to the consumer.

It may be that the United States Court's decree in the paper case will help more if its letter and spirit are strictly complied with. Most of the penny papers have gone to 2c—a 100 per cent. increase—and many people urge that the price can well be raised to 3c. This is justified on the ground that newspapers give their readers 25c value for 2c and 50c value on Sunday for 7c or 10c.

Right here comes a confusion of expert opinion and oftentimes from the same authority. It is urged that, instead of losing circulation by doubling their subscription price, newspapers have gone along and have just as many subscribers today at 2c. as they had at 1c. Then, it is argued, that the increase in price has tended to cut out duplicate circulations and that, therefore, advertising space is more valuable. Both arguments cannot be correct. We must take one—which ever we prefer, but we can't have both.

A "Trading Up" in Quality

All that aside, I have never known of an instance where, in case of a famine in a given commodity, increasing its price added to its quantity. If it does anything, it reduces the demand by putting it beyond the reach of some people, and often the people who most need it.

Now let us consider another angle. It would seem to me that it would be a great pity if out of the new millions of dollars that are being turned into advertising channels a very noticeable "trading up" in quality did not take place.

I would say that if no advertisement were larger than a quarter of a page, then the quarter-page spread would stand out just as big in proportion and would be just as big a smash as the full page ad or the double-truck ad is in proportion to the smaller ads in the papers now.

This would argue then for a reduction all around in the size of advertisements. In order to maintain pulling power in reduced space the quality of the advertisements would have to be correspondingly raised. The glaring 72-point line followed by exclamation points would give place to effective, well-chosen, slogan-like 24-point lines. The whitewash brush and the box-car letter method would give way to the careful and scientific advertising, which is being so rapidly developed.

Rate Increase Essential

If, coupled with the reduction in proportionate size of ads, there came a substantial increase in advertising rates, the newsprint famine would tend to be relieved and the publisher would be supplied with a great increase in new revenue, while the advertiser would get the same or a better run for his money.

Viewed merely as a matter of com-

petition the clean-cut, lucid advertising columns would compel clean-cut editorial product and finer and better illustrations. This would mean that the publisher would, as he should, pass on to his reader a generous part of his increased revenue. As the advertising columns are condensed and made clear-cut and sparkling, real condensation, which has never been an art in American newspaper publications, would become a necessity. The condensation and clarity of the big British afternoon papers are enough to make us American newspapermen blush.

Anybody can tell a story if you give him enough white space. It took divine inspiration to write an eternal code of human conduct in the Ten Commandments. It would mean higher salaried, better trained reporters, writers and correspondents and higher salaried, better trained copy readers and desk men.

Sees the Coming of Smaller Paper

It would mean funds to bring the news from the furthest corners of the world in the most accurate and condensed form to the readers of the daily newspapers. This would mean additional expense to the Press Association and should be made possible to them by passing on to them their share of the

increased revenue. Excellent product would justify a strict and constantly stricter curtailment in the circulation department, of the return privilege.

So then my dream would be smaller newspapers, with smaller ads, with better editorial contents, with advertising and editorial writing raised to the dignity of fine arts and with substantially all waste eliminated. The advertiser would have his pulling power, the publisher would have his revenue; the press associations would be able to go still further in giving us a world-wide point of view, and the reader—the public—would be the ultimate beneficiary. He should be. He pays the freight.

In the trading-up of advertising and the trading-up of newspapers the indigent and the indolent will suffer. Such always fall behind when progress starts its march. It is too bad, perhaps, but it is a law higher than human law.

Advertising agencies have had a great deal to do with the uplift in the quality of advertising and in getting better service for the dollars spent in advertising. They have substituted the methods of the dry-point etcher for those of the cold-chisel and the maul and the meat-axe. Through

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



TIM EARLY SEEKS SCIENTIFICALLY

His only hobby is sitting in his library (only he hasn't any library) reading. He is a great reader, but confines his interest to the papers which feature his work, and which you see scattered about the floor in the accompanying sketch.

Dumb animals are his constant companions, but this means nothing, no matter how subtle it sounds. The cat which you see in his lap is a first cousin to Crazy Kat, and he claims that is the cat's chief claim to fame. Mr. Early never smokes a pipe, but for the sake of continuity, as Tom McNamara says, he has placed one in the drawing.

The basket of coin in the lower right hand corner of the picture is purely imaginary, for we have it upon good authority that Mr. E. has never seen so much money at one time in his life. But it adds a touch of richness to the picture, and was easy to draw. His greatest and only outdoor sport is playing golf with Cliff Sterrett, of "Polly" fame. Neither of them know anything about golf—but that doesn't matter.

Mr. Early's mind is of a scientific turn, something unusual for one in his line of work. At present he is devoting his attention towards the re-moving of decimal points from strong drink—and he has a most original and unique way of doing it (when he can get it).

P. S.—I wrote this myself.

TIM EARLY.

the American Association of Advertising Agencies, publishers have received benefits during the past three years that have been worth a great deal to them. National advertisers have been led to use space on days that local advertisers do not use so heavily—giving the national advertisers a better run for their money and the newspapers a chance to hold down the number of their pages.

Good Work of the Agencies

Agencies have promulgated the standardization of column length and page size. Some day all newspapers will be the same size, and that will save advertisers thousands of dollars in plates and mats alone. The force of national newspapers as an advertising medium has been promoted by the American Association of Advertising Agencies and today they are established as a national medium just the same as magazines.

Agencies have gone a step further and built up the ethical side of their business, until today it is considered unfair for an advertising agency to sell advertising space in newspapers or magazines or any other medium at a less rate than the publisher would sell to the advertiser direct. This tends to eliminate rebating, as it should be eliminated.

Using Second and Third Papers

Some of the most forward-looking publicity experts argue that there is now great opportunity, too, for the newspapers to put their advertising rates on a flat rate basis and let every advertiser have the same rate—large or small. They argue that the large advertisers can better afford to pay full rate for advertising space than the small advertisers, and if there should be any inside price it might better go to the small advertiser as an encouragement for him to get into the game. Many argue, with force, that the day is near when there will be no difference between national (foreign) and local advertising rates.

National advertisers should be encouraged to use space three and four times a week, instead of just one time a week. When relatively big space is necessary to put over a big message, use proportionately big space, but it is the continuous day-in-and-day-out advertising 365 days in the year, nationally as well as locally, that makes newspaper advertising pay best.

The white paper situation has shown the way to advertisers to use the second and third papers in cities and towns where theretofore they tended to use the one leading newspaper. As a rule, the second and third papers are as good a buy per thousand circulation as the leading newspapers, and advertisers have found that when they cannot get full space in the leading newspaper, they can get as good results, and sometimes better, by using two and three papers in a given city and not depending upon the clientele of one.

War Taught Value of Solidarity

It has helped make the second and third newspapers more prosperous—and not at the expense of the leading newspaper, because the leading newspaper has carried all the advertising it could profitably carry. Therefore, the whole newspaper situation is helped and the future for all newspapers is bigger and brighter than ever before.

Through the American Newspaper Publishers Association, the Associa-

tion of National Advertisers and the American Association of Advertising Agencies, these problems will be threshed out. The war taught us how to get together. The advertising agency men convinced the advertiser that the publisher should not be asked to give the Government free advertising space. They showed the advertisers their opportunity and the advertisers accepted the opportunity and paid for advertising for the Government.

Newspapers did their part in the news and editorial columns, and the combined efforts of the triangle—the advertiser, publisher and agency—will solve all the problems before us during the next three to five years so that advertisers may have the necessary advertising white space to promote the sale of their goods by creating good-will and consumer demand.

Some time ago the writer said that the use of advertising space by certain folks had been so great as to TEND to cause editorial astigmatism. For this I have been rather sharply criticised. (I was largely quoted as saying that it had CAUSED editorial astigmatism. I said that it TENDED to cause it.)

On that statement I am content to stand. Space forbids going any further into that subject at this time, but upon request, and if it seems desirable, I am quite ready to prove from newspaper files, and otherwise, that I spoke advisedly when I said that such tendency had been created.

I have too much respect for the wonderful power and for the capacity for good of consistent publicity to sit silent and see that sanctuary profaned. I believe that the misuse of advertising TENDS to discredit advertising as a whole; is bad for the advertising business and is bad business for advertising mediums.

Congress has made the Federal Trade Commission the champion of competition and competition is the father and the mother of advertising.

Medal for War Writer

PORTLAND, ORE., Dec. 23.—David W. Hazen, war correspondent of the Telegram, is to be presented by the city of Portland with a bronze service medal such as it is issuing to all of its soldiers and sailors. Mr. Hazen is the only civilian to be awarded one of the medals. The medal is to be issued to Mr. Hazen in recognition of his services overseas with the Oregon soldiers. Since returning from Europe Mr. Hazen has edited as a special weekly feature of the Telegram a miniature newspaper devoted to the activities of ex-service men.

Dexter Joins K. C. Agency

KANSAS CITY, Mo., Dec. 24.—David E. Dexter, for the past eight years connected with the Post staff, recently as assistant city editor, has resigned to become associated with the Potts-Turnbull Advertising Company, of this city. Mr. Dexter joined the Post staff in 1911, following a course in the University of Missouri journalism school. He served a year as Post correspondent at Camp Funston, Kan. Captain Carl White, who joined the Post copy desk following his return from France, succeeds Mr. Dexter as assistant city editor.

Eagle Aids Duck Hunters

WICHITA, KAN., Dec. 24.—The Eagle has begun a campaign in Kansas to permit Kansas and Oklahoma duck hunters to get a month's hunting in the spring.

Have you been in West Virginia?

Or have you only seen it
out of the car window?

Just for curiosity, have
your advertising agent
show you the West Vir-
ginia daily papers, or write
to them for samples.

A searching glance through
the papers will convince
you of the opulence of the
average industrial worker
down here and that the
local merchant knows his
business.

There are several BIG advertisers
in West Virginia who are spend-
ing ONLY A LITTLE MONEY
but all of it in the West Virginia
newspapers!

Do you belong?

	Circu- lation	Rate for 5,000 lines		Circu- lation	Rate for 5,000 lines
Bluefield			Martinsburg		
†Telegram (M)	4,768	.9214	*Journal (E)	3,163	.0129
Charleston			Moundsville		
†Gazette (M)	11,918	.03	†Echo (E)	1,733	.0115
†Gazette (S)	11,918	.03	Parkersburg		
†Mail (E)	8,543	.025	†News (M)	5,522	.02
Clarksburg			†News (S)	5,522	.02
†Telegram (E)	6,825	.02	*Sentinel (E)	5,646	.017
†Telegram (S)	7,730	.02	Wheeling		
After Feb. 1st, 1920, .025 line flat.			†Intelligencer (M)	10,364	.0325
Fairmont			†News (E)	15,315	.04
*W. Virginian (E)	4,916	.02	†News (S)	15,315	.05
Grafton					
†Sentinel (E)	2,275	.014	†Government Statement, Oct. 1, 1919.		
Huntington			*A. B. C. Statement, October 1, 1919.		
†Advertiser (E)	8,139	.03			
†Herald-Dispatch (M)	10,608	.02			
*Herald-Dispatch (S)	10,950	.02			

File the Facts for Reference

SEE PAPER TROUBLES ENDING IN CANADA

Controller Sets \$80 Price for 6 Months and Lowest Export Rate Will Then Rule—Flat News is Short

TORONTO, DEC. 23.—Following a hearing before the Paper Controller on Dec. 16 and a conference of publishers and manufacturers with the Minister of Finance on Dec. 17, an order has been issued by the Paper Controller fixing the price of roll newsprint paper for the first six months of 1920 at \$80 per ton f. o. b. mill and for the last six months of 1920 at a price corresponding with the lowest export price as determined by the published prices of the International Paper Co., the Canadian Export Paper Co. and George H. Mead & Co. This arrangement practically concludes the long-extended argument between manufacturers and publishers as to what should be the price of newsprint in Canada.

Fort Frances Protests

However, when the controversy arose between the paper manufacturers and publishers over the question of price, and a lower price was fixed by the Paper Controller in Canada than was obtainable in the United States, the management at Fort Frances protested against the necessity of bearing the burden of the Western Canada supply alone. This difficulty was overcome by the arrangement of a slightly higher price for the product of this mill, together with a differential to be paid by eastern companies whose Canadian business was smaller.

The wide difference which has lately developed between the Canadian and the American price for paper has led the company to attempt to cut down its Canadian shipments and on December 13 it reduced the allotment from 45 to 14 tons per day.

The Paper Controller immediately took action and ordered the company to resume shipments at the former rate. This the company apparently refused to do, for the Customs Department was instructed to prevent exports of paper until the Controller's order was obeyed.

The situation was further hampered by a strike on the railway running to the mill, which for a time threatened to cut off all supplies. The whole situation, it is hoped, will be cleared up at the hearings of the Paper Control Board next week. Meanwhile no paper is being exported by the company.

Quit Making Flat News

While the price of roll news has now been definitely and amicably settled as between manufacturers and publishers in Canada, with the exception of the paper supplied by the mill at Fort Frances, Ont., to Western Canadian publishers, there still remains to be adjusted the price of flat news, in which publishers of weekly newspapers are principally interested. One manufacturer of

flat news, J. R. Booth, has already ceased supplying it and another, the E. B. Eddy Company, has given notice that it will cease supplying it on January 1.

The objection raised by these companies is that the spread between the price of roll and flat news is not great enough to make it worth while continuing its manufacture.

When the negotiations were on this week between the publishers and the manufacturers, it was urged on behalf of the manufacturers that the price of flat news should be fixed at a very substantial increase over the price of roll news but the publishers objected and secured a delay until Monday, December 22, when the paper committee of the Canadian Weekly Newspaper Association will appear at a hearing of the Board to specially consider the price of flat news paper.

OTTAWA, ONT., Dec. 22.—Investigation into newsprint prices was to have been resumed this morning before Commissioner Pringle, but shortly before the court opened, Senator Ross, counsel for the Fort Frances Mills, was taken ill, and at his request the hearing was adjourned. The various interests took advantage of the adjournment to hold a friendly conference regarding the situation as it affects sheet newsprint and it is thought that an agreement may be reached.

EDITORS WRITE GOOD WILL TO PRESIDENT

(Continued from Page 6)

Chas. M. Harwood, Editor, The Baltimore News:

In extending to the President the good wishes that wait on this season of good will, I hope the messages which EDITOR & PUBLISHER conveys to him will help him to know how very much assurance of his returning health and strength adds life and color to the occasion.

* * *

Roy G. Watson, The Houston Post:

I would rather send an expression of my affection and friendliness to Woodrow Wilson than to any man living.

I know daily that disease can no more touch him than can the jeers or the plaudits of the world turn him from his purpose. I am confident that 1920 will see him again fighting with his accustomed courage for the principle of right and justice to all mankind.

* * *

Louis Howland, Editor, The Indianapolis News:

I join with others in wishing the President a merry Christmas and a Happy New Year. It is the earnest hope of the American people that he may soon be restored to complete health, a hope that is inspired both by regard for the President and consideration for the public welfare. The

great services of Mr. Wilson to this country and to the world are recognized and appreciated. There is no question in any mind of his patriotism and good purposes. There is as little of the longing of the President's countrymen for peace at home and abroad, and for the spread of good will among men.

* * *

Robert Ewing, Editor, New Orleans States:

It is a privilege to extend through EDITOR & PUBLISHER good will greetings to the President on his 63rd birthday, coupled with the hope of his rapid and permanent recovery. May he have many returns of the occasion. May he long be spared to point the pathway to those ideals which he has urged as the goal of American aspiration.

* * *

Arthur M. Howe, Editor, Brooklyn Daily Eagle:

The Brooklyn Eagle offers its warmest Christmas greetings to President Wilson. It notes with gratification, in common with every other American newspaper, the steady improvement in his physical condition and it earnestly hopes that his complete restoration to health and vigor will be recorded in the near future.

Another Raise for Operators

CLEVELAND, Dec. 22.—Machine operators in the Cleveland daily newspaper offices have received another increase of wages. The new day scale is \$42 a week and that of the night shift \$45 a week. This increase was the third boost the printers have received since the union signed a five-year contract four years ago, the agreement calling for a \$30 day and \$33 night wage scale.

New Coast Paper Project

SEATTLE, WASH., DEC. 23.—Announcement is made by George F. Whalen, formerly general manager of the Whalen Pulp & Paper Company, Vancouver, B. C., that the newly organized Washington Pulp & Paper Corporation, capitalized at \$4,000,000, will construct a big paper and pulp mill at Port Angeles, near this city, to be in operation the early part of 1921.

"One Way to Save Paper"

"ANNOUNCING A NEW S & M SERVICE" JANUARY 1st, 1920

"The Schworm-Mandel Page Delivery" to agencies; safer than first class mail. DIRECT to checking dept. manager by "personal touch service." Simple in operation, and costs considerably less. No paper too big or too small to use—profitably. SPECIAL RATE OFFER EXPIRES JANUARY 15th. Write me personally, at once, for particulars.

George V. Schworm, President.

SCHWORM - MANDEL INC.
NEW YORK CITY

TEACHING COMMITTEE NAMED

Journalism Courses in Nebraska Are Planned on Broad Lines

OMAHA, NEB., Dec. 22.—The course in journalism at the University of Nebraska has been placed in the hands of a committee consisting of M. M. Fogg, department of English; Professor Guernsey Jones, history; Professor J. C. Martin, economics; Professor J. P. Senning, political science, and James Lawrence, instructor in journalism, department of English.

The course of study adopted by the committee consists of two main parts, a course in the general topics that a journalist is most likely to have to deal with, and a course in the technique of a newspaper, newspaper English and English in general.

The course in general studies is to consist of political science, municipal government, European governments, problems in social psychology, Latin-American political institutions, foreign relations, party government, social and economic legislation, contemporary politics, American, European, current and constitutional history.

Convincing the Churches

CHICAGO, Dec. 21.—The newly organized department of publicity of the Presbyterian Church has opened an office in Chicago under the direction of Herbert H. Smith, former managing editor of the Continent. Plans for systematic newspaper advertising by the Presbyterian churches in the Middle West are being made from the Chicago office.

prestige

You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.



FOR 50 YEARS A NEWSPAPER.

Charter Member A. B. C

ADVERTISING RECORD

4,732,042 Agate Lines of advertising were published in the

Clarksburg Telegram

WEST VIRGINIA during nine months ending September 30, 1919

A gain of 31.8% over same period last year.

NATIONAL ADVERTISING shows a gain of 87.9% for the same period. It pays to advertise every day in the

Clarksburg (W. Va.) Telegram

Last P. O. Report

For the period ending Oct. 1, 1919
Average Daily and Sunday Circulation

76,806

New Orleans Item

Send for a copy of our \$3,000 Book of Facts and Figures concerning selling 1/2 of all the people in the United States.

Beating Itself

Each time THE PLAIN DEALER sets a new record for gains, it beats not only the other Cleveland papers, but its own previous records, which shows that more and more advertisers are finding that in Cleveland and Northern Ohio it's

The Plain Dealer

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

COL. E. S. WILSON DIES IN COLUMBUS

Civil and Spanish War Veteran and Active Republican, He Had Edited Ohio State Journal for 14 Years.

Colonel Edward S. Wilson, aged 78, for many years editor of the Columbus (Ohio) State Journal, died at Columbus on December 19.

Death was due to complications resulting from indigestion. Although ill, he was able to be down town until November 21, when his condition became serious.

During his career he was a law student, Civil War soldier, United States marshal to Porto Rico, editor, county school examiner, Republican Presidential elector, member of the board of trustees of the State Hospital for Epileptics and an author.

After the Civil War he bought the Ironton Register, which he conducted for 34 years and disposed of in 1899. The next year he was appointed United States marshal to Porto Rico by President McKinley and reappointed by President Roosevelt in 1905, but resigned the next year. Soon after he became editor of the Ohio State Journal, the position he held at the time of his death.

Colonel Wilson was the author of three books: "Keynotes of Education," "The Political Development of Porto Rico," and "An Oriental Outing." He was a member of the Grand Army, the Veteran Legion, the Loyal Legion and the Knights of Pythias.

THEOPHILUS C. CALLICOT

News comes from Weisbaden, Germany, of the death of Theophilus C. Callicot in that city on November 28, in his 94th year.

Mr. Callicot was born in Virginia, July 12, 1826. After practicing law and serving as speaker of the New York Legislature, he became editor of the Albany Times, and upon its consolidation with the Union, assumed charge of the Albany Argus. He retired in 1901 and took up his residence in Weisbaden, where, his wife dying, he chose to spend the balance of his long life. He was an editor of distinguished ability and a powerful figure in State politics during his time.

Obituary

CHARLES EATON, aged 76, who was city editor of the Toledo Blade from 1868 to 1870, and later with newspapers in Boston and Memphis, died in Sutton, N. H., last week.

EZEKIEL A. COOMBS, aged 56, a proof-reader on the New York World, died in Brooklyn last week of pneumonia.

JOHN DODD, aged 52, foreman of the Brooklyn Standard-Union stereotype room, died in Brooklyn last week.

JAMES H. FITZSIMMONS, one of the founders of the New York Mailers' Union, and for many years in the mailing department of the New York American and Evening Journal, died in Brooklyn last week.

WILLIAM P. HUSSEY, father of Frank R. Hussey, advertising manager of the

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers
Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

Chicago Evening Post, died in Indianapolis this week, aged 79 years.

J. W. BOWDEN, of the Fort Worth Record editorial staff, died December 17.

S. M. LESENE, for many years staff correspondent of the Galveston-Dallas (Tex.) News, died suddenly in Galveston last week.

GEORGE R. SANDERSON, of Portsmouth, N. H., for more than 30 years correspondent for a Boston newspaper, died December 17, aged 55 years.

EARL D. BERRY, for many years connected with the New York Times and the Sun as a writer on railroad topics, died December 22, aged 65 years.

GEORGE TRATZMILER, Cleveland newspaper man, died in Fairview Park Hospital, December 21. He had been connected with Cleveland newspapers since 1899. His last work, up to the time he became ill, was as special assignment man on the Cleveland Press.

CHART OF RATES AND CIRCULATIONS

(Continued from Page 9)

tate, sporting, etc. A detailed list of these dailies appeared in our issue of November 27, 1919. Of this class of dailies there are 93 in the United States. There are 49 Morning issues, with a combined circulation of 77,532 copies and a joint advertising rate of \$2.86 per line; 41 Evening, combined circulation, 193,718 and a combined advertising rate of \$1.89 per line; 3 Sunday issues, with a combined circulation of 3,154 and a combined rate of .386 per line. On 5,000-line contracts the combined rate for this entire group of 93 papers is \$5.15 per line.

The circulation figures given in all instances are based on A. B. C. and Government reports for the six months ending September 30, 1919; and the advertising rates as in effect November 1, 1919.

This is a period of changes in advertising rates, and many increases are being made. Barbour's Advertising Rate Sheets, Inc., have in preparation for publication in EDITOR & PUBLISHER'S Annual Review Number (to be issued in January) statistics showing the rate changes announced by different newspapers throughout the country, and the dates on which these changes are to be effective.

U. S. Feature Service, Inc.

423 World Building,
New York, N. Y.

The kind of service you've been looking for. Over **three hundred and fifty** newspapers, well distributed throughout the United States, use our service, due to **all around efficiency and a liberal policy.**

Rotogravure Supplement in preparation.

Join Us and Enjoy
Our Quality Service for Newspapers

C. S. TRUSTEES UPHELD BY BOSTON JUDGE

Directors of First Church of Christ, Scientist, Cannot Meddle in Affairs of Publishing Society, Says Decision

BOSTON, Dec. 23.—A tentative draft of the findings of Judge Frederic Dodge as master, said to be favorable to the trustees of the Christian Science Publishing Society, has been handed to counsel for the trustees and for the directors of the First Church of Christ, Scientist. The trustees brought suit last March to have the directors restrained from interfering with their conduct of the publishing society's affairs.

Counsel for both sides were given ten days in which to file exceptions or objections. After passing upon these Judge Dodge will hand down his final decision, probably early in the new year.

Directors' Power Limited

Judge Dodge refused to make any statement regarding his findings, but authorized counsel for the trustees and for the directors to make any announcement they saw fit after conferring with each other. Although refusing to be quoted, counsel allowed it to be known that the master had found that the trustees had established their contention that they were in no way subordinate to the directors, that the two boards were interdependent, and that the directors had no legal power to reprimand or remove members of the board of trustees.

The trustees, Herbert W. Eustice of Boston, David B. Ogden of Brookline and Lamont Rowlands of Picayune, Miss., filed their bill in equity in the State Supreme Court after the directors had removed Rowlands from the board of trustees on the ground that he had "allowed a sense of self-interest to interfere with the interests of Christian Science." The court granted a temporary injunction, and after hearings re-

ferred the case to Judge Dodge as master.

The directors are Adam H. Dickey, James A. Neal and Edward A. Merritt of Brookline, and Williams R. Rathvon and Annie M. Knott of Boston. John V. Dittmore of Boston, who had been removed from the board by the other directors and replaced by Mrs. Knott, also was named as a defendant in the injunction proceedings.

Differ Over Deed

Dittmore later petitioned the Supreme Court to set aside the action of the other directors in removing him and to restrain them from interfering with his carrying on the duties of a director. This case also was referred to Judge Dodge as master.

The dispute arose from different interpretations of a deed of trust executed by Mrs. Mary Baker G. Eddy, founder of the Christian Science Church. The directors claimed that this deed gave them full powers over the trustees. The trustees contended that the directors' power was limited and that they had no right to remove any member of the board of trustees.

Politician Buys Missouri Daily

JEFFERSON CITY, Mo., Dec. 22.—W. R. Hollister, executive secretary of the Democratic National Committee, has bought the Daily Capital News, the only morning Democratic newspaper in the state capital. The paper has a circulation of 3,500. The purchase price was said to be \$50,000. Hollister will continue his position with the committee and will employ someone to manage the paper for him. He formerly was private secretary to the late Senator William J. Stone of Missouri.

"THE COMMON LAW"

Robt. W. Chambers'
Greatest Novel

A super-serial now available for newspapers.

Wire for reservation

International Feature Service, Inc.

246 West 59th St. New York

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers
Print Our Service

Send for our Headline History
of the World War

Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers
170 Broadway New York

The True News FIRST

Always-Accurately

International News Service
World Bldg. New York

"Buster Brown"

Every Sunday
is a prescription
for happiness

NEWSPAPER
FEATURE SERVICE, IN C
241 West 58th St. New York

MANY PARIS STRIKERS LOSE BERTHS

Newspapers Unable to Fulfill Amnesty Agreement—Composite Paper Interests Correspondents of Foreign Press

From Our Own Correspondent

PARIS, Dec. 13.—When the newspaper proprietors accepted the strikers' demand to resume work, they agreed to take everyone back "as far as possible" and to reinstate every worker in his old position "as far as could be done." Every newspaper of any importance has found it impossible to take back every striker or to give him his former position; every newspaper has refused a certain number and displaced a number of its employees who went on strike, no doubt if only in order to give a practical lesson to its men.

In acting thus they have followed the example set by other employers in the recent strikes that have failed, as the big dry-goods stores did not reinstate all strikers, one refusing over a hundred, and the big grocery store that won its strike barred so many that an effort is being made to start them in a grocery store of their own.

The Eclair has been asking some of the foreign correspondents in Paris how such a movement as the recent strike would have been met in their own countries.

An Example for U. S.

The correspondent of the Chicago Daily News expressed his surprise at the rapidity with which a joint newspaper was organized the day after the strike was declared. "Would the Chicago newspapers have done the same under analogous circumstances?" the correspondent asked. "I do not believe so. In a recent printers' strike each paper continued to appear as best it could. Paris may be an example to Chicago for the future."

George Adam, correspondent of the London Times, did not think that the London press would have been able to organize a joint paper like the Presse de Paris. He pointed out that there is a material difference between the conception of a newspaper's function in England and America and that held in France. The Presse de Paris illustrated this difference very distinctly, for, while the French papers gave their editorials only, the Daily Mail and New York Herald gave as many news items as possible in the space at their disposal.

"Perhaps the English press, if it had been able to realize the admirable union of the Paris press, would have given more space to news dispatches, but could it have started a sheet like the Presse de Paris? I think not."

The correspondent of the London Daily Chronicle, Martin Donohoe, is not of the same opinion as his colleague of the Times. He has more confidence in the solidarity of the London press,

believing that, if the occasion arose, a joint paper would be brought out.

"We were on the point of such a thing," he says, "during the recent railroad strike, when the typos would not set articles that criticized the strikers. It was then thought that there would be difficulty, if not impossibility, to bring out perhaps two or more, to represent those that were prevented from appearing."

Paper Decree Raised Price

A contributory cause of the strike, as indeed of all strikes, was want of knowledge, especially on the workers' side, of the conditions regulating the industry.

M. Bailby, director of L'Intransigeant, gives a good example of this ignorance. He, with two other newspaper proprietors, had an interview with three representatives of the strikers. They argued with perfect good faith that now that the duty on print paper had been removed, the price must become cheaper and some increase in wages could be made. M. Bailby could not convince them when he pointed out that there was not a ton of paper to be bought in Germany, that America was no longer exporting any and that the price in Scandinavia was going up. The immediate result of the market becoming free had been that intermediaries had been able to raise the prices for any paper that was on the market.

The strike representatives remained skeptic, but M. Bailby adds that the day after he received notice from the national office of the Press (the official body that imports and allots print paper) that the paper which had been 1,200 francs the ton would now be 1,300.

Foreign-Language Editors Want Cooperation

"Hub" English Language Newspapers Criticized as Provincial by 20th Century Club Speakers.

BOSTON, Dec. 22.—At a meeting at the Twentieth Century Club, at which nearly every editor of the many foreign-language papers of this district were present, much discussion was given the question of closer relationship between the English and the foreign-language newspapers of the United States. A committee was named to consider cooperation.

Edward H. Chandler, secretary of the club, said that the Boston newspapers had often been criticized as provincial, and that the foreign-language press often gave a larger view of world activities than the press published in English.

The Jewish Advocate's editor, Alexander Brin, stated that so-called "Americanization speakers," who knew nothing about the problems of the foreign-born, were doing much more harm than good. He cited the difficulty many foreigners experienced in gaining acquaintance with institutions of this country when

their time was occupied almost wholly in a sweatshop or in work at home. Abraham Alpert, of the Jewish American, pointed out that the naturalization laws imposed many restrictions that prevented men from taking out citizenship papers; for example, they must be able to remember the ship on which they came to this country, and must several times bring the same witnesses before federal officials. Compulsory Americanization, he warned, will not work.

That the publishers of great dailies would not care to cooperate with foreign-language papers was the opinion of several speakers. The solution for this, as offered by M. R. Griffith, of the General Electric Company, was that the foreign-language papers should get the big advertisers to say they wanted such cooperation; then, he said, the publishers of the dailies "would be there in the morning." Mr. Griffith was also in favor of censoring the public libraries lest foreigners find books there that might set them thinking along radical lines.

Stokes Heads St. Louis A. J. A.

ST. LOUIS, Dec. 22.—Richard L. Stokes, dramatic and music critic of the Post-Dispatch, has been re-elected president of the St. Louis Association of Journalists. The following vice-presidents were chosen: Clair Kenamore, Post-Dispatch; James W. Darst, Star, and Leslie H. Forman, Times. Mrs. Katherine Richardson Lewis was elected secretary and treasurer, and John F. McElderry of the Times, corresponding secretary. F. A. Behymer, Post-Dispatch; Irving Brant, Star, and Emil Raymond, Times, are the chapter chairmen.

Newsies Guests of Ad Men

CLEVELAND, Dec. 22.—Plans have been made for entertaining Cleveland's newsboys by the Advertising Club the day before Christmas. The club annually puts on a stunt and gives 300 or more newsies a big dinner and theatrical treat. This year the boys will be entertained in the Hotel Statler ballroom. J. H. Harris is chairman of the arrangements committee. Each boy will be given a bag containing shoes, caps, stockings, gloves and other garments.

The

Asbury Park Evening Press

for the six months ending September 30, 1919, had an average daily paid circulation of

7,651 copies

This steadily mounting circulation is due solely to the high place the Press, both evening and Sunday editions, holds in the confidence of its readers, and was entirely unsolicited—no premiums nor other circulation inducements being offered.

Standard Rate Card. Member A.B.C.
 Frank R. Northrup
 Special Representative
 303 Fifth Avenue, New York City
 Association Building, Chicago
 J. Lyle Kinmonth, Publisher.
 Asbury Park, New Jersey.

Ad Men Hosts to Club Women

DES MOINES, IA., Dec. 22.—The Advertising Club last Tuesday celebrated its homecoming in its new meeting place, the Venetian room of the Hotel Savery III. The purpose of the meeting was to present to the women of Des Moines, through their club leaders, the work of the Advertising Club. Tim Le Quatte reviewed the history of the advertising club movement. Frank Armstrong told about the vigilance work and why Des Moines women could rely on the advertising of Des Moines merchants in local newspapers. Chester Cogswell described the service advertising rendered to the public. E. T. Meredith, president of the Associated Advertising Clubs of the World, was chairman.

Republic Men Placed

ST. LOUIS, Dec. 22.—Of the Republic's advertising staff, C. J. Egan has joined the staff of the John Ring, Jr., Advertising Company, Clifford Day and Carlyle Thomas are with the Globe-Democrat; James S. True is with the Shaffer-Brennan Advertising Co., as office manager, and Richard Sommerfield is with the Post-Dispatch.

"P.-I." Raises Price

SEATTLE, WASH., DEC. 24.—The Post-Intelligencer announces, effective January 1, that rates to subscribers will be increased 10 cents per month; price of Sunday issue will be raised from 5 to 7 cents, but the 3-cent sales price of the daily edition remains unchanged. The increased cost of white paper is assigned by the publishers as the main reason for the increases.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.
 Foreign Representative
 171 Madison Ave. NEW YORK

Known Throughout the World

Why are advertisements coming from England, France, Italy, Norway and South America published in

The Pittsburg Dispatch

Because it's the Pittsburg newspaper known throughout the world.

Branch Offices:
 Wallace G. Brooke,
 Brunswick Building, New York
 The Ford-Parsons Co.,
 Marquette Building, Chicago, Ill.

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Here is a city rich in factories and agriculture, rich in educational institutions, rich in contentment and Americanism. Workmen own their homes and deposits in banks total \$7,000,000.

Beloit has one paper—the Daily News—in which the people have faith.

Circulation, 7,700. Rate, 3½ cents per agate line.

(300 ft. x 280 ft.)



The Detroit News

Advertisers guided by A. B. C. reports, know that in Detroit, the News has more circulation than all competitors combined weekdays, and on Sundays a 48% lead over its only competitor.

LOS ANGELES

Evening Herald

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION

123,305

Charter Member A. B. C.

Sworn Statement Sunday Circulation New Orleans States

Oct. 5, 1919.

City	22,319
Country	14,916
	37,235

Nov. 9, 1919.

City	25,731
Country	17,434
	43,165

GAIN.....5,930

PUBLISHERS STRIVING TO CONSERVE

(Continued from Page 8)

The Joplin News Herald editorially declared:

"The increasing scarcity of print paper and the growing cost of newspaper production has caused a number of newspapers to suspend publication or consolidate with other papers during the past week. That the number will grow daily seems certain from the fact that contracts for white paper supply for the next year call for tremendous price increases that many newspapers will not be able to meet."

Five-Cent Price Predicted

It then enumerates something like 30 consolidations, increases in subscriptions, advertising or reduction of size and other conservation measures, from all parts of the country.

The Waco (Tex.) News predicts the coming of the three- and five-cent newspaper in an editorial on the "Newspaper's Expense Problem." It says:

"The decrease in stocks and the accompanying increase in prices means an inevitable increase in the selling price to readers. It cannot be avoided in any conceivable way. Newspapers at three cents and, perhaps, eventually five cents, are coming."

"Advertising space is not selling for enough to keep the publishing business on a sound footing. Here, too, prices must advance, if the situation is to be saved. Newspapers, like food, have become necessities. They deserve adequate support and must have it to live."

The Independence (Mo.) Examiner announced that it had planned to print an eight-page daily from early in December until Christmas to handle the advertising, but owing to inability to secure print paper, had to keep the paper down to six pages.

The War Department is taking steps for co-operation with Senator Hoot, as chairman of the Congressional Joint Committee on Printing, to regulate and cut down army printing at service schools, army posts and elsewhere than at the Government Printing Office in Washington, and this reform will include a supervision of camp, post, regimental and army service periodicals.

SEATTLE.—Proposed measures under consideration by Congress looking toward the establishment of legal limits on the size of newspapers in order to meet the acute newsprint shortage are not taken kindly by the big newspaper publishers in the Pacific Northwest. The Seattle Times seems to strike the popular sentiment in the Northwest when it states editorially that the newsprint shortage would be relieved within a very short time if Congress, instead of attempting to limit the size of newspapers,

would devote its attention to making it possible to use the vast amount of pulp wood of Alaska and the Pacific Northwest.

Experts who have made an investigation of the pulp wood possibilities in the Northland and in the Pacific Northwest, declare that if Congress will pass the necessary legislation that will permit the harnessing of the available water power paper factories will certainly be soon established.

PITTSBURGH.—The Post was published for four days last week without a line of display advertising, giving the following explanation on the first day in a box on the front page, as follows:

"News Given Preference in the Post"

"The non-arrival of newsprint paper for which the Post had contracted—an incident of a national shortage—has necessitated temporary curtailment of the size of this publication. Limitation of the number of pages brought the publishers face to face with three possible courses—sacrifice of news and either the partial or total sacrifice of display advertising. Decision was not difficult. Unwillingness to discriminate between advertisers made necessary that all be treated equally and between news and advertising, the aim of the Post—to be first of all a newspaper—dictated."

"So far as known, the Post is the first newspaper in the history of American journalism to sacrifice to this extent of impairing its advertising revenue in order to give the news undiminished."

Jess E. Trower, advertising director of the Post, informs EDITOR & PUBLISHER that it has increased advertising rates about 30 per cent. He says that the Post's omission of advertising has helped every newspaper in Pittsburgh and in other cities, to a certain extent.

The issues in which the advertising was left out varied between eight and twelve pages, and were all solid news and features, except for two pages of classified advertising.

PERTH AMBOY, N. J.—The Evening News has put the full restrictions of the War Industries Board in force, raised advertising rates 25 per cent and provided for future advertising rate increases by the following clause in its contracts:

"The Perth Amboy Evening News Company reserves the right to increase the rate charged for this advertising upon thirty days' notice; and in the event of rate being increased, the advertiser, by giving fifteen days' notice in writing, shall have the option of cancelling contract on date said increase takes effect, but for the only reason that he is dissatisfied with the increased rate; provided, however, that if advertiser fails to give written notice this contract shall remain in full force at increased rate."

The Brooklyn Eagle has just increased its rates for general adver-

tising 11 per cent and the rate for special positions and special classifications have been increased up to 20 per cent. The new rates are to be effective January 1, 1920.

Scranton (Pa.) Republican has made another increase in its classified rates and proposes to make substantial increase on display advertising rates after January 1.

Urbana (Ohio) Daily Democrat, from 12 cents to 15 cents a week by carrier and from \$4 to \$5 a year by mail in county, effective January 1.

CLEVELAND, Dec. 22.—Some Cleveland publishers during the past week have been hard hit for newsprint. They found their stock exhausted and went begging for "a few rolls of newsprint." Temporary supplies could not be found at 10 cents a pound.

All Sunday editions of New York newspapers will sell retail for 10 cents after January 4 outside the city limits of Greater New York. The price to the wholesaler will be 6 cents and to the dealer 7 cents. No daily except the Evening Telegram will be issued in New York Christmas and New Year's.

The following consolidations and suspensions were noted during the week:

Harrisonburg (Va.) Daily News-Record and Harrisburg Daily Independent, effective January 1, as the Daily News-Record;

East Liverpool (O.) Tribune and Review.

The New York Tribune sent out a new rate card, December 22, to be effective March 1.

Rotary and Kiwanis Numbers

OTTAWA, ONT., Dec. 3.—Recent special editions of the local newspapers included Rotary and Kiwanis Club numbers, which were interesting editorially and carried a heavy volume of advertising by members of the organizations in question. Both the Citizen and Journal issued "specials" for each of the clubs.

The Shortest Route
From Dealers' Shelves
to Consumers' Homes.

Is Via

BOSTON AMERICAN

301,270

Govt. Statement For Six Months Ending April 1st.

This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

The Congregationalist
Changes Page Size

Beginning with the issue of January 1st, 1920, our column length changes from 160 lines to 150 agate lines. Width from 14 to 15 ems.

Three columns to page
BEACON ST., BOSTON

Editor Guilty, Owner Freed

TULSA, OKLA., Dec. 23.—A. S. Koonce, an editorial writer on the Bartlesville (Okla.) Daily Enterprise, was found guilty by a jury in the Federal Court here this week of sending obscene matter through the mails. The indictment was drawn on two counts: that of mailing a copy to a certain man in Dewey, Okla., and for sending the paper to a large number of subscribers. Koonce was found "not guilty" on the first count and guilty on the second. J. S. Leach, owner of the Enterprise, jointly charged with Mr. Koonce, was found "not guilty." Mr. Leach testified he was in Denver at the time of the publication.

Historic Hartford Site Sold

HARTFORD CONN., Dec. 24.—The Burr Printing Company, publisher of the Hartford Times, has sold the land and buildings in which the Times has had its home since 1881 to the Travelers Insurance Company. The deal includes land and buildings adjacent to the Times property and is said to involve \$1,000,000. The Times is now waiting for the completion of its new plant. One lot in the block purchased by the Travelers Company contains the historic home of Thomas Green, who founded the Connecticut Courant in 1794.

Miss French Goes to Coast

LOS ANGELES, CAL., Dec. 24.—Miss Laura M. French, for 25 years managing editor of the Emporia (Kan.) Gazette under William Allen White, has been made telegraph editor of the Los Angeles Times.

**Des Moines Register
and Tribune**

104,858 Daily
Morning and Evening

71,240 SUNDAY

Net Paid Average Six Months
ending September 30, 1919
Member A. B. C.

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post
Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
I. O. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.

Most Rapidly Growing City in East

Thoroughly Covered by the

Evening News

Member A. N. F. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

THE PEOPLE OF
NEW LONDON, CONN.
have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn
and sell them before dark

The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The
Pittsburg Press

Daily and Sunday
Has the Largest

CIRCULATION
IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York, Chicago

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

Joyce Attributes Famine To Advertising Volume

Believes That Spring of 1920 Will Show Increase in Production of Newsprint

BOSTON, DEC. 22.—H. M. Joyce, treasurer and sales manager of the Great Northern Paper Company, adds his warning to the many cautions of experts that paper will be scarce for some time unless stringent measures are taken to reduce the size of newspapers.

"There has developed a serious shortage in the supply of newsprint, mainly caused by the large increase in advertising within the past four or five months, and it has brought about a condition where reserve stocks are pretty well depleted. Large publishers are in the market buying tonnage over their contract requirements, and this has brought the market price of spot paper to around 7 and 7½ cents a pound," Mr. Joyce declares.

"I think paper will continue to be scarce and sell at high prices for some time unless the publishers take some real serious move to cut down and save, because there will be no increase in production in the United States and Canada mills until early in 1920.

"If the publishers would return to war-time conditions it would be a good thing, and if the newspaper men would agree to cut down the use of paper and make the supply cover the demand, it would relieve a bad situation."

NEW INCORPORATIONS

NEW YORK—Bohemian News Company; \$25,000; John Zemek, E. Svehla, F. Maras, 1376 First Avenue.

Russell's Commercial News; \$10,000; A. L. Russell, Thomas C. J. McNulty, J. J. Strasburger, 1254 Delamare Place, Brooklyn.

El Commercio Publishing Corporation; \$125,000; J. J. Crawford, H. J. Uderitz and William Tapley, 30 Broad Street.

Callumen Publishing Company (Delaware corporation); \$1,000,000; Edgar Rickard, George B. Baker, Edwin P. Shattuck, New York.

Sugar Publishing Corporation; \$50,000; Henry B. Moore, Charles N. Manfred and M. E. Manfred, 1356 Pacific Street, Brooklyn.

Il Corriere Publishing Company; \$10,000; Michael Giordano, Flavio Pasella, D. A. Trotta, 2079 Benedict Avenue, New York.

Argyle Publishing Company; \$10,000; H. Sontheimer, A. L. Churchill and B. H. Goldsmith, 1133 Broadway, New York.

Embroiderers Publishing Corporation; \$10,000; Joseph S. Kulkin, John R. Michaelson, Jacob Klein, Carlstadt, N. J.

New Earth News; \$10,000; L. Rabe, J. A. Wright, Charles R. Brodix, Jr.,

187 East 64th Street, New York. Phos Press; \$10,000; J. Christodoulou, A. Taviadorakis, M. Christin, 265 West 40th street.

Pearson-Meade Litho. Corporation; \$10,000; J. J. Pearson, L. E. Honore, A. P. Meade, 149 West 12th street.

Topics Publishing Company; \$25,000; V. E. Pratt, F. P. McQuade, M. S. Small, 638 Lafayette avenue, Brooklyn.

Capital Paper Company; \$15,000; A. S. Meisel, M. S. Finkelstein, J. Levine, 152 3d avenue, New York.

Imperial Printing Company; \$50,000; H. Doberentz, E. Schadt, K. R. Hunt, 1469 Lexington avenue, New York.

York Printing Company; \$10,000; A. G. and S. Z. Dassori, M. Giannoni, 959 74th street, Brooklyn.

Robert Hoyme, advertising and publicity; \$20,000; C. R. Hoyme, R. W. Byerly, S. L. Schmuckler, 68 Washington Square, New York.

Peck Advertising Agency; \$50,000; R. and H. and M. Peck, 566 7th street, Brooklyn.

Publishers' Service Corporation, general printing and publishing (Delaware corporation); \$100,000; Earnest M. Pease, Mary Bell Pease, J. L. Beale, all of Port Chester, N. Y.

Simplex Press Company; \$25,000; A. Baxter, J. Brecher, G. G. Schwartz, 160 Broadway.

JERSEY CITY, N. J.—Real American, printing and publishing; \$50,000; F. H. Pieper, W. H. McIntyre, Thomas McGrath, all of Jersey City.

PHILADELPHIA.—Chat Publishing Company (Delaware Corporation); \$800,000; Sutphen C. Yiesley, Samuel M. Unsted, W. J. Lawson, all of Philadelphia.

Atlas Paper Stores & Waste Company (Delaware corporation); \$50,000; Philip S. Choleser, John M. Jones, Frank La Prette.

COFFEYVILLE, KAN.—Baptist Globe Publishing Company; \$15,000.

OKLAHOMA CITY.—Oklahoma Democrat; \$10,000; E. J. Giddings, Henry M. Carr, Byron Hawkins and J. F. Dillon.

WICHITA, KAN.—Wichita Wholesale Paper Company; \$50,000.

OKMULGEE, OKLA.—Times Publishing Company of Okmulgee; \$60,000; L. N. Houston, L. H. D. Cook and Sanford C. Cox.

ALBANY, N. Y.—Hawk Publishing Company; \$20,000; Arthur L. Sparling, Frank R. Keeshan and Elsie R. Norton, 119 State Street, Albany, N. Y.

WHITE PLAINS, N. Y.—White Plains Publishing Company; \$103,750; H. R. Barrett, Walter V. Hogan and W. L. Tuller, 11 Osborne Street.

ESOPUS, N. Y.—Malkan Publishing Company; \$20,000; Joseph L. Frieder, E. Lee Lucas, Franklin Bien, 95 Dwight Place, Englewood, N. J.

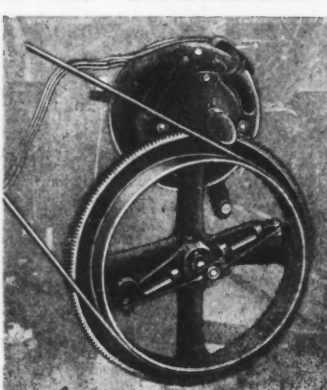
BELTO, TEXAS.—Mutual Press, \$3,000; Sam D. Ware, Stude Yarrell.

BUFFALO, N. Y.—Printers Supply Company; \$10,000; W. A. Jones, D. L. Johnson, J. T. Lynam, Buffalo.

EQUIPMENT FOR SALE

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

THE CUSHMAN



OFFSET LINOTYPE MOTOR
Has No Equal
for
EFFICIENCY and SERVICE
and
STURDY CONSTRUCTION
We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.
Write for prices. Address:
CUSHMAN ELECTRIC CO.
Concord, N. H.

For Sale
Goss straight line printing press (8 pages) with complete stereotyping outfit. Can be seen in operation. A splendid buy if you act quick. The Record Publishing Company, Greensburg, Penna.

EQUIPMENT WANTED

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

Wanted
Tubular sixteen-page press. State price and when delivery can be made. Address B-514, care of Editor & Publisher.

Wanted
Lintype Machine, model No. 8, in good condition. The Post-Star, Glens Falls, N. Y.

Kimpton and Day Start Agency

TORONTO, DEC. 20.—A new advertising agency, the Advertising & Sales Promotion Company, has opened offices in the Stair Building. The promoters are W. E. Kimpton and R. E. Day, both of whom have been connected with the Toronto office of A. McKim, Limited. Prior to the war Mr. Kimpton was for three years on the staff of the Curtis Agency, Detroit.

Farmers Start Another

TORONTO, DEC. 24.—The farmers' political movement in Canada is strengthening its journalistic position through the establishment of a new weekly paper in the Maritime Provinces to be called the United Farmer. It will be the official organ of the United Farmers of the Maritime Provinces and will start publication at Moncton, N. B. on April 1, 1920. George F. Chipman, managing-editor of the Grain Growers' Guide, Winnipeg, will be managing-editor, with G. G. Archibald, editor, and the paper will be published in conjunction with the Grain Growers' Guide.

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

For Sale

Two Hoe Sextuple Presses with two folders. Each press prints an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rolling Machines can be shipped at once.

Walter Scott & Company
Plainfield, N. J.

Take It To POWERS

Open 24 hours out of 24 The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNOR, FENDLER & CO
96 Beekman St. New York City

Maine Expects New Daily
SANFORD, ME., DEC. 22.—The high price and scarcity of newsprint seem to hold no terrors for the town of Sanford, and the prospect of having a daily paper seems to be bright. E. S. Chase, until recently employed in the office of the Sanford Tribune, canvassing the town, especially among the business men, to learn the feeling and if sufficient support can be obtained he is planning on starting a six-page paper to be sold for 2 cents.

Mercer (Pa.) Western Press, established in 1811, suspended temporarily because of lack of print paper.

TIPS FOR AD MANAGERS

CLARKSON A. COLLINS, JR., 120 Broadway, New York. Renewing some newspaper contracts for Hercules Powder Company, Wilmington.

DUNLAP-WARD ADVERTISING COMPANY, Kresge Bldg., Detroit. Renewing some newspaper contracts for Chandler Motor Car Company, Cleveland.

GARDNER ADVERTISING COMPANY, 1627 Locust street, St. Louis. Again renewing newspaper contracts for Certainteed Products Corporation, "Certainteed" Roofing, St. Louis.

GREEN - FULTON - CUNNINGHAM COMPANY, Free Press Bldg., Detroit. Will make up lists during next month, using newspapers for Saxon Motor Corporation, Detroit.

H. S. HOWLAND ADVERTISING AGENCY, 20 Broad street, New York. Reported will make up lists during January for A. A. Vantine & Co., Fifth avenue and 39th street, New York.

HOYT'S SERVICE, 116 W. 32d street, New York. Placing orders with a few newspapers for American industries by the Toy Manufacturers of U. S., Flatiron Bldg., New York.

DR. KILMER COMPANY, "Swamp Root," Binghamton, N. Y. Placing new schedules with newspapers to run from January 4 to May 9, 1920.

H. E. LESAN ADVERTISING AGENCY, 440 Fourth avenue, New York. Placing a test campaign with Hartford newspapers for Riber Products Company, "Wids" Rubber Heels, 710 Little Bldg., Boston.

LIBERTY ADVERTISING AGENCY, 149 Fifth avenue, New York. Renewing some newspaper contracts for Postum Cereal Company, Battle Creek, Mich.

LORD & THOMAS, Mallery Bldg., Chicago. Reported will make up lists during January, using newspapers for Alfred Decker & Cohn, "Society Brand" Clothes, 4416 S. Franklin street, Chicago.

LYDDON & HANFORD COMPANY, 200 Fifth avenue, New York, and Cutler Bldg., Rochester. Making renewal contracts with some New York State and Vermont newspapers for Sill Stove Works, Rochester. Placing orders with some Florida newspapers for the present for Rico Milk Products, cream, Bush Terminal, Brooklyn, N. Y.

MARKS ADVERTISING COMPANY, Monolith Bldg., New York. Placing orders with newspapers for G. Shirmer Music Rolls, New York.

R. A. MATTHEWS ADVERTISING CORPORATION, 140 S. Dearborn street, Chicago. Placing orders with newspapers for Star & Stripes Magazine, Munsey Bldg., Washington, D. C.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York. Renewing newspaper contracts for Aluminum Cooking Utensils Company "Wear-Ever Aluminum," New Kensington, Pa. Placing copy with newspapers generally to

start early in January for Shredded Wheat Company, Niagara Falls, N. Y.

J. A. RICHARDS COMPANY, 9 E. 40th street, New York. Making 5,000-line contracts with newspapers for Mohawk Silk Fabric Company, 257 Fourth avenue, New York.

L. A. SANDBLASS, 7 Clay street, Baltimore. Making renewal contracts with newspapers for J. H. Whitehurst Company, "Juniper Tar," Baltimore.

DAVIS-STEWART ADVERTISING AGENCY, Kesner Bldg., Chicago. Renewing newspaper contracts for Wm. Wrigley, Jr., Company, chewing gum, 5 N. Wabash avenue, Chicago.

STROUD & BROWN, 303 Fifth avenue, New York. Reported will make up lists during January for Brown, Durrell & Company, 11 West 19th street, New York. Again renewing contracts with newspapers for B. Fischer & Company, "Hotel Astor Coffee," 190 Franklin street, New York.

THOMAS ADVERTISING SERVICE, Heard Bldg., Jacksonville, Fla. Placing orders with newspapers for Southern Farms Company, 20 Orange street, Shell Bluff, Fla.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Renewing some newspaper contracts for Horlick's Malted Milk Company, Racine Wis.

WESTERN ADVERTISING AGENCY, 523 Main street, Racine, Wis. Again placing orders with newspapers for S. C. Johnson & Son, Johnson's Freeze Proof Paint, Racine, Wis.

BOTSFORD, CONSTANTINE & TYLER, Portland, Ore. Planning campaign for Purola products, manufactured by the Blumauer Frank Drug Company, Portland. The campaign will cover Oregon, Washington and Idaho through more than 100 city and country papers.

LOYD W. YOUNG, 1900 Euclid avenue, Cleveland. Placing 5,000-line contracts for Marathon Belts, manufactured by the Marathon Tire & Rubber Company, Cuyahoga Falls, Ohio. An extensive newspaper and trade journal campaign is being planned for 1920. Placing contracts with Ohio and Pennsylvania newspapers for advertising of the Twin Dry Cell Battery Company, Cleveland. Running large space in larger newspapers in central west territory for the SqueeGee Heel Company, Cleveland. Advertising will be extended to new papers in the early spring.

VAN PATTEN, INC., 50 E. 42d street, New York. Placing orders with Pacific Coast newspapers for Technical Products Company, 501 5th avenue, New York.

ALBERT FRANK & Co., 26 Beaver street, New York. Handling account of American Radio & Research Corporation, Medford, Mass.

Scranton (Pa.) Republican has made another increase in its classified rates and proposes to make substantial increase on display advertising rates after January 1.

PUT YOUR LITTLE ADS ON PARADE

(Continued from Page 12)

Such a man is the prospect of dozens of salesmen, and they have a right to use all legitimate means of effecting a sale.

The arguments for illustrations in display ads apply to larger type faces in classified ads. As a rule, it is only considerations of time and convenience that should be allowed to bar hand composition, the breaking of column rules and cuts. Whole classifications, in the writer's opinion, like real estate, household goods and the like, are not properly "want ads" at all; they are merchandising ads, just as those of the department stores and the merchants back of them should be given the proper tools to work with.

As to the size and style of type faces, he has not a word to say. Good taste, the individual good taste of each publisher, must fix them. One paper feels that nothing but outline type is suitable even for display; another shows by its typography that it has a corner on black ink. Which is right? Neither, and both. Taste differs from taste, that is all.

But as to the right of an advertiser to use every legitimate means of reaching a semi-interested reader, there is no difference of opinion, and the number of papers that deny him the use of striking type as one of these means is small.

New York Ad Men Dine

Sixty advertising men connected with the daily newspapers of New York held a dinner recently in Keene's Chop House. Excellent vaudeville, a menu that is described as "a feast for the gods" and other time-honored accessories contributed to the success of the event. The committee in charge was headed by Martin C. Ready of the New York American staff.

Newcomer in Oklahoma

OKLAHOMA CITY, OKLA., Dec. 23.—The Capital Record is a new weekly publication. Tom Killion of the state health department is editor and H. R. Christopher, private secretary to Governor Robertson, is business manager.

Few Papers—(if any)—surpass the
**TRENTON
NEW JERSEY TIMES**

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages
Tuesday Music Page
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.

Marbridge Bldg., Lytton Bldg.,
New York. Chicago.

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

Hapgood Not Recalled

WASHINGTON, D. C., Dec. 23.—The State Department has again emphatically denied that Norman Hapgood, American minister to Denmark, has been recalled. Mr. Hapgood, who is a newspaper and magazine writer of note, recently announced that he would return for a visit to the United States and local reports were that he had been recalled for alleged unauthorized relations with the Russian Soviet Government. He reached New York today.

Advertising Atlanta

ATLANTA, GA., Dec. 24.—An intensive advertising campaign to boost Atlanta and the South is being conducted by the Atlanta Chamber of Commerce. The campaign consists of a series of full-page advertisements every Sunday in the Atlanta papers citing the advantages of Atlanta as an industrial and civic center. Expenses are being met by real estate dealers, cotton mills, manufacturers, wholesalers, department stores and retail merchandising establishments of the city.

New Plant for Herald

BRIDGEPORT, CONN., Dec. 23.—The Evening Herald, nine months old, is to move into a new home. It started in the plant of the old Bridgeport Sunday Herald in Middle Street, and has used Sunday Herald equipment and press to this time, but before the new year will have its own presses and equipment in the new building at Water and Wall Streets.

E. R. Sterbenz, circulation manager of the St. Louis Republic, is now with the Globe-Democrat.

New Jersey's Greatest
Morning Newspaper
THE NEWARK LEDGER

For six days in the week we are alone in our field of more than a million readers, and the

SUNDAY LEDGER

Takes a place among the leading publications of the country.

Dorothy Dix Helen Rowland
Associated Press

Annual Survey of
Finance and Trade

The Annual Review of The Annalist, January 5, 1920, will present forecasts by men active in world affairs on the trend of financial, industrial and economic developments of 1920.

This issue will carry complete reports of the year's business in stocks and bonds listed on the Stock Exchanges of New York and other leading cities and in the unlisted security markets.

THE ANNALIST

Published by The New York Times Company, Times Square, New York

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
and
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.



The National Jewish Daily

The McClure
Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montagus Glass and Sewell Ford.

N373 Fourth Ave., New York

BUFFALO NEWS
EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century



Southern Crops

1919 Reports

Record prices and bountiful production sent the value of farm crops harvested this year to an unprecedented figure.

The values quoted here were based on prices paid to producers December 1.

Southern crops were extremely heavy and while these figures represent the country at large, the proportion of these particular crops grown in these States was extremely heavy.

Corn, \$3,934,230,000
Cotton, \$2,332,913,000
Hay, \$2,129,087,000

The tobacco crop was exceptionally large and prices were tremendously high. Southern planters have experienced prosperity as never before, and business in every line has broken and is still breaking records.

Available figures on the automobile industry indicate, in a measure, the way The South is going ahead—and shows plainly that this money going South is being freely spent.

There was a thirteen percent. gain in automobile ownership throughout the United States during 1919.

Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Alabama and Louisiana, show an increase of twenty-two percent. in automobile ownership during 1919.

Since 1917 the census of automobiles in the South has increased more than one hundred percent.

These Southern people—the most delightful folks on earth—read their home newspapers first.

They recognize Southern aristocracy and Southern news as of first importance—and their loyalty to everything Southern is not only proverbial, but to be unhesitatingly commended.

Southern publishers, however, are entitled to a great deal of credit for this loyalty, for Southern newspapers are as metropolitan in every way, as progressive, as full of features, as are the newspapers of any part of the country.

A liberal use of these newspapers is simply insurance of big, profitable business for National advertisers. Such advertising also insures dealer co-operation—a feature of great importance, especially in the South.

ALABAMA		Circulation	2,500 lines	10,000 lines
Birmingham Age-Herald(M)	22,300	.07	.05	
Birmingham Age-Herald(S)	27,405	.08	.06	
Birmingham Ledger(E)	34,018	.07	.07	
*Birmingham News(E)	45,343	.10	.10	
*Birmingham News(S)	48,070	.12	.12	
Mobile News-Item(E)	10,136	.03	.03	
Mobile Register(M)	23,709	.05	.05	
Mobile Register(S)	33,137	.06	.06	
Montgomery Advertiser(M)	24,187	.05	.05	
Montgomery Advertiser(S)	24,736	.06	.06	
FLORIDA				
Jacksonville Metropolis(E)	18,740	.05	.05	
Florida Times-Union, Jacksonville(M&S)	26,915	.06	.06	
Palatka Morning Post(M)	1,450	.0122	.0122	
Pensacola Journal(M)	6,485	.025	.025	
Pensacola Journal(S)	7,900	.025	.025	
Pensacola News(E)	5,425	.02	.02	
GEORGIA				
*Atlanta Georgian(E)	39,386	.08	.08	
*Atlanta Sunday American(S)	83,177	.12	.12	
*Augusta Chronicle(M)	11,074	.03	.03	
*Augusta Chronicle(S)	10,008	.035	.035	
Augusta Herald(E)	13,958	.035	.035	
Augusta Herald(S)	9,413	.035	.035	
Columbus Ledger(E&S)	7,592	.03	.03	
Macon Telegraph(M)	23,450	.04	.04	
Macon Telegraph(S)	19,321	.04	.04	
Savannah News(M&S)	21,120	.055	.04	
Savannah Press(E)	15,357	.04	.04	
KENTUCKY				
Louisville Herald(M)	45,616	.08	.08	
Louisville Herald(S)	49,090	.08	.08	
Paducah News Democrat(M)	6,972	.0225	.018	
LOUISIANA				
*New Orleans Times-Picayune..(M)	76,171	.12	.12	
*New Orleans Times-Picayune..(S)	92,360	.15	.15	
*New Orleans Daily States.....(E)	41,925	.10	.08	
*New Orleans Daily States.....(S)	37,563	.12	.12	
*New Orleans Item(E)	74,541	.12	.12	
*New Orleans Item(S)	90,488	.15	.15	
NORTH CAROLINA				
*Asheville Citizen(M)	11,985	.03	.03	
*Asheville Citizen(S)	9,704	.03	.03	
*Asheville Times(E)	7,236	.025	.02	
Charlotte News(E&S)	10,849	.03	.03	
*Charlotte Observer(M)	18,360	.055	.03	
*Charlotte Observer(S)	18,557	.065	.04	
Durham Sun(E)	5,325	.02	.02	
*Greensboro Daily News.....(M)	15,975	.05	.04	
*Greensboro Daily News.....(S)	21,117	.06	.05	
Greensboro Record(E)	8,000	.025	.025	
Raleigh News and Observer.....(M)	22,273	.05	.04	
Raleigh News and Observer.....(S)	22,210	.05	.04	
*Wilmington Dispatch(E)	4,498	.02	.02	
Wilmington Dispatch(S)	3,840	.02	.02	
*Winston-Salem Journal(M&S)	5,358	.025	.02	
*Winston-Salem Sentinel(E)	6,956	.03	.03	
SOUTH CAROLINA				
Anderson Mail(E)	4,431	.0178	.0178	
Charleston American(M)	7,603	.03	.03	
Charleston American(S)	12,991	.03	.03	
*Columbia Record(E)	12,007	.03	.03	
*Columbia Record(S)	21,091	.05	.05	
Columbia State(M)	8,485	.035	.03	
Greenville News(M&S)	4,785	.02	.02	
Greenwood Index Journal.....(E)	2,958	.03	.03	
Spartanburg Journal & Carolina Spartan(E)	4,416	.03	.03	
Spartanburg Herald(M)	5,262	.03	.03	
Spartanburg Herald(S)				
TENNESSEE				
*Chattanooga News(E)	14,349	.04	.04	
Chattanooga Times(M)	26,588	.07	.07	
Chattanooga Times(S)	23,466	.07	.07	
Knoxville Sentinel(E)	21,290	.05	.045	
*Knoxville Journal-Tribune(M)	19,174	.05	.045	
*Knoxville Journal-Tribune(S)	78,214	.14	.12	
Memphis Commercial Appeal... (M)	109,031	.17	.15	
Memphis Commercial Appeal... (S)	42,984	.07	.07	
*Nashville Banner(E)	26,047	.08	.08	
*Nashville Banner(M)	16,110	.08	.08	
*Nashville Tennessean(S)	29,570	.08	.08	
*Nashville Evening American... (E)				
*Sunday Tennessean & American (S)				
VIRGINIA				
†Bristol Herald Courier.....(M&S)	8,750	.04	.04	
Danville Register and Bee... (M&E)	9,451	.03	.027	
Newport News Times-Herald... (E)	10,354	.04	.04	
Newport News Daily Press... (S&M)	6,476	.08	.08	
Norfolk Ledger Dispatch..... (E)	38,494	.08	.08	
Roanoke Times(M&S)	9,570	.06	.04	
Roanoke World-News(E)	10,315	.06	.04	

Government Statement, October 1st, 1919.
 *A. B. C. Report, October 1st, 1919.
 †Includes Bristol, Tenn.

NOTICE TO ADVERTISERS.

Owing to great shortage of print paper, The Globe has been compelled to adopt emergency rules limiting the space to be used by any advertiser until Dec. 31.

At a time when hundreds of newspapers throughout the country are without any paper, even such difficulties as our temporary shortage are insignificant.

To buy additional paper at from \$180 to \$240 per ton in the spot market would but further inflate the price and tend to deprive those without supply even of this desperate recourse.

The above notice, inserted on the first page of the New York Globe, backed up by telephonic messages to all large local advertisers, that on and after Dec. 16 no advertiser would be permitted to use over one page (8 columns) in any week, will enable The Globe to turn the year without going into the open market for many tons of paper at prices above \$200 per ton.

This step meant the sacrifice of many thousands of dollars of profit to The Globe, but it released just so much more print paper for those without supply. It will have an influence toward keeping the price of print paper just a bit lower and shows the way to other publishers willing to make similar sacrifice in the emergency.

Only one or two advertisers protested against the curtailment of space, but they were shown that any other course would ultimately lead to their paying for the high priced print paper, through advance in rates, if The Globe permitted them to force it to buy spot paper on which to print their advertising.

THE NEW YORK GLOBE

JASON ROGERS, PUBLISHER

MEMBER
A. B. C.

180,000
A DAY

Per. Bl. Per. R. S. B. R. B.

